

PASSIVE REVENUE SIMPLIFIED

5 SIMPLE STEPS FOR TURNING EVERY SALE INTO 3 TO 6 SALES
AND CREATING ONGOING, PASSIVE REVENUE



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Chapter 1: Introduction

How American Express quietly makes a small fortune with a simple form of licensing

Do you have an American Express account for your business? If you do, then every month you get an email with a subject line something like this:

“Bob, your exclusive business offers are inside”

It’s really a very quiet form of marketing called a Tollgate (which I’ll explain in a minute). Completely unobtrusive with no hard sell at all, the entire thing is positioned as being of additional service to you – which it truly is.

Now the first really smart thing Amex does should be obvious, but when I see other companies try this, they really don’t get it. What Amex does is make sure that all the offers are directly related to things you actually want.

That’s critical if you want to keep people engaged. Compare this to something like Groupon where you get bombarded with offers, most of which don’t hold any interest for you. So in short order, you learn to ignore Groupon.

That’s not the case with American Express. Instead, all offers are for products or services that you *actually want*. So this month, there’s a nice discount for a popular restaurant in my area, along with discounts for FedEx services, office supplies and a couple other things I use every month.

Now that is being of real service.

The second really smart thing Amex does is what I referred to a minute ago – they use a passive revenue strategy called a Tollgate to create these offers. You see, Amex doesn’t stock or deliver any of the products or services for these offers. Those are all provided by other companies that they partner with.

Amex is simply the “Tollgate” – a connector of customers who want certain items to vendors who sell those items. And Amex receives a “toll” in the form of a commission for every sale that’s made.

This means that Amex doesn’t take any orders, process any credit cards, deliver any goods or deal with customer service for these sales. That’s all done by the other vendors, which

means that Amex incurs no cost whatsoever. So all the “tolls” they collect from these offers are passive revenue – at a near-100% profit margin!

While I can’t say exactly how much Amex makes from these offers, I know it’s substantial because they’ve been sending out similar offers every month like clockwork for at least the past 10 years.

I also know how well it works because I regularly use a similar Tollgate in my own business and it’s increased my sales by 37% every month. And just like American Express, since I don’t do any of the order taking, credit card processing, product or service delivery, or customer service, nearly every penny I take in through this method is passive revenue at a 100% profit margin.

Plus, a member of my mastermind group who uses a more complete version of this Tollgate than mine, takes in \$800,000 per year in additional income – with almost no hands-on work whatsoever. And yes, you guessed it, it is all passive revenue at a near-100% profit margin.

Think about it. When you’re being of real service to your customers by offering them discounts on products and services they want, not only do you increase your sales, but you also generate a tremendous amount of goodwill that creates exceptional customer loyalty. And it’s even better when you structure it like I described so all you do is send out an email, then sit back and collect your passive revenue with no other work on your part.

What can you expect when you leverage the power of passive revenue to grow your own sales?

Now, obviously, you are not American Express and you don’t have the vast resources they do. But the good news is that you don’t need any of their size or resources to be able to generate an ongoing, steady flow of passive revenue.

For nearly 30 years, I’ve taught thousands of business owners how to substantially grow their sales by using Tollgates and other methods to generate consistent passive revenue. Many of these businesses actually make more through their passive revenue projects than they make with their main product or service.

And here’s the important point. None of these companies are anywhere near the size of American Express. And they don’t come close to having the resources and network of American Express.

Yet they can easily turn each sale they make into 3 to 6 sales – and convert a far greater number of prospects to paying customers – with the simple, 5-step passive revenue system you’re about to discover.

Consider just a small selection of the results members of my programs have produced. You'll see that some of them are well known, but just as many are complete beginners. But the one thing they all have in common was that the methods I'm about to share with you for generating passive revenue were completely new to them.

- **Roland Frasier made \$1.3 million in 6 weeks using one of my passive revenue strategies**
- Chris Haddad made \$8,000 from a small passive revenue project with just a 20-minute phone call – while flat on his back in bed, the first day after a major surgery
- **A passive revenue project I did for Frank Kern pulled an additional \$98,000 out of a near-dead list segment of 2,300 people he was about to delete**
- Andy Hussong credits my passive revenue strategies for playing a major role in building his business
- **Graham McGregor set up a small deal that paid him \$5,800 for just 2 hours of his time**
- Using a single strategy, Ramzi Bouchrit brokered import contracts to other exporters that produced multiple 7 to 8-figure transactions, paying him sizable commissions, all of which are passive revenue
- **When I recently spoke at War Room, Ryan Deiss told the audience that his first business was built using my passive revenue strategies and Digital Marketer *might not exist* without them**
- Peter Parks made \$828,000 profit on a single passive revenue project
- **Using one of my passive revenue strategies, Allen McKenna created a simple marketing campaign (no funnels, no paid ads, no Facebook nonsense), that in 7 days grew this client's paid subscriber base by 187% and monthly revenues by over 380%**
He made mid 5-figures immediately and eight months later, that same client and campaign is still paying him royalties
- Derek Gehl made \$1 million in the first week of using one of my strategies and a total of \$2.6 million

These are all results that anyone would be envious of, right?

But the news gets even better...

Now, the results all these folks got are fantastic. But there was one *major impediment*.

You see, with my earlier programs, because I covered as many as 19 different passive revenue strategies, the learning curve was quite steep. And while a few people racked up a major success on their first try, most had to test, fine tune, and re-test a number of times until they hit on the right strategies that worked best for their business.

Realizing that this level of complexity made things far more difficult than they had to be, I recently set to work to develop an altogether new passive revenue strategy. And I'm proud to say that the single new strategy I came up with is a true breakthrough that outperforms all the other passive revenue strategies I've created.

At the same time, it's the easier to implement than my previous passive revenue strategies. So easy, that you can use it to quickly add new 6 to 7-figure revenue streams to your business, even if you have no previous experience in generating passive revenue.

Now, that may sound like I'm promising the moon, but once you understand how this passive revenue strategy was developed and how it works, you'll immediately get it.

So let's start with how it was developed.

I'm a huge advocate of the **80/20 Principle** that states that 80% of the benefit you get from anything comes from just 20% of what you do. For example, if you test 10 different subject lines with the same email, 2 of those subject lines will dramatically outperform the other 8.

So you'll get 80% of the benefit from just those 2 subject lines. And what that means is that you can actually *gain more by subtracting*.

This led me to examine how effective all 19 of my passive revenue strategies had been over the past 10 years – both for me and for my clients and students. As with everything you do, just ONE of these passive revenue strategies turned out to massively outperform everything else.

Time after time, whether I was using it in my own business or implementing passive revenue projects for clients, this ONE strategy ran circles around everything else. And what I mean by that is that it was significantly easier to apply and much more profitable.

So what is it that makes this ONE passive revenue strategy massively outperform all others?

It's this: every business has many assets that can be made more profitable by using them to generate passive revenue. But there's one asset that produces substantially more passive revenue than all others. There's the 80/20 Principle again!

So it makes sense that this ONE passive revenue strategy uses only that ONE asset (which I'll show you in a minute), and ignores all the others. And here's what this means in the real world to you and me...

While all the other passive revenue strategies I've developed will work in some markets but not others, this ONE strategy works in *every market* – both consumer and business markets.

So the leverage you get is massive. All you need is a single passive revenue strategy to generate considerable new sales and profits for your business. That gives you tremendous ***time leverage***.

And you only need to apply it to one asset that every business already has. That gives you massive ***resource leverage***.

Add because this single passive revenue strategy works in every market, you also gain unlimited ***audience leverage***.

Plus, this single passive revenue strategy can do five things that no other passive revenue strategy can match...

- It's a fast and easy way to generate immediate, short-term sales – often increasing your monthly sales by 40% or more for the short time it's used
- It creates reliable, ongoing sales with a simple strategy that turns every sale you make into 3 to 6 sales
- It lets you automate your passive revenue projects, turning them into large, consistent streams of passive revenue
- You can repeatedly scale this over and over again
- All this is done with no cost and no risk on your part

Plus, all of what I've just listed, leverages the single most valuable asset your business *already has*. An asset you've invested considerable time and money to create and will now be able to capitalize on to its full capacity.

And as I mentioned above, since you've already created this powerful asset, you have no cost and no risk to fully capitalize on it.

I'll take you on a complete tour of all 5 steps in the **Passive Revenue Simplified** system in just a minute, including revealing exactly what this valuable asset is. But first, let's start with some important groundwork...

4 Core Principles of maximizing your passive revenue

As I mentioned, my simple 5-step system for generating substantial, ongoing passive revenue was created by identifying the ONE simplest, yet most profitable of all my previous passive revenue strategies.

And in order to use it as effectively and profitably as possible, there are four **Passive Revenue Core Principles** that you must understand.

Passive Revenue Core Principle #1 **Of all the assets your business has, ONE asset** **is far more valuable than all others**

Of all the assets your business has, there's ONE asset that stands head and shoulders over all other assets. ONE asset that no business can survive without. And the more a business has of this asset, the greater their sales will be.

So what is this ONE asset that's extraordinarily more valuable than all others?

Your company's email list

You may have heard the saying, "The money is in the list". And it's absolutely true. But there's even more to this.

A company without a list, or with just a small list, is always going to be struggling. Their sales will be low and their growth will be practically non-existent.

That's why there are so many courses, consultants and agencies that focus entirely on helping companies build their lists. Because list building is the most sought after marketing service.

Because of the immense value of your email list, it's the only asset you ever need to work with for multiplying your sales with passive revenue projects.

And it gets even better. Because the fact is, no business comes even close to fully capitalizing on all the sales embedded in its list. Including your business.

So *everything* we do we do is designed to capitalize on the tremendous reserve of passive revenue just sitting there waiting to be made.

Passive Revenue Core Principle #2 **No sale ever takes place in a vacuum**

This next principle goes hand-in-hand with the first principle. You see, when a customer buys a product or service, it's never an isolated sale that stands on its own. It's actually just one piece in the *complete process* of solving the customer's problem or achieving their goal.

