

◆ ROCKET LAUNCH BIZ STRATEGY

# QUIT THE GRIND AND HUSTLE: YOUR PASSIVE INCOME PLAYBOOK

A quick and actionable cheat sheet that gets you going with your biz in a COUPLE OF DAYS by showing the initial steps to take starting your Passive Income Online Biz, making the process and first steps less overwhelming and uncertain.



## THE IDEA OF HAVING AN ONLINE BIZ TO SELL YOUR EXPERTISE AS ONLINE COURSES ON AUTOPILOT IS DAMN SEXY - BUT AT THE SAME TIME IT SEEMS OVERWHELMING AND DAUNTING!!!! 😬

**Hey, I totally get you.**

As the expert in your field of profession, passion, or interest, you want to share your wisdom, expertise, and knowledge to help people achieve whatever they dream of. You can help them because you are the expert. **Clear!** 🙌



Obviously, **it's really cool and appealing** to bundle all your support and wisdom into **self-learning online courses** that help people through their transitions.

🥰 **And here's the exciting part:** you can do all this while spending time with your family, exploring the world, or even catching up on sleep.

**The beauty of selling courses on autopilot** is just the beginning of a journey towards multiple streams of passive income. **It's a world of possibilities that can transform your financial future and security!**

**But let's face it:** the road to build your **successful Passive Income Online Biz** to sell your digital products is **not always smooth - and seems super complex!** 🗨️

The noble intention alone of helping your clients to start an online biz is simply **not enough**. The feeling of overwhelm, lack of clarity and the risks of failure and of ending up as a worn-out wreck is **REAL AND COMMON**. ❌

**But it's not the end of the road. The thing is to find balance and your own NU WAYS between progress and uncertainty - by adding some structure!** ↩️

**Hey, I'm Melanie.** 🙌

I help people turn their expertise or passion into digital mini goodies, selling them on autopilot and eventually scaling to more profitable passive income streams.

Building a Passive Income Online Business requires following more than **JUST ONE** strategy—it's a combination of many strategies that you need to learn, adapt, and master for your own individual purposes and goals - following **your vision and a ROADMAP** - which is great news because it provides clarity!!

**How do I know this works?** 📌



I've been in your shoes, struggling to turn my expertise into a thriving business. 🚫

However, I persevered and successfully transformed it into a six-figure business, reinvesting those earnings into other profitable passive income streams like real estate. ★ **In just four years, I replaced my six-figure corporate salary—and the growth keeps coming.**

During my initial **business-building process**, I gained game-changing insight. ➔  
🚫 Implementing this into my approach made building my business and selling through my funnels less overwhelming and more targeted.

**THE SECRET?! 🗨️** Ditch the isolated idea-based online course creation to build your business. **Yep! 😊**

✗ I used to jump on every scattered idea and turn it into an online course or else, thinking that's what people want and need to get my business up and running. This resulted in **constant biz changes, mental overload**, and the creation of many unrelated, unsellable digital products that **did not sell as anticipated - MASSIVE WASTE, NO GAIN, NO RED THREAT 🌪️... !!! That sucked!**

🔄 But when I changed gear to a **more systemic and scalable business-building approach**, considering my clients' transformation journey and funnel strategy, I felt less overwhelmed, and things got less chaotic and uncertain. Growing my biz is now laser-targeted, structured, super fast, and done with a distinct purpose and intent.

**The thing is:**

✗ **Imagine you are baking a cake:** You **can't keep changing** the type of cake you want to bake halfway through, from apple pie 🥧 to cupcake 🧁 to banana bread 🍌 or anything else 🍰. **Unfortunately, that's the harsh reality and what most people do when starting a business!**

✅ Starting a business is like baking a cake. Any business is built based on a vision and a structured approach (aka 'recipe' with a personal twist) to get there. 💎🌟

So, a round of big applause 🙌🙌 if you're here to build a sustainable passive income online business based on a vision and scalable structure to feel less overwhelmed and uncertain - following a RED THREAT 🌪️... ! 🙌

I developed a step-by-step approach for building successful passive online businesses, starting with selling online courses. Here is my 6-Step Playbook for starting - **in just a few days!!**

