

the
PASSIVE PROJECT
ROADMAP

BY GEMMA BONHAM-CARTER



Hey, you :)

I'm Gemma!

I have two young kids, a wonderful husband, a home I love, and a multiple 6-figure online business that gives me the freedom to work from home, take random Wednesdays off to play with my kids, volunteer in my community, travel, and live the life I want.

But listen, I am NOT saying all of this to brag. Frankly, it took me a LONG time to get here.

I started blogging in 2010 and tried for years to turn it into a business that paid me enough to live my dream life. And I'm not talking private jets or million dollar beach homes. I'm talking about enough so that my husband could work less, we could hang out as a family more, take our kids on trips, and ultimately feel free to do what we want, when we want.

I tried EVERYTHING to grow my business. I blogged, I worked with brands on sponsored posts, I hosted local workshops, I offered decorating services, I had a vintage rentals business for weddings, I did tech/web help... I'm not joking when I say I tried it all.

And even though some of those things did bring some monetary success, they all took up WAY too much time for way too little. Offering services, and even working with brands which sounds all dreamy and fun (truth: it isn't), was not scalable and was not going to give me that freedom I craved.

So when I became laser focused on my passive income streams and concentrated on scaling those in my business, that was when I saw a BIG shift. I created a system for creating, automating, and scaling that allowed me to majorly grow my income, without trading more and more time to do it.

I could make money in my sleep? I could make money when I was doing the Costco run with my kids? I could make money on vacation? Seriously?

The passive income streams that I have used in my business include selling an online course, selling physical products (dropship style, which is as passive as it gets for ecommerce), affiliate marketing, and even an MLM.

Guess what?

Once I STOPPED doing all the busy work and random services I was scraping together, got crystal clear about my focus on passive income, and treated my business like a CEO, I scaled like WOAHH. I went from barely earning \$40k a year with my online business to multiple 6-figures.

It doesn't matter what 'type' of passive income you are interested in, the method is the same: Create + Attract + Automate + Scale + Diversify.

In here I am giving you the roadmap to passive income success.

Ready?

You've got this.

xo,

Gemma

Gemma Bonham-Carter
Creator of The Passive Project,
Launch Your Shop and the
Printable Blog Planner



PASSIVE INCOME STREAMS

Did you know that the average millionaire has 7 streams of income? With that in mind, what options do we have when it comes to passive income streams?

#1: ONLINE COURSES

Teaching on any given subject matter to your audience with content delivered in an online course format (usually includes video lessons, workbooks, etc)

#2: MEMBERSHIP SITES

Offering a private site for paid members where they get access to some content, but mostly regular support, a private community forum, and regularly released new content

#3: EBOOKS/DIGITAL WORKSHOPS/ DOWNLOADABLES

Similar to online courses, but smaller in scale. Any type of downloadable digital content would be included in this category.

#4: DROPSHIPPED PHYSICAL PRODUCTS

Usually we wouldn't think of a physical product business in the category of "passive income", however when we create ecommerce shops that are using a dropship method for fulfillment, it is pretty darn passive! The systems for growing and automating a business like this is the same as for digital products.

#5: AFFILIATE MARKETING

Affiliate marketing is when you refer your audience to a product and you get a commission off each sale. We don't recommend basing your entire business on this model, however it can be an excellent secondary stream of income.

#6: NETWORK MARKETING

This may seem like it's coming out of left field, but growing a business with a network marketing company (think: Stella & Dot or Young Living) is actually very similar to more traditional passive income businesses. You need to use the same framework and system to grow your team.

THE ROADMAP:

1

CREATE: A successful business needs a rock solid foundation. Nail down your niche, vision, branding and messaging. Ensure your website looks amazing, has clear messaging, and an optimized layout. Create your first minimum viable product (MVP) that you can launch fast, and build out your sales funnel.

2

ATTRACT: You need to get seen by the right people. Attract your ideal audience by creating a free offer to grow your email list, create engaging content for your newsletters, social media, and website, and reach out for press and collaborations.

3

AUTOMATE: Before you can scale or move on to anything else, you need to automate every element of your first product. Get the right tools and systems in place so you can walk away, bring in leads and sales daily, and serve your customers with ease.

4

SCALE: Once you are selling organically to your warm audience, and meeting key performance metrics, it's time to scale. Invest in paid advertising strategies to get more leads and more sales a LOT faster (without more work).

5

DIVERSIFY. Now that your first passive income stream is automated and scaled, you can add in a second element (another product, affiliate marketing campaigns, etc). This will allow you to continually grow your company. Rinse and repeat every time.

3 MISTAKES TO AVOID:

MISTAKE #1. HAVING TOO MANY IDEAS AND A LACK OF FOCUS

As entrepreneurs, it is so easy to get "shiny object syndrome". We are watching others have success, listening to podcasts, hearing what we "HAVE" to be doing, and skip from one idea to the next without seeing anything through. Sound familiar?

Instead, we have to have laser focus on ONE idea. We have to take it through the 5-step framework to have it fully created, automated, optimized and scaled, before moving on to anything else.

Your business will not grow if you have a lack of focus. Your messaging will be off. You won't be able to attract the right audience. You will run around in circles staying busy, but without moving the income needle higher.

MISTAKE #2. THINKING YOU HAVE TO HUSTLE FOR SUCCESS

The hustle mindset has been engrained in us since the beginning. Our parents told us we had to work hard for success, right?

And so we do. We hustle, hustle, hustle, and assume that doing so will grow our businesses. We wear a "busy badge" like it's something we should be proud of.

But listen, you are very likely wasting time working on the wrong tasks. You are filling up your calendar with business tasks that aren't actually pushing you forward.

The harder you work does NOT mean the more you make. You need to learn how to work SMARTER so you can work less and make more.

MISTAKE #3. NOT THINKING LIKE A CEO

I don't know how many times I have heard "I'm just a blogger" or "this is just my side hustle" or "we'll see how it goes".

Your mindset determines your success. Let's repeat that. Your mindset determines your success. Not your social media following. Not your lack of connections. Not your busy life. It's your attitude.

If you are thinking small, guess where you are going to stay? Small.

CEOs of huge companies don't hope for things to happen, they MAKE things happen. They create opportunities, they make decisions quickly, they move forward, they learn from failure, and they are consistent.

You cannot think small. You cannot assume you are going to fail. You cannot linger in analysis paralysis.

You need to have a positive mindset. You need to make decisions. And you need to act.

I KNOW YOU WERE MEANT FOR MORE.

PSSSST!

While you're waiting for The Passive Project membership to open for enrollment, get a head start by hopping inside our FREE Facebook Group.

See you on the inside, babe!



**CLICK HERE TO JOIN THE FREE
FACEBOOK GROUP**



WATCH THE FREE SERIES:

THE 5-STEP FRAMEWORK TO BUILD A PASSIVE INCOME BUSINESS THAT MAKES BANK

Grab a coffee and don't even get out of your yoga pants. Come attend our FREE video series where I go over the exact 5-step framework you need to put in place to build a HIGHLY profitable passive income based business.

I want to give you the exact blueprint you need to crush your goals, create your dream life, make a paycheque and an impact.

**WATCH YOUR EMAIL
INBOX FOR MORE INFO!**

*see you
there!
xo, gemma*