



# 5 Simple Steps to Passive Income

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## Table of Contents

Step #1: Know Thyself - Promote/Offer Something That Works for You .....	3
Step #2: Research Need and Competition .....	4
Step #3: Find a Relevant Product to Promote.....	5
Step #4: Take Action & Build a Site .....	6
Step #5: Attract Traffic to Your New Site.....	7
Summary.....	8

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*About the Author: I am the CEO of Manage to Grow; Business & Personal Development, the most customer focused, creative, and accessible company providing personal and professional growth resources in the U.S.*

*I write about topics related to business, leadership, management, productivity, life enhancement, and (occasionally) things that don't fit perfectly into one of those buckets. I also write about the resources that have helped me and will likely help you in your endeavors.*

*My goal is simple. I want to give you morally sound information that helps business and people grow. If you want to experience professional and/or personal growth, my blog is a great place for you to visit ([www.managetogrow.com/blog](http://www.managetogrow.com/blog)).*

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## Step #1: Know Thyself - Promote/Offer Something That Works for You

According to Pausanias (a 2<sup>nd</sup> century Greek writer), the Greek translation of “Know Thyself” was inscribed (over 18 centuries ago) on the forecourt of the Temple of Apollo at Delphi. Those words were to be viewed by pilgrims traveling there in search of answers and a look into the future. Fortunately, you don’t have to travel that far (love the internet).

List several phrases (or keywords) describing what you’re passionate about:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

List several phrases/ keywords describing your biggest worries:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

List several phrases/keywords describing recent/upcoming problems you’ve faced/will eventually face:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Now ask yourself what you can offer others with those same passions, worries/fears, and problems. If you find resources, you can make a business around sharing, selling, offering, coaching and giving those resources to others. The phrases and keywords you wrote down are likely the same thing others will type in when they use Google, Bing, Yahoo or any other search engine to find their solution and that should bring them to you! It will, if you do the proper research and optimize your website properly.

## Step #2: Research Need and Competition

There are lots of ways to do this. I will discuss a select few that come without any cost & are at your fingertips every day. The reason this step is to find out what a large number people are searching for solutions to. If people are searching for solutions to fears, problems, or ways to explore a passion, they likely will pay for it (or someone will pay you to direct them their way).

- If you have a large network/family you could bounce your ideas of family and friends.
- Another old-school method is to use online forums (throw your topic out and see who bites)
- Google Keywords is useful to assess how many people search for your phrases/keywords
  - It also tells you how much competition there is on searches for those words
  - You can sort the results by global searches, local searches, and completion
  - Sort in a way that meets your needs (e.g. curbside businesses - high local searches)
- Next, be sure you check out Google Trends
  - You don't want to put effort into marketing based on words/phrases that are in a decreasing trend. You may be ok with something that has leveled off if there is little competition and high demand. Steadily increasing trends are usually a good thing.
- Another free & real-time tool is Twitter's search tool
  - Type in search.twitter.com. Then enter your words and see how what people are saying
  - Are thousands of people asking for a solution to one of your problems, a way to explore one of your passions, or confiding they are driven crazy by one of your fears? Bull's-eye!

List the phrases / keywords that show the greatest interest with the lowest competition below:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Step #3: Find a Relevant Product to Promote

One of the keys to Affiliate & Niche Marketing is being able to determine what is relevant to the consumer. The steps above, should lead you a good way down that path. If you need more help, there are plenty of free resources that can take you the rest of the way. I recommend you search YouTube for tutorials on Affiliate Marketing. Just watch and learn. Don't buy anything; use it as an educational opportunity.

Now you that you understand what you want to promote, what the consumer wants, and what type of competition you're facing. The next step is to find avenues for getting paid for promoting products.

Here are some places you need to visit to find products that match your passion, worries/fears, and problems. Check them out, but don't limit yourself to my ideas. These are just a few of the many places you can affiliate yourself so you may passively earn a healthy sum while actively go about finding more ways to passively earn a healthy sum.

- [ClickBank](#). Here you can run a mini inverse of the steps above.
  - Find something a lot of people are buying.
  - Look at statistics like gravity & sales.
  - Use Google Keywords to see what kind of phrases/keywords you should work with.
  - Pick the one that interest you most (passion, problem, or fear).
  - They also have a link for helping Affiliates directly
- Amazon's Affiliate program (you only make a small 3%), so focus on high value items
- Products you personally use and believe in (e.g. [become a 48days.net affiliate](#)). You can go directly to the product owner's site for info on their affiliate programs.
- [Commission Junction](#) deals with self-helps projects seems OK. (I haven't used it yet but others say it works)
- Finally, there are plenty of large forums on the web.
  - [Warrior Forum](#)
  - [Digital Point](#)
  - [eWealth](#) has a tagline saying (#1 affiliate hangout!). They have lots of helpful people discussing things they succeed and fail with
  - There are plenty of other large forums too. Google "Webmaster Forums"

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*Hint #1: The internet is great for selling intellectual property like digital products (e-books, guides, templates, etc.). However, don't forget about tangible goods (office supplies, juicers, exercise equipment, etc.). Lots of companies that make digital and tangible goods haven't got a clue how to get traffic to their site. Be their advocate & free-lance marketing agent.*

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## Step #4: Take Action & Build a Site

Now you've determined areas you care enough about to truly work with and assessed the market for those areas. Now it is time to take action. Here are some simplified steps you can follow.

