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## About Me:



**Dennis Becker** began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic “5 Bucks a Day” book, available at Amazon, or through a link in the resources section.

He also opened an “Insiders Club” in 2007 to help Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.

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## Introduction

Before I start, I want to make sure that you're aware of my other free reports available to you instantly. You can download them from this link (and I'll remind you at the end of this report also (in the Resources section)).

<http://e1kad.com/d/dennis-becker-free-reports>

## What Is Passive Income?

It's the dream of many to have passive income streams. Images come of sipping a cold one as you lounge on the beach, toes in the sand, all the while earning money that you'll count up as soon as you feel like doing so. It can feel a lot like earning a fantastic income for doing hardly anything at all. It can feel a lot like an amazing dream that you absolutely want to turn into a reality.

Is it just a dream? It's certainly not, though of course there are no "push button" ways to earn money in your sleep. Passive income, in the terms I'm going to teach you, means setting up mini-businesses with a lot of elbow grease upfront, so that, once finished, they'll earn for you whether you're actively working on them right now or not.

Are they "set and forget" ... no. You'll tend to them. But nowhere near like having a JOB, or even like providing a service. In those cases, if you don't work, you don't earn. When you set up passive income streams, you earn even if you don't work.

At first it might feel like you're working 8, 10, 12, 16 hours a day so that you can earn money while you sleep, but trust me, after a while you'll see the benefit of setting up these passive income streams.

It's not a new thing to build up passive income. It's essentially what people bank on when they make financial investments. Having money in the first place can help you passively earn money. But, what many people don't realize is that you can turn the Internet into your own passive income machine even if you're currently broke.

You can set up mini businesses online that work for you whether you're online or not. The Internet is on 24/7. You can make sales all day, every day if you set things up the right way. There's truly something for everyone when it comes to making fantastic, passive income online.

Are you going to become a millionaire overnight? Honestly, that's what a lot of the "passive income" products out there would have you believe. The answer to that question is an emphatic, "No!" I'm not promising you untold riches with the push of a button. I'm not telling you that you're going to earn money overnight.

In fact, there are many ways to earn money overnight on the Internet-- this isn't one of them. You can earn money overnight by providing services (like writing or graphics) for example. But, that money's a one-off. You do the work and get paid... you do the work and get paid...rinse and repeat. Passive income is a different thing entirely.

When you set yourself up for passive income, you're working for yourself. You'll do the bulk of the work right now but you won't get paid right now. Depending on the passive income stream you're using, you might start earning a week from now, a month from now, or several months from now. If you choose the right business models, the wait is well worth it because you can do the work once and earn from it over and over again.

If you're ready to live a life of your own making, setting up passive income streams is definitely for you. If you're interested in that picture I painted of yourself collecting money even while you're lounging on the beach, this is for you. If you're ready to earn more money, work less, and have a lot of fun doing it, then earning passive income online is most certainly right for you.

## More on Why Passive Income Is the Dream

Passive income is the dream because it allows you to work less and play more. Right now, it's probably the case that you only have money coming in while you're actively

working. Wouldn't you like to earn even more, without necessarily having to work more or harder, over the long run? There's something pretty spectacular about that.

It's also fun and addictive to build up passive income streams. Trust me, the first time you earn \$100 or more in a day, passively, will be a very exciting moment for you. \$100 a day, every day, amounts to a full time income for a lot of people. That's very achievable for you. So, you could be earning your full time income at your full time job, as well as a passive full time income. You could work up to the point where it's feasible for you to quit your full time job-- it's definitely possible.

Setting up your business to earn passively is also great because it allows you to try new things. There are so many passive business models out there that you can dabble in a little of this and a little of that and come out a huge winner. It can be boring to do the same old thing every day-- this adds a little spice to your day and it can be really motivating to succeed at more than one thing.

When you're earning a great income passively, your days can be whatever you want them to be. If you're not yet working for yourself full time, you're going to love the chance to do so. If you're just trying to earn a little extra money in your spare time, you're going to love the chance to do that as well. The beauty of the Internet and passive income is that you can get as into this as you want to.

Why should you have to struggle to pay the bills when there are so many opportunities not to? Why should you dislike your day job when you could be creating a "day job" from home that's a lot more fun? Passive income is entirely possible for you. If you follow the path I'm going to show you today, it's very possible that you can succeed beyond your wildest dreams.

