



EARN WHILE YOU SLEEP!

10 Strategies for Generating
Passive Income in 2020

By Purposeful Prosperity

Table Of Contents

About the Author	2
Introduction	3
Selling eBooks	4
Real-Estate Investing	6
Teaching an Online Course	8
Affiliate Marketing	10
Dropshipping	11
Selling Sponsored Content	13
Selling Stock Photos and Music	14
Earning from Podcasting	16
Selling Digitally on Etsy	17
Making Money from Youtube	18
Conclusion	20

DISCLAIMER

The information provided in this report is designed to provide helpful information on the subjects discussed. This report book is not meant to be used, nor should it be used, to provide financial advice or be used as the basis for making any personal financial decisions. For financial advice and decision-making, it is recommended that readers consult a licensed financial professional. The author offers no guarantees of success, and is not, in any way, liable for any damages or negative consequences as a result of decisions made by the reader following the reading of this report. This report simply provides information that readers can act on if they independently choose to do so.

About the Author

Kerrie Martin is a life coach and trainer who equips people to take strategic steps to fulfill their purpose and perform at peak levels. Using his experience in higher education and coaching psychology, Kerrie take a strengths-based approach to empowering others to form the habits, behaviors, and thinking patterns that enable personal success.

Introduction

No one wants to work long hours and consume their weekends, or miss holidays and special occasions for the sake of a full wallet. No one wants their 9 to 5 jobs to burn them out. Everyone's dream is to have money rolling in while they sleep, with little or no effort involved. And while most people think that this is nothing more than a pipe dream, I assure you that it can be a dream come true.

Passive income means regularly earning money from something other than your job – something that you put some money and effort into upfront. It can provide you with more cash for spending, an emergency cushion, a great retirement plan, or can even increase your job flexibility. Whatever your end goal is, one thing is sure – everyone can benefit from having more money in the bank.

More than anything, the key benefit of passive income is that it allows you to make money, without having to spend too much time. Too often we view money as the most precious commodity we have, whereas, in reality, there is something far more precious and that is TIME! Regardless of how much money you've been given or how much money you have earned, if you lost it all, as long as you have time, it is possible to get back every penny. With time, however, you can't store it, bank it, or get it back, once it is gone, it is gone for good.



My hope is that this report will open up your thinking and show you how to create a financial future that is not just based on you working for money, but on your money working for you, even while you sleep!

Below are 10 of the best passive income strategies for 2020. If you read ahead with an opportunity-focused, growth mindset, I am convinced you will find at least one strategy (but hopefully many) that can work for you. Let's embark on this money-making train together!

Selling eBooks

Ever since Amazon's Kindle took off, more and more writers have turned their focus to digital publishing. It is not only more affordable, but it is also starting to become a lot more lucrative. And with the minimalism trend on the rise, people are getting tired of cluttering their rooms with dusty books. And why should they when they can have thousands of eBooks stored on a single device?



Taking advantage of the eBook craze can be a fantastic way for you to produce some substantial residual income. But don't worry – you don't have to be the next Stephen King to earn money from selling books. The beauty of this passive income strategy is that anyone can do it. And the part that is even more appealing? It costs absolutely nothing to publish your eBook on an online platform such as Amazon.

Self-publishing your books cost absolutely nothing. No, there isn't a catch – these platforms will still fill their pockets, don't worry. But instead of charging you for your place on their digital bookshelf, they will take a cut from every book you sell. For instance, if you choose to publish your book on Amazon, you can earn up to 70% of royalties if your book is priced between \$2.99 and \$9.99. Check out www.kdp.amazon.com to learn how to get started.

If you are good with words, you can easily craft a good story – fictional or not – and find your online audience. But that is not really a requirement. If you are not that good of a writer, don't worry. You can just pay someone gifted enough to provide you with high-quality content. And that will not break your bank either. Most freelance writers charge between \$1 and \$2 per every 100 words written, so for an eBook of 5000 words, you can expect to pay anywhere between \$50 and \$100. One of the leading platforms for finding good freelancers, which I highly recommend is [Fiverr](#) but there are other good platforms out there such as Upwork and Guru.

Producing your eBook may cost you some money, but that is a one-time investment. After that, you can just lay back and receive a check for your royalties every month.

One last thing...

If you are interested in learning how to produce Kindle books step-by-step, without the even having to write the content yourself, check out [K Money Mastery](#).

