

THE SALES GROWTH AND PASSIVE REVENUE BLUEPRINT

8 MARKETING AND LICENSING STRATEGIES
FOR TURNING THE ASSETS YOU *ALREADY HAVE*
INTO LARGE, ONGOING STREAMS OF
NEW SALES AND LIFE-CHANGING PASSIVE REVENUE



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What a failed marriage can teach you about the value of generating new sales *and* passive revenue at the same time

Some good friends of mine recently went through a divorce. It was a friendly divorce, but still painful.

To complicate things even more, this couple is also in business together, doing health and nutrition counseling.

At first they panicked. How could they possibly split up a business built on each of their personalities providing different takes on the same topics?

They were stumped. And so were all their friends and business mentors.

It looked like the only answer was to continue to work together and make the best of it, because losing one of the personalities in a personality-driven business wasn't an option.

But then I told them they didn't have to continue to grind it out together and endure the pain of working side-by-side each day to run the business.

Because they had followed my plan and built up a considerable number of automated ways to generate both sales *and* passive revenue, they could actually shut the business down completely and still keep 80% of their revenue coming in.

So now, instead of splitting up the business, they took the only logical step and shut it down.

Then, they split their automated sales and passive revenue properties equally. And because little or none of your automated properties are dependent on your personality, each spouse had a solid revenue stream that wouldn't skip a beat.

This gives them both the cushion they need to explore creating new businesses without the panic of having no money coming in. And both have come up with great new ideas for their next business ventures.

That's the real power of having automated processes that generate both sales and passive revenue at the same time. It creates an ongoing stream of revenue that's uninterrupted whether you're working full time, on vacation, on family leave, and even when a business splits up.

Plus, your automated procedures are also generating new leads at the same time they generate new sales and passive revenue, building your income even more. And that's a tough combination to beat!

A new, more complete definition of both sales and passive revenue

Let's start with passive revenue. Most people think of passive revenue as something that you invest in once and then its value grows with little or no intervention.

The types of vehicles most people think of when considering passive revenue are typically things like real estate, stocks and bonds, precious metals, crypto currencies, angel investing, and other similar vehicles.

But as a business owner, if that's how you think about passive revenue, then I can promise you're missing out on multiple opportunities. Tremendous opportunities that are often worth far more than you make with your main business. And nearly all of the time, these opportunities can be capitalized on with no cost and no risk.

So let me give you a new, more expansive definition of sales and passive revenue...

What I want you to understand is that there are many vehicles that create sales *plus* passive revenue at the same time. And primarily, these vehicles do this in the same way you create more conventional forms of passive revenue.

What I mean by this is that you can create a **sales *plus* passive revenue** vehicle once and then it will continue to generate substantial revenue with little or no further intervention. And in order to understand this – and fully comprehend its immense power – you need to understand that passive revenue is created by two distinct components:

- Anything that increases revenue *without* additional effort or maintenance
- Anything that increases equity *without* additional effort or maintenance

So let's take a deeper look at each of these components.

Component #1: Anything that increases revenue *without* additional effort or maintenance

While this component is similar in some respects to more conventional sales and passive revenue components, the key distinction is that it is much more expansive. And it includes many vehicles that you normally might not think of as having the ability to grow both your sales and passive revenue at the same time.

So let me give you a specific example...

By testing alternatives to your **pricing policy**, you can easily increase both your direct revenue and your passive revenue. Yet, pricing policy is clearly *not* what comes to mind when you think of passive revenue!

Here's how this works. For simplicity's sake, I recommend that you test three alternative prices for the same product or service.

Test your existing price, a price 50% higher than your existing price, and a price 20% lower than your existing price. So if your product normally sells for \$100, you'll do a three-way split test of \$80, \$100, and \$150.

Once you've run your test, you want to compare the overall net profit – not the number of sales you make – in order to determine which price point is the most profitable. For example, if your test sells 10 units at \$100 and only 8 units at \$150, the \$150 price point will be the winner.

First, 10 sales at the \$100 price brings in \$1,000 gross revenue, while 8 sales at the \$150 price point brings in \$1,200. In addition, you save the costs of producing and shipping the additional two units, so you actually gain more than just the gross sales increase.