### **Why You Need Multiple Passive Income Streams**

You'll notice that I've essentially told you that you can turn your passively earning online business into just about anything you want it to be. You can work it on the side or you can work it full time. It's a glorious way to earn money and shape your life.

Is it perfect? Absolutely not. You might set up a passive income earner and have it fall totally flat. You might have one that works well for a really short period of time but then, frustratingly, does nothing for you. You might have one that does relatively little but amounts to a lot over time.

The point is that there's no way to tell how well a passive income earner is going to do for you now or forever. I've had many full time earning income streams do very well for me for a long time, and then dry up literally overnight (for a variety of reasons outside of my control).

That's a big part of the reason why I want to be sure you're completely clear on the possibility that your passive income projects will most likely not produce for you forever. There are some marketers out there who'd have you believe you can set something up once and then earn on it forever, without doing a thing. That's a bunch of baloney.

You'll usually put most of your work in, in the beginning. Then, you'll tend to your passive income streams as if they were delicate plants in your garden, watering them or even shifting their position in the sun every once in a while. You'll weed out the income streams that are more work than they're worth. You'll pay extra special attention to the income streams that work like gangbusters-- they'll be your prize crops.

So, the term "passive" may be somewhat of a misnomer. But, only somewhat. You'll still earn as you're relaxing on the beach. You'll still earn in your sleep. But you will have to be vigilant and tend to your crops or they'll wilt away.

What happens if you spend all of your time on just one crop and try desperately to save it but it dies anyway? What if you'd only paid attention to that one crop and never bothered planting anything else? As I said, sometimes the success or failure of a passive income stream really isn't in your control. I want you to spread seeds far and wide. I want you to plant your garden full of different passive income streams.

When I was just sort of starting to succeed, I was doing a lot of AdSense, and I was doing very well, passively. Then one day, just before Christmas that year, I received an email from AdSense that they were terminating my ability to participate in the



Adsense program. My income from Adsense that year was over \$370,000, and boom, it was gone. So one thing to remember is, don't just have a single passive income stream. Fortunately I had others, and I started spending more time on them and my overall income didn't go down.

If you have multiple passive income streams, you'll be safer. You'll have money coming in, passively, whether all of your income streams are producing or not. It's the old wise advice to never put all of your eggs in one basket.

You're going to try different things and dabble in different passive income streams over time. Unfortunately, many people in online marketing only ever "dabble"... they never follow their projects through to completion. That's not what I want to happen to you. You're going to choose a passive income stream and nurture it so that it has a high chance of success. You'll never add in a new passive income stream until the first has been completed or until it's very (VERY!) clear that it isn't growing. That type of follow through is the true "secret" to succeeding with your online business.

When you have multiple, successful passive income streams, it can bring in more money over time. One might do better this month and the other might do better next month. But, it will all really add up for you. It's really exciting when you think about the possibilities. Can you eventually get 10 passive earning income streams up over time, each earning \$1,000 in a month? That's certainly possible, though it will take a lot of hard work and dedication to reach that point.

The point is that having multiple passive income streams can net you more money each month. Having them can also give you more security. I hope you're very excited about the possibilities, because there is a good chance that you'll be armed with the knowledge you need to be able to change your life, after you've read this guide.

## Why it's Hard Sometimes...

I don't want to be a downer, but I do consider it part of my job to point you in the path of success. A part of that is pointing out the pitfalls. I'm not going to tell you that you can push a button and become an instant millionaire-- a claim that's not too

far off the mark from what you might see on certain sales pages. I'm also not going to tell you that it's always going to be easy-- far from it.

Sometimes, passive income can take a while to grow. For instance, you might set a passive income funnel up today but not see any income from it for a month or two-- sometimes longer. That's a disappointing timeline for someone who wants the money right now. The fact is that, if you're willing to be patient, you'll far outlast all the people who are only in it for the quick buck. Set yourself up the right way right now and you can smile as you deposit checks, even if you didn't lift a finger for a day, week, or month. That's the kind of lifestyle passive income streams can afford you.

