

E104 - 3 things you need to make passive income from your course.

Welcome to The Empowered Edupreneur Podcast. My name is Michelle Smit, and I am an ex-teacher turned online business coach for Edupreneurs, the owner of Digiteach and a six-figure entrepreneur. I am in love with empowering educators. It is just like you to create freedom filled online businesses and lives they love.

If you are looking to up level your skills, your finances, your mindset, and change the trajectory of your life as an educator in business, then you are in the right place. Think of this podcast as your weekly dose of business and mindset development to help unlock the infinite potential within you to play bigger with your life and go after your dreams.

We are going to have so much fun. So thank you so much for pushing play today. Now let's dive in.

Hello. Hello. Hope you're having a fabulous day today. So good to have you here. Today I'm going to be talking to you about something that I've been eating, breathing, sleeping for a long time now. because I've been immersed in mentorship and learning and studying this topic quite intimately for a long time and applying the stuff in my own business for, I'd say the last two years.

I did it even before that, but I've really immersed myself again in it. And that is creating passive income through evergreen offers. Which means, offers that sell all the time, not just in a live launch. And that sell passively that you can set up so that you don't have to be live launching all the time to make sales.

Now, before I dive into the topic of today, I wanted to share that me and Eddette are hosting a live masterclass where we are going to show you how to build your email list and how to make your first sale in literally 14 days. And this is really for the person who is not into tech and struggles with complicated tech. They struggle with the idea or the time of creating a big course, and they want to create a mini offer just so they can start building their list and making sales quickly so that they can then start, testing their ideas out, seeing what people want and building their audience and stuff.

But without having to invest all this time into building a signature program or a course and things like this. So this is like really the beginner phase. This is if you want to build your list, but you don't want to go and spend all this time doing complicated tech and all sorts of things.

Then this is really a great masterclass to join because we're going to share a really simple way for you to get going, build your email list and make your first sale in 14 days. So that you can start building up low ticket customers. And testing your ideas out. And whilst you're doing that, you can then start thinking about, okay what is it that I want to sell next and things like that.

But it's a really good way to just get started in a non-overwhelming way. And this is really exciting because me and Eddette have worked together for years now. She's one of my good business buddies. And we just work well together. We haven't hosted a masterclass before. So this is the first time we're hosting a master class.

And she is the owner of The Course Creators Kit, which is the system we use to run our business on. It's a really brilliant system to use all in one system to use, to run your online business on, sell your courses through. And she's like the queen of tech. She just knows everything about selling courses, and the tech needed to sell courses.

And I know tech is such a sticky point for people. I don't like tech at all. I'm into the strategy side of things. I don't like the tech. So her zone of genius is tech, and my zone of genius will be business strategy. And we're marrying the two together to create this thing where we can help you get going faster without the overwhelm of some crazy complicated strategy or complicated tech so that you can just start getting results quickly.

Yeah, so it's going to be really exciting. If this sounds like something for you, then definitely get signed up. It's on the 23rd of October. It's at 6 pm. UK time, 7 pm. CET. It's going to be about one hour or so. We're going to do live Q&A in it and answer all your questions.

And we're going to have a free gift for those of you who join live as well. So definitely try and make it live for the live questions and the gift. All right, cool. So that's exciting.

Now on that topic. The thing that we're teaching you is going to help you make passive income, right? So let's talk about that. Let's talk about this passive income with your courses, because basically that's what everyone wants, right? Everyone wants passive income. Everyone comes to me and they're like, I'll be like, what do you want?

And they're like, I want to make passive income from my courses. So I'm like, okay, cool. I get it. It's a dream to have people buying your products passively is the holy grail of course, creation online business. It's just the dream. Making sales, live launching is amazing but making sales whilst you're sipping an Aperol Spritz in Italy is next level.

And this is something that I've experienced many times before. It's like I'm living my life, doing something, and I've just got sales, people buying my stuff. And it doesn't get better than that. For me, it's the best thing about online business and course creation is that you can get to a point where you can make money one whilst you're literally on holiday, not working and doing stuff.

And who wouldn't want that? So I get it. Everyone wants it. And it's as amazing as it seems like it doesn't get old for me. An evergreen passive sale is beautiful. And I so love it. But one thing that people don't realize is, you can't just jump straight into the passive income.

You have to actually do active income first before you can get to the passive phase. And I think everyone just wants to skip the active phase and go straight to passive. But unfortunately, especially if you're selling a mini offer of 7, you could go straight to evergreen with it.

A low ticket offer you could go straight to evergreen, but if you're selling like a core offer a signature program of a couple of hundred dollars and above 2,000, whatever. Or let's say 300 to 2000, then you need to sell that offer live and actively. And once you're hitting the markers for the numbers and the data points and it's converting, then you can go and sell it passively, but you actually need to do the heavy lifting before you get to the passive.

So I just wanted to say that. I'm not going to sell you a dream and say that you can go from zero to passive because I don't believe that. And that would be out of integrity, if I told you that, and I said that to you. It's just not realistic. And if someone's telling you you can do that, I don't agree.