There are many steps, both before and after they buy a product, that make up the full **Customer Success Journey** that's required for a customer to achieve their complete goal. And by mapping out their complete journey, you can identify and offer them the *exact products and services* that help them most at each step in that journey.

For example, let's say you decide to start a keto diet. Your first purchase would probably be a book explaining what the keto diet is, why it's beneficial, what foods you can eat and what foods to avoid.

But is that the end of your journey to success with the keto diet?

Of course not! It's just the beginning. So next, you'll probably buy...

- A keto cookbook
- Vitamins and supplements that are recommended for this diet
- A glucose testing device
- More books that go into greater detail about the keto diet
- A book on intermittent fasting (a very popular trend with keto dieters)
- A pressure cooker, which is a fast way of preparing foods without any loss of vitamins or nutrients
- Specially formulated keto foods and snacks

- New exercise equipment
- New exercise shoes
- New exercise clothes
- Group coaching with a keto certified nutritionist
- Individual coaching with a keto certified nutritionist
- And a lot more!

The list goes on and on!

Now, the important point to recognize here is that all these additional steps in the complete **Customer Success Journey** also kick in the minute someone buys *any product or service*.

Once you realize this, it becomes abundantly clear that any sale is never just a single sale. It's actually the start of a long chain of possible sales that are all based on helping your customers achieve their *complete goal*, not just one small part of that goal.

Passive Revenue Core Principle #3 The single most reliable indicator of what people will buy more of is their actual buying history

One of the most popular ways that many experts recommend for creating products is to ask your customers what they want and then create it. But if you've ever surveyed your customers and created a product based on the results, you know that it either sold poorly or failed completely.

So why does this happen? Especially when people are actually trying to help you when they respond to your survey?

There are three reasons...

FIRST – Many people don't necessarily know what they want. They know what *problem* they want to solve or what *goal* they want to achieve, but they don't know how to get there.

And they're actually looking for *guidance from you*. So they aren't a great source for helping you decide which products or services to create and sell.

SECOND – When you conduct surveys, many people tell you what they think you want to hear.

That's just human nature. They actually want to be helpful when they do this. But it means that a lot of your results are highly inaccurate.

THIRD – People rarely give you the full story. They leave out many details but think they're giving you a complete answer.

Just look at the list of products I gave you for the keto diet. There's just no way a survey would ever show you such rich and detailed results.

Because of these three factors, you end up making decisions based on *inaccurate information*. And that's why a product or service that looked so promising ends up falling flat on its face.

Now, with my approach to generating passive revenue, we use something completely different from asking your customers what they want. Instead of customers' opinions, which are always sketchy, we look at the *history of what these customers and others like them have already bought*.

This research fills in all the gaps, because what people have already bought is always completely accurate.

At the same time, keep in mind that on average, only about 5% of your subscribers are paying customers. So this newly revealed buying history is invaluable for making more sales to the 95% of people on your list who haven't bought anything yet.

Plus, the history of what other people just like your customers have bought gives you an even broader picture of what your customers will buy more of, even if they've already bought your main product. And when used properly, these factors combine to create a massive uptick in your sales and profits, all of which is passive revenue.

Passive Revenue Core Principle #4
The way you capitalize on customer buying behavior
is by using just ONE passive revenue strategy

So back to the list of keto products I gave you just a minute ago. When you look at it, one thing is glaringly obvious...

You can't possibly create and sell all these products and services on your own

But here's something even more important that few people realize...

You don't have to create any or all of those product and services to sell them to your subscribers!

All you have to do is set up agreements with the companies that have already created those products and services to sell them to your subscribers. And when you do this properly, you receive a 40% to 50% commission for every sale you make.

Plus, it gets even better...

When you offer your subscribers other companies' products and services, *the companies with the products you partner with do all the work*. They take all the orders, process all credit card payments, deliver the product or service, and provide all customer service.

Which means that the commissions from these sales that you receive are 100% profit. And because your partners do all the work, every penny of the commissions you receive is passive revenue.

Now the way you set up and structure these deals is by using a single passive revenue strategy. This ONE strategy places you in the middle as the connector between people who want a product or service (your subscribers) and the company who sells it.

And as the connector, you receive a sizable commission for every sale that's made.

A complete tour of all 5 steps of the Passive Revenue Simplified system

The single passive revenue strategy I've been referring to gives you the ability to quickly create a highly profitable flow of new sales by setting up deals with other companies to sell their products and services to your list. This gives you three powerful advantages.

The first advantage is pretty obvious. Offering your subscribers quality products and services that help them achieve their complete goal increases your sales and profits. And it doesn't require investing any time or money to develop those products and services.

The second advantage is that the profit margin on these sales is nearly 100%. That's because the partners you set up deals with take all the orders, do all the credit card processing, fulfill the orders, and provide all customer service. So the commissions you receive are pure profit – which means they are also pure passive revenue.

The third advantage is an enormous increase in customer loyalty. This occurs when you recommend a product or service that helps your subscribers take one step further in achieving their complete goal.

If you go back to the list of products and services a person might want once they decide to try the keto diet, there's a huge problem for all of them. Because when you decide to buy any product or service and search for it online, you get *tens of thousands of results*.

Try doing a Google search on "keto diet books" in quotation marks to limit the number of results you get. When I just did this search, it returned 316,000 results!

When faced with that many results, your subscriber's eyes glaze over. Because it's nearly impossible to figure out which books are good and which are junk.

So when you recommend a great book on the keto diet, it eliminates all the frustration and confusion your customer is faced with. And this results in an increased level of appreciation and customer loyalty.

So with these advantages in mind, let's take a look at the complete **Passive Revenue Simplified** system. There are just five steps to the entire system, which makes it easy for anyone to start creating lucrative passive revenue projects right away.

Here's a quick overview of all 5 steps. Then I'll take you through each step in more detail.

Step 1: Use a "sideways survey" to determine exactly what your customers are actually buying – both your products and the products and services of other companies

Step 2: Set up passive revenue projects to sell more of the products you don't offer to your list

Step 3: Use your passive revenue projects to make immediate short-term sales to your list

Step 4: Use your passive revenue projects to make ongoing long-term sales to your list

Step 5: Automate the process to generate large streams of continual passive revenue

That's the entire system. And as simple as it is, these five steps can produce an enormous increase in your sales and profits. So let's take a look at the details of how you accomplish that with each of these five steps.

Passive Revenue Simplified – Step 1
**Use a “sideways survey” to determine exactly what your
customers are actually buying – both your products
and the products and services of other companies**

Remember, whenever a customer buys any product or service, there’s always a long list of other, complimentary products and services they will eagerly buy. That’s because the complete **Customer Success Journey** can’t be fully achieved with just a single product.

So it’s your job to understand specifically which products and services your customers want most in order to fully achieve their goal. But remember too, that conventional surveys don’t work very well for this. They are one-dimensional and prone to biased answers.

That’s why so many products that are developed based on asking your customers what they want, turn out to be total flops. And that’s also why we use a very different tool for this critical research.

The tool you’ll be using is an instrument I developed called the **Sideways Survey**. Instead of asking your customers what they want, it’s designed to measure what your subscribers are actually buying.

The actual history of what people have recently bought is always a far more accurate identifier of what people will buy more of, rather than what people tell you in conventional surveys.

Nothing else even comes close.

Unlike conventional surveys that get predictable, bland answers, the **Sideways Survey** doesn’t ask people what they want or what they think of a list of options presented to them.

Instead, it uses *just two questions*. Both questions are written in a social media style. These mimic a common style of questions you see on social media every day.

Because they feel so friendly and familiar, the **Sideways Survey** questions generate high engagement and maximize the number of responses you get. Most importantly, they reveal the *exact products and services* your customers and subscribers are buying right now.

With the results you get from these questions, you’ll know exactly what to offer your subscribers to ramp your sales up to the next level.

Creating your Sideways Survey questions

So what exactly does a set of **Sideways Survey** questions look like? It depends on what your product or service is and what goal it helps your customers achieve.

I'll show you exactly how to create the perfect survey questions for your market in **Chapter 2** of this program. But for now, here's an example that will give you a deeper understanding of how they're structured – and more importantly, why they produce such accurate results.

These are two questions I developed for a client of mine who sells software for creating graphics to the business market.

Sideways Survey Question 1: What other software besides graphics helps you most with your business?

Sideways Survey Question 2: What else do you use to create better graphics?

There are two important points to understand about how these questions are structured.

FIRST – They don't ask people what they think they would buy. Both questions specifically generate answers about *what people have already bought*.

SECOND – They're posed in a natural, "social media" manner. You'll frequently see questions posted on social media that ask, "What's the best graphics package that's easy to use?" Or, "What's the best graphics package for my staff other than Adobe products?"

These kinds of questions always trigger a lot of answers, opinions and engagement. And that's exactly what you're looking for.

With the answers to these questions, you can begin to clearly see the various points on your **Customer's Success Journey**. And you'll develop a much clearer understanding of exactly what to offer your subscribers to help them fully achieve their goal.

One last point. I rarely ask more than two questions in a **Sideways Survey**. First, you don't want people to rush through their answers. So give them room to think before they answer.

Second, you don't want to take too much of your subscriber's time. People are always happy to answer a couple of questions, but if you give them a list of 10 or more questions, a high percentage of your subscribers will bail on you.

Passive Revenue Simplified – Step 2

Set up passive revenue projects to sell more of the products you don't offer to your list

Executing your deals to sell more of the products and services your subscribers want, but you don't create is much easier than you might think. All you have to do is contact the companies that create those products and services and establish deals to sell them.

In exchange for selling a product or service to your subscribers, your agreement will state that you receive a specific commission on a set schedule. And by using the process I'll share with you, your commissions will be in the 40% to 50% range, as opposed to the typical 10% to 20% that most companies offer as an affiliate commission.

