

Passive Income Guide

Proven methods to earn while you sleep!



By  CheckYa

Let me know if this sounds familiar. You're taking a mini break from your daily routine to scroll through your Instagram, TikTok, or Youtube feed. In between funny videos, the latest meme and cute puppies, you catch a glimpse of an energetic person talking directly at the camera to you. Yes you! While sitting in their home, this person tells you that they've figured out a way to generate \$10,000 a month passively while sitting in their underwear and working less than 2 hours a day.

No, they're not talking about starting an OnlyFans or selling feet pics, this person claims to have figured out a new method of printing money through some unique side hustle. You've probably heard it all at this point, this side hustle might involve running an automated youtube channel, publishing ebooks on the internet, or some new affiliate marketing strategy etc. This person claims to have the secret sauce.

Naturally you're skeptical. This sounds like some flavor of the weak internet scheme to get into your wallet. You've had enough of this nonsense and are about to scroll past this video, when all of sudden you hear something that peaks your interest. This person tells you that they'll provide you this information absolutely for free. All you have to do is to enter your email address. You shrug and say to yourself "why not, if it's free then what do I have to lose". You hesitantly give up your email address. Next thing you know you get access to an Ebook book and curiously open it up.

Sound all too familiar? Now that I have your attention let's unpack what just happened. Don't worry, I PROMISE ;) we actually have nothing to sell you. Instead we're going to break down what's going on and how these marketers on social media are actually making

money. We'll expose this marketing tactic and explain how you can use this very effective method to start or grow your own business.

If you're wondering how effective this method actually is, stop and consider how you yourself arrived to find yourself here reading our ebook. You were drawn in by the pitch that you saw on social media and wanted to know more. In downloading our ebook, you fell into our "hook" or "funnel" and are now engaged. Thousands of influencers, small businesses, and aspiring entrepreneurs are using this method daily to reel in future potential customers.

The next question you may have is, If this ebook is free, what is ultimately the point? How does the business actually make money from this? Are the claims of making massive amounts of passive income real? All great questions, let's get into it and we'll address these questions one by one.

Yes, the ebook is free. This is typically what's called giving a "freebie". It's designed to work by giving you a sample of the offering in hopes that you'll become a potential future customer. Think of the last time you were walking through the food court at the mall and a restaurant employee was giving out free samples of chicken on a toothpick in hopes that you would develop a taste for the dish.

Think about the last time you thought about purchasing a novel online and the first chapter available to read for free in hopes that you would become engaged and buy the book. The principle here is the same. The purpose of the freebie is to draw you into the offering.

So now that you know about the purpose of the freebie, let's move on to the part that you want to know. How do you make the monies? 90% of the time, influencers, coaches, and educators make money online by selling digital products online. This is because there are

huge advantages to selling digital products online, hence why almost all creators offer them. Before we go further into why digital downloads are such popular offerings. Let's define what they are to make sure we're all on the same page.

