



Exercise 4: Creative Farms

Using the chart below, *make a list of 'Creative Dollar Farms'. Consider what makes it a Dollar Farm, i.e., how it generates recurring revenue for its farmer.*

Consider what makes it 'Creative', i.e., why the 'idea' or 'intellectual property' is the item of value that is purchased by the consumer.

Then, decide the degree to which this type of Dollar Farm resonates with you.

Name of Dollar Farm	What is the 'Idea' or 'Intellectual Property' that generates recurring income	On a scale of 1-5, how much does it appeal to me?
<i>Example: Book Publishing</i>	<i>The book's story and authorship</i>	<i>3</i>

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