It can be hard to wait for the income, but it can also be hard to stick with it in the first place. It's a true shame when I see dedicated and talented and hard working people stop in the middle of what would have been great income streams. The reality is that most people give up in online business before they finish a project or set up a passive income stream in full. I don't want that to happen to you, and I think telling you the realities ahead of time can be helpful so you can brace yourself.

Even if you do manage to get passive income streams up and earning, it can be hard to manage them all. Technology doesn't always act the way we want it to. Income streams might dry up overnight or might suddenly need a lot of TLC to be viable at all. You'll have to stay on your toes and juggle a lot of balls to keep your business going.

Even with those difficulties, it won't take too long for you to start earning a full time income with passive income streams. Even though you'll have a lot to manage, the freedom of having money coming in whether you work that day or not is hard to beat. I definitely believe that the benefits far outweigh the drawbacks here. Are you ready to succeed? You've read this far, so I have a strong feeling that you're dedicated and that you're willing to make it happen.

## Passive Income Ideas

There are many different business models you can use to achieve the passive income lifestyle-- that's the beauty of it. There truly is something for everyone. I'm

going to give you the basics of several of them. Use this list to inspire you. Then, you should go deeper into the business model by studying those who've been successful with it.

I'm not giving you several different business models to overwhelm you. In fact, I want you to choose just one that appeals to you right now and ignore the others until you've been successful with the first one. Work the first one you choose until it works for you. I'm going to warn you that there are going to be ups and downs. You're going to get frustrated and feel like you're failing. In reality, that just means you're one step closer to success. The business models I'm listing here for you work, so have faith in yourself and push through anything that stands in your way.

Once you have one workable passive income stream up and running, go ahead and add another one. Maybe you'll add one within the same business model or maybe you'll be ready to mix things up a bit and add one from a different business model. Passive income with online marketing is whatever you want it to be-- have fun with it and profit!

## **Earning Passive Income From Niche Sites**

Niche sites can be a whole lot of fun. A "niche" is simply a topic people are interested in. As a marketer, you'll want to choose a topic, or niche, that a lot of people are interested in and are willing to spend money on. For instance, you could choose a particular area of golf, gardening, parenting, or even marketing.

Your niche site won't cover the entirety of the niche you target. You can't possibly cover every topic that has to do with parenting, can you? But, you can pretty easily create a site that's dedicated to organic container gardening, or gardening for those who live in an apartment. There are untold numbers of these little niches that have passionate people in them. The competition is lower for these very specific niches.

You're going to create a niche site around the niche you choose. Before you choose the niche, you're going to make sure there are enough people interested in it and that people are spending money in it. You're going to scope out the competition as well-- some competition is good, because that means others have determined that the niche is profitable. You don't want so much competition that your little niche site

flounders, of course... but you don't want it to be a ghost town, either... not if you want to make real money.

After you've chosen your niche, you're going to choose a domain name that makes sense. You want it to be a domain name that is applicable to the niche but that also stands out to people. Would they click on your domain name if they saw it in the search results? It should be interesting enough that they would want to.

After you've chosen your domain name and gotten your website set up, you are going to begin to write interesting articles related to the topic you have chosen. Some of your articles should be informative. You can also choose to review products related to your niche. The cool thing is that your website and the pages on your website can start to rank for search terms related to products and keywords in that niche.

Your goal is for your niche site to become a one-stop place for people of that niche to get all of the latest news, information, and reviews. You want them to come to like you as much as they enjoy your website. You are going to brand yourself as the go-to authority in this mini niche.

Of course, you can't just build a website and expect that people are going to be able to find it right away. It can take a little while for your niche site to take off and start to get traffic. Ideally, you will quickly start to rank in the search engines for keywords you have chosen. But it's more likely that the search engines won't notice your site until you have done a little marketing work for your site upfront.

You should also plan to create a Facebook page, Twitter account, and other social media accounts (like a Pinterest account, if applicable in your niche) to help spread the word about your website. You want to go wherever it is your audience goes online. As you become known in these places, you can link to your niche website so that its audience grows.

It's ideal for your niche website to be hosted on a blogging platform so you have more flexibility. Blogging platforms, like WordPress, make it easy for the audience to interact with you and each other, via comments. It also makes it easy for people to share your web pages on Facebook, Twitter, and more.

