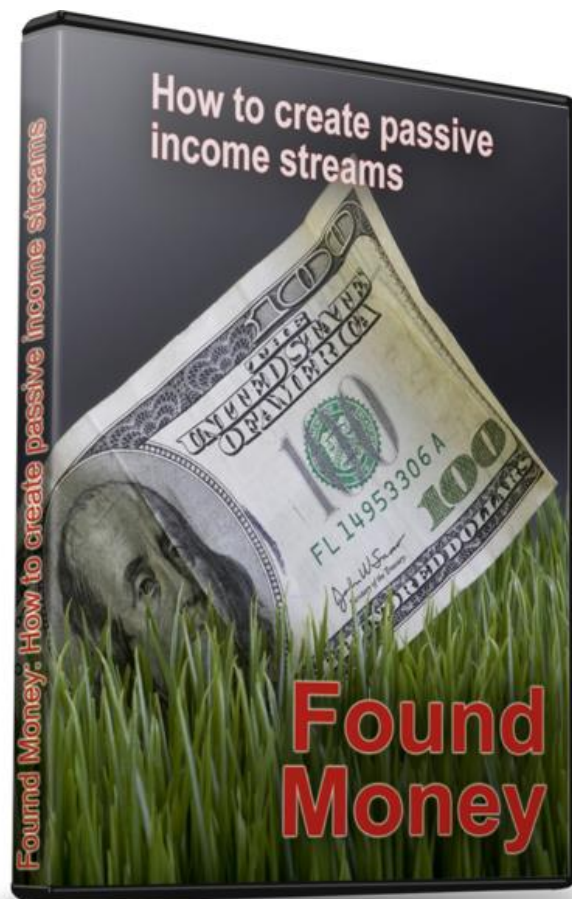


**Found Money: Easy Money Course!**

# **Creating Passive Income Streams in Your Business Step-by-Step Tutorial**



## **Found Money: Easy Money Course!**

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### Intro



There is a core group of Truths one quickly discovers in the first year of working online at home. You find out how quickly you can be distracted from your purpose by clever sales letters and enticing offers. You discover that there's no time to absorb new material you've purchased and/or downloaded before you're barraged with the next bunch of enticing offers – the dreaded "Information Overload". You discover that no matter how hard you work or how many hours you put in per day, you just can't seem to exceed a certain dollar amount in profits.

And you discover there's a crying need for Passive Income, to boost your bank account While You Sleep.

The average person then goes on to discover that setting up Passive Income streams isn't as easy as everyone promises. And that they don't make money. And, belatedly, he or she discovers an urgent need for planning.

If you're anywhere in the middle of this shipwreck waiting to happen, let's circumvent a good chunk of unnecessary blundering about and instead set up a concrete, customized plan for real Passive Income – step by step.

### Step One: Understanding What's Possible

How many people actually do make money, once they set up even a single Passive Income stream? And of the ones making money, how many have created streams that make a positive and significant difference in their monthly or annual budget?

None of that actually matters: We know there are millions who never make a dime and many who do go on to achieve their Passive Income goals.

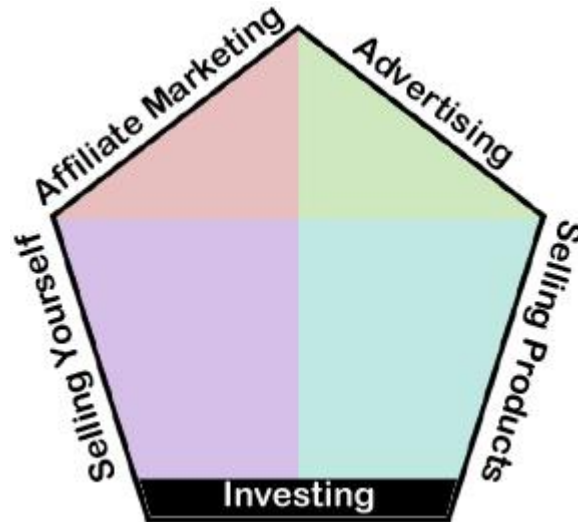
The important part is finding methods – and a plan – that works for **you, your lifestyle** and your **goals**.

Before we can properly focus on planning, however, let's take a look at what is possible, when it comes to creating online income. We'll focus on five major but very different areas. We'll also look at the different ways one can bend these areas to one's skills, talents, likes, dislikes, demographics and tastes.

