

*David Baer's*

# **PASSIVE INCOME GAME PLAN**

**How to Create Your Plan  
for Developing Wealth**

# PASSIVE INCOME GAME PLAN

By David Baer

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**THIS IS JUST THE BEGINNING!**

If you are not yet on the Passive Income Game Plan Newsletter, you can join with a [simple click right here now](#).

# INTRODUCTION

Congratulations! You are taking the first step toward making a significant change in your life... one that most people never even consider.

This report is designed to introduce you to the wonders of passive income, and to demonstrate how simple an idea it is to incorporate into ANYBODY's life.

This is NOT about getting rich quick (though it's possible that may happen).

Rather, it's an introduction to SMART BUSINESS CONCEPTS that every successful entrepreneur understands and takes advantage of.

It's about doing the hard work once in order to generate ongoing income in the future.

I wrote this report because just a few short years ago, I was totally ignorant of this world and the possibilities within it. At the time, I had a great job with a terrific company... and I never thought about any other life.

But one day, the job was gone. The company folded, and I was out on the street.

The economy wasn't great (sound familiar?), and the new job options I could consider required relocating to another city... a thought I was not willing to consider.

I scraped by for a while, but was clearly going nowhere fast.

That all changed when I got a mysterious phone message. A message that led me to my role today as someone who is nicely positioned with multiple sources of passive income, with more being added regularly.

What was the phone message? It's actually not that important... but I'll get to that in a little while.

The fact is that people all over the world have experienced stories like mine...

Or worse: they are **STUCK IN JOBS THEY HATE**, and are looking for a way out.

For many, creating a passive income is not only possible, but it's more accessible than you might imagine.

But without a clear GAME PLAN, most find it incredibly difficult to stay on course... to actually achieve the lifestyle they are after. Does that describe you? (It certainly described me when I got started.)

Maybe you're struggling to find the time to get going. Maybe you don't know where to start, or maybe, like me, you've had many false starts, and want to find that one clear path that's going to finally work for you.

Whatever it is that has held you back so far, I'm here to help. My goal in writing this report is put you on a solid path to developing your own passive income game plan.

There are, of course, literally thousands of ways you can do it and in this report I'll only be scratching the surface of what's possible.

Thanks to the efficiencies and automation possible through the internet, many solutions are available online. But there are also real world, offline options as well. We'll be covering do-it-yourself as well as done-for-you passive income businesses (including several of the ones I use) that you can get started in right away.

It's important to understand that **this is in now way an exhaustive list**, but rather, a starting point to ensure that you get on... and stay on a path to success.

So let's dive in...

# CHAPTER ONE



## **What is a passive income?**

Before we develop your passive income game plan, it's probably a good idea to define exactly what passive income is.

While most people in the world are paid for their time or sales production, there is a small percentage of us whose income comes more passively. Many are business owner, but others are simply creative about how they have set up their lives in order to maximize their income and minimize the hours they spend working for it.

I want to be clear, there's absolutely nothing wrong with putting in hours in direct exchange for money. In fact, I spent over 20 years doing it myself... and my wife still does – and, you know what... she loves doing

it. Going to work in a place where you interact with other people each day can be an incredibly rewarding and fulfilling way to spend your time.

But some of us have different preferences when it comes to how and where we like to work (ever notice all those people in coffee shops working on their laptops?)... and different ideas about what's important in their lives overall.

So for people interested in an alternative to the typical 9 to 5 job, there is independent business ownership... which, of course, can take many forms. For the purposes of this discussion, we'll be talking about businesses designed specifically to generate passive and semi-passive income.

Passive income, basically, is an approach to business involving doing a bunch of strategic work upfront, so that you can reap the financial benefits and work a lot less later. And, as I said before, it can take many forms.

Passive income comes primarily in two forms:

- 1) Let your money work for you

Letting your money work for you involves things like investments in financial instruments or maybe real estate.

## 2) Have your business work for you

Having your business work for you is more about generating an ongoing income from the business where you don't need to be personally involved on a day-to-day basis. Maybe it's a rental property or royalties from books or music or automated distribution of digital products just to name a few possibilities.

And the fact is that you can create both of these types of income TODAY!

### **Why would you want this?**

Okay so now we know what passive income is, so the next question is *why would you want this in your life?*

Well not everybody does, but if it's a good fit for you, the pages of this report will help you uncover a world of possibilities. Developing a passive income can accomplish many different things.

Maybe you just want some EXTRA SPENDING CASH.

Maybe you're trying to SAVE MONEY FOR YOUR CHILD'S COLLEGE EDUCATION.



Or maybe you're looking to DRAMATICALLY CHANGE YOUR LIFE. Have more control over your destiny. Spend more time on your passion. **Work less. Play more.**

The fact is that all of these reasons are great reasons to consider developing your own passive income game plan.

## **Why should you listen to me?**

When you're reading a book like this it's always good to consider the source. So I think it's important that you get to know little bit more about me, and learn my story, so you can read the rest of this report with confidence.

I spent nearly 20 years in and around marketing before my life was changed dramatically (as I described earlier). During that initial two decades I was happily ensconced in office jobs that I enjoyed, eventually taking a position as the marketing director of a company that required my family to move from the New York to our current home in Portland, OR. Sadly, the company was unstable, and within a year or so I found myself without a job because they simply couldn't afford my salary any longer.

I had to find a solution. I looked for another job, and briefly sold advertising, but it really wasn't a good fit for me... and frankly, I'm a

terrible salesman. And then one day, I got that mysterious phone message I told you about.

It was from an “appointment setter,” calling on behalf of a franchise broker. When I finally followed up, the broker painted a picture for me of becoming my own boss... something I had never considered before.

But a few months after we started talking, I was the proud owner of, not just one franchise, but I owned the rights to develop an entire region of franchises.

You see, I discovered an amazing insider secret in the franchising world... *master franchising*. Instead of just buying a single franchise unit, I bought a license to sell franchises to other people... and, after the initial sale, take a small percentage of each of their profits.

**Thus began my love affair with passive income.**

But I didn't stop there. I wanted to make the most of my new discovery of creating passive income. So I did what any entrepreneurial spirit would do... I lost a huge amount of money speculating on lots of business opportunities, network marketing concepts, and more. But while the money was technically “lost,” I really consider it an *investment* in my passive income education.