**Have fun! Happy passive selling and online course crafting,**

Melanie

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## OVERVIEW

01

**Specify the transformation that you aim to address for your target clients.**

02

**Specify the passive income online business you want to have in the near future.**

03

**Create your first small offer as lead magnet and mini funnel.**

04

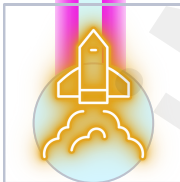
**Increase your social media visibility & recognition to attract your tribe.**

05

**Create more digital products to build more funnels and passive income streams**

06

**Ready to rumble?**



**The passive income world is yours to conquer!**



## **STEP 1:** **WHAT'S YOUR TARGETED CLIENTS' TRANSFORMATIONAL JOURNEY YOU WANT TO ADDRESS WITH YOUR BUSINESS AND ITS DIGITAL PRODUCTS?**

You start by putting yourself in your target clients's shoes.

You only think about the **change your clients are about to undergo** with the help of your digital products.

Where do they start from, and what do they end up to - and how?

### Transformation & Target Clients

#### Example:

*I help people [= target clients: employed Subject-Matter Experts and service-/product-based business owners] from time-bound and stuck-in-a-rut to gradually breaking free as a personally and financially independent Passive Income Entrepreneur!*

### **Transformation Formula:**


**I HELP TARGET CLIENTS [WHO] FROM [PROBLEM/CURRENT STATE]..... TO [DESIRED GOAL/TO-BE STATE].**

- **TARGET CLIENTS:** ➔ What kind of people do you want to work with and help through their change? What type of persona (age, if applicable ➔ gender, location, problems, goals, aspirations, hobbies, interests, situation, etc.) do they have? 💡 **Pro Tip:** Go ahead and get super specific. You can even create 2 - 4 client persona if that helps. You can always add or change stuff as you go along. It will help when you start creating content and making ads for your audience. They should feel that you'll get where they're coming from, and you can talk their talk. This leads to engagement and outcomes like sales and subscriptions.
- **FROM:** ➔ Consider the problems your target client(s) is/are facing. What problems does your customer solve through your digital products? How do they manifest? What disadvantages do these problems cause in their daily life?
- **TO:** ➔ What specific goals and transformation does your target client(s) achieve with your help? Where do they want to go? What will change in your client's life when they reach their goal?

### **BUSINESS TIPP:**

If you have not registered a business yet, you should start to think about it and take action. Even if you are still employed and have not decided for good to start this business venture, it won't harm you but will **benefit you immensely**. Business registration provides a solid foundation, ensuring legal protection and financial security, especially if you have some expenses to cover. You can start this as a sidekick and gradually transition into full-time entrepreneurship and passive income business ownership. 💎



 **DEFINE YOUR TARGET CLIENT'S TRANSFORMATION**  
[WHO ... FROM ... TO ... .]



 **DESCRIBE YOUR TARGET CLIENTS (1 - 4 PERSONA IF APPLICABLE)**



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## STEP 2: THINK ABOUT WHAT KIND OF LIFE & BUSINESS YOU ASPIRE TO - AND WHAT YOU NEED FOR THIS TO COME TRUE.

Now, think about what kind of life and business you're aiming for. This will help you figure out your monthly income needs and identify the skills, tools, and maybe even staff required. 🎯 Be honest and brave when answering the following questions. Your candid responses are important for your own benefit.

1. What do you think your life and business will look like in the next 6-12 months? What kind of Online Biz do you like to start based on your expertise? What kind of passive income streams do you like to build with the money you earn with your online biz?
2. How much time do you prefer to spend working directly with clients (one-on-one or in a group setting) or doing day-to-day biz work?
3. What level of monthly income do you aim for or need?

