



Passive Income Planner

FOR CREATIVE
ENTREPRENEURS

#CREATIVEFREEDOM

LISAROBBINYOUNG.COM

INVENTORY FOR CREATING

New Income

FROM EXISTING MATERIAL

- 1. What do you already have without creating anything new?**
2. Can you sell it to a different audience?
- 3. Can you split it into pieces and sell (or package) the individual pieces?**
4. Can you offer it in a different format?
- 5. What would have to happen to sell what you already have in a different way?**
6. Can you ask others to contribute to it?
- 7. Are there any other elements that need to be added?**
8. Can you deliver it differently?

Mix and match these options to create new offers from existing material without having to create something entirely new.

QUESTIONS FOR

Marketing

YOUR OFFER

1. What audience will be thrilled to hear about this offer?

2. How will they find out about it?

3. Do you have an advertising budget?

4. How will you drive traffic to this offer?

5. Will you create your own audience or "borrow" an audience?

6. How will you accept payment?

7. How will it be delivered?

8. Will you follow up on purchases?
If so, how?

Remember: Passive revenue doesn't come in without marketing. It's important to know who will be doing the marketing and what your role will be in the delivery and ongoing support of your offer.

These questions will help prime the pump.