
5 SIMPLE STEPS TO KICKSTART YOUR JOURNEY!

PASSIVE INCOME STARTER GUIDE



BY THE FRENCH GOURMETS

HOW NICE TO

meet you

We are the French Gourmets!

We did ALL the work, did all the learning, and spent over €25,000 in business coaches, so you don't have to!

A husband & wife team (and parents) sharing simple and easy steps on how to get started with your online business.

Florian is a French foodie, born and raised in Champagne right next to Paris. And a wine connoisseur and consultant for over 15 years. Mariana is a Harvard-Paris Sorbonne-Oxford alumna, who has lived and worked in international development in 9 countries, including UNESCO Paris.

Together, our mission is to help you create time and financial freedom so you can live the life of your dreams. Ours is to travel and be with our children. What's yours?

Mariana & Florian



“

“The world is a book, and those who do not travel read only one page.”

- Saint Augustine

Can wait to
and learn all of
our insider secrets?!

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OUR WHY

Just a little background about why we started our passive income journey.

I (Mariana) used to be a major workaholic before moving to France. I worked in big organizations like the World Bank, and the working hours were tough and demanding, especially when I was doing fieldwork in Africa or South America.

Once I moved to France I realized how happy life can be when you actually enjoy it without guilt! When I met Florian, a true Frenchman, I started going to restaurants mid-week, traveling around to beautiful locations, and enjoying social life at a leisurely pace.

So, I changed my approach to life and my priorities.

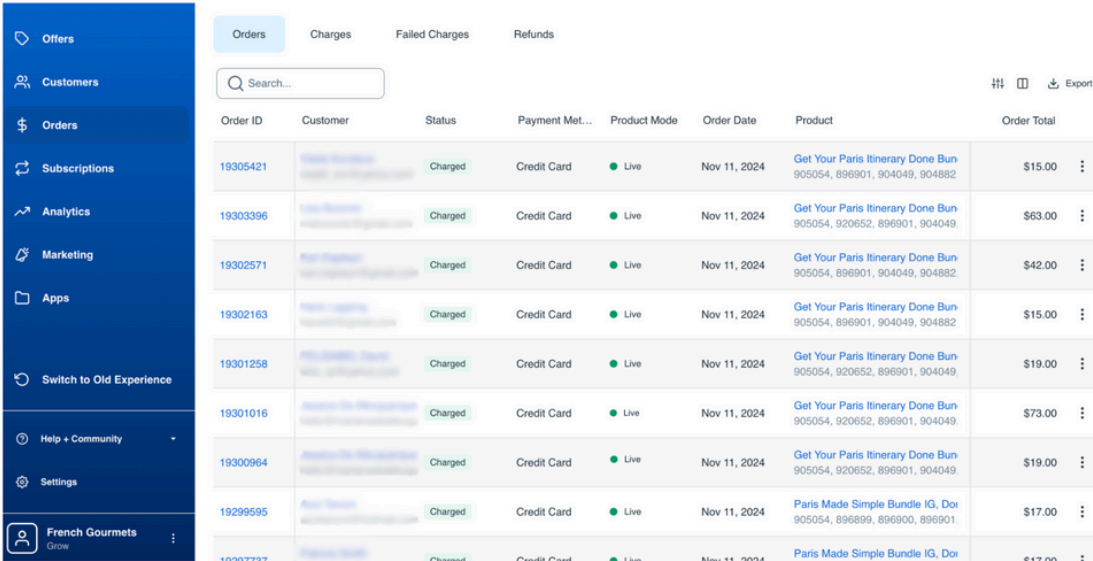
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While I truly love working, after having kids, I decided I wanted to work even fewer hours to be a fully present mom.

That's when passive income came in. It changed everything for us! While it took more convincing to get Florian on board the new venture, once he realized the possibilities sitting right across from us, he jumped in. Not soon after, once we got consistent results, he left his job.

It wasn't all sunshine and roses in the beginning. That's because we invested in a lot of wrong coaching that made big promises but delivered small results while charging us thousands and thousands of dollars.