### Example: Scenario 1

- **Passive Income Online Biz:** No own staff, a VA on demand, independent from time and location, expertise turned into digital products such as online courses and sold on automation
- **Passive Income Biz:** various income streams (e.g. online biz /online courses, real estates, stokes, ... )
- Max 2 hours of (remote) work per day (including group events and content). Only 1x 1:1 client per month.
- 25k per month (online courses)

### Example: Scenario 2

- **Online Biz:** 20+ staff, members, office-based, monthly big-scale live events, training and webinars
- **Passive Income Biz:** various income streams (e.g. cryptocurrency, affiliate marketing, blogging, ...)
- Max. 5 hours of (remote) work per day (including group events and content). No 1:1 clients.
- 500k per month (live events + webinars, training)

### Example: Scenario 3

- **Online Biz:** No own staff, location independent, a VA on demand, live webinars + 1:1s
- **Passive Income Biz:** various income streams (e.g. print-on-demand, social media influencer... )
- Max. 7 hours of (remote) work per day (including group events and content). 10 x 1:1 clients per month.
- 40k per month (live webinars, 1:1s)

Depending on the life and business you want you need **certain skills, strategies, business tools and platforms.** 🛠️ Here's an example of what you need to learn and master for a **passive income online business** selling mainly online courses on autopilot (= highest independence from trading time for money)



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**DEFINE WHAT YOUR LIFESTYLE AND BUSINESS WILL BE IN 6 -12 MONTHS (SEE QUESTIONS ON PREVIOUS PAGE)**



**SKILLS, STRATEGIES, TOOLS, BIZ STRUCTURES YOU NEED FOR THIS**





## STEP 3: CREATE YOUR FIRST MINI DIGITAL PRODUCT AS LEAD MAGNET, A SIMPLE AUTOMATED FUNNEL - AND START SELLING IN A COUPLE OF DAYS

Starting your Passive Income Online Business rooted in your expertise, passion, or interest does not need to be complicated!

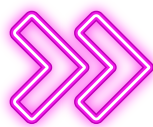
**💡 PRO TIP: You start small - and scale! And you start fast - and keep going!**

Creating your passive income business is a deeply personal endeavour, much like choosing your breakfast. The difference between success and failure is not copying and following what others do or tell you to do but finding and refining your own rhythm and style. **💎 Vision, consistency, and adaption are key, as is starting fast, deciding swiftly and building momentum.**

You can totally pull off launching your first automated funnel in just a couple of days, believe it or not! Even if being in front of a camera isn't your thing yet, there are ways to make it work for sure.

**And this is what you are going to do in the next 3 days based on your defined niche and target audience:**

1. You create a **Freebie** (e.g. checklist, templates, How-To Guide to solve a problem in less than 5 minutes) → check what you have already or design one, e.g. in CANVA (free account)
2. You create a **Mini Digital Product** (price range 9€ - 27€) - like an eBook (e.g. training and nutrition plans for four weeks for weight loss and muscle gain, like material you might have already) in CANVA.
3. You build your **Freebie Landing Page (including the sign-up form) and your funnel (including email sequence), e.g., with a free MailerLite account to sell your Mini Product** (payment: invoice).
4. You **promote** your Freebie on Social Media of your choice.



**HIGH-SPEED PASSIVE  
INCOME QUICK-STARTER KIT**  
Join now for only **17.99€**  
[instead of 147€]



**YOUR FREEBIE**



**YOUR MINI DIGITAL PRODUCT**



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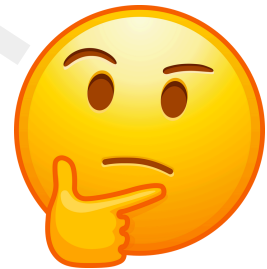


## STEP 4: INCREASE YOUR VISIBILITY & RECOGNITION ON SOCIAL MEDIA TO ATTRACT YOUR TRIBE AND CLIENTS

Many people, including my clients, who wonder if they should start an online business for passive income rooted in their expertise, passion, or area of interest are already, to some extent, recognised and established expert authorities in their field in the offline world. **I was one of them!**

But there are **THREE MAJOR BELIEFS OR CONCERNS** that often hold them back from actually starting:

1. The online course market feels already **saturated**.
2. Due to the **large number of competitors**, many are wondering how they can differentiate themselves.
3. They are deeply concerned that the only way to sell their digital products, including online courses, is to be **"pushy, ridiculously upbeat and sales"** in their marketing—which most people, of course, dislike.



