



6 WAYS TO MAKE PASSIVE INCOME ONLINE

earnable freedom

BREAKING FREE



HI! I'M COURTNEY

I am so happy you are here and ready to take the first step on your passive income journey.

Before we get started I want to introduce myself and share a little of our story. My husband and I have 3 kids and currently we are traveling the world together as a family (you can follow our journey [@simple.adventurous.life](https://www.instagram.com/simple.adventurous.life) on Instagram).

About 5 years ago we knew we wanted to create a different life. A life where we didn't have to trade our time for money. A life where we could live more fully and spend more quality time together. A life with more freedom.

We spent the past five years learning all we could about attaining financial freedom and the different methods that could get us there, one of them being online passive income.

In this guide I will share with you 6 of the BEST ways to generate this income and my favorite resources to get you started!

THE TRUTH ABOUT PASSIVE INCOME

A lot of people hear passive income and think that these methods will not take much work. If you will, a get rich quick scheme. That is not the case. All of these methods will take a lot of work UP FRONT, but once you put in the work, you will start to see the fruit of your labors. I promise you that you can see results, but it will take hard work, dedication and consistency.



In this guide I recommend several resources and courses to get you started on your journey. All of these resources that I mention are things I have used and purchased myself in my journey and whole heartedly believe in them.

****Disclaimer:** I use affiliate links in this eBook, which means that if you use them I will receive a commission without costing you anything.

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01. SELLING YOUR OWN DIGITAL PRODUCTS

Do you have specialized knowledge that your friends consistently turn to you for? Imagine turning that expertise into a valuable digital product to sell over and over again. Your insight could become a source of income while helping others excel in areas they are curious about.

Not sure what your expertise could be? Here are some ideas to get you thinking:

🌟 **Self-Improvement Journals:** Create interactive journals that guide users through self-reflection, goal-setting, gratitude practice, or mindfulness exercises.

🏋️ **Fitness and Workout Plans:** Offer workout routines, fitness plans, and training guides tailored for different goals, such as weight loss, muscle gain, or endurance.

👨👩 **Parenting Advice:** Write eBooks with parenting tips, child development insights, and strategies for handling common challenges.

💰 **Financial Planning Guides:** Create resources on budgeting, investing, saving for retirement, or managing debt effectively.

👨🍳 **Cooking Techniques:** Develop eBooks that focus on specific cooking techniques, such as baking bread, grilling, or mastering sauces.

🏠 **Home Organization Strategies:** Share tips and strategies for decluttering, organizing spaces, and creating efficient home systems.

📷 **Photography Composition Guides:** Offer insights into photography composition, lighting, editing, and capturing stunning images.

Remember to choose a niche you're passionate about or have expertise in. High-quality content, engaging visuals, and a clear target audience will help make your digital products and eBooks successful and appealing to potential buyers.



HOW TO GET STARTED

STEP 1: CHOOSE YOUR NICHE & YOUR TARGET AUDIENCE

Once you have nailed this down you will be able to figure out a problem or pain point your target audience has. Once you have done this you will know what digital product will be the perfect solution.

STEP 2: CREATE YOUR DIGITAL PRODUCT

Decide on the type of digital product that best suits your expertise and audience. Common options include eBooks, online courses, downloadable guides, templates, webinars, or even membership sites. Then you can use tools like Canva (for ebooks) and Teachable (for online courses) to aid in your creation of your digital product.

STEP 3: MARKETING YOUR PRODUCT

The biggest reason why selling digital products fails is not because they aren't good, but because they aren't getting shown to the right people. You need to get your product in front of the eyes of the RIGHT people who are primed and ready to buy!



STEP 4: WEBSITE, PLATFORMS AND PAYMENT PROCESSING

Choose a platform to host and sell your digital product. There are so many different options when it comes to selecting websites and platforms to use to sell your products, which is what makes this step the hardest.



NOT SURE WHERE TO START?

I have had two big ideas for **digital products** for a while now, that I have built out but hadn't done anything with because of this exact reason. I didn't know what to do next. I am not a tech savvy website builder or know even the slightest about how to process payments online. I know there is a youtube video out there for just about everything, but when I saw that there was a ready-made **COURSE** that walked me through this process **step-by-step** I knew I had to invest in myself and my business dreams.

This course has over 200 videos that walked me through step by step how to create my website, set up my digital "STORE" and even process payments. The best part about the course is that it comes with MASTER RESELL RIGHTS, which means I can **SELL THE COURSE TO MY AUDIENCE for 100% PROFITS!!**

Inside this course you will learn EVERYTHING you need to start a successful online business, just like I did, and **sell digital products** in your sleep. Here is what this course includes:

- ✓ A comprehensive business, marketing and automation course with over 10 in-depth, easy to follow modules and over 200 videos with a COMPLETE BEGINNER in mind.
- ✓ Lifetime access to ongoing course updates and community support with absolutely no monthly fees or upcharges.
- ✓ An in-demand ready to go digital product - the course itself. Ready to sell for 100% profit that always goes directly to you because you have MASTER RESELL RIGHTS to the course, which means you own it.