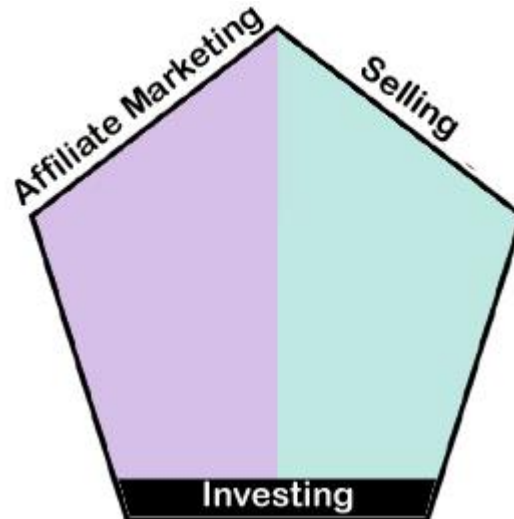
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Knowing **what you have to work with** goes a long way towards deciding **how you're going to do it...** how you're going to make real Passive Income (with or without doing other things on the side).

We could list dozens and dozens of specific methods, but these all boil down to five basic areas of Passive Income creation (and there's even room for a little overlap)...



In fact, strictly speaking, you could break it down even further to just three basic areas...



So here are three basic questions you have to ask yourself and answer:

- Are you more comfortable selling... or promoting?
- Are you more comfortable in front of the camera... or behind the scenes?
- Are you more comfortable leading... or following?

Your answers should pre-determine the direction you're going to take.

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### ***Step Two: Assessing Your Options***

For example, if you're a born leader – the sort of person who everyone looks to in a crisis; or even just in everyday life – you are going to feel your talents are wasted if you decide to spend your life endlessly promoting other people. You are more likely to want affiliates who will promote *you*, rather than being an affiliate yourself for someone else!

Your best option may be to create your own products and convince others to promote them, as well as sell yourself as an expert in your niche.

If, on the other hand, you're a born follower and you just love hiding comfortably behind the scenes, promoting others and their products, becoming an affiliate marketer or a niche blogger may be your best method.

If on top of that, you also hate selling, however, you may find affiliate marketing a really uncomfortable method. You'll either need to re-examine your sales phobia or find a different method of Passive Income creation – one that works with your personality, rather than against it.

Let's take a quick look at the five basics...

#### **1. Affiliate Marketing**

There are three very different ways to make money with affiliate marketing.

- ***Become a Super-Affiliate*** – That's where you promote products and other people using multiple methods (some of them highly visible; i.e. on your blog) and some of them behind-the-scenes (running anonymous niche blogs that review and recommend products)

Examples: [Rosalind Gardner](#), [Nicole Dean](#), [Lynn Terry](#)



- ***Become a Niche Blogger*** – You create blogs; slowly, at first, then adding more and more till you have at least one hundred on the go, each earning modest monthly sums. You never appear at all as an individual; the focus is on the topic and the products.

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And here's where the third affiliate marketing tactic crosses over into advertising-based marketing...

### 2. Advertising

This model is fairly simple, but one of the hardest to reap success with – mostly because you cannot force this. Your blog weight has to accumulate slowly.

There are two methods:

- **Build Your Blog Fame** – Become a super-blogger in your own right (perfect for born leaders) – to the point where advertisers are falling all over themselves to place ads on your pages
- **Create Niche Blogs for Ad Networks** – Google AdSense isn't the only fish in the sea, when it comes to displaying ads in your blogs

Ideally, you want to end up with both of these income stream types going. By all means create your personal blog and build up a following... but don't even think of it as a source of income yet. Instead, add one to six new anonymous Niche Blogs per month (depending on the speed you're comfortable with), heavily monetizing those little puppies via:

- Contextual text ads
- Ad networks such as Chitika, ClickBank and Amazon

Ad networks can significantly boost your income – but the catch with some is that you need to prove you already have a website set up and that it is getting traffic.

Finally, you can fast-track your Passive Income creation by boosting it with your own paid ads (try Facebook ads as well as Google AdSense).

### 3. Selling Yourself

Again, if you were working hard to make your name as a Blogger to attract Advertisers, this would cross over into number three here, "Selling Yourself".

You become a Personality and an Expert. You help people. When your tips work, they turn to you for more. They recommend you, your blog and your products to other people.

When you create products, you are exceptionally blessed: There's a wide variety at your command – one to suit (a) every stage in your marketing funnel (b) your personal strengths and tastes. And – once created – your products become Passive Income.

You can choose between creating any or all of the following:

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- EBooks
- Articles
- Tip Sheets, Cheat Sheets and Worksheets
- Videos
- Courses (video, email, blog installment)
- Audios
- Webinars
- Teleseminars
- Forums
- Membership sites
- Coaching

That being said, let's get one fact straight right now...