But eventually, after a lot of trial and error, we made it. We make sales on autopilot like this, selling our travel-related products:



Offers	Customers	Orders	Subscriptions	Analytics	Marketing	Apps	Switch to Old Experience	Help + Community	Settings	French Gourmets
Orders	Charges	Failed Charges	Refunds							
Order ID	Customer	Status	Payment Met...	Product Mode	Order Date	Product	Order Total			
19305421	Youna Bouhass	Charged	Credit Card	Live	Nov 11, 2024	Get Your Paris Itinerary Done Bun 905054, 896901, 904049, 904882	\$15.00			
19303396	Youna Bouhass	Charged	Credit Card	Live	Nov 11, 2024	Get Your Paris Itinerary Done Bun 905054, 920652, 896901, 904049	\$63.00			
19302571	Youna Bouhass	Charged	Credit Card	Live	Nov 11, 2024	Get Your Paris Itinerary Done Bun 905054, 896901, 904049, 904882	\$42.00			
19302163	Youna Bouhass	Charged	Credit Card	Live	Nov 11, 2024	Get Your Paris Itinerary Done Bun 905054, 896901, 904049, 904882	\$15.00			
19301258	Youna Bouhass	Charged	Credit Card	Live	Nov 11, 2024	Get Your Paris Itinerary Done Bun 905054, 920652, 896901, 904049	\$19.00			
19301016	Youna Bouhass	Charged	Credit Card	Live	Nov 11, 2024	Get Your Paris Itinerary Done Bun 905054, 920652, 896901, 904049	\$73.00			
19300964	Youna Bouhass	Charged	Credit Card	Live	Nov 11, 2024	Get Your Paris Itinerary Done Bun 905054, 920652, 896901, 904049	\$19.00			
19299595	Youna Bouhass	Charged	Credit Card	Live	Nov 11, 2024	Paris Made Simple Bundle IG, Doi 905054, 896899, 896900, 896901	\$17.00			
19297797	Youna Bouhass	Charged	Credit Card	Live	Nov 11, 2024	Paris Made Simple Bundle IG, Doi 905054, 896899, 896900, 896901	\$17.00			

That's why we're now so passionate about teaching people to create a passive income revenue without wasting months of your life and thousands of dollars when you can 100% do everything fast and on a budget!

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DID YOU KNOW?

NOW is THE best time to start your digital business.

Not tomorrow. Not a month from now. And certainly not when you “have time.” It’s now! Period.

That’s because...

🤖 The digital industry is expected to **grow to \$457.8 billion** in the next 3 years and to \$800.5 billion in the next 8? (Source: Global Industry Analyst)

🤖 Since Instagram's last algorithm change earlier this year, small accounts (below 10K followers) are the ones growing THE fastest

🤖 You can create your first digital product in two days or less

The best time to plant a tree was 20 years ago. The second best time is now!

If you want to create passive income revenue in your life, NOW is the time!

While the digital market may seem saturated, it’s not. Not yet! There’s plenty of opportunities to be explored.

Let’s get started...

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WHAT'S PASSIVE INCOME?

Passive income is money earned with minimal ongoing effort or active involvement after the initial work is completed.

Unlike active income, where you trade time for money, passive income allows you to generate earnings even when you're not actively working.

Here are a few examples of active versus passive income:

Nutritionist:

- Active: 1:1 service during in-person appointments.
- Passive: A 45-minute course on how to help 2-year-old pick-eaters to eat vegetables.

Photographer:

- Active: Shooting events like weddings, family portraits, or corporate headshots.
- Passive: Selling a bundle of Lightroom presets for editing photos or a guide to taking better smartphone pictures.

Teacher

- Active: Teaching in a classroom.
- Passive: Creating and selling an editable lesson plan bundle or study guide for high school English teachers.

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3 WAYS TO MAKE MONEY USING INSTAGRAM

There are different sources of income for people who like traveling or have an IG account. Here are the 3 main ones.