Real-Estate Investing

Before you start rolling your eyes at this one, give me a chance to explain myself. Yes, investing in real estate is a lucrative venture, and the assumption is that only those with heavy pockets can take advantage of it. However, you don't necessarily have to have tens or hundreds of thousands of dollars to reap the benefits of owning a rental property.

So why invest in real estate? Here are some reasons outlined in an article on [Entrepreneur.com](https://www.entrepreneur.com):

1. Real estate provides better returns than stocks, with less volatility
2. Real estate has high tangible value
3. Real estate always appreciates in value over time (with patience!)
4. Real estate investment diversifies your portfolio, therefore limiting risk
5. Owning real estate comes with tax benefits

One other reason I would offer is that **as long as there are people, there will be a need for homes** so the opportunities are abundant.



Many people ignore real estate investment opportunities because they simply don't know how they can get involved. The first step is to learn the different ways you can become an investor and so I strongly encourage you to increase your knowledge of real estate investment entry points.

One of the best educators on real estate investment is Robert Kiyosaki and through his books and training programs, he shares many of the avenues for new investors to launch their real estate portfolio.

Two of the most popular and methods for generating passive income from real estate are:

- **Buying a property and renting it out.** A sound investment strategy is for your rental income to be higher than your mortgage so that you can have at least a couple of hundred dollars of passive income every month. Besides, once you get out of debt, you can simply sell the property and earn tens (or even hundreds) of thousands of dollars. What makes this approach so great is that as long as you are in a good market, over time, your profits will be increasing substantially as you get the dual benefit of seeing the value of your property going up, while somebody else pays your mortgage down. In theory, your wealth increases year on year with you doing very little.
- **Buying a fixer-upper and selling it for profit.** If you stumble upon a property that is affordable but requires fixing, you can do the math and see if renovating can be profitable. Yes, this will require that you put in some time, effort, and more money, but it can reward you with thousands of dollars more than the original price, which will be your pure profit. Although this is not that passive, once you do this a couple of times, you can afford to pay someone else to do all the work so you can just reap the benefits.

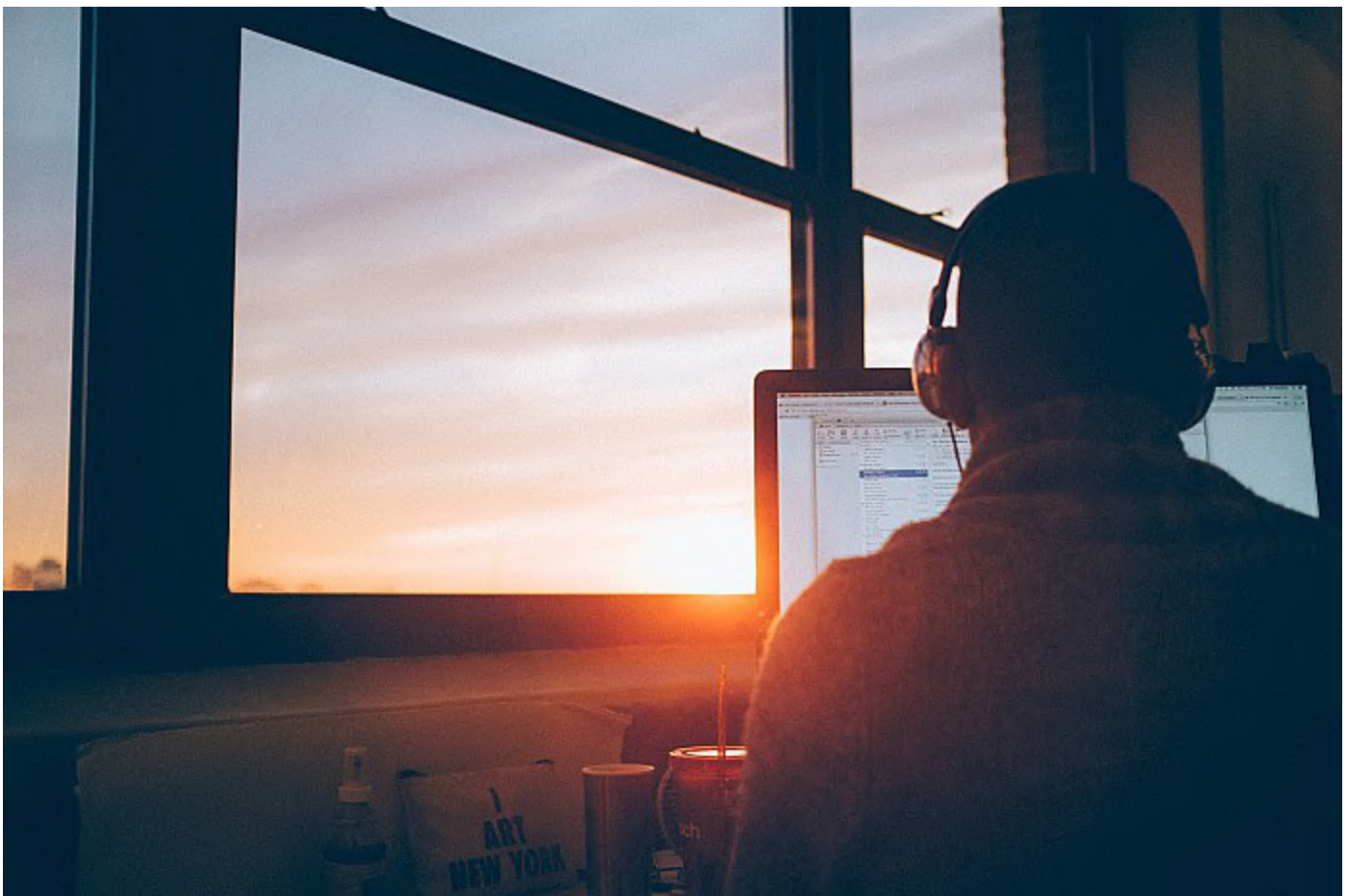
Even if the initial investment capital is an issue, with some creativity you can still invest in real estate. All you have to do is find a good **crowdfunding real estate** opportunity. Crowdfunding real estate means investing in a property along with many other investors, owning a share, and earning money without the headaches of actually managing the property.

