

*David Baer's*

# **PASSIVE INCOME GAME PLAN**

**How to Create Your Plan  
for Developing Wealth**

# PASSIVE INCOME GAME PLAN

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**THIS IS JUST THE BEGINNING!**

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# INTRODUCTION

Congratulations! You are taking the first step toward making a significant change in your life... one that most people never even consider.

This report is designed to introduce you to the wonders of passive income, and to demonstrate how simple an idea it is to incorporate into ANYBODY's life.

This is NOT about getting rich quick (though it's possible that may happen).

Rather, it's an introduction to SMART BUSINESS CONCEPTS that every successful entrepreneur understands and takes advantage of.

It's about doing the hard work once in order to generate ongoing income in the future.

I wrote this report because just a few short years ago, I was totally ignorant of this world and the possibilities within it. At the time, I had a great job with a terrific company... and I never thought about any other life.

But one day, the job was gone. The company folded, and I was out on the street.

The economy wasn't great (sound familiar?), and the new job options I could consider required relocating to another city... a thought I was not willing to consider.

I scraped by for a while, but was clearly going nowhere fast.

That all changed when I got a mysterious phone message. A message that led me to my role today as someone who is nicely positioned with multiple sources of passive income, with more being added regularly.

What was the phone message? It's actually not that important... but I'll get to that in a little while.

The fact is that people all over the world have experienced stories like mine...

Or worse: they are **STUCK IN JOBS THEY HATE**, and are looking for a way out.

For many, creating a passive income is not only possible, but it's more accessible than you might imagine.

But without a clear GAME PLAN, most find it incredibly difficult to stay on course... to actually achieve the lifestyle they are after. Does that describe you? (It certainly described me when I got started.)

Maybe you're struggling to find the time to get going. Maybe you don't know where to start, or maybe, like me, you've had many false starts, and want to find that one clear path that's going to finally work for you.

Whatever it is that has held you back so far, I'm here to help. My goal in writing this report is put you on a solid path to developing your own passive income game plan.

There are, of course, literally thousands of ways you can do it and in this report I'll only be scratching the surface of what's possible.

Thanks to the efficiencies and automation possible through the internet, many solutions are available online. But there are also real world, offline options as well. We'll be covering do-it-yourself as well as done-for-you passive income businesses (including several of the ones I use) that you can get started in right away.

It's important to understand that **this is in now way an exhaustive list**, but rather, a starting point to ensure that you get on... and stay on a path to success.

So let's dive in...

# CHAPTER ONE



## **What is a passive income?**

Before we develop your passive income game plan, it's probably a good idea to define exactly what passive income is.

While most people in the world are paid for their time or sales production, there is a small percentage of us whose income comes more passively. Many are business owner, but others are simply creative about how they have set up their lives in order to maximize their income and minimize the hours they spend working for it.

I want to be clear, there's absolutely nothing wrong with putting in hours in direct exchange for money. In fact, I spent over 20 years doing it myself... and my wife still does – and, you know what... she loves doing

it. Going to work in a place where you interact with other people each day can be an incredibly rewarding and fulfilling way to spend your time.

But some of us have different preferences when it comes to how and where we like to work (ever notice all those people in coffee shops working on their laptops?)... and different ideas about what's important in their lives overall.

So for people interested in an alternative to the typical 9 to 5 job, there is independent business ownership... which, of course, can take many forms. For the purposes of this discussion, we'll be talking about businesses designed specifically to generate passive and semi-passive income.

Passive income, basically, is an approach to business involving doing a bunch of strategic work upfront, so that you can reap the financial benefits and work a lot less later. And, as I said before, it can take many forms.

Passive income comes primarily in two forms:

- 1) Let your money work for you

Letting your money work for you involves things like investments in financial instruments or maybe real estate.

## 2) Have your business work for you

Having your business work for you is more about generating an ongoing income from the business where you don't need to be personally involved on a day-to-day basis. Maybe it's a rental property or royalties from books or music or automated distribution of digital products just to name a few possibilities.

And the fact is that you can create both of these types of income TODAY!

### **Why would you want this?**

Okay so now we know what passive income is, so the next question is *why would you want this in your life?*

Well not everybody does, but if it's a good fit for you, the pages of this report will help you uncover a world of possibilities. Developing a passive income can accomplish many different things.

Maybe you just want some EXTRA SPENDING CASH.

Maybe you're trying to SAVE MONEY FOR YOUR CHILD'S COLLEGE EDUCATION.



