

### 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.