You will never make true Passive Income without diligence and hard work in the initial set up stages. For example, a Membership site or forum can cruise along with minimal interaction from you – but that interaction will need to make up much more in the beginning as you establish your reputation and brand credibility, as well as nurturing your core of future long-time members (the ones who are going to happily and voluntarily help you run the place.)

And any membership site or forum is more like an old fashioned steam train than anything else. You can have these huge, multi-ton passenger cars barreling down the track, up mountains and over bridges, through the densest cities and the wildest countryside. And it's true they're being hauled by a well-maintained, powerful engine. But all that comes to a complete standstill unless there's a coal man aboard to constantly feed the comparatively tiny boiler a steady supply of coal.



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That steady supply includes public appearances (online and, later, off) and a strong social media presence – and, most important, a “signature” product – be that a book like [Rosalind Gardner’s “The Super Affiliate’s Handbook”](#) or a course, or whatever – is also an essential piece of this marketing mix.

A lot of hard work – but at the end of it, ever-increasing Passive Income.

Oh. And a host of hard-working, eager affiliates...

**Create an affiliate program** so that Super-Affiliates can promote *you*. (And they will – newbie or not – if you do things professionally and you can show them there’s money to be made. Face it: One Super-Affiliate promoting your products can equal three hundred amateur affiliates on a good day.)

A great example of a super affiliate program is run at the [MyNAMS Total Business System](#) site.

David Perdew, the guy who runs that site, focuses on making sure the affiliates get great value, tools and lifetime commissions. That’s the kind of program you want to look for.

4. **Selling Products** – We’ve already touched on the types of products you can sell or promote. And you probably already have an idea as to what type of product would be easiest for you to create.

But wait a moment... Are you sure you’ve chosen the right one?

For example, if your real skill is in sewing, don’t offer to sew one hundred aprons at \$12.00 apiece. If each apron takes you three hours of straight cutting, sewing and finishing time to produce, you’re working for \$4.00 per hour. And it’s going to take you 300 hours of work – that’s five weeks of solid, eight hour days and a bit more.

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Instead, *sell the pattern*. You only have to create it once, and you can resell it as many times as you like – depending on the demand, perhaps even for the same price.

Set your pattern up in your online store, spend half an hour a day promoting it (instead of eight hours sewing) – now that’s starting to sound much more like Passive Income!

**The Art of Repurposing and Other Shortcuts** – On top of that you get to recycle your perfect, polished pattern into something else.

Say you’ve been up and running for a year and a half now, and your online sewing store is just packed with patterns. The market is slowing down – your fans have bought just about all the patterns they want... or have they?

Perhaps, at \$12.00 per pattern, they could only afford the Frilly French Lampshade pattern – but they really would have loved the Smocked Cushion Cover pattern, as well as the Fancy French Blinds, the Bathroom Lace Towel set, and the Frou-Frou Place Mat pattern. Here’s what happens. When some people start adding more items, they find themselves having to decline.

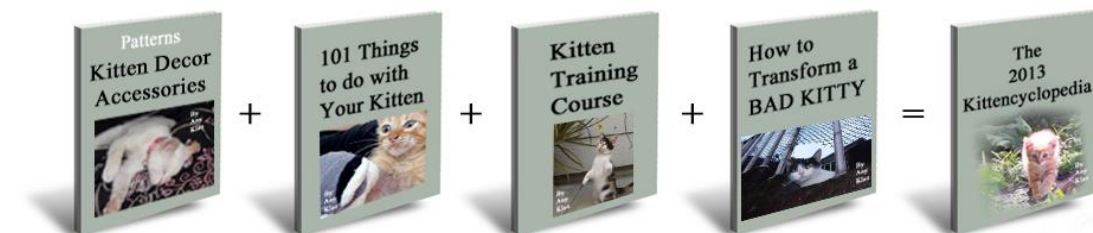
So you pick out all the patterns that fit into a theme, bundle them together with an eBook cover and sell them as the “French Frou Frou Home Décor Pattern Package”.

Or you pick out all your seasonal patterns, and promote them as a special package. (The “Christmas In The Country Craft Set”, or the “Halloween Quilted Masks and Accessories” package.)

Put it in your store and promote it at \$27.00 for each twelve-pattern set. People who balked at paying \$12.00 per pattern singly now think of this as incredibly rich value – and a chance for them to finally own your deluxe patterns.

By re-purposing, you are making your one-time-only created pattern do multiple duty, bringing in a fresh new market as well as pleasing old friends.

And you can do this with any product you create – for example, with written content. You can do any sort of combining or segmenting, from eBooks split into a Video course, to articles put together to create an eBook.



