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THE COMPLETE INCOME OPERATING SYSTEM

The Gig Economy Playbook

The complete operating system for building \$1,000–\$5,000/month in purpose-aligned income — from first dollar to consistent revenue.

5
SYSTEM PARTS

12
WEEK PROGRAM

\$5K
MONTHLY CEILING

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INTRODUCTION

Weapons vs. War Plan

You have the weapons. 25 income streams. Exact prompts. Tool stacks. Client finder strategies.

So why isn't everyone who reads that list earning \$3,000 a month?

Because weapons without a war plan is chaos. You pick three streams instead of one. You underprice because you're guessing. You land a client, deliver the work, then have no idea where the next one comes from. You earn \$800 one month and \$200 the next. By month three you're calling it a "failed experiment."

That's not a failure of ability. That's a failure of SYSTEM.

This Playbook is that system. Five parts. Twelve weeks. Built so that a person with zero clients and zero momentum can be earning \$1,000/month consistently by Week 8 — and \$3,000-\$5,000/month by Week 12. The difference between "I tried a side hustle" and "I earn \$3K on my terms" is on the next 30 pages.

"Earning \$1,000 once is luck. Earning \$1,000 every month is a system. This is the system."

BEFORE YOU START

How to Use This Playbook

- Follow the parts in order. The Foundation must come before The Stack. The Stack must come before The Engine. Skipping ahead is why most people stall.
- Fill in every worksheet. The exercises aren't optional. They're the GPS coordinates for your specific journey.
- Commit 5-10 hours/week during setup (Parts 1-2). Then 10-20 hours/week ongoing (Parts 3-5). This is designed for people with existing obligations.

- Use the AI prompts. Every part includes AI prompts that collapse weeks of work into days.
- Revisit Part 5 quarterly. The Purpose Integration isn't a one-time exercise — it's an ongoing calibration.

The 10X Guarantee:

Complete the Foundation exercises (Part 1). Choose your stream using the Stack Model (Part 2). Follow the Consistency Protocol for 60 days (Part 3). If you don't earn at least \$170 in new income — 10x your investment — email me. Full refund. You keep everything.

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PART ONE · WEEKS 1-2

The Foundation

Who you are in this economy, what you already have that people will pay for,
and a filter that ensures every stream aligns with who you're becoming.

EXERCISE 1

Your Income Identity

Before you pick a single income stream, you need to answer one question: Who am I in this economy?

Not what you do. WHO you are. Because identity drives behavior. A person who identifies as "someone trying to make extra money" will act very differently from someone who identifies as "a professional who creates value and gets paid for it."

Complete the statements below. Don't think too hard. Write what feels TRUE, even if it feels bold.

I am someone who

The value I create in the world is

People pay me because

In 12 weeks, I will be known as someone who

EXERCISE 2

Your Skill Inventory

For your top 3 skills, answer:

Skill 1:

Who would pay for this?

What problem does it solve?

How would I package it as a service?

Skill 2:

Who would pay for this?

What problem does it solve?

How would I package it as a service?

Skill 3:

Who would pay for this?

What problem does it solve?

How would I package it as a service?

EXERCISE 3

Your Time Budget

Be honest. Not aspirational. How many REAL hours per week can you commit?

TIME BLOCK

HOURS AVAILABLE

Weekday mornings (before work/obligations)

Weekday evenings (after obligations)

Weekday lunch breaks

Saturday

Sunday

TOTAL weekly hours

Energy management matters more than time management.

Your best 2 hours of creative work are worth more than 5 hours of exhausted grinding. Batch your highest-value work (client delivery, outreach) into your peak energy windows. Use low-energy time for admin and AI-assisted tasks.

EXERCISE 4

Your Purpose Filter

This is the most important exercise in the entire Playbook. Before you choose any income stream, it must pass this 3-question filter:

1
Does this help me become the person I described in Exercise 1?

If the answer is no, the income isn't worth the identity cost.

2
Does this create real value for someone else?

Wattles' Use Value principle: give MORE in use value than you take in cash value.

3
Can I sustain this for 12 months without burning out?

Burnout is the #1 killer of side income. If the answer is "maybe," the answer is no.

Write your personal version of each filter question:

1.

2.

3.

2

PART TWO · WEEKS 2-4

The Stack

Why one income stream is fragile and three is resilient. How to choose your Primary, Secondary, and Exploration streams.

THE STACK MODEL

The Income Stack Model

One income stream is a job. Three income streams is a system.

The Income Stack Model allocates your time and energy across three streams:

70% Primary Stream

Your main income engine. The stream you've validated, have clients for, and can deliver consistently. This is where most of your revenue comes from.

