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21 Great Ideas for Creating Passive Income Streams

2. Create Passive Income accessories for your Service-based business.

Often clients who are impressed by your services will look for accessories and products created by you that they can augment those services with. So do create a “My Products” section at your website, and make sure you create products and guides that clients (and anyone else) can purchase via links from your website.

**“Get More Done, Make More Money:
The 5 Easy Steps to Find, Hire, and
Partner with a Virtual Assistant”**

“Get More Done, Make More Money” eBook PLUS 25 audio interviews with VAs, entrepreneurs who work with VAs, VA service providers, and leaders in the VA industry

eBook
I promise you the book is everything I know about finding, hiring, and working with a virtual assistant. And to make it EVEN BETTER, I've included edited audio versions of every single interview I did. Every one.

Digital audio recordings
The audios were originally intended to be just for me, for research — but the information I got from the people I interviewed was so good, and their voices were so compelling, that I knew I just had to find a way for you to hear exactly what they told me. And boy, did I talk to some fabulous people!

Original interviews not available anywhere else
These interviews are NOT available anywhere else!



A perfect example would be Marcia Hoeck’s eBook and supplemental media files. Notice the Title supplements and supports her position as a super VA (virtual assistant). Notice also she didn’t just stop at creating a simple eBook, but added digital audio recordings, as well as interviews with high-profile clients.

While Hoeck is off taking care of business, her books and recordings are selling themselves.

3. Create a Course – sell it with a webinar.



Leveraging
SOCIAL MEDIA INFLUENCE
Tips from the Experts!

With Special Guests
Jay Baer, Laura Fitton & Jim Kukral
@jaybaer @pistachio @jimkukral

GoToWebinar
March 22nd

Do you have strong skills in certain areas? Then create a course in installments, record it via a service such as GoToWebinar or Instant Teleseminar, and create a free, live Webinar with which you can promote it.

Invite guest experts. Increase the appeal of your invitation by offering their subscribers a special price (or free “early bird access”) to your course.

Offer to share the recordings and transcripts with them.

Create an incentive just for their subscribers.

And even if you can’t yet attract powerful guests, simply creating your course and making sure it’s consistent, professionally produced and dynamic will help attract affiliates and new buzz.

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4. Clean out your files.



Take a day to clean out your hard drive. If you have a long business history, take another day to clean out your paper files.

See what forgotten information you can retrieve.

Keep the best pieces (or make a note of each) and use them to brainstorm more Passive Income creation ideas.

You may find it's amazing how easily a forgotten phrase can trigger a powerful income-generating idea, or that you discover items that are close to ready to go. I can't tell you how many times I've gone searching for something and discover really good stuff that I created and I don't even remember doing it. (Perhaps I'm just getting old.)

5. Create a Review Blog.

Giving honest recommendations and reviews can significantly increase clickthroughs and sales for the products you're reviewing.

You don't have to be a dedicated Review writer to do this, either. Even if yours is a service business, you can create a blog dedicated to reviewing tools your clients or members of your fellow service-provider base commonly use – or is considering using.

There's an art to creating a review blog that really works, however.

Create a Review Template – the format should always be the same: Only the specific information should change.

➤ Include the following fields or sections:

- Benefits
- Drawbacks
- Features
- Price
- Unique qualities or features
- Ending that contains information on how to get it (your affiliate link)

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- Take your own photographs of real products
- Use sub-heads, white space, bullet points

By keeping the format always the same, you will literally “train” your readers’ brains to prefer your reviews. They will always know what to expect, in what form to expect it and where to quickly find the type of information they need for any product... from you!

6. Create Optimized YouTube videos.

One great place to create Passive Income: YouTube.

Pick a product you’re trying to sell. Make a short video about it. Upload it, and be sure to include a strong call to action.

Make sure your video...