Similarly, if you sell 15 units at \$80 and 10 units at \$100, the lower price appears to be the winner. Of course, you have to factor in the costs of producing and shipping the additional units to know for sure.

Back to the key point. Most business owners never think of their pricing policy as a vehicle for creating additional direct revenue *and* passive revenue at the same time.

But it clearly is.

First of all, if a new price point produces more revenue, then you've immediately increased your direct revenue.

But in addition to that, by keeping that price point for all future sales, you're also creating ongoing, *passive revenue*. Because all the additional revenue your new price point creates will continue for as long as you use that price point.

So you've created a vehicle *once* and then you continue to grow your profits from that vehicle without any additional effort or maintenance.

Component #2: Anything that increases equity without additional effort or maintenance

Every dollar of recurring revenue that you add to your business has much more value than just the increased revenue. By increasing your overall revenue on a consistent basis, it also increases the valuation of your business.

For example, let's say you set up three joint ventures that run every year. And once they've been set up, you then automate them to run every year with little or no maintenance needed.

As a result of these joint ventures, after deducting all costs and expenses, you've now added \$100,000 profit to your business on a regular basis.

That in itself is great. But the true value of these repeating revenue generators is much more than just the direct revenue. First of all, most of that direct revenue is also *passive revenue*, since all you had to do was set up these deals once and then they repeat on autopilot.

More importantly, while you've increased your profit by \$100,000 annually, if you use a very basic calculation of valuing your business at 5 times profits, you've also added \$500,000 in equity to your business. And that equity can be used as a basis for securing a loan, selling shares, or making more money should you decide to sell your business.

Here's another substantial benefit of my approach to growing your sales and passive revenue at the same time

Conventional methods of increasing your sales and passive revenue require a considerable outlay of cash in order to produce the greatest returns.

This is especially the case when using conventional vehicles to generate passive revenue. Real estate, stocks and bonds, precious metals, crypto currencies, and angel investing all require a significant outlay of cash in order to produce substantial returns.

However, that is *not* the case when you use my **Sales Growth and Passive Revenue Blueprint**. You see, my strategies require no additional investment. Plus, not only do they cost you nothing, but you also have no risk when you use them.

So how can that be, when conventional methods can be so costly and so risky?

It's all because instead of investing in outside assets, you're going to capitalize on the assets you *already have*. And since you already have these assets, you aren't required to invest a penny to access them. Plus, using the methods I'll show you when we get to the 8 blueprint steps, there's no risk to capitalize on any of these assets either.

So what are these assets that can provide you with so much value? There are primarily four different assets:

- Your existing products and services
- Your customer and subscriber list

- Your relationship with your customer and subscriber list
- Your relationship with other companies and vendors in your market

Now, I know this might sound complicated at this point. But let me assure you, I don't believe in complicated!

If something isn't easy to learn and execute and easy to automate and repeat, then I'm not interested in it. But to remove any questions about this being complicated, difficult, or requiring any special skills, let me show you the tool that lets you accomplish everything I've promised with just a minimal amount of training and execution skills.

The Customer Success Journey – the key to unlimited sales growth and passive revenue

In order to fully capitalize on all the additional sales and passive revenue that's locked in the assets you already have, it's critical that you understand a fundamental growth principle. This simple, but powerful growth principle is:

No sale ever takes place in a vacuum

You see, whenever 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!

But 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 a single 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.

And it's this tool – the **Customer Success Journey** – that gives you the unlimited opportunity to generate as many new sales and as much passive revenue as you'd like. All without any cost or any risk.

So with this in mind, let's shift gears and I'll show you the 8-step Blueprint that lets you achieve this.

The 8 steps of the Sales Growth and Passive Revenue Blueprint

Now, let's get into the details of all 8 marketing and licensing strategies that make up the complete **Sales Growth and Passive Revenue Blueprint**.

These are the exact steps that I use with all my clients. And many of those clients now make more money from their previously underused assets than they make from their main business.

I'll present these 8 steps in an order where each step builds on the previous steps. But keep in mind that once you've had a bit of experience – and success – with these steps, you can vary the order to best fit your specific situation.

Blueprint Step #1 **The Results Repeater**

I'm a huge fan of generating a substantial win right out of the gate. Why tinker and test a lot of bells and whistles, when you can use a very simple process to create a significant – and often massive – uptick in sales? And that's exactly what **The Results Repeater** does for you.