There are other shortcuts beside repurposing (and you can use these along with repurposing for double the bang): For example, outsourcing.

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With **outsourcing**, you farm a task out to an expert in that task. Say you really need a pile of promotional articles for your Life's Work, "Millie's Handy-Dandy Household Cleaning Recipes and Chemistry Set": You want to keep going on your signature piece – the one you make your reputation on. The articles themselves are just for branding, getting yourself established as an expert, and driving traffic to your website.

Outsource these articles to a ghostwriter or simply hire a Virtual Assistant skilled in research to dig out 101 cleaning tips for you. Or hire one skilled in [Autoresponder](#) and Shopping Cart set up to set up these vital tools for you.

And instead of struggling to learn a complex graphics program like Adobe Illustrator (or even a free one such as Gimp), commission a graphic designer to create your eCover and web theme.

Fiverr.com is a great place to start outsourcing with inexpensive projects. This is [my favorite tool for mining excellent contractors](#).

Not everyone can outsource right away – but it's a key tool of the big boys and girls; and when you are up where you want to be in the public eye, you simply won't have time to dot every "i" yourself.

5. **Investing** – This is something everyone should do. And we're not talking about becoming a Forex trader or haunting the floors of Wall Street. We're talking about getting into an investment-focused mindset.

When you "re-purpose", you're practicing a form of investment: Or rather, more strictly speaking, when you create that information product the first time, if you have factored re-purposing into your sales funnel, then by creating the initial product, you are making an investment.

Investment could be as simple as seeing if there are stock options within your company, if you are still struggling along with a full or part-time day job. (Hint: Many large corporations that pay low wages offer all employees this type of incentive – for example, Wal-Mart and Home Depot. You invest a portion of your wages into the stock incentive and every so often, you are allowed to cash your stocks in.)

**Outsourcing** also is part of the **investment-oriented mindset**: You are paying more up front for expert help so you can make far more money than you would if you were still struggling to learn the outsourced part of your business for yourself.

Such platitudes as "it takes money to make money" exist because *they are true*.

However, you also need not spend an outrageous sum of money. And there are always ways to tailor your budget to your circumstances – and still be able to create Passive Income.

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### ***Step Three: Setting Up the Basics***

Before you can successfully run any sort of Passive Income program, you need to make sure you have a good grasp of the basics.

You will need:

- [An Autoresponder](#) – for collecting and communicating with subscribers
- [A web hosting package](#) that allows you to create multiple domains

Everything else is optional. These two items are really necessities.

A professional Autoresponder allows you to create follow-up messages, email series or mini-courses to keep your subscribers looking to you for recommendations or the information they need.

It allows you to share breaking niche news and point them to new products before other competitors reach them. It allows you a consistent and reliable way to maintain contact.

And – best of all – you can pre-program your messages, emails and broadcast newsletters.

Breaking work into chunks such as this, and dedicating an afternoon or a day can help you keep things streamlined, freeing up more of your time that would otherwise be eaten up with “piecemeal” tasks. (“Oops! I forgot to recommend that new product with 75% commission to them! Oh well, so much for my TV show...”)

It also makes it feel as if you’re (a) more organized (b) doing less work. (And you will be.)

Use a top-quality Autoresponder such as [Aweber](#), where you can sign up for your first month at only \$1. You can then take that month to go through all the tutorials and learn to set up lists and manage campaigns. You can start creating your Passive Income model straight away, so that by the time your first \$19.95 monthly payment is due, you’ve already earned it back.

Or you can keep it as simple as:

1. Creating a sign-up form for your blog or site from one of the customizable Templates supplied
2. Dumping the code into your website or blog widget
3. Creating a basic subscriber list

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4. Creating a Confirmation email, Thank you and/or Download email
5. Creating a follow up email

And that, you really can do in an afternoon! (Don't worry – AWeber has top notch tutorials, Live Help guaranteed to work with just about any computer connection and friendly Wizards to walk you through set up.



**Managing Your Content** – You should also be familiar with a content management system such as WordPress. And a basic knowledge of HTML is also helpful – here's an [excellent simple course](#).

WordPress you can easily learn: There are lots of excellent, basic guides out there in eBook, article, blog post or YouTube video form. [Here's one outstanding course](#). The key is to find one that suits your learning style. You should be able to set up your blog in an afternoon, if you haven't already done that.

In order to create successful Passive Income you also have to possess basic business knowledge. For example, you should know how to create a business plan, including a sales funnel and projected potential profits to show how your business is going to grow (even if you're just "showing" yourself). But relax – your business plan can be as simple as:

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1. Create eBook on "How to Make Fake Fur for \$1 or Less"
2. Sign up as Clickbank merchant
3. Upload it to ClickBank ✦
4. Track and collect my cheques

Remember...

