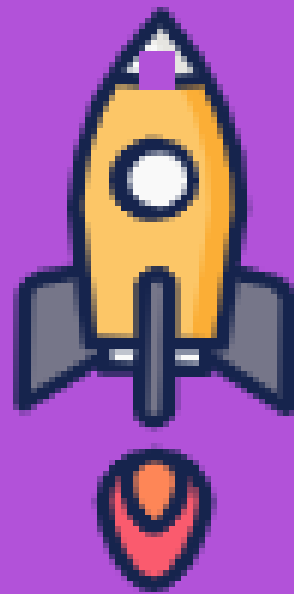


Online
Passive
Income
Planner



How To Boost
Passive Income
From Your Website

Online Passive Income Planner

How To Easily Boost Your Passive Income From Your Website

Introduction

Are you looking at the door to wealth, wanting to gain access, but can't find the right key?

Many keys on the key ring can unlock the door to wealth, but you must know which ones and how to use them correctly.

What Is Passive Income?

This planner will focus on the online "passive income" keys that others have discovered. These can be used to unlock the door to the vaults of the wealthy!

But before we go too far, let's define what we mean by "passive income" (also called residual or recurring income).

A passive income is a reliable stream of cash that comes into your business regardless of whether you're working on it. You set something up once and let it run automatically, taking payments 24/7.

This revenue continues to be earned after the initial effort has ended. In other words, it is creating or selling a product once but getting paid repeatedly.

Let's look at some common examples of passive income.

An Insurance Policy

You usually pay your premium monthly, quarterly, or annually when you buy an insurance policy. You made one purchase, but you'll continue to pay for the duration of your policy. The insurance company earns a passive income from you.

A Service Subscription

For example, you usually pay a monthly, quarterly, or annual subscription fee when you purchase lawn maintenance, pest control, or web hosting service. If you continue to use the service, you continue to pay the monthly fees. The service company earns a passive income from you.

A Membership Subscription

For example, when you subscribe to a website, gym, or club, you must continue to pay membership fees to continue your membership. The membership entity earns a passive income from you.

In all the above examples, the sale was made once, but you continue to pay the company repeatedly.

Passive income is distinguished from "linear income," where the purchaser makes a single payment for a one-time purchase. For example, if you have a day job that pays by the hour, you exchange an hour of your time for an hourly pay rate. You must work each hour to earn money. If you stop working, you won't get paid. Your income is described as linear.

But, if you sell memberships to a website, for example, and your members pay a monthly fee to belong, you continue to collect their monthly payments if they remain members. You made the sale once but continued to collect an income long after the initial sale. This is an example of "passive income."

Which would you rather have, a linear income or a passive income?

Whenever possible, you should try to earn passive income that will grow over time. If you're consistent with your effort to achieve a passive income, you'll find your income will compound itself as the amount of passive income continues to grow.

For example, let's look at the difference between selling a \$30 eBook and a membership to a website with a \$30 monthly fee. We assume both sellers began their promotional campaigns on March 1st and continued the effort for six months.

With each eBook sale, the seller earns \$30 but then has to make another sale to earn another \$30. Hopefully, the seller has some backend or follow-on products to sell to each customer in the future, but many do not. Each sale stands alone. Let's also assume that the cost of each sale (including Web hosting fees, merchant card fees, advertising, etc.) comes to \$5 per sale. Our merchant thus earns \$25 net per sale. We'll assume that ten sales are made per month, so over the six months, they made 60 sales, and for those sales, they earned \$1,500.

Now, let's look at how our membership site example might do.

Now let's look at the numbers. Let's say each membership sells for \$30 per month, and the cost to make each sale is the same \$5 per sale, so the site owner earns the same \$25 net per initial sale. However, they continue to earn \$30 every month the buyer remains a member. There's no cost of sales for the following months. Let's also assume that our membership site makes 10 sales, and each customer remains a member for four months before canceling.

Month 1 = 10 sales for \$250
Month 2 = 10 sales for \$250 plus \$300 passive income
Month 3 = 10 sales for \$250 plus \$600 passive income
Month 4 = 10 sales for \$250 plus \$900 passive income
Month 5 = 10 sales for \$250 plus \$900 passive income
Month 6 = 10 sales for \$250 plus \$900 passive income

Revenue for the 6 months equals \$5,100, and a continuing income will come in from sales made during months 4, 5, and 6.

