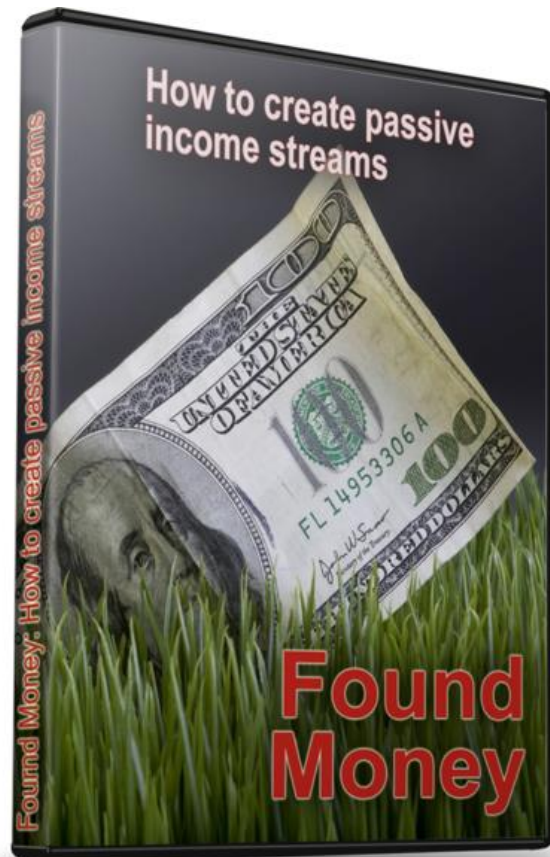


## Found Money: Creating Streams of Passive Income



## Passive Income Worksheet

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Passive Income is something every small business owner should factor into his or her business plan. It allows you to truly work “smarter, not harder”.

In fact, you should soon become an expert at making yourself work less.

No income is truly one hundred percent passive – at least, not when you’re starting out (and definitely not within the first year). You can “set”, but your passive income will dry up if you truly “forget”. Tracking, tweaking, seeing what works and what didn’t are all part of the learning curve that every single online entrepreneur experiences. But invest that time into your Passive Income and you’ll experience a growing degree of freedom as it begins to work for you.

This series of questions will quickly help you discover which type of Passive Income marketing would be a good addition to your current business (or a complete and fulfilling business in its own right).

Don’t skip ahead: Fill in the questions – then, when you’re done, compare your answers to the ones in Section Two. And, by the time you’ve completed both parts of this worksheet, you should end up with a strong idea on whether or not marketing your business for Passive Income would be in your best interests.

### Section One: All About Your Niche, You – and Your Subscriber

Passive Income Questions	Your Answers
<b>1.</b> What Niche are you planning to focus on? Who is your target subscriber? Male or female? Married? Single? Education? Annual income? Personal and spending habits? Lifestyle? <i>(Write a short profile in the Textarea box at the right, being as specific and thorough as you can.)</i>	
<b>2.</b> What keywords do your subscribers use for searches?	
<b>3.</b> Does he/she prefer PC or mobile?	
<b>4.</b> What social networks does he/she like to spend time within?	<input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Other _____
<b>5.</b> Which type of Passive Income Model appeals to you most?	<input type="checkbox"/> Becoming a part-time Affiliate Marketer

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	<ul style="list-style-type: none"> <li><input type="checkbox"/> Becoming a full-time Affiliate Marketer</li> <li><input type="checkbox"/> Blogging, in order to work with Ad Networks</li> <li><input type="checkbox"/> Blogging as an independent reviewer</li> <li><input type="checkbox"/> Becoming a “super affiliate”</li> <li><input type="checkbox"/> Recommending products as you find them</li> <li><input type="checkbox"/> Marketing “set and forget” products</li> <li><input type="checkbox"/> Combined _____ _____</li> <li><input type="checkbox"/> Other _____</li> </ul>
<p><b>6.</b> Do you already have a Niche you’re passionate about</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Yes</li> <li><input type="checkbox"/> No</li> <li><input type="checkbox"/> My chosen Niche is _____</li> </ul>
<p><b>7.</b> Do you have a Niche or Niches you’d like to start working with, even if it’s as new to you as to your reader?</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> I’ve always wanted to work with the Niche _____</li> <li><input type="checkbox"/> I’ve researched the following Niche because there’s a need: _____</li> </ul>
<p><b>8.</b> Is there a paying market within that Niche?</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Yes</li> <li><input type="checkbox"/> No</li> <li><input type="checkbox"/> I don’t know</li> </ul>
<p><b>9.</b> Have you researched likely keyword for that niche?</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Yes</li> <li><input type="checkbox"/> No</li> <li><input type="checkbox"/> I’ve uncovered the following keywords: _____ _____</li> </ul>

