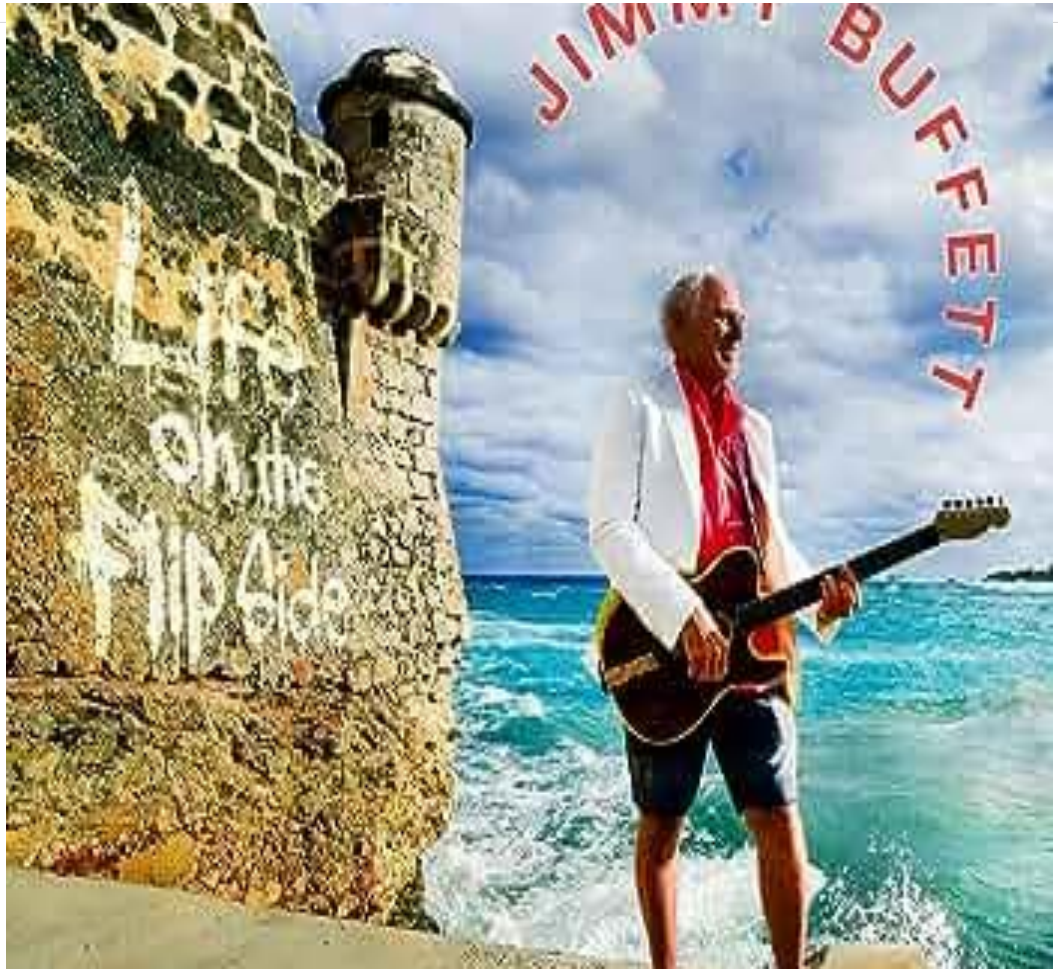
Play on youtube 3 minutes before session starts:

Mailbox Money



Making Passive Income Work for You

Passive Income Power Up

Learning Objectives

1. Explore different sources of passive income.
2. Understand the principles of generating and maintaining passive income.
3. Develop a plan to create and grow passive income streams.