Here's how it works.

Our first goal is to produce more sales for you. *Immediately.*

The best way to do this is to create an email offering your best-selling product or service to your list. The single product or service that has produced the *best results* for you in the past.

Thus, the name **The Results Repeater**.

But here's the rub. When I first present this strategy to new clients, many of them balk at it, saying, "I can't do that. My customers have already bought that product!"

But just the opposite is true. You see, the best predictor of what people *will buy more of* is the *history of what they've already bought*. And this goes for both your customers who have already bought your product and your subscribers who have not yet purchased it.

A practical example of this counter-intuitive strategy

A few years ago, I recommended this strategy to a new client who sold cameras and camera accessories. The first thing I asked this client, as I ask all clients, was, "What is your best-selling product?"

It turned out that their best-seller was an inexpensive digital camera. Yes, even in this age of smart phones with great cameras built in, these cheap pocket cameras are still hot sellers.

So I immediately recommended that we offer this exact same product to their full list, including all past customers and all subscribers who haven't bought anything.

Their answer shot out in a nanosecond, "We can't do that! Customers have already bought this and we'd look stupid offering it again!!"

To say they were mad at me is an understatement. In fact, they were so furious, I thought they were about to throw me out of the building.

"OK, but consider this", I said. "While your existing customers might not want another camera for themselves, if they're happy with their purchase, there's a strong chance they would buy more for their family and friends."

When my new client's eyes lit up and they agreed to this point, I threw in, "Plus, I'm betting that many of your existing customers will buy another camera for themselves, because it's always good to have a back-up. In my experience with dozens of clients, it's nearly always the case that existing customers buy even more of the same product when you simply remind them to".

"OK, I doubt it, but we'll have to see about that," my client said.

So they put together a quick email offering these inexpensive digital cameras to their entire list. And I had them include offers for a single camera, a bundle of three cameras, and a bundle of five cameras.

How well did this do? At the end of the week that we ran this simple campaign, my client sold 300% more for that week than they normally sell *in a month*. And because many of those sales were to customers who had previously bought these cameras, it proved that your existing customers will almost always be the best buyers of a product or service they've already bought.

Keep in mind that in addition to the new sales this generates, if it continues to grow your sales with little or no maintenance on your part, then it also produces passive revenue. And that's exactly what I'm going to show you how to do in the next Step.

Blueprint Step #2

The Automated Results Repeater

So now that you've generated a substantial increase in sales, let's look at how you turn that into even more sales – AND passive revenue at the same time.

If you're a fan of professional sports, whether it's football, baseball, soccer, basketball or hockey, then you know that teams have a certain set of plays that they run all the time. They start practicing these plays in pre-season. And in most sports, they continue to practice them throughout the season.

Sure, there are some improvised plays and a few of the set plays may be modified somewhat for certain situations. But for the most part, at least 80% of all the plays in all professional sports are set plays that are run again and again.

This formula has proven to work well for professional sports. And I've proven to my clients that the same formula works equally well for growing their sales AND passive revenue at the same time.

So rather than reinventing the wheel, the single best way to guarantee steady sales growth and passive revenue is to repeat your best-selling marketing campaign for your best-selling product or service multiple times every year. In other words, you're going to run your best set play over and over again, just like all professional sports teams do.

Now, I know what you're thinking, you pessimist 😊.

You're thinking that doing this is sheer suicide. That your customers and subscribers will become tired, even angry, of seeing the same promotion multiple times every year.

However, I can quickly prove that this type of thinking is wrong by using the real-life experience of someone you are intimately familiar with – YOU.

So here's a quick exercise. Think about all the emails you received yesterday. Just yesterday. Not a single email before that.

Now, how many of those emails do you remember?

If you're like most people, the answer is none. Zero, nada, zip.

And if this is your own personal experience, then why would you think that your subscribers would remember your emails? Especially if they're sent months apart?

The simple fact is that your subscribers will not remember your emails any more than you remember the emails you've received, even just yesterday.

Automating your Results Repeater

The fact is that the only people who pay attention to your email are the few who are truly interested in a given email. All your other subscribers ignore your email. And even those subscribers who are interested in your email, quickly forget about it once they've read it and decide whether to take whatever action you've directed them to take.