Which would you rather have, the \$1,500 made as linear income or the \$5,100 plus earned through the passive income route? The sales effort was the same in both cases.

As you see above, passive income can quickly surpass linear income if your sales effort remains constant.

This is a dream for entrepreneurs, and it's now easier than ever with the help of the Internet and the many automated tools available online.

Where to Start?

You'll need to create efficient systems and processes to make passive income streams work for you. You'll also need to develop or source the products and services to sell.

To sell your products or affiliate products, you'll need a traffic source and an audience interested in what you have to say.

So, to achieve these goals, you will likely need skills in areas such as copywriting, SEO, and digital advertising. Even if you outsource these tasks to someone with the necessary skills, it is still essential for you to understand how to market your business to generate leads and drive conversions.

Passive income is hugely rewarding for many people. Like most things, it takes work to realize those rewards.

The initial investment of time and effort is worth it since passive income can provide a steady cash stream that can last for years or even decades. It's also great for taking a break from your day job and focusing on other ventures without worrying about meeting financial obligations.

This may appear a bit overwhelming, but don't be discouraged – start putting in the work now, and you'll see some great rewards down the road!

This planner will show you how to create offers and the systems you'll need, so your income streams run on auto pilot!

Step 1: Choose Your Passive Income Offers

This will be the foundation of your new passive income business strategy. Once you have something to sell, the next step is to drive traffic to your offer page. There are dozens of ways to attract potential buyers to your offer – for example, through social media, blog posts, and paid ads.

But first, you need something to sell, so that's where we'll start.

There are three main types of online passive income offers:

1. Digital Information Products

Digital info products are an excellent way to generate passive income. For example, you can use them as content for the following subscription-based income models:

- Evergreen Courses or Training
- Evergreen Podcasts or Webinars
- Pre-Recorded Video Tutorials
- Membership Sites
- Challenges
- Closed Groups
- Software as a Service (SAAS) such as WordPress Themes and Plugins

You can store all your past content behind a password-protected page and charge people a monthly membership fee to access all your content.

This revenue model can be incredibly lucrative if you have an extensive library of archived content behind secure pages. Charging people monthly fees allows you to collect a revenue stream monthly, even if no new content is added to the site.

2. Simple Content Upgrades

Content upgrades are special offers that blog readers can find at the end of an article on your website. They offer more detailed information or in-depth resources that readers may need or want.

For example, if you publish an article about setting up an online shop, you might consider including a setup checklist as an additional content upgrade. By automatically emailing out this checklist, you not only build your mailing list but also segment readers according to their interests. Most content upgrades are designed to build your email list and are given away for free. However, if you have a particular skillset or more in-depth information that you want to share, you can charge a small fee for these upgrades.

Ideas for content upgrades include:

- eBooks
- Reports
- Planners
- Journals
- Checklists
- Templates
- Workbooks
- Transcripts
- Graphics, Images, or Photography

Creating content upgrades for every post might be a time-consuming and daunting task. So, consider making 3 or 4 upgrades representing the different blog categories you cover instead of an upgrade for every article. This way, you will always have something appropriate to offer at the end of your article.

3. Affiliate Programs

Affiliate marketing is probably the most popular way to make money on the Internet. There are two ways to use affiliate programs as another income stream:

Recommending Other People's Products

The first one requires you to promote a company and sell their products in whichever way you find suitable. You advertise these products or services on your website, to your list, and through direct advertising, and create targeted traffic and generate sales. For every sale you generate, the company pays you a commission.

The great benefit of promoting other people's products is that you have none of the expense of product development, customer service, or product delivery. Depending on your business, the products you choose to promote as an affiliate should complement your products and services but not be in direct competition.

Affiliate marketing isn't always easy - especially if you're not experienced. Still, once you are comfortable with the process, you can replicate your efforts with as many affiliate products as possible. In this way, you could generate a continuous influx of passive income that would last for as long as the company offers the product.

Creating an Affiliate Program of Your Own

The second method of earning through affiliate programs is offering part of the sales revenue to others as a reward for selling your products. In other words, you invite others to sell your products for you in return for a commission. They help to generate sales for you, and they get the commission. Most internet users and business owners see affiliate programs as a win-win situation, and they are. If you offer the right level of commission, you'll find that your products find new markets worldwide, and you will happily count the profits rolling in.