Or maybe you're looking to DRAMATICALLY CHANGE YOUR LIFE. Have more control over your destiny. Spend more time on your passion. **Work less. Play more.**

The fact is that all of these reasons are great reasons to consider developing your own passive income game plan.

## **Why should you listen to me?**

When you're reading a book like this it's always good to consider the source. So I think it's important that you get to know little bit more about me, and learn my story, so you can read the rest of this report with confidence.

I spent nearly 20 years in and around marketing before my life was changed dramatically (as I described earlier). During that initial two decades I was happily ensconced in office jobs that I enjoyed, eventually taking a position as the marketing director of a company that required my family to move from the New York to our current home in Portland, OR. Sadly, the company was unstable, and within a year or so I found myself without a job because they simply couldn't afford my salary any longer.

I had to find a solution. I looked for another job, and briefly sold advertising, but it really wasn't a good fit for me... and frankly, I'm a

terrible salesman. And then one day, I got that mysterious phone message I told you about.

It was from an “appointment setter,” calling on behalf of a franchise broker. When I finally followed up, the broker painted a picture for me of becoming my own boss... something I had never considered before.

But a few months after we started talking, I was the proud owner of, not just one franchise, but I owned the rights to develop an entire region of franchises.

You see, I discovered an amazing insider secret in the franchising world... *master franchising*. Instead of just buying a single franchise unit, I bought a license to sell franchises to other people... and, after the initial sale, take a small percentage of each of their profits.

**Thus began my love affair with passive income.**

But I didn't stop there. I wanted to make the most of my new discovery of creating passive income. So I did what any entrepreneurial spirit would do... I lost a huge amount of money speculating on lots of business opportunities, network marketing concepts, and more. But while the money was technically “lost,” I really consider it an *investment* in my passive income education.

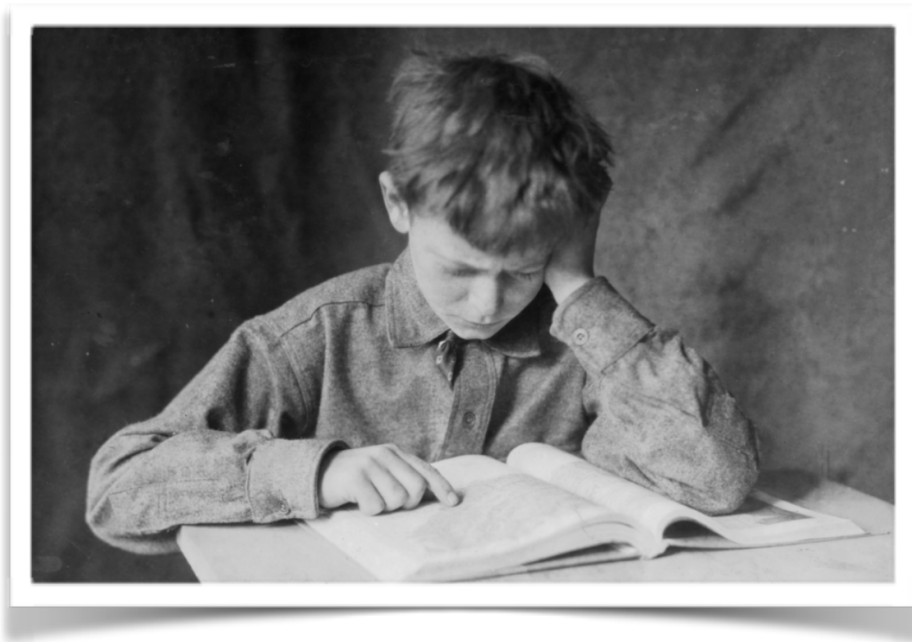
These days I've got act together and my game plan all laid out. I have a handful of online businesses that, after an initial learning curve on my

part, are generating income for me, much of which is heavily leveraged through automation and the collective efforts of others.

And while my systems are now in place, I haven't stopped learning - in fact, continuing my education is a cornerstone of any good game plan.

So I'll continue to learn, and continue to share my new knowledge with others.

# CHAPTER TWO



## **The Plan**

A lot of gurus out there are probably going to tell you that an online business designed to generate passive income can be done by *anyone*.

Well I don't agree. I think you need to judge for yourself whether this is a good fit for you. The fact is that building a business (online or offline) takes hard work.

As I explained above, not everything I have done has been a booming success.

In fact, not too long ago I found myself tens of thousands of dollars in debt because of some ill-informed business decisions. Like most people out there I was wondering around aimlessly, getting attracted to every new shiny object that promised me a great income with very little effort on my part. Now I'm smart enough to differentiate legitimate opportunities from scams... but even the most legitimate business isn't always going to be the perfect business for *everyone*.