If you're confused or uncertain about how to market your website, take a look at what some of the top websites do in your niche. You'll definitely get some great clues as to how to make your site successful if you take a look at what has made other sites successful.

How are you going to make money? I've already mentioned that you can write reviews and put them on your website. These reviews can link to specific products, via your affiliate link. An affiliate link simply tracks your traffic and whether or not they go on to buy. If your traffic goes on to make a purchase, you get a cut of the sale.

Sites like eBay and Amazon host affiliate programs. There are an incredible number of affiliate programs out there – Linkshare.com and CJ.com are two additional examples. Simply search for “your niche affiliate program” and you're sure to find something.

Then, there is always the old standby of Google AdSense. Google AdSense is an easy way to earn, because you make money every time someone clicks on one of the ads. Still, depending on your strategy and what your website is like, you might make a lot less money with AdSense than you would if you joined an affiliate program, so keep that in mind. Play around with different monetization methods as you become more comfortable developing passive income with your niche website.

Remember that you are not just plugging products on your website. You really want to connect with your audience and provide a lot of value for them. If you do that, the money is sure to follow. Making money with niche websites is a slow and steady wins the race kind of thing. It's not going to happen overnight.

However, it is certainly not out of the question for a simple niche website to earn you hundreds of dollars or even thousands of dollars per month. You have to work at it, become an expert in niche site marketing, and really push through until you are successful. This is a viable business model that has worked as long as I've been online, though it is important to pay attention to specifically what works now when it comes to getting noticed by the people of your niche and the search engines.

In fact, one thing that works particularly well at this point in time is video marketing. Since Google owns Youtube, if you have a Youtube video linking back to your site, it will help jump start your traffic quickly. And one easy way to get a video created and uploaded automatically to Youtube is to use Google Hangouts.

Your video(s) could be simply your articles in the form of a few Powerpoint slides, with you narrating the text of the article.

Again, since Google owns both Google Hangouts (obviously) and Youtube, any time you use those services you're increasing your chances to rank well on the Google search engine.

### **Earning Passive Income with an Authority Blog**

This is essentially a twist on the niche site idea I covered in the previous section. However, this is a different business model in that it is more in depth, more involved, and less passive. It can also lead to dramatically more success over time.

In the previous model, I had you focus on a very specific niche within a niche. I recommended that you build a website and write some articles, giving people information and promoting specific products. But this time, you're going to focus on creating an authority blog.

Before we go any further, think about the blogs you visit every day. If you're a parent, then you may visit parenting blogs. If you're a marketer, then you may visit marketing blogs. If you're interested in social media, then you probably visit social media blogs. If you're interested in video games, then you probably visit video game blogs.

Whatever it is, consider what the blogs you visit most often have in common. I'll venture to guess that they have high quality content that you enjoy reading. They probably also allow for some reader participation in the form of comments, voting, and more. There's probably somewhat of a community feel there – a lot of other people are regulars at that blog as well. You've probably come to really enjoy the work of the blogger, or group of bloggers, on that site. When you want to know what's happening, you visit their blog first.

That is an authority blog. An authority blog is what people think of when they think of the very top blogs in a particular niche. These blogs have frequent content, a lot of visitors, and are really thought leaders in the niche. These blogs are not something people set up and pay attention to for a little while and then give up on... These are blogs that get some TLC every single day (or close to it).

It can be really invigorating to own one of these blogs yourself. It can also be very rewarding because of the income that comes in. You can write a blog post now that can earn for you five years from now, simply because your blog is a constant authority in the niche.

I have to reiterate that if you are thinking that “passive income” means that you never touch the project again, you’re certainly wrong in this case. With an authority blog, you’re going to need to blog consistently. You’re going to need to attend to the needs of your readers, be present on social media and elsewhere on the web, network with readers and other people in the niche, and so on. In many ways, running an authority blog can seem like a full-time job.

But the income that comes from it is passive in the way that something you write or do now could earn for you for years to come. Indeed, you can grow the income from an authority blog to massive levels. But this is not for the faint of heart – it’s something you really have to be dedicated to. For that reason, and more than ever before, you have to love the topic you choose.