### 1. Buy a relevant domain

- a. Try to buy the exact phrase that turned out to be a good keyword/phrase. If you chose "not just babysitting" then try and purchase [www.notjustbabysitting.org](http://www.notjustbabysitting.org) or the .net or .com versions.
- b. If you can't get the exact domain, add something short to it like [www.notjustbabysittingnow.org](http://www.notjustbabysittingnow.org).
- c. Lots of people thing .com is best, then .org and lastly .net. Let me know what you think.



### 2. Build a website

- a. Put some work into it. Make the web a better place (vs. just full of sites littered with obnoxious links). Just don't overdo it (follow the KISS concept). Keep it Simple Silly.
- b. Shoot for between 3 and 7 pages on your site. Definitely no more than 10 pages and try to stay away from creating one page click through sites.
  - i. They might work if they rank in Google, but they get on my nerves.
- c. Your goal should be getting them from your home page to your landing page where they buy your product or to your affiliate's site via your affiliate link.

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*Hint #2: If the bolded words in [Step #4: Take Action & Build a Site](#) (above) and [Step #5: Attract Traffic to Your New Site](#) (below) leave you scratching your head, That is ok. Just click them to read related blogs I wrote on those topics. Don't be afraid, you won't get bite. The blogs you'll be taken to will provide actionable information that helps you get going. Also, check out the free guides, checklist & e-books in my **Resource Center**. Also, be sure to check out the "**Website Success**" category on my blog and search my entire site using the keyword "website".*

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## Step #5: Attract Traffic to Your New Site

Now you have figured out what you can motivate on, done the research to see what parts of that people are searching for info/products on, found relevant products to promote (or sell organically), and built your website. Phew! Now you built it they will come...right? Not so much. We have more work to do first. Just keep putting one foot in front of the other and you will get where you are going.

No matter how ready your new site is, you'll need to take some key actions to attract web traffic. This last section provides you truly useful strategies that you can act on.

### Tactic #1: Add tools to your website that allow **Search Engine Optimization (SEO) Optimization.**

- If you're using WordPress, I recommend Yost WordPress SEO. This is an awesome plugin and it is FREE! It "Plugs-in" to just about every theme they have and is super flexible & user friendly.
- I also like the SmallBiz Theme. It comes with the ability for you to implement some basic SEO as well as capability to implement Webmaster tools like Google Analytics.

*HINT #3: Google Analytics is very, very, very useful for seeing how much traffic you get.*

### Tactic #2: Article Marketing for SEO

While installing a SEO plugin makes your site visible to the search engines that go looking (e.g. Google), it doesn't get you ranked high on their search results. Your goal should to get your site at the top of the list when someone searches for a phrase you chose in the steps above. Article Marketing is a great way to get there. I will admit I like this tactic best. That is probably because I like to write and it provides great results.

Having text links to your site posted on other people's sites (preferably sites relevant to the industry you're promoting in) will get you ranked. Placing links will help you move up to the top of the first page when people place related searches. OK, hopefully you're motivated and wondering how that works. ...here you go.

If you can write a quality article relevant to the product you are promoting (and your website), it is really pretty simple. You write an article (or convert a blog you wrote) and submit it to electronic magazine sites. Two good examples of this type of site can be viewed at: <http://goarticles.com/>, & <http://ezinearticles.com/>. Just remember to place a link back to your site in the bio of your article.

One other way to get backlinks is to make friends with people who run well positioned websites in the industry you're working in. Consider posting a guest blog on their site. Sounds simple, but it works.

Tactic #3: Pay Per Click (PPC) advertisement.

With this model, you pay to attract traffic to your site. If you go this route, your top goal might be ensuring you don't pay more to get traffic than you make off your products or affiliate commissions.

Some of the largest PPC providers are Google AdWords, YahooSearch Marketing, and Microsoft adCenter. Each of those three use "bid-based" fees when charging you. This means the more people competing for the keywords/phrases you're buying, the higher the cost will be. If you go with this tactic, you'll be happy to see the research you already did on keywords/phrases helps reduce cost. I recommend you start with the high traffic, low competition words.

If you're skittish about what type of adds show on your websites, you should check out BeaconAdds.com. They focus on Christian related product adds. I like seeing these more when I visit sites because they tend to be less obnoxious.

Tactic #4: Directory Submissions

This is another paid model. It is also the one I know the least about. With this one you go to a forum like DigitalPoint.com. There, you'll find people selling directory submission for something like 1,000 submissions for \$20 dollars. I've heard others say it works, but it isn't one of the methods I use. If you try it out, let me know if how it works for you by emailing me at [seth@managetogrow.com](mailto:seth@managetogrow.com).

## Summary

There they are – 5 simple steps that lead to passive income. Money won't just fall out of the sky. You have to understand the steps and put in the effort to identify problems, passions, and fears that both you and the consumer can motivate on. You also have to go through the steps of signing up with affiliates, building your website, and bringing traffic to you site. All of this takes your active involvement. The good news is that once you've done that properly, you sites will continue work on autopilot and put money into your bank account 24 hours a day. I hope you enjoyed this e-guide. Let me know if you did or if you have any ideas to improve the next version by emailing me at [seth@managetogrow.com](mailto:seth@managetogrow.com). You may also want to check out other resources I have stored on my blog ([www.managetogrow.com](http://www.managetogrow.com)).

Until then, work hard and play even harder.