Strategy #1: Collaborations

The current go-to strategy that all the big influencers are promoting is to do the famous “collabs.” That’s when you grow your Instagram to an appealing size (typically starting with 10-15K followers), and you start pitching paid collaborations to hotels, travel agencies, clothing brands, etc.

Now, we see many influencers coaching people on how to make income through collaborations. They often say it’s easy to make it with a small account. But this was NOT our experience when we tried this approach.

Here’s the truth about the famous “collabs”, especially for travel accounts:

- They are much easier if you’re traveling solo.
- They are much easier if you have a big account. Even with 15K, we still struggle to get paid collaborations.
- When you see “success case studies” with small accounts, the locations are usually really far away. Constantly traveling far to make our monthly revenue is not an option for us right now with little kids, and it may not be for you if you have a full-time job or family demands like ours.

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3 WAYS TO MAKE MONEY USING INSTAGRAM

- Most collaborations are initially free: you get a free hotel stay or product in exchange for work. So there's no revenue for a while.
- You need to pitch to A LOT of potential partners to get a yes. It's A LOT OF WORK (you can easily create a couple of different digital products during that time).

And the worst of all: you'll trade your time for money!

You'll need to create a series of deliverables in exchange for your income for every single deal you sign, such as creating Instagram posts, blogs, taking photos, editing photos, etc.

We're not saying that collaborations don't work. They work 100%. But they typically take a loooong time to start giving you a regular 1-5K revenue, especially if you're starting with a small Instagram (less than 10K followers).

Plus, they are super time-consuming both in terms of pitching as well as traveling and delivering.

In contrast, you can get regular 1-5K revenue (or more) from selling your digital products while working about 10h per week once your passive income system is all set up. All from home (or anywhere you want!).

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3 WAYS TO MAKE MONEY USING INSTAGRAM

Strategy #2: Affiliate Marketing

Affiliate marketing is a strategy where you earn a commission by promoting other people's products or services and getting paid for each sale generated through your unique affiliate link.

For example, you might recommend a clothing brand on Instagram stories and earn a percentage of each sale made through your link.

Another example could be partnering with booking platforms like Airbnb or Booking.com and earning a small commission for every reservation made through your link.

While affiliate marketing can be appealing, it often requires significant ongoing effort to produce content, maintain an audience, and drive consistent traffic to your links.

Additionally, commissions are typically low, so earning substantial income often requires a large, engaged audience and high traffic volumes, which can be difficult to achieve, especially for beginners.

You can generate THE SAME traffic from your Instagram account to a much more profitable product as we'll show you next to 10-20x your revenue!

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3 WAYS TO MAKE MONEY USING INSTAGRAM

Strategy #3: Our Approach

Here's the NEW way of generating income if you enjoy traveling or simply want to spend more time with your family:

- You create our own digital product.
- You choose a topic in ANY niche you like (travel or not; it doesn't matter).
- You promote YOUR product using your account, regardless of the size (we had a small account when we made our first sale).
- You can work from home and around your work schedule until you generate the income to travel.
- You can choose the destinations you want to travel to because they are independent of your revenue source.
- The income is PASSIVE! Once the work is done, all you need to do is to promote your product.

SO, which one would you choose?

The answer was easy for us: make passive income by selling our digital products with a fully automated sales system.

And that's what we're here to teach you.

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HOW LONG DOES IT TAKE TO SEE RESULTS?

Passive income isn't magic! There's work involved to set everything up.

We don't like those misleading claims from business coaches who like to promote massive revenue results, like going from \$0 to \$60K in one or two months with a new business. Or making 1M in the first year selling digital products. We've seen these a LOT, and it's unlikely not the full picture.

This sets the wrong expectations, not to mention that many of these claims are just false. Many coaches never show proof or are honest about when they *really started* selling their products.

We're all about transparency and honesty because we know there's a lot of misleading marketing out there. We've certainly fell for it.

While it may take a little while to start seeing results (depending on your niche, how often you post on Instagram, etc), you can start seeing sales coming through fairly quickly.