So you can capitalize on this behavior – and more importantly on your understanding of what sells best to your customers and subscribers – by repeating the exact same email you sent to your list in Step 1.

At a minimum, I recommend that you re-send that email at least 4 times every year. And you should further test to see if it remains equally effective when you increase it to 6 and even 12 times every year.

Let me assure you again that you do not have to worry about people getting tired of seeing the same email multiple times every year. Because just like you, your subscribers forget the emails you've sent them by the next day.

So how well does this simple repeater process work? One of my clients has been sending the same email to his list once every month for 8 years running. It never fails to get results and he never receives any complaints from his subscribers about seeing the same emails being repeated.

Most importantly, the first time he sent this email, his sales increased by \$60,000. Then, by repeating the same email a few months later, he duplicated those results.

Next, he gradually began to send the same email out more frequently, until he reached the level of sending it once every month. And every month, it continues to bring in more sales and passive revenue like clockwork.

So let me close this Step by reminding you that when you automate this by scheduling the same email to be sent out at regular intervals multiple times every year, you're producing increased sales AND passive revenue at the same time. Because there is no additional cost and no additional effort to do this.

And that is a wonderful thing!

Blueprint Step #3

Optimize your sales with simplified joint ventures

The single best way to grow your sales *and* your passive revenue at the same time is with my *simplified* form of joint ventures.

These simplified JVs are designed to take full advantage of the **Customer Success Journey**. And they work in a way that's quite different from how most people think of joint ventures.

With simplified joint ventures, you avoid all the hassle and time-consuming negotiations associated with standard joint ventures. Instead of inviting a potential JV partner to promote your product or service in exchange for you promoting their product or service, you simplify the process by inviting your partner to let you sell their product or service to your list.

That's it.

You do not ask a partner to do a reciprocal promotion of your product or service to their list. Simply asking to sell a partner's product or service to your list, and nothing else, immediately removes all the complications that come up with the traditional approach to reciprocal JVs.

The first step in this process is to compile a list of all the associated products and services people who would buy your product are also interested in. This is a list of all the products or services that help your customers achieve their complete goal in their **Customer Success Journey**.

You'll compile your list just like I did with the list of associated products and services for the keto diet above.

Then you'll approach companies that make those products or services and request permission to sell them to your list. That's all.

When you simplify your joint ventures this way, you immediately gain a number of valuable benefits:

- Nearly 100% of partners you invite to JV with you this way will accept. After all, what you're really doing is offering them free sales with no other obligation on their part. So you've removed all obstacles that might prevent them from agreeing to work with you.
- 100% of the commissions you receive for these simplified JVs are pure profit. Your partner provides all the email copy that you send to your list, which takes your subscribers to their sales page.

Your partner then takes the orders, bills customers' credit cards, fulfills the orders, and handles all customer support issues. All you do is send out the email copy your partner has given you to your list, then sit back and collect your commissions.

- You generate tremendous goodwill with your customers and subscribers. Any time someone wants to buy a product or service, when they do a Google search, they get thousands of results. This makes it extremely difficult to determine which products are good and which are not.

So when you recommend a quality product or service to your subscribers and eliminate all the confusion for them, they will naturally appreciate you for doing this. Do this multiple times and your customer loyalty will shoot through the roof!

One final thought. The revenue you get from these simplified joint ventures is both direct and passive revenue at the same time. That's because the only effort you have is sending out a simple email. Then you collect your commissions without any other effort on your part.

Blueprint Step #4 **Chained Joint Ventures**

Ready to up-level your JV game and create regular, repeating sales and passive revenue? It's easy when you use this strategy.

Chained Joint Ventures is a strategy for sending out regularly scheduled JV offers 4 to 12 times per year. And collecting commissions at a 100% profit rate on every promotion.

Setting up this strategy is simple. All you do is contact a minimum of 4 companies whose products or services you'd like to sell to your subscribers.

To do this, you're going to use the same approach as in Step 3, which is a *simplified Joint Venture*. Again, all you're doing is requesting permission to sell these other companies' products to your subscribers, without any reciprocating promotions from your partners.

