

Why passive income?

- * You make money while you sleep!
- * It's endlessly scalable
- * Creating extra revenue lets you invest in things that really matter to you
- * It will fill you with pride
- * It allows you to travel
- * It gives you true freedom

Passive Income is:

- * Making money while you sleep/travel
- * Not exchanging time for pay
- * NOT a 'get rich quick scheme'
- * Working smart, not hard
- * Putting in time now, so you can reap the benefits later

The right approach:

- * Don't expect to get rich overnight
- * Aim to make a 'little' extra cash to start with
- * Choose something you love to do
- * Choose the right niche
- * Repeat successful business models and SCALE

ULTIMATE PASSIVE INCOME



Business models include...

- * Selling digital products
- * Selling affiliate products
- * Dropshipping
- * Selling 'print on demand' products
- * Selling an app
- * Selling on Kindle
- * Making money from a website
 - * From ads
 - * From sales
 - * From subscriptions
 - * From 'VIP content'
- * Service arbitrage
- * Software As a Service
- * Productizing services

Key concepts:

Fail Fast: Test your business quickly to see if it works first. Create an 'MVP'.

Route to Market: Find a route to market, choose the right product and connect the two!

Distribution Platform: Take advantage of YouTube, of Google Play and of any other 'distribution platform' you can.

Buyer Persona: Know your buyer inside-out to almost guarantee a sale!

Top tips:

Choose a niche that is not too big but has broad appeal.

Understand your 'value proposition'.

Think about your existing connections and opportunities.

Don't reinvent the wheel. A business doesn't need to be new or exciting to be successful. Find what works and copy-paste the business method.