**Have you found yourself facing these concerns?**

**Well, if so, let me tell you this:**

Yes, there are many online courses out there, as well as many competitors. But the quality differs dramatically - and that's your chance to differentiate and become visible! And a market with competitors only **means there is DEMAND!** **Which is great news!** That's precisely what you want!

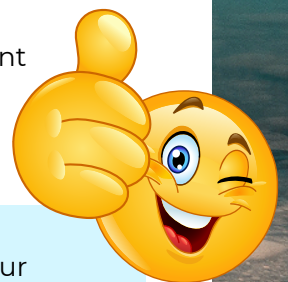
**The proven best way to stand out and increase your ⇒ visibility, follower count and community continuously on social media and attract your dream clients is by positioning yourself as a Go-To Expert** by demonstrating leadership and authority through the content you share through different channels. **This is the opposite of pushy and sales marketing!**



**And how do you do this?**

By creating and showing your **authentic and recognisable Go-To Expert Brand** through your content based on the following questions:

1. What is the change (your ultimate why) that you want to drive to make our world a better world?
2. Tell me about yourself. How did you get to where you are today?
3. What three words describe you best (based on what your family, friends or colleagues would tell me?)



**🔥 Super Deal:**  
77€ instead of 197€ (+tax)

**🌟 From Mainstream Nobody to Go-To Online Expert Branding Pack - in just 5 days!**

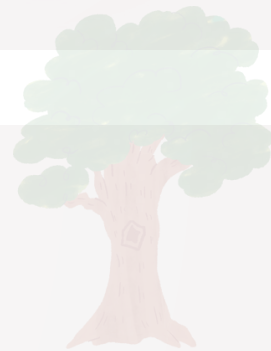


**YOUR WHY & YOUR STORY**



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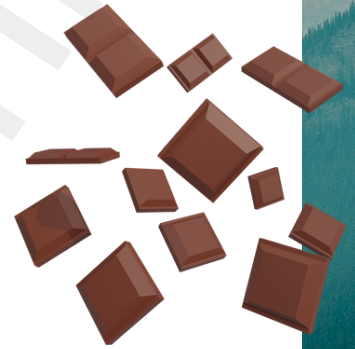
**THREE WORDS THAT DESCRIBE YOU BEST**



**Step 5:**  
**EXPAND YOUR PRODUCT PORTFOLIO WITH  
 ADDITIONAL DIGITAL PRODUCTS AND CREATE  
 PRODUCT STAIRCASES FOR YOUR SALES FUNNELS.  
 UTILIZE TOOL AUTOMATION TO THE MOST TO ENHANCE  
 AND SCALE YOUR PASSIVE INCOME STREAMS.**

**For this, you do the following:**

1. You'll **break down your expertise** and how you help people through their transformation journey and process into smaller pieces. like breaking down a chocolate bar into smaller, more manageable pieces. Some pieces might be smaller, while others could be larger.
2. And then you **bring them in the order** you like them to 'feed' your clients to enable their transformation along their journey—bit by bit.
3. Finally, you **start to turn the content into online courses** and other digital products and **organise them along your funnels.**



**Along with your product portfolio, you should also develop and scale your tools and automated sales, marketing and delivery platforms. Here are the major ones:**

**SALES & PAYMENT PLATFORM**

➔💡 PRO TIP bc of lifetime account and easy API integrations:  
[ThriveCart](#)

**ONLINE COURSE PLATFORM**

➔💡 PRO TIP bc of seamless connection: [ThriveCart Learn+](#)

**EMAIL CAMPAIGN TOOL**

➔💡 PRO TIP bc free account to start and API connections:  
[MailerLite](#)

**WEBSITE**

➔💡 PRO TIP: Despite common advice, I advise to have one for several important reasons as a passive income online biz owner:

