

◆ ONLINE SALES STRATEGY

HOW TO SELL ONLINE WITH NO RESULTS TO SHOW YET?

HERE'S HOW TO GO FROM BEING
INVISIBLE AND LEFT BEHIND IN THE
CROWD TO PROVIDING VALUE WHILE
BECOMING A RECOGNISED GO-TO
EXPERT BRAND AND AUTHORITY IN ANY
NICHE (EVEN AS A BEGINNER).

IMPROMPTU!

🚫 STOP OVERTHINKING. STOP SELF-SABOTAGING.

And please—stop chasing trends that burn out faster than your phone battery. 📱🔋

We've got to say it:

✨ Getting sales and growing your presence on Instagram, TikTok & Co. as a passive income business starter is way simpler than most people make it.

And yet... so many get stuck, spin their wheels, or fizzle out entirely. It's not your fault.

You've probably heard it all before:

"Post 3 times a day!"

"Copy that viral video format!"

"Hashtag hack your way to success!" 😬



⚠️ **That kind of advice is fading fast. But do you know what never goes out of style?**

💎 **REAL, EVERGREEN, PSYCHOLOGY-BASED MARKETING.** 🙌

This is the good stuff. The foundation. The part that actually works—because it's based on timeless principles that still convert even when trends shift.

And if you're serious about building a passive income business, you don't just want flashy visibility—you want sustainable, automated sales powered by smart content, strategic branding, and a clear expert position in your niche.

Here's the truth:

Short-lived hacks won't get you there. But solid marketing foundations? They'll take you all the way. 🚀

This freebie is your first step to:

- ✅ Building trust & authority—even if you have zero results yet
- ✅ Becoming known as the Go-To Expert in your niche
- ✅ Creating content that provides real value AND drives sales

Even if you're just getting started.



👋 We're Katrin & Melanie

We help everyday experts and offline business owners turn their knowledge into digital mini-products that sell on autopilot—and scale into sustainable, freedom-focused businesses.

Branding & content aren't just nice-to-haves. They're what makes your offers sell like clockwork.

Your expert brand is what drives:

- 1 Visibility & Recognition
- 2 Community Growth & Trust
- 3 Consistent Sales



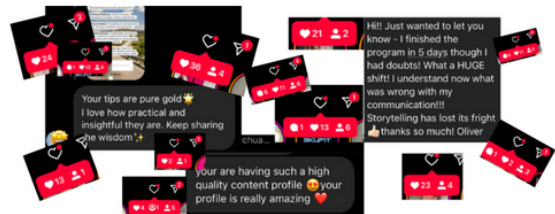
We've built six-figure online businesses doing exactly this—and reinvested that into other passive income streams like real estate and ETFs and made us independent from trading our time for money!

This strategy? It's what made it all click. 🔑 Here's what we figured out (the hard way):

We used to obsess over follower counts, trending audio, and viral views. But none of that really mattered. The real magic happened when we stopped chasing and started leading—with our own voice, values, and vision. ❤️

That's when content became easier. Selling felt aligned. And our brands became unforgettable.

- 📌 So here's your permission slip:
- ❌ You don't need to fake it.
- ✅ You don't need to be the loudest.



You just need to be YOU—strategically.

And that's exactly what this freebie helps you do. 📁

📌 **Download our free Sales Strategy for Passive Income Newbies** and start showing up online as the Go-To Expert in your space—starting now.

Because psychology says: People don't buy the loudest... they buy the clearest, the realest, and the most relatable.

Let's build that kind of brand—together.

Happy passive selling,

Katrin & Melanie ✨



DO THIS: ✎ CREATE & SHARE RELATABLE CONTENT REGULARLY & LINK THEM TO 'TO DOS' AND STEP-BY-STEP TUTORIALS ✓

How can you do that? Just keep sharing stories about your everyday life. Talk about mundane stuff and relate them to what you do. Being relatable is the key to growing your audience and gaining their **trust**. When you share **everyday stories** that resonate with your audience, it keeps them interested in your content.

