

TRANSCRIPT

SESSION 1.1 NATE'S BEST SIDE GIGS

- Nate Broughton: 00:00 All right. Nate here. I'm going to run you guys through all of my best side gigs, no holds barred. These are the ways that I make money passively for the most part, and a little bit actively, but they all qualify as side gigs under Dana's opt-out criteria for things that didn't take a lot of initial capital outlay, they don't take a lot of my time every month, and they make nice, passive income. They don't require a lot of employees. They aren't things that I'm expecting are going to make me a million dollars someday, but they're just nice things that add up that give me a lot of flexibility in decisions I make on where I make my income, where I spend my time, and my ability to travel. So here are my best side gigs.
- Nate Broughton: 00:43 First of all, you know I've been an internet marketer for a long time, and one of the easiest ways to make money when you know the ins and outs of the internet, and one of the most old-school ways to do so, is through domain-ing: buying and selling domain names. So I make some money on domain names every so often. This isn't always consistent income, but there's ways to do this where you can get consistent income every month, and I'm going to talk through how I do that. But it's a great, typically very passive way to make side income.
- Nate Broughton: 01:14 The initial capital outlay is low. Buying domain names typically, if you're going to register something that hasn't been registered before, is as simple as going to a GoDaddy.com or a Namecheap, or Google's a registrar now. Places that sell domain names are called registrars. But you can go to GoDaddy.com, type in a domain name, OptOutLife.com. That one's actually taken, as you might imagine, but do something like that. Go to GoDaddy, type in a name, see if it's available, and if it is, chances are you can lock it up for just eight or nine bucks a year.
- Nate Broughton: 01:46 Some domains cost a little bit more, and some of the domain extensions that have been launched recently ... Like there are, I think, a few hundred domain extensions, if not more, these days beyond .com: .net, .org, maybe a few that you do know. There's .media. There's .ventures. There's dot-different cities. There's .nyc. There's .blog. I won't go too far into those things, but let's keep it simple and say you're going to go to GoDaddy.com, register a domain name, somethingsomething.com, buy it for eight bucks, and that's the fee that you have to pay for the year. It's pretty cheap, pretty easy to do.
- Nate Broughton: 02:22 Now, how do I make money with domain names? I'll give you a brief overview, and then we're going to walk through each way that I do it. First of all, I make money on domain names by selling the domain to a third party after I buy it. That's like domain flipping. Think of it as the way you might think of buying and flipping a house.

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Think of Flip This House or our podcast episode with Alex. You buy something, you hold it, someone else wants to own it, and you can sell it for a profit. That's the first way that I make money with domain names.

- Nate Broughton: 02:49 I've been registering domain names since 2003, probably, and I have a weird portfolio. I'm far from a master domainer. I have friends who do this as a living, and they have portfolios with racing.com and lasvegas.com and things that are high-value, one-or-two-keyword domain names and they're flipping them for hundreds of thousands of dollars of profit. You don't need to think that big to make decent money.
- Nate Broughton: 03:16 So I own some domains like sellmybusinessatlanta.com. That kind of comes from me messing around in the mergers and acquisitions space and looking for businesses to buy, but it's a very basic example of something that's ... You don't think of that sale that's worth a million dollars, but if you're a business broker in Atlanta, sellmybusinessatlanta.com is a pretty decent name. I was able to register that name for \$8 for the year. I snapped it up for a couple years, and I'll hold it in my portfolio. And then, every so often, someone will come through, searches for domain names, and they will send an inquiry to me to buy the domain.
- Nate Broughton: 03:54 That's happened to me recently, actually. I actually sold a domain for \$1,050 that was related to M&A firms. I actually can't remember the exact URL, but I had a run about a year or two ago where I went through and thought up some good names related to M&A firms and business brokers and things like that. It doesn't really matter the topic. I could be talking about desk chairs or CPAs or hair salons. But I registered probably about 20 domain names in that vertical and haven't thought about them since. I spent about 160 bucks getting those domain names. I got an email from GoDaddy just a couple weeks ago saying, "Someone has made an offer for XX M&Afirms.com for \$1,000. Would you accept it?" I was like, "Of course. I'd love to have an extra \$1,000 in my bank account." I totally forgot I registered those domain names. That's one other thing that's nice about buying domain names: they don't have any ongoing costs other than the yearly registration fee if you're just going to hold them in your portfolio. Spend eight bucks on them a year. If they're a decent name, every so often, someone's going to come along and make you an offer.
- Nate Broughton: 05:01 Another thing you can do with domain names, if you have even some basic knowledge or desire to turn them into basic websites, you can register a domain name, buy some web hosting and a host like Bluehost or Media Temple. We'll leave notes for where to do those things