So this raises the obvious question – how does this type of partnership differ from affiliate deals and why would companies pay you a much higher commission than they normally pay affiliates?

Well, I'm glad you asked :-).

The main reason is that smart companies recognize that most affiliates generate just a few sales and then move on to some other product or service. Plus, the majority of affiliates generate a much higher level of returns and refunds than a company normally experiences with its own sales.

So it isn't worth a company's time and effort to pay much more than 10% or so to affiliates. But the way our deals are structured, it's always in a company's best interest to pay you a much more generous commission – usually in the 40% to 50% range.

Your strategic partnership Approach Email

The key to getting the best terms possible and establishing a high-quality strategic partnership is the Approach Email that we use. It clearly demonstrates that you will be a high-quality, long-term partner who will deliver hundreds of sales with no effort on your partner's part.

This is obviously a very attractive benefit. And one that no affiliate can ever offer.

Creating your Approach Emails is covered in **Chapter 3** of this program, but this invitation essentially says:

We have a quality list of subscribers and a product that's complimentary to yours and would like to sell your product to the people on our list. Are you interested?

Let me tell you, it's rare that anyone ever turns this down. Because what you're really saying is, "I want to generate a lot of new sales for you without you doing very much. I want to send you free money".

This message rarely fails to get the results you want. It gets you an immediate agreement at commission rates of 40% to 50%.

Passive Revenue Simplified – Step 3 **Use your passive revenue projects to make immediate short-term sales to your list**

One of the key goals of this program is to have you generating a substantial number of new sales, profits and passive revenue in as little as 7 to 10 days. In order to achieve this, you'll be using a series of "quick hit" offer emails to produce immediate sales.

Because you can do your initial research in just 1 to 3 days, set up your initial passive revenue projects in another 2 to 3 days, and then send out these "quick hit" offer emails, you can easily achieve this goal of increasing your monthly sales by as much as 40% within the first 7 to 10 days of completing this material.

That's because you don't have to wait to have all your potential passive revenue projects in place to begin making sales. You can start as soon as you have just a couple of partnership agreements in place.

As you conduct your research the way I've shown you in Step 1, pay particular attention to specific products, services, or themes that are the most popular. These are the high-value products or services you want to start with.

So once you have just one or two passive revenue projects in place for these high-value products or services, you can start offering them to your list right away. And start collecting additional sales and passive revenue immediately that you wouldn't see without this unique approach to growing your sales.

Plus, these "quick hit" emails can be used multiple times every year. So they keep producing new sales and passive revenue like clockwork.

The emails I'll show you how to create for these "quick hit" offers work extremely well for two reasons.

FIRST – they are offering other products and services your subscribers need to achieve their complete goal. Because these products and services are completely aligned with what your subscribers want to achieve, you can make a substantial number of sales quickly.

SECOND – with the unique structure of these emails, the majority of the copy they use is the copy your partners have already created and use to sell their product or service. So all you have to do is paste that copy into the "quick hit" email templates in the places I show you and you're ready to go in just 10 to 15 minutes.

Creating your "quick hit" emails will be covered in detail in **Chapter 4** of this program.

Passive Revenue Simplified – Step 4 **Use your passive revenue projects to make ongoing long-term sales to your list**

Let's revisit the example I gave you at the beginning of this Chapter on how American Express makes considerable sales with a simple form of licensing.

If you have an American Express business credit card, then once every quarter you receive an email with a subject line something like, "Helpful resources for your business"

These emails feature multiple products from other companies. And Amex receives a commission on every sale that's made.

Sound familiar?

The **Passive Revenue Simplified** emails we use to sell more products and services to your list every month have a similar goal. But they are very different in structure and content.

American Express is basically shooting in the dark, trying to guess which products and services you might like. But with the **Passive Revenue Simplified** process, you use actual subscriber buying history to tightly target the *exact products and services* your subscribers want.

This means that the content of your emails can directly address the value of each product or service offered, rather than just throwing out a number of general product offers and hoping some produce orders.

Also, our schedule is very different. By mixing “content style” emails with “direct offer” style emails – and including short, non-salesy promotions in your standard emails – you gain multiple opportunities *every month* to make more and more sales.

The combination of these components results in the highest possible “take rate” to your offers. And it’s this process that’s been responsible for many of my clients making more money from offering other companies’ products and services to their subscribers than they make from their main business.

In **Chapter 5**, we’ll cover all the emails you’ll be using, the best schedule for making your offers, and putting together a simple, reliable system to ramp up your sales to the highest level possible.

Passive Revenue Simplified – Step 5 **Automate the process to generate large streams of continual passive revenue**

As with everything we do in **Passive Revenue Simplified**, creating continuous, large streams of passive revenue is specifically designed to be easy to do.

The first step in creating ongoing, passive sales is to place a “Resource Center” tab on your web site. The Resource Center lists every product and service you offer to help your subscribers achieve their complete goal. And the majority of those are products and services from other companies, all of which pay you a sizable commission.

Doing this generates additional sales with no effort in two ways.

FIRST – you can direct your subscribers to this page to generate sales. One way to do this is to include a link in the P.S. of every email you send out. The topic of the email doesn’t even have to be related to the products or services listed in your Resource Center.

All it takes is a short P.S. that says something like:

*To see a list of the best products and services for achieving all your keto goals,
be sure to check out our Resource Center at (your url).*

Some of my clients generate 20% more sales every year with this simple technique alone. Those sales are all hands-off. And all the proceeds are passive revenue.

So it’s well worth the minimal effort it takes to set up this automated process.

SECOND – Another way that sales are made is that your Resource Center is available to your subscribers and new prospects every time they visit your web site, resulting in additional, passive sales.

Now, sales from these visits to your site won't become your main source of revenue. But if you can bring in 50 to 100 extra sales every month, that's passive revenue you generated at no cost with this simple strategy. All automated, so it occurs with no work on your part.

And don't forget – for every sale made through your Resource Center, you receive a direct payment on sales of your own products and a commission on every product and service of other companies.

Now, there are a lot more details on exactly how to set up, automate and promote your Resource Center. And we'll cover all of this in **Chapter 6** of this program.

Two important, closing points

You now have a solid foundation in how my **Passive Revenue Simplified** system works. And to close out this Chapter, I want to leave you with two important points.

POINT 1 – It's important to recognize that we're using three variations of ONE passive revenue strategy to maximize the value of your most valuable business asset – your subscriber list. With this one strategy alone, you can:

- Make immediate short-term sales
- Produce ongoing, long-term sales
- Automatically generate large streams of continual passive revenue

By doing these three things, you can turn every sale you make into 3 to 6 sales and create rock-solid customer loyalty while you're at it. And the value of these additional sales can be substantial. As I've mentioned before, some of my clients actually make more from these kind of sales than they make from their main business.

POINT 2 – While all of this may sound a bit complicated right now, as you'll see when you go through the material, throughout the entire program I've used the 80/20 method of "addition by subtraction" to keep everything simple, easy to learn and easy to implement.

So you can easily master everything you need to generate 5 and 6-figure streams of passive revenue for your business with these simple strategies. And you'll be able to accomplish this in the shortest time possible, all with no cost and no risk.

Chapter 2: The Sideways Survey

Identifying the products and services your customers want most

There are three steps in the complete process for identifying the products and services your customers want most – and then finding great partners who already create those products and services so you can offer them to your list. These are:

Step 1 – Determine which products and services your subscribers are already buying

Step 2 – Set up partnership deals with companies that create those products and services

Step 3 – Get those companies to sign a Partnership Agreement

We use a number of tools to accomplish these three steps, all of which are easy to understand and apply.

In this Chapter, I'll show you a simple, innovative technique for identifying exactly which products and services your customers want most.

Step 1 – Determine which products and services your subscribers are already buying

In order to be as successful as possible in selling other companies' products and services to your subscribers, the first thing you must do is clearly identify which products and services those subscribers are *already buying*.

Remember, the most accurate predictor of what people will buy more of, is what people like them have already bought. And since these are the products and services of other companies, the majority of your subscribers have not yet bought these products, so they will sell well to your list.

In order to identify as many of these products and services as possible, we use two tools: the **Customer Success Roadmap** and the **Sideways Survey**.

Identifying high-value products and services using the Customer Success Roadmap

The **Customer Success Roadmap** is an informal tool used to identify the first level of products and services your subscribers already buy. Here's how it works.

The **Customer Success Roadmap** recognizes that any time a customer buys a product or service, that purchase *does not* achieve their complete goal. The fact is that there are many steps needed for your customer to achieve their complete goal. And all of these steps can be “mapped” into a logical order that makes up the **Customer Success Roadmap**.

Most importantly, once you realize that a **Customer Success Roadmap** exists for any product or service and you map it out, you now gain multiple “points of entry” to sell far more products and services to your subscribers.

In fact, some of your subscribers may never buy your main product, but they will buy other products or services from you that are on their **Roadmap**. This gives you the ability to multiply your sales many times over.

Plus, some of your subscribers who buy other companies’ products and services from you will then be more open to looking at your own product again. And some will then buy your main product, resulting in even more paying customers.

If you need to refresh your memory on how the **Customer Success Roadmap** works, think again of the example I gave you of what happens when someone begins a keto diet.

The first thing they usually do is buy a book on the diet, describing how the keto diet works, what you can eat and what you can’t eat.

But that’s just the starting point toward achieving their *complete goal*. And the road to that goal has many steps.

Some of these steps include buying: a keto cookbook... strips or devices that measure the ketones you’re producing to make sure you’re in the proper range of ketosis... supplements that support the diet... exercise programs... exercise equipment... exercise shoes and clothes... new clothes as the weight begins to drop off... meditation and relaxation apps... and many other items.

Make a list of all the products and services your subscribers are likely to buy in order to achieve their complete goal

With the wealth of experience you have in your market, you should be able to create a list of many high-value products and services your subscribers are likely to buy in addition to your own product.