So after several months of hitting my head against the wall in the Wild West of Internet marketing business opportunities, I decided **I needed to focus on developing an honest-to-goodness game plan**. And that's just what I did. I found businesses and income opportunities that were aligned with my interests, skills, and most importantly, my ethics.

"Passive" means that you need systems to do the work for you. We'll get into the specifics of some of the businesses I chose as my vehicles for generating a passive income in a little while. But I want to point out that the thing they all have in common is that they are built around *systems*.

One of the reasons I failed in so many of my earlier efforts was due to my lack of systems and lack of discipline. Part of it had to do with my succumbing to the "shiny object syndrome" that so many newbies seem to suffer from. But much of it was due to the lack of a well-conceived system to support my business activities.

## **Build your system. Don't get distracted. Be consistent.**

That's my mantra. Having a great system in place means nothing if you don't stick with it and consistently apply it. I learned this the hard way of course. But now that I know it, I'll never forget it.

**So what do I mean by a system?** Well, when I talk about systems I mean having something in place that will be a guide for both you, in operating your business, as well as your prospects as you lead them down the path to becoming customers... and then *retaining* them as customers.

The first thing I do when considering a passive income opportunity is to see if there's an existing system in place already. If there is I take time to carefully analyze it, and learn how successful (or unsuccessful) it has been for others. If there's no system in place, then I consider how difficult it will be to set up before I even get involved. Ultimately, if were talking about creating a passive income, it probably is a good idea to find simple solutions, not complicated ones.

My passive income game plan relies on one line of business as its cornerstone. In this business, which I'll introduce you to shortly, I utilize an automated sales funnel to market and sell information products online. I didn't design this system, but I did recognize its strengths, and decided it was a good fit for me.

## **Periodically review and revise to improve your system.**

Most of my other businesses, however, have required that I create the systems... and, as a result, I need to be a lot more hands-on when it comes to analyzing their success and refining their processes in an effort to constantly improve their effectiveness.

The point is that having a system in place is one thing... but having a “working” system in place requires that you rinse and repeat along with occasional tune-ups.

## **Work online.**

Earlier I used the example of real estate investing as a great passive income opportunity. I’ve not done it myself (maybe someday), but a friend of mine is a real estate agent who specializes in finding homes for people interested in investment properties. He builds his business by circulating around the various networking groups in our city, and has developed a group of off-line referral partners to help find him investors. And you know what? He’s really good at it, he has fun doing it, and so do his clients. But outside of real estate investing, most

SIDENOTE: We’re going to focus on online business and online commerce here but I just want to make the point that many of the resources we are talking about can be utilized for off-line businesses as well, as lead generation tools and selling tangential products or services. One example of this is a highly successful fitness training Boot Camp I know of in Oklahoma. While their business is conducted in the off-line world, they credit over 90 percent of their client sign ups to their blogging and other online lead generation activities.

worthwhile passive income opportunities these days exist online (and that includes investing in the stock, commodities, or FOREX markets).

A few more advantages to working online:

### **Easy to Automate**

As I've mentioned a couple of times, automation is one of the keys to passive income success. If you're going to build and sell a widget do you want to be building them one by one and then selling them one by one as well? Or do you want to find a way to automate that system? Well the fact is that automation couldn't be easier than when you do it online.

With such a wealth of marketing platforms, software, etc., virtually anybody, including those are not technically savvy, can set up some form of automation online.

### **International Reach**

There're some things in my life where "local" is important to me. I like to support small local businesses. I like to eat foods grown on farms near where I live. But when it comes to selling things through my passive streams of income, I want the ability to reach as far and wide as possible. Doing business online allows me to do just that.

### **Low Cost**



Let's look at it this way: When I bought my master franchise license, the cost was an easy SIX FIGURES. An online business, however, can be operating a few hours from now at an investment of under \$1000 (and even less if you've got a good system in place).

## **The Importance of a "Passive Income Mindset"**

If you asked me a few years ago, I would've scoffed at the idea of involving any sort of mindset or personal growth discussion in a guide to how to conduct business. But that's not the case today.

Mindset, for me, is a vital part of conducting a successful business. There's a great book by Michael E. Gerber called "[The E-myth Revisited](#)" which explores, through multiple examples, the importance of having the right mindset in running your business... specifically how to work *on* your business instead of *in* your business.

Mindset also requires focus and discipline to traits that are very important in establishing your own passive income game plan, having the right mindset is going to be the foundation supporting your entire passive income business model. So let's talk about where to begin...

## **Vision. Motivation. Goals.**

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