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along with this lesson. But you can then launch a website on that domain name, use a free CMS like WordPress.com, install that on your host, and build a one-to-two-page website on your domain name. I do this all the time because there's a chance that you could get that domain that is now a website to rank in Google, and it's going to increase your likelihood that someone comes along and may want to buy it, potentially.

Nate Broughton: 05:44

It may also increase the value of the site because if you launch a site like sellmybusinessatlanta.com and it climbs the search rankings and eventually it ranks number one or two for "sell my business Atlanta" or "business selling Atlanta," keywords that people search when they're trying to find a business to buy, then you got a lot more leverage to have to say, "This thing is worth X-thousand dollars," to a business broker. I've done that exact thing, and I've done that many times over where it only takes me an hour or so to sit down and write 2,000 words on a topic like selling your business in a certain city. I'll install WordPress on the domain name, and then I'll launch it as a website, a very simple website with a template on it, and hopefully, after a little bit of time, it'll rank. Some of my SEO knowledge comes into play there because I can make sure I make a content outline for my content where I include a lot of subheadings and FAQs and things on that page that I know Google is looking for with their current algorithm, and it'll give it a lot better chance for it to rank. We'll talk more about SEO and planning out that content in another lesson, or you can always talk to us about it through the Opt-Out Life tribe membership. But, yeah, boiling it down, it's pretty basic. I register a website. I install some hosting and WordPress and write 2,000 words on the topic, launch the website, and then I sit back.

Nate Broughton: 07:05

That gives me leverage to make some money down the line by either, like I've explained, selling it for more than it would have been worth as just a basic domain name, or you can then go out and be a little bit more proactive and send an email to all the business brokers in the area and say, "Hey. I have this domain, sellmybusinessatlanta.com, and it ranks number one for a couple of different keywords around selling businesses in your city. I noticed you're a business broker. Would you like to buy it for \$5,000?" Or, "Would you like to lease it for a couple hundred dollars a month?"

Nate Broughton: 07:37

That gets me to maybe the best way that I make money off domain names. Now, I do the recipe that I just said, the playbook of registering the domain, buying hosting, installing WordPress and launching a template, and then writing the content. I put the site up, get it to rank in Google. Then I conduct email outreach to business owners

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in the area related to the site, and I set up a deal where they'll lease it from me for a monthly fee. I change the website then to have their contact information, so basically just flip the switch overnight where it goes from just being a generic website to their website, and now they're getting the traffic, the leads, the eyeballs for that site just like that.

- Nate Broughton: 08:20 It's a pretty powerful pitch to say, "Oh, I see you own a hair salon in San Diego. How would you like to rank for 'San Diego hair salon' number one tomorrow?" Because a lot of people either, if they want to do that, they have to buy paid ads and add words, they have to go through the pain of hiring an agency, or they have to figure out how to make their site rank. It's going to be a long process no matter what. But if you've got the site built and it's already ranking and you can go to them and make that pitch and straight up change it in a few minutes to be their phone number, their contact information, you're going to make some sales.
- Nate Broughton: 08:56 My favorite domain deals other than the ones where I get a lot of money coming out of nowhere for a name are the monthly recurring leases I have on domain leases. So you've got buying domain names. You can buy and hold and just let them sit in your GoDaddy account. You don't have to necessarily list them anywhere. You could go out and list the websites, the domain names for sale on other registrars and on GoDaddy and on domain-selling websites, but people can just find you by, if you have good names, just sitting in your portfolio like my example with GoDaddy and the M&A firm site. Someone just emailed me through there because you can find domain owners by doing "who is" searches on them and get to them that way.
- Nate Broughton: 09:37 So you don't necessarily have to list it on an auction website to sell it passively. So, yeah, building is ... You don't have to think of that as building some big website. There are dozens and dozens of sites that I own that are barely websites; they're just a couple of pages with some long-form content on them in and around a specific keyword .com, and hopefully those things start to rank over time. I think that's worth the investment. If you have the time and you have the know-how, it's going to increase the chances that you can flip it for a higher amount of money or that you can do the whole leasing thing I just explained.
- Nate Broughton: 10:11 Buying, building, and leasing. I think that's the playbook for the best passive income from domains. Totally on auto pilot, very simple to build, very easy, and as long as that person wants to keep that website and it continues to rank ... You have to kind of work that into the contract ... then you're good. You're making the most passive income you're ever going to make.

