



MODULE 4

How to Create Hot Selling Online Courses, Products, & Programs to Get New Clients and Earn Passive Income

with Jennifer Henczel



Jennifer

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Module 4: How to Generate Passive Non Coaching Income

You've already thought about passive coaching income as you've been planning your sales funnel.

Passive income is crucial for those times between clients, but not only does it help pad and stabilize your income flow, passive products also boost your web reputation. A coach with "concrete" passive income products that people can self-serve themselves is seen as:

- Stable
- Professional
- Successful

Your product array gives more of a "complete" picture of what you do and how you can help everyone in your target market.

 <p>Jennifer Henczel FREE</p> <p>Become an Affiliate</p> <p>Get 30% commission on all Connect Now Academy Programs</p> <p>Details</p>	 <p>Jennifer Henczel \$1,299.00</p> <p>Connect Now Authorized Leadership Program - Meetup Mastery (LEVEL 1)</p> <p>Build Your Tribe</p> <p>Details</p>	 <p>Jennifer Henczel \$99.00</p> <p>Connect Now Authorized Leadership Program - Mastermind Mastery (LEVEL 2)</p> <p>Monthly Mastermind Groups and Recurring Events Module</p> <p>Details</p>
 <p>Jennifer Henczel \$80.00</p> <p>Connect Now Membership</p> <p>1 Year Membership, Directory Listing, and Access to the Learning Lo...</p>	 <p>Jennifer Henczel \$100.00</p> <p>Coaching Toolkit</p> <p>Turn your expertise into income! A Connect Now Membership Option</p>	 <p>Jennifer Henczel \$150.00 / month</p> <p>Client Attraction System</p> <p>A Group Coaching & Training Package</p>

But as soon as possible you need to make sure people can find you and your products.

Step One: Build your List!

As soon as you have your website and free incentive set up, start building your subscriber list.

These are the ones who earnestly want to become your client, and although they can't afford coaching now (or know they're not quite ready), consider including products or packages in their price range. If you treat them as equally important and make them feel heard and special, not only will they most likely become clients in the future - especially if you're showing the most motivated ones how to get to that income level - they are also more likely to refer you to others.

One caveat, however: With this low income price bracket, make sure you focus on creating "self-serve" products that provide true passive income for you. (I.E. once they are created, you don't have to interact as part of the package.) EBooks, webinar recordings, worksheets and basic plans (think "kick starter packages") are all products they can download and work from without having to interact.

A great example would be coach Kelly McCausey's May 2014 Conference, held in Toronto, under her "Solo Smarts" business umbrella. She made sure she and her attendees constantly shared highlights of the Conference *as it was happening* by uploading photographs and posts on social media, creating a buzz.

A few days after the event, **she emailed her subscriber list**, letting subscribers who were unable to actually afford attending in person know that they could still benefit from the event.

My Toronto event was everything I'd hoped it'd be and more! As usual, the people created a wonderful energy that I never could have orchestrated on my own, so much of the time I could simply sit back and watch the magic happen.

How I wish you could have been there to experience it!

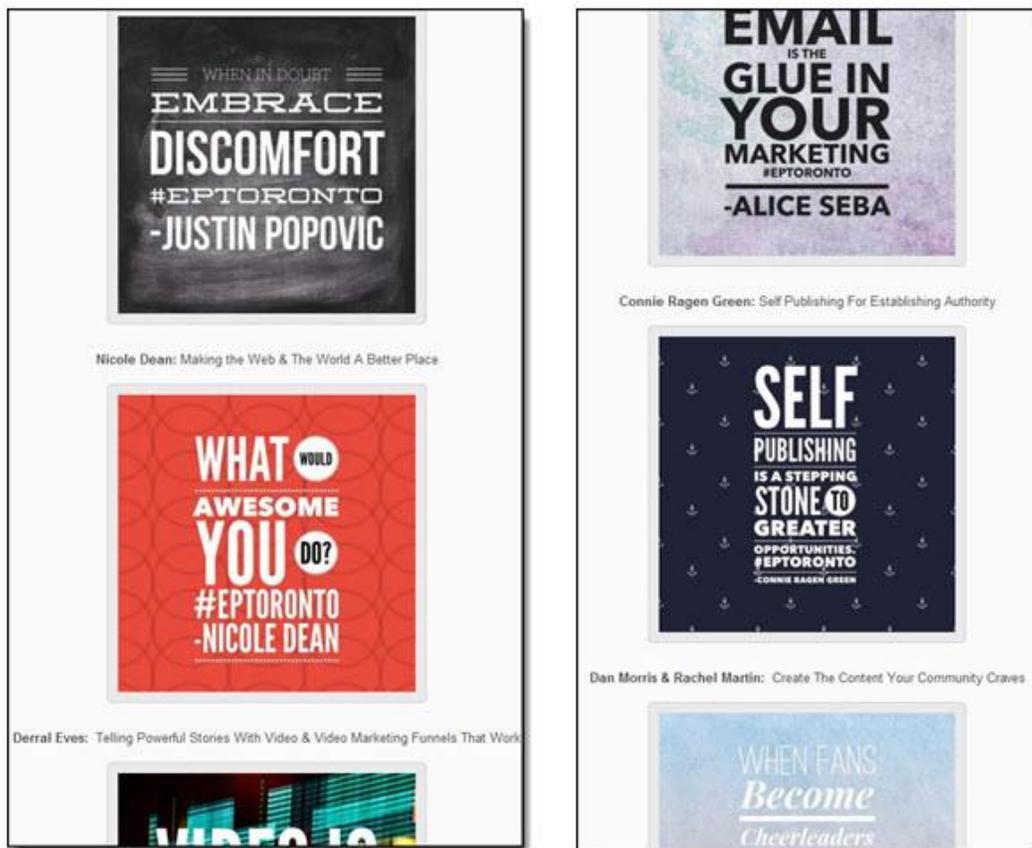
Yes, you can [get the recordings and listen to the Keynotes, Expert Topics & Panel Discussions here](#) :)

