

## Animal Spirits Episode 57: Passive Income

On this week's Animal Spirits with Michael & Ben we discuss:

- Why monetizing content is so difficult.
- Why passive income is a myth for most people.
- Are we sellouts for taking on sponsors for the show?
- Is it even possible to sell out in 2018?
- Michael Douglas, Jake the Snake Roberts & Andre the Giant.
- That cringe-worthy optionsellers.com video.
- The difference between an investment strategy & speculation.
- Does private equity deserve more scrutiny from investors?
- Is Amazon going to be the scapegoat for every failing company?
- How often does cash outperform stocks & bonds?
- Is a recession coming?
- Using the debt snowball approach to pay down debt.
- Structured products.
- Buying shares in a painting.
- Hedging currency risk as a foreigner investing in the U.S.
- CDs vs. bond funds and much more.

Listen here:

Stories mentioned:

- [The gnarly truth about the content business](#)
- [How much should your business charge?](#)
- [Energy losses prompt emotional video](#)
- [Private equity pillage](#)
- [When cash outperforms everything](#)
- [No refuge for investors in 2018](#)
- [Is a recession coming?](#)
- [Michaelangelo painting sends waste management company shares soaring](#)

Books mentioned:

- [The Next Millionaire Next Door by Thomas Stanley & Sarah Stanley Fallaw](#)
- [Selling the Invisible by Harry Beckwith](#)
- [Banana: The Fate of the Future That Changed the World by Dan Koeppe](#)

Charts mentioned:

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