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<p><b>10.</b> Which tools are you using for your Niche research and Passive Income management and tracking?</p>	<ul style="list-style-type: none"><li><input type="checkbox"/> Facebook Insights</li><li><input type="checkbox"/> Google Analytics</li><li><input type="checkbox"/> Google Free Keyword Tool</li><li><input type="checkbox"/> Wordtracker Free Keytool</li><li><input type="checkbox"/> Commercial niche keyword tool such as Market Samurai, Traffic Travis</li><li><input type="checkbox"/> Other _____</li></ul>
<p><b>11.</b> Have you created an affiliate program for <i>your</i> affiliates?</p>	<ul style="list-style-type: none"><li><input type="checkbox"/> ClickBank is doing that for me</li><li><input type="checkbox"/> Amazon is doing that for me</li><li><input type="checkbox"/> No</li><li><input type="checkbox"/> Yes</li><li><input type="checkbox"/> Other _____</li></ul>
<p><b>12.</b> Have you created resources for your affiliates?</p>	<ul style="list-style-type: none"><li><input type="checkbox"/> Yes</li><li><input type="checkbox"/> No</li><li><input type="checkbox"/> I've created the following:<ul style="list-style-type: none"><li><input type="radio"/> A FAQ section</li><li><input type="radio"/> Banner ads</li><li><input type="radio"/> Buttons</li><li><input type="radio"/> Links</li><li><input type="radio"/> Resource section</li><li><input type="radio"/> PLR</li><li><input type="radio"/> Other _____</li></ul></li></ul>

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<p><b>13.</b> How much time per day do you plan to invest in Passive Income...</p>	<p><input type="checkbox"/> Learning _____ hrs.</p> <p><input type="checkbox"/> Set Up _____ hrs.</p> <p><input type="checkbox"/> Generation _____ hrs.</p> <p><input type="checkbox"/> Maintenance _____ hrs.</p>
<p><b>14.</b> How much time per day do you plan to devote to blogging?</p>	<p>_____ hrs.</p>
<p><b>15.</b> Do you plan to blog...</p>	<p><input type="checkbox"/> Daily</p> <p><input type="checkbox"/> Bi-weekly</p> <p><input type="checkbox"/> Weekly</p> <p><input type="checkbox"/> Every two weeks</p> <p><input type="checkbox"/> Monthly – in batches for pre-scheduling</p> <p><input type="checkbox"/> Other _____</p>
<p><b>16.</b> How often do you plan to create incentives for your affiliates other than your straight commission rate?</p>	<p><input type="checkbox"/> Regularly, every _____</p> <p><input type="checkbox"/> Once a month</p> <p><input type="checkbox"/> Quarterly</p> <p><input type="checkbox"/> Seasonally</p> <p><input type="checkbox"/> Other _____</p>
<p><b>17.</b> How actively am I generating traffic for my blog? Is my website or WordPress fully optimized? Am I using the WordPress SEO Plugin for search boosting? Am I using my keywords correctly? Am I concentrating on unique content, top quality and readability?</p>	

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<p><b>18.</b> Am I focusing on inviting quality visitors, rather than quantity? How am I doing this – with keywords? Content?</p>	
<p><b>19.</b> Am I paying careful attention to spell-checking and proofing?</p>	<p><input type="checkbox"/> Yes, of course</p> <p><input type="checkbox"/> Yes – and I’m proofing more than once</p> <p><input type="checkbox"/> No</p>
<p><b>20.</b> Have I made sure there is zero plagiarism in my content? (No duplicate content!)</p>	<p><input type="checkbox"/> Yes – by writing it myself (and avoiding clichés, which I realize trigger plagiarism alerts)</p> <p><input type="checkbox"/> Yes, I am double-checking by running my articles through a plagiarism checker such as Copyscape or Grammarly’s free Plagiarism Checker</p> <p><input type="checkbox"/> No. I didn’t think of it.</p>
<p><b>21.</b> Am I using a top-quality theme framework or theme?</p>	<p>Yes, I am using...</p> <p><input type="checkbox"/> Socrates</p> <p><input type="checkbox"/> Thesis</p> <p><input type="checkbox"/> Genesis</p> <p><input type="checkbox"/> Other _____</p>
<p><b>22.</b> Have I installed the WordPress Security Plugin?</p>	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> Not yet</p>
<p><b>23.</b> Am I making sure my offers and landing pages are getting at least one thousand unique visitors before I slow down on tracking them?</p>	
<p><b>24.</b> Am I motivated? Do I procrastinate? What part of the Passive income generation process excites me? Which parts put me to sleep or frustrate me?</p>	

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<b>25.</b> Am I outsourcing parts that give me grief? If not, do I plan to in the future?	
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