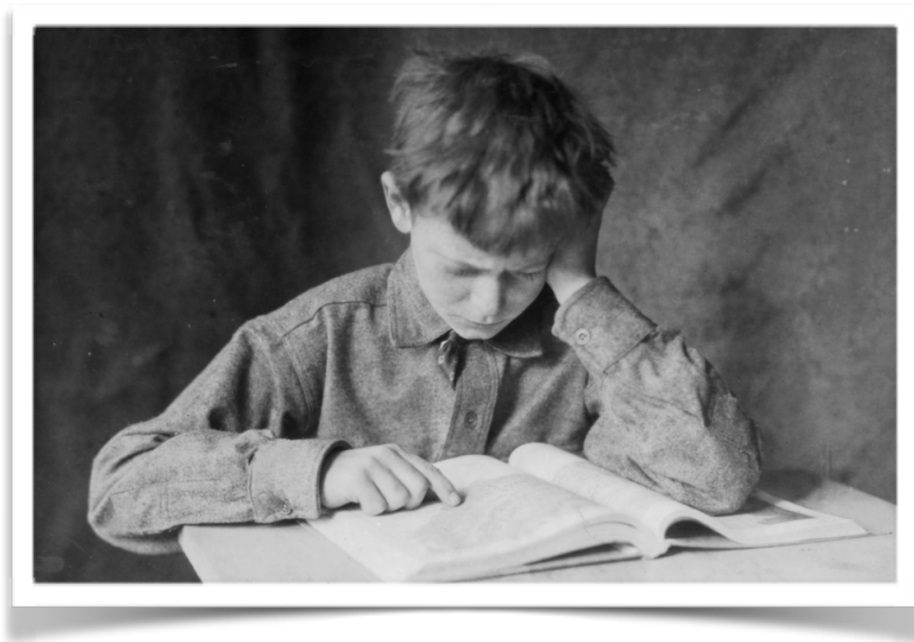
These days I've got act together and my game plan all laid out. I have a handful of online businesses that, after an initial learning curve on my

part, are generating income for me, much of which is heavily leveraged through automation and the collective efforts of others.

And while my systems are now in place, I haven't stopped learning - in fact, continuing my education is a cornerstone of any good game plan.

So I'll continue to learn, and continue to share my new knowledge with others.

# CHAPTER TWO



## **The Plan**

A lot of gurus out there are probably going to tell you that an online business designed to generate passive income can be done by *anyone*.

Well I don't agree. I think you need to judge for yourself whether this is a good fit for you. The fact is that building a business (online or offline) takes hard work.

As I explained above, not everything I have done has been a booming success.

In fact, not too long ago I found myself tens of thousands of dollars in debt because of some ill-informed business decisions. Like most people out there I was wondering around aimlessly, getting attracted to every new shiny object that promised me a great income with very little effort on my part. Now I'm smart enough to differentiate legitimate opportunities from scams... but even the most legitimate business isn't always going to be the perfect business for *everyone*.

So after several months of hitting my head against the wall in the Wild West of Internet marketing business opportunities, I decided **I needed to focus on developing an honest-to-goodness game plan**. And that's just what I did. I found businesses and income opportunities that were aligned with my interests, skills, and most importantly, my ethics.

"Passive" means that you need systems to do the work for you. We'll get into the specifics of some of the businesses I chose as my vehicles for generating a passive income in a little while. But I want to point out that the thing they all have in common is that they are built around *systems*.

One of the reasons I failed in so many of my earlier efforts was due to my lack of systems and lack of discipline. Part of it had to do with my succumbing to the "shiny object syndrome" that so many newbies seem to suffer from. But much of it was due to the lack of a well-conceived system to support my business activities.

## **Build your system. Don't get distracted. Be consistent.**

That's my mantra. Having a great system in place means nothing if you don't stick with it and consistently apply it. I learned this the hard way of course. But now that I know it, I'll never forget it.

**So what do I mean by a system?** Well, when I talk about systems I mean having something in place that will be a guide for both you, in operating your business, as well as your prospects as you lead them down the path to becoming customers... and then *retaining* them as customers.

The first thing I do when considering a passive income opportunity is to see if there's an existing system in place already. If there is I take time to carefully analyze it, and learn how successful (or unsuccessful) it has been for others. If there's no system in place, then I consider how difficult it will be to set up before I even get involved. Ultimately, if were talking about creating a passive income, it probably is a good idea to find simple solutions, not complicated ones.

My passive income game plan relies on one line of business as its cornerstone. In this business, which I'll introduce you to shortly, I utilize an automated sales funnel to market and sell information products online. I didn't design this system, but I did recognize its strengths, and decided it was a good fit for me.

## **Periodically review and revise to improve your system.**

Most of my other businesses, however, have required that I create the systems... and, as a result, I need to be a lot more hands-on when it comes to analyzing their success and refining their processes in an effort to constantly improve their effectiveness.

The point is that having a system in place is one thing... but having a “working” system in place requires that you rinse and repeat along with occasional tune-ups.

## **Work online.**

Earlier I used the example of real estate investing as a great passive income opportunity. I’ve not done it myself (maybe someday), but a friend of mine is a real estate agent who specializes in finding homes for people interested in investment properties. He builds his business by circulating around the various networking groups in our city, and has developed a group of off-line referral partners to help find him investors. And you know what? He’s really good at it, he has fun doing it, and so do his clients. But outside of real estate investing, most

SIDENOTE: We’re going to focus on online business and online commerce here but I just want to make the point that many of the resources we are talking about can be utilized for off-line businesses as well, as lead generation tools and selling tangential products or services. One example of this is a highly successful fitness training Boot Camp I know of in Oklahoma. While their business is conducted in the off-line world, they credit over 90 percent of their client sign ups to their blogging and other online lead generation activities.

worthwhile passive income opportunities these days exist online (and that includes investing in the stock, commodities, or FOREX markets).

A few more advantages to working online:

### **Easy to Automate**

As I've mentioned a couple of times, automation is one of the keys to passive income success. If you're going to build and sell a widget do you want to be building them one by one and then selling them one by one as well? Or do you want to find a way to automate that system? Well the fact is that automation couldn't be easier than when you do it online.

With such a wealth of marketing platforms, software, etc., virtually anybody, including those are not technically savvy, can set up some form of automation online.

### **International Reach**

There're some things in my life where "local" is important to me. I like to support small local businesses. I like to eat foods grown on farms near where I live. But when it comes to selling things through my passive streams of income, I want the ability to reach as far and wide as possible. Doing business online allows me to do just that.