All you have to do is create a list of all the products and services you can think of that help your subscribers achieve their complete goal. These should include products that relate directly

to your product – like a keto cookbook. And products that are related indirectly, but are very popular with your subscribers – like a meditation app.

Keep going, adding to the list until you’ve listed every product or service you’re confident your subscribers would be interested in. Once you’ve completed your list, you have a great start on laying out your **Customer Success Roadmap**.

Use the “Sideways Survey” to determine exactly what your customers are actually buying

The second part of this task is to find out from your subscribers the exact products and services they want most in order to fully achieve their goal. But remember, conventional surveys don’t work very well for this. They are one-dimensional and prone to biased answers.

That’s why so many products that are developed based on asking your customers what they want, turn out to be total flops. And that’s also why we use a very different tool for this critical research.

The tool you’ll be using is an instrument I developed called the **Sideways Survey**. Instead of asking your subscribers what they want, it’s designed to measure what they are actually buying.

The actual history of what people have recently bought is always a far more accurate identifier of what people will buy more of, rather than what people tell you in conventional surveys. Nothing else even comes close.

Unlike conventional surveys that get predictable, bland answers, the **Sideways Survey** doesn’t ask people what they want or what they think of a list of options presented to them. Instead, it uses *just two questions*.

Both questions are written in a social media style. These mimic a common style of questions you see on social media every day.

Because they feel so friendly and familiar, the **Sideways Survey** questions generate a high level of engagement and maximize the number of responses you get. Most importantly, they reveal the *exact products and services* your subscribers are buying right now.

With the results you get from these questions, you’ll know exactly what to offer your subscribers to ramp your sales up to the next level.

Creating your Sideways Survey questions

So what exactly does a set of **Sideways Survey** questions and the email you place them in look like? I'll give you an actual example here that I created and use with many of my clients.

In the example below, I've changed the questions to conform to our example of products and services related to the keto diet, which will make it easier to follow. But other than that, this is the actual email I've used with dozens of clients.

These questions and the entire email in this example can easily be modeled for your initial **Sideways Surveys**. Then, as you get more experience, you can start crafting others of your own. Just keep in mind that the goal is to identify exactly what your subscribers are already buying and you can't go wrong.

Here's the complete email:

***** **Sideways Survey – Start** *****

Subject line: Short survey – 2 questions only

Hey...

I've got a quick, 2-question survey for you that's a bit different from the kind of surveys you're used to seeing.

You see, I want to find out what topics are most important to you as use the keto diet to shed pounds and feel great. This way, I can tailor the content I create and decide which experts to interview based on what you want the most help with.

And here's why I say my approach is a bit different. Most people would take you to a survey form that lists a number of topics and have you check the ones you're most interested in. Things like supplements, ketone monitors, cookbooks, etc.

But here's the thing... while that approach is OK, it can easily miss many of the things you're most interested in. So my survey is a bit different and designed to truly reveal what you want to learn more about.

So here are my two simple questions:

Question 1: What are the keto products you've bought in the past 6 months?

Question 2: What other products like exercise equipment, supplements,

workout clothes, and other things that help you reach your goal have you bought in the past 6 months?

Please reply to this email with your answers. Then I'll dig deep and start creating content and interviewing experts on the topics that are most important to you.

Thanks!

Your name

***** Sideways Survey – End *****

The most important component of your Sideways Survey

At the risk of repeating myself, the single most critical component of your **Sideways Survey** is the questions that you ask. Because these questions are what identify exactly what your subscribers are already buying.

So let's take a deeper look at how these two questions are structured. And more importantly, why they produce such accurate results.

Question 1: What are the keto products you've bought in the past 6 months?

Question 2: What other products like exercise equipment, supplements, workout clothes, and other things that help you reach your goal have you bought in the past 6 months?

There are a number of important points about how these questions are structured. First, they don't ask people what they think they would buy. Both questions specifically generate answers about *what people have already bought*.

Second, they're posed in a natural, "social media" manner. You'll frequently see questions posted on social media that ask, "What's the best keto foods to eat for breakfast?" Or, "What exercise program works best when you're on the keto diet?"

These kind of questions always generate a lot of engagement, answers and opinions. And that's exactly what you're looking for.

Also, I rarely ask more than two questions in a **Sideways Survey**. First, you don't want people to rush through their answers. So give them room to think before they answer.

Second, you don't want to take too much of your subscribers' time. People are always happy to answer a couple of questions, but if you give them a list of 5, 10 or more questions, a high percentage of subscribers will bail on you.

Compiling the answers to your Sideways Survey

Now, in case you're wondering if it takes longer to compile the answers you receive by email than it does using a survey form, the answer is yes, it does take longer. But it's well worth the extra time to be able to get such a detail-rich picture of your **Customer's Success Journey**.

With survey software, the software does most of the compiling of answers for you. The problem is that the answers must be static and one-dimensional for software to compile it accurately.

So that leaves us with two options – compile the answers manually, such as using a Word document or enter the answers into a spread sheet. Of these two options, I greatly favor a simple Word document.

With a Word document, in addition to collecting answers and counts, you can also keep track of important comments. For example, if you're surveying graphics software that your subscribers have recently bought, the answers will often include comments raving about a particular software package.

When you can track comments like these, it give you the ability to identify items that have strong favorability and loyalty. When this occurs multiple times for a specific product or service, you know that it's a good item to feature in your first promotions. And using a simple Word document gives you the ability to make note of these important occurrences.

Your goal when compiling your answers is simple. Look for those products and services that get the most mentions, giving extra weight to those that are accompanied by great comments. Arrange those products and services by count, with those getting the highest counts at the top and working down, and you have a list of products and services you can't go wrong with.

I recommend building a list of 10 to 20 products and services that many of your subscribers have already bought. Those will keep the sales coming in month after month!

So this method of hand-compiling your answers obviously takes more time than automated compiling. But nothing else can match it in producing a highly productive list of products and services to offer your subscribers.

The bottom line is this – you’ll be glad you put in the extra time up front once you see how this deeper level of detailed information easily results in a reliable, consistent stream of passive revenue.

That’s all there is to it! In the next Chapter, I’ll show you how to contact and set up your partnership deals with the companies that create the most popular products and services your subscribers want.

Chapter 3: Set Up Your Partnership Deals

Setting up your partnership deals with the companies that create the most popular products and services your subscribers want

Now it's time to approach the companies that are on the list you've created and invite them to sell their product or service to your subscribers and customers. There are two parts to this process:

- Find the name and email address of the proper person to contact
- Write and send your invitation

Of the two parts, the first is the most difficult as people no longer post their email addresses online due to all the spam it would attract. At the same time, they do want to sell their products, so the information is available with just a bit of digging.

Using the methods I'm about to describe, you can find everything you need 95% of the time. And most of this can be done in just a few minutes or so.

First things first – finding the right person to contact

There are two methods that work really well for finding the right person to contact. Both are easy to use.

The first method is to visit the company's web site and look at their "About Us" page. This page will frequently list the company executives. The person you're looking for is the owner, marketing manager, or head of partner sales.

Those people should be listed by name. And the listing will often include an email address.

The second method is to go to the company's LinkedIn page. Most of the time, this will get you a list of all the company's executives, usually including their email address. Again, you're looking for the owner, marketing manager or head of partner sales.

If these methods fail, this next method works nearly every time. Simply call the company and ask for the name of the person in charge of partner sales. Once you're given the name, which should be 100% of the time, you can then ask for their email address.

When asking for their email address, be sure to make your request this way, "Thanks. I have some information I'd like to send to Ms. Jackson. Could you give me her email address?"

As I mentioned, this will nearly always get you the person's email address. But instead of getting their email address, you may be directed to use the company's Contact form. Don't use that!

Submitting your request through a Contact form rarely gets your request to the right person. Many companies don't even check the results submitted through their Contact form. And even those that do have an untrained assistant check and route the messages, resulting in many of these messages being sent to the wrong person – or worse, not sent at all.

Here's what to do instead...

Creative ways to find the correct email address of the person you want to contact

This is the point where a bit more detective work is required. Now, many times you'll get the contact person's direct email address by using the techniques I just showed you. If that's the case, you're good to go. If not, here's what to do next.

Ideally, we're looking for the full, correct email address of the person we want to contact. But you won't always find that. However, you can often figure it out from the standard format used by most companies. Standard formats tend to look like this:

Sue.Smith@ABCBabyDiapers.com

SueSmith@ABCBabyDiapers.com

SSmith@ABCBabyDiapers.com

The key here is that you're looking for a standardized format, because most companies use a single standardized format for the sake of consistency.

So how do you find the standardized format for email addresses that a company uses? There are two excellent sources.

The first place to look is the "News" page on a company's web site. Go to that page and look for the PR person's email address which is often listed. If there's no email address listed for the PR person, start browsing through the press releases posted on this page.

Nearly always, you'll find the PR person's email address in a press release – plus, you can often find other company executives email addresses listed in their press releases. The purpose

of a press release is to get the media to contact someone at the company, so listing an email address is almost always included in a press release.

If neither of these methods work, do a Google search on a phrase such as “ABC Baby Diapers annual revenue”. This search phrase will return business results and eliminate most or all results that you’d normally get of web sites that sell ABC Baby Diapers, but aren’t the actual company.

Look through the results and try to find the name and email address of any executive at the company. Financial reports nearly always carry this information.

IMPORTANT: Remember, the goal in these steps I’ve just described is to find the *standardized email format* a company uses. So for our purpose here, any email address that you find will work.

Using the standardized email format to calculate the correct email address of the person you want to contact

Once you’ve found the standardized email format that a company uses, figuring out the correct email address for the person you want to contact should be easy. Here’s how it’s done. Let’s say the person you want to contact is Sue Smith and the email address you found is:

Joe.Jones@ABCBabyDiapers

In this case, it’s highly likely that Sue Smith’s email address will be:

Sue.Smith@ABCBabyDiapers

For now, this is all we need to move on to the next step. While there is a possibility that the email address you create using this standardized email format is incorrect, we don’t need to worry about that now. If it turns out to be the case that this standardized format address is incorrect, I’ll show you how to handle that later – and how it leads to getting the correct email address 99% of the time!

