

You Need a Passive Income Stream

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Ready to create your passive income empire?

Have you heard the phrase, “Make money while you sleep”? It’s a common phrase thrown around the internet marketing world that describes the power of passive income. Make a product one time but reap the rewards for years to come.

Passive income can benefit absolutely everyone, no matter what type of business you have or what type of coach you are. The key is to make the product creation process as simple and as inexpensive as possible. This doesn’t mean your product will be cheap; it means you should focus on your area of expertise and solve a common problem among your audience.

Let’s review why you need to create a stream of passive income:

1. Supplement your income.
2. Expand your name recognition and attract new buyers from your target audience. The world is a big place and you always have the opportunity to reach new people in your target audience. Using your products as a giveaway or pricing it on the low end will entice these newcomers to learn more about you and your higher priced products.
3. Attract speaking or media engagements. Event organizers and reporters are constantly searching online for speakers or interview subjects. If you have products as part of your business and have a consistent marketing plan, the media will likely find you faster in their online searches. Adding these events to your media profile will immediately elevate your authority level, too.
4. Lead your prospects through a sales funnel, ultimately leading them to your more expensive packages. A sales funnel is a must-have for marketers. Showcase your expertise with smaller, inexpensive products first, then entice those buyers with your higher priced packages.
5. Use products as part of your overall marketing plan. When you have products, you can run promotions which garner lots of attention on social media. Offer a freebie, a bonus if they buy a high-end package, or offer a chapter of your eBook as a teaser to entice them to buy. Unique promotions will attract attention from new prospects in your target market.

Creating Products Your Clients Will Actually Buy

Many marketers don’t know what to offer. Wouldn’t you like to cash in on the phrase, “Make money in your sleep”? Wouldn’t you like to reach more of your target audience who aren’t quite ready to purchase your big-ticket packages?

This is why you need low end products to sell in addition to your high-end products.

What Will They Buy?

You need to identify your target market. Then you need to find out their pain points. What is their pressing problem that they would pay you to solve?

By creating lower priced products, you'll attract people who aren't quite ready to purchase a high-priced item. However, these are still good prospects to have in your sales funnel because they can start slowly with your lower priced items and as their income increases, you can offer higher priced items, eventually leading to your highest priced product.

While they progress through your products, they will see you as a credible expert and will trust this expertise, especially when you offer your higher priced coaching sessions.

How to Create Low Priced Products

I hope this idea of passive income intrigues you because it could really be a game changer in terms of income. Too often when someone thinks about passive income they think about eBooks or video courses as their first product.

The trouble is that many people who start an eBook never finish it. Why? Because writing a 75-100 page eBook (or even more!) isn't very easy. They include everything they can in it and it goes on forever.

The average eBook author who actually gets their eBook written, spends about 2-3 months writing it. And most never finish.

The best way to start creating a passive stream of income is to write short micro reports. Writing and selling micro reports can be one of the most profitable ways to make money online. Once you learn how to quickly and easily write these 10 to 15 page reports you can create them as often as needed.

We are talking about creating 10 pages versus 75 to 100 or more pages in an eBook. So much easier to do.

These micro reports answer one question or solve one problem and one problem only. They are easy to create and in demand if you are solving a pressing problem.

Pick a target market and topic. Find a problem to solve that your target market needs and wants. Write a short 10 to 15-page report on how to solve that problem.

My report [Micro Report Riches](#) walks you through the creation of 10 to 15 page micro reports that you sell for \$7.

These micro reports are the quickest and easiest way to create a passive stream of income for years to come.

One question I am asked all the time from my students is what is a sales funnel and why is it important to have one? I guess that's really two questions but they go hand in hand so I'll tackle answering them together.

A sales funnel is a pathway through which you guide prospects into the depths of your business. Unless your prospects have unlimited funds, you will rarely find someone ready to purchase your highest priced coaching service.