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- Nate Broughton: 10:34 All right. Another great side gig of mine other than domain names is my real estate broker's license. I got my real estate broker's license in 2013. We've talked a little bit about real estate on the Opt-Out Life podcast. It's featured prominently in Dana's book. I firmly believe that real estate investing is a key way for me to build income in the long term. Of course, I have a little bit in the short term from investment properties and income properties, but they're mostly to build wealth and passive income for the long term.
- Nate Broughton: 11:07 Real estate's the way that a lot of us and people like me are going to be able to build kind of a nest egg for the future 20, 30 years down the line where we're getting rent checks every month from properties that we own and are paid off, and then we don't have to work anymore. I got my real estate license because ... For a few reasons. I wanted to learn the real estate game. Going back to 2012, 2013, I really didn't know much about it. I had read some books and I'd talked to partners of mine about it, but I was new and I wanted to just kind of ingrain myself in as much as I could to figure out what I was doing to not make any mistakes.
- Nate Broughton: 11:45 So I started going to real estate events locally, and my partner and I were discussing buying investment real estate back in Missouri, where we were from, because it was cheaper and easier to acquire and also because we knew the area. In order to kind of educate myself and also, I should mention, in order to have a real estate broker's license in our back pocket, there are reasons why you will want to have it and reasons why you wouldn't as a real estate investor. It just felt like something that I should get and have and that would pay off long term. And it definitely has.
- Nate Broughton: 12:21 First of all, how did I get that license? Well, I had to take five college classes, actually. Every state is different. Depending on what state you're living in, you're going to have to figure out the actual requirements for getting a license in your state. But I did it in California first, and they have, I guess, relatively strict requirements, as you can imagine. They also had requirements that were changing over time and, actually, very specifically around 2012 and '13, they changed the requirements on who could get a broker's license to make it harder and require people to have a certain amount of experience working in real estate if they wanted to get a broker's license.
- Nate Broughton: 13:01 I knew that window was closing and I didn't have any active experience working as a real estate agent, so I

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decided to quickly do any other prerequisites I needed to do and to sign up to take the test and get my application in before things changed. What I had to do just as a regular person with a college degree was complete some new college courses related to real estate because I had a few related to real estate and finance from my time in college, but they required, I think, eight different courses, and I had done three. So I enrolled in some online courses with one of the schools out there, did them relatively quickly. I remember doing some of them on my phone when I was sitting on BART going to visit a friend, and it wasn't too difficult.

Nate Broughton: 13:47

Once I had that done, I could apply to take the exam. In California, you actually had to take the exam twice in one day. So you could start as a sales agent or a salesperson or a real estate agent. I forget what they call it. I think it's a salesperson, salesperson's license in California. That's what anyone can get if they're starting out as a newbie, and then there's the broker's license. That's what you can get after you've worked for a few years for a broker as a salesperson and had that license. Or, if you're an attorney, you can apply to take the test and just take it like that. That's how Dana was able to do it.