### **Low Cost**



Let's look at it this way: When I bought my master franchise license, the cost was an easy SIX FIGURES. An online business, however, can be operating a few hours from now at an investment of under \$1000 (and even less if you've got a good system in place).

## **The Importance of a "Passive Income Mindset"**

If you asked me a few years ago, I would've scoffed at the idea of involving any sort of mindset or personal growth discussion in a guide to how to conduct business. But that's not the case today.

Mindset, for me, is a vital part of conducting a successful business. There's a great book by Michael E. Gerber called "[The E-myth Revisited](#)" which explores, through multiple examples, the importance of having the right mindset in running your business... specifically how to work *on* your business instead of *in* your business.

Mindset also requires focus and discipline to traits that are very important in establishing your own passive income game plan, having the right mindset is going to be the foundation supporting your entire passive income business model. So let's talk about where to begin...

## **Vision. Motivation. Goals.**

## **What's Your Vision?**

Before we even get to goals, I want to talk about identifying your vision.

A vision is something far more substantial than a goal.

A vision is what drives you.

A vision is what defines you and the work that you do.

My vision, for example, is to be someone who is respected for teaching people and sharing information that can help improve their lives. I do this many ways. Sometimes I teach people cool things that I know about, like wine. I also, as mentioned before, put people into business for themselves with their own franchise. And I guess you could say I do that online too, by providing the tools and guidance to help people generate their own passive income. So that's my vision... What's yours?

## **What Motivates You?**

What are you trying to get out of by reading this report? What's behind your desire to establish a passive income? And don't tell me it's to "make more money"... that's just a copout.

Money, after all, is simply a means to an end. What we're really trying to find out is what will that money allow you to do?

Maybe you've heard the question asked this way: **"What's your WHY?"**

Perhaps you're at a place in your life where you're trying to make a change—you don't want to continue to be in the situation you're in... and you know there's something better. Take the time to articulate what that "better" is. Once you have defined that *WHY*, it will be your inspiration and motivation in doing the work that's ahead.

I cannot stress the importance of this enough.

For more on this topic, get yourself a copy of Simon Sinek's book, "[Start With Why](#)."

## **Setting Goals**

Goals are really important. Not having goals is the root problem behind most people getting caught up in that endless cycle of being nonproductive and getting distracted by new shiny objects all the time. I know. I've been there.

You need to have goals if you want to succeed. As a friend of mine likes to say, "if you don't know where you're going, how are you possibly going to get there?" Earlier we discussed reasons why you might be interested in creating a passive income. Let's revisit that now.

Here's an assignment: define your goals.

And here's a question: Are you just dabbling until something "better" comes along?

Remember that shiny object syndrome we discussed earlier? I'm bringing it up again because so many of us, myself included, suffer from distraction, dabbling, and an inability to focus on or commit to just one thing. It's rampant in the world business opportunities.

I say this for two reasons: first, so that you can recognize in yourself, and second, so that you can avoid it. Knowing your goals is really important, but so is staying on track and not getting distracted. If you find yourself going off course, make sure to regroup and get back on track as soon right away.

## **You need to make a commitment.**

There are hundreds of books written about having the mindset for success. You can find chapters upon chapters on the topic in books by Napoleon Hill, Tony Robbins, Robert Kiyosaki, to name just a few. Recently, in re-reading the New York Times bestseller "[Secrets of the Millionaire Mind](#)," by T. Harv Eker, I came across a passage where he discusses the differences between *wanting* and *committing* to being rich.

Now this is not a report about how to become rich (though I'm not stopping you from making that part of your vision). The point I want to make is that merely *wanting* something probably isn't going to get you

very far. *Desiring* it certainly suggests something stronger... But *committing* to realizing your vision, has a whole different meaning. When you make a *commitment* you are saying “I will do this... I will make this happen.” And it’s that which is so crucial in making your desire to have a passive income a reality.

Let me give you an example about commitment. A couple of years ago, after our daughter started going to preschool, my wife thought it might be a great idea to start biking to work and dropping our daughter off at school, a few blocks from her office. We live in one of those progressive cities where people bike a lot. Now she could have done one of two things: a) she could have chosen to be a fair weather biker, only doing it when all the conditions were just right (it rains a good bit in Portland, after all)... or b) she could have *made a commitment* to do it no matter what. She chose the *commitment* route, something that makes her feel great about herself and which, I’ve got to say, impresses the heck out of me too.

## **Diversify Your Passive Income**

Diversifying income streams, passive or otherwise, is usually a pretty smart move. And, because of the simplicity of passive income concept, it seems like a no-brainer here. Let me explain what I mean.

Why do people diversify their investments? They diversify for protection. They diversify for insurance. That same notion holds true in creating passive income streams.

I run in circles with lots of bloggers, who, because of the very nature of the way they have monetize their blogs, need to ensure they have multiple streams of income running simultaneously. For example some of their money might come from ads on their blog. Some of it may be the result of referrals and other affiliates links on their site. And perhaps a third income stream is the result of paid editorial content. For bloggers, each of these income sources on its own may be enough... but when combined they are much greater than the sum of their parts.

## **Setting up a business.**

Assuming we're not talking about a hobby here, then you want to make sure that you actually go through the necessary steps of setting up a real business. You want to establish a business entity like a sole proprietorship or LLC. And then make sure that you have the proper bank accounts and professional service providers enlisted to help you.

Why is this important?

