

PASSIVE INCOME PLANNER



Presented by
Women in Ecommerce

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It might just be the number one complaint of coaches and service providers: trading time for money.

Of course you love your clients. You enjoy helping them solve their biggest problems and watching them succeed. You genuinely like the work you do, whether it's helping out with a technical glitch, or talking a client through a tough mindset issue.

But no matter how much you love your chosen field and those you work with, two things are holding you back:

- You—just like everyone—have limited hours available
- If you aren't working, you aren't earning money

By definition, these two limitations put a cap on your earning potential. And while you may not want for anything—you may, in fact, be leading a wonderful, blessings-filled life—you still cannot make the impact you want to make, simply because you're lacking in either time or money.

If you're working all the time, then you have precious little time to...

- Volunteer
- Travel
- Enjoy your kids and their growing up years
- Pursue a hobby
- Learn a new skill
- Or anything else you'd like to spend your time on

And if you aren't working, well, then you have less money for...

- Family vacations
- Charities
- Church
- Education (for you or the kids)
- Exciting new hobbies
- Or whatever else makes your heart sing!

It's a true catch-22, isn't it? You need to work more to earn the cash to build the life you desire, but the life you really want can't be had if you're working all the time.

The answer? Passive income.

Ask any successful entrepreneur, and they'll tell you that the key to building a sustainable business that doesn't burn you out lies in the ability to leverage your time by creating passive, recurring income.

Now, that doesn't mean you don't have to work. In fact, building up that stream of passive income will take a lot of work indeed. But once you create the systems, you can leverage them over and over and over again to create a steady cash flow that no longer depends on you and your time.

Just imagine the freedom that would bring! And it's not that difficult to do, with just a little planning...

STEP 1: BRAINSTORM A DIGITAL TRAINING PROGRAM OR SMALL COURSE

This is going to be the cornerstone of your plan. Once you have a digital product to sell, all that's required is to drive traffic to your offer. You can...

- Mail your list
- Use paid advertising
- Recruit affiliates
- List it on directory sites such as ClickBank or JVZoo
- Blog about it
- Ask other people to blog about it
- Share it in forums and groups

Truthfully, there are dozens of ways to get eyes on your sales page, so even if you don't have a list, you can still begin building your passive income plan with a training program or course.

All you have to do is create it.

Now before you skip to step 2, thinking you can never do this, let's not overcomplicate it. Here's a simple 3-step way to brainstorm a small course or training product:

1. What problem does your ideal client struggle with the most? Is she tech challenged and needs a step-by-step on how to create a landing page? Does she lack confidence, and suffer from mindset issues? Does she want/need to write a book but just can't seem to get started?

Whatever her trouble spot, a small training product or course will no-doubt help. Remember—you don't have to solve all her problems, just this one, so keep it simple so you don't get overwhelmed.

2. What format does your ideal client prefer for training? Your product can be video, audio, written, or any combination. It's completely up to you.

3. What resources do you have that you can repurpose? You very likely have blog posts, short reports, Kindle books and other material you can quickly pull together to create a complete training. (And if you need some additional material, or even a starting point, be sure to check out CoachGlue's done-for-you content.)

Exercise: Brainstorm Your Training Product or Course

My ideal client struggles with...

My ideal client most enjoys...

- ☐ Written content
- ☐ Video content
- ☐ Audio content
- ☐ Other _____
- ☐ Combination

I can repurpose the following to create a new training course this weekend:

STEP 2: BUILD YOUR FUNNEL WITH A BOOK

You have a great deal of knowledge to share, and one of the very best ways to share that is with a book. A published book gives you:

- Instant expert status
- Access to an audience you might not otherwise reach

- The opportunity to fill your sales funnel with interested, engaged readers

Here's how:

Start by publishing on Kindle. If you've been blogging or creating other content for more than a few weeks, you likely already have everything you need to "write" your book. Simply gather your content, organize it in logical book format, do some light editing to make it flow well, and you're done!

