



MY 3 FAVORITE PASSIVE INCOME IDEAS



Let's Get Real

If you've spent just a few hours Googling for “passive income ideas” I’m sure you’re ready to go all Jack Bauer on your PC!

I feel you!

After all, there are soooo many ideas out there and everyone is telling you to do something different.

Hey, even I’m guilty. The most drooled over post on the site is ‘43 best passive income opportunities’.

But here’s the thing...

I think for the vast majority of people - like over 80% of us - there are really only a handful of ways to make decent passive income these days.

Before I go on, notice I said “REALISTIC” and “DECENT” there.

That’s because I could easily give you 100 passive income ideas right now that could potentially work, but they’d either...

1. be very difficult to pull off - either requiring a fair whack of capital (eg the majority of smart and not overly-risky property investment strategies) OR a helluva lot of experience and a bit of luck (eg licensing patentable inventions/ideas). —> ie not very realistic

AND/OR

2. only eek out a couple bucks a month for you (I don’t know about you, but I can’t be bothered collecting \$11.82 checks each month from an ad-enabled Youtube channel). —> ie not very decent (IMO)

So the question becomes...

“Richard, give it up already...stop dangling ye olde carrot...what ARE your 3 favorite passive income ideas?!”

I like your attitude chachi!

Here we go...



Idea #1: Online Video Courses

In short: earn \$47 to \$497+ teaching people how to solve problems you've already solved. Pretty cool!

This is without doubt my #1 way for earning passive income.

And I say that for 2 reasons...1) it is where I first made, and where I continue to make, most of my income, and 2) the demand for video courses is exploding (just take a look at the success of Udemy).

Before I go on – why do I specifically love video courses?

Well, it's simply because this is what people want these days and are most willing to pay for. For example, whilst you might sell a few copies of an ebook for \$7-\$27, you could move a lot of 3-hour video courses and at much tastier prices, eg \$97-\$197.

Given it can take just as much effort to sell 1 ebook as it can 1 course, I know what I would rather be doing.

Plus video allows you to clearly show your audience how to solve their problem (eg screencasts, demonstrations etc), which means they will love your product more. And to be honest, video courses are often quicker to record than crafting 200+ page epic ebooks.

And like with other info products, you can...

...test it BEFORE you ever make it (eg Google Ads + fake sales page). This allows you to guarantee that it will be worth spending 50 hours to make the course.

...create them very quickly if you already have the knowledge in your head thanks to years of experience. That means income can start flowing oh so fast.

...enjoy beautiful sexy ass economics. Think no startup costs except your time, 90-98% operating profit margins, and if you make your course evergreen, the income stream can continue indefinitely.

P.S. if you don't want to appear on video just record PPT slide videos where you (or a narrator from Upwork) voices it over.

And also don't get hung up on needing high production values, eg HD video. Instead, simply recording yourself on your computer's camera will do for your first course.



Idea #2: Affiliating Digital Products

In short: earn 30-75% of a product's sale price, without having to spend 6 months of your life making it.

If you don't like the idea of creating online courses, but do want to get a slice of the pie, then promoting them is the next best thing.

As an affiliate you earn a commission every time someone clicks your link to a product and buys. For info products you will receive on average 50% of the sale price.

Whilst, for other digital products/services, eg web hosting or SaaS, you can even earn recurring commission fees.

If you really want to make money from this idea you need to create a quality content-rich site, through which you draw in visitors from Google, convert them into email subscribers and then promote a select number of quality info products – maybe even some SaaS and online services – that you've used and/or researched heavily.

This is a really nuanced approach to affiliate marketing and it does involve lots of moving parts. But it works! Smart strategy + hard work usually does.

You see, here's the thing...

...so many people out there will say you can simply earn affiliate income by putting up dozens of microsites littered with whatever affiliate deals you can earn 50-80% commission fees from. Ie that it is a numbers game and you should go for quantity over quality.

I'm sorry. But that is the definition of a get rich quick scheme and one that simply does not work in today's world. In the past two years Google alone has killed the hopes and dreams of millions of these kinds of microsites by no longer ranking them.

So trust me, take your time to create quality content and promote A+ products in the right niche, and soon enough you'll find affiliating digital products is a very rewarding passive income stream to pursue.