Nate Broughton: 14:20

At that time, before they switched the rules, you could also do it if you had a four-year degree and had taken a certain amount of classes, and maybe there was one other qualification, but long story short, I could qualify to take the test. So I signed up to take it. I then took a crash course over the weekend in LA just to kind of get ready for the weekend, went in, took the test in the morning and then took it again in the afternoon since I was going for the broker's license. It was actually incredibly easy, although I did prepare pretty well, I think, and passed like that and I had my real estate broker's license. Beautiful, huh?

Nate Broughton: 14:55

But once I was licensed, that's when the fun began, and that's where I start to make passive income, right? This has become a great side gig for me because I can leverage it in a few different ways. Let's go through those. First of all, I leverage my real estate broker's license to get access to the MLS, the multiple listing service, here in San Diego. That gives me access to see any active deals on the current real estate market that are listed with the MLS. That's a leg up for me to see what's going on both personally as an investor and to try to generate wholesale deals through my account. This is actually the way I've been able to make the most money passively with my real estate license so far.

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- Nate Broughton: 15:36 I became friends with a handful of people, young people who were interested in the real estate industry and were starting to do wholesales and were getting their salesperson's license, and they needed a place to hang their salesperson's license. That's a industry term. If you're a salesperson and you get that initial license in California, you need to hang that license with a real estate broker. It has to be somewhere. I quickly became the broker of choice for this group of guys because we knew each other through the entrepreneurial community here and because I was relatively young and easygoing about all this.
- Nate Broughton: 16:18 I think a lot of people that do real estate brokering as a career, as a profession, have to take it a little bit more seriously than I do. So I was pretty much down to have anyone come hang their license with me. As long as we had the proper [Arizona Emissions 00:16:31] insurance and oversight on everything, which I set up, I was down to do it. So a couple people ... I think I have five agents with their licenses hung under me. They have their own sub-accounts on the MLS. They use the MLS to find deals for wholesales, and they conduct those wholesales, and then they pay me a wholesale fee, basically like a referral commission for them using my brokerage.
- Nate Broughton: 16:57 That's the only thing that I charge them, but it's great because with five or six of them out there doing these deals, I should get one every month or so. I've gotten up to four in a month, and these wholesale deals that these guys run, they'll make 10 grand, 5 grand, 15 grand, usually in that 5-to-10-grand range, and they'll kick me back 10 percent. So I'll get checks anywhere from 500 to 1,000 dollars for these wholesale deals that they're conducting, and it is 98 percent passive. There's some setup in the beginning. I have to maintain my license, obviously. I have to kind of keep an eye on the deals to make sure we're not signing anything that we shouldn't be. But with wholesales, it's pretty safe. There's locking of a contract and then flipping it to a buyer that is going to ultimately buy the property, so it's pretty risk-free. Beautiful source of income side gig, and I'm very happy that I have my real estate license for that.
- Nate Broughton: 17:53 Another way that I use that real estate license is they will wholesale those deals, and then sometimes the company that is flipping the house will get a relist on the property. This means that someone will ... A real estate investment company will buy the deal, buy the house, through the wholesaler that I work with, and then once they fix it up, they will let our brokerage have the relist, meaning we get to list the house for sale once it's all done. There's reasons why they would do that with us. They can save some money on the up-front wholesale fee if we've got

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points on the back end, or we'll offer to list the house for a lower commission than their average real estate broker might. So we kind of play that game a little bit. But I've made anywhere from 800 bucks to 1,000 bucks to over \$5,000 on a relist where that agent who's with my brokerage will then list that home and sell it and get the full commission and then just share a 10 or 15 percent back with me again.

Nate Broughton: 18:51 One last way that I've been able to use my real estate license recently is I went ahead and got my real estate broker's license in Missouri as well because that's where we were doing a lot of our deals, my partner and I, Brandon. He recently bought a property management company there, and this is one thing that we had kind of foreshadowed where if we're going to keep doing deals in Missouri, if I have a real estate broker's license there, we can use it to access the MLS and do some of the things that I was just describing, or we can use that license to do things like manage property.

Nate Broughton: 19:22 So Brandon bought a property management company, and we decided to partner to use my license, specifically in this case because property management companies are supposed to have licenses there. And I just get paid a licensing fee from our property management company, just a yearly fee that is ... It's less than \$10,000, more than 5. So in that range where I'm just getting a check every six months from the company to use my fee.