If you have a topic in mind, go ahead and investigate the current authority blogs that are present in your niche. Take notes on what you think makes them successful. Take notes on what you think they do really well and what they don’t do so well. This can help you decide the specific angle you want to take with your own blog, or even if it’s worth doing at all.

These authority blogs can be more general than those little niche websites I was talking about in the previous section. However, they need to be broad enough that you can cover topics day after day without ever running out of things to talk about. Since this is an authority blog, you’ll take a longer-term view of what it means for it

to become successful. A little niche website might become successful much more quickly, but it won't pay off as much in the long run.

It's so important that you take a unique angle and that you stand apart from the crowd that is already out there. Choose a catchy name for your blog that you think will resonate with the people of that niche. Set up your blog and make sure you pay attention to its branding so that it, once again, stands out.

Then, I recommend you come up with a content schedule for the next several months. Many people start blogging but then stop because they haven't planned well enough in advance. Plan out what you going to write, and even consider getting a lot of the writing done up front. You'll be much more likely to stick with your blog and to see it through to success. You can schedule several blog posts to go out in advance so you don't have to worry about it every single day. You should, however, attend to reader comments every day.

How are you going to make money? You can monetize with Google AdSense, join affiliate programs, review products, post paid ads on your blog, and more. Really, the sky is the limit with an authority blog. You are going to provide a lot of value to the people of your niche. You are also going to have the opportunity to make a lot of money in a lot of different ways.

Since you are going to host an authority blog, I highly recommend you focus on building your list. You want to include opt in forms on your blog, along with squeeze pages that give something away for free to your audience, so you can build your list at every turn. Once you have a list, you really can choose your own income. You can create your own products to sell, promote affiliate products, and more.

If this business model appeals to you, I urge you to tackle it as you would a new job. It can seem like a job to build up an authority blog. But once you do, it really can earn for you on autopilot. An authority blog can earn you a lot of income and respect and open up a lot of opportunities. For instance, many bloggers go on to write books, take on speaking engagements, offer group and/or one-on-one coaching programs, and more.



## Earning Passive Income with List Building Funnels

Now, let's talk about one of the very best ways to build up passive income. Many successful marketers have said that if they were ever in a tight spot or had to start over from nothing, this is the method that they would start with. So, what is a list building funnel?

A list building funnel is when you set up a marketing funnel designed to get people to opt in to your list and go on to buy things from you. You'll set up opt in forms where people enter their name and email address, generally giving them something for free so they can't help but sign up. You'll then develop a relationship with them through your email list, recommend things that can help them, and earn a great income in the process.

It doesn't matter what you do in business, you really should be focusing on building a list. But, you really can look at it as its own complete business model. If you have a list of hundreds or thousands of people, you can set up an autoresponder to do the work for you. You can earn money, day and night, hardly lifting a finger after you set up the funnel in the first place. Now, let's go more in depth about this business model.

First, and as with anything you do online, you need to choose a niche. Maybe it's going to be Internet marketing, parenting, gardening, golfing, weight loss, or whatever it is. After you've chosen a broad niche, choose a very specific corner of that niche. This "corner" should be very active and very specific. People should be spending a lot of money in the niche but there shouldn't be an obscene amount of competition.

Then, you're going to set up a small website related to this niche. The goal of this website is to get people on your list. The main page of your website should be a squeeze page. You're going to write a free book or give something else away for free to entice people to sign up for your list (it has to be something they really want!).

On the other pages of this website, you can include helpful articles, each with an opt-in form or link to get people to sign up. You really want to make it enticing for people to sign up – so give them an offer they can't refuse...I can't say that enough.

You're going to have to drive traffic to this squeeze page and your opt-in forms. That means joining social media platforms like Facebook and Twitter and promoting yourself there. It means joining relevant forums on the web and becoming known as an authority in every possible way. From Facebook, Twitter, forums, and other spots on the web, you can link to your squeeze page – letting people know that they can get something really amazing for free.

You can also use other methods of marketing your squeeze page. You can use video marketing, paid ads (such as running Google Adwords or Facebook ads), article marketing, link building, and so much more. Just remember that the sole focus of your business at this point is to get people onto your list.

