

# Create Passive Income

Add income to your business...

## – Cheat Sheet

### Introduction

#### **Key Takeaway:**

- ✓ Earning money via passive income streams is easier than ever
  - ✓ Receive income on a regular basis with very little effort
  - ✓ Create something where you're not trading your time for dollars
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- ✓ Properly plan and schedule and expect returns after you've put in the work
  - ✓ Set up efficient systems and learn how to create passive products and services

### **The Benefits of Reliable and Consistent Sources of Passive Income**

- ✓ Earn Extra Income
  - Get additional income with minimal ongoing effort
  - Earn without limits as you don't need to be present
  - You'll have reliable sources of income coming in
- ✓ More Flexibility
  - Free up time to spend with your family
  - Get the space to work on other things
- ✓ More Stability
  - Passive income sources can act as a buffer if something happens
  - Continue to earn without involvement
- ✓ Reach a Wider Audience
  - Provide value for and reach people with your knowledge
  - Opportunities for reaching new audiences are endless

### **Passive Income Risks**

- ✓ Income
  - You might not earn enough to rely on it as a source of income

- You can generate multiple streams of passive income to add up
- ✓ Products
  - It's a lot of work to create a product that will attract buyers and guarantee income
  - You might have to outsource some of the work
  - You don't always have control over quality
- ✓ Investments of Time, Effort and Finances
  - You must put the time and effort in now for future benefits
  - It doesn't always pay off

## **Common Sources of Passive Income**

- ✓ eBooks
  - Publish on platforms such as Amazon
- ✓ Other Digital Products
  - Video tutorials and podcasts
  - Evergreen online courses
  - Evergreen webinars
- ✓ Simple Membership Sites
  - Access to exclusive content
  - Automate access for a monthly fee
- ✓ Affiliate Marketing
  - Promote products or services for a commission
  - You can have others sell your products or services also
- ✓ Ad Revenue
  - Google AdSense on blogs
  - YouTube video ads
- ✓ Photography
  - Sell your images to stock photo sites
- ✓ Software as a Service
  - Offer access to your software service on a subscription basis

## **Learning Objectives**

- ✓ Identify simple ways to add passive income to your sales funnel
- ✓ Identify ways to quickly generate passive income from your website or blog
- ✓ Identify how you can create passive income from your customer base
- ✓ Plan new streams of passive income with low risk and great benefits
- ✓ Create your passive income plan



### ***Action Steps:***

1. Do you earn any passive income currently in your business? If so, write down those sources and estimate how much you earn from each and how much work you put in to set it up.

## **Add Passive Income to Your Sales Funnel**

### ***Key Takeaway:***

- ✓ Don't waste the opportunity your sales funnel gives you to optimize every part for revenue
  - ✓ People in your funnel are much easier to sell to
  - ✓ Your funnel should already be converting leads and generating sales
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- ✓ Your funnel may include:
    - Lead magnet freebie
    - Series of follow-up emails
    - Sales page
    - Thank You page
    - Any other download or confirmation pages
    - Series of post-purchase follow-up emails

## **Easy Places to Add Immediate and Future Income to Your Funnel**

- ✓ Add a recommended product to your opt-in thank you page
- ✓ Add a latest product to email signatures
- ✓ Add a recommended product to follow-up emails
- ✓ Add a recommended product to download/confirmation pages
- ✓ Add a recommended product to emails to those who didn't purchase

## **What Should You Offer? Cross-Sells and Upsells**

- ✓ Get a clear idea of who your clients and customers are and what will be of value to them
- ✓ Offer products or services related to each other

## **Add Cross-Sells to Your Sales Funnel**

- ✓ Recommend a different but related product to someone already buying from you
- ✓ Show them the product at the right time to encourage them to buy
- ✓ Introduce them to things they may not know you offer
- ✓ Bundle multiple items and offer them at a discounted price
- ✓ Your cross-sell should be about 25% less than the original purchase

## **Add Upsells to Your Sales Funnel**

- ✓ Encourage customers to buy a related, but higher-priced alternative
- ✓ Offer something that's not too much more, and seems like a great deal
- ✓ Only a small subset of customers will pay the extra, but this will make a significant difference
  
- ✓ Many shopping cart systems have cross and up sell facilities built-in
- ✓ Give your customers as many opportunities as possible to be reminded of your products or services

### ***Action Steps:***

1. In your workbook, write down the different elements of your sales funnel.
2. Beside each element, and using the suggestions in this module, note down what you could do to add passive income opportunities.