Now, allow me a few seconds for a quick diversion. I have nothing against the conventional form of reciprocal joint ventures. However, that type of JV is far more difficult to negotiate and execute, with multiple stumbling blocks. And because I'm interested in giving you the most direct path to increasing your sales and passive revenue, we're not going to deal with reciprocal JVs here. That's another topic for another time.

Next, once you've negotiated 4 simplified JV deals, which can be accomplished in a matter of days, you're then going to create a "chain" of repeating JV offers. Using a quarterly schedule as an example, on Month 1, you would send your subscribers an offer from your first JV partner.

On Month 4, you'd send your subscribers an offer from your second JV partner, with offers in Month 7 and Month 10 coming from your remaining two partners.

Plus, not only are these initial mailings scheduled ahead of time so that they're fully automated and your **Chained Joint Ventures** run on their own, but they are also scheduled to repeat on the same months every year. This is truly one of the easiest and most profitable ways to generate ongoing sales and passive revenue that you could ever ask for.

Now, if you want to have scheduled offers going out once every month, all you need to do is compress the schedule. Promotions for products 1 through 4 are sent out the first four months of the year. Then, that same chain is repeated over the second and third four-month cycles of every year.

This chain can be repeated for years on end, all fully automated. So every month, you're generating significant sales and passive revenue like clockwork.

And let me tell you, creating this type of **Chained Joint Ventures** is well worth it. The sales and passive revenue have the potential to be massive.

One of my clients has annual revenue of about \$800,000 from their core products. But they also generate \$1.2 million in revenue from their **Chained Joint Ventures**. And all of that is at a near 100% profit margin!

Blueprint Step #5

Repeating Circuit Joint Ventures

Here's a strategy that builds your list and generates sales and passive revenue at the same time. It's a bit more complicated and requires some additional coordination, but it's well worth it.

What you're going to do is line up 5 other companies in your market and create a "circuit" of regularly scheduled JV promotions. Your product is included, making up a circuit of 6 total products or services.

Once each month, a single product or service is promoted to all circuit members' lists. This continues for 6 months until each product or service has been promoted. At the end of the 6 months, the circuit starts again from the beginning, repeating the order and the results for all partners.

On the month that your product or service is promoted by your 5 partners, you add hundreds of new subscribers to your list and make sales at the same time. On the other 5 months, you're collecting passive revenue simply by sending out one email each month for a single partner's product or service.

For example, using the keto diet again, let's say that you offer a keto diet program. Your 5 JV partners might consist of a supplement company, exercise equipment, keto cookbooks, cooking equipment, keto protein bars... and on and on.

Plus, once a year's worth of promotions has been completed – consisting of two complete circuits – you can repeat the entire circuit again the following year. And this can continue for as many years as the members of your circuit like.

Blueprint Step #6

Welcome Sequence – Individualized

Now that you've lined up some great JV partners, here's a really easy way to capitalize on this.

Whenever you gain a new subscriber or customer, you should have a Welcome Sequence of emails that help familiarize new prospects with your company and products. The length of your Welcome Sequence can range anywhere from a few emails to 10 or more. I've even seen a few Welcome Sequences that included more than 50 emails.

So returning to our keto diet example, if you sell a program on weight loss with the keto diet, your sequence might include an email on your top 3 favorite recipes... another email on the best keto snacks that won't blow your diet... and a third email on tips for sticking with the keto diet when eating in restaurants.

And here's how you produce more sales and passive revenue with each of your Welcome Sequence emails...

At the end of each email, you simply include a P.S. for one of your JV partner's products. It will read something like this:

P.S. We're always looking for ways to make your keto journey easier and more successful. And nothing is better for this than the bone broth from our friends at Best Bone Broth. Take a look at their line-up of GMO-free broths – and take a 15% discount while you're at it: www.bestbonebroth.com

Now, the sales and passive revenue you'll produce with this won't be massive. But it will be regular and uninterrupted for as long as you use your Welcome Sequence.

Blueprint Step #7

Welcome Sequence – Top 5

This strategy steps things up from what I just showed you in Step #6. Now, in order for this to work properly, you need to have 5 to 10 products or services from your partners – and your product or service can be included in this group as well.

With this strategy, you're going to write a small article featuring the benefits of one of these products or services in each of your Welcome Sequence emails. And, of course, each article ends with a link to purchase the product or service.

