

PASSIVE INCOME *Blueprint*



Strategies For Earning Big
With Information Products

Passive Income Blueprint

Brought To You By:

[ebooks-n-software](#)

Table Of Contents

Table Of Contents	Error! Bookmark not defined.
Passive Income.....	4
No Such Thing As True “Autopilot Riches”?	5
Become Absolutely Indispensable (and Memorable) to Your Market	8
How to Create the Perfect Match	Error! Bookmark not defined.
Positioning Doesn’t Happen by Accident	Error! Bookmark not defined.
If You Can’t Beat Them, Join Them.....	Error! Bookmark not defined.
Increasing your Visibility.....	Error! Bookmark not defined.
SEO and Passive Income.....	Error! Bookmark not defined.
“Only My Mom Loves My Blog”: A Case Study.....	Error! Bookmark not defined.
Simple Affiliate Secrets	Error! Bookmark not defined.
Information Product Passive Income	Error! Bookmark not defined.
Traps To Avoid	Error! Bookmark not defined.
Passive Income Methods and Means	Error! Bookmark not defined.
Super Affiliate Marketer	Error! Bookmark not defined.
Driving Traffic to your Products.....	Error! Bookmark not defined.
Keyword Research	Error! Bookmark not defined.
How Do You Find Them?.....	Error! Bookmark not defined.
Talking to your Niche	Error! Bookmark not defined.
CPA Marketing	Error! Bookmark not defined.
Why You Need to Track	Error! Bookmark not defined.

Passive Income

Passive income is a source of revenue you ideally create only once, to bring in fresh batches of income over and over, all on its own. Once optimized, promoted and set up to run, it requires no further action to initiate each new “sale”, unlike residual recurring income from programs like membership sites, which are often dependent on ongoing services provided, as well as interaction from the owner.

Every marketer should add some form of passive income to his sales funnel, no matter what area he plans to make his primary focus. Not generating passive income is a sad waste of existing sites, materials or opportunities. Not to take advantage of as many streams of income possible from your work is what is famously (or infamously) called “leaving money on the table”. But it’s a sad waste to present your offer as a one-time, isolated event.

If you are choosing to pass on passive income, you are ignoring a self-renewing treasure chest of ready “extra” cash there for the taking. You have put the hard work into setting up your internet marketing ventures... Why not make the most of your efforts? Make sure you’ve reaped every last penny, before you move on to a new venture.

Not sure exactly what passive income is – and isn’t? Or how to start the ball rolling? This guide will demystify the subject and help you pick and choose your best options, so you can add passive income to your unique internet marketing adventure with confidence.

No Such Thing As True “Autopilot Riches”?

The bad news about passive income? The “passive” part is misleading: There is always some focused work at the beginning, which can feel like a lot, to a new marketer.

Sometimes, if you’re really new, there is a sharp learning curve as you learn to operate the other necessary programs, methods or systems you need for your business. But it’s well worth the effort to go that step further to creating passive income from as many sources as possible, because once you’ve set up your passive income plants, with just a little watering now and then, you really can make steady autopilot profit.

How much – and how labor intensive your efforts will have to be – depends on a number of factors...

- **How many sites you set up.** To put it into perspective, if you plant one tomato plant, that little plant might give off a bumper crop of tomatoes to eat at home – but 50 plants would give you enough to sell at a roadside stand. So it is with passive income: The more ventures you have working for you, the more income keeps flooding in.

- **Which particular passive income method you choose.**
Some are better than others at producing a high sales or profit yield – but no matter what method you decide on, there are actions you can take to dramatically increase the amount of income your chosen method is capable of generating for you. (And it's important to suit the method and the media to the campaign.)
- **Whether or not you run an affiliate program.** Running an affiliate program is not as daunting as it may sound. Later on, I'll show you an easy way to run an affiliate program with very little work. Affiliates sell your product to their list... and each member in turn may sell it to his or her list... When you stop to think, it makes no sense to sell a product and not have affiliates to multiply those sales with their own lists!
- **Whether or not you are diligent about tracking.** It's no secret that the most lucrative forms of passive income benefit from regular tracking. This shouldn't be intimidating: There are many different tracking options, and we will discuss the most common in this report.
- **Whether or not you decide to use paid advertising.** There is no doubt that using PPC (pay per click) advertising such as Google AdWords can significantly boost your passive income results. But is it the best strategy for new marketers?