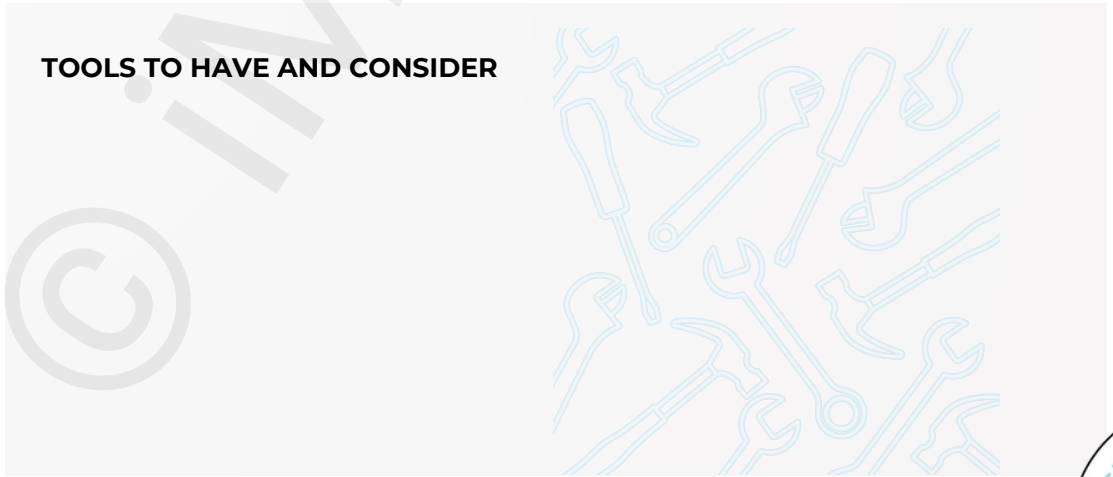
- 1) It makes you independent from social media platforms,
- 2) for ad purposes (Google Ads, IG/Meta Ads, TikTokAds, ... ),
- 3) www visibility (SEO)



**YOUR IDEAS FOR YOUR PRODUCT PORTFOLIO & PRODUCT STAIRCASES**



**TOOLS TO HAVE AND CONSIDER**



## STEP 6: REAL TALK: HOW READY ARE YOU TO START YOUR BIZ VENTURE?

**ON A SCALE FROM 1 TO 10:** 🖱️ **HOW CONFIDENT  
ARE YOU TO WALK NU WAYS AND START YOUR  
PASSIVE INCOME ONLINE BIZ?**

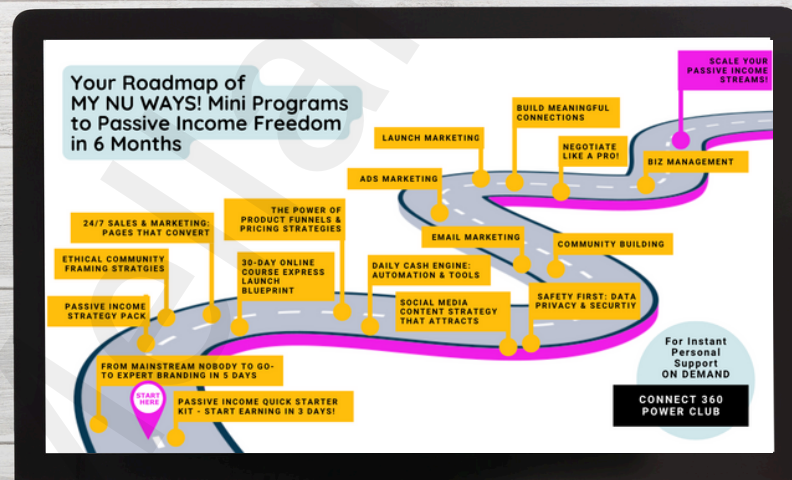
[1 = not ready at all and 10 = 100% ready]

**YOUR  
SCORE**



### What your score means for the next steps:

- **Score 5 and higher:** You are a go-getter and ready to dive into this endeavour. You're confidence will rise even higher when you start taking actions.
- **Any score lower than 5:** Hey, no worries! Lots of options, there's still room for growth. Remember, we all started as beginners. So what's REALLY stopping you? Unrealistic expectations? Uncertainty? Fear? ... 🖱️ The more you educate yourself about the topic, the more clarity you'll gain and the more confident you will be to start!



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## SO WHAT'S NEXT?

READY TO MASTER THE ART OF CREATING AND SELLING DIGITAL GOODIES ON AUTOPILOT LIKE A PASSIVE INCOME BIZ PRO WITH AN EASY-PEASY STEP-BY-STEP PLAN - IN JUST 3 DAYS?