Write and send your invitation

Now it’s time to write and send the email you’ll use to invite the companies on the list you’ve created to sell their product or service to your subscribers. All it takes is a very simple message, built around a statement like this...

At Acme Widgets, we have approximately 30,000 people on our list. These are all people who have bought or shown a serious interest in buying widgets. I'd like to sell your widget fasteners to these folks. Are you interested?

What do you think the answer is going to be? Essentially, what you're offering a potential partner is *free sales*.

Quite frankly, you'll never find an easier way to close a deal!

When sending out your invitation email, keep it short. Start with a short paragraph introducing yourself and telling your prospective partner what your position is in your company.

Follow that with the paragraph I gave you above. Add in one more paragraph telling your prospect how to contact you, giving them your direct email address and direct phone number, and you're done!

Avoid any hype or sales language. That's because this is a personal communication between you and another person at a company who you would like to do business with.

Think about when you send an email to a friend. As a personal communication, you wouldn't think of blasting your friend with a hype filled sales message. And if the email invitation you're using to invite partners to work with you has even a hint of sales hype, your agreement rate will drop like a heavy stone to the bottom of a pond.

How many invitations you should email at one time?

Even though you've built a list of 10, 20 or more prospective partners, I recommend that you send 3 to 5 invitations at a time. That's because this invitation produces exceptional results – as high as a 90% agreement rate from the partners you approach. So you don't want to send too many invitations or you could actually end up with more responses than you can handle.

Start by picking the top 3 to 5 products that would sell best to your list. Then send your invitation to the right person from those companies. If you weren't able to find their exact email address using the process I showed you earlier, use their standardized format email address.

The best days to send your emails

The best days to send your emails are Monday, Tuesday, Wednesday and Thursday. Since you're emailing people at their job, it makes no sense to send them email on Saturday or Sunday because they probably won't be at work.

People in business check their business emails regularly. So the first four days of the work week are equally good. However, I strongly recommend against sending your emails on Friday.

Friday is often spent hurrying to catch up with things that need to be completed in order to take the weekend off, so your prospective partners have other things on their mind. Also, many people leave early on Friday and are somewhat distracted thinking about getting away.

Plus, even if your email gets opened by the right person on a Friday, they'll probably make a mental note to contact you the following week. The problem with mental notes, though, is that they are easy to forget.

For all these reasons, plan to send your email on a Monday, Tuesday, Wednesday, or Thursday.

What to do if any of your emails bounce

If you recall from an earlier step, if you weren't able to verify the person's actual email address, I advised you to use the standardized format email address for that person. Now, sometimes a standardized email address will bounce, which means you'll receive a message that the email couldn't be delivered because this is an invalid address.

Fortunately, that's not a serious problem and there is a simple remedy that works 99% of the time.

To review, let's say your contact's name is Sue Smith. You weren't able to find her exact email address, but you were able to find another email address for someone else at that company with the format:

Joe.Jones@ABCBabyDiapers.com

In this case, using the standardized format of firstname.lastname@Company.com it's highly likely that Sue Smith's email address will be:

Sue.Smith@ABCBabyDiapers.com

But you've sent your invitation to this email address and it bounced, indicating that it's an invalid address. Don't worry – here's how to use this information to your advantage and get the exact email address for the person you want to contact.

You simply call the company to verify the email address.

Now, here's the interesting point. As you've already seen, many companies will be reluctant to give you an email address outright. On the other hand, they will nearly always *verify an email address* that is mostly accurate.

Here's how the scenario plays out. When you call the company, your call will be answered by a receptionist. All you do is say,

"This is (your full name) and I've been trying to reach Sue Smith but have run into a problem. The email address I have for her is Sue.Smith@ABCBabyDiapers.com, but I received an error message when I sent her an email. Can you confirm that address for me?"

Now, you already know that it isn't the correct address because the email bounced. However, you aren't coming across like a cold call and asking, "Who is in charge of partner sales and what is their email address?" because that will rarely get you the results you want.

What you have working in your behalf is the person's name plus an email address that's in a format the receptionist recognizes. So most often the receptionist will answer, "I see the problem. Sue's correct address is SSmith@ABCBabyDiapers.com".

With that, you have the correct email address you need! Then you re-send your email invitation using this correct address, confident that it will now be delivered.

What to do if you don't receive a response to your invitation

I rarely send reminders to people I've sent my invitation to. That's because unlike other offers or invitations, people respond very quickly to this invitation. So rather than send follow-ups, I prefer to send invitations to 3 to 5 new prospects a week or two after I've sent a batch of invitations.

If you do want to send a follow up email, I recommend that you wait one week, then send an email that looks like this:

Subject: Following up

I sent you the email below about a week ago requesting permission to sell (product name) to our subscriber list. Please let me know if you're interested.

Regards,

Your name

Full contact information

>>> Then paste in the original email here

That's how simple your follow-up is. But again, your success rate should be so high with your initial email, that you may not even want to send follow-ups to those people who don't respond.

Structuring the deal with your strategic partners

Structuring the deals with your strategic partners is fairly easy. There are just a few points to be aware of and none of them are difficult or should create serious obstacles.

You can find a standard reseller's partnership agreement form by doing a search on Google. I strongly recommend that you make sure any agreement you download was written by an attorney.

Usually, this means you'll need to pay a fee for the agreement. But the fees are very reasonable.

However, if you choose to download a free agreement, be sure to have your attorney review and approve it before you use it. This can save you from many problems in the future.

In this Chapter, I'm going to cover the critical points you should be sure are included in your licensing agreement. However, there are two important points to keep in mind as I do this.

FIRST – I am not an attorney and I am not giving you legal advice. So if you use the recommendations I make here, they should be carefully reviewed by your attorney.

Also, the laws pertaining to legal agreements can vary from state to state, and there are certainly many differences between the laws of different countries. So it's just sound business to have your own business attorney fully review any partnership agreement before using it in your own business.

SECOND – In many cases, you won't be using your own agreement form. You'll use your partner's agreement form instead. That's because companies who have multiple strategic partners don't have the time to be bothered reviewing and approving outside agreements every time they strike a deal. It's far more efficient for them to use their own standardized agreement form.

So if your partner prefers to use their own agreement form, by all means, go ahead and do that. Just be sure to check the points I'm about to cover to make sure the deal is fair to both sides. And always have your business attorney review any agreement before you sign it.

Important points that should be included in your agreement

Any partnership agreement has three basic components: your responsibilities, your partner's responsibilities and joint responsibilities. To me, this means your agreement should be short and avoid long, complicated clauses, since there isn't anything difficult in listing out all responsibilities.

So let's take a look at all three components.

Your responsibilities

Since you will be sending emails to your list promoting your partner's product or service, you should agree that you will set a mailing schedule and mail on time.

When you do mail, ideally you'll be using the email copy your partner has already created and uses to promote the product to their own list. That's because you don't want to write new copy for every product or service you promote. So you should have a clause that you will approve your partner's copy in a timely manner.

Other than these couple points, not much else is required.

Your partner's responsibilities

Your partner's responsibilities are fairly simple. These include that they:

- Take all orders, process and fulfill them, and provide all customer service
- Provide the copy you'll use in your email promotion in a timely manner
- Use a tracking mechanism to accurately account for all your orders
- Appoint a member of their staff to act as your main contact
- Set the commission amount and commission payment schedule

There are only two points here that require further explanation. The first is that your partner uses a tracking mechanism to accurately account for all your orders. Fortunately, this is very easy to do.

All shopping carts have an affiliate code, "source of order" code or both that can be used to accurately track all orders. Your partner's web master can easily set these fields to permanently track all your orders in just a few seconds.

Also, many shopping carts provide the ability to log in to their dashboard to see only your orders by using the tracking code. Be sure to ask your partner exactly how they will track your orders and whether or not you'll have access to see the order records.

The second point is to clearly state your commission amount and the commission payment schedule. I always ask for a commission of 50% of the profits, for two reasons.

First, this amount is fair to both sides. After all, you are essentially sending your partner new sales at no cost to them.

Second, you can always negotiate down from 50%. However, I strongly recommend that you get a commission of 40% to 50% of the profits. And if a potential partner isn't willing to agree to that, then find another partner for the same type of product or service. Otherwise, it isn't worth the time and goodwill you bring to the project.

As for payment schedule, I always insist that payments be made on a monthly basis. After all, everyone gets a paycheck at least once per month and your business has bills to pay. So you can reasonably expect to have your commissions paid monthly.

Joint responsibilities

There are just a few points required to cover the joint responsibilities of your business and your partner's business. First, there should be a clause stating that both parties agree to protect the confidential information of each other and not share it with anyone who isn't directly involved in the project.

The second clause should state that an arbitrator will be used to settle any disputes that might arise. Here, I strongly recommend that you include that all arbitration will be held in your home state under the laws governing your state.

Personally, I've never had a partner violate any of my agreements, both in my own business and on passive revenue projects for my clients. So I've never had the need to go to arbitration. But if the need should ever arise, having the arbitration proceedings take place in your home state will save you a lot of time and money.

Finally, there should be a clause stating the terms under which the agreement can be terminated. I always use, and recommend, that either party can terminate the agreement with 30 days notice. And that any commissions due to you should be paid promptly.

I believe in making it easy for either party to terminate the agreement, should the need arise. This makes it easy for both partners to wrap things up, appreciate the results you produced, and move on.

Last words on your Agreement

The terms I've covered here should be everything that's critical to a solid agreement that's beneficial for both you and your partner. So I strongly recommend that you keep your partnership agreement straightforward, reasonably short, and written in plain English. It makes no sense to jeopardize a deal with a long, dense agreement full of legal language that makes it difficult to understand.

Also, it's highly likely that your partner will prefer to use their own agreement form. And when that occurs, you can use this material to make sure the critical points I've listed are included in any agreement.