But if it's a low-ticket offer, for example, the thing we're going to teach you in the masterclass. It's going to be a mini offer that we're going to help you create a mini offer that's about seven bucks that you can create pretty simply that you can set up a simple three-page funnel for that's going to sell that offer passively and you can go straight into that. You don't have to go and live launch it because it's such a low-ticket offer.

It's only when you start selling higher ticket things that you need to start doing it like actively and making sure it converts before you turn it evergreen and you'd go passive with it. There are three things you need in order to make passive income from your courses, that being said.

So the first thing that you need is a take my money offer. Whatever offer you are going to sell passively needs to be a very good offer. And when I say good, and when I say like strong and juicy. It's got certain ingredients that make it really good.

And this is the kind of thing that I teach inside my Educators Income Booster Bootcamp is like learning how to map out a strong offer. There are certain things that make a strong offer. It needs to be very specific. It needs to have very strong positioning. It has to have good messaging that's speaking to your ideal sort of client or student.

The price point needs to be within the range that people are willing to pay. But not cheap. I'm not saying make it cheap cheap. I'm just saying it needs to be at the price point that will convert. And hopefully it should be on the upper end of that price scale.

And yeah, it just needs to be desirable and giving people what they want. So there's a lot of things that this offer needs. It doesn't matter if it's a 7 offer or a 300 offer to a thousand dollar offer. It still needs to be a good offer. You can't just think, okay, because it's 7, I'm just going to whip something up.

No one's going to buy it. So you still need to position it well. It still needs to be an offer that people want. And giving people what they want. There needs to be demand for that offer. If there's no demand, it's not going to sell. So there's a lot of things that you want to think of, but it needs to be a take my money offer.

Whatever you're selling passively, it needs to hit certain markers to be able to sell passively. So that's a must. You can't make passive income if your offer sucks. Okay, moving on to the next one. You need a strategic evergreen sales funnel that sells that offer all the time whilst you are Living your best life.

And it depends on the price of your offer, which sales funnel you choose to use, because you need to use different sales funnels for different offers and different price points. So for example, if you have a 7-mini offer, pretty easy to set up, you can get that going Evergreen passively pretty fast.

But you will need a three-page mini offer funnel to sell it. And that's the thing that we're going to share with you in the masterclass as well and help you do is to create this very simple three-page thing that can sell the 7 product all the time. Whilst you sleep, so it can create passive income immediately.

So that's for a 7 offer. If it's 27 or let's say 17 to 97, then you would want a tripwire funnel to sell it. And that has a couple of more steps in it. It's got upsells and things like that as well. But that's typically the funnel that you would use to sell that price point. If it's like 300 to say 1,997 somewhere in that range, then you would want an evergreen webinar sales funnel. Especially from 500 at least from 500.

I think you can get away. Up until 300, but from 500 onwards, you'll need an evergreen webinar sales funnel to solve that thing. And that's when you have a sort of masterclass that you turn on demand. So you do it live and then you turn, take that recording and you put it in a funnel and people can watch it all the time and buy your offer all the time.

And so that's what the kind of funnel you would need for that. And then if it's like a premium offer, which is normally 2,500 and above. Say it's a group coaching program that sells all year-round evergreen. Then you would need an application funnel for that. And that's the thing that you would drive traffic to.

People would then apply. They watch a video. Which is normally about 10, 15 minutes, and then they can apply to the program and then you have a call with them. And they join the program like that. And so that's the kind of funnel you would use for that price point. So you see, you've got different evergreen sales funnels for different types of offers.

But you need one of them. This is the thing people think that they're going to create a course and suddenly people are just going to buy that course. They're going to put it on a website and there you go, people are going to buy it. But that's not how it works. You need a machine that sells that course or sells that product.

And that's what a funnel does. It's all sales funnel. It sells your product or your course on autopilot, all the time whilst you are living your life. And that's what gives you the passive income. It's like it's selling for you. So you don't have to be constantly selling yourself because it's selling for you.

And this sales funnel, there's a lot of strategy that goes into it. You can't wing it. It won't work. There's a lot of intention behind each page. And you want to think about the strategy behind it for it to even make sense. So that's the thing that I find very interesting is business strategy. And that's the thing that I would say specialize in is the strategic side of selling these offers.

And that's the thing I'm eating, living and breathing now and testing in my own business and stuff. So yeah, that's what you would need an evergreen sales funnel and when I say sales funnel, it means like a bunch of landing pages that kind of lead onto each other that do certain things that sell your offer.

So the one landing page will be like an opt-in page where someone has to opt into something. Then they go to another landing page where there's a training that they need to watch. And then they get sent to your sales page. And then on that sales page, there's a clock that's got a discount for a specific number of hours or days.

And then there's sales buttons or there's buttons for them to buy. And then that sends them to the checkout page. And then on the checkout page, they can buy your offer. And that's a bunch of landing pages you put together to create this funnel. And obviously you need to have very good messaging.

You need to have a strong offer, good messaging, and the pages need to be done strategically for it to actually convert for it to actually work. So, if you want to sell evergreen, definitely worthwhile investing in something that helps you sell evergreen because you can't guess your way to evergreen.