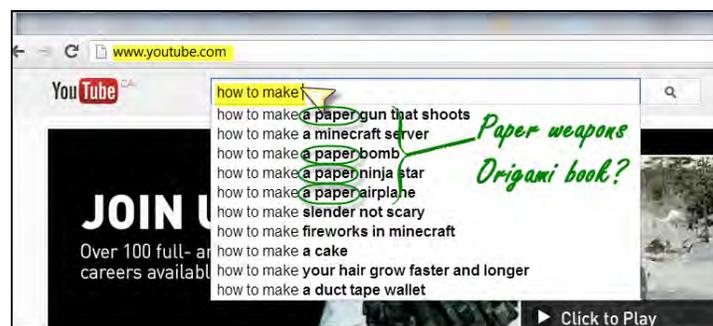
- Says what it’s going to be about
- Lets your audience know what the product or method (or whatever else you’re demonstrating) can do for them
- Concludes by telling the viewer what action you want them to take

Your video doesn’t have to be high-tech, or feature you talking to the camera. You can use stills of cartoons, a power point presentation or demonstrate something via screen shots. Make a number of these and do a lot of them with the same keyword.

7. Check out YouTube for ideas on the next hot, Passive Income generating video to make.

Look at what’s trending and run searches. (YouTube provides more than one way to trigger good product creation or promotion ideas.)

Be sure to follow YouTube’s guidelines!



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8. Re-publish an old, public domain book that will interest your specific subscribers or clients.

The key here is in the selling and promotion, of course. Let people know why revisiting old wisdom is going to be important to them – and what benefit they can take away.

And if you really want to make this process a painless learning experience (and maximize your chances of making Passive profits from publishing your first Public Domain book), check out the **Public Domain Treasure Hunters Survival Kit**, an easy-to-follow, rich tip laden “course” on how to do this with maximum result. (No, that’s not an affiliate link, I just want you to know about this option.)

I’ve know a number of people who make a pretty good living just from old Public Domain products that they’ve taken and updated, or turned into courses or programs. You may find that not only is the hunt exciting, but that you could make good money doing this, too.

"How To Make Money Republishing Old Copyright-Expired Books, Magazines, Photos, & More..."

Once You Know How To Identify, Repackage and Market These Copyright-FREE Treasures, You'll Have A Serious **GOLDMINE** Of Unlimited Niche-Related Content On Your Hands!



9. Get paid for managing others.

If you have expertise in a particular industry, advertise your services to match up experts your potential clients needs with their businesses – think “dating site for business” (only with no dating. That you know about, anyway...) Think of it as picking up a “finder’s fee”.

In fact, you could even become your own employment agency... then outsource all the work to a Virtual Assistant.

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10. Create an online app or resource and turn it into a Membership Site.

Have a really unique talent or idea? Leverage it into an app or an online resource site. Then sell memberships to it.

Even if you outsource the app creation to a top notch app developer, the expense should be well worth your while, if you really are providing a unique service your target market has been crying out for.

(In my example, above, creating the logo is free... downloading costs the user!)

11. Develop a plugin your niche members would love to use!

Again, you don't need to be brilliant Wordpress developer to create a plugin. You simply need to hire the right developer who specializes in creating plugins. You can risk trying a new developer in absurdly cheap markets such as Fiverr.com; or hire someone who has been recommended to you. (Ask the Tech at any forum you belong to for recommendations.) Or you can post a proposal in job marketplaces such as oDesk.com.