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When subscribers clicked on the links, they were taken to a sales page which showcased each keynote speaker's presentation in a self-contained module, just as if these were separate products.

Taking the extra time and care to showcase each speaker's contribution in separate graphics emphasized the value the reader would be getting.

Rather than just a generic batch of recordings, the value of each presenter was maximized. (But the "buttons" are not clickable, because the subscriber is being offered all of these modules for one price.)



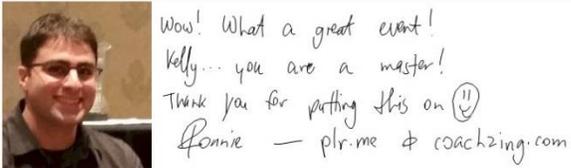
At the end of this list, there is a simple order form - reinforced with Ronnie Nijmeh's testimonial and photo, and an invitation to read more feedback from the event.

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Includes Saturday & Sunday Panel Discussions!

ORDER NOW

PayPal VISA MasterCard American Express



Wow! What a great event!
Kelly... you are a master!
Thank you for putting this on 😊
Bonnie — plr.me & coaching.com

(READ MORE GREAT EVENT FEEDBACK HERE!)

Exposure & Profit is hosted by Kelly McCausey of Solo Smarts!

SOLOSMARTS

*Photo by Patsy Copus!

This sales page actually starts out by letting people know up front what they can get for the simple purchase price of \$47.00.

SPEAKERS, ADVISORS & STAFF ORDER RECORDINGS LOCATION NEW! EVENT FEEDBACK

EXPOSURE & PROFIT

 **May 17-18**
Two Day Seminar

 **Toronto, Canada**
International Plaza Hotel

\$47
BUY RECORDINGS >



Exposure & Profit 2014 was a great time!
Attendees, Speakers & Advisors, we all loved getting to

One key point to notice: *Each one* of the individual session recordings easily justifies a \$47.00 price - to the right customer - but they are being offered the entire batch for that price.

The result: Even if people are hooked by *only one recording topic*, they will be only too happy to pay the \$47.00 price - and they will be grateful to Solo Smarts for allowing them to benefit from the event even though they couldn't attend. This is a perfect example of re-using content in a different format to please your audience (especially those who are on their way up but whose income is not yet at the point of flying to conferences).

What's more it is also a great example of **creating passive income out of a live event** - to the maximum benefit of both seller and purchasers. Oh. And one final point... the offer is **time-limited**.

Step Two: Pairing with Joint Venture Partners

Another strategy we haven't talked about: Pairing with JV partners. An event such as the Toronto conference would be perfect for this strategy - and that applies if you are the event creator or an expert guest.

All expert guests working together to publicize the event and promote passive sales afterwards puts more money on everyone's individual tables - and if you are still on the way up as a coach yourself, associates you in people's minds with more established, visible experts.

Q: When should you approach a potential JV partner?

A: When you have a package, event or product that will excite and capture sales from her list. (In other words, it's perfect for each subscriber.)

Quickly get the point across in your JV pitch, and your chances of a "yes" response are surprisingly high.

Types of product/package/program that lend themselves to JV marketing:

- Live events and workshops
- "Interview"-style eBooks (e.g. "Ten Top Experts Talk about Getting Past Blocks")
- PLR, apps or software that JV partners can re-brand
- Webinars with guests

In fact, any event or product that is perfect for a potential JV partner's subscriber base.

If your potential JV partner has more visibility and clout than you do, be sure to offer great incentives. Granted, being able to come up with the perfect product for her list is incentive number one - but also offer 100% commissions (if you are still building your list and attempting to increase your visibility) and other rewards.

(Just make sure you include a capture for your own list, if your JV partner sends people to any of your websites or pages!)

Step Three: Setting Up Your Affiliate Program

Another way to multiply sales of passive, self-serve products - or to find new clients who have been specifically directed to you: Make sure you have an appealing, visible Affiliate program.

You've already created affiliate resources, right? These can include...