We made exactly \$95 on our first week of promoting our travel guide to a small account (about 330 followers) and \$345 in our first month.

Once the initial work is done, and your passive income automations and product is live, the remaining part left is pretty minimal compared to active income.

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LIMITING BELIEFS

Before we dive into the 5 simple steps to get started generating passive income, we want to address the things you think you need but do not!

Limiting Belief #1: I Need Credentials or Be the Top Expert

Most people assume that they need to be THE expert in their field of interest to be able to help people through online products. That's not true. While we'll talk more about this in Step 1, we want to address this concern from the start.

Here's an example. It was my biggest dream (Mariana) to have a business and help people through coaching and digital products.

A few years ago, I worked in the field of early childhood, and I wanted to create educational resources for teachers. But I believed that she needed a PhD (!!!) in order to do so. I thought people would only trust me if I had the “credentials.”

After 5 years of pursuing a PhD in Oxford and 250K pounds in tuition and living expenses, I realized it was just my limiting beliefs and perfectionism that was holding me back!

We're here to tell you, from PERSONAL EXPERIENCE (!), that you do not need a PhD or any special credential to teach and help others through digital products.

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LIMITING BELIEFS

What you need is to be a few steps ahead of a beginner. More on that later on.

Limiting Belief #2: I Need A Big Instagram Account

Most people assume that they need a gigantic Instagram account to make money selling digital products on social media.

But the truth is, and we're living proof of that, that you don't need to be an influencer to sell digital products online. That's because, unlike influencers, your goal is to sell your OWN digital products.

Influencers make revenue by selling other people's products through brand collaborations. That's why they need big accounts.

The competition is very fierce nowadays as there are so many UGC creators and Instagrammers trying to get "collabs" for the exact same brands.

That's why, right now, creating and selling your own digital products is THE best time ever!

All you need is an Instagram account (any size), a few hacks, and the willingness to share with others about a topic you enjoy, even if you decide to do faceless content like we do most of the time.

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LIMITING BELIEFS

Limiting Belief #3: I Am Too Busy

Most people assume they need a LOT of time to set up their passive income business. That's because they associate digital products with big "fancy" courses they may have taken before.

There are different ways to start your online business. In our experience, there are slow ways and fast ways. We're here to teach you the FAST way! That's because, just like you, we're busy.

We started our digital business with Florian working full-time and Mariana taking care of two little kids, ages two and younger while being very sleep-deprived. Mariana built the business from the ground up during nap time and on weekends.

We're not preaching a get-rich-quick scheme at all. There's obviously work involved in getting your passive income set up!

But the work isn't as complicated or time-consuming as you probably assume, especially when you follow our simple formula to create an inexpensive digital product as your first one.

You can 100% get your product done in 1-2 days and get the sales system ready in 1-2 hours. Then, the rest is promoting on Instagram daily. It's THAT simple. We pink promise!

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LIMITING BELIEFS

Limiting Belief #4: My Market Is Too Saturated

Did you know that this "problem" is actually a GREAT thing?

A saturated market is a FANTASTIC sign you're on the right path. Most beginners believe an idea must be unique or super innovative to work. That's not the case at all.

You actually want to start with a product that many others have proved it works! This means there's a market for your product, and you'll be able to sell it.

Your job will simply be to create a product the market wants.
We'll teach you how to do it here.

Limiting Belief #5: I Need To Invest A Lot Of Money In Equipment

Absolutely not!

We're all about teaching you how to start your digital business at as low a cost as possible. That's because we wasted SO much money on things we absolutely did not need.

There are plenty of free tools available. It's your choice if you want to make a small investment or create everything completely for free.

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5 STEP TO PASSIVE INCOME

Let's go to the practical steps to kickstart your digital passive income business.

Step 1. Have The Right Mindset

You need to believe that you have something you've already mastered that you can help people with. It's essential that go of that annoying little voice (imposter syndrome) that keeps telling you:

"Who are you to teach anything to anyone?"

