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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 DREAM OF SELLING YOUR EXPERTISE THROUGH ONLINE COURSES ON AUTOPILOT?

Sexy as hell... and also kind of overwhelming, right? 😳 We get it.

As the expert you are in your field—whether it's your profession, passion, or pure genius—you know you have something valuable to share. You want to help people. Transform lives. Create real impact.

And packaging your knowledge into self-learning digital courses that guide people through their own transitions? Especially when you can do it while traveling, spending time with your family, or catching up on sleep.

Because once your digital products start selling on autopilot, you're not just earning money—You're building freedom, security, and the foundation for multiple streams of passive income.

But let's be honest: The path to building a thriving Passive Income Online Biz? It's not always smooth. And it definitely doesn't feel simple in the beginning.

Even with the best intentions, most new digital entrepreneurs hit a wall of confusion, chaos, and shiny-object syndrome. They jump from one idea to another, trying to help everyone, and end up with zero clarity, a lot of stress, and unsellable digital products.

We've been there. We've done it that way. And it sucked. imes

Hey, we're Katrin & Melanie 👏

We help people like you turn their brilliance into digital mini-products that sell on autopilot—and build real, scalable passive income businesses that don't rely on showing up 24/7.

What we've learned:

Second Building a business on random ideas doesn't work.
 ✓ Building with strategy, structure, and vision? Total game-changer.

When we ditched the disconnected product chaos and switched to a clear, funnel-friendly, transformation-focused approach, everything changed: **More sales. More subscribers. Way less stress.**

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We like to say:

Building a business is like baking a cake. 🐸

You don't switch from banana bread to cupcakes mid-bake and expect a masterpiece.

But that's exactly what most people do when building their online biz changing the vision, the audience, the offer—midway through.

Result? A mess.

What you actually need is a recipe—a structure.

And a vision that acts as your **Golden Thread** *directing* every move you make in the correct order and with proper timing.

👏 So, major applause for being here.

Because by grabbing this Playbook, you're choosing clarity over chaos.

You're choosing strategy over shiny distractions. And you're building something that's actually built to last.

We created this 6-Step Passive Income Playbook to help you start strong —so you can feel confident, clear, and laser-focused in just a few days.

Let's turn your brilliance into a business that works for you.

Have fun + happy passive selling,

Katrin & Melanie 🧡

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OVERVIEW - YOUR SIX STEPS TO PASSIVE INCOME

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

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

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

Increase your social media visibility & recognition to attact your tribe.

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

Ready to rumble?

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The passive income world is yours to conquer!



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<u>STEP 1:</u>

WHAT'S YOUR TARGETED CLIENTS' TRANS-FORMATIONAL 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 <u>from</u>, and what do they end up <u>to - and how</u>?

<u>Transformation & Target Clients</u> <u>Example:</u>

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

Transformation Formula:

I HELP <u>TARGET CLIENTS</u> [WHO] <u>FROM</u> [PROBLEM/CURRENT STATE]..... <u>TO</u> [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.

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

🚀 DESCRIBE YOUR TARGET CLIENTS (Î - 4 PERSONA IF APPLICABLE)



<u>STEP 2:</u>

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. I 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 kine 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.

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• 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)



DEFINE WHAT YOUR LIFESTYLE AND BUSINESS WILL BE IN 6 -12 MONTHS (SEE QUESTIONS ON PREVIOUS PAGE) 7

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

<u>STEP 3:</u>

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 €197 + TAX

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YOUR MINI DIGITAL PRODUCT

<u>STEP 4:</u>

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.



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 <u>authentic and</u> <u>recognisable Go-To Expert Brand through</u> 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?

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THREE WORDS THAT DESCRIBE YOU BEST

<u>Step 5:</u>

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: <u>ThriveCart</u>

ONLINE COURSE PLATFORM

PRO TIP bc of seamless connection: <u>ThriveCart Learn+</u>

EMAIL CAMPAIGN TOOL PRO TIP bc free account to start and API connections: <u>MailerLite</u>

WEBSITE

➡ PRO TIP: Despite common advice, we 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)

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TOOLS TO HAVE AND CONSIDER

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

YOUR

SCORE

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]

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!

Al-Powered Digital Product Express Builder

For Offline Experts Ready To Go Digital—Without The Tech Stress. No Scripts. No Filming. No Overwhelm. Just You, AI & Your First Sellable Digital Product—Done In 2 Hours. Because Earning Without Always Having To Show Up? This Is Absolutely Possible!

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CREATE & LAUNCH YOUR DIGITAL PRODUCT IN JUST 2 HOURS!

Now that you know exactly what you want to create, let's make sure you launch it as quickly and easily as possible!

Create your digital product in just 2 hours—with a simple, stepby-step strategy that saves you time, avoids overwhelm, and delivers real quality.



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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