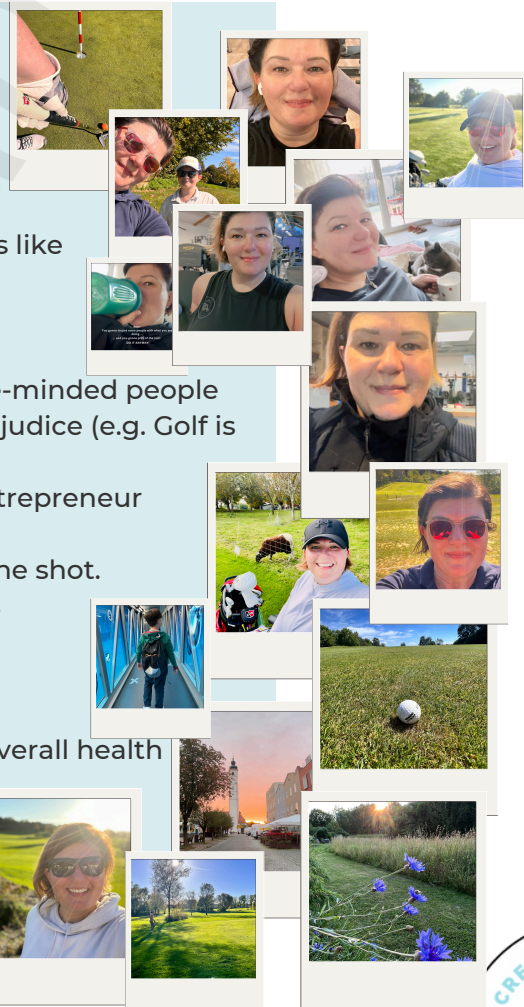
💡 **It's Psychology 101 if you connect these stories with how-tos and tutorials to prove it works.** When you tell a simple story and tie it back to a principle that challenges someone's way of thinking, it helps them create new ways of looking at things (Schema Theory). You're basically helping people see life from a different angle, enlightening them and making them more open-minded! When you do this, people connect you with that change and see you **as valuable**. 💎

This is how you provide value and show off your expertise, no matter where you are in your journey. **And when they're ready to buy, they'll buy from you.**

Example Melanie:

"I regularly share my good or bad times, my wins and losses or my highlights or insights I experience at the Golf Course or at my 5:00 am Gym rounds and link it to various biz topics like

- how I learn to overcome mental barriers, stress and beliefs
- what it means to be surrounded by like-minded people
- how to handle misconceptions and prejudice (e.g. Golf is not a sport, Golf is only for the rich, ...)
- how to become a better parent and entrepreneur
- mindset, continuity, and discipline
- how to introduce and pitch my biz in one shot.
- breaking pattern and paving new ways
- decision making and handling fear
- having goals and a vision (THE WHY)
- living in the moment.
- the importance of mental health and overall health
- ..."



CREATE & SHARE RELATABLE CONTENT LINKED TO TODOS AND TUTORIALS

BRAINSTORM LIFE SNAPSHOTS WITH BIZ LINKS



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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, step-by-step strategy that saves you time, avoids overwhelm, and delivers real quality.

🔗 Grab our mini course **Digital Product Express Builder** for just **€17.99 + VAT** (instead of €147 + VAT) and turn your idea into a finished digital product—in just 2 hours!

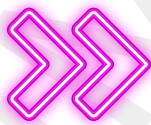
As a busy mom & coach, I honestly didn't think I'd ever find the time to create a digital product — until I found your Express Builder! 🚀 A few focused hours later, I had my first online course ready to go. I couldn't believe how professional it looked! 🌟 I showed it to a few test clients and they were seriously impressed! 🌟 16:10



Okay wow. I was super skeptical about the AI thing, but now I'm obsessed. Didn't expect to get THAT much done in 2 hours. It basically does everything—content, structure, even product titles. My first digital product is live and I didn't stress once. You're a legend! 17:35

👉 Click here to get started!

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