## **Add Passive Income to Your Website or Blog**

### ***Key Takeaway:***

- ✓ Make your efforts pay off even more by adding passive income streams to your site

## **Generate Passive Income with Affiliate Links**

- ✓ Earn a commission by recommending and selling other people's products
- ✓ Rates vary according to the product

- ✓ Add Affiliate Links to Your Site
  - Add links within blog posts or other content
  - Earn a commission every time someone clicks through and makes a purchase
- ✓ Amazon Affiliate Program
  - Make a commission from anything they sell
  - You'll almost certainly find something for your niche
- ✓ Affiliate Marketplaces
  - Databases or directories of affiliate programs
    - Do your research regarding rates and user-friendly navigation
    - Larger marketplaces have more options, but perhaps not so great support
    - Join one or two to get started
    - Search for what's profitable in your niche
- ✓ Private Affiliate Programs
  - Your business network could be a good source of affiliate products
  - Sign up for others' programs and be ready to recommend new products
  - Search for people in your niche and find out whether they have an affiliate program
- ✓ Other Sites
  - Look at other sites in your niche to see what they're endorsing
- ✓ Offer Your Own Products or Services
  - Set up an affiliate program so others can sell your products
- ✓ Create a Dedicated Recommended Products Page for Affiliate Links
  - Put together a page to recommend tools, products and resources you use such as:
    - Web hosting
    - Blog themes
    - Plugins
    - Software
    - Sales tools
    - Stock photo sites
    - Recommended books & eBooks
    - Online training programs

## **Affiliate Tips**

- ✓ Only give honest reviews and recommendations
- ✓ Choose affiliate partners carefully according to their reputation
- ✓ Add a review for each recommendation of a product or service you make

- ✓ Always disclose any affiliate links clearly

## **Sell Advertising Space on Your Website or Blog**

- ✓ You need a huge amount of traffic to make money through advertising
- ✓ The more visitors you have, the more potential for clicks
- ✓ Sell space on your site to others in your niche
- ✓ Choose carefully who you sell space to so as to not affect your reputation
  
- ✓ Finding advertisers:
  - Look at other sites in your niche
  - Contact relevant businesses and ask them
  - Find subject-specific ad networks for your site
  - Create an 'advertise here' banner
  
- ✓ Put Google AdSense on Your Site
  - Google places a code on your site and displays relevant ads
  - When someone clicks, you receive a small payment
  
- ✓ Potential Risks or Drawbacks of Putting Ads on Your Site/Blog
  - They conflict with your call to action
  - Some people find them annoying
  - It may dilute your site's message
  
- ✓ Recommending affiliate products is one of the easiest sources of passive income
- ✓ Your customers rely on recommendations and if they trust you will want to hear what you use

### ***Action Steps:***

1. From the list of affiliate ideas in this module, list the ones you can implement most easily and quickly. Note some initial products or services you can recommend to your site visitors and followers.
2. List the pros and cons of adding advertising to your site. If the pros outweigh the cons, make notes on which methods you want to explore first.

## Earn Passive Income from Your Current Customers

### ***Key Takeaway:***

- ✓ The customers on your list are in the perfect place for you to earn some passive income from them
- ✓ Here you'll learn some more simple ways to cash in on your existing customer base

### **Automated Coupons**

- ✓ Send out automated coupons in follow-up emails
- ✓ Send out with your autoresponder, and segment your list to send it to the right people
- ✓ How it works:
  - Someone signs up for your list
  - A week later they receive an email with a discount code
  - A week after that, anyone who didn't use it receives a reminder
- ✓ Set up a campaign that is triggered when a customer hasn't made a purchase after a certain amount of time
- ✓ Winning back a customer is easier than attracting a new one

### **Make Recommendations in Follow-up Emails**

- ✓ Recommend products to customers:
  - Based on what they've purchased in the past
  - Based on links they've clicked on in the past
  - Based on pages they've visited

### **Make Recommendations Inside Products**

- ✓ Recommend relevant products within other products customers are buying
- ✓ Make sure it's easy to remove or change links

### **Recommend Affiliate Products or Services in Social Media Groups**

- ✓ If you have an established Facebook or other social media group, recommend affiliate products there



## Email Your Customer List with Affiliate Recommendations

- ✓ Send email endorsements of product or services from others in your field
- ✓ Describe the product or service and explain why you're recommending it
- ✓ Use your judgement to select methods that you could use with your customers
- ✓ Ask yourself:
  - Do you have an active Facebook group for customers who would respond to your recommendations?
  - Who do you know that produces products and services your customers would love?
  - Could you place recommendations inside products?
  - Some methods will take a little strategic planning

### **Action Steps:**

1. Using the module content, plus the ideas suggested to help you decide, select at least one method for making passive income from your current customers that you will include in your passive income plan. Note them down in your workbook/plan.