You'll get a lot more people to join your list if they know they are getting something amazing out of it that they would otherwise have to pay for. It's also ideal that you let people start to get to know you, whether it's on social media or right there on your squeeze page. They'll join your list to get the freebie, but they'll stick around because they want to get to know you and know you have their best interests at heart. That means you have to find ways to offer a lot of value to them and to be a personality they will want to get closer to.

Where do you get opt in forms and how do you design a squeeze page? GetResponse and aWeber will actually provide them for you these days. You can sign up with one of those services and they'll give you an easy way to set up a quick squeeze page. Or, you can use one of those services to generate opt-in form code you can paste right on your website or WordPress blog. The help documents of GetResponse and aWeber are fantastic, and both services have great reputations – just choose the one you think will work best for you and move forward with this plan.

The autoresponder company you've chosen will give you the opportunity to set up a list and then to include messages that will go out to that list at intervals you set ahead of time. You'll probably write an introduction message to go out first. This message is a way for people to get to know you.

Then, you'll schedule other automated messages. Some of these messages can be relationship building – helping people get to know you and inviting them to

communicate with you. Let people know that there is a real person at the other end of this. You can also schedule messages that inform people and really help them. You will, of course, want to schedule messages that promote products in addition to messages that are purely content-focused. Some of these messages can be a “soft sell” and others can be a “hard sell.”

You are no doubt on other people’s lists. Take a look at how they maintain their list. Do they send out messages via autoresponder or do they tend to broadcast their emails instead? Broadcast emails go out to every subscriber at the same time. Autoresponder emails go out depending on when someone signed up and what you set as the interval for your messages.

Do they mostly promote products or do they mostly provide out of this world value? I’m sure you’ll find that most marketers that you enjoy hearing from do a mixture.

That’s really all you have to do. You need four components here. You need a website where people can opt-in to join your list to get something amazing, for free. You need the amazing free thing that they’ll get. You need to drive traffic to this website or squeeze page. You need automated messages that will help build a relationship and delight your audience, while promoting products to them.

I have to mention that it might seem strange to include the words “automated messages” and “build a relationship.” Your informative emails absolutely will endear you to your reader. Keep them in mind and make sure you’re always providing quality and only recommending things that will really help them.

While this all works on autoresponder, remain open and available to your readers as well. Invite them to write you back. Let them keep up with you on social media. They should see that you are a real person. You should interact with them in any way you can because it helps you stay grounded and helps you become more successful because you’ll see exactly what the people of your niche need and want.

Set up these automated list building funnels and you can definitely be successful and have some fantastic passive income coming your way.

## Earning Passive Income with Kindle Books

Kindle marketing is a topic that excites a lot of people. I get excited about it because it's really appealing to be able to self-publish on a powerhouse platform like Amazon. Many people are interested in writing their own fiction books and Amazon is the perfect place to do that. Many others, even people who don't consider themselves to be writers, are interested in publishing nonfiction books because they know it will be profitable.

You can definitely earn passive income with Kindle books no matter what you'd like to write, but there are some things you should know first. You have to make sure you choose a topic that's popular. You might get lucky and choose a topic and will take off like crazy just by chance... But more often you should follow in the footsteps of what has already been successful.

I also want to mention that you can earn passively with Kindle even if you don't consider yourself to be a writer. You can certainly outsource to a ghostwriter, if needed. You just have to make sure you don't put up any content that has been used by others, such as PLR content. You must own full rights to the content.

Take a look at the different categories on Kindle that you might be interested in. Are the top books in those categories and subcategories selling well? Typically, a sales ranking of under 20,000 is best. The lower the number on Amazon, the better it is selling. You can find this number on the individual product pages on Amazon. If you see a book without a ranking number, that probably means it hasn't sold any copies in a while, or ever.

If you think the topic is selling pretty well, go ahead and develop your own ideas for your own book. Create an outline based on what people need and want to know based on that genre, topic, or niche.

After you've written your book, you need to format it for Kindle, optimize its title, cover, and description. Again, take a look at what the most popular authors are doing within your genre and make sure you are optimizing in the right way.

Then, you need to make sure you get people to review your book right on Amazon. It's difficult to get sales on Amazon if you don't have any reviews on your book. Ask people to give their honest review of your book (it can be friends, family, or whomever, as long as the reviews are honest and not paid for). Also, begin to market your book. If you have a list, mention it to your list. Consider your social media contacts, and so on. You can pay for Facebook ads for a decent price to really jumpstart things.