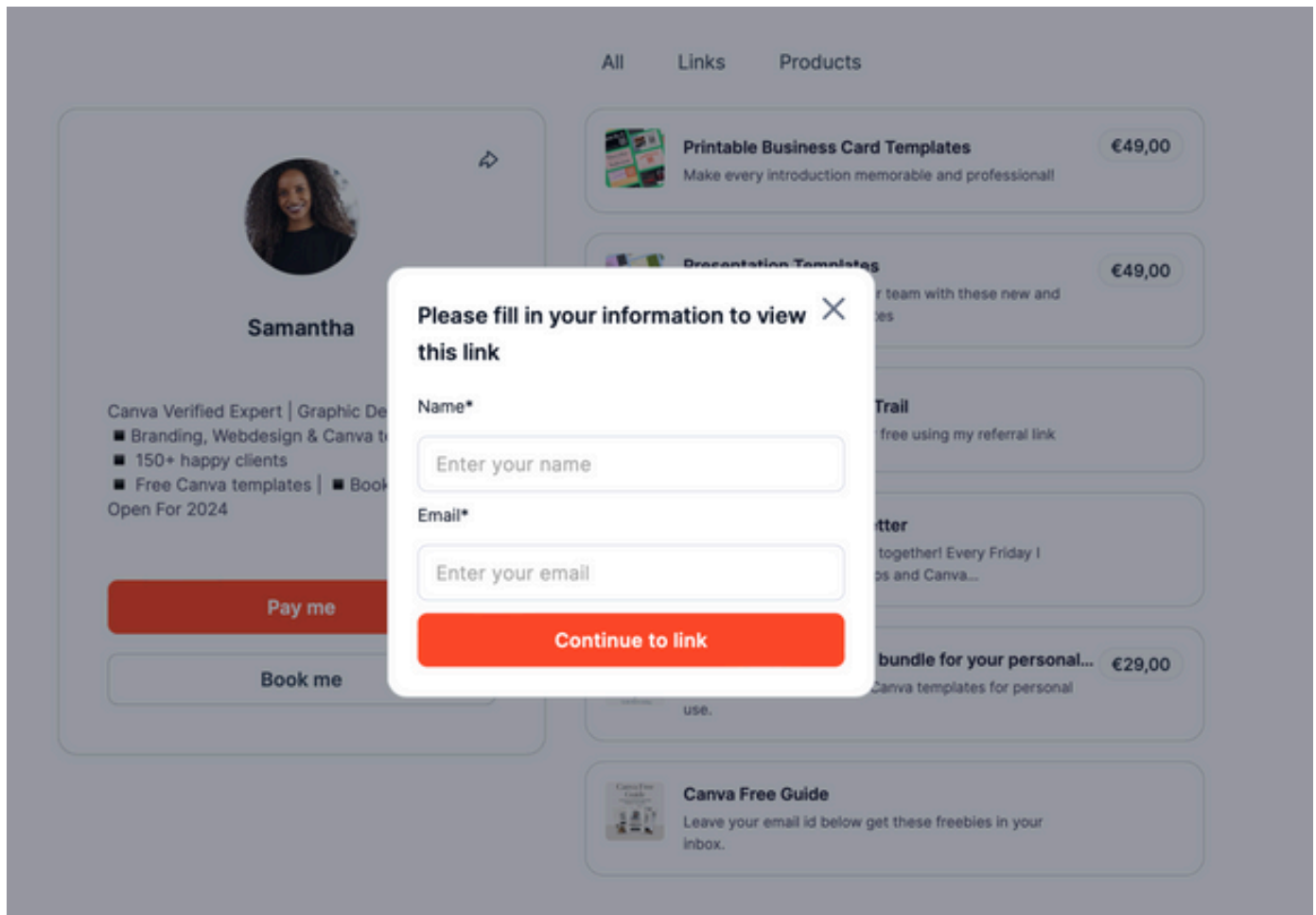
Digital products are items or goods that are created and distributed electronically, rather than being physical items that are shipped or delivered in person. These products exist in digital form and can be accessed, downloaded, or consumed online. They encompass a wide range of offerings, from ebooks, online courses, to digital art, and pictures.

One of the defining features of digital products is their accessibility. Since they are delivered electronically, customers can access them instantly from anywhere with an internet connection. This convenience makes digital products highly desirable where consumers seek instant gratification and convenience. Another key aspect of digital products is their scalability.

Unlike physical goods, which require manufacturing, storage, and shipping, digital products can be created once and sold indefinitely. This scalability allows creators to reach a global audience without the limitations of physical logistics. Once created, digital products can be set up to sell automatically through online platforms which allows creators to generate income passively, without the need for constant manual intervention.

Let's go through a successful case study to show how this all works together. Meet Samantha, the creative genius behind a thriving graphic design business. Samantha decided to share her expertise with the world, starting with something she knew like the back of her hand - Canva. But she didn't just want to offer tips and tricks; she wanted to create a real connection with her audience.

So, she came up with a brilliant idea - she'd offer a free Canva guide packed with valuable insights and practical advice. But here's the thing: in exchange for this guide, she simply asked for their email addresses. It was her way of saying, "Let's stay in touch!"



Now, let's talk about how Samantha keeps the magic going. Whenever someone downloads her free Canva guide, their email address is saved to Samantha's customer database on CheckYa. And here's where it gets interesting - conversion optimization.

Samantha knew that providing value was just the start. She wanted to turn her audience into paying customers, and boy, did she succeed! Through clever email campaigns, she not only nurtured leads but also converted 1 out of 5 of her freebie downloaders into happy, paying clients.

So, what's Samantha's secret sauce? It's simple - offer value, build connections, and let automation do the heavy lifting. With this approach to online selling, Samantha has not only grown her business but also created a community of loyal customers who can't get enough of her creative genius.