Mailbox Money

By now, you must be wonderin' how I earn my pay

I write words and music, fact I write them every day

Mailbox money

Been so good to me

When my ship comes sailin' in, I feel like ***royalty***

That old song just keeps playin' from sea to shinin' sea

That mailbox money's sure been good to me

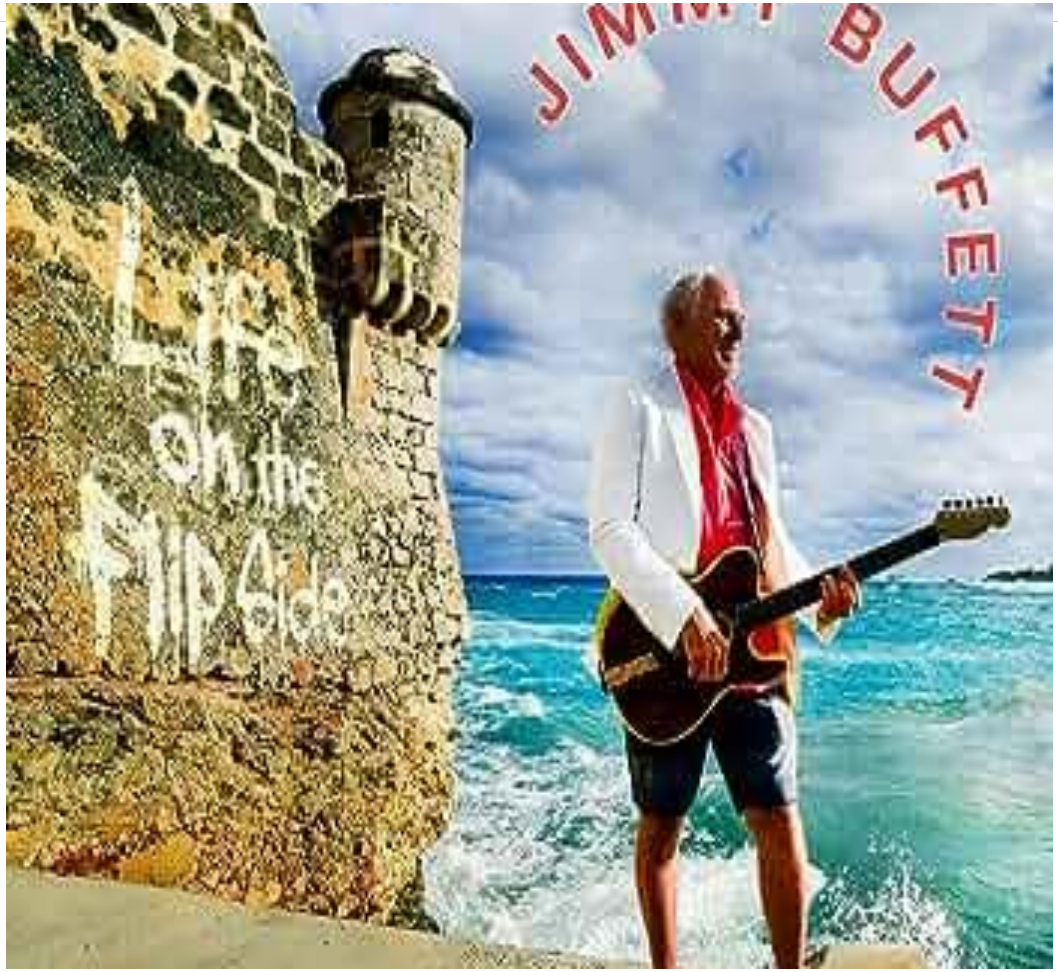
The postman starts his outboard

'Cause we get our mail by boat

That song I penned in '81 still keeps our world afloat

If it wasn't for the radio and those Parrot-headed fans

I'd have to get a day gig, which would surely spoil my plans



1. What is Passive Income?

What is passive income?

Money earned with minimal ongoing effort after the initial setup.

Provides the benefit of
- providing extra money
- financial freedom
- time flexibility

Passive Income versus the Side Hustle

Money is made from an enterprise in which a person is not actively involved.

Stock Dividends
Rental Property
Social Media Influencer

Money earned from another job that requires you to be present to make money.

Dog Walker
Baby Sitter
Uber Driver

What are examples of passive income?

Investing
Rental Income
Selling Digital Products
Content Creation
Affiliate Marketing
App Development
Vending Machines
Peer to peer lending

2. Developing a Passive Income Stream

Developing a Passive Income Stream

- Get money for something you own.
  - Parking Space
  - Dividend paying stock
  - Vending Machine
- Create an online product
  - Store
  - Blog
  - Online course

What is an Influencer?

- Experts who share knowledge with a curated audience
- Create/share content regularly to establish expertise
- They build relationships with their followers
- Creators "influence" their followers to try a product.
- Brands partner with influencers to build brand awareness among people unfamiliar with the product.
- Since followers trust an influencer, they see it as a recommendation from a friend not a sales pitch.

Influencer income streams

According to Influencer Marketing Hub, the average per-post payment across various platforms:

- **Nano** - influencers that have 10,000 followers earn about $195 per post.
- **Midtier** - influencers with 10,000
- to 1 million followers earn about
- $1,221 per post.
- **Macro**-influencers with over
- 1 million followers earn about
- $1,804 per post.