But before you hit the "publish" button, create an offer just for Kindle readers. This can be a landing page with an opt-in offer of a related checklist, an additional resource guide, or even an audio version of your book. You'll want to be sure it's closely related, so downloading it is a true "no brainer" for all your book buyers, and follow up with a relevant autoresponder series (see step 4).

Pro tip: Add a link to your landing page in the front of your book, so that those who are browsing on Amazon will see it, even if they don't buy.

Once your landing page is finished and your book is published, you can offer it for free through Kindle's KDP Select program. Promote it heavily on social media and to your mailing list. The more downloads you generate, the higher your book will climb in the rankings (if temporarily), driving more traffic to your book—and your landing page.

Follow up with a second (and third, and fourth) book to keep the momentum—and list-building—going.

Exercise: Brainstorm Your Book & Funnel

I have the following content I can repurpose into a book:

I will offer my book readers...

I will follow-up with an autoresponder sequence with these related topics and offers...

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

I will promote my free book days on...

- ☐ Facebook
- ☐ LinkedIn
- ☐ Twitter
- ☐ Pinterest (create an eye-catching graphic)
- ☐ YouTube (create a book trailer)
- ☐ To my mailing list
- ☐ On my blog

STEP 3: CREATE A USEFUL (AND PROFITABLE) RESOURCES PAGE

Got a website? Of course you do!

But chances are it's not as useful as it could be, just because it's missing this vital piece: a resources page.

Your readers are curious. They want to know:

- What tools you use in your own business
- What training programs you've studied and recommend
- What advertising platforms you use

- What books you've read and loved
- Whose blog you read
- Who designed your logo
- Who you turn to for technical advice
- Where you go for marketing advice
- And a host of other resources

In fact, next to your "About" page, a well-planned resource page might just be the most visited page on your site. Here's an example of a great resources page: <https://redheadmarketinginc.com/resources/>

It's time to capitalize on that potential traffic with some strategic monetization in the form of affiliate links and partnerships.

Start by making a big list of all the tools you use on a regular basis. One good way to create a list fast is to go through your passwords file. You'll quickly see all of the sites you log into regularly, such as your shopping cart, your membership sites, your favorite theme provider, etc.

Next, think of all the training programs you've purchased. You probably have them stored in a folder on your computer, so open that up and make a list of what's relevant.

What about JV partners? Have you worked with other coaches or service providers you'd recommend? Even if they don't have an official affiliate program, you may be able to work out a private referral program, so don't be afraid to ask.

Finally, don't forget your own products. Remember that training course we created in step 1 and the book from step 2? Add those to your resources page!

Be sure when you're adding links to your page that you use your affiliate link when one is available, and be sure you have the appropriate disclaimers in place when you do.

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Exercise: Create a Resource Page

Tools/Resources I Use	My Affiliate Link

STEP 4: BEEF UP YOUR AUTORESPONDER

When is the last time you reviewed your autoresponder messages? While it's great that you can simply "set it and forget it," if you don't take the time to review your results, you're very likely leaving money on the table.

And if you don't have a solid autoresponder series in place, you're definitely missing out!

Start by considering why your subscribers joined your list in the first place. What was the offer she opted in for? Your autoresponder sequence should build on that, leading naturally from one offer to the next while providing additional value.

For example, if you offer a quick start guide to Facebook advertising as your opt-in incentive, then in your follow-up emails you can add value and build your passive income by:

- Sharing resources for graphics—both free and paid

- Reviewing a course you took on advertising
- Sharing copywriting tips and a link to a great book about the subject
- Providing case studies about your success with ads, with an offer for a full-training program
- Detailing your opinion on a new tool, such as a retargeting pixel manager

All of this content is a natural follow-up to the guide your readers initially opted in to receive, so it's welcome information for them, as well as an opportunity for you to earn some passive income by including affiliate links.

