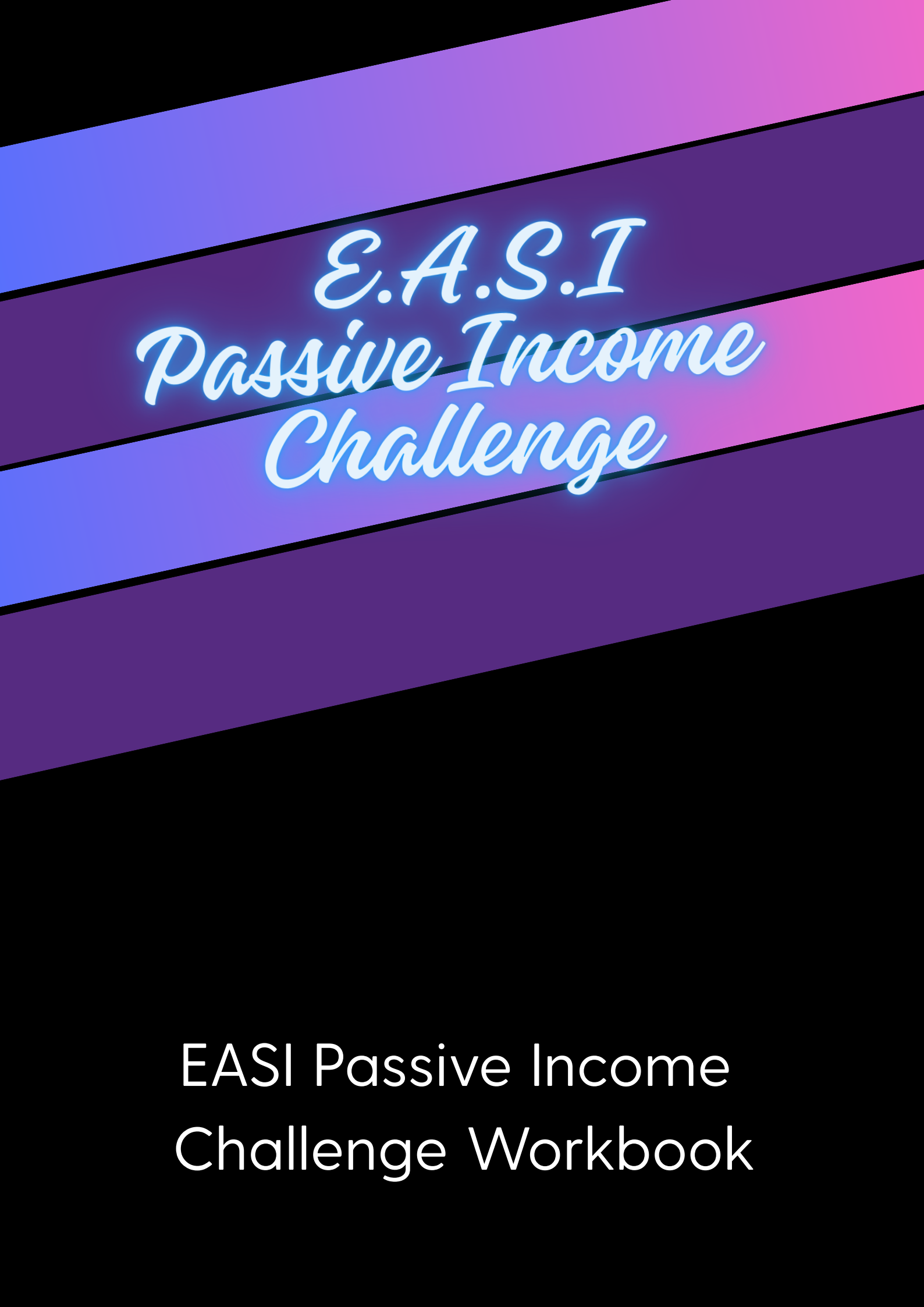




E.A.S.I. Passive Income Challenge

EASI Passive Income
Challenge Workbook

DAY 1 - Expertise

5 WORD PASSWORD - 1/5

It's Day 1, so it's time to explore what you already know that others might love to learn from you. That way, you can spot the easy-wins in your business that could turn into passive income opportunities.

Set a 5-minute timer and write down as many of your areas of expertise to do with your business, industry or life that you could easily teach others. Include professional experience, hobbies or passions and tools, systems, or processes you've mastered.

Think:

- What questions do your customers ask you repeatedly?
- What problems do you solve over and over again for people?
- What do you find easy to explain that others struggle to understand...?

Don't overthink it. Don't worry about whether something is 'marketable' yet. Today is purely about uncovering the gold you already have inside you.

DAY 1 - Expertise

Set a timer for 5 minutes. Brainstorm as many of your areas of expertise. What could you easily teach others?

DAY 2 - Customers

5 WORD PASSWORD - 2/5

It's Day 2, and we need to think about who might buy your passive income product.

