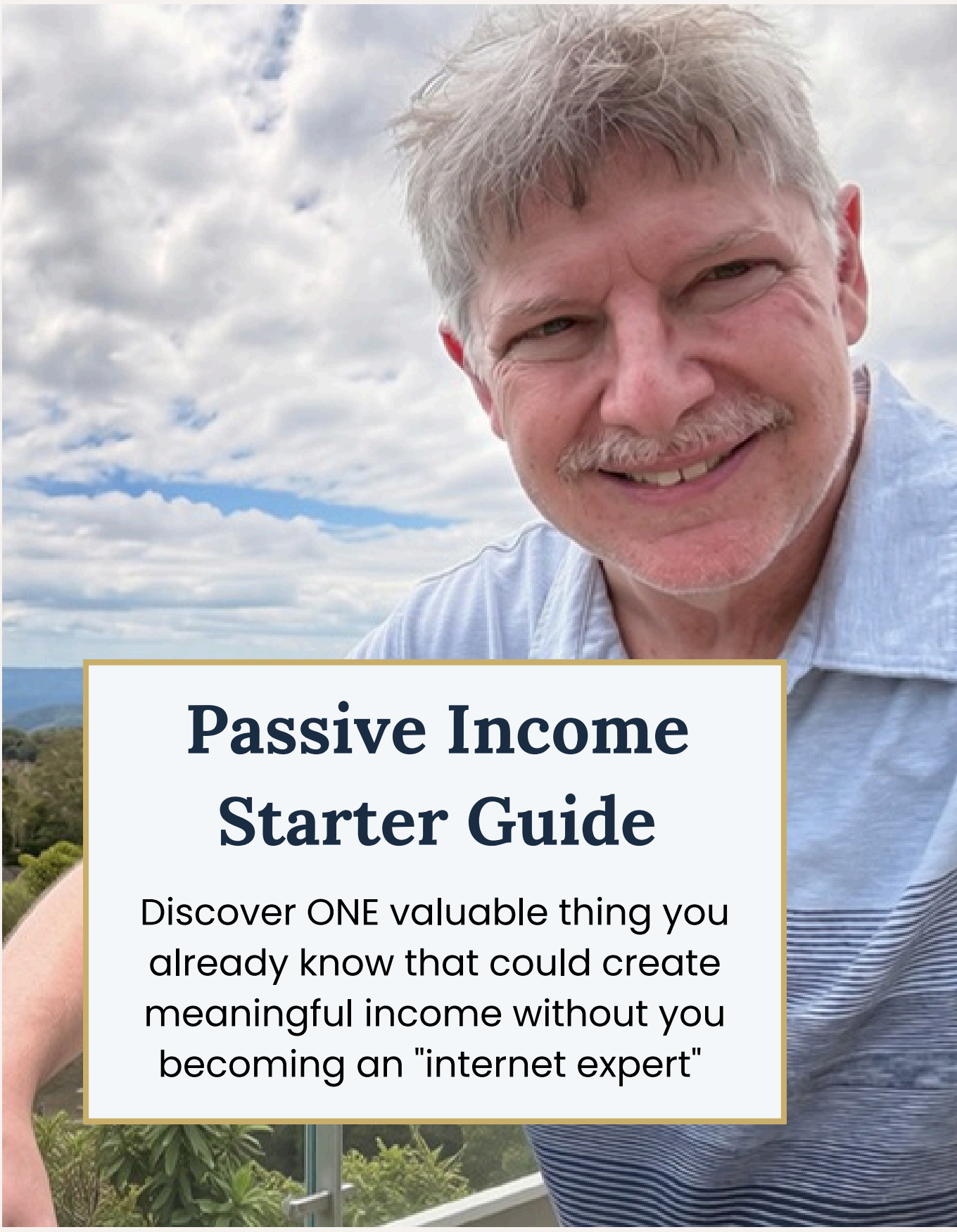


Passive Income Starter Guide

Discover ONE valuable thing you already know that could create meaningful income without you becoming an "internet expert"

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Introduction

I hear it all the time: reaching midlife and beyond can leave you wondering, **“What do I do with everything I’ve learned?”** You may have decades of experience, skills, passions, and wisdom, but no idea how to turn them into something valuable.