- **How much you diversify.** The old cliché: “Don’t put all your eggs in one basket” is a good one, particularly when it comes to online passive income. But there’s a fine line between diversifying, and overwhelming yourself with too many passive income sources in too many places. Which brings us to our next point...
- **How organized you are.** It’s crucial to be on top of your passive income empire, aware of what’s going on with each “branch” – you can lose serious cash or opportunities by ignoring tracking, presenting offers to the wrong market, or assuming everything’s running like clockwork. We’re going to discuss solid methods for making sure unnecessary loss doesn’t happen to you.
- **How accurately you do your keyword research.** Research is one of the most important areas to “get right” – and even top marketers will tell you it’s still “trial and error”. But even though we’re going to talk about keywords, there’s an added level of depth to the subject of knowing your niche that we’re about to thoroughly explore.

And, of course, whichever method(s) of online passive income you choose as your income-generating vehicle – you’ll need to know how to drive traffic to your site.

Before we tackle the vital subject of search engine optimization, there is something even more important you need to do...

Become Absolutely Indispensable (and Memorable) to Your Market

One of the biggest misconceptions in internet marketing involves the primary research you must do in order to succeed in any niche.

Usually, all we hear about is keywords, keywords, keywords. Well, keywords are important – and we will get to that – but the first thing you must do is **make a strong, personal connection** with every individual in your target market.

Tall order, much?

Not as tall as you might think: There are 2 highly effective ways to achieve this goal – neither of them as touchy-feely nor labor-intensive as I've startled you into suspecting.

1. Find a **great product** to promote and sell. Then go out and find the exact person who is desperate for that product – who attaches a value to it much higher than its actual cash price tag (“perceived value”)
2. Find a group of people with **an overwhelming need or unsolved problem** – and fill it/solve it.

Either way, your focus should not be all about extracting money from your niche market – it should be about providing everything they need and helping each one succeed. The paradox here is... when you put aside your own needs and focus on the needs of each individual who trusts you enough to subscribe, you **create a value on your name and services** that is a bigger asset than all the initial quick sales in the world.

What you are doing is **playing matchmaker** who brings 2 soul mates – product and person – together. Your message is, “Hey, I know everything you need – and I can give you the things you can’t find.”

You are the neighbor who rushes in with the vital missing ingredient – right before the dinner party is about to become a disaster! Your message is: “Here it is! I saw you were in trouble, so I rushed over straight away, even before you asked.”

If you think of yourself as the person who stops all gaps, provides the Band-Aids and reassurance, builds their confidence and helps them succeed – just like you would your own kids, or sister, or best friend – you’ll soon find yourself providing your market with high value offerings automatically.

And – what is more important – they’ll think of you, that way, too. Gaining your niche market’s trust is the most intangible yet most vital asset anyone hoping to profit from ongoing passive income could ever create.

You don't do it by staying "in your head", detached from their problems. You need to feel their problems – by getting to really know them – in order to meet the challenge of becoming a true leader in their eyes.

[Click here to get the rest of this Passive Income Blueprint](#)

[Click Here for some free Bonuses](#) Just for viewing this preview.

Here are a few more guides you should check out:

[eBooks-N-Software](#)

Resources:

[Info Product Killer](#)

[Sexy Ebook Profits For Infoproduct Marketers](#)

[CBmall: InfoProduct Affiliate Storefront](#)

[The Original PDF Creator](#)

[Info Products Made Easy](#) - The Six Week Course That Is Changing People's Lives

[Information Product Sweetie Free](#)