

ONLINE MARKETING EXPERTS SINCE 1999



How to create a passive income product



How to earn money while you sleep.

It is possible to develop a fully automatic online sales function that gives you a regular income every day and night. You can be free to do what you really want to without having to worry about generating new business or income.

Business owners usually start their business because they have a dream. This dream is to be able to do something they love or to help others with a solution.

What was your dream?

The uncertainty and lack of reliable regular income takes the whole fun and enjoyment out of having your own company. At the end of the month the bills have to be paid. You, the owner, have to do whatever is necessary to make sure this happens. This ranges from having to accept projects which aren't so lucrative or do work which isn't much fun to do.

Running after opportunities, accepting work because you have to rather than you want to, saving instead of investing. All of this eventually wears you down and makes you feel trapped in your own business.

I went through this too.

From the moment I started my own business I searched for a product that would sell itself. A product that would provide a regular income. A product I could rely on. A product that required such minimum supervision that I had the freedom to do other things which I had a passion for.

However, I had no idea how to do that. It took me years of trying. Years of research. I started using mentors and coaches, visiting events held by people such as Tony Robbins, Keith Cunningham, Jay Abraham, Ted McGrath to name a few.

My businesses were growing, better and better, but the dependency of always needing to be present was still there. I had that trapped feeling where I was working for my businesses not the other way around.

Eventually, I'd really had enough and decided to sell my companies and dedicate two solid years of work to solve this problem many business owners also suffer from.

That's when I finally found the right formula!

I want to share this formula with you here. I want to show you this blueprint on how to create your product for a passive income.

The solution is having a product that can be sold online without much energy.

You can easily create a product that can be sold online. It's fast to do. You just need to have a little bit of creativity. Once you have it, it's easy enough to get started.

For example, if you own a coaching business or a school, you can easily create a course or informative content of any kind that can be downloaded. Or if you provide training of some sort this too is easy to create a mini course that can be sold online. All this is fast and easy for you to set up then...

Boom! You already found your product that you sell indefinitely online.

It does not matter if you sell 10 or 10,000 courses because there is no additional load from your end to produce more after the initial set up.

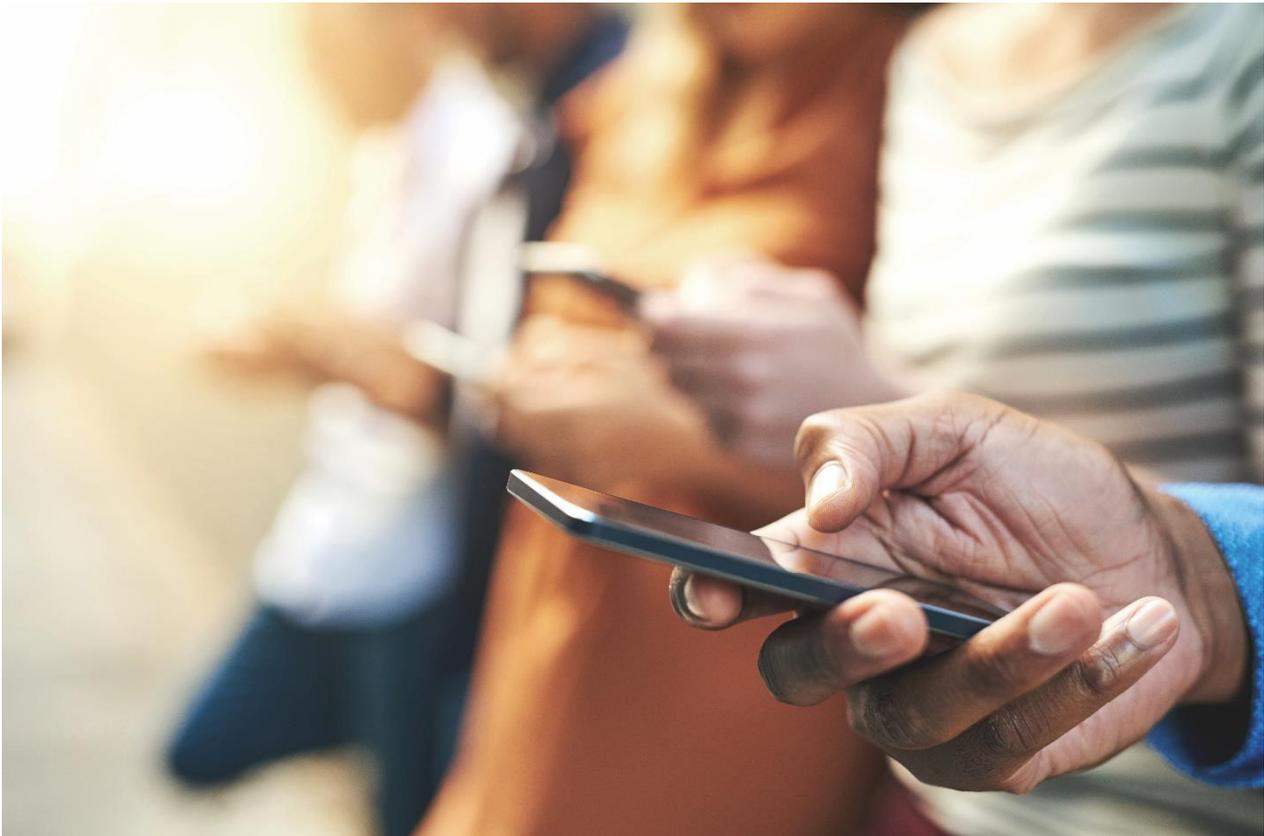
This perfect solution will give you the cash flow and time you need to realise the original dream you had when you created your company.