- Banners
- Buttons
- Graphics
- Ads (in a selection of common sizes)
- FAQs
- "How to"
- Templates
- Affiliate links

Now all you have to do is decide on your technology. Will you use a script? An affiliate management service? Hire an actual Affiliate Manager? Get your affiliate-savvy VA to take it on (along with customer - and affiliate - service)? By far, the two easiest ways involve:

- Using a third-party network such as Amazon.com, where affiliate management and payment is automatically handled for you without any effort or expenditure at your end
- Choosing a shopping cart that includes easy affiliate handling

Of course, if you are able to outsource, that's a big boon to you too.

Finally, do remember the option of **promoting other peoples' products as an affiliate** yourself. That includes:

- JV partner products
- "Go with", related products that would supplement your own offering base
- Tools and resources created by others that would specifically benefit your list

Step Four: Continue to Grow Your Passive Income

And don't stop at affiliate marketing and creating passive products or packages out of existing work: Look for **new opportunities** to grow your passive income base too - while using these products to boost your reputation as a coach (and your desirability as a **paid guest speaker**).

Make sure you have excellent **Customer Service** options set up and make sure your subscriber base knows how and where to contact you and get help, if needed.

Two especially effective options include:

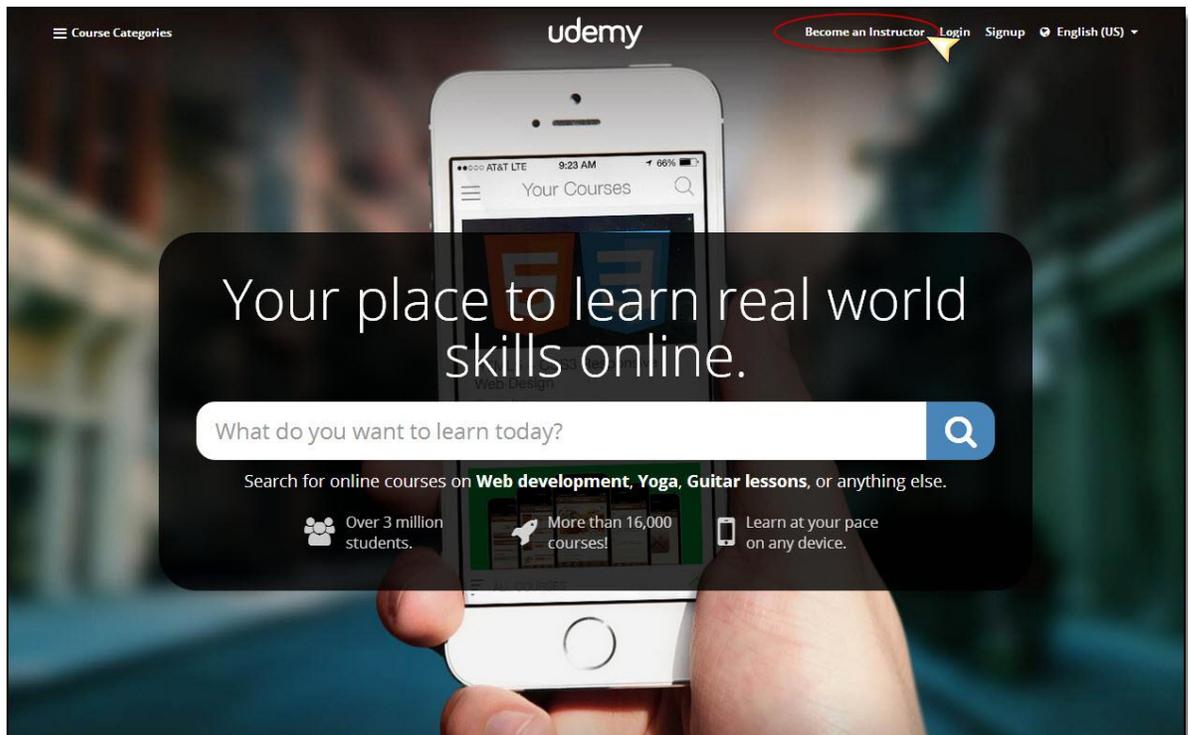
- Hiring an experienced VA exclusively for Customer Service through [Upwork](#).
- Using an easy ticket system such as [Zendesk](#)

Whether or not you hire someone or use a ticket system, be hands-on with your customer service. Read and deal with smaller issues on your Facebook Page or in your Facebook Group (even if that simply involves directing people to your Zendesk solution or to your VA).

Especially read comments and feedback: This is where ideas for future products are born. And **products that result from feedback** are often far more successful than other products, because **the client or customer herself has told you what she needs** - you've simply jumped on the opportunity to supply it.

Consider using other platforms to formalize more products. For example, join organizations such as [Thinkific](#) or [Udemy](#) as an instructor, setting up your own course.

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(And don't forget to write that Kindle eBook. The world is waiting!)

Now you can see the potential. This is just the beginning. Want more?
Join me for my live 3-Hour Rapid Revenue System Workshop
Bring your questions.



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