Most of these crowdfunding deals are for accredited investors (people who make more than \$300,000 a year or have a NET worth of at least one million dollars), but some sites allow you to invest as little as \$500 even if you are not accredited. If you are based in the US and don't have much money, then www.fundrise.com may be the perfect option for you. You can find a crowdfunding real estate platform for pretty much every part of the world. Just ask Google, and find the perfect choice for your location.

Familiarizing yourself with Robert Kiyosaki's books and resources on real estate investment would be a great place to start. Check out the online training called, "[Rich Dad, Poor Dad Summit](#)".

Teaching an Online Course

Did you know that you can make money by sharing your knowledge with the rest of the world? Even if you don't think that you are exceptionally talented in something, know that some people are utterly ignorant about the things that you are good at. Whether we are talking about teaching someone a foreign language, how to sew, cook, knit, invest their money, draw, or even be a better person, the opportunities are pretty endless. All you need to do is create an online course that people will buy to learn how to do or achieve something, step by step.



Teaching others what you know can help you generate residual income, and may even end up providing you with hundreds (if not thousands) of dollars a month. And the best part? You don't need a license to teach – all that is required of you is to know what you are talking about.

The best platforms where you can sell your online courses are:

Udemy – www.udemy.com - This leading online-course platform mainly focuses on selling video courses, but audio and PDFs can also be uploaded. The most appealing thing about this platform is that it is completely free and everything can be done in its dashboard. The only catch is that Udemy will take half of your earnings. Which, considering you have no upfront payments, sounds like a great deal.

Teachable – www.teachable.com – Teachable was mainly constructed to offer what Udemy lacked – multi-language support, great marketing tools, and improved SEO. But unlike Udemy, Teachable isn't free. The cheapest plan on the platform costs about \$39 a month, plus it will also take 5% of all your earnings. But, on the plus side, it allows two owners and authors.

Most online teachers design their own course, while others hire freelancers to help them put it together. It is totally up-to-you. Platforms like those mentioned above provide great step-by-step support so you don't need to be a computer expert to launch your course with hardly any upfront cost.

One last thing to mention is that online teaching has an unlimited market. Unlike traditional classroom teaching where you are limited to recruiting students who live near you, online teaching opens your course up to students from every continent on the planet. In addition, you don't need to physically be in a classroom and wait for your students to arrive. You put your materials together once, interact with your students as needed and then just watch your profits increase as more and more students enroll.

Affiliate Marketing

If you own a blog or know someone who has been successfully running a website, then chances are you are already familiar with the term *affiliate marketing*. Affiliate marketing is an increasingly popular passive income strategy because it requires that you do hardly anything. The only requirement is that you have a blog or website that people visit.

