

# Easy Passive Income

Quick Places to Add Income to Your Business...  
Without Adding Hours to Your Workload



**Course Book**

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# Introduction

Thanks to the Internet, earning extra money via passive income streams is easier and more accessible than ever.

Passive income is commonly described as income received on a regular basis, with very little effort on your part to maintain that income. The Internet has opened up many new avenues to earn passive income. To generate it, you need to create something that doesn't involve you simply trading your time for dollars – something such as a product or service where you do the work once, and then earn income by selling over and over.

However, the term 'passive income' is really a misnomer, because passive income is not truly passive or unearned. The widely held belief that you can simply work two hours a week from the beach and yet earn a fabulous income, is somewhat misleading.

A reliable and significant income from passive sources isn't going to happen overnight. You need to put in the work (and probably funds) now, planning ahead for steady income, and more free time in the future. If you want to earn money this way it should be a properly planned and scheduled part of your business plan, and it'll only be passive income *after* you've probably put in a significant amount of work.

You'll need to set up super-efficient systems and processes that will enable your passive income streams to run more-or-less on auto-pilot. And you'll need to know how to create the products and services you want to earn an income from. To make sales, you need traffic and an engaged audience, so you'll need skills in areas such as SEO and copywriting, or you'll need to outsource these to someone with these skills.

If all of this sounds a little daunting initially, don't be fazed. Remember that passive income can and does bring huge rewards for many. But, as with most things in life and business, you need to put in some work first in order to reap those rewards. There's no doubt that passive income is an effective way of getting the most financial gain from your time.

In this course we're going to focus on the three easiest ways to add passive income streams to your current business. These might be hidden to you now, but you'll quickly see how they can significantly impact your overall revenue.

## **Learning Objectives:**

By the time you complete this course, you'll be able to:

- Define the benefits, risks and most common types of passive income so that you can start to relate it to your own business and have some clear ideas going forward.
- Identify simple and easy ways you can add passive income to your sales funnel. You'll select which methods you will implement right away, so that your sales funnel is optimized to work as efficiently as possible to create passive income.
- Identify a few ways you can quickly generate passive income from your website or blog. You'll select which of those methods are most appropriate for your site, so that you make your website or blog even more profitable – even if you're not currently earning anything from it.
- Identify how you can make passive income from your current customer base. You'll select several tactics for earning more from your current customers, while they're perfectly positioned in your business.

- Plan new streams of passive income to start working on that have low risk and effort, but will bring great future benefits.
- Create your Passive Income Plan, choosing which passive income stream is the right one to implement first, so you can quickly start, and continue, to make your business more profitable.
- Measure your results so you know how you're doing and can continue to improve, and you know where to focus on next to add further passive income streams.

This course is broken down into 6 major modules to take you step-by-step through implementing passive income in your business.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

## **Expectations**

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

# Module 1 – Why do I need Passive Income?

In this first module, you'll discover the benefits passive income can bring to your business, and the risks to watch out for. Plus, you'll get an overview of common types of online passive income so you can quickly and easily make your business more profitable.

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



## **Earn Extra Income**

You get additional income with minimal ongoing effort and maintenance, so you can stop trading hours for dollars. If you're in that constant cycle of trading hours for dollars it's likely you'll either not earn the income you want or need, or you'll end up exhausted and burnt out trying to earn a good income for you and your family. Actively working on your passive income strategy is an excellent way to overcome this. In theory, you can earn a lot more – some say there are no limits – because you don't have to be present or constantly working to earn that money.

You'll feel less anxious about the number of sales you're making when you know you have reliable sources of income coming in on auto-pilot. You can even earn money while you sleep – your business will be earning money around the clock rather than just 9 to 5.

## **More Flexibility**

You gain more flexibility in your work and home life. Having an income working on auto-pilot frees up time you can then spend with your family, or gives you the space to think about and work on other important aspects of your business. You could spend more time on things like travel, and you can even travel and earn at the same time.

## **More Stability**

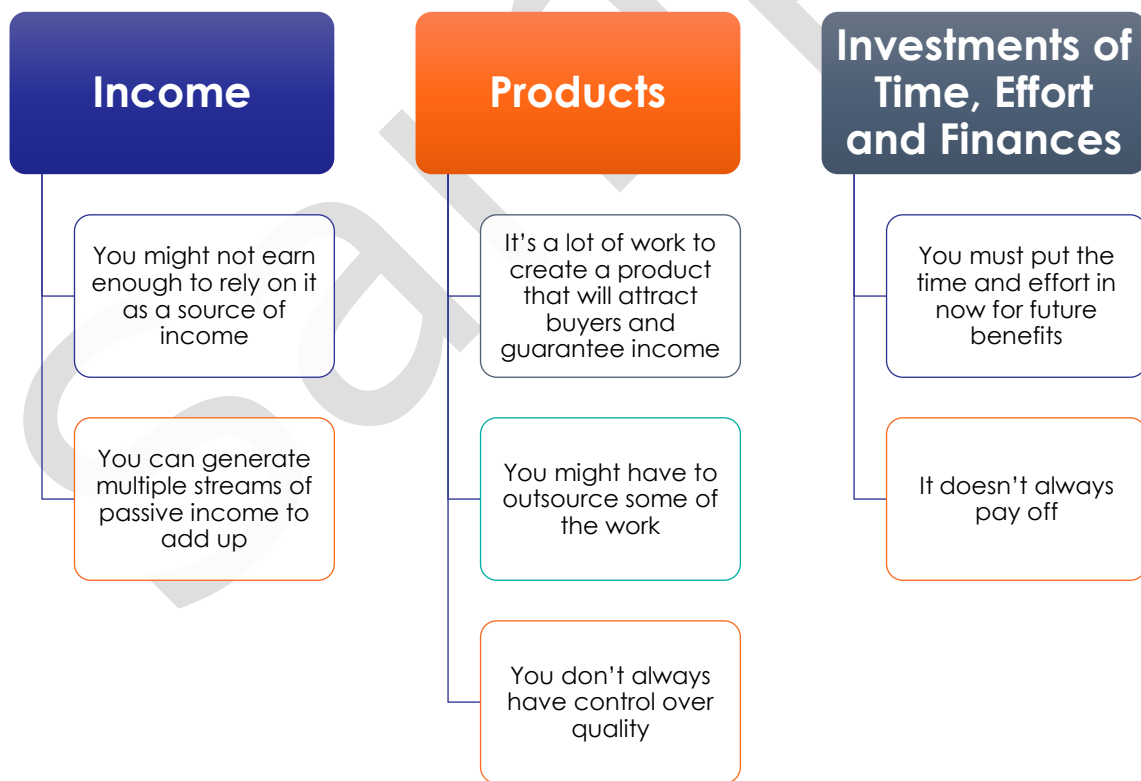
Once your passive income sources are set up, they can act as a buffer if an emergency or illness occurs in your home life. You can continue to earn money from your business with minimal involvement from you. If you're a freelancer, having a reliable passive income running in the background can help during slower months, or between larger contracts.

## Reach a Wider Audience

With passive income sources such as eBooks and evergreen online courses, you can provide value and reach more people with your knowledge. The Internet is vast, so the opportunities for reaching new audiences are endless.

## Passive Income Risks

There are some risks associated with passive income that you should keep in mind:





**ATTENTION:**

This is only an excerpt from our full course **Easy Passive Income**. The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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