Nate Broughton: 19:51 One more great way that I've been able to use my real estate license ... And I kind of thought ahead to this. This is very opt-out as well. I actually knew through Dana that if I had my real estate broker's license and if I were ever to buy a property on my own here in California that I could save on the commission that I might pay a buying and/or, if I sell a house, selling agent if I end up dealing with it myself on that deal.

Nate Broughton: 20:19 In 2016, my wife and I bought a house here in San Diego. It was a fairly expensive house, and I worked directly with the selling agent. I had access to all the contracts and we were able to close the deal very quickly, also, because I was a real estate broker. So I was able to ... So a couple benefits, really, like I mentioned. I was able to work with her quickly because I was a broker. She kind of treated me nice. We saw the house on a Friday. We had an offer in on Saturday, and the whole thing was done up and signed on Sunday. We closed within 30 days from there. But I was also able to save \$26,000 on the purchase price of the home because I had a real estate broker's license. It was very much worth it just for that and that alone, buying your own property and being able to save on commissions.

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- Nate Broughton: 21:10 Another side gig that I have that is kind of born out of my career, my main technical skill as an internet marketer, is I will do SEO consulting and also build content outlines for clients. Here and there, I have some that are recurring monthly clients that just come to me for strategic SEO advice and others who, on a one-off, will come to me to get outlines written for their websites to know exactly what topics to cover, keyword research, subheadings to include on the site. It's a big trend in Google right now to give a lot of weight to websites that have deep, informative, and complete content.
- Nate Broughton: 21:49 If you think about how Google has evolved, they want to give priority to websites that ... If you search a certain topic, they want the best website that answers the question completely. A lot of people may have the primary question in mind when they search a term, but what are also all the other related question and issues that you need to address and answer on a page related to that topic so that you capture everyone's attentions and answer all their questions when it comes to that topic?
- Nate Broughton: 22:20 It's a little confusing, but it's basically like if you could read one page that would answer your questions, all your questions related to digital camera reviews or how to buy the best sunscreen for kids, you shouldn't have to go to seven different websites to get that answer. Google has that mentality, and they are rewarding and ranking sites higher who fully answer a question or including all the related questions, like if it was a sunscreen question, like "Which chemicals are healthy and shouldn't be included? What sunscreen lasts longer when you're swimming? How often should you reapply sunscreen to a child under two? How often should you reapply sunscreen to children under five?"
- Nate Broughton: 23:02 You're just writing about best sunscreens for kids. Some websites will just write 400 words about the best sunscreen, their opinion. They won't address all those lower questions that I just threw out there. The website that does do that has the best chance of ranking. Long explanation to say I have the technical ability to build outlines for people to take and then use them as kind of the blueprint or rubric for writing their webpage about that keyword. People will pay me 500 to 1,000 dollars just to write those content outlines for every keyword.
- Nate Broughton: 23:39 I use a few technical tools that I have access to, as well as just my own experience in building my own websites, to build those and deliver them as a one-off. Beyond that, I do have, like I mentioned, a few monthly consulting clients on SEO here and there off and on. Along with my productized content outline offering, I just have the background of 17 years of building websites and doing

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SEO. That has kind of given me a reputation among my network and also just going out to conferences, people know me from that. So it's just kind of a thing that comes along, and it's great side income if the client is right.

