

passive income ROADMAP

*Your checklist for getting
started with passive income*





I'M PAIGE!

Dirty secret alert!

While I built my business, I worked evenings and weekends for MONTHS on end. Work-life balance was some far-off unicorn status I felt I would never reach...

I was straight up a slave to my business, working for it around the clock.

My laptop came with me everywhere. (Vacation included.)

But after having moved to Europe and living there for a few years, I knew the Europeans didn't live like this. They took all summer off, didn't respond to email at midnight and somehow had time to sip wine at a (very elegant) cafe at 3 PM on a Tuesday.

I wanted an actual life like the Europeans too. I knew I needed to find a better way to run my business, and not have it run me.

So I added passive revenue streams to my business and learned that I could actually make more impact and income through the power of automation.

3 successful courses, 1,300+ students and \$1 million in online sales later, I help established but overworked business owners get their lives back by adding passive revenue streams to their businesses.

PASSIVE INCOME ROADMAP

Ready to see the exact steps you'd need to take to successfully add a passive income stream to your business?

This is the roadmap I followed to add passive income to my business.

(Oh and countless friends of mine who also generate passive income in their businesses did this exact same thing too!)

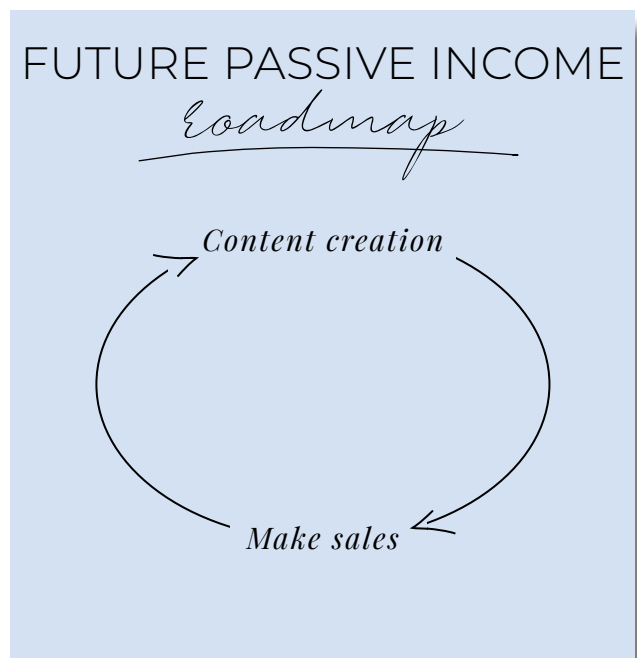
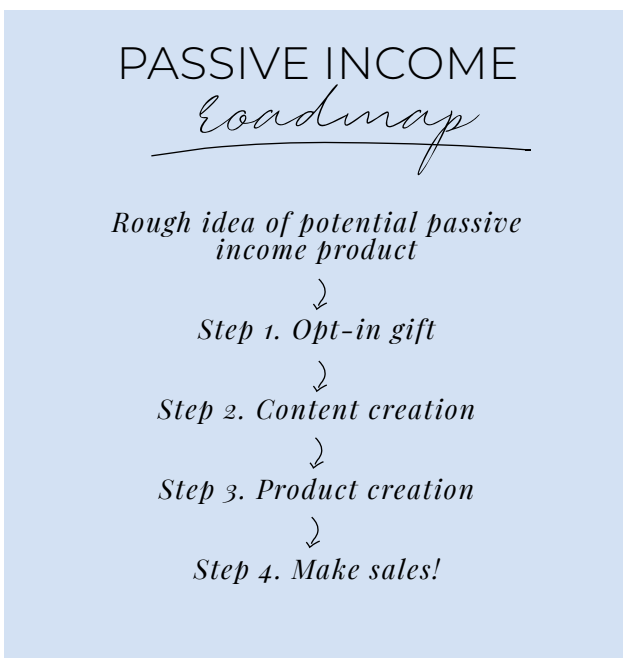
If you're currently ogling over another business that seems to run like a well-oiled, customer-serving, income-generating machines, all while the owner is on vacation for weeks at a time, this is more likely than not what they're doing too.

What I'm really saying is this roadmap is proven and it works.

So no more worrying "will I spend a ton of time working on something no one wants to buy?"

This strategy is set up so you are creating exactly what your people want and have a direct method of getting in touch with them to sell it to them, consistently!

Okay, so without further ado, here's the roadmap!



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Let's talk about each of these more in-depth.

Rough idea of potential passive income product

Right now you do something in your business. You create custom wedding stationary, or you're an architect that helps clients build their dream home or you're a business coach which helps new businesses find their niche, or you're an interior designer who helps your customers create their perfect New England-inspired home, or you're a web designer who helps customers build fabulous websites.

The good news for you is, because you already have a business in a specific area, we already have a rough idea of the product you could create. A custom wedding stationer could teach calligraphy classes online, or an architect who helps clients build their dream home could sell home blueprints, a business coach could sell a training course, or a web designer could sell website templates.

Now there's no need to marry your product idea at the moment, you'll definitely do more research later but for the time-being you just want a rough ball-park idea of what your product will eventually help people do. Which honestly, is probably similar to the service that you currently provide, just without YOU doing the thing for your customer.

Once you have your rough idea, we can move on to the next steps.

