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EDITO
UNO

THE FOUNDATIONS OF EFFECTIVE PASSIVE INCOME

Smart systems. Real results.

The **express guide** to understand what real passive income is and lay the first bricks of your digital ecosystem.

STRATEGIC TOOL
FREE EDITION
BY CREME.STUDIO

THE PLAN.



01. PASSIVE INCOME : MYTH OR METHOD ?
02. 5 SIMPLE FORMATS TO GET YOU STARTED
03. THE TRUE CONDITIONS OF PASSIVE INCOME
04. COMMON TRAPS TO AVOID
05. READY TO START ? CHECK THIS FIRST
06. AND NOW WHAT ?

This guide doesn't claim to hold the truth. It offers you a clear direction.

01. PASSIVE INCOME : MYTH OR METHOD ?

**Passive income sounds like
a dream.**

Making money while you
sleep, without stepping in,
producing, or pushing.

But what we often forget to
say is : **every passive income
starts with active work.**

*With reflection, creation,
and setup.*



*It's not magic.
It's strategy.*

Creating passive income isn't about "getting rich."
It's about **building a structure that works for you**, even
when you take a step back.

You don't need to be an influencer, an expert, or a
developer. But you do need **a clear vision, a simple tool,
and an aligned offer.**

And that's exactly what we're about to lay down here.

02. 5 SIMPLE FORMATS TO GET YOU STARTED



You don't need to create a "signature program" to generate passive income.

Start small.

Start clear.

Start aligned.

01. *Strategic e-book*

A clear, practical guide focused on one topic.

→ Examples : "How to sell better without underpricing yourself", "Build your visual universe in 5 steps"

💡 *Perfect if you love writing or organizing ideas.*

02. *Mini-kit or template*

A ready-to-use tool: checklist, Canva template, Notion kit, funnel base, etc.

→ Less content, more practical value.

💡 *People love what saves them time.*

03. *Audio or voice capsule*

An intimate and fluid format.

→ Examples: “7 days to define your offer”,
“My anti-distraction roadmap”

💡 *You can record them using just your voice, no video needed.*

04. *Mini online course*

A few simple videos, recorded once, sold for self-paced learning.

→ Perfect to guide step-by-step, even if you're not a coach.

💡 *Choose a simple platform (Systeme.io, Gumroad, etc.)*

05. *Paid newsletter*

A monthly subscription to your exclusive content.

→ Examples : business ideas, organization tips, brand analysis

💡 *Less passive but recurring, even without a large audience, it works.*

*You don't need to do it all.
But pick one... and do it well.*



03. THE TRUE CONDITIONS OF PASSIVE INCOME

Before building passive income, you need to build a system. Otherwise, it'll just be another idea ... sleeping in a folder.



The 3 must-have conditions:

01. *Clarity*

→ You must know **what you want to sell**, to whom, and why. A vague idea won't sell, not even for €9.

💡 *Note: If you can't explain it in one sentence, it's not ready yet.*

02. *Simplicity*

→ A good passive product is **easy to understand and easy to buy**.

No 12-step funnel, no unnecessary complexity.

💡 *The best products are often the simplest to use.*

03. *Alignment*

→ You don't need to follow trends.

You need a format and a topic that feel true to you.

💡 *If you don't believe in it, no one else will.*

04. COMMON TRAPS TO AVOID



What makes passive income fail isn't the idea itself. It's often the approach.

4 common mistakes
(and what to do instead) :

01. Copying a "successful" model

You don't need to do it like her. You need to do it for you.

💡 *Reminder: alignment sells better than trends.*

02. Making it too complex, too fast

An overly technical funnel, a heavy offer, a vague promise ...

💡 *Start simple. Get clear. You can always improve later.*

03. Thinking it will sell on its own

Passive income ... isn't passive at the beginning.

💡 *You'll need to create, share, explain, test. Then automate.*

04. Underestimating the value of your content

You think it's "too simple," "not pro," "déjà vu"?

💡 *That's often exactly what people are looking for.*

***Créer du passif, c'est être patiente, stratégique et lucide.
Rien ne tombe du ciel. Surtout pas un revenu régulier.***

05. READY TO START ? CHECK THIS FIRST

Before jumping into creation, take a moment.
Here are 6 boxes to check before validating your idea
(or simply refining it).

- I know who I want to speak to**
(even if it's still vague, I have a target in mind)
- I can explain in one sentence what I want to sell**
(and what it's for)
- I can create it using the tools I already have**
- I have at least one clear format identified**
(ebook, audio, kit, mini-course ...)
- I'm willing to start communicating about it, at least a little**
(Insta, bio link, word of mouth...)
- I know it won't be perfect, but I want to test and learn**

If you checked at least 4 boxes, you're good to go. The rest will fall into place as you go.



06. AND NOW WHAT ?

You don't need to create something huge.
You just need to lay a first foundation.
And make it available.



Creating passive income means creating a simple opportunity, one people can embrace at their own pace.

💡 *This guide doesn't replace action.
But it gives you direction, structure, and momentum.*

*Pick the format that speaks to you.
Give it a clean structure.
And above all, don't hold back from trying.*

*You've reached the end of this guide.
But it's only the beginning.*



This express guide helped you lay the first bricks.



But if you want to go further, with a clear method, a structured framework, concrete formats, and actionable tools ...

A premium and complete resource is available.



Discover the full guide - EDITO PRO :

“CREATE SIMPLE, STRUCTURED & SUSTAINABLE PASSIVE INCOME”

A premium guide to help you:

- **Build your first digital offer**
- **Structure it efficiently**
- **Set up your first sales funnel, without scattering your focus.**

 Now available at:
www.cremestudio.ai