How to monetize Instagram and make money

- Launch a membership site.
- Join an affiliate network.
- Work with brands on sponsored posts.
- Offer video ad placements.
- Sell products through Instagram.
- Offer coaching or consulting services.
- Host live streams to earn Badges.
- Enable Instagram Subscriptions

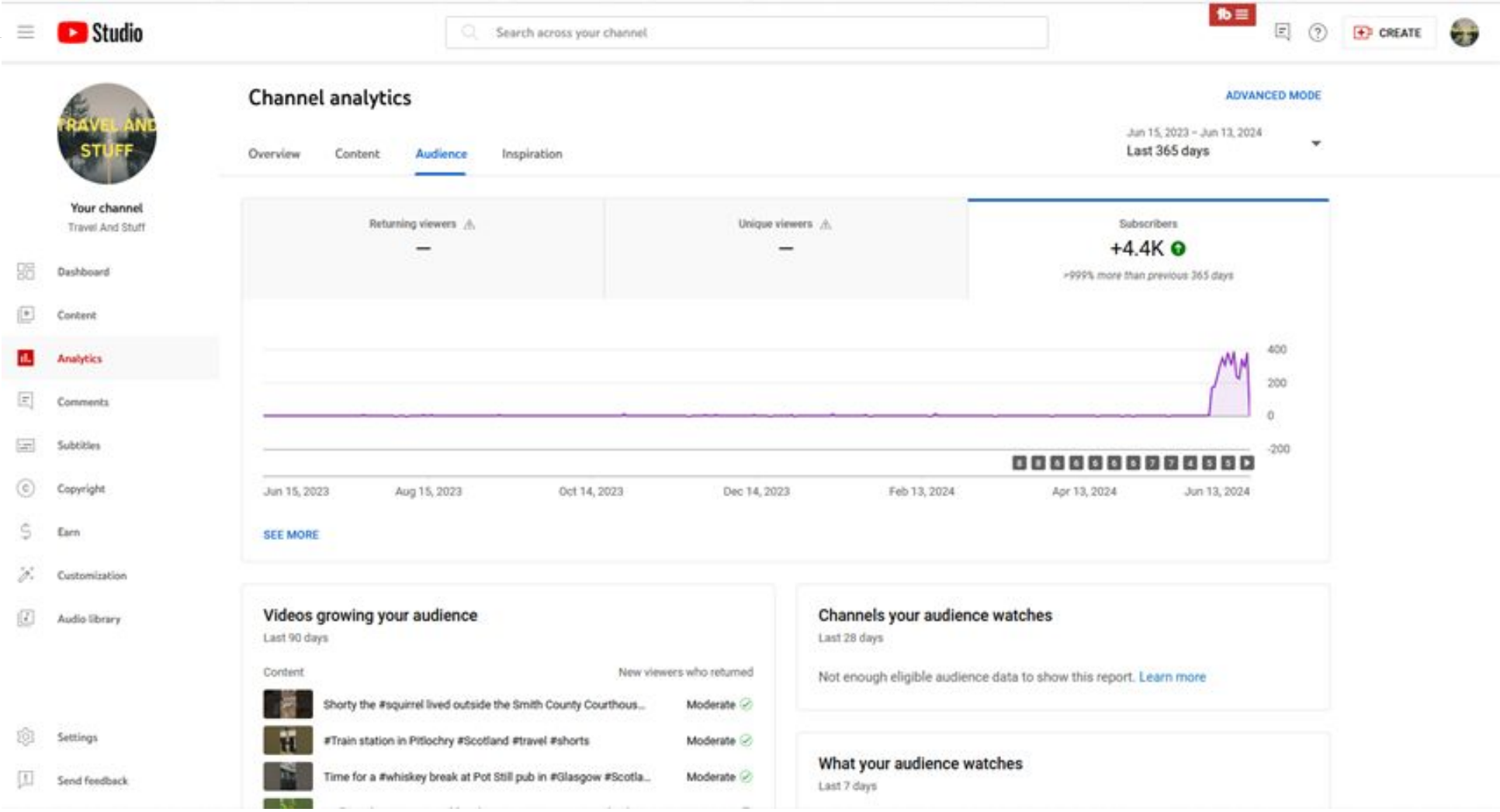
How to Monetize Instagram Reels (Tips, Tricks, and Examples)

- Partner with brands.
- Promote a physical product.
- Add shoppable product tags.
- Promote a digital product.
- Become an affiliate.
- Sell a service.
- Build a community of subscribers.
- Accept donations through Patreon.