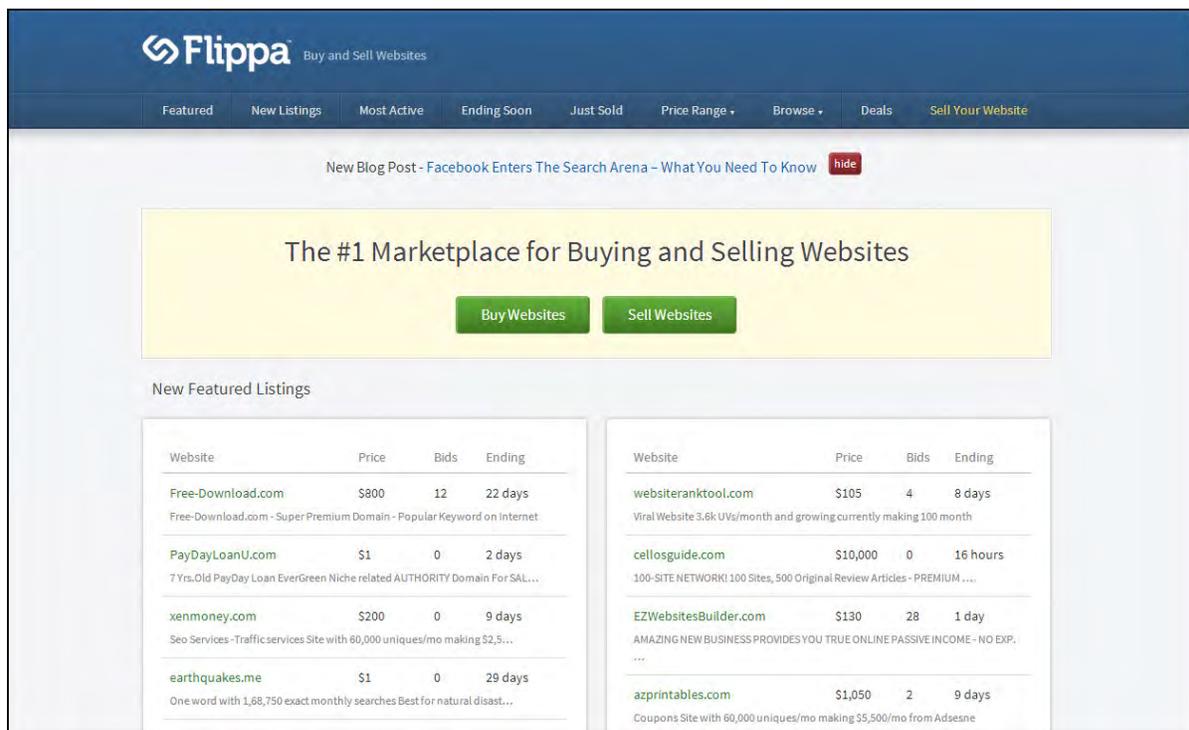
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12. Buy an established website.

Of course, this only works if you have cash to invest! But if you do, looking for a reliably-listed blog that already has some traffic and a decent history can be a way to fast-track Passive Income – especially if it needs only a little cosmetic clean up.

Just be extremely careful that it hasn't already been *Penguinized* by Google. (If it contains a lot of exact-match anchor text and heavily repeating keywords, it probably has and it won't get any traffic.)

Check out [Flippa](#) and the [Flippa Blog](#) if you want to learn more about blog flipping.



The screenshot shows the Flippa website interface. At the top, there's a navigation bar with the Flippa logo and the tagline "Buy and Sell Websites". Below the navigation bar, there are several tabs: "Featured", "New Listings", "Most Active", "Ending Soon", "Just Sold", "Price Range", "Browse", "Deals", and "Sell Your Website". The main content area features a large yellow banner with the text "The #1 Marketplace for Buying and Selling Websites" and two buttons: "Buy Websites" and "Sell Websites". Below the banner, there are two tables of "New Featured Listings".

Website	Price	Bids	Ending
Free-Download.com	\$800	12	22 days
Free-Download.com - Super Premium Domain - Popular Keyword on Internet			
PayDayLoanU.com	\$1	0	2 days
7 Yrs.Old PayDay Loan EverGreen Niche related AUTHORITY Domain For SAL...			
xenmoney.com	\$200	0	9 days
Seo Services -Traffic services Site with 60,000 uniques/mo making \$2,5...			
earthquakes.me	\$1	0	29 days
One word with 1,68,750 exact monthly searches Best for natural disast...			