## Plan Your Next-Level Passive Income

### **Key Takeaway:**

- ✓ This module will give you ideas for passive income that involve a bit more effort

## Set up a Simple Membership Site for Recurring Income

- ✓ Avoid sites that require constant fresh content to cut out the work of having to create it
- ✓ Retention rates for these types of sites is 1 to 3 months
- ✓ Create a fixed-term site that automatically sends out content you've already produced
- ✓ Fixed-term is easier to sell as people can see when their payments will stop

- ✓ Create evergreen content for your membership site to cut down on work
- ✓ Types of content you can create include:
  - Videos
  - Webinars
  - Reports
  - Checklists
  - Online courses
- ✓ Use PLR content created by someone else that you can modify with your branding
- ✓ Once someone becomes a member, offer them other products and services
- ✓ Add affiliate links within your membership site to products and services you recommend

## **Create Digital Products for Passive Income**

- ✓ Any form of information product you deliver to your customers electronically
- ✓ Digital products include:
  - eBooks
  - PDF Guides
  - Online courses
  - How-to videos
- ✓ Infoproducts can be a lot of work to create up-front, but you can sell them over and over again
- ✓ You need to learn how to create them and know what people will buy

## **eBooks**

- ✓ Keep eBooks short and focused on a particular problem
- ✓ For your eBook topic:
  - Brainstorm questions you're frequently asked
  - Think of something entry level in your niche
  - A short and concise eBook will hold attention better than something overly long
- ✓ Up-Front Costs
  - Consider if you'll need to pay for a ghost writer, editor, etc
- ✓ Call-to-Action
  - Include a clear CTA at the end to encourage readers to do something

## Online Courses

- ✓ Create something simple to begin with
- ✓ Produce evergreen content so you don't have to update it
- ✓ Think about content you already have that you could put together for your course
- ✓ Present your course on a platform such as Teachable
- ✓ Include upsell/cross-sells
- ✓ Online courses can take a lot of up-front work to research and create
  
- ✓ Keep time spent to a minimum at the start
- ✓ It doesn't need to be perfect and you don't need to invest a lot of money
- ✓ Decide which streams of passive income you'll use based on:
  - Whether you have an existing client base
  - Whether there's a market for a product in your niche
  - What skills you have
  - Do you have content already that you can repurpose?
  - Which is most appropriate for your market?
- ✓ Perform research to get better insights about what would work

### ***Action Steps:***

1. Consider the questions in the module, and, based on what you currently know about your business, your customers, your competitors, and your market in general, choose at least one passive income stream from this module that you plan to include in your business in the future. Note it (or them) down in your workbook/plan.

## Create Your Passive Income Plan

### ***Key Takeaway:***

- ✓ It's time to tie everything you've learned together
- ✓ Review the work you've done and create your passive income plan

## What Have You Got So Far?

- ✓ In module 2 you identified the easy ways to add passive income to your sales funnel
- ✓ In module 3 you identified the best fit for adding passive income to your website or blog
- ✓ In module 4 you selected a method for generating passive income from your existing customers
- ✓ In module 5 you chose a low-risk, next-level passive income source
- ✓ You should have a list of passive income streams
- ✓ To get started ask yourself:
  - Which one is easiest to do?
  - If you can do it yourself, can you do it well?
  - How long will it take you to do it?
  - How important is it to you to start bringing money in straightaway?

## Measure Your Results

- ✓ Looking at what's working will help you decide what to do next
- ✓ Measure
  - Pre-determine the level of income you want to achieve
  - Conduct split-tests for cross-sells and upsells
  - Try different product offerings on download pages
  - Take note of how many people are using a coupon
  - Split test keywords and copy
- ✓ Look at what's easiest and fastest to do, then at where you're getting the best results
  
- ✓ Passive income streams can be a great way to earn money with more freedom
- ✓ But there's no such thing as truly passive income as you'll need to put in some work
- ✓ Plan ahead and put the work in now to reap the benefits later on

### Action Steps:

1. Select the passive income stream you'll start first.
2. Make a list of your next step tasks. Put a deadline next to each.
3. List any other passive income methods you'll add to your business.
4. Note the measures you'll use to determine the success of each method.