As you can see, there are a few excellent ways to turn your expertise into digital products and create additional revenue streams for your business.

2. Once you have your list of ideas, rule out those that are not achievable right now. (You can always come back to the list in the future). From the ideas left, select three that you think would be achievable for you and complete the table below:

My top 3 passive income ideas are:

1	
2	
3	

3. Now you have your top 3 ideas, write down and commit to a timeline and date when you will have completed implementing each one. (For example, idea one might take 30 days to implement, and the deadline might be December 1st, 2022).

Idea	Timeline	Deadline Date
1		
2		
3		

Step 2: Plan Your Digital Information Product

Today's hottest selling items are digital information products (or info products). eBooks, software, how-to courses, newsletters, self-improvement guides, and endless digital products are in demand on every conceivable topic. And with the ability to instantly download and access products, producing and selling a quality info product can be your path to passive income success.

Before you think you could never develop a small digital information product, let me share a quick and easy process to help you get started.

1. First, think about what your audience might want or need. What problem do they have that you could solve with an info product? For example, if you're creating a digital information product for business owners, consider their needs, such as finding new leads and connecting with customers.
2. Once you have an idea of what your audience wants, focus on the benefits of your proposed product. For example, if you create a product that helps business owners connect with more customers, focus on why it would be valuable for them. For example, increased profits or repeat business.
3. Next, determine the format of your product. Ask yourself, what would be the most convenient format for your audience? For example, does your audience prefer to read eBooks, or would they like video tutorials?
4. Finally, consider what it will take to create the product, whether you need to outsource the production, and if there are any costs associated with producing it. This includes things like hiring a writer or developing software yourself. If you're struggling to find enough content, check out [PLR Content Studio's done-for-you content](#).

Exercise: Creating Your Digital Information Product

Use the following worksheet to map out your product production plan:

Research & Define Your Product	
Questions	Notes
What problems or challenges are your customers or clients struggling with?	
What is the single top priority problem right now?	
What small digital product might help with this problem or challenge?	

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<p>What are the benefits of this solution for the customer?</p>	
<p>What is the best format for this product?</p>	<ul style="list-style-type: none"><input type="checkbox"/> Text<input type="checkbox"/> Video<input type="checkbox"/> Audio<input type="checkbox"/> Combination
<p>What resources do you have that you can use to create this product quickly?</p>	
<p>Can you create this product yourself, or do you need to outsource it?</p>	

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Draft a plan for creating and delivering your digital info products:

Steps	Creation & Delivery Notes	Due Date	Assigned to:
Draft product name and high-level outline of your product			
Organize the resources and content that you'll use to create your product			
Identify any gaps or missing elements that you need to create.			
Write a plan for creating or outsourcing these elements			
Decide on and set up pricing, payment, and delivery options			
Create sales and marketing materials. E.g., Landing page, emails			

Step 3: Monetize Your Blog

Blogging is an excellent way to create passive income. There are several ways you can monetize your blog:

1. Add content upgrades – free or paid
2. Promote your digital products
3. Promote affiliate products
4. Sell advertising space

If you plan well, you could do all the above!

However, to monetize your blog and get it ready to generate passive income, each blog article must do its job well – you will need a strong focus and a strong call-to-action (CTA). Once your readers have finished reading your content, your CTA directs them on what to do next. Without a strong CTA, you may lose potential customers and sales.

A call-to-action could be:

- To click an affiliate link
- To visit a sales page
- To sign up for a content upgrade
- To subscribe to a mailing list

Create Compelling CTAs

There's no single right way to create a CTA, but here are a few tips to help you get started:

1. Think about what you want people to do next. Whatever it is, make sure it's straightforward and easy to follow.
2. Add a call-to-action button, GIF, or image to emphasize your point. This will help draw attention to the CTA and keep people from bypassing it altogether.
3. Choose wording that's clear, concise, and catchy.

Exercise: Review Your Blog Articles and Add Compelling CTAs

Blog Article	Call-To-Action

Step 4: Create Your Content Upgrades

As discussed above, content upgrades are an excellent way to generate passive income – either directly by charging for the upgrade itself or indirectly by using them to build your email list of potential buyers. And because content upgrades are specific to a topic, they tend to generate better quality leads.