If you don't yet have an opt-in offer on your website, you can create one in just a few hours. It doesn't have to be complex or even comprehensive. In fact, short content often makes a more compelling offer, so consider:

- Checklists
- Worksheets
- Mindmaps
- Resource guides
- Audio or video replays

If you're lacking for ideas or content, check out the done-for-you content at sites like [White Label Perks](#), Coach Glue or [All Private Label Products](#) as a starting point. For example, pick up a "done for you" package, and offer the checklists as an opt-in incentive, then package the training itself as your paid offer within your autoresponder series. Then all you need to do is drive traffic to your free offer. What could be easier? (Or more passive!)

Exercise: Create Your Opt-In Incentive and Follow-Up Emails

I will offer my blog readers...

I will follow-up with an autoresponder sequence with these related topics and offers...

Email Subject	Offer Link

STEP 5: BUILD UP YOUR BLOG

If you're blogging (and you should be) then your blog is a fantastic source of passive income. We've already talked about adding a resource page, but now let's dive into the blog posts themselves.

Each and every blog post has a job to do. You should never spend your time writing, editing, formatting, and promoting a post whose only task is to take up space on your site.

Instead, your each post should have a strong focus that leads naturally to a solid call to action.

Calls to action can be:

- An offer to buy a product or service
- An invitation to a discovery call
- A recommendation to check out an affiliate or JV offer
- An opt-in offer (more on this in step 6)

Or even a link to read more about the subject, join your Facebook group, or leave a comment.

The point is, each post is an opportunity to grow your following and create passive income—either directly or indirectly—and your call to action should be foremost in your mind as you're writing each article.

Of course, if you're like most bloggers, you have hundreds or maybe thousands of posts that are not as well monetized as they could be. So for this step, you're going to log in to your analytics program, sort all your posts according to which ones receive the most traffic, and start creating those compelling calls to action.

Once you've done that, you'll republish the best ones with current dates (that will move them to the front of your blog) and also add them to your social media promotion queue, so you can get more eyes on them.

And remember your autoresponder from the previous step? Consider adding evergreen blog posts to relevant autoresponder sequences, so that subscribers who just met you can quickly find your best content. Don't just wait for a chance meeting—you have to lead them to your most important information.

Exercise: Review Your Most Popular Posts & Create Calls to Action

Post Title	Call to Action

STEP 6: BETTER BLOGGING

Now that you have most of your posts monetized and ready to start building passive income, let's talk about getting more subscribers on your list so your autoresponder can do its job.

You probably have an opt-in offer in your header, in a sidebar, and maybe in your footer. That's a great start, but it's nowhere near enough to capture the attention of easily distracted, seen-it-all readers.

Think about it. When is the last time you even noticed a sidebar or header opt-in form, let alone subscribed to a blog because of it?

Yeah, that's what I thought.

Here's a better way: Content upgrades.

Content upgrades are offers that appear at the end of a blog post, and they are specifically designed to provide more information or resources that readers of that particular blog want and need.

For example, if you write an epic blog post on how to use Google analytics, then a setup checklist is a perfect content upgrade. Readers can download your checklist in exchange for an email address, and not only do you build your mailing list, but you're also neatly segmenting readers according to their interests.

Content upgrades work best when they are simple, one- or two-page downloads, such as:

- Resource guides
- Checklists
- Worksheets
- Printable PDF of the post itself
- Podcast transcript
- Slide deck
- Audio recording of the post

You don't have to create a content upgrade for every post, though. Instead, consider creating 5 or 7 content upgrades to match your blog categories. That way, you'll always have an appropriate offer for the end of your post.

Exercise: Create 5 – 7 Content Upgrades to Match Your Categories

Blog Category	Content Upgrade

STEP 7: CREATE STRATEGIC THANK YOU PAGES

Few products stand alone. There is always something more to learn, tools to help us be more efficient, and related concepts to explore. Your download, or thank you page is the perfect place to help your buyers discover additional resources, and to build your passive income portfolio.