- Nate Broughton: 24:16 I try to balance in between clients who need a lot of hands-on time when I don't have it ... That's not a good solution ... but ones who need just strategic advice where I can come in, provide a little strategy here about what they're doing, go back home, do some technical work, and provide them with outlines and guidelines on what to do, and also just to analyze their current website and their strategy for doing things, like building links. I can deliver that as a service on a monthly basis with a monthly fee, and it works out well. It's pretty natural.
- Nate Broughton: 24:47 I think that for side gigs, people should think of, first and foremost, what have you been doing the last 10 years? What's your expertise in? What do people come to you for? Maybe that's not the first thing that comes to your mind if you're like, "Oh, what could I do on the side that would be fun?" I'm not saying it's necessarily fun, but it's what people will pay you for and it should be easy for you to do. That's exactly what content outlines and SEO consulting are for me.
- Nate Broughton: 25:10 I can make anywhere from 500 bucks a month to 5 to 10 thousand dollars a month depending on the client. And it's just going off my expertise. I have a decade and a half of experience of doing this for myself and stories and relationships that I can tap to help people out. So, yeah, SEO's not the funnest thing for me to talk about, and maybe your job or your expertise isn't the funnest for you, but it's the easiest place to get a little side-gig income and get going.
- Nate Broughton: 25:38 Another key side gig for me is doing M&A referrals, and that's similar to the SEO and content outlines because it was an industry that I spent some time in. After I sold two businesses in 2014, my partner and I went and worked for a private equity firm that was based in Canada, but they wanted to expand here into the US. We helped them do two acquisitions here in California. It was a great experience for me. I went into it just wanting to learn how to do something new, a new industry. I had sold businesses, but I had never been on the buy side.
- Nate Broughton: 26:10 From that experience, I've kind of built some relationships in the M&A world and I've also worked with people here in San Diego. I work out of an office with a M&A and private equity services group that works with clients around the world helping them to source new deals and build pitch books for their sales-side clients etc. In getting to know those guys, I learned that it was

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really hard for people to find new acquisitions. If you're a private equity company and you're trying to buy your next add-on or break into an industry, you got hundreds of millions of dollars or more, it's not always easy to find the next opportunity.

Nate Broughton: 26:47 Private-company sales are a very inefficient market. Things are buried under rocks. It's not a place where you can just show up and say, "Who wants to get bought?" There's a lot of back-and-forth and a lot of just ... a lot of luck, really, and just getting in touch with business owners at the right time. I kind of learned how to leverage my network and also to do some outbound marketing to find deals for companies. Originally, I was doing it to find them for myself, which is another, I think, great side-gig mantra, is something that I was doing for myself, a skill that I developed, later turned into something that I could offer up to someone else and share.

Nate Broughton: 27:22 So I make money on M&A referrals every so often. This is not a consistent one like the consulting or the real estate brokerage, but I can basically put two people together and get a referral commission. I know sales-side investment bankers who are always looking for new clients to take to market, meaning I know people who sell businesses and they want to find businesses who want to sell to be their clients. I can hook those two up. I did one of those last year where an internet business I knew came to me because they'd known that I've sold four companies and that I had also been on the buy side of the bid and asked me, "Who should we work with to sell our business?" Based on the business that they had, I was like, "I know exactly who you should work with. I know a group who has helped three or four of my friends already sell." I introduced them. They ended up doing a deal, which is miraculous because it's hard to do these deals. It was a very successful deal for everyone, and I got a referral check for every \$20,000. My work on that was one email. So M&A deals can be incredible as far as the amount of time you put into it for the amount of money you get out of it. But, ultimately, it is just a thing of these are where my connections are. Here's something that I tried to figure out for myself for a couple years buying businesses, and I developed some marketing tactics and relationships that I can leverage going forward.

Nate Broughton: 28:43 I know that buyers are always looking for businesses to buy, and I know that sales-side advisors are always looking for clients to take to market. So I'll pop in every now and again and, whether it's on a referral or a question coming from a network or trying to actively do some marketing for a firm that I know well, can make some nice commissions. Another side gig of mine that

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goes back to how I started in business is this: I call it hustling interns. Basically, what that means is I spend a lot of time staying in touch with the universities both here in San Diego and back in the Midwest.

