



**TURN YOUR**  
*Knowledge*  
**INTO**  
*Passive Income*



Your 5-step guide to  
generating \$1000/mo in less  
than 5 hours a week

# TURN YOUR KNOWLEDGE INTO PASSIVE INCOME

Turning your knowledge into passive income is all about taking the knowledge, skills, or passions you already possess and monetizing them to create a life you love.



*Use this worksheet to help you flush out some of the knowledge and skills you already have. Then determine the best way to monetize your passion and use the 5-step guide to get it done in under 30 days!*

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*List things that you love learning about:*

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*List things that you love talking about:*

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*Do you like to teach?*       Yes       No

*Do you prefer to take direction and execute or take the lead and create?*

- Take direction  
 Take the lead

*List skills that you have:*

Don't sell yourself short. You have a TON of skills, you just haven't viewed them as useful skills. But that is all about to change! Take a few minutes to list EVERYTHING you can think of that you are good at AND enjoy doing. If you need more paper GET SOME! Once you have listed everything out, CIRCLE the ones that make you REALLY happy and you would LOVE to make money doing or teaching about.

**Check out some examples here to get your juices flowing:**

- Organization
- Taking direction
- Cleaning
- Growing food and plants
- Cooking & Baking
- Social Media
- Fixing things
- Decorating & repurposing furniture
- Pregnancy
- Creating graphics
- Working out
- Taking pictures
- Writing
- Math
- Marketing
- Sales

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*Have you made any accomplishments in life that have to do with anything you listed in the last question?*

For example: If you love working out and teaching about it and you have lost 50 LBS, write that down as an accomplishment. Like talking about pregnancy and pushed out 5 babies, WRITE IT DOWN! Have 20 years in financial planning and help customers 1:1? Write it down! Full-time Yoga teacher. Successfully homeschooled 2 kids. No accomplishment is TOO SMALL!

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*What do you think you would like to create a digital course/product about?*

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*Who is the person who could benefit from this course or membership site?*

It could be the person that is 3-5 steps behind where you are.

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*What is the struggle this person has and wants a solution for?*

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*What kind of solution are they looking for and how could you help them get it?*

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*Would ongoing support be beneficial for this client?*

Yes  No

If YES, consider a membership site as your next offering after your course or instead of a course.

*What does your dream schedule look like?*

It's important to design a life you love! How many hours do you want to dedicate to work, how much money would you like to make?

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*How much money do you have to invest in this new venture?*

It is important to know what you have to invest. When I started my business, I did a lot of trades. You help me with this and I'll help you with that. I leveraged my skills and knowledge to leverage other people's skills and knowledge for no monetary cost. You are capable of getting creative. Spend some time sitting quietly to get the ideas flowing. I also recommend asking people around you or in the field you want to explore how they got started, made it work, and scaled their business.

### *Ways you can monetize your knowledge and skills.*

- 1 Create and Sell Your Own Digital Product - psssst this is my favorite way!**

Virtual is the way to go to keep the overhead LOW! Create an online course, training program or membership site. Use your existing knowledge and charge others a fee (one-time or recurring) to get that knowledge from you. Sure they can find all kinds of free info on the internet BUT you can offer them your unique process teaching them how to do what you know!
- 2 Network Marketing**

Similar concept to affiliate marketing but the payment structure is different. Buy your start-up kit for as little as \$35 from some companies and then promote their products. Generate income when you sell these products. When people you have sold to sell as well, you can generate income from anyone beneath you buying. The opportunity to generate residual income is available when your customers re-order.
- 3 Influencer Marketing**

Get paid to advertise a product or service on your social platforms. Many companies, big and small, will pay an influencer to promote their product or service. Even small accounts can get paid with free products or money to promote. *Be sure to use #ad in your post whenever you are being paid to advertise to protect yourself.*
- 4 Affiliate Marketing**

Promote someone else's product or service and get a cut of the sales that you generate for that company. Affiliate percentages can vary greatly.

### *Less passive but also ways you can monetize your knowledge and skills*

- 5 Sell a Service**

Take your skills and put them into action. You can start by offering your service in exchange for money. But a lot of times this type of business is hard to scale. If you are more of a "take the lead" kind of person, you can hire others with the same skill and manage their work for your clients. This will allow you to scale your business while working less and enjoying more.
- 6 Virtual Assistant**

If you prefer to take direction and execute try being a Virtual Assistant. Explore putting some of your skills into action. If you can make someone's life easier, more efficient, and save them time or money, you can likely get paid to do it! Find someone who needs a skill you have and charge them for you to do it for them!

**If you found this content helpful, tune into my podcast Badass is the New Black for new episodes every week!**

# 3•WEEK LAUNCH

The biggest mistake I see people make when trying to launch their business is waiting until they have the *perfect* offer. This prolongs your launch when you could literally make money TODAY if you wanted. Better systems, automation, and the perfect offer come with time. So my best advice is to push your fears aside, **take something you are already doing and charge for it**, craft a **simple** offer, reach out to a few ideal clients in your existing network, offer them your services or product, accept payment through your favorite cash app, and go for it.

Take action and allow your experience to tell you what's next.

## Week 1

Figure out what you will enjoy being paid for.  
See Pages 2 & 3

## Week 2

Determine how you want to offer this - workshop, video series, 1:1 session. Keep it simple - See page 4.

## Week 3

Reach out to 5 people you know who would LOVE what you are providing, tell them how you can help them, and share your offer with them. Accept payment through Venmo, Stripe, PayPal and deliver the offer.

# Your 5-step guide to generating \$1000/mo in less than 5 hours a week

If you are looking for a bit more automation to your offer, use this 5-step guide.

## 1 Get your name out there consistently and build a reputation

Add value to the world by giving away free **noticeable** content in exchange for nothing. Create YouTube videos, start a blog or podcast, post on social media, LinkedIn, etc. This will allow others to learn if they need/want what you have to offer.

## 2 Decide what you are going to sell and how

Think about something **relevant** that people want that is in relation to what you are good at and can teach. What is the process by which you do this? Can this process or skill be taught to someone else? Great! This is what you can turn into a digital course, workshop, ebook, template, or membership site to sell.

## 3 Get their email address

At some point, you must try and collect an email address from your audience. Use a Lead Magnet to grab their email address. This is a free gift (PDF, checklist, training, access to a FB group, etc.) that will immediately help them **solve a small problem they have**. They will exchange their email address for this free gift/solution. When done correctly, your free gift will draw in the perfect ideal client for your paid offer. Without an email address, you may never be able to get in front of that person again, and I don't want that for you! You can use Kajabi for this process. Landing Page/Opt-In (get email); send free gift via automated email.

## 4 Sign up for a Customer Relations Management (CRM) system

This is going to help you **automate this entire process** so you can offer the lead magnet, collect emails, nurture your audience and sell your product on autopilot! Kajabi is the one-stop shop I use to host my website and email marketing system, create landing pages, host my digital courses and membership sites, set up the sales pages, and take payments. You can [use my referral link for Kajabi here](#). You can purchase a domain through something like GoDaddy and connect it to your Kajabi account.

## 5 Create the offer or digital product you will sell

Once you **decide the best method to deliver** this digital product, create it! Use any simple video recorder, Zoom, or QuickTime for presentations or tutorials. Google Drive documents, slide presentations, or PDFs could be designed in Canva to present information.

Sign up for a [Free Trial with Kajabi](#) using our affiliate link.

For more training and tutorials visit my YouTube Channel  
[The Krissy Chin on YouTube](#)