Chapter 4: Making Short-term Sales

Start making short-term, immediate sales with Quick Hit Emails

All it takes is one or two strategic partners to start fully capitalizing on your list. There's no reason to wait until you've locked in deals with 5, 10 or more strategic partners.

The way to start making sales immediately is by using Quick Hit Emails. Now, the term "quick hit" doesn't refer to the length of the email. Rather, it refers to the fact that you're using this simple, extremely flexible format to start making offers immediately.

Sending a Quick Hit Email for a partners' product or service to your list is easy. There are four simple steps to this process. I'll list them here first and then we'll go through each step in detail.

- Step 1 – ALWAYS use your partner's email copy
- Step 2 – ALWAYS include a tracking code to accurately account for the sales you make
- Step 3 – Add a short intro to the copy to personalize it and "make it your own"
- Step 4 – Set up and send your email

At first glance, this may appear to be complicated. But it really couldn't be easier. So let's dig into the details of each step.

Step 1 – ALWAYS use your partner's email copy

One of the key principles that makes the email promotions you send to your list easy to set up and manage is that you always use your partner's email copy to promote their product or service. There are a number of reasons why this makes good sense.

First – you do not want to take on the job of writing email copy. Writing copy is time-consuming work. Your goal is to be promoting other companies' products to your list with the least hassle possible, not to be creating time-draining projects for yourself.

Second – a good product or service will have email copy your partner is already using to promote it. Your partner needs email copy to sell their product or service to their own list. So they will already have tested, proven copy ready to use. If not, I'd strongly recommend finding another partner.

Third – your partner has the ability to create better copy for their product or service than you can. Writing your own copy for a partner’s product or service is a total waste of time. It takes a deep understanding of even the simplest product or service to write compelling copy. You do not have that deep understanding – but your partner does.

Trust your partner and use their existing copy. It will make your life easier, save time, and result in far more sales than you’d generate by writing your own copy.

Step 2 – ALWAYS include a tracking code to accurately account for the sales you make

Including a tracking code in every email you send is mandatory. Otherwise, you won’t be able to measure how many sales were made due to your email promotions.

As obvious as including a tracking code may sound, I’ve seen too many companies send out promotions that lacked one. So I want to make doubly sure you understand this critical point.

Without a tracking code that’s dedicated exclusively to your sales, you will not be able to accurately account for how many sales your promotion has made of a partner’s product or service. And that means you stand a strong chance of not getting fully paid your fair share.

Creating a tracking code is a simple clerical function that any web master can do in a minute or so. Every shopping cart (ordering software) on the market includes fields for affiliate tracking codes or source of sale codes.

Make sure this tracking is built into the links your partner includes in the email copy you’ll be using. A link with a proper tracking code should look something like this:

<http://www.LinkToProduct.com/YourTrackingID>

In this link, “LinkToProduct.com” is the url for your partner’s web page with the sales copy for the product or service you’re promoting. “YourTrackingID” embeds a unique tracking code that allows that same web page to be used for many people while accurately tracking all orders.

Step 3 – Add a short intro to the copy to personalize it and “make it your own”

At the risk of repeating myself, let me repeat myself ☺. You will *always* use your partner’s email copy to promote their product or service. And I’ll give you an example of an entire email in just a minute.

Before we get to that though, this Step of adding a short bit of intro copy is critical to your success. The main copy you'll be using will clearly be from your partner. In fact, you'll specifically point this out to your subscribers.

But in order to make it personal and avoid having your subscribers feel like they're receiving an impersonal, mass email blast, you need to add a short introduction. I'll share an example of a complete email used to promote a partner's product in a minute. But here's the first part of that – the introduction you'll use.

This is an example of the introduction you'd create if you were offering one of my training products to your list.

Hi (first name),

Wow! Excuse my excitement, but I have to share a new program I discovered with you.

With so many people looking for a reliable way to make a 6-figure income, there's a program you should know about that legitimately shows you exactly how to do that. No smoke and mirrors, no "hacks" that will get you banned – just a simple, ingenious method for making substantial profits with little or no start-up costs.

I could go on raving about this, but instead, I've pasted in the actual copy below that my friend, Bob Serling, uses to make this available to his best customers.

Take a look. This truly is eye-opening!

Cheers,

Your name

Including a short introduction like this gives you many valuable benefits. First and foremost, it personalizes your email, making it sound like this is a value-added service you're offering your subscribers, not some cold, impersonal email blast.

Second, it clearly conveys that you endorse the product or service you're promoting. This is a critical piece in making more sales – and helping your subscribers achieve an important step in their complete goal at the same time.

People are bombarded with hundreds and even thousands of options for products and services that they could use. But with so much information to sort through, it's difficult to tell what's good and what's pure garbage.

When you take a minute or two to personally endorse a product or service, it lets your subscribers know that you vouch for that product or service. Because you've established a bond of trust with your subscribers, your personal recommendation alleviates any concerns that people may have about buying. And that increases sales for both your partner and for you.

Step 4 – Set up and send your Quick Hit Email

Now, let's take a look at the complete email you'll be sending to your subscribers, which is made up of your short introduction and the copy your strategic partner has given you for promoting their product or service.

>>>>>>>>>>>>>> Quick Hit Email – START <<<<<<<<<<<<<<

Subject: Why licensing levels the playing field for smart entrepreneurs

Hi (first name),

Wow! Excuse my excitement, but I have to share a new program I discovered with you.

With so many people looking for a reliable way to make a 6-figure income, there's a program you should know about that legitimately shows you exactly how to do that. No smoke and mirrors, no "hacks" that will get you banned – just a simple, ingenious method for making substantial profits with little or no start-up costs.

I could go on raving about this, but instead, I've pasted in the actual copy below that my friend, Bob Serling, uses to make this available to his best customers.

Take a look. This truly is eye-opening!

Cheers,

Your name

----- Here's Bob's email -----

In the new economy, there are only two business functions that really matter. Everything else can be easily jobbed out to freelancers.

So what are these two critical functions?

Production and Distribution

While this may sound a bit academic, let me break it down into simple terms and you'll see why this gives you a powerful edge you can leverage to quickly build a 6 or 7-figure business.

"Production" simply means creating products or services. To be successful, you must be able to create products or services that people want to buy.

"Distribution" means you must be able to get your products and services in front of the right people in order to sell them.

Here's why licensing levels the playing field for both of these critical functions

FIRST - Up until recently, creating products and services was difficult and time consuming. However, by understanding my Rapid Asset Creation process, you can create high quality products and services in just 2 to 8 hours. I'll show you where to get specific examples of exactly how to do this in just a minute.

SECOND - The most time-consuming and expensive function of any business is finding prospects (traffic) and selling your products or services to them (conversion). But by licensing your products or services to other businesses who ALREADY have lists of prospects and customers, you completely bypass the need to invest a tremendous amount of time and money building a list.

And because most businesses are constantly scrambling to come up with new products and services in order to stay a step ahead of their competitors, licensing your products or services to these businesses couldn't be easier once you understand the process.

So by focusing all your attention on rapidly creating products or services and then licensing them to dozens or hundreds of businesses, you can quickly level the playing field to gain a powerful advantage over competitors of any size.

More details on exactly how to do this

My new program, "The Asset Licensing Blueprint" shows you step-by-step how anyone can use licensing to make a six or seven-figure income. In fact, just by reading the web page that describes this program, you'll pick up a number of ways on exactly how to do this.

Here's just some of what you'll find on this page:

- How to rapidly create assets like information products, business services, software, emails, Facebook ads and more that you can license to dozens or hundreds of companies

- You can get all the details on this new program and find out how to level the playing field so you can quickly make a six to seven-figure income with licensing by clicking here:

Regards,

P.S. I'm really excited about this new program. It reveals the easiest and possibly the most profitable way to make serious money with licensing.

<http://www.LinkToProduct.com/YourTrackingID>

As you can see, it just doesn't get much easier than this to send out your promotions for a partner's product or service. The short introduction takes just a few minutes to write and acts as a strong recommendation.

When you write your introduction, there are just a couple things to keep in mind. First, keep it free of hype or pushy sales language. You want to be enthusiastic, but be sure to avoid exaggeration and hype-filled claims.

Most importantly, make it authentic. Write your introduction exactly the way you would speak if you were describing the product or service to a good friend. Keep it short, simple and authentic and you can't go wrong.

As for the copy your partner has provided, there are two components to keep in mind. The first component is the subject line, which reads: "Why licensing levels the playing field for smart entrepreneurs". This is the actual subject line that I gave all my partners who promoted this product.

While everything else in the introduction block is written by you, I strongly recommend using the subject line your partner has provided with their email copy, which would be the case here. It's worked well for your partner, so there's no sense in tampering with what's working.

I can only think of a small number of times where I've changed the subject line a partner has provided. And most often, that was just a word or two to give it a bit more impact or make it easier to read. But unless you have considerable experience writing copy, I strongly recommend that you don't make any changes to the subject line and use exactly what your partner gives you.

The second component of the email that's essential to double check is your tracking link. You'll want to make certain that the tracking code is included in all places where the link appears.

Occasionally I'll find that a partner has included the tracking link in one spot but accidentally put a link with no tracking in another spot. So be sure to double check that all links are in the proper format with your tracking component in place in order to get full credit for all sales that you make for your partner.

Avoid discounting

When you structure your emails the way I've shown you here, there's no need to discount any product or service you offer your subscribers. In my opinion, most companies offer discounts unnecessarily and far too frequently.

Here's why you never need to use a discount as a crutch when you follow my email guidelines. Don't forget that there is so much information available on any type of product or service that your subscribers are confused. And all this information practically paralyzes people, causing them not to buy a product or service that would be very beneficial for them.

For example, right now as I'm writing this, the keto diet I've used in many of these examples is very popular. I just did a Google search on the phrase "keto diet plan" and the results were

astounding. Even though I enclosed the search phrase in quotation marks to narrow the search as much as possible, Google returned 3,830,000 results for this search!