"You're not an expert!"

"You don't have the credentials!"

If that's you, here's the good news.

You do NOT need to be a worldwide known expert on your topic or have done a PhD to teach a course or create your template, recipe, or any other product you have in mind.

What you need is to be a few steps ahead of your audience.

As long as you have mastered a skill or acquired knowledge that other people are searching (and paying) for answers, this is your green light:

You're ready.

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Step 2. Choose a Topic You Can Quickly Transform Into a Product

Your first product should be VERY easy to create. Something you can get done in 1-2 days maximum, or even in just a morning.

One common mistake we and many other beginners make (we certainly did!) is creating a massive course that will take weeks or months to get ready. A course filled with several modules that promise a bold transformation.

When you set yourself a big, challenging goal like this for your very first digital product, you're likely setting yourself up for failure from the start. The least, you'll waste a lot of time when you could have already been growing your passive income revenue.

Instead of comprehensive products, we recommend starting with a product that you can QUICKLY get done.

Here are a few ideas:

- A mini video course (45 minutes to 1 hour)
- Audio files
- Template
- Checklist
- Preset
- A simple ebook (30-50 pages)

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5 STEP TO PASSIVE INCOME

You get the idea.

Inside our course, we'll give you plenty of examples and ideas for products to create with ease.

The purpose of this stage is to create a product that sells. Get it done. And focus your energy on selling it. It's not to create the most amazing, perfect, and complete product ever created. It's just to get started.

Your first product is simply the beta version that teaches you how to sell it to strangers, helps you build your automated infrastructure, and starts making your first revenue on autopilot.

For example, our very first product was a Paris guide for families. We priced it at only \$7 and included tips for discovering Paris with young children. It was simple to create, and we had it up and running in about two days.

While we no longer sell it as our main product, we still offer it to our customers on the back end.

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5 STEP TO PASSIVE INCOME

Step 3. Easily Design a Web Page to Sell Your Product

Once you have your product, you need an online place to sell it. So, your next step is to set up a sales page and a way to collect money from your customers.

And just to be clear, you do NOT need a full website.

You need ONE sales page! You can sell your product without a “fancy online storefront” (website) because you build trust with your potential customers through Instagram, not your website.

This is the stage where all the “tech-challenged” people run away and give up completely before even fully starting!

But let us assure you that, with the technology available today, you can easily set up your sales page.

There are plenty of options out there.

We share the best ones in this resource.

Most platforms offer a 7- to 30-day free trial, so you can focus on making money first before investing in your business. You can set the whole thing up in 1-2 hours so you can focus your energy on marketing and selling your product.

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5 STEP TO PASSIVE INCOME

Step 4. Promote Through Helpful Content

Once you have your sales page ready, you need to send traffic to that page. There are many ways to do that, such as through a blog, YouTube channel, Pinterest, etc.

However, THE most straightforward, reliable and fastest way right now, especially for beginners, is Instagram.

That's because Instagram offers short-term results. Unlike the other platforms mentioned above, you can grow your Instagram account from very small to a "professional size" (10K followers or more) in a few months.

If you get lucky and a reel goes viral, as many do, you can even reach 10K in weeks. It's can be that fast!

Plus, there are powerful ways to completely automate your selling process on Instagram. All you need to do is post on the platform during your selected time and watch the magic happen.

Tiktok is another option, but it doesn't allow for the same level automation and (for a later, more advanced stage) running ads. So, between Instagram and Tiktok, we vouch for Instagram 100%.

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5 STEP TO PASSIVE INCOME

Step 5. Respond to People in The DM

Each time you post, you invite people to learn more about your offer in direct messages on Instagram.

This is where you'll share a brief sales message with your potential customers and send them a link to your offer.

Most people don't feel comfortable with selling. So, here are the good news:

There are several ways to sell your product in a way that feels genuine and honest, even if you don't like selling. You can even automated the whole selling process to make it easier for you.

