

THE 10 COMMANDMENTS OF THE LIFESTYLE INVESTOR®

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 structure to minimize risk and maximize returns.

3

Find Invisible Deals

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

4

Get the Principal Back Quickly

Can you get a return of your principal investment in one to two years? The quicker you get your principal back to invest again, the more your investments compound.

5

Create Cash Flow Immediately

Can you negotiate cash flow monthly or quarterly? The more cash flow you have, the more it can support your lifestyle and eventually be used for additional investments.

6

Find an Income Amplifier

Negotiate preferred terms or sidecar agreements to amplify profit 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 risk and greater returns and 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 work with them.