



# Official Course Syllabus

Updated May 7th, 2017

**IMPORTANT:** This official PDF syllabus is an integral part of the course. You will need to refer back to it constantly. Please save it somewhere handy!

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## Section 1 - Introduction & What You'll Learn

*In this first section, we get acquainted,*

### Lecture 1: Introduction & About Your Instructors

- Recommended Resources:
  - [Jonathan's Personal Website](#)
  - [Jonathan's Podcast](#)
  - [Jonathan's Company](#)
  - [The official course Facebook group](#)

### Lecture 2: Downloading the PDF Syllabus & Worksheets

- Recommended Resources:
  - [The Personal Goals & Progress Worksheet](#)

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## Section 2 - The Passive Income Mentality

*In this section, we're going to help you understand*

### Lecture 3: So what is "Passive Income," really?

### Lecture 4: The right & wrong reasons to create passive income

- Recommended Resources:
  - [The Four Hour Work Week by Tim Ferriss](#)

**QUIZ 1: DO YOU HAVE THE PASSIVE INCOME MENTALITY?**

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## Section 3 - The Economics of Passive Income

### Lecture 5: What the rich know that others do not

- Recommended Resources:
  - [Rich Dad Poor Dad by Robert Kiyosaki](#)

### Lecture 6: How money works & the two vehicles of value exchange

### Lecture 7: Repetitive consumption: the secret to passive income

### Lecture 8: People create value - but they don't have to deliver it

**QUIZ 2: DO YOU UNDERSTAND THE ECONOMICS OF PASSIVE INCOME?**

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## *Section 4 - The Three Methods of Exchanging Value*

**Lecture 9: Selling Value**

**Lecture 10: Renting Value**

**Lecture 11: Creating secondary value - and then renting or selling it**

**QUIZ 3: DO YOU KNOW ALL 3 METHODS OF EXCHANGING VALUE?**

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## *Section 5 - Engineering Passive Income & Examples*

**Lecture 12: What value can YOU create?**

➤ Recommended Resources:

- [The My Unique Value Worksheet](#)

**Lecture 13: Real estate: a passive income power tool**

➤ Recommended Resources:

- [AirBNB](#)

**Lecture 14: How To Invest In Real Estate, Even If You Don't Have \$500K Lying Around**

**Lecture 15: Digital goods: a passive income renaissance**

➤ Recommended Resources:

- [Getty Images](#)
- [iStockPhoto](#)
- [VideoHive](#)
- [Teach on Udemy](#)
- [Envato](#) (Sell Templates)
- [Kindle Distribution Program](#)

**Lecture 16: Software and digital services**

➤ Recommended Resources:

- [Shopify App Market](#)

**Lecture 17: Patents and intellectual property**

**Lecture 18: Blogs, websites, podcasts, and more**

➤ Recommended Resources:

- [WordPress](#)

**Lecture 19: Selling actual products**

➤ Recommended Resources:

- [Zazzle](#)
- [CreateSpace](#) by Amazon
- [ShipWire](#)
- [Shopify](#)

**Lecture 20: Traditional investments**

➤ Recommended Resources:

- [Personal Capital](#)
- [Betterment](#)
- [Wealthfront](#)

**Lecture 21: Other physical assets**

➤ Recommended Resources:

- [All the Stuff You Can Rent Out to Earn Extra Cash - Lifehacker](#)
- [GetAround](#)
- [Turo](#)

**Lecture 22: Helping people discover your products**

**QUIZ 4: DO YOU KNOW HOW TO CREATE PASSIVE INCOME?**

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## *Section 6 - The Importance of Diversification*

**Lecture 23: Why we always diversify**

➤ Recommended Resources:

- [How Diversification Works](#)

**Lecture 24: Diversification considerations**

**QUIZ 5: DO YOU UNDERSTAND DIVERSIFICATION?**

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## *Section 7 - Common Criticisms & Concerns*

**Lecture 25: "I can't do this - I don't have deliverable value"**

**Lecture 26: "Passive income isn't really passive"**

**Lecture 27: "Competition will kill you if you aren't vigilant"**

**Lecture 28: "Passive income takes the joy out of work"**

**Lecture 29: "What about boredom?"**

**Lecture 30: "You can't build a successful company passively"**

**Lecture 31: "You can't make enough money to live a good lifestyle"**

**Lecture 32: "This just isn't for everybody"**

**QUIZ 6: HAVE YOU OVERCOME THE COMMON CONCERNS?**

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## *Section 8 - Conclusion & Next Steps*

**Lecture 33: Congratulations! Now it's time to go out and do it!**

- [Become a SuperLearner Master Class - Master Speed Reading & Memory Techniques](#)
- [Become a SuperLearner V2.5 - Learn Speed Reading & Memory Techniques](#)
- [Become a Speed Demon - Hack Productivity & Automation to Have More Time](#)
- [Creating a Meaningful Life & Developing the Habits of Happiness](#)
- [Become a SuperHuman - Naturally & Safely Boost Testosterone & Health](#)
- [Branding You: Build Your Own Multimedia Internet Empire](#)
  - (MasterClass Edition Coming Soon! Subscribe for updates at <http://jle.vi/branding-resources> to be alerted!)