

Be Your Own Hero: Passive Income: The Evergreen Mindset to Earning A Living



Synopsis

Wouldn't you love to make money while you lived your ordinary life? Passive Income is the key- but it's not just signing on the dotted line and making cash. There's a lot of hard work necessary to begin generating passive income, but Marc Angelo has all the tips and tricks you need to getting started.

Key Points

- Passive income gets construed as a buzzword and a marketing scam pretty often, and for good reason. But that's not to say it isn't a real and possible thing! It just takes a lot of work to get rolling.
- The first step of generating a passive income is, like in so many things, the Offer.
 - It's important to remember that even with a great offer, a two percent conversion rate is a great thing! Sales is a numbers game.
- The trick to passive income is to create a page or website that acts as a coherent sequence which drives traffic and pitches your offer all on its own. The hard work is in the design of that page, that offer, and the drawing of the initial traffic.
- By developing this system and refining it, you extricate yourself from the concept of only getting paid for your hours worked. You're now paid for the quality of your content and the value it represents to people, but it requires understanding how to automate as much of the process as possible.
- Whenever you write something, or record something, think of it in the Evergreen mindset- how can you communicate this message without dating it?
 - Dating is as obvious as using words like, "on Wednesday," but can be as obscure as niched references or current events.
 - By not dating your content, it becomes reusable, recyclable.
- A more advanced technique can be cascaded sequences- timed e-mails, e-mails that send on certain triggers, etc.
- It's harder to automate the system once you're in- the trick is to start thinking from the beginning, "How can I automate myself out of this?"
- A lot of the times the automation can be a support to your active interactions as well. When people connect with Superhero Academy for the first time, Marc Angelo still makes the active decision of which sort of process are going to best pull them in. He could automate this too, but the personal touch gives him more capacity to interact with his potential students.
- These processes take discretion, and learning to work smart. If every article you write links to one landing page, then no matter what content you want displayed, maintain the landing page! Don't outdate material that can be reused instead.
- To Summarize: Understand your in-roads, analyze the best processes to pitch to people on those in-roads (forms, email-sequences, etc), and then place and land your Offer.
- Often, you pay for the in-roads, so make sure that your sequences and offers are landing more profit than you're paying for those in-roads.
- Tracking is an essential piece of the puzzle- you have to know how many people are getting how- ever far down the in-roads, how many are buying, and how much you're spending.
- The power in the process comes down to the late-game; when your machine runs itself perfectly, you can make more money out with less money in, and the absolute minimum amount of recurring work for yourself.
- Remember that your percentages will shrink the more narrow the market is. So if you have a more expensive product, you'll have to work that much harder to drive sales.

Powerful Quotes

- “By removing hours in for dollars out, we are empowered to take control of our life.” - Marc Angelo Coppola [13:00]
- “You can maximize on the fact that you can put one hundred dollars in, and get five hundred dollars out.” [46:00]
- “The first thing you need to do to save yourself a headache, is make sure that your offer is really great.” [49:00]

References

<http://www.typeform.com/>

Weekly Challenge

- Get clear on your offer! Make it perfect, refine it, tweak it, make it shine.
- Make a flow-chart of your possible sequences.
 - What are you inroads? (Think Evergreen!)
 - What is the flow? What are people doing?
 - What components are active or passive?
 - How are you going to deliver your offer?
- What’s the Why/What/How/Now?