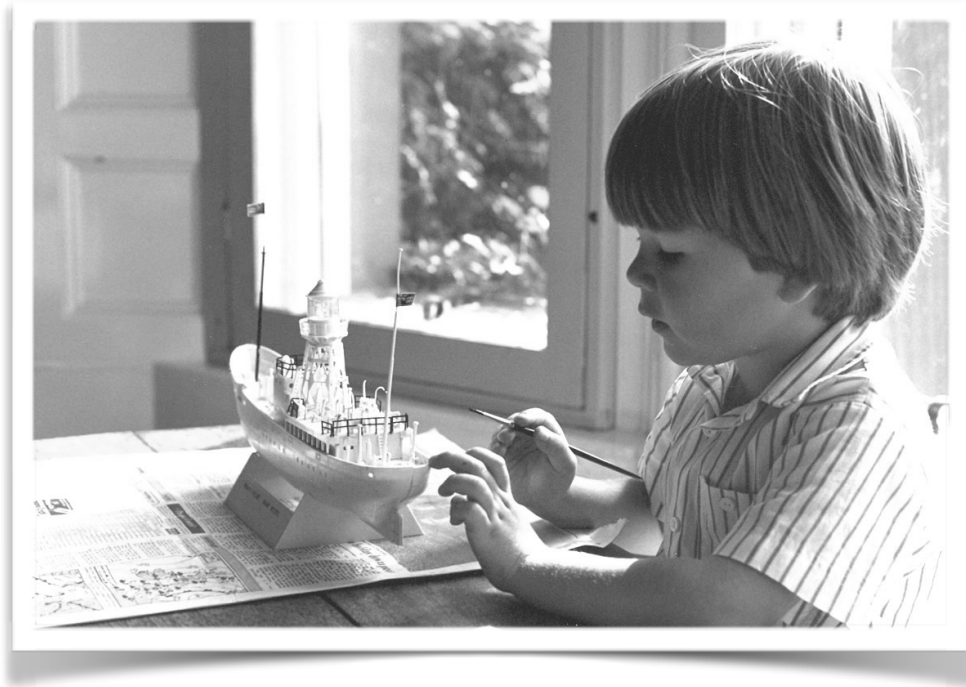
We, in part, not having a true business entity set up can easily destroy one's mindset. That is one of the many reasons that network marketers

fail or give up so quickly... they don't treat their new endeavor like a REAL business.

But even more important to note is that, as a business, you have MANY advantages that an individual simple does not have. Not the least of which is a huge TAX ADVANTAGE.

I'm not to go into this too much because there are plenty of practical guides out there to teach you how to set up your own business, but I wanted to make sure I mentioned it.

# CHAPTER THREE



## **The Do-It-Yourself Game Plan**

As we are getting started with your game plan we have a couple choices to make. Are you interested in creating something on your own? Or do you value your time to the point that you'd want to consider a proven done-for-you approach?

There's nothing wrong with either of these approaches... it all really amounts to which is the best fit for you, your needs, and your goals.

First let's talk about creating something yourself:



## **Leverage existing products & services**

The first thing you need to know is that you don't necessarily need to have a website in order to have an online business. I'll give you a couple of examples.

### **Affiliate Marketing & CPA Offers**

If you're unfamiliar with what an affiliate offer is, let me attempt to explain. You know those kiosks at the mall where you can sign up for cell phone service? Those kiosks are not owned by AT&T, Verizon, or any of their competitors. Instead, they are owned by agents... or affiliates, who earn a percentage of the income from the sales they make for those service providers.

Here's another example: Nearly every major online retailer has some sort of affiliate program. The best example, of course, is Amazon.com, the largest online retailer in the world. Much of Amazon's traffic and sales are made as a result of affiliates generating referral traffic to their website (the links to the books I've mentioned in this report are my Amazon affiliate links, which means that if/when you click on them and make a purchase, I get a small commission for sending there). Amazon, of course, is not alone. Companies like Walmart, Sears, and other household names also have affiliate programs.

And while working with one of these major retailers can be incredibly profitable, there are many, many other options out there to promote,

most of them paying considerably more than the 4% to 10% Amazon pays per sale.

CPA (or cost per action) offers are similar, but instead of getting paid when someone makes a purchase, an affiliate typically gets paid when someone clicks their link and performs an action, like signing up for an email list or submits a request for more information.

Promoting affiliate and CPAs offers, for me is all about context. Some things I promote through blogging. Some things I'll promote through my e-mail lists. Some things I promote through reports and e-books (just like Amazon, many of the products or services I recommend will pay me an affiliate fee should you end up buying something. *Please note that I only recommend products or service that I've actually used or have real confidence in.*). And I even use YouTube videos and press releases to promote other offers.

Why, you may ask, is this passive income? Because when I published this report or posted a video on YouTube, for example, it stays there working it's magic sending people to one of my links 24/7/365.

It's not as simple, of course, as slapping affiliate links all over the Internet. My links still need to be seen by people... and that requires they are positioned to get as much traffic as possible. Targeted traffic, that is - that means the links are being seen by the RIGHT people.

(And you know what? I also promote products that help marketers get their affiliate links seen by more people. There's virtually no end to what can be promoted online.)

Here's a list of some of the top affiliate and CPA networks where you can find products and services you may wish to recommend. This list is by no means exhaustive, but many of the major players are here:

[ClickBank](#)

[JVZoo](#)

[Share a Sale](#)

[Link Share](#)

[Product Pay](#)

[CJ.com](#)

[Offer Vault](#) (a warehouse of many of the other major sites)

There are easily hundreds of resources out there teaching you how to become an effective and successful affiliate marketer... I know because I've wasted plenty of money on many of them, and suggest you save your cash for your marketing.

The resources that I do recommend can be found over at my [DIY page at Passive Income Game Plan](#).

**[Amazon.com](#)**

Let's get back to that powerhouse, Amazon.com - because it is a MAJOR player in making people great passive income. And I've broken this section into three distinctive areas where you can create an online business, and generate ongoing passive income using Amazon.com.

These areas are affiliate marketing, which we discussed before, selling products and services through Amazon, and Kindle book publishing. In the next few paragraphs, we'll discuss each in detail.

### **Amazon.com affiliate marketing**

In our discussion of affiliate marketing above, I used Amazon.com as a perfect example of a company that generates huge numbers through its affiliates. In fact, Amazon.com sees over 250 million visitors each and every month. Some estimates put the numbers of visitors coming through affiliates at nearly 30% of that traffic. There are many ways to generate traffic to Amazon.

One of my favorites is niche blogging. A friend of mine has a couple dozen blogs all pointed to Amazon. Each site of his focuses on a specific topic and range of products. Some blog posts are about a topic in general, with occasional links to Amazon products, while others are product reviews. He outsources all of the writing and content creation for the websites, regularly updates the content, and gets monthly deposits in his bank account for all the sales his traffic generates.

That, of course, is just one of many ways to send traffic to Amazon.com. There lots of tutorials out there to teach you more about how to become an effective and successful Amazon affiliate... One of my favorites is [AmaSuite 3.0](#) [aff link], which not only provides comprehensive training, but also research tools to help you determine the most profitable niches in products within the Amazon website.