Now you have your plan for monetizing your blog posts with strong CTAs, and the next step is to create your content upgrades. Follow this simple process to plan and outline 4 or 5 content upgrades:

1. **Choose your topic** – if you already have blog articles, you can simply choose the best-performing article and create your upgrade based on that. If you don't or need new content, you'll need to do a little more work to make a blog post first and then the upgrade.
2. **Select the most appropriate content upgrade** – once you've decided which blog article you'll use, you must work out what the content upgrade will look like. Consider what would be the next logical step for the reader? What do they need to solve or learn more about the problem? Would a comprehensive checklist work at this point? Or do they need more detailed instructions in the form of a guide?
3. **Make an outline** – the next step is to decide on the objective and outline the content for your upgrade. You'll be looking for ways to add value and to make the upgrade enticing—something the reader will want to hand over their hard-earned cash for.
4. **Create and deliver your upgrade** – Finally, you'll need to plan out how to deliver the upgrade and what follow-up steps you'll take. Remember, if your customer has signed up for your upgrade, you'll want to upsell them into your next offer.

Exercise: Plan Your Content Upgrades

1. Use this worksheet to map your content upgrades to your blog categories.

Blog Category	Content Upgrade

2. What is the next logical step for the reader? What would they need next? What are the benefits of getting your upgrade?

Content Upgrade	Benefits / Problems Solved

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3. Choose the type of content for your upgrade (e.g., Checklists, templates, spreadsheets, recordings, infographics, eBooks, or reports)

Content Upgrade	Type of Content

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4. Brainstorm and outline the objectives and the content for each upgrade.

Content Upgrade	Objectives / Outline

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Content Upgrade	Objectives / Outline

5. Draft a plan for creating and delivering your content upgrades:

Content Upgrade	Creation Notes	Assigned to:	Delivery Notes	Assigned to:

Use the data you've gathered in this worksheet to create your compelling blog content and CTAs. With content upgrades, you don't need to be pushy or overly sales-focused when dealing with people who don't know you. By clicking on the call-to-action button, they have taken the first step. You are merely following up now.

Step 5: Add Affiliate Offers

Once you've created a simple digital product and improved your website with powerful CTAs and enticing content upgrades, you can add passive income streams by promoting complementary affiliate offers. Affiliate marketing is when you earn a commission by promoting and selling other businesses' products or services.

This is done by placing affiliate links on your website, social media, or emails. These links are tracked, and when someone clicks through and buys something via one of your links, you are credited with the sale and earn the commission.

Where to find affiliate links

Affiliate networks are the easiest way to find affiliate programs. The most popular of these include:

[ShareASale](#)

[ClickBank](#)

[JVZoo](#)

[Amazon.com](#) also runs an affiliate program; other companies may offer their programs outside these networks.

Ensure you research each affiliate program thoroughly before signing up. Review the program to see how much commission they pay and when payments are made. Consider the following:

1. Do they pay out after a certain number of days regardless of how much you've earned, or once commissions reach a certain level?
2. How are payments made? Via PayPal, check, or bank transfer?
3. Do they charge for the transfer of payments?
4. Do they make payments if you are in a different country?

Exercise: Select Your Affiliate Offers

You will want to choose affiliate products and services that complement your offers rather than ones that directly compete. For example, if you offer a website design course, you could promote a stock photography supplier or graphic design service. Your affiliate offers should also be relevant to your website or blog content.

1. Use the following worksheet to research and evaluate potential affiliate programs and offers.

Affiliate Program Research Worksheet

Name: _____

Company / Network: _____

Commission terms	
Payment terms	
Does it complement your business?	
List relevant content you have to promote this offer	
Review the sales page and marketing materials	
Make a note of the sign-up link or application page	

Step 6: Create a Resources Webpage

A resources webpage is an excellent way to promote your offers and affiliate products. Simply create a dedicated page on your website with an organized list of valuable resources with links to your sales pages or your affiliate links.

You can include resources such as:

- Books you've read
- Training or courses you've attended
- Tools or software you use
- Websites or blogs you recommend

And of course, your products can be included too.

You'll want to make this page visible, so the best location is in the header menu of your website. You can also include it in your footer menus if you have one to increase the chances of someone visiting.