Funnel is running! 🚀 5 sales so far, but it seems to be optimising further. I'll leave it there and instead improve the order bump now. 😊😄

You don't touch the phone for 2 hours to watch a movie with the kidds - and there are 2 purchase notifications again! That's fun! I LOVE IT! 😊

WHAT MY CLIENTS CAN TELL YOU 🗣️

*"Passive Income literally turned my Business and Life upside down - for the better!"*

Melanie encouraged and accompanied me in leaving my side gig of leadership 1:1 coaching and going full-in with a passive income business in a new niche: Business Mentoring.

I already had two digital products for 99€ each - but minor sales. So, with Melanie's help, I tweaked them into super catchy high-quality lead magnets, reduced the price to 37€, and set up basic funnels - et voila..! The rest was history!

Nowadays, I earn €250+ per client on average - and I have left my 9-to-5 job to live now fully from my passive income business! 🙌



Katrin Caldwell  
Business Mentor & Consultant

Oh Mell! I can tell ya, I was soooooo nervous when the ad started running!!! You know my story, I used to run ads and no one would buy - But suddenly the first sales notification popped up on my phone ... and it was such an incredible feeling 🥰🥰 ... and now it's a frequent flow of sales! Just mind-blowing 🚀🚀🚀🚀🚀

It's like you said: you wake up in the morning and when I reach for my phone, I feel this exited tingling in my belly to check for sales notification ... 😊🙌🙌

With the **High-Speed Passive Income Quick Starter Kit**, you whip up irresistible evergreen mini-offers that are too good and yummy to be ignored - and will attract **5 to 10 clients daily and even sell your high-ticket offers in one go.**

This online course is your golden ticket to jumpstart your Passive Income Biz Adventure with a **fail-proof fast lane roadmap and recommended tool set-up** made for go-getters like you - even without a big follower count. 🦋



Join now for only **17,99€**  
[instead of 147€]





**Voila!**

**Congratulations on taking the first steps to build a passive income online business by getting a grasp of the overall roadmap. 🙌🎉**

✨ Instead of obsessing over making your start flawless, I strongly advise you to start asap by creating your first lead magnet and mini funnel.

Remember, progress is not just vital - it's a source of joy. Enjoy the process and the journey toward your goal!

**If you'd rather like to start building your Go-To Expert online brand - there you go:**

Imagine you'll turn your online presence into a one-of-its-kind fan magnet and irresistible Go-To Expert Brand people can't help but recognise, follow, trust and buy from you - in just five days!

🎁 **This is a super deal for you - 77€ instead of 197€ (+VAT/MwSt.)**

🌟 **From Mainstream Nobody to Go-To Online Expert Branding Pack - in just 5 days!**

**At MY NU WAYS, it's all about striving for personal and financial freedom to live life to the fullest and be independent! Join in!**



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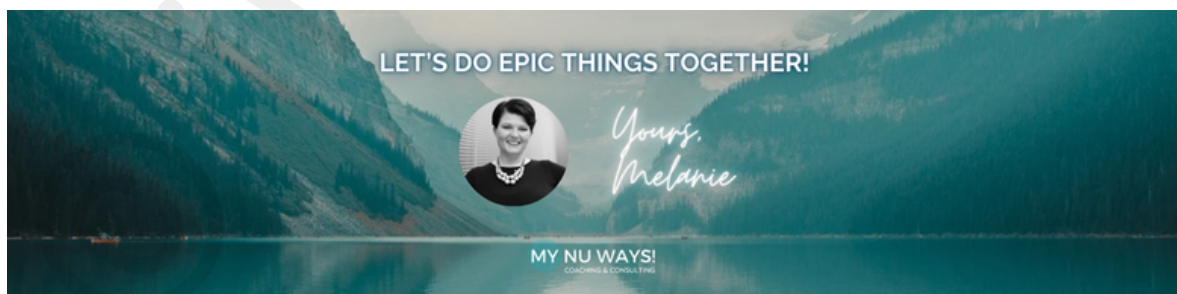
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