### **Selling on Amazon**

Did you know that not everything you buy from Amazon is actually sold by Amazon? In fact there are thousands of individuals and businesses who sell through Amazon. Some simply make the sale on Amazon and ship their products directly. Others utilize Amazons FBA or Fulfillment by Amazon program to warehouse and ship their products to customers all over the United States. You could also consider selling dropship items on Amazon and have someone else take care of the warehousing and fulfillment.

There're two great guides I'd love to recommend to you to learn more about this topic. One is by a woman named Jessica Larrew, who, together with her husband Cliff, generates over \$100,000 a year selling products on Amazon that they buy on closeout at their local drugstores and dollar stores. She has a great website at [www.jessicalarrew.com](http://www.jessicalarrew.com) where she offers free information as well as some products she's written to help others get into this kind of

business. [This is not an affiliate link... just visit Jessica's site – the content is really worthwhile].

### **Publishing Amazon Kindle Books**

Notice I wrote *publishing* and not writing. Sure you maybe an aspiring writer, and there's nothing wrong with writing your own books, but we're talking about creating passive income here... and investing time in writing something isn't required when you can *outsource* it.

Amazon Kindle books is perhaps one of the most profitable and simplest passive income opportunities out there today. There's a never ending source of customers, Kindle books are reasonably inexpensive, and, most importantly, they're very easy to buy... just one click and it's done.

Soon after the Kindle store debuted, some very innovative internet marketers discovered the amazing opportunity that Amazon Kindle books provided in generating income for the average person. And they've found ways to exploit this opening to benefit both the readers and the publishers.

Today there are dozens upon dozens of courses and great software built around developing a stream of income through the Amazon Kindle bookstore. I've had the opportunity to review several of these, and found a few that I really like and happily endorse. They're not only tutorials, they also include software to

help you research competition, keywords, pricing, and promotional opportunities. I've included my affiliate links to the three here. Check them all out and see if any of them (no need to get all three) make sense for your needs.

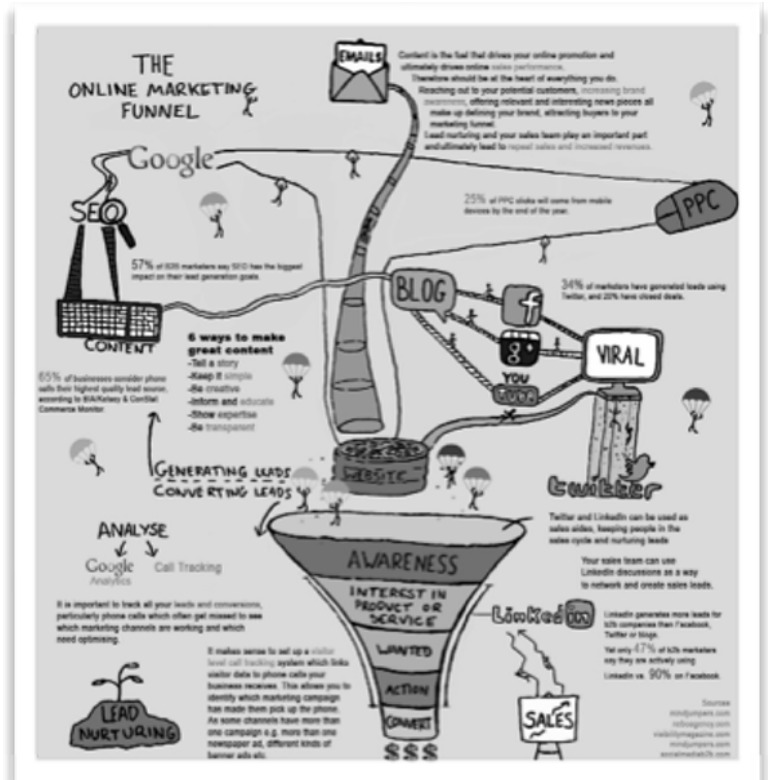
[Kindle Money Mastery](#)

[aff link]

[AK Elite](#) [aff link]

[KD Suite](#) [aff link]

Okay we talked about affiliate marketing, we talked about Amazon, and I also want to mention that there's plenty of other ways to make money online including eBay, selling informational products, selling physical products, making money from Google's AdSense and other contextual ads, offering coaching or consulting services, web hosting services, membership sites, freelancing, trading stocks, commodities or even currencies. And this list is by no means exhaustive.



**SIDENOTE:** There are a lot of scams out there. And this is something you want to make sure to watch out for. Having your own Internet business should be profitable and rewarding... so be sure that if you are considering getting involved with something, that you make sure to do your homework and be an educated consumer first.

# **Build something around your passion**

## **Your Own Website**

So let's move onto the second do-it-yourself option in creating you a passive income. This one involves having your own website. Basically what I'm going to show you is how to build an information marketing business where you can create, if you wish, and sell your own product(s).

Informational products include things like audios, videos, interviews, workshops, courses, newsletters, e-books, and much more. And, as an added bonus, we'll be discussing some affiliate marketing techniques, which can work really nicely alongside an information product business.

If you're a little confused about exactly what kind of website were talking about when you give you a couple of great examples.

### **pianoin21days.com**

Website owner, entrepreneur, and piano instructor Jacques Hopkins has built a website around his passion... Teaching music. Jacques' site is intended to teach people how to play the piano quickly and efficiently, all while having fun doing it. He does this through a series of video classes arranged in a sequence to help students follow along and perfect the content of each lesson before they move on. It's a really cool website, and allows him to monetize his personal passion for music.



### **castmembersecrets.com**

John Kenny works at Disney World in Orlando, Florida. Over the years friends and family have always been asking him for tips and tricks on creating magical experiences when they come to visit the theme park. So back in 2011, John decided to write an e-book offering advice on how to make a visit to Disney World something even more special than the average visitor experiences. This site is an outgrowth of that e-book.

I hope the above examples give you a better idea of how you can take it current interest or passion, and build a web-based business around it.

So let's move on.

Okay, so if you're totally overwhelmed with what I've been discussing, I thought I'd provide you with a quick list of things you are going to need to get started with your online business:

- A computer (duh!)
- An Internet connection
- An e-mail account
- Some basic productivity software ([Google Drive](#) & [Open Office](#) are both great free options)
- Some start up capital – I suggest at least \$200
- Credit card to use exclusively for business
- A PayPal account
- A business checking account

- A registered business entity (as mentioned earlier, a sole proprietorship or LLC is probably best)
- A backup drive (it only took losing all of my data once to realize how important this one is)
- A good team of professional service providers (accountant, lawyer, insurance). My friend Gary, owner of [DefendMyLife.com](http://DefendMyLife.com) [not an affiliate link] is a great resource for many small business needs.