Imagine that your subscribers are searching for any product or service they'd find of value. Regardless of how obscure that product or service is, their search will return thousands, or even millions, of results. And this makes it next to impossible to determine what is good and what is being pitched with phony claims.

So when you step in and apply the knowledge you have of your market to make an educated choice and then offer that to your subscribers, you eliminate a tremendous amount of confusion, creating grateful subscribers who appreciate your recommendation and click the link to buy.

This is why you don't need to discount any product or service that you offer to your subscribers. In addition, when you recommend quality products and services to your list, your subscribers appreciate it even if they don't buy. And that builds deeper customer loyalty. Not a bad side benefit at all!

A final word on Quick Hit Emails

Keep in mind that the purpose of Quick Hit Emails is to start making more sales and generating passive revenue immediately. There's no reason to wait to have many partners lined up and a full calendar of promotions set up for many months in order to start making substantial sales.

Quick Hit Emails give you the ability to make a sizable number of new sales immediately. All of which are pure, passive revenue. At the same time, these Quick Hit Emails are only meant to be used temporarily and will soon be replaced with a full calendar of promotions.

And that's exactly what I'll show you how to do in the next Chapter.

Chapter 5: Making Long-term Sales

Using scheduled mailings to create a reliable flow of long-term passive revenue every month

Once you've set up six or more deals with strategic partners, the next step is to lock in long-term sales month-in and month-out. And it couldn't be much easier, as it's just a systematic extension of what we just did with your Quick Hit Emails.

Also, because each of the three revenue streams fit together (short-term sales, long-term sales, and automated passive revenue), implementing each of them incorporates much of what you've already done. And that makes it even easier to get each revenue stream up and running in the shortest time possible.

With this in mind, here are the two components to creating a reliable flow of new sales that result in significant passive revenue every month:

Component #1 – Solo Mailings

Component #2 – Grouped Offers

As you're about to see, all we're really doing in this step is building on what you've already done to generate short-term sales. So let's take a look at how this is done.

Component #1 – Solo Mailings

Solo Mailings are identical to what you just saw in the material on Quick Hit Emails. They are emails that promote a single product.

Solo Mailings are identical in format and content to Quick Hit Emails. The key differences are that:

- Solo Mailings are set up on a regular schedule
- They repeat in a specific order

I'm not going to review the content of a Solo Mailing, because you already saw that when we stepped through the example of a Quick Hit Email in the previous Chapter. Each of your Solo Mailings will use that exact same format.

Using this proven format makes it easy to set up a full schedule of Solo Mailings without much time or effort. Because you're only writing a brief, personalized introduction for each email, and then using your partner's copy, getting each email ready can be done in just 10 or 15 minutes.

What's different about this Step is the systematic scheduling of your emails that lets you generate a steady flow of new sales and passive revenue every month of the year. So let's dig into that scheduling process now.

Systematically scheduling your long-term emails

The mix I recommend for your long-term emails is two emails every month. The schedule consists of two Solo Mailings the first two months, followed by one Solo Mailing and one Grouped Offers email the third month. Then this cycle starts over.

Two emails per month are easy to schedule without taking away from promotions for your own products. These two emails should be scheduled every other week – either the first and third week of each month or the second and fourth week of each month.

Using this schedule, each of your 3-month cycles will look like this:

Month 1	Month 2	Month 3
Solo Mail	Solo Mail	Solo Mail
Solo Mail	Solo Mail	Grouped Offers

Once you've completed month three, the cycle starts over at the beginning. So it's very easy to implement.

Now, let's take a look at what makes up your Grouped Offers email.

Component #2 – Grouped Offers

The Grouped Offers email format is an exceptional tool for reliably generating new sales every quarter. As the name suggests, these emails contain a group of offers sent out together to your list.

The structure of a Grouped Offers email is simple, making it very easy to create them in just 10 minutes or so. Let's take a look at an actual Grouped Offers email now.

>>>>>>>>>> **Grouped Offers email – START** <<<<<<<<<<<<

Subject line: Great resources for better health

We're always on the lookout for great tools and resources to help you achieve optimum health through a keto lifestyle. So here's what we've carefully selected for you:

Keto Friendly Energy Bars. Most energy bars are loaded with carbs and sugars that will kick you right out of ketosis. But these bars use all keto friendly ingredients to give you the exact balance for achieving your keto goals. And they taste great. Grab yours here:

<http://partner-01-ketobars.com/YourTrackingId>

100 Pack Easy Keto Strips. Testing your urine for ketones is something you should do on a daily basis. And these strips make it easy, because they show your results in just 4 seconds. Completely bio-degradable, you can flush them down the toilet without any harm to the environment. Get your supply here:

<http://partner-02-ketostrips.com/YourTrackingId>

30 Single-Pan Keto Recipe Cards. These recipe cards take all the guess work out of preparing great tasting meals that are ketogenic. All recipes are easy to follow and can be prepared in a single pan. With 10 breakfast cards, 10 lunch cards and 10 dinner cards, you never have to guess again what to eat. Your pack is waiting for you here:

<http://partner-03-ketocards.com/YourTrackingId>

60-count maximum potency Collagen Capsules. Collagen helps you stay in ketosis by restoring your gut and improving your immune system. This special blend of four collagens is vegan and gluten free with maximum potency. Get started on this simple way to improve your health here:

<http://partner-04-collagen.com/YourTrackingId>

Be sure to check out these resources today for better health!

Regards,

Your name

>>>>>>>>>> **Grouped Offers email – END** <<<<<<<<<<<

A review of the Grouped Offers email

The subject line of this email features a straightforward, no-hype benefit. It's just five words and that's all it takes to create a great subject line for a Grouped Offers email.

The opening block repeats the benefit from the subject line in a customer-service oriented way, "We're always on the lookout for great tools and resources to help you achieve optimum health".

This is the main benefit people who are on the keto diet are looking for – optimum health. And the fact that you are "always on the lookout for great tools and resources to help you", presents the benefit in a way that demonstrates you have your subscriber's best interest in mind.

Next, there's a list of four products (but this could also be services) that nearly anyone who is on a keto diet would be interested in. Remember, you've already laid out a complete **Customer Success Roadmap** of your subscribers and used the feedback from your **Sideways Survey** to rank which products and services they buy the most of. This makes it easy to put together a short group of 3 to 4 products to feature in your email.

I find that four products or services is the best number to include in your Grouped Offers. It's short enough to be read quickly, which is critical to producing the maximum number of sales.

Studies have proven that too many items offered at once create confusion and actually reduce the number of sales you make. So 3 to 4 products or services is the sweet spot we're looking for.

You'll notice that for each product, the description is about three sentences in length. Each description features a benefit and a link to that product or service.

This is one of the few cases where you actually have to create copy for your email. But that's easily done by either you or a member of your staff.

Also, you can see that each link takes the reader directly to a strategic partner's sales page and includes a tracking mechanism so all sales are correctly attributed to you.

The email closes with a simple call to action that repeats the overall benefit again, "Be sure to check out these resources today for better health!"

Looking at the schedule I gave you above, you can see that you should schedule in one Grouped Offers email every quarter. Be sure to change up the mix of products or services, but at the same time, if certain products and services consistently sell well, you can repeat those many times as people never remember an email they received three months ago.

Improving your long-term sales with a simple analysis

Automating your long-term sales by setting up a quarter's worth of scheduled emails is an important component of this process. It substantially reduces the time and effort it takes to keep long-term sales coming in like clockwork. This is a truly powerful use of leverage.

However, to increase the volume of sales you make, it's important to know precisely which products and services sell the best and which under-perform. To do this, I recommend reviewing your sales at the end of each quarterly schedule.

Clearly identify which products and services sell best. These are pure gold and you'll want to keep promoting them.

At the same time, if certain products or services only produce lukewarm sales, you'll want to test other products and services to replace them with. It makes no sense to keep promoting a product or service that there's little interest in.

Not only does promoting a low-interest product reduce the number of sales you make, but it also conveys the message that you may not clearly understand your subscribers' needs. And that can only harm sales even more.

So be sure to conduct a sales review after each quarterly schedule. It will keep your sales humming at peak levels and make your subscribers appreciate you even more.

Chapter 6: Create Ongoing Passive Revenue

Creating continuing, passive revenue

Fewer than 1% of all businesses have any structured plan to create ongoing, passive revenue. Yet if you ask any business owner if they would like to be generating passive revenue, every one of them will enthusiastically answer “Yes!”

So why aren’t they generating ongoing passive revenue? Because they don’t understand how to do it. And that’s really a shame since generating a continuing flow of passive revenue is so easy to do.

At the same time, understanding how to consistently generate passive revenue gives you a powerful advantage over your competition. It gives you the ability to be more profitable, hire more and better people, and not have to worry about peaks and valleys in your revenue stream.

With all this going for it, let’s dig in and see exactly how it’s done!

There are four tools we use to create ongoing, passive revenue. There’s a main tool and three supporting tools. These tools are:

- Main Tool – the Resource Center website tab
- Visitors to your website
- A Resource Box in outgoing emails
- A Resource Box in welcome sequence emails

The greatest benefit of using these tools is that once the Main Tool is built, which only takes an hour or so, these tools can all be automated and used over and over again with little or no maintenance needed.

So let me show you how to create and leverage each tool. And more importantly, how they generate substantial, ongoing passive revenue week-in and week-out.

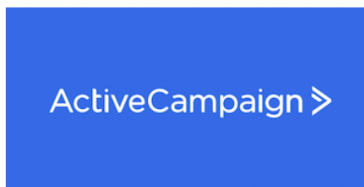
Main Tool – the Resource Center website tab

The main tool you'll use for creating ongoing passive revenue is adding a **Resource Center** tab to your website. The **Resource Center** itself contains a list of all the products and services of other companies that you offer to your subscribers.