Likewise, if you're planning a weekend retreat in a faraway land, very few will shell out \$10,000+ unless they already know you and like what you have to say.

Hence the need for a sales funnel.

Anatomy of a Sales Funnel

Do you know who is most likely to buy from you? It's the person who just made a purchase. Do you have a system in place to provide them with the next logical item on their wish list?

No matter what your client has purchased, he or she should have an option to purchase a companion product, or one with more value.

No doubt you have seen pictures of funnels, where the widest opening is at the top of the funnel with the smallest opening at the bottom. The idea behind this graphic is that you're attracting as many people as possible at the opening of your funnel and bringing them down to the smallest opening, where your most expensive product is offered.

Every step along the way, from the wide opening and downward into the funnel, you need to make offers to this audience and usually they are incremental in price. These offers make chronological sense to the consumer and after they purchase one product, they are more likely to purchase a second due to liking your content and your style of coaching.

Successful funnels always include something else to invest in—either an upsell or a downsell. This works because people are most likely to buy when they're already in the act of buying. It's the principle behind all those impulse items at supermarket checkouts, pure and simple.

If you are starting with a low-end product, always have an upsell ready.

What Can I Offer?

At the opening of your sales funnel you want something for free with mass appeal to attract a large number of people. It should be something you give away for free, a chapter from your book, a recording of an interview, anything that will showcase your talents.

Once people have responded to that freebie, you can offer low priced items throughout the funnel. These types of products give your audience a low risk way of experiencing your skills and experience. These low-priced items can include micro reports, eBooks, workbooks, eCourses, or a membership site.

The first micro report you sell is the front-end offer. Once the customer has bought, you offer them your other reports or more expensive products. These are offered in your sales funnel and by email.

These back-end sales could be your own products or affiliate products. Once a customer has purchased from you it's much easier to sell more products to a satisfied customer, than it is to sell to a new customer. Your existing customer already knows, likes and trusts you.

How Can I Get Started Creating Low Priced Items?

The key to creating low priced products for your sales funnel is that they should be quick and easy to create. You don't need freelancers or a huge team to create these products. These are short 10 to 15 page reports.

One way is to pull your expertise out of your head and get it onto paper or video. No extra research necessary. It's all about what you know.

The other way to create your short micro report is to research online, take notes, write an outline and then add a few sentences to each part of the outline. Depending on the type of report you might want to include images, diagrams, pictures, and screen shots.

If you would like more details of how to get started creating these micro reports check out [Micro Report Riches](#). In addition to the "how" of getting started, we'll also discuss how to find a profitable niche, how to write a title that rocks, and how to scale these low-end products and much, much more.

How Consistent Product Branding Can Lead to Increased Sales

When you're creating products for your audience think about a branding strategy. Everything from logo design to the colors of your website.

While the product graphics don't have to look exactly like your website, there should be repeating elements so your subscribers and clients will recognize the product as being yours. Whether that's the same color palette or font, repetition develops trust and name recognition. And once people trust you, they are more likely to become repeat buyers.

Repetition is also important when you have a series of products, whether it's a series of eBooks, webinars, or classes. For instance, you know that section of Amazon that shows the "Customers who bought this also bought" section? If an author's series of books shows up, all looking similar in design, the reader would know right away that this author is a credible authority because, after all, look at all the books she's published!

If the books in this section are all different in design – whether it's because they are by different authors or because the series author didn't think about consistent branding – the credibility rating is not as dramatic. The readers might think they belong to all different authors or they cover topics different from the original book they published.

Make it as easy as possible for customers to recognize and purchase your products through consistent visual branding. Making them confused or having to jump through hoops will lessen your sales and possibly hurt your credibility.

Don't Be a Copycat; Create Your Own Path

By now you probably have figured out that I'm a big believer in creating low end products for your business. There are plenty of coaching gurus who tell you to go after the high-end clients and you might think you can't get those clients without offering high end products.