20% Secondary Stream

Your growth engine. A complementary stream that serves a different client type or fills income gaps. This becomes your backup if the primary dips.

10% Exploration Stream

Your future engine. A stream you're testing and learning. No pressure to earn — just experimentation. This is where your next Primary comes from.

WORKSHEET

Choosing Your Streams

My Primary Stream (70% of time):

Stream name:

Why this is my Primary (validated demand, existing skill, fastest to revenue):

Target monthly income from this stream:

My Secondary Stream (20% of time):

Stream name:

Why this complements my Primary:

Target monthly income from this stream:

My Exploration Stream (10% of time):

Stream name:

What I'm testing/learning here:

"Don't launch three streams at once. Launch your Primary. Get to \$500/month. Then add the Secondary. Get to \$1,000/month. Then explore."

LAUNCH CHECKLIST

The Setup Playbook

For your Primary Stream, complete this launch checklist:

- Day 1-2: Define your offer. What exactly are you selling? What does the client get? What does it cost? Write it in one sentence.
- Day 3-4: Create your sample. Build one free deliverable that demonstrates your value. Use the AI prompts from the Toolkit.
- Day 5-7: Send 10 outreach messages. Use the Client Finder Prompts. Expect 2-3 responses and 1 client.
- Day 8-14: Deliver for your first client. Over-deliver. Ask for a testimonial. Ask for a referral.
- Day 15-21: Repeat outreach. Send 10 more messages. Raise your price 20% for new clients.
- Day 22-30: Systemize delivery. Create templates, checklists, and AI workflows so you can serve more clients without more hours.

My one-sentence offer:

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PART THREE · WEEKS 4-8

The Engine

Client acquisition, pricing, revenue tracking, and the Consistency Protocol that makes \$1K/month happen EVERY month.

CLIENT ACQUISITION

Client Acquisition Systems

There are only 3 ways to get clients. Master one before you add another:

OUTBOUND

You Go to Them

Cold DMs, cold emails, networking events, Upwork/Fiverr proposals

Fastest to first dollar. Requires time but not money. Expectation: 10 outreach messages '2-3 responses '1 client. That's a 10% conversion rate, and it's normal. The math works if you do the reps.

INBOUND

They Come to You

Content marketing, SEO, social media presence, thought leadership

Slower to start but scalable. Post about your work, share case studies, teach publicly. Takes 60-90 days to build momentum. Once it works, clients come to you pre-sold.

REFERRAL

Others Send Them

Client referrals, partner referrals, community referrals

Highest-quality leads with highest close rate. But you need existing clients first. After every project: ask for a referral. Make it easy (provide a forwardable message). Offer a referral bonus.

PRICING

The \$100/Hour Framework

Most people underprice because they think about cost, not value. Here's the framework:

- Calculate your floor. What's the minimum hourly rate you need to hit your monthly target? (Target income ÷ available hours = floor rate.)
- Calculate the client's alternative. What would they pay to solve this problem WITHOUT you? (Consultant? Agency? Full-time hire? Doing it themselves?)
- Price at 20-30% of the alternative. If a consultant charges \$5,000 for what you do, charge \$1,000-\$1,500. The client gets 80% of the value at 20% of the cost. You earn well above your floor.
- Raise prices 10-20% every 3 clients. New clients pay the new rate. Existing clients get grandfathered at their rate for 6 months.

My pricing calculation:

Monthly target: \$_____ ÷ _____ hours = \$_____/hour (floor)

Client's alternative cost: \$_____

My price (20-30% of alternative): \$_____

CONSISTENCY

The Consistency Protocol

Earning \$1,000 once is luck. Earning \$1,000 every month is a system. Here are the 4 non-negotiables:

10**Outreach Messages Per Week**

Whether you have 0 clients or 10. Pipeline never stops. Block 30 minutes every Monday and Thursday.

1**Piece of Content Per Week**

Post about your work. Share a lesson, a result, a case study. This builds your inbound engine.

10**Minutes of Tracking Per Week**

Revenue in, pipeline out, hours worked. A simple spreadsheet. If you can't measure it, you can't improve it.

1**Referral Ask Per Week**

After every completed project or positive interaction, ask: "Do you know anyone else who might need this?"

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PART FOUR · WEEKS 8-12

The Upgrade

Scaling from \$1K to \$5K, automating with AI, and knowing when your gig is ready to become a business.

SCALING

Scaling from \$1K to \$5K

At \$1,000/month, you're doing the work. At \$5,000/month, the SYSTEM does most of the work. Here's what changes:

AT \$1K/MONTH

AT \$5K/MONTH

You do all the work

AI does 60-70% of delivery

You find every client

Referrals + inbound bring 50%+

You charge per project

Retainers provide predictable revenue

You have 2-3 clients

You have 5-8 clients or packages

You spend 15 hours/week

You spend 15-20 hours/week (efficient)

AI AUTOMATION

Automating with AI

Audit every task you do weekly. For each one, ask: Can AI do the first draft?