By now you should be able to guess why this method is so popular. It requires no upfront cost. There is no storefront to maintain, no office space to rent, and no initial materials to buy.

The other reason is that with this method, you can work and make money from anywhere, as long as you have a laptop. The only thing that takes time is setting up a website. In this book, we'll give you a hack to set up your own website to take calls and sell digital goods in under 5 minutes.

Do you need more social proof that this actually works? Read the stories below to see how selling digital goods has been life changing.

Take Kat Norton, for instance. Known as [Miss Excel](#) on TikTok and Instagram, she's not just an influencer with over a million followers; she's also a savvy entrepreneur.

Kat transformed her social media presence into a thriving software training business, generating up to six figures of revenue a day. That's right—six figures every single day. And here's the kicker: she achieved all of this in just a short span since June 2020.

Kat's journey is nothing short of inspiring. In November of the same year, she launched an online Excel course on her website. Just two months later, her passive income earnings surpassed her monthly paycheck as a full-time management consultant.

Encouraged by her success, Kat took the leap and quit her job in January 2021 to pursue entrepreneurship full-time. Since then, she's created nine more courses teaching various career skills. By October 2021, Kat reached a monumental milestone: \$100,000 in sales—in just one day.

Today, at the age of 29, Kat has built Miss Excel into a formidable business, raking in over \$2 million a year. And she's not alone in her journey. Her boyfriend, Mike, also took the leap of faith, leaving his corporate sales job to join Kat's venture as the chief financial officer and vice president of sales in April 2022.

But Kat Norton isn't the only one making waves in the world of passive income. Meet Jakob Welle-Smogeli, a 21-year-old whose path to success took an unexpected turn.

While recovering from an accident, Jakob began posting TikToks—eye-catching presentations created on PowerPoint. To his surprise, his videos went viral, attracting a massive following. Seizing the opportunity, Jakob monetized his platform. In August, he started selling templates for his PowerPoint presentations.

Jakob's story serves as a testament to the power of resilience and innovation. Despite facing adversity, he turned a setback into an opportunity for growth and financial success.

And what's interesting is that if you look at these two inspiring stories above, there's a common thread—they both involve creators making millions of dollars by selling digital products.

Whether it's Kat Norton's online Excel courses or Jakob Welle-Smogeli's PowerPoint templates, the scalability and profitability of digital products are undeniable.

Finding Your Money-Making Path

Now that you're convinced of the potential of creating a digital product, let's explore how easy and cost-effective it can be to get started. The process begins by niching down to a specific area where you excel.

Once you've identified your niche, it's time to narrow in on a specific topic within that niche. From there, you can start outlining your digital product, whether it's an ebook, an online course, or a digital download.

Building on your outline, you can utilize tools like ChatGPT to brainstorm ideas and refine your content. If you're creating an ebook, free design tools like Canva can help you bring your vision to life with professional-looking layouts and graphics.

Once your digital product is ready, platforms like CheckYa offer an easy solution for uploading and selling it to your audience—all without any upfront costs. The only investment required is your time, and the potential returns are limitless.


CheckYa enables you to easily sell digital products, including ebooks, printables, courses, and music, without any initial expenses or the necessity to provide credit card details. It offers a straightforward solution for individuals seeking to monetize their talents and knowledge.

But if you still need some inspiration to take the leap, look no further than these creators who are finding success on CheckYa by selling digital products:

- Shawking Performance
(<https://checkya.com/shawkingperformance/offers>): A sprint

coach dedicated to making individuals faster and more athletic. He generates additional income by selling ebooks and coaching services.

All Links **Products**



Simon Shawk

Exercise Science and Strength and Conditioning Major.
Passionate about athletic performance and sprinting.

Form Analysis \$20.00
Biomechanical analysis of your form - I will break down exactly what you are good at, what you...

Program --- 1 Month of Personalized Training \$125.00
1 month training program: Customized plan that is PROGRESSED and PERIODIZED over 1 month to...

Program --- 3 Months of Personalized Training | ... \$250.00
3 month training program: Customized plan that is PROGRESSED and PERIODIZED over 3 months to...

Off-Season Program | SUB 48 PROJECT \$50.00
This is the exact training program I followed during the off-season phase of my training year. I...