Consider adding:

- Coupon codes for additional purchases
- Recommendations for related products (yours or affiliate products)
- Bonus downloads with promotional links

If it helps, think of this as adding value to your buyers (because you are) rather than selling them additional products. You don't have to be pushy to create a solid passive income strategy, but you do have to care about your buyers' experience. When you keep that in mind, sales come naturally.

Exercise: Review Your Current Thank You/Download Pages for Opportunities

Thank You Page	Relevant Offer

STEP 8: DEVELOP AN UPSELL PROCESS

Do you know who is most likely to buy from you? It's the person who just made a purchase. Do you have a system in place to provide her with the next logical item on her wish list?

No matter what your client has purchased, he or she should have an option to purchase a companion product, or one with more value.

For example, if you sell an ebook about how to start a food blog, before a buyer reaches the final check-out page, you may want to offer her the option to join your blogging membership program for additional training.

Every time you release a new product, you should be thinking in terms of related sales. Start with a list of all your current products. Sort them into a logical order. If your ideal client visited your site today, what should she purchase first? What would she need next?

This is your sales funnel order, and will make it easier for you to decide which product makes a great upsell for the item she just purchased.

Another type of upsell offers a better value. For example, when you purchase a done-for-you workshop at [White Label Perks](#). Coach Glue or [All Private Label Products](#), you are first offered the opportunity to purchase their All Access Pass Lite membership plan, which includes the workshop + other valuable content, and all at a lower initial cost.

If you offer a membership or group-coaching program, consider adding value to your upsell, rather than related products. Your customers (and your bottom line) will thank you for it!

Exercise: Create a Logical Upsell Process

My products, in the order my ideal client should purchase:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Exercise: Review Your Current Sales Pages/Offer Funnels

Sales Page	Upsell Offer (Remember to Add Value as Well as Related Products)

STEP 9: MONETIZE YOUR CORRESPONDENCE

Every single day you send dozens of emails, either privately to potential and current clients, friends, and colleagues, or through your help desk.

These emails are a golden opportunity to not only provide stellar support through product and tool recommendations, but they're also a vital part of your passive income plan.

You can create sales opportunities in a variety of ways in email:

- By offering (linking to) related products and services
- By making recommendations for further reading/learning
- By linking to a well-monetized blog post
- By recommending a free download
- By helping your buyers make good use of your products/services

You can do this in the body of the email itself, or in an automated signature or standard P.S. For example, you can set up your help desk responses to automatically include in a P.S. an invitation to check out your latest course offering. Create a link redirect using Pretty Link (for WordPress) and update it each time you create a new course. Then you can simply recommend that your reader "check out my latest training here," and it will always be updated.

If you use a service such as WiseStamp, you can automatically insert your latest blog post in your email signature. If you're using good calls to action and content upgrades in your blog, this can be a great way to drive traffic into your sales funnels.

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Finally, be sure to train your support staff to make logical recommendations for other programs and services—either yours or someone else’s. Create a shared Dropbox or Google Drive file so your staff has access to your affiliate links. Whenever someone contacts your desk asking for recommendations, your staff will know exactly what to offer.

Not only does this help establish you as the go-to person in your niche and offer much needed support to your customers, but it also helps grow your passive income and turns your help desk into a profit center, rather than a cost center.

Exercise: Create an Email Signature

<i>Your name</i> www.YourDomain.com <i>Your Signature Product</i> <i>Link to Your Latest Blog Post</i>

Exercise: Create and Share a Document with Affiliate Links for Your Support Staff

Product	My Affiliate Link

Exercise: Create an Email Signature for Your Help Desk

<i>Your name</i> www.YourDomain.com <i>Customer Care Manager</i> <i>P.S. Be sure to check out [OUR LATEST PRODUCT/THIS LIMITED TIME OFFER/OUR HOTTEST SELLING PROGRAM] here. It's available now through [DATE] for just [PRICE]!</i>
