

CREATE PASSIVE INCOME 7-DAY COURSE WORKBOOK



WELCOME

- **UNDERSTAND THE POWER** OF PASSIVE INCOME IN YOUR FITNESS/WELLNESS BUSINESS.
- **HOW THIS 7-DAY COURSE** WILL HELP YOU CREATE A LEAD-GENERATING SYSTEM.
- **SET YOUR INTENTION:** WHAT DO YOU WANT TO ACHIEVE BY THE END OF THE COURSE?



STEP 1: CHOOSING YOUR COURSE TOPIC

1

**IDENTIFY YOUR NICHE:
WHAT DO YOU SPECIALISE
IN?**

2

**WHAT PROBLEM DOES YOUR
COURSE SOLVE?**

3

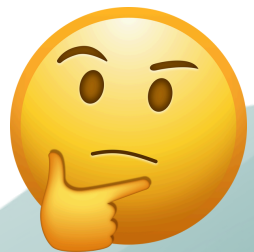
**WHO IS YOUR IDEAL
CUSTOMER?**

4

**BRAINSTORM 3-5
POTENTIAL COURSE TOPICS.**

5

**SELECT THE BEST TOPIC
BASED ON DEMAND &
RELEVANCE.**



STEP 2: EXAMINING COURSE STYLES & STRUCTURE

1

EXPLORE DIFFERENT 7-DAY COURSE STYLES (CHALLENGE, DIGITAL GUIDE, MINI-COACHING, ETC.).

2

DECIDE WHICH FORMAT SUITS YOUR BUSINESS MODEL.

3

BREAK YOUR COURSE INTO 7 SHORT LESSONS.

4

OUTLINE THE KEY LEARNING POINTS FOR EACH LESSON.



STEP 3: CREATING & PACKAGING YOUR COURSE

1

CHOOSE YOUR RECORDING METHOD (VIDEO, AUDIO, TEXT).

2

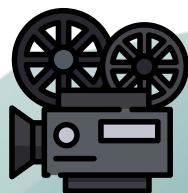
WRITE A SIMPLE SCRIPT OR BULLET POINTS FOR EACH LESSON.

3

RECORD ONE LESSON TODAY (KEEP IT SHORT & ENGAGING).

4

CREATE A SIMPLE WORKBOOK OR CHECKLIST TO SUPPORT LEARNING.



STEP 4: SETTING UP YOUR COURSE PLATFORM

1

CHOOSE A HOSTING
PLATFORM

2

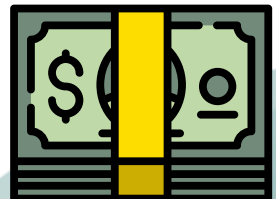
UPLOAD YOUR CONTENT
AND CREATE A SIMPLE
LANDING PAGE.

3

SET UP AN EASY
CHECKOUT/PAYMENT
SYSTEM USE STRIPE OR PAY
PAL

4

DECIDE THE PRICE POINT



STEP 5: MARKETING & ATTRACTING CUSTOMERS

1

**CREATE A LAUNCH PLAN:
SOCIAL MEDIA POSTS,
EMAIL SEQUENCES.**

2

**WRITE 3 SOCIAL MEDIA
POSTS ABOUT YOUR
COURSE.**

3

**PLAN A FREE WEBINAR OR
LIVE SESSION TO GENERATE
INTEREST.**

4

**USE LEAD MAGNETS TO
ATTRACT POTENTIAL
CLIENTS.**



STEP 6: SELLING YOUR COURSE ON AUTOPILOT

1

SET UP AN EMAIL SEQUENCE TO NURTURE LEADS.

2

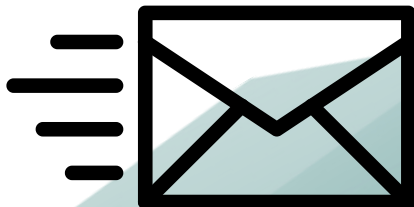
USE SOCIAL MEDIA AD OR DECIDE WHEN YOU ARE GOING TO PROMOTE

3

OFFER A LIMITED-TIME DISCOUNT OR BONUS FOR EARLY SIGN-UPS.

4

CREATE AN EVERGREEN MARKETING FUNNEL FOR LONG-TERM SALES.



STEP 7: SCALING & EXPANDING YOUR PASSIVE INCOME

1

PLAN YOUR NEXT OFFER (MEMBERSHIP, UPSELL, GROUP COACHING).

2

REVIEW YOUR RESULTS & MAKE IMPROVEMENTS FOR THE NEXT LAUNCH.

3

OUTLINE YOUR LONG-TERM PASSIVE INCOME STRATEGY.



NEXT STEPS & FINAL CHECKLIST

1

REVIEW YOUR COMPLETED COURSE MATERIALS.

2

TEST YOUR SALES FUNNEL AND AUTOMATION PROCESS.

3

PLAN YOUR COURSE LAUNCH STRATEGY.

4

STAY CONSISTENT WITH MARKETING AND IMPROVING YOUR COURSE.





**BY THE END OF THIS COURSE,
YOU'LL HAVE:**

- ✓ YOUR FIRST PASSIVE INCOME PRODUCT READY TO SELL.**
- ✓ A SIMPLE SYSTEM TO ATTRACT & NURTURE NEW CUSTOMERS.**
- ✓ AN EASY WAY TO CREATE EXTRA REVENUE—ON REPEAT!**