Website	Price	Bids	Ending
websiteranktool.com	\$105	4	8 days
Viral Website 3.6k UVs/month and growing currently making 100 month			
celloguide.com	\$10,000	0	16 hours
100-SITE NETWORK! 100 Sites, 500 Original Review Articles - PREMIUM ...			
EZWebsitesBuilder.com	\$130	28	1 day
AMAZING NEW BUSINESS PROVIDES YOU TRUE ONLINE PASSIVE INCOME - NO EXP...			
azprintables.com	\$1,050	2	9 days
Coupons Site with 60,000 uniques/mo making \$5,500/mo from Adsesne			

13. Remember to create your own affiliate programs and affiliate resources for all your websites, services and products!

What better way to make money than to have others doing it for you?

14. Use Rewards to motivate your affiliates.

Rewarding your affiliates is a legitimate way to motivate their best efforts on your behalf. You can do it in the form of straight cash bonuses, commissions, or gifts.

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If you are dealing with a super affiliate, the cash will almost certainly be better appreciated than material goods (they may have whole closets-full of useless gifts already!)

A tactic that incites your affiliates' re-doubled, dedicated efforts to make you more money is always well worth the investment!

15. Use Contests to motivate your affiliates.

Mix-and-match your cash or material-goods bonuses with contests. Why? Some affiliates who will give up at the idea of being "good enough" to earn a substantial reward will go into overdrive for a contest – it provides the right sort of stimulus for this type of affiliate!

The competition is simple. He / she who refers the most NEW subscribers between January 1, 2013 – February 28, 2013 wins...

1st PLACE - \$5,000 CASH

2nd PLACE - \$3,000 CASH

3rd PLACE - \$2,000 CASH



It's extremely simple to get credit for referrals, just give people your [member affiliate link](#) and if they sign up you get credit.

Here's the details below you can also find on my [affiliate page](#).

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16. Use an Ad campaign.

Organic Gardening

www.ampleharvest.org/

Healthy Gardens Give You Healthy Food. Find Some Help Here.

Let your money make you money: Invest in a Google AdWords campaign to drive sales very quickly to your eProduct or new blog or website.

Check out Facebook PPC ad-

vertising too – as with AdSense, you can set your spending limit and run your campaign for as short or long a period as you like.

Trick Photography Ideas

trickphotography.wix.com



Take breathtaking special effects shots with just your regular camera

17. Let your affiliates know what to expect.

If affiliates are told how you like things done, what you expect from them – and what they can expect from you – you'll take a lot of pressure off and help them focus their efforts on your behalf.

People tend to get too literal when thinking of “creating more passive income streams”: Half the time, it should really be a mindset of “getting more Passive Income from the streams I have” – and intelligent affiliate handling and communication can achieve much of this goal.

- Care about your affiliates
- Listen to them
- Talk to them
- Respect them
- Praise them

You really don't have to hand-hold – you just have to communicate clearly and listen. Do that, and you'll learn what really motivates them – and how you can help them increase your sales!

18. Create special offers for forums you belong to.

When it comes to getting more mileage out of a single product or course you've created, having a pre-release for a select group of targeted individuals makes so much sense on so many levels, it's a no-brainer.

A closed forum is ideally set up as a strong test market – and most of them have a “Members' Offers” section. You will probably have to run your offer by an Administrator, but if rules allow, go for it!

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You'll be able to reap:

- Early feedback
- Alerts towards problems, or potential problems, that you need to fix or tweak
- A fast cash infusion
- Early testimonials you can use in your main release
- Early subscribers!



Find and Offer Services

Want to write content for others or find someone to make a header for you? Exchange or offer services here.

19. Get a coach!

If you've been fumbling around on your own for a while without much success, your best bet is to hire a coach, if you can afford one; or join a reputable affiliate marketing Membership Site – one that includes lessons and/ or resources about affiliate marketing.