- The more products you have, the more Passive Income you'll make.
- The more subscribers you have, the more reach your product will possess (and the more Passive Income you'll make)
- The more affiliates you attract, the more income you'll make and web credibility/expert status you'll gain.
- The more time you put in initially, the better you'll be set up for success

And let's not forget tracking: The more diligently you track your Passive Income campaigns (and tweak for better success), the more money they'll bring in.

There are really only two basic strategies for online Passive Income growth:

<ol style="list-style-type: none"><li>1. Create a blog</li><li>2. Build a list of subscribers and turn it into a community</li><li>3. Make them want to return to your blog</li></ol>	<ol style="list-style-type: none"><li>1. Create a blog</li><li>2. ADVERTISE</li><li>3. Build a list of subscribers and turn it into a community</li><li>4. Make them want to return to your blog</li></ol>
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The big difference between these two structures is:

- You will make money faster if you advertise

### **Step Four: Plan Your Portfolio**

More questions for you to answer: Do you expect Passive Income creation to become your only income generation method... or is it "just" an addition to boost your one-on-one earning power?

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No matter what your answer, don't attempt to be all things to all people (including yourself): Instead...

1. **Pick the method that most appeals to you**, and concentrate on mastering that one method, ignoring every other "freebie" or get-rich-quick scheme.
2. **Commit to spending a certain amount of time every day** to your Passive Income business model

Stick to these two resolutions, and you'll have more success than ninety-per-cent of your peers.

What is the one thing everyone does? They succumb to information overload and hop around like fleas on a hot Schnauzer from one idea to the next.

What are the two things they don't do? Stick with one method while working consistently on building this source of Passive Income creation every day.

"If it's not really passive, there's no point doing it," you may be spluttering in frustration at this point. But here's how it works...

- The more diligently and thoroughly and completely you set up your Passive Income stream, the less work you will find yourself doing, further down the line.

In fact – even with the occasional tracking; or a team of assistants who do all that for you – you really will end up in the not-too-distant future checking your PayPal or Merchant account on your Smartphone while treating your family to that Caribbean vacation – and discovering you made an extra \$16,497 in the few days you were away.

It just will not likely be that exact sum and it definitely isn't going to happen next week.

But it should be a figure in the range you were projecting, and you should feel pretty pleased with achieving your Passive Income goal. And that goes whether all you needed was an extra two hundred a month to cover the phone bill... or an extra two hundred thousand a year.

So are you ready to begin? Let's put everything together using the following Planner...

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Your Passive Income Planner	
<p>1. Decide on a model for your Passive Income <i>(Put your answers in the columns to the right)</i></p>	
<p>2. Choose a Niche</p>	
<p>3. Find out:</p> <ul style="list-style-type: none"> <li>• What people are searching for in that niche</li> <li>• If there's a paying market</li> </ul>	
<p>4. Research keywords they are using in their searches</p>	
<p>5. Decide on whether or not you'll start out with an Advertising campaign to boost your Niche Marketing</p>	
<p>6. Create a blog dedicated to your Passive income. (Choose a web host package with a company such as Hostgator that allows multiple. Decide whether or not you will develop that one blog or add more blogs and/or more niches</p>	<p>URL: _____</p>
<p>7. Create a Business Plan for your blog</p>	<p>Where I am now with Passive Income: \$ _____</p> <p>Where I want to be in six months: \$ _____</p> <p>Where I want to be in a year: \$ _____</p>



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<p>8. Create six – ten articles for your blog</p>	<p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p> <p>5. _____</p> <p>6. _____</p> <p>7. _____</p> <p>8. _____</p> <p>9. _____</p> <p>10. _____</p>
<p>9. Select graphics. Make sure you own the rights or else they are in the Public Domain</p>	
<p>10. Decide how often (if at all) you will contact subscribers via email</p>	
<p>11. Decide how often you will write a new article for your blog</p>	<p><input type="checkbox"/> Every day</p> <p><input type="checkbox"/> Twice a week</p> <p><input type="checkbox"/> Once a week</p> <p><input type="checkbox"/> Other _____</p>
<p>12. Choose and set up your Autoresponder</p>	<p>URL: _____</p>
<p>13. Create a Business Page for your new blog</p>	<p>Facebook URL: _____</p> <p>Google Plus URL: _____</p>
<p>14. “I wish to become known for ____”</p>	
<p>15. “I have started my Passive Income marketing.”</p>	