[Get More info HERE!](#)

02. SELLING PRINTABLES

Do you like to create and have an eye for design? Did you know that you can create and sell your own printable designs online fairly easily.

Think art prints, stickers, invitations, greeting cards, calendars, coloring pages, meal planners, etc.

By following these three steps, you can transform your creative talents into a profitable online venture that not only showcases your work but also generates a steady stream of income.



STEP 1: CREATE QUALITY CONTENT

Capture stunning, high-resolution photos or design eye-catching printables that cater to your target audience's interest and needs. Not sure where to start? You can do keyword research to identify low-competition and high-demand products. Great tools to use for this are Sale Samurai, Everbee, or E-rank.

STEP 2: CREATE YOUR DIGITAL PRODUCT

One of the best tools to create online printables is CANVA, and the best part is they have a free version that has a good selection of options to get started.

They have templates to choose from that you can customize as your own and it is very user friendly. I have used CANVA for all things design for years and love it!



STEP3: LIST YOUR PRODUCTS TO SELL

ETSY: the easiest platform for a beginner with NO EXPERIENCE and NO AUDIENCE. Through Etsy, you reach thousands of customers and earn a consistent passive income.

SOCIAL MEDIA: promote your printables on Instagram, TikTok, Pinterest, Facebook, ... to reach your audience. A tool like Stan Store helps you to convert followers to customers (try it 14-days for free).

OWN BLOG OR WEBSITE: if you are blogging about the problems your target audience has, you can also sell your printables on your blog through platforms like Shopify, SendOwl, ...

03. ONLINE TRAVEL GUIDES

Whether you are an avid traveler or an expert on a specific destination, you can create passive income online through crafting and marketing travel guides that inspire wanderlust.

As I mentioned before, my family LOVES to travel. I have Celiac Disease (which requires me to eat a very specific diet) and I am currently working on creating food inspired travel guides for the various cities I have traveled.

I have done a lot of research in this specific niche and can share what I have learned.



HOW TO GET STARTED

STEP 1: CHOOSE A NICHE AND DESTINATION:

Select a specific travel niche and a destination you are passionate about. I mentioned earlier about my niche of finding celiac safe food in destinations around the world. Other examples are budget travel, adventure travel, traveling with kids, or luxury travel. Define the unique value you can offer to travelers that are interested in that particular destination.

STEP 2: CREATE YOUR GUIDE

Research and compile detailed information about the destination. Include attractions, accommodations, local tips, maps, and suggested itineraries. Create engaging written content along with captivating images for your travels.

Format the content into an attractive and easy-to-follow guide. You can use tools like Adobe InDesign or Canva to create a professional look.



STEP3: LIST YOUR PRODUCTS TO SELL

Like mentioned before, Etsy, a travel blog or website, and Social Media are three great places to start selling your travel guides.

However, if you are wanting an easier ready to go option Thatch Travel is a new all in one platform that is ready to sell your guides RIGHT NOW. It is FREE to sign up and you can start making money as soon as you create your first travel guide.

04. AMAZON KDP

Have you heard of Amazon KDP (Kindle Direct Publishing)? It is a platform that allows authors to self-publish their ebooks, journals, calendars, notebooks and more. It provides tools to create, publish, and market products that you don't have to print yourself. Once a copy is sold they print and ship it for you. No overhead. No needed money to get started.

It also helps that Amazon is the LARGEST ecommerce company in the world. It provides a vast range of products and is a platform for ANYONE to use, both as a buyer and a seller.

WHAT CAN YOU CREATE AND SELL ON AMAZON KDP?

Journals: Design guided journals, gratitude journals, daily planners, fitness trackers, or recipe journals.

Calendars: Create wall calendars, desk calendars, or themed calendars featuring art, quotes, or photography.

Notebooks: Design notebooks for various purposes like sketching, writing, or organizing.

Coloring Books: Craft adult or children's coloring books with intricate designs, patterns, or illustrations.

Activity Books: Develop puzzle books, word search books, sudoku books, or brain-teaser books.

Planners: Create weekly, monthly, or yearly planners with goal-setting pages, habit trackers, and more.

Travel Journals: Design travel diaries with sections for writing, pasting pictures, and documenting experiences.

Guest Books: Create guest books for events like weddings or parties with customizable templates.

....and so much more!



HOW TO GET STARTED

STEP 1: RESEARCH & IDEA GENERATION

One of the few downsides to selling on Amazon KDP is that it is very saturated. So the key is researching the most searched keywords and finding an option that isn't super saturated. Like I mentioned earlier, great tools to use for this are Sale Samurai, Everbee, or E-rank.