But let's think about it this way...does a high-end client start off as a high-end client? Or does that high-end client start off as a low-end client who increases her earnings year after year to eventually become a high-end client?

Food for thought.

Your success won't be based on how others structure their businesses. Your success is directly correlated to the amount of work you put in, the products you create, and the way you market yourself. Take control of your own destiny and make your business choices based on what YOU feel is the right move.

Just because Coach A is basing her clientele around that high-end demographic and doesn't offer lower end products doesn't mean you have to do the same. Yes, be aware of your competition and what they're doing in their business but do things your own way.

Be original. Identify your target market and their pain points. Jot down their demographics and where that audience can be found online. Ask them what types of products they would like to see or that they desperately need. Plan your pricing based on what your market can handle as opposed to your own monetary goals.

What Types of Products Can You Offer?

So many marketers focus on the high-end products and forget that not all their clients will purchase their high-end product right away. In fact, that's the rarity instead of the norm.

In most cases, people will hear your name and want to learn more about you. But they've worked hard for their money and will likely want to hear you speak or understand what your coaching practices and beliefs are prior to buying a package from you.

What better way to encourage potential new clients than to offer low end products such as micro reports for them to test out before buying a high-end product?

You're only limited by your own creativity but some of the easiest products to create are micro reports, eBooks, workbooks, eCourses, and recurring revenue sites. They should be easy to create because you've researched the pain point of your target market. And you are ready to take them from that pain point to the solution.

If the idea of creating products is daunting, or if you're already coming up with excuses of why this idea won't work for you, check out the complete video training course "[HOW TO QUICKLY AND EASILY BUILD Your 6-Figure Low-End Product Suite!](#)" And we've included the Micro Report Riches package with this complete training course.

We'll go much more in-depth about the micro reports you should focus on, how to get those produced, creation shortcuts, how to scale, how to ramp up your products, and what to create as mid to high end products.

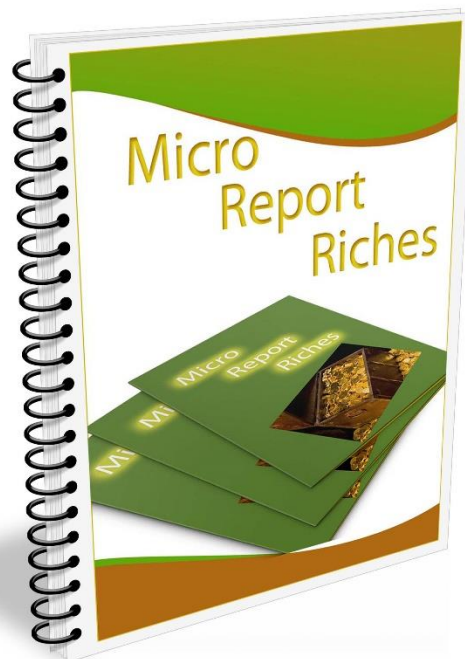
And remember, low-end products do NOT mean low quality! You should always over deliver on your content and these products are no exception. Learn how to work these products into your sales funnel and coaching business.

Now is the time to start creating and selling micro reports. These are the foundation of your low-end product suite empire.

Discover ...

How to Create Quick, Easy to Write 10 to 15 Page Micro Reports That **Sell Like Hot Cakes Without Spending Hours Writing!**

Spend your days relaxing with friends and family while your highly profitable micro reports sell on auto-pilot even while you sleep.



[Click Here For Micro Report Riches](#)

How To Turn Your 10-15 Page Micro Reports Into A Six-Figure Information Empire

Believe it or not, you can build an empire with low-priced products that people just love with minimal time and monetary investment.

HOW TO QUICKLY AND EASILY BUILD Your 6-Figure Low-End Product Suite!



Click here for [HOW TO QUICKLY AND EASILY BUILD Your 6-Figure Low-End Product Suite](#)