I know that “lost” feeling. Despite decades of experience and **building $300K+ online,** I reached midlife asking the same question you may be asking now: “What comes next?” What if, instead of starting over, you started with what you already know?

In this free guide, I’ll help you uncover **ONE valuable thing you already know** that could help someone else and potentially create meaningful passive income—without becoming an “internet expert.” It could be the beginning of **a life with renewed purpose, built on your own terms.**

Brett Simpson

dreampublishers.com
info@dreampublishers.com

You Know More Than You Think

Life changes may have ended a career, but it didn't erase everything you learned along the way. Think about how much you've accumulated over a lifetime, not only through work, but through raising families, pursuing hobbies, overcoming challenges, helping other people, managing money, caring for loved ones, traveling, creating, fixing things, making mistakes and figuring life out.

Some of what feels ordinary to you today may be incredibly valuable to someone who hasn't learned it yet.

You don't need to invent a new version of yourself.
You don't need to become an “expert” on the internet.
And you certainly don't need to start over.

For the next 15 minutes, we're simply going to find ONE thing you already know that could make someone else's journey a little easier.

People have often asked me for help with:

_____

Something I've become very good at over the years is:

_____

Something I know now that I wish I'd known years ago is:

_____

Something I genuinely enjoy talking about, learning about, or doing is:

_____

Don't look for something extraordinary.
Look for something useful.

Find the Wisdom Hidden in Your Experience

1.WHAT I'VE LEARNED THROUGH WORK

_____

What did years of work teach you that someone newer could benefit from?

2.WHAT I'VE LEARNED THROUGH LIFE

_____

What experience have you lived through, figured out, adapted to, or overcome?

3.WHAT I'VE LEARNED FOR THE LOVE OF IT

_____

What hobby, interest, craft, subject, activity, or skill have you spent years enjoying?

4.WHAT PEOPLE ALREADY VALUE IN ME

_____

What do friends, relatives, coworkers, neighbors, or acquaintances naturally ask you about?

Circle ONE of Your Answers Above

Look back at what you wrote in the four sections:
What I've learned through work
What I've learned through life
What I've learned for the love of it
What people already value in me

Now, circle ONE answer you wrote that stands out to you.
Don't choose it because you think it could make the most money.
Choose the one that makes you think:
"Yes. I really do know something about this—and I'd enjoy helping someone with it."

Don't look for something extraordinary.
Look for something useful.

Who Could You Help With What You Know?

Turn What You Know Into Something Useful
Now take the ONE thing you circled and answer three questions.

1. Who might benefit from knowing what I know?
Be specific. Instead of: “Everyone trying to lose weight.”
Try: “New Moms getting their body back in 3 months without counting calories.”
My answer:
_____
2. What problem could I help make easier?
Think about where this person is now and what you've learned that could save them time, frustration, uncertainty, or mistakes.
My answer:
_____
3. What could I help them accomplish?
What small result could they achieve because you shared what you know?
My answer:
_____

Your “What I Know” Statement
Fill in the blanks:
I could help _____ with _____ by sharing what I've learned about _____.

That's it.
Fifteen minutes ago, you may have wondered whether you still had something valuable to offer.
Now you've identified who you could help, what you could help them with, and what you already know that could make a difference.

Don't look for something extraordinary.
Look for something useful.

What Could This Become?

What you know doesn't have to remain only in your head. Knowledge can be packaged into something another person can use.

Perhaps your experience could eventually become a:
Short Guide • Workbook • Checklist • Planner • Template • Journal • Resource Kit • Mini-Course

Which ONE feels most natural for what you know?

- □ Guide
- □ Workbook
- □ Checklist
- □ Planner
- □ Template
- □ Journal
- □ Resource Kit
- □ Mini-Course
- □ I'm not sure yet

Describe the format and book that you envision:

_____

_____

_____

You now know something important:

You have knowledge and experience that could help someone else.

Don't look for something extraordinary.
Look for something useful.

Dream Publishers Resource Library

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