What is even better is that this product of yours will also generate new leads from clients who have completed the mini course and then want to learn more by enrolling on the actual main course. In effect the course sold itself!

So now, not only are you selling your mini courses, or downloadable information, in the background but you are also able to do what you really like to do.

You are now also generating leads for your high paying services!

And this process is fully automated.



You're probably thinking, "Well, Patrik Muehlematter, that's great for someone who has a training company to create a mini course but I'm not selling a course. This won't work for me." But that's the great thing about it. It actually works for every business!

Every company. One solution!

For example, a security company owner told me, "Patrik Muehlematter! It's impossible for us as a security company providing security solutions for buildings to create a course or have downloadable information about our systems". However, after a 30 minutes brainstorming during a consultation session we came up with an idea of a downloadable info pack on how to secure your building against theft and vandalism.

**You see, it's possible. It really can be applied
to any business.**

You sell computers and UPS? You can have a downloadable info pack on how to have a stable infrastructure to avoid any downtime or data loss during a power cut.

You are a distributor? Create a tutorial where your product, or products, solves a common problem.

If you have years of experience, then what about gathering that knowledge in to a blueprint to share with others the solution to a problem you had faced which they themselves are struggling to find answers to.

Don't have the experience? No problem! Interview those who do and package the information you've compiled it into a fact-finding document.

For virtually any business you can find typical problems that your clients have. Then create a product that solves this problem. As it is directly related to the services or products you offer it will automatically not only generate passive income but also generate new clients for your business.

You'll double the outcome with one action.

It doesn't end here.

Leads obtained this way are much better than those you are used to get from standard advertising as the potential clients have been filtered and will be in your targeted group. These potential clients want what you are offering because they've already had a taster. They now want the whole thing. Non-serious, non-committal clients would not have gotten this far. Leads coming in this way are already warmed up making it easier to sell to.

It still doesn't end here!

Of course, you can also create a great manual about other knowledge you have, based on your hobby or whatever else. This will give you the additional passive income you are looking for. If done well, your passive income could potentially become more profitable than your entire company.

Let's work on that and brainstorm about the product you can sell online.

Refocus. What was your original dream when you started?

Find a common problem your client wants to solve

Be creative here, even if you sell goods. Think what kind of problems can be solved with these goods. What useful tips can you provide? Remember to create a product related to your main business. This will ensure to attract the quality leads for your business.

Let's brainstorm! I am pretty sure you can find a product.

Ask yourself, what problem do your best client have and you have the solution to?

If you are struggling to think of a product, we can give assistance. Ask for a free consultation to find out how our all-inclusive services can help you put the entire process in place. Learn to relax and watch your income grow. Arrange a [free consultation](#) now.

