

# THE 10 COMMANDMENTS OF LIFESTYLE INVESTING

1

## **Lifestyle First**

Your investments are truly passive income, rather than a factor of time spent in the business. That means you're earning income while you're sleeping or offline.

2

## **Reduce the Risk**

Examine deal structures to minimize risk and maximize returns.

3

## **Find Invisible Deals**

Watch emerging markets and unconventional investment opportunities, including companies in a reinvention phase or new technologies.

4

## **Get the Principal Back Quickly**

Can you get a return on your investment in one to three years?

5

## **Create Cash Flow Immediately**

Can you negotiate cash flow monthly or quarterly?

6

## **Find an Income Amplifier**

Negotiate preferred terms or "sidecar agreements" to amplify revenue potential.

7

## **Cut Out the Fat**

Eliminate any unnecessary fees, whether they're through "middlemen," banks or other financial institutions.

8

## **"Plus" the Deal**

Investigate the perks and terms to optimize the deal for lower risks or long-term value.

9

## **Use Leverage To Your Advantage**

Non-recourse loans are one strategy to protect investors if an investment underperforms. Sometimes the benefits of working with a financial institution outweigh their fees.

10

## **Every Dollar of Investment Gets a Return**

If you hire professionals to support you (i.e. your legal, tax or financial team), ask them questions to educate yourself as you go along.