Pick your top 1–2 areas of knowledge and expertise from Day 1 and think about the people who might be interested in learning more about this. **Who would they be? And what result, solution or transformation would they get?**

Are they Male/Female/Both?

Any specific age or lifestage?

Do they work or run businesses?

Are they parents or grandparents?

What kind of hobbies and interests do they have?

Any other particular attributes?

Write their characteristics below.

If you run an existing business, these people may already be your ideal clients.

DAY 3 - Brainstorming

5 WORD PASSWORD - 3/5

Day 3 is a fun one. You've done the deep thinking, so now we're going to let ChatGPT (or your favourite AI tool) help you turn your expertise, people and problems list into some suggested digital product ideas.

Step 1: If you've not already got an account, head over to the ChatGPT website: [CHATGPT.com](https://chatgpt.com) then signup for a free account

Step 2: Open ChatGPT.

Create a new chat and paste something like this: "I'm creating a simple digital product. My ideal client is: *[describe them briefly]*. My expertise is in: *[list your main areas]*. Here are the problems they're facing that I can help with: *[paste your list]*."

Based on this, what are 10–20 simple digital product ideas (like guides, templates, mini-courses, checklists, or planners) that I could create and that my ideal client would be willing to pay for?"

Step 4: Scan the ideas and highlight your favourites.

Look for ideas that:

- Genuinely excite you
- Feel simple and doable (not overwhelming)
- Directly solve one of the key problems
- You can imagine your ideal client happily paying for

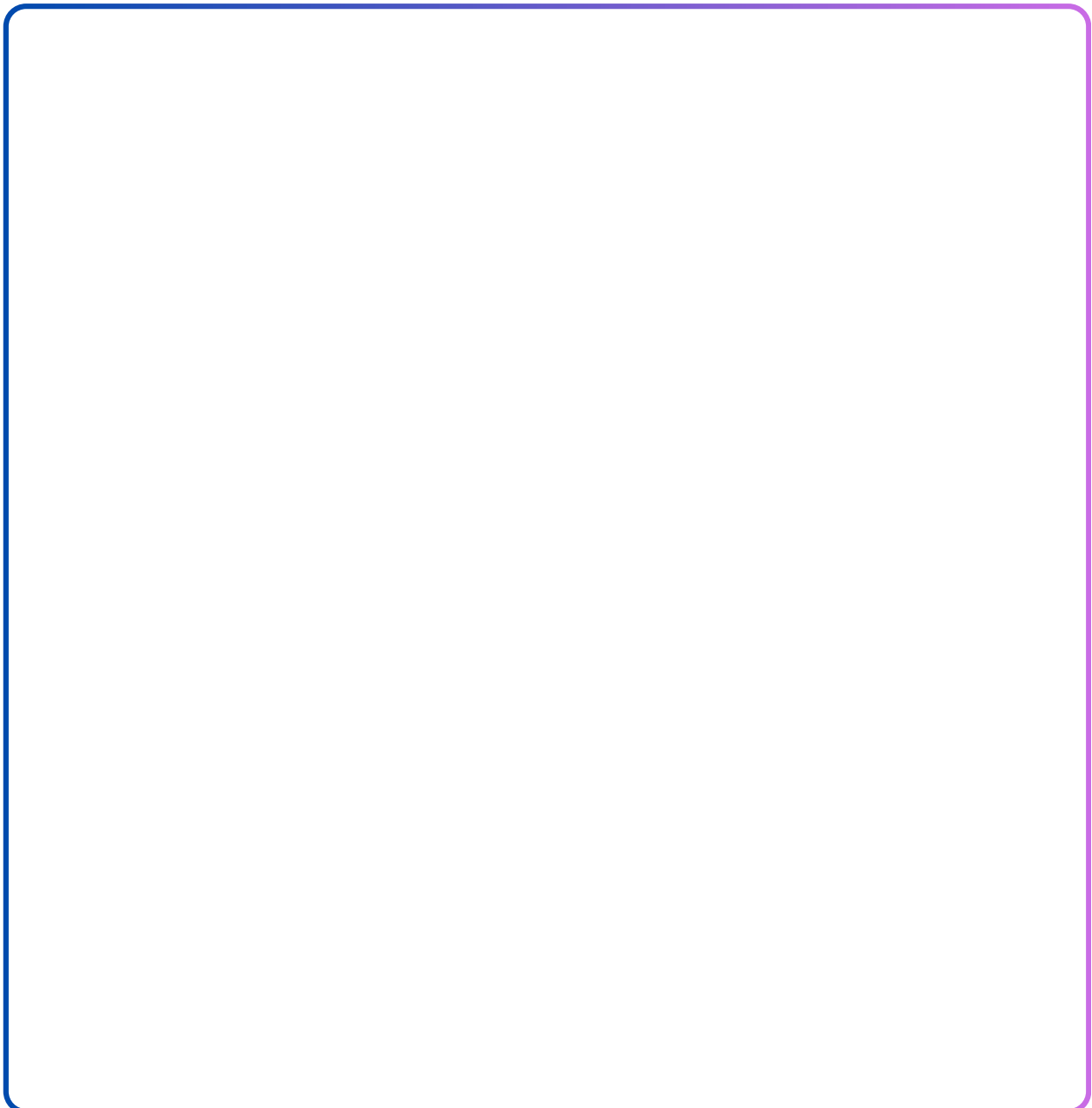
Write your favourites, or ones that stand out in the back of this workbook. Aim to pick 5-10 favourites for now.

