



# PASSIVE INCOME DOMINATION



## Passive Income Domination Checklist

### 1. Creating your website

- ☐ Have you decided on what domain name you are going to use?
- ☐ Have you created your landing page?

### 2. Create your passive income plan

When you have a passive income plan, you are a lot more likely to succeed. There are some things that you need to consider and here are some of the essential things:

- ☐ Have you decided on how much time you can dedicate to your passive income business?
- ☐ What products and services are you going to promote?
- ☐ How do you plan to get traffic to your landing page? You should include multiple traffic strategies. For example, blogging, FB Business page...
- ☐ Have you set up your autoresponder and created your list to collect email addresses? To set up your autoresponder, you need to choose an Email Marketing Service Provider. Some free or very inexpensive providers exist such as MailChimp, but it is highly recommended that you go with a reputable and reliable provider such as Aweber or GetResponse.

### 3. Do you have multiple streams of passive income?

Having multiple streams of passive income is wise because of the level of uncertainty that comes with passive income. If one of your passive income streams were to vanish completely, then you would have another one to rely on. Before you start a new passive income stream, it's wise to ensure that everything is in place with the current one and everything is running efficiently. Your ideal goal should include having your passive income operation on auto-pilot as much as possible before moving on to the next opportunity. Regardless of how many streams of passive income you have, it is imperative to get targeted traffic.

- ☐ Do you have a recurring income model? An example of a recurring model is earning profits from membership sites in which customers pay subscription fees.

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- ☐ Do you have a recurring income model? An example of a recurring income model is earning profits from membership sites in which customers pay recurring subscription fees.
- ☐ Have you considered starting a Kindle book publishing business?
- ☐ Have you considered leveraging affiliates to sell some of your products and services?

☐ How about selling physical products via Amazon FBA?

#### **4. Setting up your blog**

No matter what passive income model you choose it is always a good idea to start a blog. If you have chosen to create Amazon Kindle eBooks then you can use your blog to communicate with your fans. Even with the Amazon FBA model you can use a blog to tell customers about new products that will be hitting the market.

☐ Have you registered a good domain name?

☐ Have you set up a good web hosting account?

☐ Have you installed WordPress on your domain name?

☐ Have you chosen the right theme and plugins for your blog?

#### **6. Setting up your Autoresponder service**

Never miss the opportunity to capture the email addresses of your customers and potential customers. You can communicate with them regularly and if they don't buy first time around there is a chance that they will become a customer later on.

- ☐ Have you created your opt in form?
- ☐ Have you setup your welcome email message?
- ☐ Have you setup your email sequence?
- ☐ Have you tested everything?

## **7. Blogging passive income model**

If you choose the blogging passive income model then you will need to create a plan for the success of your blog. You will need to create high quality content regularly to keep your audience happy. Selecting the right monetization model is also crucial for your success.

- ☐ Have you setup your blog (domain name, hosting, WordPress, theme, plugins)?
- ☐ Have you created a content plan for the next few months?
- ☐ Are you going to write the content or will you outsource?
- ☐ Have you decided on your monetization strategy?

## **8. The Amazon Kindle passive income model**

There are people making fortunes with Amazon Kindle every month. There are many others that are making nothing. You need to provide answers in popular niches and a good plan to promote your Kindle eBooks. It is not just a matter of “publish and they will come”.

☐ What niche will you create Kindle eBooks for?

☐ Will you write the eBooks or will you outsource?

☐ Have you decided on the price of your eBook?

☐ Have you created a marketing plan to get your Kindle eBook in front of as many people as possible?

## **9. The Amazon FBA passive income model**

You will need to make an initial investment in stock for Amazon FBA but the rewards in this passive income model can be huge if you get it right.

☐ Have you done all of the necessary research to find good product opportunities?

☐ Have you decided on the first product that you will sell?

☐ Have you found a supplier for the product?

- ☐ Have you decided on the branding for your product?
- ☐ Have you created your Amazon product listing?
- ☐ Have you decided on the use of Amazon PPC ads?
- ☐ Are you watching reviews and responding promptly to any questions?
- ☐ How will you monitor stock levels so that you do not run out?

## **10. YouTube marketing passive income model**

The opportunities for lots of free targeted traffic are certainly there with YouTube but you need to create high quality and engaging videos that will have viewers wanting more.

- ☐ Have you got the right equipment to record high quality videos (camera / microphone)?
- ☐ Have you got the right software for screen capture and editing (Camtasia / Cam Studio)?
- ☐ Have you decided on the format for your videos?

- ☐ Have you researched your target audience so that you can provide engaging videos?
- ☐ Have you created a video plan?
- ☐ Have you decided on your monetization strategy?

## **11. Membership site passive income model**

A successful membership site is a passive income dream. You will receive recurring income every month from the members that have subscribed. It is a lot of work to setup a great membership site but the rewards are certainly worth it.

- ☐ Have you decided on the niche for your membership site?
- ☐ Do you have a content plan?
- ☐ Have you got a membership plugin (Wishlist Member, S2 Member) for WordPress?
- ☐ Will you be drip feeding your content?
- ☐ Have you decided on a fixed term membership model?
- ☐ Have you create a traffic plan for your membership site?



## **12. Services arbitrage passive income model**

Selling services and getting other people to fulfill them is a great passive income model. There are many good freelancers out there who are great at what they do but do not know how to get customers for their services. You pay them what they are asking for and then charge the customer more to make a profit.

- ☐ Have you decided on the services that you will promote?
- ☐ Have you found good freelancers to fulfill these services?
- ☐ Have you setup your services website?
- ☐ Have you created a traffic and customer acquisition plan?

## **13. Your sales funnel**

It is important that your visitors go through a professional sales funnel to maximize your passive income potential. There are a number of elements to setting up a sales funnel which you must take care of.

- ☐ Have you created your enticing lead magnet?
- ☐ Have you set up your autoresponder?

- ☐ Have you decided to sell your own products and services or promote other people's?
- ☐ Have you set up a payment processor (PayPal, 2Checkout)?
- ☐ Have you created your one time offer page and product?
- ☐ Have you created your download and thank you pages?

## **14. Growing your passive income business**

There is no room for complacency in the passive income game. When you have some successful passive income models up and running think about how you can maximize them for even more profits.

- ☐ Have you created a plan to get more traffic?
- ☐ Have you decided on your next passive income stream?
- ☐ Have you identified dependable outsourcers to help you build your passive income business?