How does this work? Affiliate marketing basically means promoting products to customers without having actually to sell them yourself. You just include links of products in your posts, and for every time your readers buy the product (or in some cases even visit the page), you earn a commission.

Amazon Associates - <https://affiliate-program.amazon.com/>

Amazon has a great affiliate marketing program that allows you to earn commission by marketing products sold on Amazon. The best thing about using Amazon's Affiliate Marketing is:

- It is completely free.
- There are literally millions of products to choose from, so whatever your website is about, you will find something alluring to present to your readers.
- You can earn up to 10% from advertising a product.

Other great affiliate marketing platforms are www.rakuten.com, www.affibank.com, and www.revenuewire.com.

Tip: If you don't have an existing platform where you can advertise products, you can easily get one up and running for a couple of dollars per month. There are many platforms online that offer great pricing plans, so do your due diligence before starting. And if you want your blog/website to have a killer design but don't know how to achieve that yourself, then hiring someone for the job is your best option. [Fiverr](#) will help you find decent freelancers that can provide you with an excellent website for a reasonable price.

Dropshipping

If your idea of reaching early retirement is backed up by the “buy low – sell high” theory, then dropshipping is definitely for you. With the eCommerce industry growing stronger by the minute, it would be ludicrous not to take advantage of this strategy if you wish to generate passive income.

But what exactly is dropshipping?

Dropshipping, in theory, means partnering up with a supplier and selling their products on your platform, without actually touching or managing the product/service you are selling. Here is how it works:



1. You find an online supplier
2. You buy products at wholesale prices but list them at higher, retail prices
3. Include the product listings on eCommerce platforms
4. The buyer purchases and the supplier ships the product directly to them
5. You profit

For instance, let's say you buy shoes from your supplier for \$25 a pair, but sell them for \$45. With each sale you make, you earn \$20.

There are many reasons why passive income generators find this strategy beneficial:

- Little upfront costs – some suppliers may need some financial commitment, but most of your investment will go to build your online store
- The supplier is the one who deals with the warehouse and shipments
- You have an immediate payout

Finding the Platform

There are many platforms where you can find dropshipping suppliers. However, there are a few that offer absolutely the best conditions for making passive income:

Shopify – www.shopify.com

Shopify is by far the best platform as they offer it all:

- You can use the platform to find suppliers
- You can create your online store there
- It allows you to list your products on marketplaces such as eBay or Amazon
- You can track the shipments within your store

You sell with Shopify's app called Oberlo, which allows you to list up to 500 products.

Big Commerce - www.bigcommerce.com

You can also set up your website directly on Big Commerce, and they offer the opportunity to connect with some suppliers as well. Once you are up and running, this platform will help you sell your products on Amazon, Facebook, eBay, Pinterest, Instagram, and Google Shopping.

Finding the Right Products

Salehoo

One of the best places to connect with suppliers for your dropshipping business is [Salehoo](#), which has 2.5 million products for sale, and over 8000 pre-vetted vendors ready to work with you.

Alibaba

Alibaba may be the largest marketplace for dropshipping suppliers, and most of the manufactured items you can find there are made overseas. Of course, you can also find US or Canada-based suppliers there.

The best thing about this platform is that you can search for suppliers either by region or other criteria, which will help you achieve your goal quicker.

Selling Sponsored Content

Just like with Affiliate marketing, you will need to have an existing blog or website to sell sponsored content. Of course, your success will depend on how well-established you are and how many visitors your platform has, but this has huge potential for passive income generating. Unlike Affiliate marketing, which may take months for you to actually see your income, selling sponsored content results in immediate payment. But what exactly does selling sponsored content entail?

Selling sponsored content is just what the name suggests – promoting established brands on your website. The process is simple:

- Find a brand that wants to work for you.
- Get paid to sell their content.
- Promote their products/services to your platform's visitors.

The most appealing part of this strategy is that you get paid upfront, and regardless of the number of sales that the content makes. Obviously, in order to work with you, brands will have to find you valuable, which means that you'll have to have a decent number of followers/visitors. If you have the audience to promote content to, here are some platforms that can help you strike a good deal:

Hubspot – One of the greatest platform for finding sponsored content - <https://www.hubspot.com/partners/marketing>.