Let me wrap this up by saying that overall, this idea is probably easier than online courses for most people. Ie you don't need to create a product, all you need to do is just get people's attention and point them to another website.

But in a couple days I'll tell you about 1 specific affiliate idea that may be even better than this if you are a beginner. So keep an eye on your inbox for that.



Idea #3: Buying Online Businesses

In short: most online businesses fail. So why risk it, when you can buy one that's already proven itself?

Every seasoned business owner will tell you...

...starting a business, whether online or off, is one of the toughest things you'll ever do.

Worse yet, after all that hard work upfront, most will fail. Like 8 out of 10! And if it's your first time, we may as well round it up to 9.

Also, with online businesses there is often a big lag between starting them and actually getting some traffic (showing up on Google) and getting sales. Think 3-6 months, if you're not doing a lot of offsite marketing work, eg guest posts / interviews, or using paid traffic.

And that's why despite having experience starting up all kinds of online ventures, I often prefer to buy existing online businesses that are actually already making money.

This way I can bypass the 80% failure rate AND skip the lag time.

Most of the time I focus on buying businesses that are making a couple hundred or thousand dollars a month in fairly passive income, eg selling an ebook, affiliating products, simple app etc. (Unlike real estate, you can easily purchase Internet businesses for \$1-5k).

Importantly, I only buy businesses in niches I know a lot about or want to know about (see next page). This ensures I enjoy subsequently growing the business.

Once you buy a business, you simply need to grow the earnings by implementing smarter traffic and/or conversion strategies, and adding new income streams, eg affiliate offers, info products, ecommerce etc.

For example, you'd be surprised how many times adding a simple squeeze page (to collect emails) and 10-part email autoresponder, along with some new income streams, can 5x earnings – almost overnight.

And think about it...no one buying real estate will ever enjoy those sorts of rates of return. Plus unlike real estate, you can buy up a lot of online businesses fast and even do cross promotions, upsells etc. Can you see how powerful this idea is?

Warning: the majority of online businesses for sale suck. If you want to learn how to purchase the right kind of online business AND how to grow it, skip to the final page.



Your First Idea

What could you teach, affiliate or buy a business in?

Here's one process I use to find ideas that fit this bill fast...

1. I start by asking myself...**what problems have I solved in the past, am I solving or do I want to solve?** Below you can see the types of ideas that easily come from this question. Importantly, I don't think about the money when asking this question.
2. Then I hit Google and start looking for sites and forums where real people...people who could become my customers...are talking. I want to see what problems matter most to them and the specific pains they are experiencing. (If I already have a website around the topic I will survey my subscribers via email broadcast)
3. Now I have a list of dozens of problems I could build a business around. For example, landing a high paying job – I could create online courses on how to write a resume / cover letter, how to pass psychometric tests, how to answer tough interview questions etc. Plus I could affiliate products and services I love, eg an online financial modeling course I took. Or I could buy businesses in the niche, eg a site selling psychometric practice tests, and grow them. And that is just 1 single area. **So ask yourself the question above now and start writing down all the ideas that flow.**

I'VE SOLVED	I'M SOLVING	I WANT TO SOLVE
Get into law school	Getting Fight Club fit	Cure my asthma
Land high paying grad job	Paleo / gut microbiome	Mobile marketing
Coding CSS3, PHP etc	Bio hacking my mind	50 mile run Death Valley
SEO & Social Media	Travelling the world	Straighten my posture
Sell online courses	Stock market investing	Quantified self
Copywriting	Municipal bonds trading	Polyphasic sleeping
Professional videography	Golf handicap sub-10	Safe nootropic stack
Build an outsourced team	JV agreements	BJJ competition standard
BBQ like a pit master	Yoga / flexibility	Building SaaS applications
Run a marathon	Meditation	Writing fiction
Live with 100 things	Fluent Spanish	Surfing



WANT MORE IDEAS?

Can I make passive income drop shipping, affiliate marketing, writing a Kindle ebook or making apps? And what about buying real estate or online businesses? Oh and how the heck do I get started?!

I've spent a lot of time collecting together examples of people making lots of money in all these areas and more. Get inspired today:

[Check out the case studies here >](http://realpassiveincomeideas.com/passive-income-examples/)

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