One of the keys to making sure your business is going to be successful is to **think like a marketer**. Sure you may be great at product creation, or making a snazzy looking website, but without thinking like a marketer, you're going to miss out on the one essential element in creating sustainable online success... customers.

So, to be clear, you don't need to be salesman... you don't need to be a product expert... you need to be a marketer first and foremost. Because the fact is that what you sell is probably not going to be unique. But *how* you sell it – that is to say your marketing – is what will set you apart from everyone else online.

Another thing that most people who start an online business forget to do is to develop the essential vision, goals, and tangible practical business plan so necessary to ensure the success of any business. We talked about the importance of mindset, vision, and goals earlier. Do not skip the vital step of including them in the foundation of your new online business. As for a business plan, there are many great resources

to help you develop one... Contact Gary at [DefendMyLife.com](http://DefendMyLife.com) for more information on services he can provide.

Now I know I'm harping on this "Mindset" topic again, but another thing you need to do is make sure you stay motivated. "Okay David," you may ask, "how do I stay motivated?" Well each of us is different... but I can say that you want to use your WHY as a key element in your motivation. You want to make sure that you are motivated for the long-term, not simply the short-term.

So you have the foundations of your business in order – you've committed to incorporate a vision driven mindset into your business – now let's move onto the business itself.

## **How to determine your business niche.**

A niche is basically a specialized market containing a group of people who have interests or qualities in common. The best niche to choose is one that will sustain you, your interest, and your enthusiasm for a long period of time. Focus on things that excite you... that you can relate to... and that you can enjoy communicating to your marketplace about regularly. Avoid fad niches.

When choosing a niche, do a little bit of research. Let Google be your friend...

- Type in the topic and see how many results you get (if it's too few, say in the hundreds, the topic is probably a bit too obscure... but if it's too

many, like in the millions, you'll probably want to tighten up your niche a bit);

- How many paid ads are there? (Lots of ads will certainly mean there's money to be made in this niche... but it's important to keep in mind that the more ads there are, the more competitors there are.)
- What kinds of sites are in the top 10? Are they sites that make money? Do they sell information products? If so they could be direct competition. How many direct competitors are there? What sort of page ranks do these sites have? If you don't know what page ranks are, Google it.
- To better understand the niche even more, and understand what sort of competition is out there, be sure to visit sites like ClickBank.com, EBay.com, and Amazon.com to search for your topic as well. The results will be very telling.

Doing some additional market research will be highly beneficial as well. You want to make sure that what you are promoting is going to be something people are willing to spend money on. In general people are willing to pay for information that will a) ease their pain and/or b) fuel their pleasure. The most successful information products focus on solving problems.

## **Naming your product and registering your domain**

Once you've locked in a niche, you want to make sure to develop a brand name and finding a website domain name that will work with it. The domain name is basically the web address for a specific website. The simpler the name, the better off you are. Try to avoid more than four words in the name, and stay away from hyphenated names if at all possible. There are plenty of domain extensions to choose from, but in general, you should stick with .COM or (.ORG if appropriate). There are hundreds of registrars out there. For years I have used [dreamhost.com](#) [aff link], a service I also use to host many of my websites.

Once you register your domain and have set up hosting, you need to start getting your site built. [Dreamhost](#) offers a comprehensive WordPress integration. While I don't love everything about WordPress, it has become the web design industry-standard, and many of the best design teams, plugins, and other tools are written specifically for this platform. There are plenty of free themes for WordPress – a theme is a website's visual framework – but if you're looking for something really sophisticated and specific to the type of website we are looking to build, You may want to check out [Socrates](#) [aff link], which is designed specifically for Internet marketing professionals (newbies included).

Okay now that you're on your way to having a WordPress sites all set up, let's talk about its content. Websites can be either static (meaning they never ever change) or dynamic... which we've commonly come to know as a blog. Blogs are websites that contain an online journal or a series of entries of some sort. They could include text photos videos or even other types of content. Blogs help your site gain traffic through SEO

(search engine optimization) as well as links from other blogs. They can also be monetized with ads or affiliate links. And, finally, they help tremendously in positioning you as an authority in your niche.

SIDENOTE: If the prospect of everything we've discussed so far scares you, let me recommend another website alternative... It's called [Weebly.com](#) [aff link]. Weebly doesn't have nearly the flexibility that WordPress provides, but it is incredibly user-friendly and great for the newbie.

## **Outsourcing**

Another alternative is to simply outsource the creation of your website. There are many places online where you can get a great website built for not very much money. While it may be worthwhile considering a local website development company, chances are they won't be the most cost-effective option for you. Instead, check out websites like ODesk.com, Elance.com, or Guru.com to find professionals who can help you. Many of the people you will find on these sites may be overseas where costs are lower and you can probably find someone who can do the work for you at a great price. And the additional advantage of sites like these is that you can see reviews from other users before engaging someone to do work for you.

## **Using images and video**

In its brief life, the Internet has transformed tremendously from a text-based platform to a space where images and video rule the day. You're going to want to make sure that what you put online fits in with what others are doing in the 21<sup>st</sup> century. We are a society filled with short attention spans and lazy people who don't want to read (which reminds me, you should be congratulated for reading this far into this report). Don't miss out on a sale because you neglected to incorporate compelling images, infographics (these are images which demonstrate a point or teach a lesson), or videos. Videos, in particular, are a great way to position yourself personally as an authority within your niche.

## **Legal compliance**

In the United States, the Federal Trade Commission regulates online commerce. If you're going to be selling something, be sure to protect yourself legally. I recommend using A third-party processor like PayPal.com to complete sales on your behalf. They may be slightly more expensive than typical online credit card processors, but you won't be exposed to the same sort of financial risk by using them. Beyond the issue of credit card processing, it's important to include a clearly stated privacy policy along with any important legal disclaimers you may need to make depending on your industry. Because this subject is so broad, I suggest you do a little bit of online research to make sure that you include all necessary details on your website. One great resource is [LegalZoom](#) [aff link].