Cision – A great platform where you can exploit a database of thousands of opportunities for sponsored content. Amazing for social media influencers – www.cision.com.

Blogsvertise – If you have a blog, then this platform is the perfect choice for you to find a good deal – www.blogsvertise.com.

Tip: Sponsored content isn't just for blogs and websites, it is also great for social media users as well. If you have plenty of followers that like, share, and comment on your posts, brands will find you super interesting. In fact, becoming a social media influencer and promoting branded content to followers has practically become an occupation. Give it a try!

Selling Stock Photos and Music

If you have artistic genes, then it shouldn't surprise you that you can easily turn them to cash. Selling online photos and/or music is an excellent way for you to increase your passive income stream.



STOCK PHOTOS

You don't actually have to be a superb photographer to sell the amateur photos you take with your camera. Chances are, you already have some great pictures on your phone that would be interesting for someone to buy. With the overall digitalization of today, more and more people are looking to purchase photos to include in their books, articles, or other commercial purposes.

Here are some great platforms where you can sell your stock photos:

Foap – www.foap.com – Foap is a great stock photo platform that offers 50% royalties per purchase. Although the pictures are sold at a flat price of \$10, this platform has regular discounts and promotions, but even then, your earnings remain \$5.

You can upload photos on foap only through their app: <https://play.google.com/store/apps/details?id=com.foap.android&hl=en>

iStockPhoto – www.istockphoto.com – This is a great platform for beginners and the royalties vary from 15% to 45%, depending on the popularity of the photos.

Adobe Stock – www.adobestock.com – Is a platform that offers between 22 and 46 percent of royalties, but the best part here is that there is no threshold period and the earnings are immediately transferred to your account.

Alamy – www.alamy.com – Alamy offers 50% royalties without being exclusive to the platform.

STOCK MUSIC

If you can play an instrument, then you can definitely use this opportunity to generate some passive income. If you can record something that is pleasant to the ears, then you can definitely find some buyers that will want to buy and use the music in their videos, commercials, movies, radio, or other commercial purposes.

The best platforms for selling your stock music are:

Pond5 – www.pond5.com – They offer 50% royalties.

Audio Jungle – www.audiojungle.net – 50% royalties if you sell exclusively on this platform.

Premium Beat – www.premiumbeat.com – This platform is a bit picky and you can only sell there if your music meets their criteria and is selected. But if your piece is of higher standards, then this may be right for you.

Earning from Podcasting

If you don't know what podcasting means, imagine broadcasting but on the internet. The podcaster creates an mp3 podcast and uploads it on a website. The file becomes a clickable link that can be downloaded by users, or they can choose to listen to it online.

But podcasts are not simply audio files that you upload, but a series of files that are available to subscribed users only. As silly as this may seem to some, people actually make a living out of this – podcasting is way more than a hobby.

Once you start talking about trending topics and increase the number of people that listen to you, you can use your podcast to generate income in a lot of ways:

- Advertising – Once you have a large audience you can get paid to promote content
- Products – You can even sell your own products to your audience – from eBooks and services to knitted sweaters – whatever the topic covers.
- Donations – You can ask your audience for donations to keep your business alive
- Affiliate marketing – And yes, you can also use other people's products to make money. For instance, if you have a cooking podcast, you can use your podcast to promote cookbooks or kitchen utensils you use and earn a commission.

And although this may seem like there's a lot of work involved and not that passive, remember that you record the podcast one but can benefit from it long after.

A great place to start? Try:

Libsyn – www.libsyn.com

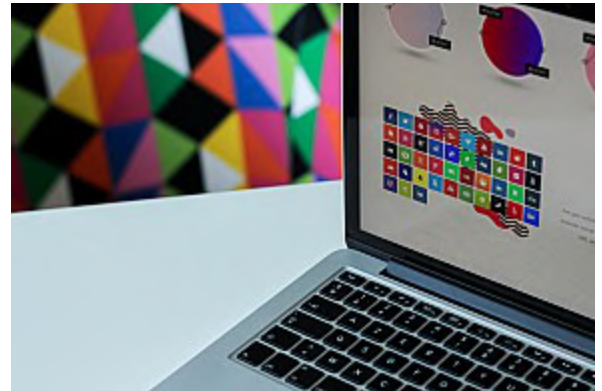
SoundCloud – www.soundcloud.com

Fun Fact: Did you know that some of the most influential podcasters make \$50,000 per episode?