Each item in the **Resource Center** list contains an image of the product or service, a short description and has either a link that's clickable or the image itself can be clickable. The clickable image or link uses your tracking code and takes the reader directly to the strategic partner's web page for that product or service.

Here's an example of a portion of the page from one of my own Resource Centers so you can see exactly what each listing looks like.

Recommended Tools:



Active Campaign is an automation tool for small businesses. It gives you the email marketing, marketing automation, and CRM tools you need to reach prospects, nurture relationships, and convert with trackable emails.

Get It Now



BlueHost is a proven US-based hosting company that works extremely well and has great service and support (try phone support 24/7!). They are ideal for hosting WordPress sites and can help you get up and running in minutes.

Get It Now



ClickFunnels is run by Russell Brunson and is ideal if you are looking for a turnkey marketing system that will create funnels for your online e-commerce website. It is simple, easy to use and integrates nicely with others.

Get It Now

In each of the three entries above, there is a graphic, a short paragraph describing the tool, and a clickable link. When clicked, each link takes the visitor to my partner's sales page where the sale is made. The partner then processes each order, delivers the product and provides all customer support.

To create your Resource Center, the first step is to have your web master add a tab with the words "Resource Center" to the navigation bar of your website. When that tab is clicked, it opens up a page like the one above that has the listings and images of all the products and services you offer.

I recommend having each set of products/services organized by category. In the example above, you're seeing the category heading and the first three entries in my "Recommended Tools" category. I also have categories for "Recommended Training", "Recommended Services", and "Recommended Books".

Creating the descriptions for each product/service listed in your **Resource Center** is easy. Simply follow the guidelines I gave you for creating the descriptions of the products/services featured in your Grouped Offers emails in Chapter 5.

The pages for your **Resource Center** can easily be created by any web master in an hour or so. And once that's done, your **Resource Center** is fully automated and can be used for years to come, with only minimal updating.

Now, let's see how the three supporting tools are used to turn your **Resource Center** into large streams of ongoing, passive revenue.

Supporting Tool #1 – Visitors to your website

This method is a passive as passive revenue gets! Just having a **Resource Center** on your website makes it available to your subscribers, customers and new visitors every time they come to your site. And that directly results in additional, passive sales.

And here's another important advantage of doing this. Many new visitors and subscribers who have not bought your own product or service *will buy* something from your **Resource Center**.

This alone can convert more visitors and subscribers to buyers of your own product or service. And it also turns customers who bought a single product into multi-buyers at the same time!

Now, sales from these visits to your website will never become your main source of revenue. But if you can bring in 50 to 100 extra sales every month, that's passive revenue you've generated at no cost, no effort and no maintenance whatsoever with this simple strategy.

Supporting Tool #2 – A Resource Box in outgoing emails

Another automated tool for generating passive revenue with no additional effort is to include a Resource Box in your outgoing emails. This is done by placing a Resource Box at the end of your emails that directs your subscribers to your **Resource Center** page.

Your Resource Box is presented in the form of the P.S. that you include in every email you send out. The topic of the email doesn't even have to be related to the products or services listed in your **Resource Center**.

All it takes to create your Resource Box is writing a short P.S. that says something like:

To see a list of the best products and services for achieving all your keto goals, be sure to check out our Resource Center at (link to your Resource Center).

Some of my clients generate 20% more sales every year with this simple technique alone. And since you use the same Resource Box in all emails and the sales that result from this are all hands-off, every sale you generate is passive revenue at a 100% profit margin. So it's well worth the minor effort it takes to do this.

Supporting Tool #3 – A Resource Box in welcome sequence emails

Hopefully, you already have a welcome sequence of emails that every new subscriber receives when they join your list. You may even have a welcome sequence for each product or service you sell.

A welcome sequence is a series of follow-up emails that give a new subscriber tips on how to get the most from your lead magnet – or give a buyer tips on how to gain the most benefit from the product or service they bought.

By providing useful information, welcome sequence emails let subscribers and customers know that you have their best interest in mind. So they increase subscriber and customer loyalty and reduce refunds and returns significantly.

But they can also be used very effectively to generate more passive revenue. And the way this is done is identical to how you do it with your outgoing emails.

With each email in your welcome sequence, include a short Resource Box P.S. that reads something like:

To see a list of the best products and services for achieving all your keto goals, be sure to check out our Resource Center at (link to your Resource Center).

That's all it takes to produce many additional sales and a steady flow of passive revenue that you would never see without this!

A final word on generating ongoing, passive revenue

As you've just seen, generating ongoing, passive revenue is easy to do. And you'll be miles ahead of your competition, because it's very rare that any business has even a hint of understanding of how to regularly generate passive revenue.

In addition to that, there are more benefits to generating passive revenue than meets the eye. Here's the valuable array of benefits that result from generating passive revenue for your business.

Benefit #1 – More sales with no effort on a consistent basis. The first benefit is obvious. With the tools I've given you for creating and leveraging a **Resource Center**, you'll be producing additional sales week-in and week-out.

And because there's no work involved other than setting up the **Resource Center** tab and listings on your website, these are the easiest sales you could ever hope to make.

Benefit #2 – A greater level of subscriber and customer loyalty. Remember that any time you search on a product or service for any step in a customer's complete **Customer Success Journey**, there will be hundreds of thousands of results.

Trying to sort through those results to pick the best product or service is a nightmare for your subscribers. So when you recommend a product or service that does the job well, you've eliminated a ton of research time and stress for your subscribers.

Doing this generates a level of customer loyalty that your competitors can't hope to match. And they'll never have a clue as to how you did this.

Benefit #3 – Cash flow "smoothing". Many business experience peaks and valleys in their revenue. This is particularly true if your sales are seasonal.

By adding a **Resource Center** to your website, you generate a steady stream of sales on a regular basis. Most or all of the products and services in your **Resource Center** will not be seasonal. So you generate additional sales every week of the year, smoothing out those peaks and valleys and creating steady, reliable cash flow.

Your next step...

I hope you've enjoyed this deep dive into my simple, reliable process for generating large, ongoing streams of passive revenue. And putting your passive revenue projects on autopilot so they bring in more and more sales with hardly any maintenance on your part.

I created this short course for two reasons.

The first and most important reason is that I'm on a mission to help as many business owners as possible add substantial passive revenue to their business. Because as easy as it is to do this, generating passive revenue is still a mystery to the vast majority of business owners.

So I wanted to remove that mystery and clearly demonstrate that generating a substantial stream of ongoing, passive revenue is not difficult and doesn't require any special technology.

In fact, as you've seen in this material, generating substantial passive revenue is achieved by using solid marketing fundamentals, not tricks, hacks or gimmicks. And because these fundamentals don't change, the methods I've shared here will work equally well for your right now and for years to come.

My second reason for creating this course, in full transparency, is that I hope that at some point you'll become my client!

You see, the single passive revenue strategy I've shared with you here, with three different ways to implement it, is just one of 21 different strategies I've developed for exponentially growing your sales and creating large, ongoing streams of passive revenue.

And I'd love to identify which of these 21 passive revenue strategies will work best to create substantial passive revenue for your business – and then implement them in the easiest, most productive way possible.

If you'd like to have me conduct a free, **Passive Revenue Review** to identify all the areas you could be capitalizing on with relative ease, I just ask that you meet these few simple requirements:

- You must have an operational business that's actually making sales
- You must have an email list. It doesn't have to be huge, but without a list, my passive revenue strategies won't work for you.
- You should have annual revenue of \$250,000 or more

If you meet these qualifications and you'd like to have me conduct a free, **Passive Revenue Review** for your business, just email me at:

review@LicensingLab.com

Be sure to include your full name and a link to your website. I'll take a look at your site and get back to you with more details for your Review.

Finally, whether we ever work together or not, I really hope you'll put what you've discovered here into action. And I know that once you do and start generating your own ongoing stream of passive revenue, there's no turning back!

About Bob Serling



Bob Serling is a 30-year marketing veteran and the founder of LicensingLab. His innovative take on marketing has helped thousands of businesses and entrepreneurs produce exceptional results.

Bob has been the monthly marketing columnist for Success Magazine... invented a skateboard toy featuring Tony Hawk's branding that was sold in toy stores and department stores all over the world... co-created and licensed advanced assessment software currently being used by many Fortune 500 companies... created a one-and-a-half page prospecting letter for a client that landed an agreement for a \$25 million project by being sent to just one prospect – then licensed that same letter to 14 different industries... and much more.

He's perhaps best known for having pioneered the use of generating substantial, ongoing passive revenue by leveraging the assets you already have in your business. Because you're using assets you already have but aren't fully capitalizing on, his strategies let you quickly create new, passive revenue streams with no additional cost or risk.

Bob's clients find that leveraging their assets this way not only increases their profits, but balances cash flow so there's a steady, reliable stream of income every month.

Bob welcomes any questions or comments you may have on this material. Feel free to send them to:

questions@LicensingLab.com

Would you like my help generating more passive revenue for your business?

I sincerely hope you enjoyed this material – and that you'll put it into practice right away!

What I've just shown you is an ideal way to get started generating ongoing passive revenue for your business.

But it's just the tip of the iceberg...

I also have 21 other ways to generate passive revenue. Most or all of them work for any type of business. Some can even be implemented and bringing you an ongoing stream of passive revenue in just 48 hours.

For example...

- A simple change to your home page, made once, can add 30% more people to your list every month
- A proven pricing structure can increase the amount of every sale you make by 42%. So for every \$100 you now get in sales, you'll get \$142 with no additional effort.
- A market-proven email framework that will make more sales in 5 days than you normally make in a month. And it can be repeated 4 to 12 times per year.
- A simple *value multiplier* that can make any product or service as much as 157% more profitable
- A counter-intuitive way to get top level JV partners in one month, or less – even if they've never heard of you
- And much more!

To find out how many of these 21 strategies will generate substantial passive revenue for your business, I offer a complimentary **Passive Revenue Review**. To request your free review with no obligation, please send an email to:

PassiveRevenue@LicensingLab.com