I mean, I've seen people do it with big YouTube channels and stuff. They just put their sales page underneath and then people will buy. But typically if you

don't have a massive following and all of those kinds of assets, then you do want to have a strategic sales process to sell your stuff.

Okay. And then the third thing that you absolutely do need is you will need email automations that activate and go and send to people at different times. Depending on the funnel that basically do the sales heavy lifting for you. So every funnel comes with email automations and those email automations are also very strategic.

They're very intentional. What you do in each email is very intentional. You don't just whip it up and just throw it out there. You've got a goal with each email. You've got an intention. Basically you build out these emails ahead of time and then you connect it to your sales funnel and then it will basically, once someone opts into that thing, it will then deliver.

And that is basically it. So you need an email autoresponder that is able to sell that is able to send emails to people all the time whilst you're living your best life. So those are the three things you need. You need to take my money offer. So an offer that is strong and converts where there's demand in it.

So it's specific, it hits all the markers. That's important. Without that, it's going to be hard to sell anything. It doesn't matter what the price is. Then you need a strategic evergreen sales funnel, and you'll choose whichever one, depending on the price point of the offer, they're all different and they all have different kinds of strategies, but that's the next thing that you absolutely need.

And then the third thing you will want is a strategic email automation that do the sales heavy lifting for you with sales page links inside of those emails. So people can buy your thing. And those automations can activate at different times. You can have upsell automations, down sell automations.

So once someone buys something from you, they can be upsold, they can be down sold. There's all these different things you can do with your automations that can bring you more income in and that can do it all the time whilst you're sleeping. And the better you create those automations, obviously the better, the more effective your passive income will be the more money you'll make and things like that.

So it sounds like quite a lot, but it's really exciting. It's really worthwhile to dive into this. And what I've noticed is that evergreen back in the day was like a

luxury. So when I started my business, for the first I'd say two years, at least I just live launched, and I did not sell evergreen at all. Two, three years or so.

And that was fine. I was able to do what I needed to do through a one launch every three, four, five months, something like that. I did three launches a year and that was enough to make six figures, and it was good. And that still can be, but it's becoming more important now to sell evergreen offers because people aren't responding to live launches as they were four or five years ago. The live launches still work, and you still have to do them.

And they're still incredible. And there's no way that's changing. They still bring in profit and all business owners will have to still live launch. But you can't just rely on live launching. So you have to build in evergreen sales systems for passive income in between your launches.

And that's what creates more stability and security and creates a bit more consistent sales, more predictable income and all of that. And that's what I'm really excited about really passionate about and something I've been doing in my own business for quite some time now. And it really just changes the feeling of your business.

So you're not constantly on this like feast or famine cycle of launch roller coasters. And you know that your business is working for you, even when you're not working. And that's really amazing. I can go on holiday, and I can just drive traffic to certain funnels. And I know that there will be sales at the end of it.

And that's completely passive. I get someone to run my ads and then the funnel works for me. That's magical and it's becoming a necessity to learn these skills. So live launching is the first type of skill you need to learn.

And then, I believe the next logical step after that is I'm selling evergreen and building out evergreen sales funnels to sell your stuff all the time. So then you can live launch, and you can have evergreen systems working for you all the time. And when you have those two and you use them both in your business, it's just a much, much more stable business that is on a stronger foundation versus just having one or the other.

I don't believe in that. I believe in both and yeah that's something that I'm really passionate about at the moment. And I think people need to really start

learning these evergreen skills. And this is what I'm going to be teaching moving forward and talking about a lot. Selling your courses all the time, not just live launching.

All right. If you are interested in selling a mini offer that's about seven bucks or so that you can whip up pretty quickly and build out a very simple three-page thing to sell it all the time. So you can build your list and create customers within 14 days without complicated tech, without spending hours and hours and hours creating a signature program and stuff.

You can make this mini offer in a day, literally. That's what we're going to be teaching in the master class. And so if you're interested, definitely grab your seat. There are limited spots in the room. You can grab your seat underneath the podcast episode in the show notes.

You can go and message me on Instagram if you can't find it. But yeah, it's on the 23rd of October. It's going to be amazing. Me and Eddette are bringing our zone of genius to you. Strategy and tech, to help you get started and get creating your email list and start making sales quickly and easily and passively.

So this is really the simplest and quickest way to some passive sales and building your list. And I'm really excited to bring it to you soon. So get yourself signed up. I hope this was a helpful episode and I'll chat to you again next week.

Thanks so much for listening to today's episode. If you are a teaching business owner, freelance teacher or online teacher, and you are interested in creating a digital course or group program to scale your income and impact without teaching more hours, then I have just the thing for you.

Grab my free scalable digital course roadmap, and it will walk you through the six steps of turning your one-on-one classes into a scalable offer that frees you from the teacher burnout trap. Creating scalable courses and programs have allowed me to 10x my hourly rates, hit six figures in my business, and impact hundreds and hundreds of people around the world without having to be actively teaching all day. If this is what you desire, then grab my guide in the show notes and let me help you.

I appreciate you so much. I can't wait to connect with you in the next episode. In the meantime, go create a business and life you love.