When you start to get some sales, Amazon's algorithms will kick in and you can really start to earn some money on autopilot. Of course, the best, most passive income actually comes after you've published several books. Each book acts as a funnel to your other books. The more books you have published on Kindle, the better. If you don't see success right away, keep pushing it, keep optimizing, and keep moving forward.

Kindle can be really fun and you certainly can earn a great income if you take the right steps and really dedicate yourself to the process. It's all about optimizing, getting reviews, doing what marketing you can, and continuing to publish.

## **Earning Passive Income with Info Products**

Info products are one of the best ways to earn passive income online. As an online marketer, you've no doubt purchased info products in the past – such as the one you're reading right now, but with a price tag attached. Now you can be on the other side of things. Info products are simply informative products that people usually purchase in a digital format. They might be ebooks, videos, audios, an online course, and so on.

If you want to become an information product marketer, you'll need to choose a niche. If you take a look at ClickBank.com, you'll get an enormous listing of many niches that are well-suited for info products. What do you feel yourself pulled toward? Take a look at the top Digital Products within the niche you are considering.

Do some digging into the info products that are already successful, along with investigating the marketers that are behind those info products. Figure out what you can and take notes so you can be successful.

Now, come up with some ideas for info products. You might want to start with a shorter info product (such as a 5,000 word book) at first. This can help you get your feet wet and help you become known in the niche before you attempt a more in-depth product.

Before you go any further, there are a couple of concepts I want you to latch onto. First, as an info product creator, you're going to want to get affiliates on your side. That means networking with other marketers in the niche. You're going to want to get to know the top marketers in your niche and show them that you have high quality products and know what you're talking about, so they will promote your product for you. You can list your info product on affiliate networks like [clickbank.com](http://clickbank.com), [JVZoo.com](http://JVZoo.com), and [warriorplus.com](http://warriorplus.com). Each of those sites makes it really easy for you to list your product and gather affiliates.

The other concept is that you don't want to just sell your info product once and be done with that customer. You want to get people on to your list. You want to collect the email address of every person who buys your book or product. That means signing up for an autoresponder company, such as GetResponse or aWeber. When you use something like [JVzoo.com](http://JVzoo.com) or [warriorplus.com](http://warriorplus.com), you can set it up so that each buyer automatically gets added to your email list. From there, you can promote additional products of yours and products you are promoting as an affiliate.

Just one more thing – you should really consider having a product to upsell your buyers to. Maybe create an offer for personal help, a slightly more advanced method, or something else that's presented to them after they buy the front end product – your initial info product. Offering upsells is slightly more advanced for you as an info product creator, so this may be something you want to hold off on until you are more comfortable.

How do you create a product? That's easy. You can use something as simple as Microsoft Word, Libre Office, Google Docs, or whatever word processing program

you prefer. Then, you can simply save your file as a PDF and use one of the easy product management and affiliate management platforms I mentioned above.

You will want to have a website where you can write a sales page that will entice people to buy your info products. Your sales page should be well written, so it does help to study the art of writing sales copy or hire someone to do it.

After you have your sales page up and running and your info product listed in a spot where affiliates can easily promote it, you can start to earn on autopilot. Make sure you pay attention to how the most successful info product creators in your niche conduct themselves and use the good ideas you find to boost your info product business.

It's a wonderful feeling to get sales while you were sleeping from a product that you created years ago. That can definitely happen for you once you start building your info product empire.

### **More Tips on Building Passive Income Streams**

There are certainly many more ways to build passive income streams. For instance, you can run ads on a system like Facebook, leading to a Facebook page you have created, and earn money right from your Facebook page. You can start affiliate marketing campaigns to dominate the search results for a particular product, dominate that product on social media, and so on. You can create videos that rank really highly for desired search terms that earn for you as an affiliate or as a product owner.

You can mix and match methods. Let's say you really want to dedicate yourself to earning passively from an info product you've created. You can create a Facebook page for that product, collecting "likes" organically and with paid ads. You can lead people from your Facebook page to your squeeze page so you can get them on your list. You can promote your own product to the people on your Facebook page as well as to the people on your list. You can grow your website into an authority, funneling people back to your Facebook page and on to your squeeze page. You can promote

products as an affiliate... as you can see, the possibilities with online marketing are absolutely endless.