- Nate Broughton: 29:17 I say it goes back to how I started in business because I started as a college student. I started working part time, hourly for a business that I found through the school newspaper, and it led to really everything that I've ever done. But it led me to a young entrepreneurial company at the time where I was able to work with some other people in their 20s and get a lot of responsibility and grow and learn online marketing in a place where ... There was nowhere else I was going to learn that other than doing it on my own. Certainly wasn't going to learn it in school.
- Nate Broughton: 29:49 Immediately after I went through that experience in college, we started hiring college kids who were a few years younger than me. I started recruiting them. I started offering internships to college students to work for our companies where they could get college credit. It was just like a new batch every year. It was kind of like a new class where we would hire four or five interns or part-time workers from the university, and every so often, we'd find someone who really turned into someone special. You just kind of find those young hustlers.
- Nate Broughton: 30:20 Those relationships have paid off for me in ways that I can't even measure, and they're certainly not side gigs, where someone that used to be an intern later becomes a partner of mine or later owns a company that I invest in. I have several stories of that where it's ... Our interns from 2013 now own a business where I lend them money and they just pay me a interest rate against their assets every month. The real reason I do it is just to have access to that talent, and then that talent leads to opportunities.
- Nate Broughton: 30:52 So I call it a side gig. It's not one that pays directly, but what I do is I will ... I've created relationships with professors at universities both here and in Missouri. I'll stay in touch with them. I'll offer to speak to their class at any time. I just come in and tell my story and get in front of 50 students. Or I will join formal programs. The University of Missouri has an Alumni Mentor Program that I've been a part of since it started. They'll match me every year with a couple of students who then reach out and we have a list of things we're supposed to do and topics we're supposed to talk to. That has led to a couple of really good relationships with people there.
- Nate Broughton: 31:32 Once I moved out to California, I also maintained ... Well, like I said, now that I'm in California, I've maintained

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those relationships there, and that allows me to pull students out for the summer. I've done this, I think, three or four times in recent years where I've taken one or two students from Missouri and offered them an internship here in San Diego. Obviously, it's not a hard sell to have those people come to San Diego for the summer.

Nate Broughton: 31:53 But, yeah, I get hardworking labor who more than likely comes ... is cut from the same cloth as I am into entrepreneurship, into making a leap and coming to San Diego for the summer. And then a lot of those guys have ended up moving to San Diego afterwards, that or they've started their own companies. I've had an opportunity to be an investor in those companies, or I'm just riding shotgun just as an advisor or friend for someone else who now I count as my friend and as my contemporary as an entrepreneur.

Nate Broughton: 32:25 I'll do that just because it leads to talent, it leads to opportunities to make money down the road, and I've kind of become a person who has access to interns that ... My friends will ask me when they need someone, someone young, talented, who's gotten some experience like working with me. And I'll hook those guys up with jobs. It just kind of makes me a connector, which can be really valuable.

Nate Broughton: 32:45 If I had to add up how much I make every month just from having done this intern stuff for so long, it's probably anywhere from 500 to 2,000 dollars a month that would not be there if I hadn't been building these intern relationships for years and years and years and hosting them and then staying in touch with them and offering to do things for them.

Nate Broughton: 33:06 Another great side gig for me that anyone can do is making money off of credit card points and rewards dollars on credit cards. Now, I don't mean that I just get those points from spending my own money or spending money on my business. This is a side gig where I offer up my credit cards or I register new credit cards and give them to friends to use to purchase inventory or use for other purposes for their business. So my friends who have businesses that have high cash needs but the turnover isn't too long, where they're not just holding the cash forever, sitting on the debt, I mean, and having to pay it off down the line, it turns pretty quick.

Nate Broughton: 33:49 What I've done with two different groups is I will register for a new credit card that has certain rewards points, and they'll use that. They will use that to buy inventory for their business. They will use it for cashflow needs for their business. And they will pay off the card every time, just them. I'm not involved at all. They've got the logins

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to my accounts. They use my credit. They pay it off. It builds my credit, actually. I know some people would probably be worried that they'd be risking their credit. I guess you are a little bit, but I work with people that I trust and I know will cover it personally even if their business can't afford to.

Nate Broughton: 34:25 But then I get the credit card points. This is my favorite side gig, too, because I can use those points in all different ways. One, I have a Costco card where I get tons and tons of points, and I only use that for cash back once a year from Costco. So once a year with this Costco cashback card through Citi, I will walk in with a big, fat check that they mailed me and cash it. And all I had to do was set up a credit card and mail it to my friend. Last year, that check was for \$4,900. Not bad. Not a bad little side gig.