- InkaHaani Studio (<https://checkya.com/inkahaanistudio/offers>): An illustration studio specializing in storytelling through illustrations. They work on book illustrations, brand illustrations, character designs, and customizations in Indian and international art forms. Their additional income sources include selling illustrations, art forms, and offering branding consultations.



Inkahaani Studio

We are an illustration studio which mainly intends on telling stories through illustrations. We work on book illustrations, brand illustrations, Character designs and customizations in Indian and International art forms.



Book me



Book Illustrations

We bring stories to life through the artistry of children's book illustrations. We understand the...

₹70,000.00



Digital and Vector illustrations

In the ever-evolving landscape of visual storytelling, the art of digital and vector...

₹8,000.00



Indian and International artforms

In the kaleidoscope of global creativity, the fusion of Indian and international art forms...

₹8,000.00



Branding

In a world buzzing with choices and constant stimuli, the art of branding stands as a lighthouse...

₹80,000.00




Personalized, Customized and Invitation illustrat...

We provide customized illustrations for gifting and invitation purpose

₹10,000.00

- StarPixie444 (<https://checkya.com/StarPixie444/offers>): A practitioner in spirituality, consciousness, and manifestation, as well as a Gong Sound Therapy coach. She offers consultations to help individuals on their spiritual journey.



Patricia Chaidez ☆
StarPixie444

☆ Speak your Dream Life into Existence ☆

☆ In service to Humanity ♥
 ☆ Led & Highly Protected by the Divine ♥
 ☆ In This World But Not Of It 🧘🏻‍♀️🙏
 ☆ Speak your Dream Life into Existence ☆
 Spirituality ... Consciousness ... Manifestation
 ... Gong Sound Therapy

📷 🎵 📺

Donate ♥

All Links **Products**

30 Days ☆ Unlimited DM Coaching

\$1,111.00

- * Unlimited Coaching for 30 days
- * Done through Direct Message on Telegram
- * You'll receive a QR...

VM ☆ Mini Coaching

\$88.00

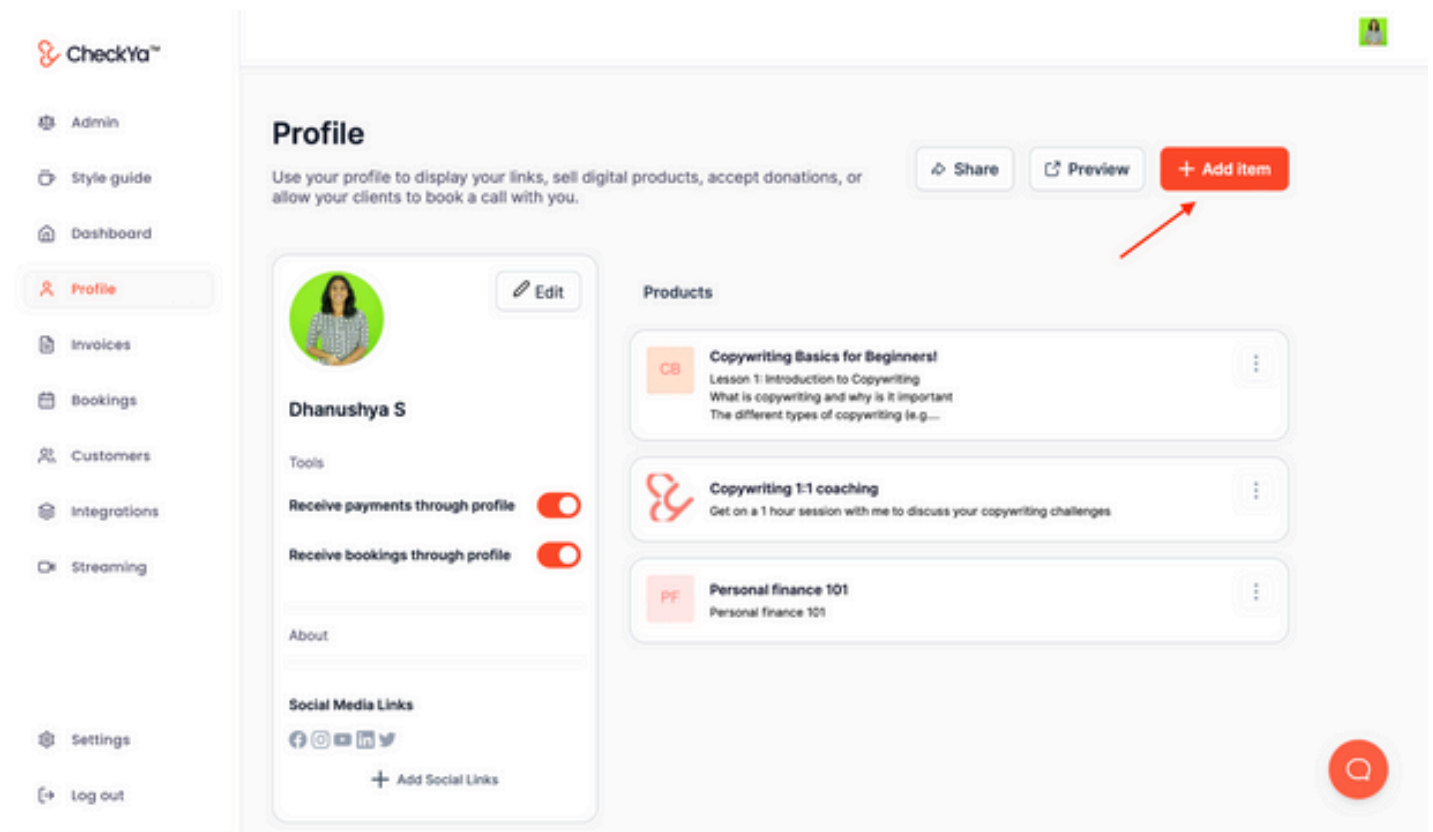
- *Coaching on one topic/issue that you're currently experiencing and would like to...