DAY 3 - Brainstorming

Pro tip

If an idea is close but not quite right, you can ask ChatGPT: “Refine this idea to make it simpler and more focused on *[specific problem]*.” or “Give me 5 variations of this idea please.”

Write down your ideas below.



DAY 4 - Creation

5 WORD PASSWORD - 4/5

It's Day 4, and we want to make sure we keep this simple and not start to overcomplicate things, as that's what stops many people getting started with passive income.

Passive income works best when it's easy to create. So, for today, look at your notes from the last 3 days, and decide which is your best idea out of those you've shortlisted.

Then, outline it in the simplest format possible. Will you create:

- A PDF guide (approx. 5–10 pages)?
- An Ebook (approx. 5–10 pages)?
- A template/checklist?
- 30–60 min recorded training?
- Something else?

Then make some notes about:

- What it includes
- What result it gives
- Why it saves time/money, solves a problem, provides pleasure / peace of mind.

You'll now have a one-page plan with a lean, doable version of your passive income product.

DAY 4 - Creation

Set a timer for 5 minutes. Write down what you will create.

DAY 5 - Name & Summary

5 WORD PASSWORD - 5/5

Now you've got an idea of what you're going to create, who it might be for, content to include and what kind of format it might take, it's time to give it a name.

It needs to be short and concise, catchy and intriguing, but also clearly say what it does i.e. Course Creators Kit for non-technies with Wordpress.

We can't wait to hear what you come up with...

Challenge Summary

Let's get all your thinking down onto one page!

1

What **KNOWLEDGE** will you share?

2

Who is your **TARGET AUDIENCE**?

3

What **DIGITAL PRODUCT** will you create?

4

What **CONTENT** will it include?

5

What's the **NAME** of your digital product?

What ACTIONS are my next steps:

5 Word Password Bonus

FREE GIFT for watching all 5 Lives!

easipassiveincome.com/5wordbonus

Using the BONUS words you've collected during the live calls for each day of the challenge, you'll have collected 5 words that form the password to a handy free gift. A little something to say thanks for being a part of the whole challenge!!

Simply combine the 5 words, all lower case with hyphens as spaces.

TIP - it's easier if you type the password out first & copy and paste it into the password field.

Visit the website address above and key in the password using hyphens for spaces. For example this-could-be-the-password

	-		-		-		-	
(2)		(4)		(7)		(6)		(4)

Remember you have until 11:59pm on 26th April to submit your answers to go in the running to win the major prize!

Challenge Prize winners will be announced at the “FREEDOM FORMULA” Masterclass on the 27th April. Attend live for a chance to win our 2nd Major Prize!

REGISTER NOW:

<https://easipassiveincome.com/masterclass>

Meet Your Mentors

Colette Bratton - The Marketing Mentor

Over her 22 years in business, Colette has helped many business owners learn marketing tips to raise awareness of their business and increase their leads. She'll help you craft your message, build your audience, develop sales funnels and create offers that truly resonate. Colette runs a couple of businesses around her family commitments, so appreciates that her passive income streams bring in money without needing as many hours as her 1:1 work requires.



Colette Bratton
Marketing Expert

Natalie Crowe - The Tech Mentor

Natalie is the founder of NCDAcademy, a thriving international WordPress Beginner's Academy helping non-techie entrepreneurs build websites, passive income products and simple funnels with confidence. She makes WordPress and online systems simple, approachable and fun. With 17+ years in business and hundreds of students around the world, she has a knack for turning "I can't do tech" into "I've got this." Her step-by-step support removes overwhelm, builds confidence and turns confusion into progress.



Natalie Crowe
WordPress & Tech Expert

Is it time you built in some passive income?

Would you like to build a business that keeps working for you, even when you take time away from the laptop to enjoy your life?

If you're ready to make passive income your new normal, then we're opening up availability to join the EASI Passive Income Method.

This course is perfect for you if:

You want to add some passive income streams into your business

You want to earn more money but don't have any more time

You have lots of ideas, but you don't know where to start

You want to grow your audience and learn traffic strategies that actually work

If you're ready to stop working harder and start working smarter, then join us in The E.A.S.I Passive Income Method and build a system that creates freedom, not frustration.

Find out more at www.easipassiveincome.com/join