## **An introduction to information products**

Okay it's time to talk about where the money's actually going to come from. As I explained earlier, passive income benefits from automation, and nothing automates better than information products, which can be sold over and over again. You can either create your own information materials or you can outsource their creation (again, check out odesk.com, elance.com, or guru.com). Information products can take lots of forms, many of which we've already discussed. But ultimately digital information products will be the easiest for you to deal with. Unlike physical products, there's no warehousing or shipping involved. When somebody buys a digital product, they can get instant access to it. And digital products are easily scalable. You can start with one product and continuously add more complementary products to your website.

Another reason to consider digital information products, is that they will dovetail nicely with many other businesses. Say, for example, you are running an off-line business in the mortgage industry. You may earn your main income from mortgage contracts, but what about offering educational products for homebuyers or realtors? Most mortgage brokers get their clients through realtors. What if your website focused on teaching realtors important things they need to know about mortgages and how they relate to the homebuyer? You could offer ebooks or a video course for example. These things could put a few bucks in your pocket and also help build your reputation in the marketplace.



## **Creating your marketing funnel**

One major mistake most online marketers make is to offer too few options. Prospective customers come to you looking for something, and you can respond to their interest in a couple of ways: You could a) sell them all of your knowledge in one product for a single price, or b) provide them with the option to buy multiple products, each focusing on a narrow aspect of your niche. If you're thinking like a marketer, which I've already told you that you should be, the right choice is obvious. You want to bring your customer as much value as possible while profiting as much as possible. This means that offering multiple products, each building on the previous one, is the best option for your passive income game plan. It also helps build a long term relationship with a customer, rather than a one time sale.

You can typically start with a free or very low cost offer, and work your way up to bigger-ticket items. The following list will give you an idea of what sorts of things can fit in each category:

### **FREE Level:**

Newsletters

Articles

Reports

Ebooks

Interviews

Webinars

Free Membership sites

Free Trial Memberships

Free plus shipping\*

**Low Price Level: (\$1 - \$100)**

Special Reports

Audio Interviews

Videos

Ebooks

Trial Membership Offers

Trial Software

Paid Membership Sites

Mini-courses

Webinars

**Medium Price Level: (\$50 - \$1,000)**

Software

Video Collection

Webinars

Exclusive Membership sites

Home Study Course

Bundles/Packages

**Big Ticket Level: (\$500 - \$100,000)**

Coaching/Consulting

High-end services: copywriting, websites, etc.

Home Study Course

Live Seminar

Bootcamp/Conference

Anything requiring your personal time

## **Getting traffic to your site**

If you've done to all the effort to create a website and fill it with products you're probably going to want to have people come visit your website.

There are numerous techniques for getting traffic to a website. You can focus on social media marketing, video marketing, search engine optimization, solo ad list building, and many, many other options.

The purpose of this report is not to teach you traffic techniques, but rather to provide you with an understanding of the range of options you have. For the most comprehensive traffic product, for serious marketers, check out [Internet Traffic Formula](#) [aff link], a course from internet marketing legend Vick Strizheus.

### **SIDEBAR: My top resources**

For anyone interested in starting an online business, but not wanting to go-it-alone (and, for the record, going-it-alone is something I'd counsel against), I suggest becoming part of a supportive community of other entrepreneurs.

In creating my own online businesses, I tested out many groups, mentorship trainings, and other educational platforms, and settled on a couple that really delivered far beyond my expectations.

To see the resources I use, visit the [DIY Web Business page](#) (which I mentioned previously) at [passiveincomgameplan.com](http://passiveincomgameplan.com).

## **Connecting with Customers**

On the bottom of this image, over on the left hand side, You'll see an image that says lead nurturing. This is one of the most overlooked aspects of developing a strong supportive and recurring customer base in any business. With any online business, you have the ability to connect and nurture in a number of ways... and you should make sure to take completed advantage of as many of them as possible.

What I'm talking about here is regular communication. Communication which provides value, not a sales pitch. Let's say your blog content offers regular advice on your industry or niche. Make sure that every time you post something on the blog, you invite your list to come read it and participate as well. "Wait a second David... *list?*" Yup, that's right, you're going to need to have an e-mail list. I've used plenty of e-mail list companies in the past, But the one I seem to keep coming back to is called [Get Response](#) [aff link]. They not only offer an easy-to-use service that you can incorporate into your website, but they also provide terrific training on how to be an expert email marketer.

There are a wealth of additional resources I could offer you here, complete with affiliate links, but that really wouldn't be fair to you at this point in your passive income game plan development. So, instead, I'm simply laying out major resources for you to consider, and let you do your homework to decide what really works best for you. And if you'd

like a list of other resources, you can always visit the [resources & tools page of Passive Income Game Plan](#) which I am constantly updating.

## ***Offline Passive Income***

### **Real Estate Investing**

Real estate is an enormous industry, and it accounts for a ridiculously large portion of the wealth in the world. In the United States alone, Commercial Real Estate (that is properties owned by someone other than the end-user) is an \$11 trillion dollar market. That includes everything from apartment buildings to office buildings to strip malls to industrial complexes.

Real Estate is a vehicle which can, but does not have to be passive. When it is, however, it can be a very rewarding option. It is one of the three pillars of wealth - the other two being business and investing. And the fact is that real estate is a market that is open to just about anyone, because even the financing can come from someone else if you know where to look.

There are MANY gurus out there who will charge you a lot of money to teach you systems for making money in real estate. You know the guys who run late night infomercials, seminars, etc.

They may teach you how to find distressed properties to upgrade and flip... or how to broker deals and get paid using other people's money... or how to buy and rent properties with no money down.

Friends of mine have spent five figures to learn things from these guys. But most of us don't have that kind of cash to throw around.

I have worked for some time with two terrific Real Estate mentors who provide a lot of the same content and training as the big guys, but at a fraction of the cost. Both [Cody Sperber](#) and [Joe Crump](#) are worth checking out for some very solid RE education.

But aside from those two resources which each teach very specific techniques, I'm going to suggest one more Real Estate resource... and this one is almost entirely FREE. It's a membership website called [Bigger Pockets](#), which is based around community learning, making good information openly available, and most importantly, free of sales pitches. I really like the refreshing hype-free nature of the site.

## **Royalties**

Earlier we talked about publishing Amazon Kindle books. Well that's just one form of a royalty-based passive income device. What about printed books, art, music, etc. Or how about methods, systems, and other intellectual properties?

Remember when we discussed franchising earlier? My master franchise license gives me the legal right to collect royalties on the sales made by the franchisees in my region.