By spending just two minutes setting up your CheckYa account could mean waking up to extra cash in your pocket the next day. Sounds intriguing, right? Alright, let's break it down - here's how to get your digital products up and running on CheckYa in no time:

First things first, if you haven't got a CheckYa account yet, Head over to <https://checkya.com/>, hit that sign-up button, and you're good to go.

If you're anything like Samantha and you're all about offering something free to your audience in exchange of their email addresses for future nurturing, here's what you gotta do:

- Go to your profile and click on "Add Items"



- Now click on links, Add in the title, URL of your freebie, upload the image and don't forget to check that little box to collect those precious email addresses from your users who want to access your link.

Add a Link

Item type
Add a digital product or a link to be displayed on your profile

Product Link

Add Link
Add external links to your profile. Add a link to your store, your affiliates or any page.

Title*
 0/80

URL*

Image
 Click to upload
PNG, JPG or GIF (recommended 1080x1080px)

Collect name and email of users who want to view this link

- Click on "hit save,!" Every time someone gets their hands on your freebie, their email address automatically gets added to your CheckYa database.

CheckYa™

- Admin
- Style guide
- Dashboard
- Profile
- Invoices
- Bookings
- Customers**
- Integrations
- Streaming

Customers Filter: All Sources

| Name : | Email : | Phone Number | Address : | Source : |
|---------|--------------------|--------------|-----------|----------------|
| Cara | cara@gmail.com | | India | Manual invoice |
| Jena | Jena@gmail.com | | India | Manual invoice |
| Joey | joey@gmail.com | | India | Manual invoice |
| Joseph | joseph@checkya.com | | India | Manual invoice |
| Madison | Madison@gmail.com | | India | Manual invoice |
| Nanacy | nancy@gmail.com | | India | Manual invoice |
| Victor | victor@gmail.com | | India | Manual invoice |

Now, let's say you're ready to take it up a notch and start selling your digital downloads. Easy peasy:

- Go to your profile and click on "Add Items", Now select "Product"

Add a Product

Item type
Add a digital product or a link to be displayed on your profile

Product Link

Add product
Enter product information such as name, price, description.

Title*
 0/80

Price* **Currency**

This is a Free Product

Description
 0/1600

Images
 PNG, JPG or GIF (recommended 1080x1080px)

- Fill in the details like the title, description, upload your product, set a price, choose your currency and hit save.

Voila! Your product is now primed and ready to earn you some serious cash, even while you sleep.

Now that you've seen the potential of creating and selling digital products and how easy it is to get started, let's explore some passive income opportunities that you can leverage to generate additional income and achieve financial freedom.