Again, you really need to just choose one method for now and become an expert on it. In this book, I've given you an overview – enough to get you started. Now, you need to seek out an expert who is already succeeding with that particular passive income stream and study him or her. Focus all of your marketing energy on this one strategy for now.

As you study, start to put it into action, even if you're feeling unsure and unsteady right now. Put what you learned into practice and you'll know more than most of the people who have only read and learned for years. You truly only learn once you take action. Are you not sure how to set up an autoresponder list? You just have to muddle through it. Search for help on YouTube or look through the help pages of GetResponse or aWeber.

Are you not sure how to set up a website? Get your hosting company to help you. Or, use something like blogger.com or weebly.com while you're getting started. There are always ways to make this work. You can make this work whether you have a zero dollar budget and no technical knowledge or whether you have a lot of technical knowledge and huge budget. It doesn't matter who you are. If you're reading this right now, you absolutely can develop a passive income online.

Sometimes, you'll keep trying and trying and it just won't work. In very rare cases, you may need to set that particular income stream aside and work on something else for a while. It might be that you need some time away from it. But usually, it's a matter of pushing through.

After you have one potential passive income stream up and running, go ahead and choose the next one. Rinse and repeat. Don't let yourself get distracted – just push forward. Don't get caught up in checking your stats on the first passive income model... These often take a while to take hold. Just continue building up your second passive income stream.

What do you think you do next? You've got it – after you have numbers one and two set up, go ahead and start in on business model number three. Rinse and repeat. Set



up another list building funnel, write another Kindle book... do what you want, but only after you've completed each project.

After you have a few of these passive income streams set up, you may want to revisit the first one and tweak it to further success. Then, revisit the second one and tweak that one to success. Then revisit the third one, and so on. Has one of those passive income funnels really taken off? Dedicate some extra time to it. Is one a real dud? Let it simmer like it is – it might take off months from now, or it might never take off. That's okay—20% of your projects will be your highest earners (see: The 80/20 principle).

Just keep on building. What is your goal? How many potential passive income streams would you like to have up and running? 10 certainly isn't out of the question, depending on the business models you have chosen. Be realistic about the time it will take you to achieve whatever your goal is. Be realistic about what it means to have "passive" income.

Remember – some of these business models really do allow you to set it up and kind of forget it for a little while. But you always have to go back and tweak if you want that income to stay alive. I can't tell you how many people have set up passive income streams that seemed truly set it and forget it, and built it up to a full-time income, only to have it all swept away at once because they didn't tend to it. They didn't pay attention to new trends and what they needed to do here and there.

The great thing is that, for most of these, once you have them up and running you really don't have to spend that much time on them... You do have to check in and do some work on them. For ones like authority blogging, they do take more time, however the extra income can certainly be worth it. You can also start to outsource a lot of the tasks you would otherwise have to do yourself.

Remember not to stop climbing the mountain just because it seems hard (or even impossible) right now. That peak of the mountain might be just a few more steps ahead, but you're so worn out you can't see it. Keep climbing and you will be the one who develops a passive income online.

You need to take action, set goals, and develop a real plan for success. This was meant to get you started, and now it's up to you to grab hold of the inspiration you feel right now and to become a true Internet marketing success.

Do you want to be able to sit on the beach and earn a full-time income while you do it? Do you want to be able to get sick or take a few days away from the computer without worrying about money? Do you want to earn passively even if you take the whole day off to spend it with your kids? Then you need to get serious about developing passive income streams.

Now is your chance, so do it—I know you can!

## **Additional Resources**

If you enjoyed this report, I'd love to share some more with you. Maybe you're already signed up for them all, but if you received this report just by itself, you'll definitely want the rest (and more to come). Get them here:

<http://e1kad.com/d/dennis-becker-free-reports>

Also, I've written a few books that expand on this topic that you might be interested in:

Niche List Success System - <http://e1kad.com/d/nichelist>

The 30-day Productivity Plan -  
<http://e1kad.com/d/the-30-day-productivity-plan>

80/20 Power - <http://e1kad.com/d/8020-power>