Step 1: Create opt-in gift

Step 2. Create content

I'm going to talk about these first 2 steps together, because they're highly related to each other.

Here's the thing, if you launch to an empty room, you could have the most fabulous product in the world, but no one is going to buy it because there's no one even in the room you're selling to!

I've legitimately seen it happen that someone has spent MONTHS building something and not a single person has bought. (Yes, nightmare come true.)

I DO NOT want this to happen to you, so listen up! There's 2 VERY important things you can do to ensure that does not happen to you too!



Let me ask you...

What do you think differentiates those who sell out versus those who struggle to make a single sale?

The difference is the person who successfully sells their product has a highly interested audience gathered, before they launch.

And content plus an opt-in gift is the BEST, most effective way (as well as the cheapest way) hands down to build that highly interested audience.

Content is how you get the RIGHT people to your site or your YouTube channel or to listen to your podcast.

People are desperately Googling every day “best calligraphy pens” and “how to build a website for a health coach” and “2 storey, 3 bedroom, 2 bath home blueprint” and “best online stores for New England style home furnishings”.

And for the types of businesses I mentioned previously, the people searching these things on Google would clearly be highly interested in each of their products.

So HOW do you get your business in front of these people who need what you offer (or are about to offer)?

You create content answering their questions!

But wait, if you don't have a product ready to sell and are just building your audience at the moment, how do you get back in touch with these highly-interested people when you're ready to serve them with your product?



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That's where the opt-in gift comes in!

An opt-in gift, sometimes called a freebie or lead magnet, is a free something – eg. a workbook, checklist, free training series, blueprint, email mini course, etc. that is again highly related to the eventual product you'll create.

A custom wedding stationer who wants to eventually teach beginner calligraphy basics online could create a short PDF with a list with links to their favorite calligraphy items for beginners.

A web designer who wants to sell website templates in the future could create a workbook that would help people write their website content and figure out what content should go where on their website.

With consistent content and a killer opt-in gift, you'll consistently be building your most valuable business asset!

What is that? An email list.

That email list is going to be absolutely vital when you go to sell to your product in the future.

With an email list, you don't need to worry about social media algorithms or paying Zuckerberg to get in touch with people who chose to follow you online, because you own your list.

Step 3. Create product

Because you've already been creating content and building your email list audience with your opt-in gift, you already have an audience built in which is the PERFECT group to get feedback from on the rough product idea you had come up with previously.

From that rough idea, you can begin surveying and speaking, yes I mean literally getting on the phone with the people who are now following your business to hone your product idea, really learn their biggest struggles, fears, hopes and desires.

While your mom may want to be helpful, if she's not your target audience, asking her for advice on how you should build your product will not be very helpful. So instead go right to your audience to get feedback as you solidify your product idea.

Then get to creating it! Fabulous passive income products include things like website templates, copywriting prompts, cookbook ebooks, courses on everything and anything, guides, and blueprints. All of these items are completely passive!



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Step 4. Make sales

Once your product is ready to go then it's time to start selling!

And your most valuable sales asset? That email list of super interested people you've built through your highly-related content and opt-in gift!

Yes, you can get fancy with sales webinars and social media posts and live videos, as well as ads in order to make sales, but I wouldn't suggest that for a first launch of your product to be honest.

I want you to know that a series of sales emails truly is all you need to successfully makes sales at the beginning! (And you can work on adding all the fancy sales bells and whistles later.)

What should you be talking about in those sales emails?

Show your audience you get them by pointing out their pain points and struggles.

Introduce your product. Tell them why you created it and who it's perfect for. Explain how it will help solve the problems they're currently facing!

Talk about a time you helped someone else in a similar situation get the results they want.

Or if you previously had the issue in the past yourself, tell your story of how you overcame that struggle.

Remember, people buy solutions to their problems, they get a heck of a lot more emotional about solving their problem than they do about all the features of your product.

What do I mean by this?

Let's say you're a dermatologist and you have put together a guide to banishing adult acne forever! (Wahoo!)

In your sales emails focus on what your product will do, help adult acne sufferers of the world get celebrity-like clear skin and walk into work/social events confidently.

What do you NOT want to do?

Bore me with discussing the features of the guide. (The guide comes with clickable links! Or it can be downloaded to your computer or shipped to you anywhere in the world within 3 days.) Talk about irrelevant.

In your emails focus on the problem your product solves.

Then sit back as automation takes care of sending the emails, collecting payments, and serving your customers well, all while YOU enjoy an adult-beverage-complete-with-mini-umbrella from the beach.



So, now you've got the roadmap, but uh . . .

YOU'VE GOT QUESTIONS!

"Umm, can someone give me a second opinion on my product idea so I know it's good before I build it?"

"I'm still not sure what exactly to write in those sales emails, is there a fill-in-the-blank template for that?"

"Okay looks wonderful Paige, especially the adult-beverage-on-the-beach thing, but I'm working with clients right now, I don't even know where to find the TIME to start on this thing!"



I've got a solution for you! If you'd like to work together to get this passive income thing running in your business, I'd LOVE to help!

You can find more details on that solution by clicking the button below



LEARN MORE THIS WAY

P.S. You see what I did here?

I created content you'd be interested in, offered you a bit more info in opt-in gift format, and do you know what you can expect next?

You're right! A couple emails.

As you can tell from having completed the steps in this process yourself, this system works! 😊