Passive Income Opportunities

In this chapter, we're going to explore some great ways you can earn money without being chained to a typical 9-5 job. And guess what? We're not just talking about theory here. We'll also share real-life stories to show you how people like you and me have turned the idea of passive income into something real. So, get ready for some inspiration and practical tips on how to make that cash flow without the daily grind!

1. Write an Ebook:

Ever fancied yourself as a bit of a writer? Well, the first passive income idea we want to talk about is writing an ebook. Whether you're a pro at cooking up tasty recipes or you've got a knack for telling gripping stories, there's a market out there for your words. Platforms like Amazon Kindle Direct Publishing make it super easy to get your ebook out there for people to buy.

So, how do you go about writing an ebook? It's simpler than you might think. First, think about what you love or what you're knowledgeable about. It could be anything from healthy living tips to DIY home improvement projects.

Once you've settled on a topic, take a look at what's already out there. Are there similar ebooks selling well? This can give you an idea of whether there's a market for your ebook.

Next comes the fun part: getting creative and putting pen to paper. Pour your knowledge into your ebook, sharing your expertise, experiences, or stories in a way that resonates with your audience.

Once you've finished writing, take the time to edit and format your ebook to make it look professional. AI tools like ChatGPT, Gemini are great for brainstorming ideas and getting those creative juices flowing.

Once you've got your ideas down, you can build on top of it. You can use Grammarly to help make sure your writing is clear and error-free. And for the finishing touches, Canva is perfect for designing your ebook cover and layout.

Now, here's another trick: if you've got a bunch of followers on social media, sell your ebook to them first. They'll give you some feedback and reviews to help you improve it before you release it to a wider audience. And the best part? You can host and sell your ebook for free using tools like CheckYa without needing to worry about spending any money upfront.

Like in the case of this ebook, it is hosted on CheckYa and available for you to download. After receiving feedback, you can incorporate it into your e-book and then launch it to a broader audience.

Now that you've completed your ebook, it's time to share it with a wider audience. A great platform to consider is Amazon Kindle Direct Publishing (KDP). By self-publishing your ebook through KDP, you can reach a vast audience of readers eager for new content.

Looking for some inspiration to kickstart selling your own ebook? Take a page from the book of Simon Hoiberg, a startup CEO and SaaS founder. Simon decided to share his expertise by creating an ebook on JavaScript. To his surprise, his ebook generated over \$7,500 in sales within just the first week of release.

If Simon can turn his knowledge into a profitable ebook, there's no reason why you can't do the same! You can watch his full video on

his [YouTube channel](#)

2. Sell Printables:

The next passive income idea that we're going to explore is printables. With printables, you can turn your creativity into cash by designing digital products like planners, artwork, or educational materials.

It's an exciting opportunity to make money from your passion. Here's how two awesome moms [Julie and Rachel](#) cracked the code to making serious cash with printables.

Julie pulls in about \$10,000 a year on Etsy, while Rachel? She's raking in a cool six figures doing the same thing! And guess what? They both started small, just like you and me. Julie and Rachel keep things simple by using tools like Google Docs, Excel, and Canva to bring their designs to life.

Once they've got their printables ready, they focus on making their listings pop with eye-catching images and killer titles. And let me tell you, they're pros at using smart keywords to get noticed on Etsy's crowded marketplace.

But the best part? They get to do what they love while making money on their own terms. No more nine-to-five grind—just the freedom to create and earn from anywhere in the world.

So if you've got a passion for design and a desire to make some serious dough, why not give selling printables a shot? With a little creativity and a whole lot of hustle, you could be the next Julie or Rachel, living the dream and making money while you sleep!

3. Sell Music:

Selling music online can be a fantastic opportunity to showcase your talent and earn some extra income. With platforms like Bandcamp, SoundCloud, and iTunes, you can reach a global audience and connect with fans from all walks of life.

However, like any venture, there are risks involved. Competition can be fierce, and breaking through the noise to stand out can be challenging. Additionally, there's always the risk of copyright infringement or unauthorized distribution of your work. But fear not! With a solid actionable plan, you can navigate these challenges and start selling your music online.

