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**FBA**

Fitness Business Academy

# How To Create PASSIVE & SEMI PASSIVE INCOME



Presented by Rachel Holmes

**CREATE PRODUCTS THAT YOU CAN SELL**

**WHAT IS PASSIVE &  
SEMI PASSIVE INCOME?**

WHAT DOES IT LOOK LIKE AS A FITNESS ENTREPRENEUR?





# DIGITISE YOUR KNOWLEDGE

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WHAT DO YOU KNOW?

**CREATE WRITTEN PROGRAMMES - HISTORY  
PT PACKAGES**

**CREATE EBOOKS/GUIDES**

- 1: Research Your Topic
- 2: Create The Waitlist, The Group, What's App
- 3: Get Audience feedback & Check Number
- 4: Price Point
- 5: Create The Course & Do It Live As You Go



# CASE STUDY

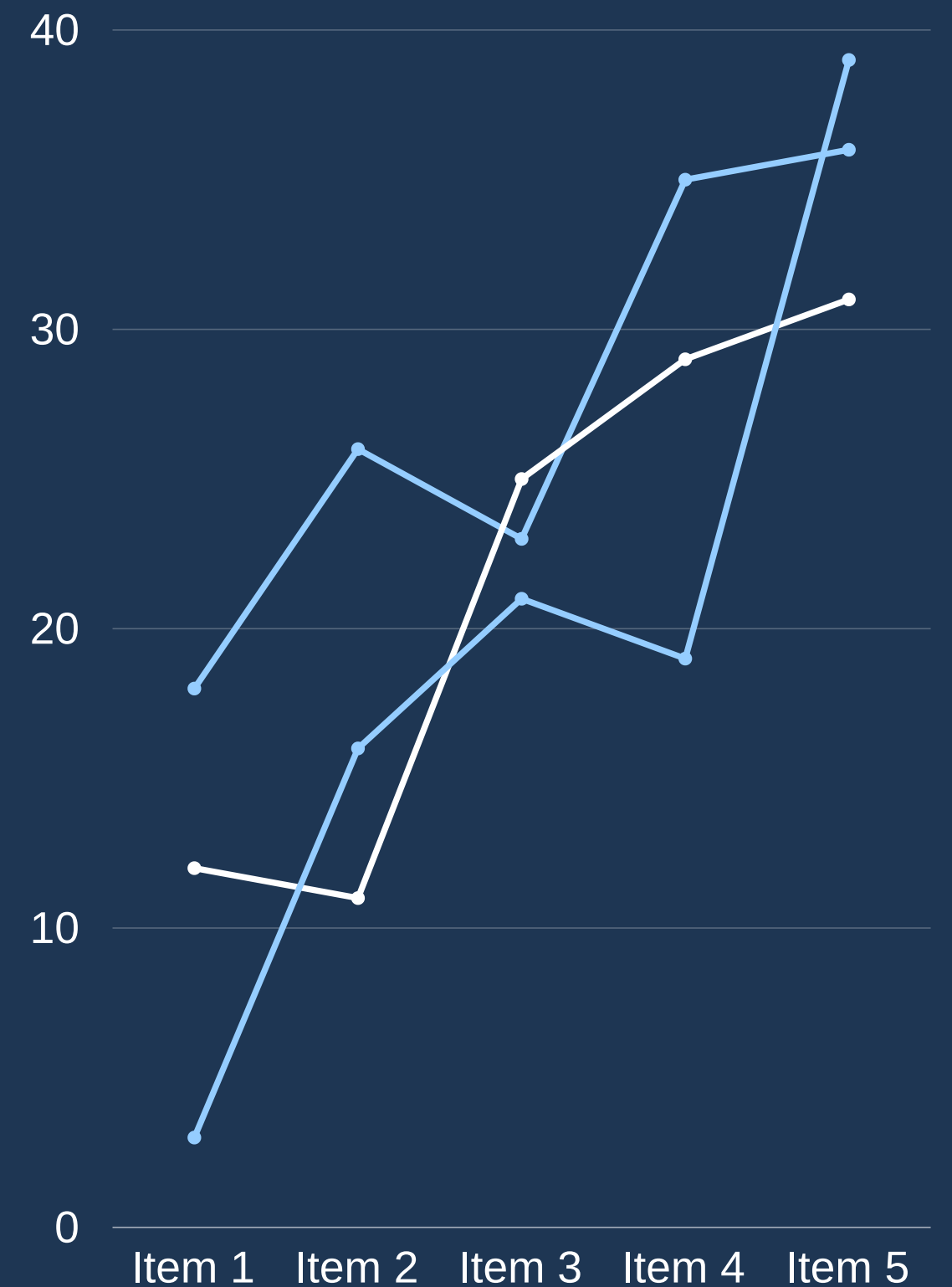
- 8 WEEK WOMEN'S WELLBEING COURSE
- SET UP THE WAITLIST / GROUP
- PITCH THE IDEA INTO EXISTENCE
- GET FEEDBACK
- DECIDE ON DELIVERY METHOD
- ACTIVE TO PASSIVE
- LAUNCH



# BUILD YOUR AUDIENCE TO SELL ANYTHING

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- Social media - Are you building day by day?
- Your email list - Are you building?
- Free Lead magnets - As many as you can
- Social media strategy.



- **CLASSES**
- **SERIES**
- **COURSES**
- **WORKSHOPS**
- **STAND ALONES**
- **ONE OFFS**
- **PT**
- **COACHING**

**What Else  
Can you  
Sell?**



# LAUNCH

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- Challenge
- Webinar
- Wait list
- To Your List first
- What can you create and teach online?

