

## Passive Recurring Income For Newbies

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*Print out this worksheet and have it in front of you during the class. Fill out the blanks as the answers are revealed on screen.*

## LESSON 1: Reliable Recurring Income

Harness the power of billing the same customers every month.

\_\_\_\_\_ is money that you create once but continues to come in consistently on a recurring schedule based on the initial efforts. It requires much less work.

\_\_\_\_\_ always plays an important role in recurring income longevity. You must account for loss of customers to determine a balanced acquisition strategy.

As an affiliate you should promote things that they \_\_\_\_\_ to live or stay in business. They would rather keep paying than have to rebuild it all. Hosting, autoresponders etc.

The \_\_\_\_\_ model gives them an incredible amount of value for free then compels them to pay for EXTRA stuff, related products, branding removal, agency licenses etc.

Another rebill method particularly good for vendors is a \_\_\_\_\_ account. This is basically a business bank account with digital credit card billing abilities.

\_\_\_\_\_ or \_\_\_\_\_ compliance is the technical and operational requirements to protect credit card data transmitted on your website.

\_\_\_\_\_ factor means that there will always be a certain number of customers that simply turn off their rebill at the payment processor or cancel their membership.

\_\_\_\_\_ requests are also a factor that contributes to attrition and they cannot be ignored; however you should have a refund saving process in place at your help desk.

The internet can provide a second income stream in your spare time like a part time job but is still exchanging time for money. You should invest that time in \_\_\_\_\_.

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Sell a product to a client, charge admission for others to watch you create it, create a \_\_\_\_\_ for people to learn and experience the process regularly.

## LESSON 2: Recurring VENDOR Income

Monetize your same customers over and over again.

ou can use \_\_\_\_\_ or one of many other membership plugins for WordPress or you can build your membership site on a platform like Groove.

A membership site requires a sales process (sales funnel) with a steady flow of \_\_\_\_\_ that you'll acquire in a number of ways. (B.B.C.)

The Freemium model is a great way to attract members because it gives \_\_\_\_\_ access to the basic level of your site. This is great for assembling an audience.

Your Freemium material should be perceived as something super \_\_\_\_\_ and hard to believe that it's even free.

A \_\_\_\_\_ site can be one that is set up like a "gym" where all the tools and training are accessible from inside and the user must log in each time.

You don't necessarily have to worry about adding new content all the time as they are simply paying you continuously for \_\_\_\_\_ to equipment in your gym.

The \_\_\_\_\_ model reveals new content every single month. This content can be created way in advance and then dripped in by "unlocking" material based on date/time.

The challenge here is keeping the members \_\_\_\_\_ and continuing to bill them after the 12 months has elapsed and no more content is dripping.

J. Paul Getty the founder Getty gasolines pioneered the \_\_\_\_\_ model concept where you focus on getting 1% of 100 versus relying on 100% of 1 (yourself)

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\_\_\_\_\_ and reseller licensing are also a derivative of the franchise model because they make you a tiny piece of the money from a lot of other people's work.

## LESSON 3: Recurring AFFILIATE Income

Get paid again and again for customers you referred once.

The affiliate \_\_\_\_\_ list products by category and most of them designate if they are recurring billing products with some sort of an icon.

In many cases there are \_\_\_\_\_ front-end items which may have a continuity angle attached. Sometimes the front end product leads to recurring upsells.

Like with all traffic you can buy it, borrow it or \_\_\_\_\_ it. You can run ads for your membership site or recurring offers and even do retargeting on social networks.

Borrowing traffic is all about \_\_\_\_\_ traffic with other vendors and reciprocation. You can advertise their membership site inside YOUR membership site!

Insert footer banners for recurring billing products in all of your emails whether they are automated sequences or broadcasts. Make sure they stay updated and \_\_\_\_\_.

\_\_\_\_\_ can directly put members into a free membership level to get their lead magnet. Automated sequences keep them logging in and allow you to pitch them.

Creating a \_\_\_\_\_ campaign for taking up the rebill upsell options in a funnel is a highly effective yet seldomly used tactic.

\_\_\_\_\_ and gamification for long term recurring billing members is another way to keep people paying monthly and to incentivize new ones to join.

Autoresponders & \_\_\_\_\_ are also the types of services that have teeth because there is always loss associated with exporting and importing all your data to a new service.

Page & Site Builders are also great and there are many of them that you can promote like \_\_\_\_\_, Clickfunnels and Groove.

## LESSON 4: Advanced Recurring Income Tactics

Create your own strategic recurring income tripwires.

You can offer recurring services to local businesses in the form of site management, \_\_\_\_\_ and social media presence.

\_\_\_\_\_ like link building, proofreading, and even content creation are also things that you can offer on a recurring basis within sites like Fiverr and UpWork.

There is a difference between lead generation and list building. A \_\_\_\_\_ is a hot prospect that needs a service right now and YOU can be the middleman.

\_\_\_\_\_ is another form of online gig that can be turned into passive recurring income. You can connect buyers with sellers from different apps. Ebay, Offerup, Craigslist.

Ranking and \_\_\_\_\_ domains is another big industry. Businesses will rent URLs like buyphone.com and you can rent/lease these in-demand domains for residual income.

\_\_\_\_\_ ads are great and there are actually media networks that will pay you to advertise their clients' offers on your site. This is like renting billboard space.

\_\_\_\_\_ advice is always in demand across many niches. You can charge a recurring fee for members to just have "access to you" group, 1 on 1, as needed or on demand.

You can offer \_\_\_\_\_ and bill monthly through exclusive VIP Clubs and Groups.

Have you ever thought of monetizing \_\_\_\_\_ pages? You can easily display a banner for a hosting offer or autoresponder on your error pages and get clicks.

Creating comparative \_\_\_\_\_ of multiple recurring services with affiliate links to each one is another very popular method. This can be done with blog posts.