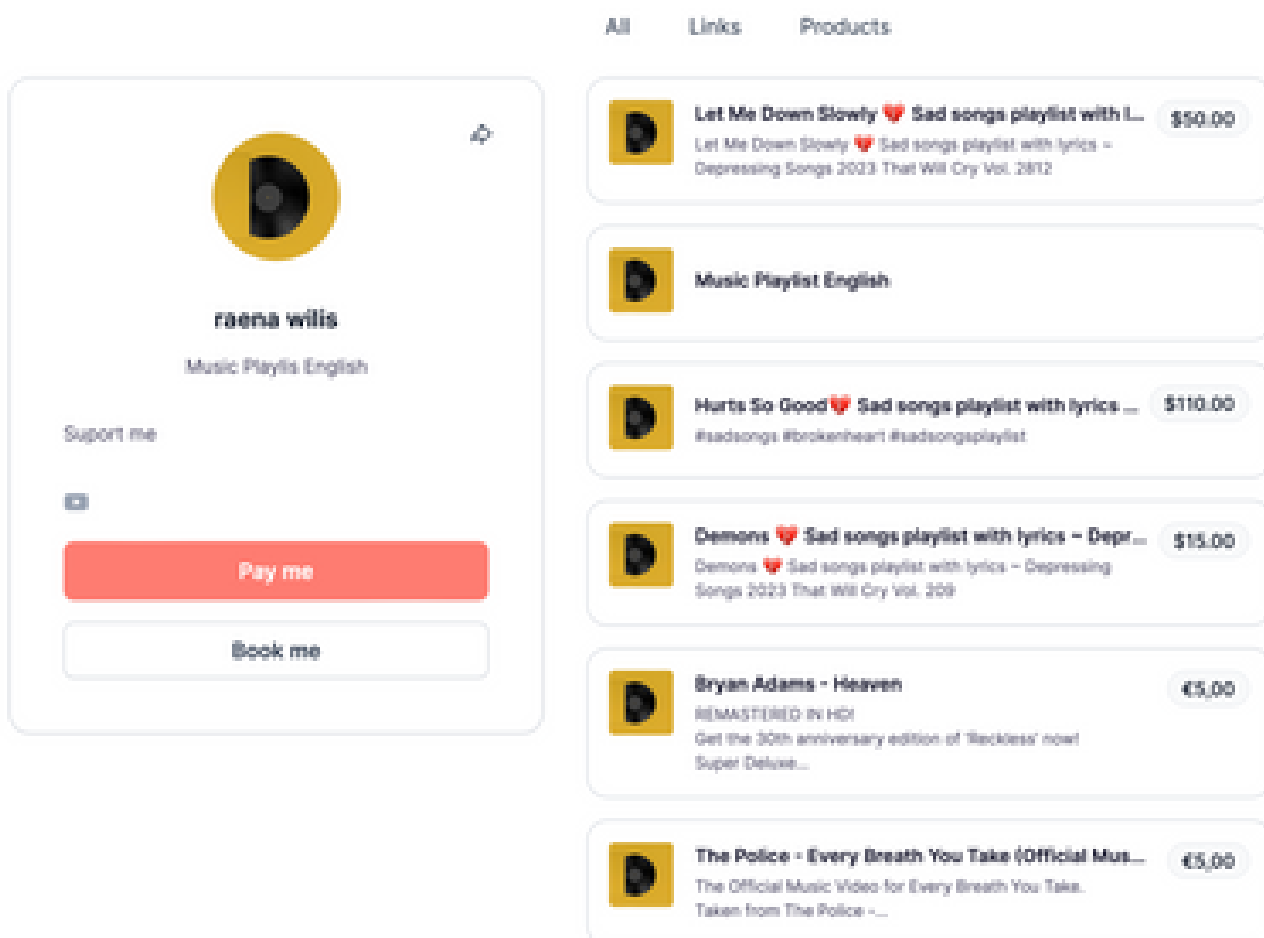
First, focus on creating high-quality recordings that showcase your unique style and sound. Next, choose the right platform for your music and set up your artist profile or page. Promote your music through social media, email newsletters, and collaborations with other artists to increase visibility.

Don't forget to engage with your fans and build a loyal following by responding to comments, sharing behind-the-scenes content, and offering exclusive perks like merchandise or concert tickets. With dedication, persistence, and a killer sound, you can turn your passion for music into a thriving online business.

Here's how Raena Wiles turns her passion for music into passive income through CheckYa. Raena Wiles is a talented songwriter with an impressive following of over 123K subscribers on YouTube.

Raena leverages the power of CheckYa, a versatile platform, to share her curated playlists with her audience. Through this collaboration, Raena not only provides her fans with exceptional music but also earns substantial revenue, totaling hundreds and even thousands of dollars.