You may feel slightly uncomfortable writing the sales automated messages, but once you set them live, you'll forget about them completely and they'll do the selling for you.

We'll teach you ALL about the exact steps on how to automate these DM replies here.

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WHAT WORKLOAD TO EXPECT

Wondering what our work looks like right now? Once we set up and refined our passive income machine, our main focus was to get traffic to our sales page. That's it.

It took us a few days to set things up, but we started selling right away and made \$95 in our very first week of promoting our product consistently on a very small Instagram account at the time (around 330 followers).

As time went on, we slowly refined our products and created a handful of new ones until we got to the stage we are at today.

Now, we have a low-ticket funnel that converts very well on both the front end and the back end, and we can turn a \$15 front-end product into a \$100 purchase.

For full transparency, here's what our current work looks like:

Daily tasks:

Instagram:

Posting on Instagram is what you'll do the most once your passive income is set up. And it's easier than you think! You can absolutely post faceless content (like most of ours).

We recently reduced our posting in our travel account, so we spend 8-10 hours per week. But here's the good news: The more content you post, the more data you have of what works and high-performing content to repost.

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WHAT WORKLOAD TO EXPECT

Customer support:

We need to answer a handful of customer emails, which takes us about 15-45 minutes per week. We automated 99% of our client communication, so customer support is minimal.

Our clients tend to be older (65+ years or more), so we have mostly tech-related questions as our products are digital, and some of our customers are not used to this format.

If your audience is young and tech-savvy, your customer support will be minimal once you set up your automated systems, like ours.

DM support:

We like to answer questions over the DM. You don't need it if you don't want to. Because we have the time and we enjoy it, we respond to questions and often make extra sales by engaging in conversations (1-2 hours maximum per week).

You can automate FAQs if you want, as well.

Monthly tasks:

- Tweak our sales pages to improve conversion rate (more \$).
- Refine our products (small updates in < 1/2 a day).
- Review our sales results and discuss changes.
- Review our best performing Instagram reels and posts to do more of those (grow faster).

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WHAT WORKLOAD TO EXPECT

Quarterly tasks:

Once every quarter now, we brainstorm new product ideas to increase our revenue. The ideas that show promise during the testing phase get developed. The ones that flop don't.

It typically takes us 1-3 days maximum to create new products. While we're focused on creating new products, we typically repost old Instagram posts to cut down our working hours.

That's it! :)

Once your passive income system is up and running, the time and effort you need require an average of 5-15 hours per week, depending on how fast or slow you want to grow.

If you want to move faster and increase revenue, like we do, you will need to work 10-15 hours, especially to tweak things, test new products, and learn new strategies.

If you don't mind getting slower results over time, around 5 hours is more than enough to generate steady revenue. You can easily post 3-5x per week and still get results.

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YOUR NEXT STEP

Here's the main takeaway:

If we can do it, so can YOU!

Anyone should have at least one source of passive income right now online. That's because it's SO easy to set it up.

Passive income online works for ANY niche.

It's ideal if you:

- Want complementary revenue to your current salary to pay for that dream vacation.
- Want to get you back into revenue-generating activities if you're a stay-at-home parent depending on your partner.
- Want to one day quit your 9-5 so you can manage your time as you want.
- Already have a 1:1 business, like coaching or services, and you want to reduce working hours to travel more.

Now, you can try to figure it all out by yourself, or you can take the shortcut route and let us share with you EVERYTHING we've learned (and had to spend more than \$25K in coaching).

If you want to fast-track your results... 🙌

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FAST-TRACK YOUR JOURNEY
TO PASSIVE INCOME

START NOW



Here's a small sample of what you'll get:

- ✓ Short video lessons to show you our proven 7-step blueprint to create an easy-to-sell digital product in 2 days or less (it's VERY easy!)
- ✓ The 5 secret ingredients that make a digital product sell super well from the very start, even if you're a total beginner with a small Instagram audience
- ✓ Tutorials on how to easily set up your digital storefront in less than 2 hours (you don't need a "fancy" website or advanced tech skills).

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