STEP 2: CREATING & FORMATTING

Use tools like Canva to design and create your products. Ensure your designs are visually appealing, well-organized, and cater to your target audience. Format your designs according to Amazon's guidelines for interior pages and covers and make sure to export your designs as high-quality PDF files.

STEP 3: CREATE AN ACCOUNT & UPLOAD YOUR PRODUCT

KDP has a pretty straightforward process for uploading an eBook, but if you have any trouble there are several youtube video tutorials that can help walk you through the process.

STEP 4: SETTING PRICING AND ROYALTIES

Determine the price for your product based on Amazon's pricing guidelines. Calculate your royalties based on the selected price.

STEP 5: PREVIEW & PUBLISH YOUR BOOK:

Use the online previewer to review how your product will appear to customers. Once satisfied with the details and preview, click the "Publish Your Paperback Book" or "Publish Your Kindle eBook" button. Amazon will review your submission for adherence to their guidelines. This typically takes 24-72 hours.

STEP 6: MARKET YOUR BOOK

Promote your products through various marketing channels such as social media, website/blog, or paid advertising. Getting more authentic reviews of your product will help it get seen more during searches as well.

05. PRINT ON DEMAND

Print on demand (POD) is a business model that allows creators, entrepreneurs, and artists to produce custom products, such as books, apparel, accessories, and more, only when they are ordered by customers. The main concept behind print on demand is to eliminate the need for creators to maintain large inventories or invest upfront in production costs.



HERE'S HOW IT WORKS

- ➔ **No Inventory:** Unlike traditional manufacturing, where products are produced in bulk and stored in warehouses, POD operates on a "just-in-time" basis. Products are created individually or in small batches as orders are received.
- ➔ **Customization:** Creators can design and customize products according to their vision or niche. This allows for a wide range of unique designs and options tailored to specific audiences.
- ➔ **Order Fulfillment:** When a customer places an order, the product is printed or created, often using digital printing or other on-demand methods. The product is then shipped directly to the customer.
- ➔ **Reduced Risk:** POD eliminates the risk of holding excess inventory that may not sell. Creators don't need to invest large sums of money upfront, as they only pay for production when an order is placed.

HOW TO GET STARTED

- ➔ **Do Keyword Research:** As you can see, doing keyword research is essential for any type of product you are selling online. If you are selling your products on Etsy, some great resources for doing keyword research are E-rank, Everbee and Sale Samurai. This will help you create a product that people already want.
- ➔ **Start Creating Your Products:** This is the fun part! Start designing your own products or collaborate with experienced designers. For apparel, create graphics; for books, design covers and interiors. Tools like Adobe Creative Suite or Canva can help.
- ➔ **Select a POD Platform and Set Up Your Store:** Choose a reputable POD platform like Printful, Printify, or Amazon Merch to sell your products. Take the time to research features, integrations, pricing, and user reviews before you choose your platform.



06. AFFILIATE MARKETING

Affiliate marketing is very similar to digital marketing, but instead of promoting and sell your own products, you are promoting and selling other products for other brands in exchange for a commission.

Affiliate marketing is very popular right now, especially on Social Media. There are a lot of people promoting it and making it look a lot easier than it is. It does take some work to be really successful, but it is one of my **favorite ways** to make passive income online.



WHY IS IT MY FAVORITE WAY TO MAKE PASSIVE INCOME?

Short answer → because it is one of the easiest ways

- No experience needed. Just an internet connection and an electronic device.
- No overhead or up front costs.
- You don't have to create or produce any products, which means no inventory, returns, or dealing with customer service.

HOW TO GET STARTED

STEP 1: CHOOSING A NICHE

Select a niche that you are passionate about and aligns with your expertise. You want to be able to promote products you LOVE and USE that align with your audience.

STEP 2: FIND AFFILIATE PARTNERS

Identify companies and platforms related to your chosen niche. The most common platforms that offer a variety of things to promote are Amazon Associates, ShareASale, and CJ Affiliate. You can also apply directly to affiliate programs to products and companies that you **love and use** already.

STEP 3: DRIVE TRAFFIC TO YOUR LINKS

You can drive traffic to your affiliate links by posting content or ads on social media sites like Instagram, Facebook, Tik Tok and Pinterest. If you have a blog or want to create a blog you can also post links there.

STEP 4: BUILD YOUR AUDIENCE'S TRUST

When you are in affiliate marketing, building trust with your audience is crucial. Be honest about the products you're promoting and only recommend those that you genuinely believe in.

IMPORTANT TO NOTE



Remember that affiliate marketing success doesn't happen overnight. It requires consistent effort, dedication, and a genuine desire to help your audience find solutions to their needs.

07. CONCLUSION

I hope that you now have a good idea of where you want to start on your passive income journey.

Remember that success won't come overnight with any of these methods, but it also won't come if you **DON'T JUMP IN AND START!**

So jump in head first and get started today.

DO YOU HAVE ANY QUESTIONS?

Feel free to reach out on [Instagram](#) or shoot me an email at courtney@earnablefreedom.com