Take a glimpse into Raena's impressive collection of songs on CheckYa, where her creativity and passion shine through. If you're an aspiring musician or someone interested in selling music, here's the exciting part: You can join the CheckYa platform for free, without any upfront costs. It's an opportunity to showcase your talent, connect with a wider audience, and potentially earn significant income—all without breaking the bank.



The screenshot displays a user profile for 'raena willis' on the CheckYa platform. The profile includes a yellow circular avatar with a black vinyl record icon, the name 'raena willis', and the tagline 'Music Playlists English'. Below the profile information are two buttons: a red 'Pay me' button and a white 'Book me' button. To the right, a list of music products is shown under the 'Products' tab. Each product is represented by a yellow vinyl record icon, a title, a description, and a price tag.

| Product Name | Price |
|---|----------|
| Let Me Down Slowly ❤️ Sad songs playlist with L... | \$50.00 |
| Music Playlist English | |
| Hurts So Good ❤️ Sad songs playlist with lyrics ... | \$110.00 |
| Demons ❤️ Sad songs playlist with lyrics - Depr... | \$15.00 |
| Bryan Adams - Heaven | €5.00 |
| The Police - Every Breath You Take (Official Mus... | €5.00 |

4. Sell Photography Online:

If you've got an eye for a great shot, you could be making money from those shots! Platforms like Canva, Shutterstock and Adobe Stock are waiting for your awesome photos, and they make it super easy to get started. Here's the lowdown on how to make it happen:

First off, take some killer photos. Whether it's breathtaking landscapes or adorable pet portraits, capture whatever catches your eye. Next, give your photos a little TLC with some editing. A touch-up here and there can make all the difference! Now, it's time to share your photos with the world.

Upload your photos to a stock photography website like Canva, Shutterstock or Adobe Stock, and don't forget to add some tags to help people find them. Share your photos on social media, and let your friends and followers know that they can purchase your images for their projects. Before you know it, you'll be raking in the cash from your passion for photography.

If you are not sure about it yet, let me share how Diana makes passive income through selling photography. [Diana Mironenko](#), a talented photographer who contributes travel and fashion photos to Canva and other websites.

Diana earns anywhere from \$20 to \$700 per photo, depending on various factors like website rates and number of downloads. Her secret? Investing time, effort, and money to make her stock photos stand out.

"I studied the market for a long time," says Diana. "You have to know what will make a photo sell, from lighting to background to retouching. My favorite photos to shoot are travel and fashion, and combining them creates an incredible tandem."

Diana allocates around \$1,000 per month for her photography endeavors, covering expenses like studio rent, equipment, makeup artists, stylists, and models.

She believes in giving her best shot to ensure her photos sell well, even if it means going the extra mile within her budget. So, take a

cue from Diana and start strategizing your way to success by selling photography online!

5. Sell Designs Online:

If you've got a knack for design, selling your creations online could be a lucrative opportunity waiting to happen. Platforms like Redbubble and Society6 offer a platform for you to showcase and sell your designs on a wide range of products, from t-shirts to phone cases.

To get started, come up with some killer designs that resonate with your audience. Once you've got your designs ready, upload them to a print-on-demand website, set your prices, and spruce up your listings with catchy titles and descriptions.

Then, it's time to spread the word! Share your designs on social media, your blog, or any other platform where potential customers might hang out. As your designs gain traction, watch the sales roll in and start thinking about how you'll enjoy that extra cash flow.

While there's certainly potential for success, like any venture, there are risks involved, such as competition and fluctuating demand. However, with determination and a strategic approach, you can turn your passion for design into a profitable passive income stream.

Ending Note

As you finish reading this ebook, I hope you're feeling motivated and ready to pursue passive income opportunities. Whether it's selling ebooks, selling photos, remember that success takes time and effort.

Keep in mind that building passive income isn't a quick fix. It requires patience and a willingness to learn from both successes and failures. Stay focused on your goals, be open to new ideas, and stay passionate about your endeavors.

Remember, you're not alone on this journey. Connect with others who share your goals, seek out mentors, and don't hesitate to ask for help when needed.

So take that first step towards financial freedom and start exploring these opportunities. With dedication and perseverance, you can achieve your goals and create a life of abundance. Here's to your success and growth!