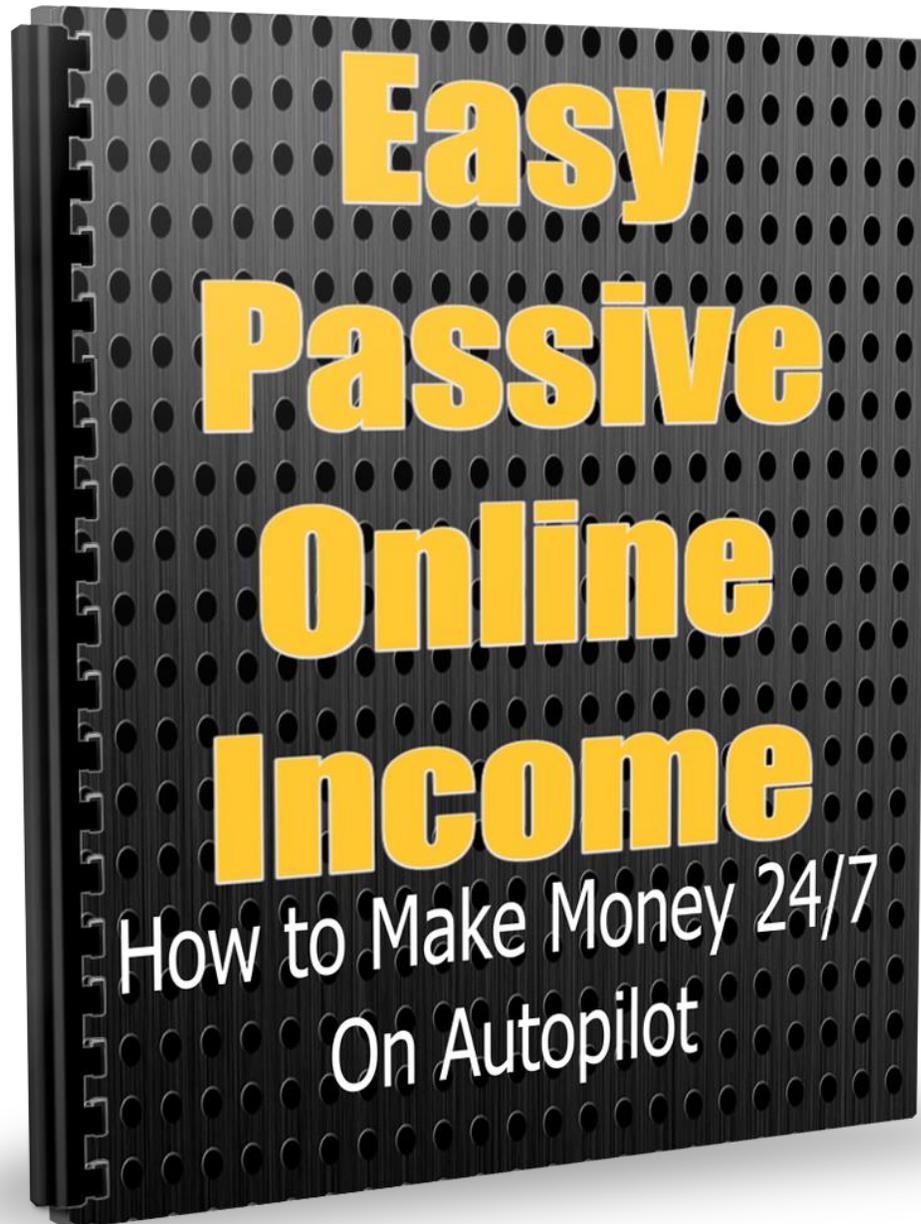


# Easy Passive Online Income

How to make automated income 24/7



# Easy Passive Online Income

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# Introduction

## What do we want?

One of the big attractions of making money online is the fact that the internet connects to a global audience of potential customers..

That was almost impossible for small businesses before the internet came along but now it is within everyone's reach.

To make money even when we are asleep or relaxing is a very attractive proposition and, in this short report I will show you a very simple way of achieving it.

**You may already know the basic principle I will run through**, but stay with me as I give you some pretty awesome tips to refine this method and making it work a lot more effectively than you have probably seen before

# The method

OK..no fluff.

Here is the simplest way of getting online income that is as near passive as you can get.

You don't need very much to make it happen either, just a few simple web pages and an autoresponder account.

Autoresponders allow you to set up a sequence of emails that are sent and delivered at a set time interval.

So, let's say I subscribe to your email list (I will discuss the best ways to do this later) then I will get those emails sent based on when I joined.

Maybe you have set the interval to be every day or every other day but the interval will be the same for anyone joining that list based on the day they joined.

Now, if you recommend products (either affiliate products or your own products) in that sequence, some of the subscribers may well purchase them, earning you money.

I told you that you may have already come across this method...but in the next few pages, I will go into some ninja tips of how to make it work big-style!

# How Do We Start?

First thing is to pick a niche or a sub-niche that you want to concentrate on.

Obviously this needs to be a niche that is profitable and has loads of people needing quality information (and be willing to pay for it).