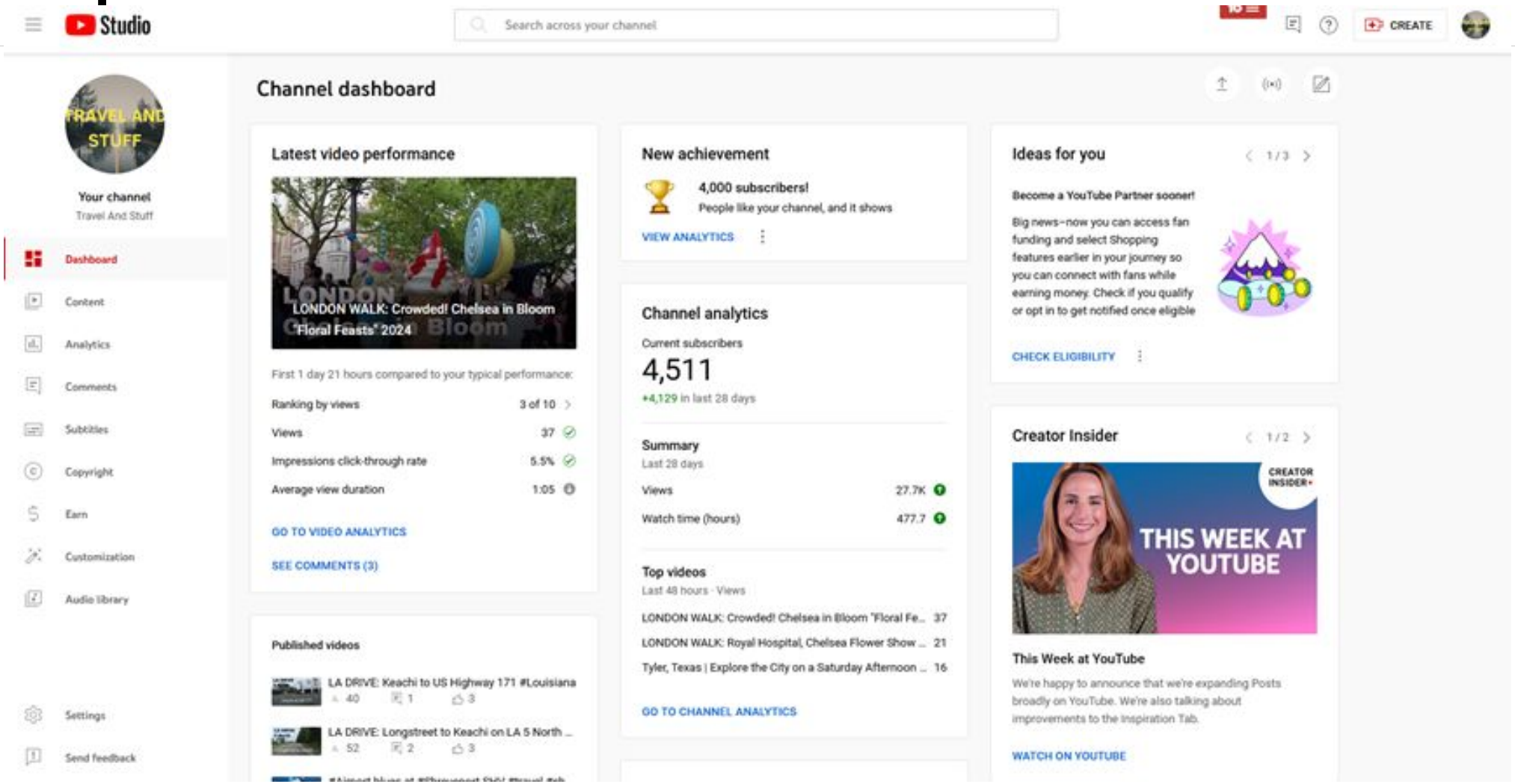
How to Monetize YouTube Shorts

- Have at least 1,000 subscribers
- Have either 10 million valid public Shorts views in the last 90 days or 4,000 valid public watch hours of long-form videos in the last 12 months

The path to Monetize YouTube Shorts



The path to Monetize YouTube Shorts



3. Developing a Plan

Plant a seed

Do you have a passion for writing?
Sell an e-book

Are you great at explaining things?
Create an online course

Do you have an interesting job?
Blog about dog walking

Identify your skills and interests and explore avenues that leverage them to create something valuable that others are willing to pay for.

Process for developing a plan

Idea	Plan	Act
Discuss an idea for a passive income stream with the person next to you. What is your niche?	With the person next to you, identify 3 steps to put your idea into action. How can you gain a following? What is your strategy?	How will you connect with an audience? What is biggest obstacle? What can you do to overcome it?

12 MONTH PLAN

Safety First

Seek adult guidance.

Follow BSA youth protection and social media guidelines when online.
https://scoutingwire.org/social-media-guidelines/

Do not give anyone online your real last name, phone numbers at home or school, your parents' workplaces, or the name or location of your school or home address unless you have your parents' permission first.

Social media takes a thick skin.

Be Realistic

Mr. Beast did not start out with a huge staff of 250 people.

Achieving 1000 followers in a year takes consistent effort and a good strategy. Getting to 5000 could take much longer.

Focus on providing high quality, consistent and relevant content and do not be afraid to adjust your strategy as needed.

Learn more

Google Digital Garage - free digital marketing courses

Corsera - Google digital marketing and E-commerce certificate

Takeaway Challenge

Discuss your ideal for passive income with someone today.
Write down what you want to accomplish.
Start.