How can you help them with a mini course, blueprint, strategy, or solution that can be downloadable?

Example: I can provide information how to...

Write down an appealing title that explains the solution you offer well.

Example: The secret how to (solve this problem)

Write down a short description that explains what this product will provide, be outcome oriented.

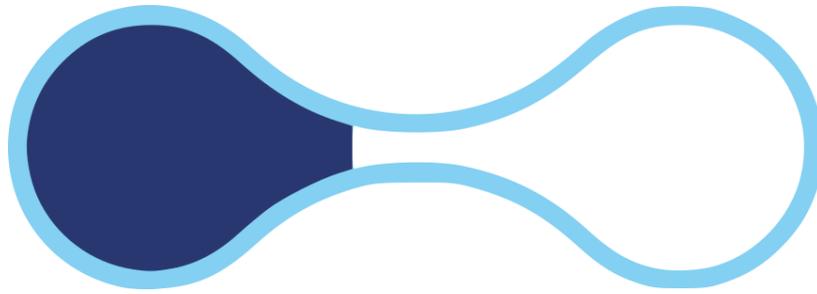
YOU DID IT!

Now you know what solution you want to offer.

You are making steps that brings you closer to your dream.

You now know what kind of product it will be; a mini written course, a blueprint, a manual, a video course...

Whatever it is, you are now getting closer to realising that dream you wrote down earlier.



Loading...

Now chunk it into minimum 3 chapters

The next step is to portion the solution into three chapters (at least). In other words, your solution will be explained in three steps.

Write down your three distinct section titles below.

Step 1 or Title of Paragraph 1 or 1st Solution

Step 2 or Title of Paragraph 2 or 2nd Solution

Step 3 or Title of Paragraph 3 or 3rd Solution



Congratulations!

You did it!

You are now ready to create your passive income product

This is a big deal! You've done the hardest part... was it so hard?

Now because of this preparation you have just completed, the next steps are much easier.

Many clients I've worked with at FairTech tell me they have been working on their content for weeks and were stumped at what to write. Using the below described approach I enabled them to complete the task a lot quicker. Some managed to do so within two hours!

First, start with a blank page.

Place your title and the description you prepared above.

Write an introduction.

Place the three distinct titles from above and then write the content of each section down.

Breaking things up like this will make it easier to manage and it will not take long.

Finally, place all your letterhead over it, add graphics and polish your presentation.

Don't be afraid to use large fonts, to separate and clearly space out the points, to make it pleasant and enjoyable to read.

Use big titles to help the reader pick out what they want to read. You want to inspire and excite people. Not bore them.

Being able means you can transform a product into an online course with videos, downloadable templates, checklists, etc. We have courses in which we will dive deeper into these areas.

Have fun creating your 1st product that will generate passive income while you are enjoying other activities.

What next?

Many clients then say to me, "Great Patrik! I have my product, but I don't know how to launch it."

It should come as no surprise to you that there is a mini course explaining how to do that!

The mini course will show you how to launch your product, how to get your clients to download your product and do it in such a way that there is no involvement from you; In fact everything you need for that passive income, for that original dream to be realised.

The course will show you all you need, inclusive of the technology to use for full automation. You want passive income, right? Your hands will soon be free for you to do what you love to do.

Sign up to our [mailing list](#) to be notified when the next cycle of this course begins.

This is a great step forward you need and deserve. Make sure you finish your product to the end. It really is worth the effort. Your original dream is worth the effort.

It is an effort worth making as you'll only need to do it once. Each subsequent download requires zero effort from you but each subsequent download will contribute towards the passive income that provides you with the freedom you have been searching for.

**Need a turnkey solution where my team will do it all
for you?**

**Book your free phone or Skype consultation now
with one of my mentors.**

If you want this passive income but, for whatever reason, you can't dedicate the time to do what is needed then let me provide a turnkey solution where my team will be happy to do it for you. Book a [free consultation](#) with a FairTech mentor now to get started.

I enjoyed sharing this information with you and I hope it will contribute towards improving your quality of life.

Patrik Muehlematter