Make sure you check all references, and avoid anyone who promises you significant amounts of money in your first week. (Unless you're prepared to drop around \$2,000 on AdSense, that's just not going to happen.)

If you decide to join a membership site, be reassured that this is a more than viable option if you pick one with a good reputation and strong reviews.

AFFILORAMA
Affiliate Marketing Training, Software & Support

Lessons Forum Blog Our Products Support

Login Register

Search Affilorama GO

Affiliate marketing, training, tools & software

Affilorama offers easy to follow educational resources, useful software applications and access to the web's largest Affiliate Marketing community. Join us, it's free!

"I don't have much time, but I'm able to generate income of \$1200 profit/week."
Ashton

How to move your pages with...
Imagine you've got a page on your website that has attracted a whole lot of good links, and is attracting a lot of traffic, but you need to move it to a different place on your website. What can ...

Watch Video
Step by step video lessons

Video Lessons
Over 100 hours of easy-to-follow, step by step video lessons on affiliate marketing.

Online Tools
Web based tools to help improve your affiliate websites and streamline your workflow.

Community
Get advice and share your knowledge with over 200,000 marketers on our vibrant forum.

Online Success
Affilorama provides the education and tools to make your online business a success!

Join now, its free!

Your Name

Your Email Address

Sign Up

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Membership groups can be ideal for the newer marketer in that they offer:

- Training
- Resources
- Some coaching
- Feedback
- The benefit of your peers' experiences
- Support

Best of all, they'll help fast-track you – so that your streams of income start trickling in (maybe even pouring) a lot sooner than if you struggled along on your own.

20. Join your Membership Forum's *affiliate program!*

Like what the group is doing for you, or providing? Tell others about it!

- Create a blog, honestly detailing your journey and experiences
- Review the program
- Promote it on your social networks (in a natural way, of course!)
- Write an article about the problems your Membership Forum helps you solve – and write just about the problems, don't at first mention the Forum. Then present the Forum as your big solution – and invite others to try it out



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21. Look for passive income ideas everywhere.

Have a problem with something? Create the solution!

Love a niche? Create a blog to help others who love it – and monetize it.

Be analytical. Try different formats and see what feels most natural to you – and what brings you results. A review blog? A blog that sells nothing (but that you let an Ad network or Google monetize for you with ads?)

NOTE: If you decide to go the ad route to create income from your blog, just know that you will need a lot of visitors to make it worthwhile and to start seeing any income. We're talking hundreds, maybe thousands of site visitors. But in the right niche, with the right content, the sky is truly the limit.

Track your results to gain a crystal-clear picture of the types of Passive Income streams that work for you – and those that don't.

Think about the tactics that work... and see how many more similar ideas, using that model type, you can come up with.

Finally, my biggest tip of all...

Remember to have fun!

Marty



That's me...
Marty Marsh

Make a lot of money... Help a lot of people... Have a lot of fun!

To me, this is what business is all about.
And it should be this way for you, too.
Without shame!

But far too many soul proprietors believe that making money by helping people is a bad thing. I sure don't know where that notion came from, but it kept me paralyzed for many, many years. Until I discovered that the best way to help change the world is by helping people be successful in their own businesses. To help them create their own business that allows them to serve more people, make a lot of money in the process and have a lot of fun doing it. Yes, you *can* market your business, and sell, in such a way that feels good and still creates big profits.

Big profits mean you can help more people. Directly or charitably.

If you're at a place where you want to grow your business in a way that feels good and that makes you the living you want and deserve, and you need some help to get you where you want to go, then let's have a no-obligation CoffeeChat.

We'll just talk. No selling. (No kidding.)

Schedule a CoffeeChat with Marty Today...

<http://timewithmarty.com>



Marty Marsh

Transformational Business Design

Business Development Consulting & Marketing Services Agency