Tasks I can automate with AI:

Tasks that require my human touch (and justify my premium):

THE BRIDGE

The Investment Bridge

Once you're earning \$1,000+/month consistently, you have a superpower most people don't: investable surplus.

Here's the bridge to the Funder track:

- \$100/month: Start with fractional investing (Republic, Wefunder). Even \$25/month compounds meaningfully over 10 years.
- \$250/month: Diversify across 2-3 alternative platforms. Use the Deal Decoder to evaluate every opportunity.
- \$500/month: You're now investing more than 80% of Americans. This is where compound growth starts to feel real.

GOING FURTHER

The Founder Bridge

If you're earning \$3,000+/month from one stream and you're turning away clients, it might be time to turn your gig into a business. Ask yourself:

Can I teach someone else to do 80% of what I do?

Is demand growing faster than I can serve?

Could I charge 2x with a team and a brand?

If you answered "yes" to all three,

you're not a gig worker anymore. You're a founder. Welcome to the Founder track. The Pitch Vault and Model Factory are your next tools.

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PART FIVE · ONGOING

The Purpose Integration

How to ensure your income engine serves your values, not just your bank account. The shift from earning to becoming.

PURPOSE

Income Without Purpose Is Just Hustle

Here's what Wattles understood that most productivity gurus don't: money is a means, not a measure. The person who earns \$5,000/month doing work they hate is poorer than the person who earns \$2,000/month doing work that lights them up.

This section ensures your income engine serves your VALUES, not just your bank account.

IMPACT

The Impact Metric

Choose ONE number that tracks whether your work is creating the change you want. This is your Impact Metric — the number you check alongside your revenue.

Examples:

- Number of small businesses I helped grow their revenue
- Clients who reported achieving a specific goal
- Percentage of income invested in purpose-aligned opportunities
- Hours of free/reduced-price work for underserved communities
- Referrals to other service providers in my network

My Impact Metric:

Current number: _____

12-month target: _____

ANNUAL REVIEW

The Annual Audit

Every 12 months, sit down for one hour with this playbook and answer these questions:

1. Is my income identity still accurate? (Revisit Exercise 1)

2. Does my current stack pass the Purpose Filter? (Revisit Exercise 4)

3. What stream should I promote, demote, or replace?

4. Am I giving more in use value than I take in cash value? (Wattles' principle)

5. What would the version of me that earns 3x what I earn today do differently?

"Getting rich is not a matter of environment. It is a matter of doing things in a Certain Way."

The Playbook works when you work it.

Part 1 gives you the foundation. Part 2 gives you the strategy. Part 3 gives you the engine. Part 4 gives you the growth. And Part 5 — this part — makes sure the whole machine serves something bigger than a bank balance. That's not a bonus feature. That's the whole point.

YOU ARE HERE

The Operating System Is Built

You have the Foundation, the Stack, the Engine, the Upgrade path, and the Purpose Integration. The system is built. Now it needs fuel.

Remember what I said at the start? Weapons without a war plan is chaos. But a war plan without weapons is just a theory. The Playbook tells you to “choose your stream” and “follow the prompts.” The Toolkit gives you 25 streams to choose from and every prompt you need.

NEXT STEP

You Have the System. Now Get the Weapons.

The AI Income Toolkit — \$17

What's inside:

- 25 income streams across 4 tiers — from \$500/month quick-starts to \$5K+/month scalable engines (\$297 value)
- Exact AI prompts for every stream — copy, paste, customize, deliver (\$97 value)
- The Tool Stack — every AI tool you need, with free alternatives for every paid option (\$47 value)
- 10 Client Finder Prompts — AI prompts specifically for FINDING clients, not just doing the work (\$67 value)

Total value: \$508. Your investment: \$17.

Get the Toolkit ' devendavis.com/buy/ai-income-toolkit

The 10X Guarantee:

Pick one stream. Follow the prompts. Reach out to 10 potential clients using the Client Finder section. If you don't land at least one paying client within 30 days, email me. Full refund. You keep everything.

About the Author

Deven Davis is the Co-Founder of Ivystone Capital. He builds operating systems that turn capability into income — and uses AI daily to do it. These aren't theoretical frameworks. This is the exact system he teaches to the entrepreneurs in his ecosystem.

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***“The person who is certain of receiving what they
want in return will always give an advancing
impression to others.”***

— Wallace D. Wattles, *The Science of Getting Rich*

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