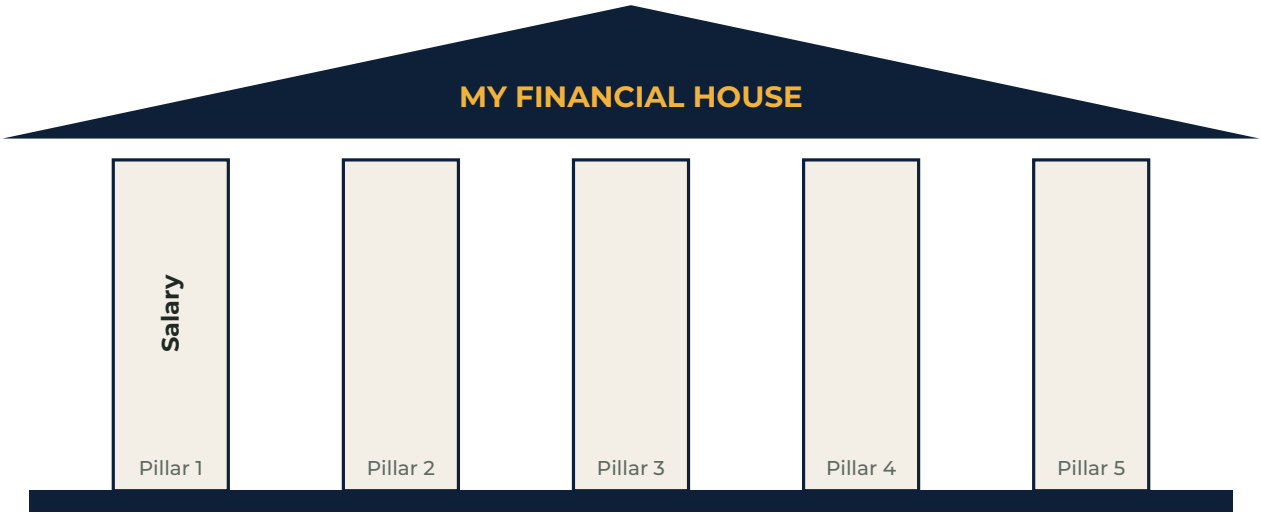
YOUR FREEDOM NUMBER · FREE TEMPLATE

My Income Pillars

The “pillar test” from chapter 4 – and ideas for your side hustle (ch. 5 and 6).



Finding ideas

What am I good at (job, training, experience)?

Which hobbies do I have that others would pay for?

Which problems can I solve for others?

What knowledge could I package as a digital product (PDF, template, course)?

The “first customer test”

My idea: _____

Who is my first customer? _____

My offer (in one sentence): _____

Price: _____

By when will I ask 5 people / businesses? _____

Expense or investment?

Before you spend money on a course, a tool or a book: can it help me earn more than it costs?