Selling Digitally on Etsy

Etsy is well-known unique shop where you buy cute, handmade and vintage gifts for your loved ones. But what most of you don't know is that you don't necessarily need to be an embroidery expert to earn money on this platform. Etsy also allows you to sell digital items, which can turn out to be quite money-spinning.

You can sell pretty much anything digital that comes to your mind. From that cute and sparkly girly font you made that day when you were bored, to doodles, illustrations, logos, templates, etc. You don't necessarily have to be an expert either. You at least need to have the will to be artistic. The rest can be worked on. Here are some websites that will help you grow artistically and help you to professionally create sellable designs:



<https://www.canva.com/>

<https://www.picmonkey.com/>

<https://www.colorzilla.com/>

<https://www.picmonkey.com/>

<https://www.befunky.com/>

Visit www.etsy.com, click on the “Sell” button, and get your store started today.

Making Money from Youtube



You've probably heard at least one story of how someone managed to earn a 7-figure income from posting videos on YouTube. Sure, that will not come true if your videos are not of high-quality, your content is not killer enough to actually go viral, and you don't have at least hundreds of thousands of followers on your YouTube Channel. But who says you have to be the next Lilly Singh? Sharing your story or talents on YouTube can be a great way for you to reach some followers, get a decent number of views, and enjoy the money rolling in while you sleep.

If you think you've got what it takes, set up a channel, and start posting. YouTube is actually half the internet and there are over 500 hours of video that are being uploaded every single minute, so yes – you will have to do your best to stand out and slash the competition.

Once your videos are ready, there are a couple of ways that you can generate passive income:

Create Sponsored Content

Just like with your website, you can also sell sponsored content with your videos. Find a brand to partner with, and get paid for you to include their sponsored content in your videos.

Check <https://famebit.com/creators> for more info.

Ask for Donations

Depending on what your videos are about, you can also ask your fans and subscribers to send donations for your online business. That way, you can use that money to improve yourself, which will, in turn, result in more views and even more money from YouTube.

Exploit the Monetization Features

In order for you to be able to earn money from YouTube, you will have to meet their partner requirements. And to become a YouTube partner, you will have to have at least 1 thousand subscribers and 4,000 hours of watched video in the last year. Work on your content to achieve that. After that, just check out [YouTube's super easy guide](#).

There are multiple ways for you to earn money from YouTube, but it all boils down to having engaging and quality content to offer to your fans. Work on that first, so you can later enjoy the passive income.

Step-by-Step Youtube Income Program

If you feel Youtube could be a great opportunity for you, but are not sure where to start, check out the [Youtube Secrets](#) program.

Conclusion

Now that you know what you need to do in order to increase the cash flow, the next step is to take action! While there are many ways to generate income while you sleep, you have to put the building blocks in place **TODAY**.

First, answer these questions:

1. **Would I benefit from passive income?**
2. **Am I ready to take action TODAY?**
3. **After reading this report, do I believe there are real opportunities for me to generate passive income?**

If the answer to any of these questions is no, then I have one more question for you, **WHY?**

Sometimes, there are legitimate reasons why something is not for us and nobody should sway you from that position because it is unique to you, **BUT** sometimes we tell ourselves no because we are uncomfortable or fearful.

If that is you, I say **be courageous**, which I define as “having a reason to be fearful, but taking action anyway”.

If you're ready to take action, take these steps, which I call the **4 Rs**:

1. **REVIEW** the opportunities in this report and pick your top 3 choices.
2. **RANK** your top three choices. To help you rank them, consider:
 1. Your interest
 2. How easy it would be to take action TODAY
 3. Likelihood of success
3. **RESPOND**. Regardless of how small the step is, take action and do one thing to get started before you go to bed tonight. Procrastination kills progress, whereas action builds the unstoppable force of momentum.
4. **REPEAT**. Start generating income with your first revenue stream and then create another one, and another one, and another one...!

Ready to begin?

Here is one special offer that can get you
started for just \$1

[Click Here](#)



DISCLAIMER

The information provided in this report is designed to provide helpful information on the subjects discussed. This report book is not meant to be used, nor should it be used, to provide financial advice or be used as the basis for making any personal financial decisions. For financial advice and decision-making, it is recommended that readers consult a licensed financial professional. The author offers no guarantees of success, and is not, in any way, liable for any damages or negative consequences as a result of decisions made by the reader following the reading of this report. This report simply provides information that readers can act on if they independently choose to do so.