For each recommendation, write a short description of the product and why you are recommended it. This is also good for attracting traffic by SEO and search engines.

You will want to track your affiliate links and create more memorable URLs to share. To do this, use a link shortener and tracking plugin like [Pretty Links](#). With it, you can automatically create short links for your website domain. This will save you a great deal of time.

Note: When incorporating affiliate links on your website, ensure you follow any local legal requirements for disclosure.

Exercise: Create Your List of Recommended Resources

Resource	Reason I recommend it	Link to my sales page or my affiliate link

Step 7: Offer Logical Upsells

Once your prospect has taken the plunge and committed to buying something from you, now is the time to offer them something else. This is called upselling. Upselling is the process of guiding a customer through a series of additional choices that add value to the product purchased.

Upselling is an effective way to move customers towards making more significant purchases and a technique that many eCommerce store owners use. The goal is to increase sales and create more profit once without going through the entire sales process again.

For example, if a buyer has selected your gluten-free recipe book from your website before they click through to the checkout page, you could offer them the chance to buy your video course on gluten-free cooking.

Other places you can strategically add upsells include:

- Check out page
- Thank you page
- Download page

Exercise: Plan Your Upsells

1. List your products in the order your customer should purchase them:

1. _____
2. _____
3. _____
4. _____
5. _____

Step 8: Maximize Email Marketing

If you've ever been on a website and completed an opt-in form to get more information about a product or service, signed up for an email newsletter, and received a nearly instantaneous response in your email inbox, an autoresponder program was responsible for delivering that reply.

Simply put, autoresponders are email delivery services, such as [Active Campaign](#) or [GetReponse](#), which send out a preset message or series of messages in response to every incoming email address.

Autoresponders are the most powerful marketing tools available. They are easy to use, and once they're set up, the entire marketing process is automated and instant. When you use autoresponders, your online business runs 24/7 – ideal for generating passive income!

Your autoresponder is your golden goose: the marketing tool that will sell your product, or affiliate products, far more effectively than any other form of advertising. Few sales are made by impulse buyers, particularly on the Internet. But if you can get your message out repeatedly to people who are already interested in what you have to offer, you will see an explosive sales response. Launching an effective autoresponder campaign can mean the difference between a struggling business and a wildly successful one.

To turn email autoresponder marketing into a profitable income stream, you first must consider why your subscribers signed up in the first place. What lead magnet or content upgrade did they want?

You'll want to offer an enticing opt-in offer, lead magnet, or content upgrade to get subscribers on your list in the first place. If you don't have an opt-in offer on your website, you can easily create one. Checklists, short reports, quick reference guides, worksheets, or short videos work well and don't take long to produce. A faster way is to use done-for-you or [private label rights \(PLR\) content](#).

From this point, you can build on that by providing more value in your email content while strategically leading your subscribers to their next purchase.

How to add value to your email marketing

Here are some ideas for adding value to your email content. You could share:

- A review on a product or service – ideal for affiliate promotions
- Resources, tools, or software
- Case studies and testimonials from happy customers
- Tips, hints, and tricks
- Discounts and special offers for existing customers