Using this strategy, your first email would start something like this:

Welcome to our keto health and wellness community! In addition to our flagship Keto diet program, we've carefully researched five of the best tools available for helping with your complete keto journey.

Each day for the next five days, we'll be sending you a short article on using these tools to get the results you want – and to get them quicker. Today's article shows you all the benefits you get from regularly consuming bone broth. I know you'll be surprised by some of the important benefits we've discovered... so let's get right to the article!

(Article with link to purchase your partner's product goes here)

Then, each day for five days (or however long your sequence is), you send out another article in your Welcome Sequence. And each day, you rack up new sales and passive revenue!

Now, in case you're concerned about offending your new subscribers or customers with these offers, don't be. A person's interest in purchasing a product for a goal they'd like to achieve is never higher than when they first join your list, either by subscribing or by buying something.

So all you're doing is guiding them in finding great sources for more of what they're already looking for. And not only will you make more sales and passive revenue this way, but you'll also build a high degree of customer loyalty at the same time.

Blueprint Step #8

Resource Center

This final strategy gives you a great way to generate more sales and passive revenue from your subscribers, your customers, and visitors to your website.

Building on the products and services you've already identified in your **Customer Success Journey**, you'll continue to create deals for as many products and services as you can. Once you have 10 or more, you'll then set up a **Resource Center** page on your website.

Your **Resource Center** page 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 at a 100% profit margin.

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 entirely 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 certainly 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've 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.

Why you have no cost, no risk and nothing but upside potential when you apply these 8 strategies to your business

With nearly all 8 of the sales growth and passive revenue strategies we just covered, you never have any cost or risk involved. That's because every asset you're going to optimize – whether they are your own or the assets of other companies – already exist. So there is no cost to develop them or to pay outside vendors to develop them for you.

In addition, these assets already have a proven track record. So the risk of them not performing when you use them to create new sales growth and passive revenue is eliminated. But even in the few cases where a given strategy doesn't work as well as planned, you really haven't lost anything other than a small amount of your time.

So I want to make sure that you understand the immense power of adding ongoing sales and passive revenue to your business where there's nothing required other than a small investment of your time. And as you can see from the examples I've given you, even the amount of time you invest is kept to the bare minimum.

I'll close here by summarizing two critical points that will serve you well for years to come:

FIRST – Without any cost or risk, the majority of the proceeds you generate when you use a strategy that combines sales *and* passive revenue are *pure profit*.

Your overhead costs are already covered by your core business. And since you are leveraging and amplifying assets you already have, but in new and highly profitable ways, you don't have to buy traffic, pay for new marketing pieces, hire additional staff or pay for anything else that's normally required to start a new project from scratch.

SECOND – Because you aren't required to invest heavily to implement any of these strategies, you can have multiple sales and passive revenue projects running, or in the works, at the same time.

The only real limitation is your time or your staff's time. So this is a much more efficient way to increase your profits than constantly focusing on the next new "big thing".

Conclusion

The 8 strategies I've shared with you here are just some of the ways new sales and passive revenue can be generated for any business. I also showed you why the overall concept of generating combined sales *and* passive revenue is such a valuable way to add new profits to your business with no cost and no risk.

I hope this has opened your eyes to dozens of opportunities that exist right now within your business. Opportunities that take just a small amount of time to capitalize on.

And what I hope most of all is that you will begin to take advantage of these opportunities right away. As you've seen, this is easy to do. Just take one or two of the examples I gave you and apply them to your own business. I know that when you do, you'll be surprised by your results in the best way possible.

About Bob Serling



Bob Serling is a 30-year marketing veteran and the founder of LicensingLab. His innovative take on marketing and licensing 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 sales and 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 sales and 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:

sgblueprint@LicensingLab.com

A note from Bob Serling...

I hope you enjoyed what I've shared with you in this material. And if you'd like even more, I have a great program for you at a bargain price.

My program, **Sales Growth *Simplified*** takes you step-by-step through creating a simple, but powerful marketing campaign for generating more sales in 5 days than you normally make in a month.

Not only does this program explain what to do, but it includes the complete marketing campaign for doing this in cut-and-paste format. And the cost is ridiculously low – just \$17. You can get all the details on **Sales Growth *Simplified*** here:

<https://www.LicensingLab.com/simplified>