

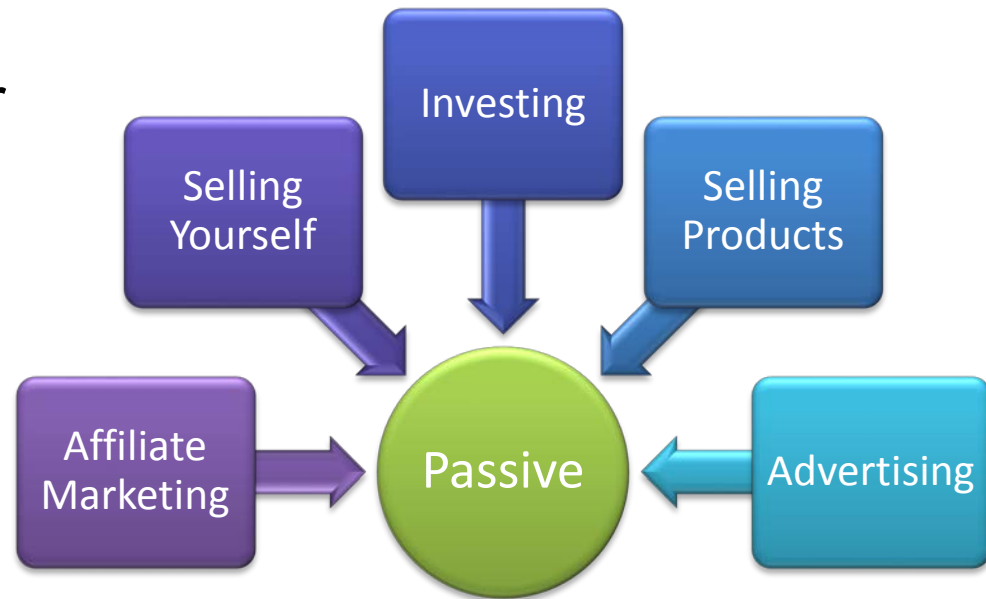
# Creating Passive Streams of Income

## A Step-by-Step Blueprint



# Step 1: What's Possible

- Find a plan that works for YOU
- 5 basic areas of passive income creation



# Step 1: What's Possible

- Ask your self these questions
  - Are you comfortable selling or promoting?  
 selling  promoting
  - Are you comfortable in front of the camera or behind the scenes?  
 in front  behind
  - Are you more comfortable leading or following?  
 leading  following
- Your answers will determine what action to take

# Step 2: Assessing Your Options

- Leaders – may get bored promoting other people's products
  - Create your own products & recruit your own affiliates
- Followers – may be perfectly happy promoting affiliate products so they don't have to create a product
  - Can also create niche blogs to promote a certain product

# Affiliate Marketing

- Super Affiliate Status –
  - These people promote affiliate products through multiple methods
  - They use their blogs & possibly anonymous niche blogs to promote products
  - Can earn a full-time salary just by promoting
  - Examples – Rosalind Gardiner, Mark Ling & Lynn Terry

# Affiliate Marketing

- Niche Bloggers –
  - Create a blog around a particular niche or product
  - Never appear as an individual – focus is solely on the product & content
  - Keep adding more until they have a portfolio of different blogs, sometimes numbering 100+
  - Each blog makes a modest monthly income

# Advertising

- Build Your Blog Fame –
  - Great for born leaders
  - Become a super blogger so advertisers want to purchase space on your blog
- Create Niche Blogs for Ad Networks
  - Google AdSense, Chitika, ClickBank and Amazon
  - Place ads strategically & you get paid when readers click the ads

# Selling Yourself

- Become a personality & expert
  - When your tips help people, they turn to you for more advice
- Your readers recommend you & your products
  - Create products for every step of your marketing funnel
  - Products should focus on your strengths
  - Products eventually become passive income



# Selling Yourself

Type of products you can create:

- Ebooks
- Articles
- Tips sheets/cheat sheets
- Videos
- Courses
- Audios
- Webinars
- Teleseminars
- Forums
- Membership sites
- Coaching

# Important Points

- Hard work & diligence is required in the early setup phase
- You need to work at establishing your reputation & brand credibility
- Expand your reach with public appearances & a strong social media presence
- Create an affiliate program so affiliates can promote you
- Super affiliates WILL promote newbie products if they're good quality

# Selling Products

- Choose the right product
  - Instead of sewing 100+ aprons, sell the pattern
  - Create the product once but sell multiple times
  - Setup a sales page online & promote daily
  - This is much less time than physically sewing each apron
- Repurpose your product
  - Bundle similar products & sell together
  - Works well for seasonal items (holiday, summer, etc.)
  - Appears to have greater value & brings in new customers

# Selling Products

- Outsourcing
  - Hire Virtual Assistants or other experts & delegate work
  - Now you can focus on your main product
  - Much time is wasted trying to learn new things
  - You probably don't have enough time to learn everything well
  - Outsource slowly & only if your budget allows

# Investing

- Your products are an investment in your business
- Outsourcing is an investment -
  - Pay more upfront in order to save time & make more at the backend
- Repurposing is an investment –
  - Creating multiple products based on one theme will bring more money in the long run

# Step 3: The Basic Tools

- Autoresponder
  - For collecting & communicating with customers
  - Send out follow-up messages, email series or mini courses to keep your name in front of customers
  - Share niche-breaking news & recommend new products first
  - Ability to pre-program messages
  - Our #1 recommendation is Aweber

# Autoresponder 1-2-3

1. Create a web form for collecting names
  2. Place the code on your website
  3. Create a basic subscriber list
  4. Create a confirmation email, thank you email & download email
  5. Create a follow up email
- Easy enough to do in 1 afternoon!

# Content Management

- WordPress is most popular content management system
  - There are plenty of tutorials & how-to guides
  - Important for setting up your blog & adding content regularly
- Also manage some basic business tasks:
  - Create a business plan
  - Create a sales funnel
  - Track your earnings



# Things to Remember

- The more products you have = the more passive income you can earn
- The more subscribers you have = the more reach your product will have = the more money you can earn
- The more affiliates you attract = the more credibility you earn = the more money you earn
- The more time you invest initially = the better foundation you have for success

# Income Strategies

## Strategy #1

1. Create a blog
2. Build a list of subscribers & turn it into a community
3. Make them want to return to your blog

## Strategy #2

1. Create a blog
2. ADVERTISE
3. Build a list of subscribers & turn it into a community
4. Make them want to return to your blog

# Step 4: Plan Your Portfolio

- Don't try to be everything to everyone
- Pick the method that appeals most to you
- Commit to spending a certain amount of time each day to your passive income model
- Consistent work will yield the most earnings
- The more completely you set up your passive income stream, the less work it will require in the future
- Ready to start? Utilize the planner in the workbook!