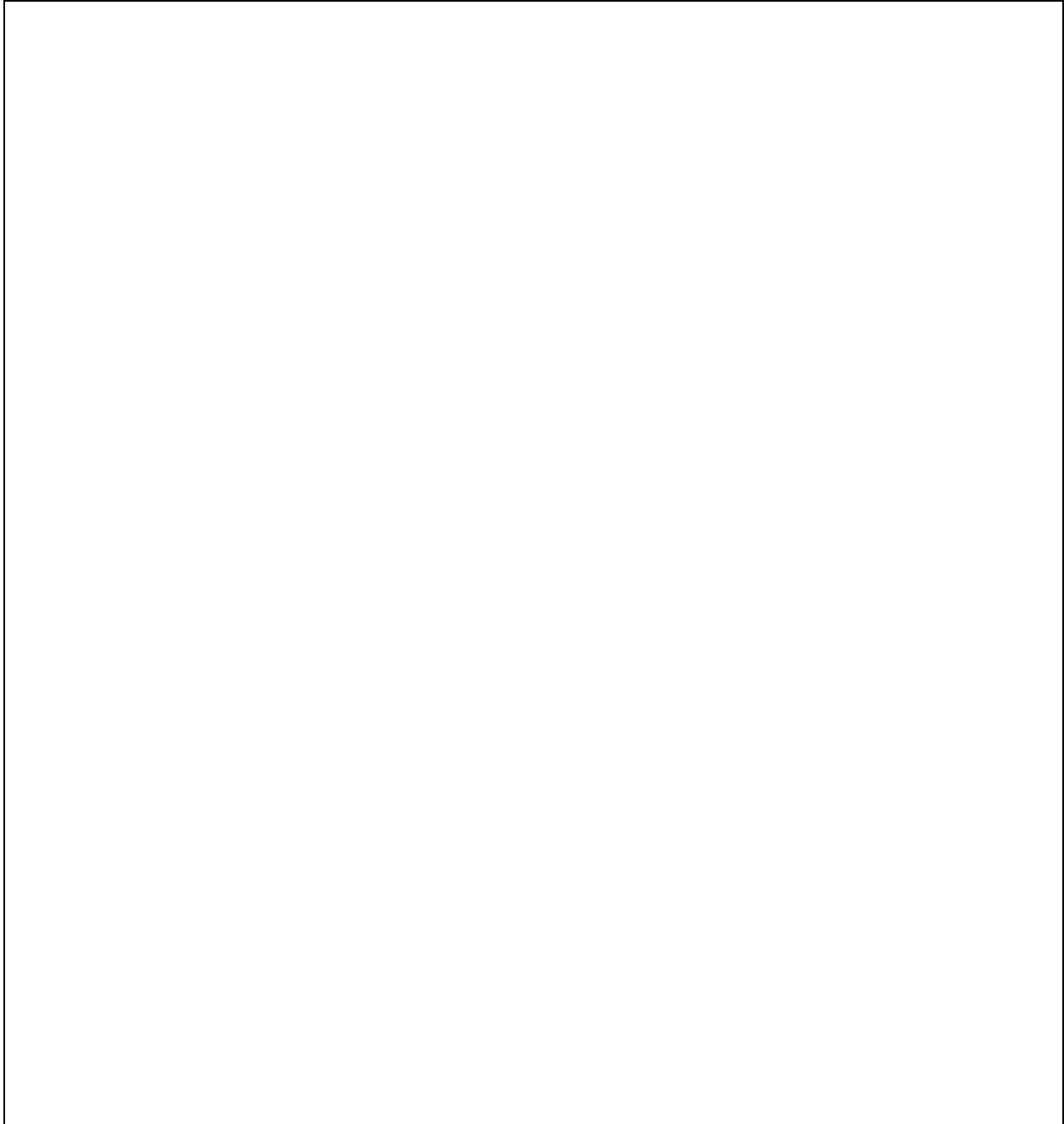
Above all, your emails should be relevant and related to the original reason your subscriber signed up. That's not to say you can't move the conversation in different directions, but you must smoothly segue from one topic to the next.

Don't forget your email signature

If you are like most people, you send dozens, if not hundreds, of emails every day. This is an ideal opportunity to create passive income and provide additional value in your email through helpful product recommendations. The most popular way to do this is by adding a P.S. at the bottom of every email.

Exercise: Create Your Lead Magnet / Opt-in Offer

1. Use this space to brainstorm ideas for opt-in offers. To save time, look back to your work on content upgrades. Can you use those as an opt-in offer?

A large, empty rectangular box with a thin black border, intended for the user to brainstorm ideas for opt-in offers as instructed in the text above.

2. Use this checklist to create your opt-in offer.

Task	Done
I have identified the specific goal for my lead magnet	
I have decided on the topic	
I have created or sourced content	
I have decided on the format (checklist, report, etc.)	
I have created a compelling opt-in page	
I have created the delivery system (download page, email attachment, etc.)	

Exercise: Create Your Autoresponder Follow-up Email Series

When your new subscriber signs up for your opt-in gift, it should trigger a series of automated emails. Ideally, you want to create a series of 5 to 7 emails. Use this worksheet to draft your follow-up email sequence.

Email Sequence #	Email Goal (E.g., Promotional, informative)	Topic	Product Link
1			
2			
3			
4			
5			
6			
7			

Exercise: Create P.S. Statements for Your Email Signatures

P.S. statement	Product	Link

Step 9: Add Advertising Revenue

Many people are interested in finding passive income business opportunities. However, most people don't like to sell.