Nate Broughton: 34:57 Another group that I do this with uses a Amazon rewards card and they spend a bunch of money on Amazon and other places, and I get Amazon rewards dollars for that. I think I get four to five hundred dollars a month directly on Amazon into my account from this side gig, which is huge for buying ... I mean, Amazon sells everything, right? So if we need paper towels for the house ... Or we've been buying a lot of camera equipment recently for the Opt-Out Life. I've been using my Amazon rewards dollars to buy most of this stuff.

Nate Broughton: 35:29 If that adds up to four to six thousand dollars a year on Amazon, it makes a big, big difference in your life. I think that's, for me, the most instructive thing about the power of side gigs, is yeah, you think about it, you get a couple hundred dollars a month from some credit card rewards program. It's not that big a deal. But it adds up to a lot if you're not going out of pocket with after-tax dollars to buy your paper towels and your toothbrushes and all these stupid household items. If you've got credit on Amazon for that just for lending someone your card, you're doing pretty well.

Nate Broughton: 36:07 I love that one, and I think it's one that a lot of people can do. You can choose to get airline miles, cash back. I've mentioned Amazon and Costco, but you can pick any card you want and there's always promos going on. You're going to get a lot of bonus points when you register for the card initially. Register for a card that gives you 100,000 airline miles. So you get that right out of the gate, give that card to the friend to use it for their business, and you get those points on the ongoing or miles on the ongoing.

Nate Broughton: 36:33 My last side gig ... This isn't one that everybody can do, but it's one that more people can do than I think know

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about it and try to do it. If you've got any cash lying around, think about what you do with that cash right now. A lot of people probably have it in checking and savings. They might have it in a 401K. They might have it in CDs or something like that. But for the more risk-adverse and the more creative, and also depending on how much you have, you can leverage that cash to get a higher return than you're getting in any of those places, probably, by doing hard money loans, promissory notes, and just personal loans to friends and relationships for real estate deals and just for business.

Nate Broughton: 37:16 What I mean by that is you can take \$30,000 out of your bank account if it's just sitting there gaining .02 percent in your savings account or something like that, and lend it to a friend who's doing a real estate flip who needs \$30,000, and make a point a month, meaning you can make one percent a month on that money if you take it out of your account, set up a deal with your friend with a promissory note to lend them that money, and it's protected by the house itself or the real estate that they're buying in most cases, and make some great money otherwise would not be there.

Nate Broughton: 37:50 I've done this a few different ways. I have lent money on real estate flips through relationships I have through the brokerage with just investors here in San Diego and Missouri. I've also done short-term loans to friends like lines of credit for their business. If you own a business, you can obviously go to the bank to get a line of credit. If you got a personal relationship with someone and they know your business well, they may be open to lending you money, and that's exactly who I am. I'm kind of the friendly lender who will always take 10 to 12 percent annualized to lend some money to a friend who has a business that has assets behind it or to a friend who's doing a real estate deal that obviously has assets behind it, and get paid my points.

Nate Broughton: 38:34 So, yeah, ultimately, side gigs for me, those are the ones that I do. They're not like the ones Dana does, necessarily. We have a little bit of overlap, but they're different for everyone because you have to play off your relationships, your experience, and your assets. Depending on where you're at in your life, where you're at financially, where you're at in the world, these may or may not be ones you can do, but these are the best ones for me and the ones that I keep coming back to: buying and selling domain names, doing consulting in and around an expertise I have with SEO and selling content outlines, leveraging my real estate broker's license, which anyone can get if they just go through the process, getting credit card points off of friends for letting them use my credit

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cards for their businesses. That one's kind of weird, but it's definitely my favorite one.

Nate Broughton: 39:21

And, as we mentioned, doing things like building relationships with interns and with businesses who want to buy or sell themselves in the future ... Like those little referrals where I can get commissions on the one-off, again, are not something that people think ... would not think of traditionally, but are things that have made me a significant amount of money here and there. It makes a big difference, I think, in my bottom line personally.