Here's another example: let's say a business figured out a solution to an industry-wide problem. They may have the knowledge and ability to save a lot of money or do something far more efficiently than their competition, for example. They could a) keep that knowledge to themselves, b) charge a one-time fee to teach it to their competition, or c) license the rights to the processes, and enjoy ongoing passive income. Which would you choose?

## **Deal Making**

Now the example I just gave you, of a business licensing its systems, was something that was done internally by that company. But it's also possible for someone outside of a company to recognize a problem that a company has, and figure out a way to broker the solution.

Most industries are pretty insular, and rarely look outward to other industries to see how they do things. So for a savvy and attentive person, it's possible to recognize that Company A can solve a problem by simply instituting practices that are second nature to Company B, which is in a different industry. So if you can obtain the rights from Company B to market and sell that solution to Company A for their use through an ongoing licensing agreement, you can insert a broker fee in the arrangement as a percentage as long as the agreement between the two

companies continues. Better yet, if you don't like sales or negotiations, find someone who does, and outsource the job to them in exchange for 10% of your proceeds.

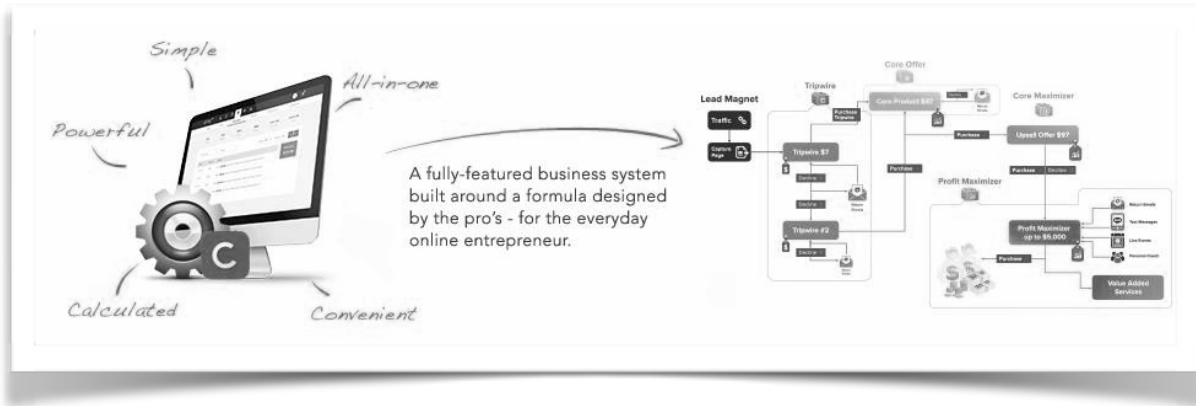
A guru named Jay Abraham, who counsels some of the major business authors and speakers on business marketing, teaches this method, and charges a pretty penny for his mentorship. I had the opportunity to hear him lecture on the subject, and trust me when I say that the possibilities here are endless.

There's lots more to these methods than I've laid out here, of course, but the point is that passive income can come from almost anywhere, if we just get a little creative.

“Wait, that's it? What about that automated, done-for-you system you have promised to tell me about?”



# CHAPTER FOUR



## The Done-For-You Game Plan

Remember when I told you earlier that my vision is about sharing information that can help people? Well education is actually the cornerstone of my online passive income generation.... and you'll see why in a moment.

Imagine, for a moment, a gathering of the top leaders in internet marketing, with their collective strengths in:

- PRODUCT DEVELOPMENT
- TRAFFIC & LEAD GENERATION
- LEAD CAPTURING
- VIDEO MARKETING
- EMAIL MARKETING
- UP-SELLING & CROSS-SELLING
- COMMUNITY & BRAND BUILDING
- TECHNOLOGY
- HUMAN TOUCH
- ENGAGEMENT
- COPYWRITING
- CONVERSION
- ANALYTICS

Now there are some amazingly talented and successful internet marketers out there. People I respect, and aspire to accomplish a fraction of what they have...

...people like Frank Kern, Jeremy Frandsen, Jason Van Orden, Ryan Deiss, & Pat Flynn, just to name a few superstars. I'm on all their email lists (and if you're not, you should be too... because their emails alone can teach you a ton - just watch out for those shiny objects).

I've bought their products, taken their courses, watched their videos, and applied lots of elements of what I've learned...

BUT...

I have not done everything they've taught.

Why?

It's hard. It's time consuming, I'm busy. I get distracted. But most important, I like automation.

So when my friend Chris Jones, an accomplished marketer, strategist, motivational speaker, and systems developer, announced he had created a true done-for-you solution incorporating the best practices of marketers like the ones I just mentioned... I was ecstatic.

Because I knew that Chris would only deliver the highest quality. And I was right.

Within days of announcing it to my email list, I had 71 people jump on board. And that was just the start.

Chris and his team have developed a true franchise-style internet business, where ANYONE with a modest budget and the ability to follow a road map can thrive.

But I'm not doing Chris' done-for-you system justice here. You need to see it for yourself to understand the power of what his team has created.

**[Discover the done-for-you solution that I'm using by clicking here](#)**

### **Bringing it all together**

In case you have forgotten, everything we've been talking about here is intended to support the development of a true passive income game plan. That plan does not stop with generating an online income. Once you have achieved the semi-passive income discussed here... and maybe even scaled it up a bit, you will have resources that you can dedicate specifically to investing in other income vehicles. As a reminder these

vehicles include real estate, stocks, commodities, annuities, retirement savings, etc.

As I said at the beginning, we have only touched the tip of the iceberg here... but I hope this report has sparked lots of ideas, and that you are now on the path to achieving the passive income goals you most desire.

Oh, and in the event that you got ahold of this report in some way other than by signing up for the PASSIVE INCOME GAME PLAN newsletter (and that's okay if you did), I'd like to invite you to [head on over to the website and sign up now](#), so you can benefit from the latest updates on the site and new ideas and opportunities in and around passive income.

And I also want to invite you to become an active contributor in the PASSIVE INCOME GAME PLAN community. The three best ways you can do so are:

- 1) Comment on the [PIGP Blog](#)
- 2) Participate on the [PIGP Facebook Page](#)
- 3) [Contact me](#) with questions and ideas

Thanks again for reading, and I look forward to being a part of your journey creating and realizing your own PASSIVE INCOME GAME PLAN.