This creates a dilemma. However, there's a way to achieve your goals without selling. It's called [Google AdSense](#).

AdSense can help you to create passive income without actively selling anything. AdSense is a platform from Google that enables you to generate advertising revenue from your website or blog. All you do is place the AdSense code on your website or blog. No selling is involved. It's the purest form of passive income!

AdSense is a legitimate home-based business that can provide solid yet passive income. The low effort involved makes Google AdSense better than most business opportunities. You will have to do most of the work during the initial setup. After that, you can make money while doing another job, spending time with your family, or going on vacation.

Adding AdSense to Your Website

When integrating AdSense into your website, you have many options for where to put the ads. Place the links in your header, above, below, in your main menu, and in as many places as possible. You can also use the 'leader board' method and place links straight across the top of your web pages. This way, you can get plenty of clicks from your site visitors.

A third option is the skyscraper method, which involves placing the AdSense links straight down the left side of your page template. You can place ads above, below, or within your site text. The last option is to place rectangular and square AdSense units directly in your content.

The more Ad links you have, the more chance there is to make money. Some small businesses make six or seven figures annually. And if you have multiple websites, you can quickly work out which performs best. This allows you to decide how to divide your time between various sites.

Sound simple? You must run and promote your website or blog like you usually would. You'll need content and lots of it to do this well.

Exercise: Calculate the Potential Earnings for Your Business

Use the Google AdSense Revenue Calculator to work out what your current website could potentially earn by displaying AdSense ads. If you are interested in this idea, think about new websites you could create to leverage AdSense income.

[Google AdSense Revenue Calculate can be found here.](#)

Make any notes about AdSense here.

The more visitors you have, the better the chances someone will click on the AdSense ads and put money in your bank!

And that brings us to the final step: traffic.

Step 10: Drive Traffic to Your Website

Once you have your website running with your information product sales pages, content upgrades, opt-in gifts, and affiliate links, you only need to worry about traffic: visitors to your website.

Optimize Your Site for Organic Traffic

You have a head start if you already have a website with lots of content. But if you are starting from scratch, one of the first things you need to do is ensure your website or blog can be found by search engines so that they may index them for search results. There are many SEO tools available to help you. One of the best is [Rank Math](#), a WordPress plugin that makes SEO easy.

Organic visitors come by your site because of searching the web. The more organic visitors you get, the better, as they don't cost you a penny! The more blog posts and content you have, the greater your chance of getting organic visitors.

The more engaging and informative your posts, the greater the chance your visitors will return. You can use [done-for-you PLR content](#), or you can write from scratch. If you decide to write from scratch, consider using online SEO research tools such as [Frase](#) to accelerate your content production.

Unfortunately, getting a website indexed by search engines takes time, so you can't expect to get visitors immediately. There is, however, an option that you may wish to use to promote your blog in the early stages, and that is to pay for advertising.

Drive Traffic with Google Ads

You can do this in several ways, but the most popular is through [Google Ads](#).

With Google Ads, you pay every time someone clicks a link in your ads and visits your website. It doesn't need to be a considerable expense; you can start with a low budget and set the maximum you wish to pay per click. The beauty of Google Ads these days is that you can select automated setup and optimization of your ads – all you need to do is create the ad copy. [Check out the Performance Max campaigns here.](#)

Other Ways to Get Visitors to Your Site

The above traffic generation methods are two of the most common ways. Of course, there are many other methods of generating traffic.

Consider:

Social Media – organic and paid advertising

Online forums – such as Reddit and Quora

Guest blogging – write blog posts for other people's blogs

Podcasting – build an audience, then promote your site

Banner advertising – display your graphic ads on other websites

Joint venture partnerships – emailing each other's lists.

Offline methods – Traditional advertising, networking, events

Exercise: Research the methods of generating traffic

Using the information above, research each method of generating traffic using Google. Make notes on suitable options that you think will work for you.

Notes on traffic generation methods

Next Steps Action Plan

Congratulations! You now have everything you need to start maximizing your passive income streams from your website. But it doesn't stop there...

Now is the time to act!

1. Take some time to review your notes and research. When you have completed your review complete the following next steps action plan.

	Task / Goal	Completion Date
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		