If you want to know how to do proper niche research, then you can check out this course: [Niche Authority](#)

So, once you have your niche selected, you need to look for 3 or 4 really good evergreen products that you can promote as an affiliate that people in that niche may want or need.

Try **not** to choose products that overlap each other – trainings that go through the same information.

Now you have some products to build a framework around.

**If it seems like we are building this thing backwards, you are absolutely correct. It makes the whole process much easier.**

# Creating The Emails

Now we need to put together a **“tutorial style”** email sequence.

You want to be seen as a person who knows what they are speaking about so you brand yourself as an “authority” on the subject.

The best way to do that is by emails that should be:

1. Content rich – you need to deliver value
2. Not too long – people have low attention spans
3. That follow a logical sequence – like reading a book
4. Written in your own “voice” – not too stuffy
5. That deal with the topics and problems that the products you are recommending solve

The first email should be a welcome email and it should encourage people to whitelist your email address so they get all of the course delivered into the inbox.

You should also instruct the new subscriber to make sure that your emails arrive in the “Primary tab” if they are using Gmail.

This is an important housekeeping step that, if you miss out, could mean that you get far fewer opens and clicks (you want to still be inboxing after the sequence has come to an end).

When you are mentioning the product recommendations, do it after the main content of the email. Almost like a postscript to the content... something like this...

*"...So, if you want to automate this process, you can do that using this superb inexpensive plug-in. I use it and it really does make the whole process a lot quicker and easier  
See if it is right for you – here [AFFILIATE LINK] "*

Notice what a **soft sell** that is?

I can even refer back to that in future mails by saying something like

*"..and if you picked up that plug-in I recommended in a previous mail, ( [AFFILIATE LINK] ), then you don't need to manually do this"*

Before you start writing the actual content mails, it is worth "storyboarding" it out on a note pad or a whiteboard, just as you would if you were writing a book. Each email is a mini chapter in your "book"

The story will be dictated by the products that you want to promote.

# Adding More Value

One of the benefits of having this kind of email sequence is that it gives you extra options when you want to get subscribers onto your list in the first place.

Most people offer something of value that is free to people to encourage them into their audience. To give it a physical world analogy, it would be like a hairdresser giving free product samples in order to get potential customers into their shop).

If you do that, you could now add another free bonus onto your squeeze page – *"You also get my [NICHE] ecourse as a bonus"*

IN FACT... You don't need to have an ebook or whatever to give away... Why not just create an ecover graphic for your ecourse and use that on your squeeze page?

That makes it so much easier! And by giving a complete course, drip fed over a number of days you can make the perceived value of your free offer even higher.

If you want to have fantastic products that are rebranded for you to give away to build your lists, there is a site called "Everything Rebrandable" that has a complete and growing library of reports and software products. It even has a SaaS Squeeze Page Builder and a Thank-You page builder for you to use in the site as well.

[See it here](#)

# What to do after the sequence

It is important to keep emailing your subscribers after they have finished the course or your list will go quiet.

You could promote new products that are being launched (often with some kind of launch special offer) to your list

One great tip is to ask your subscribers what they would like to learn about next in the final email in the tutorial. If you have another tutorial sequence ready-made, just start it off with something like...

*"Thank you everyone for your feedback, many people wanted to know how to do [SECOND SEQUENCE NICHE], so I have been writing some tips and I will send you the first one tomorrow..."*

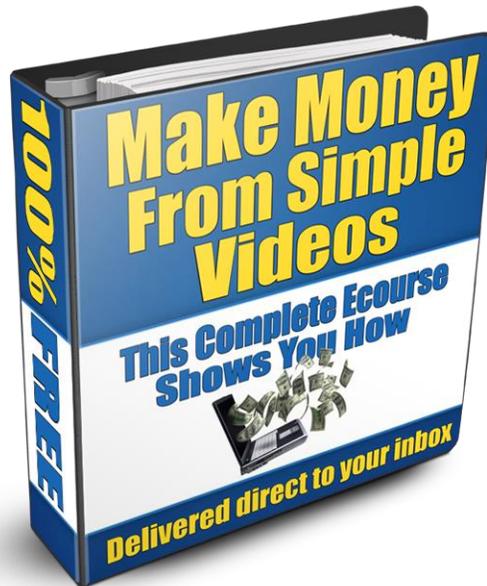
This way, you can have your subscribers progress through another email sequence.

Of course you will have all of this set up ahead of time so it is a "set & forget" process.

Next.... How you can get started with this today without writing a single email....

## Special FREE Offer

How would you like a full tutorial style email sequence all done for you – For FREE?



This ecourse is professionally written and contains links to 4 high converting products that are branded as YOUR affiliate links

In fact, the online branding tool personalizes the whole sequence in a couple of clicks

[Get your FREE copy – Click Here](#)

# Resources

## Tools mentioned in the report and useful links

### Get a FREE Tutorial Email Sequence

Just [Click Here](#) to get your re-branded copy

### Niche Authority

How to find and exploit profitable niches – [Click Here](#)

### Everything Rebrandable

Site which has an ever-building library of re-brandable products that you can use to give as freebies to build lists – [Click Here](#)