

LIVE WORKSHOP

HOW TO GENERATE

PASSIVE INCOME

WORKBOOK



motionhatch.

Purpose Exercise

Before filling in the diagram read the questions below and brainstorm ideas

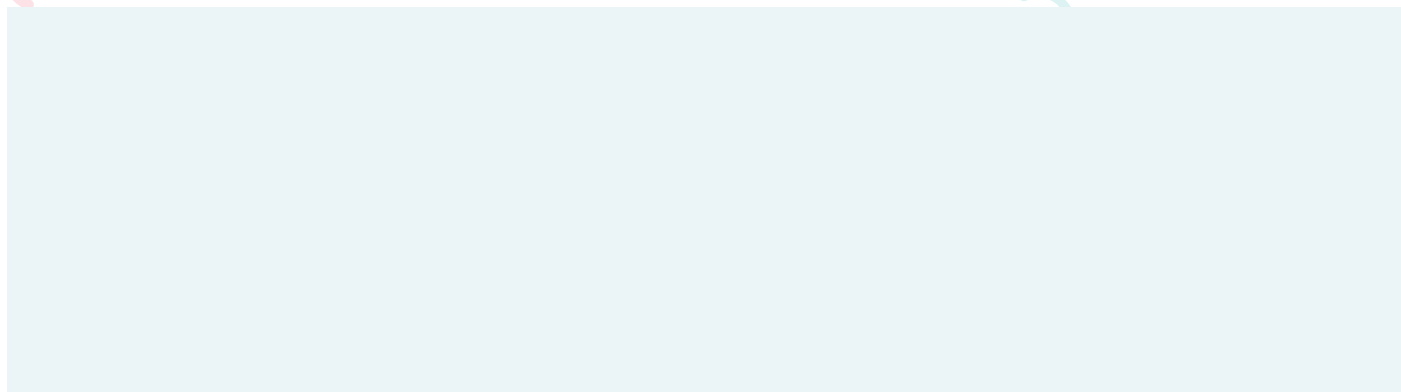


✕ Purpose

What do you love?



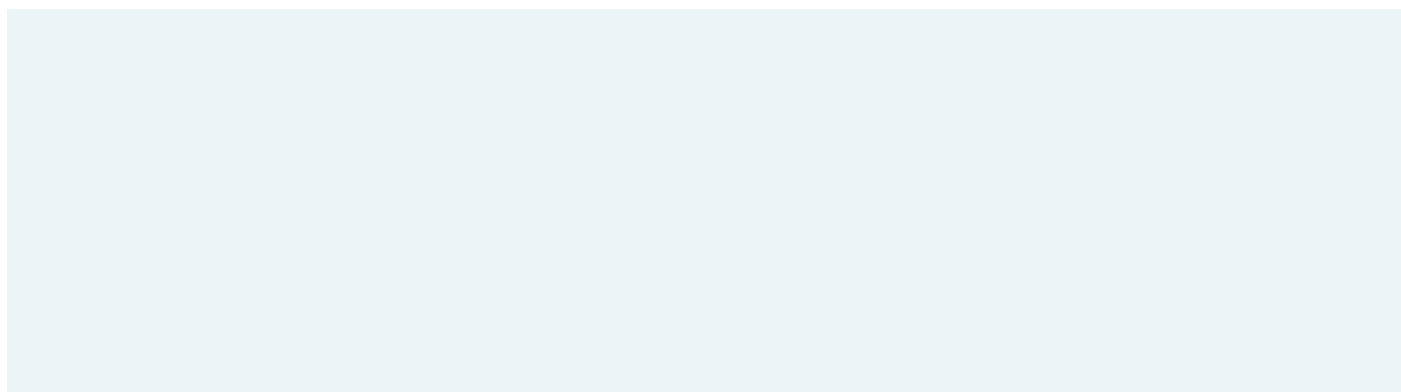
What are you good at?



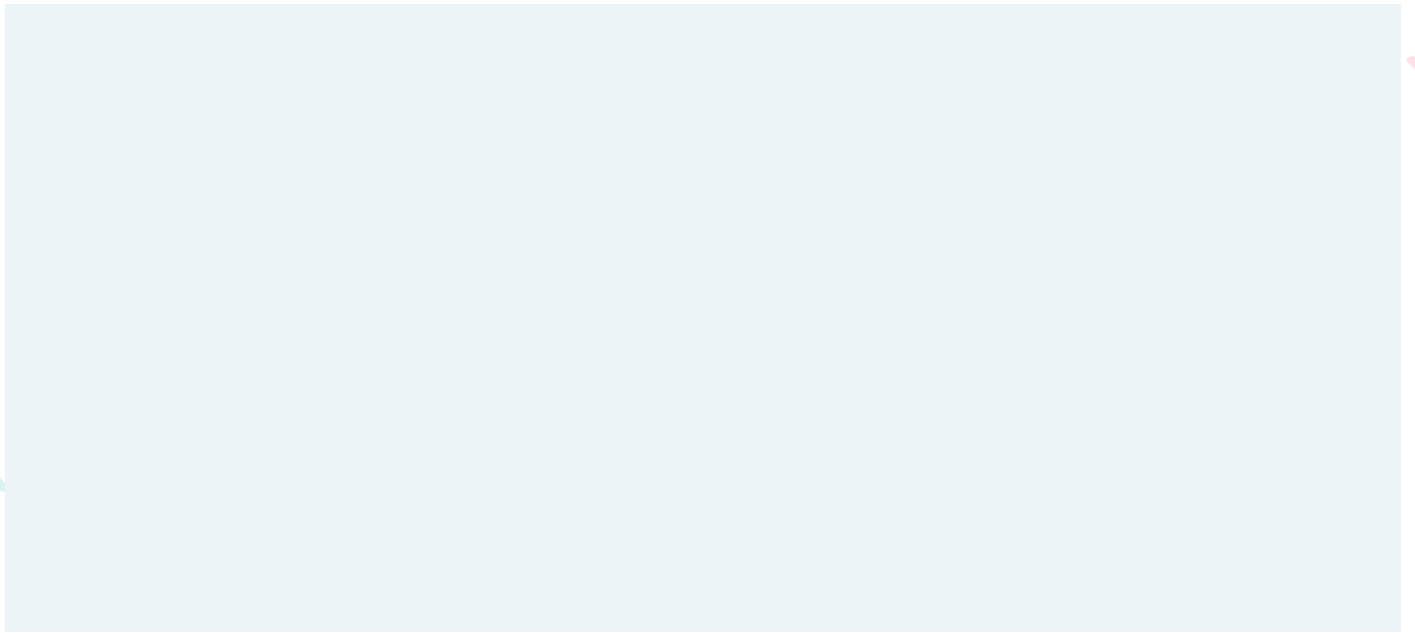
What can you get paid for?



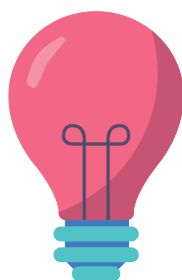
What does the world need?



What get's you into a state of flow?



What do people tell you you are good at?



Research Exercise

Browse YouTube and Social Media and search for your chosen topic or niche.

Fill in the columns below

Trends	Collaborators	FAQs	Other ideas.

Marketing Exercise

What mediums are you most drawn to?



Audio



Writing



Video

How can you do a test piece of content with a minimal amount of effort?

(e.g mini Instagram tutorial, speaking on Clubhouse, writing one blog post.)

What's the next action you will take after this workshop to build your audience?

Monetisation Exercise

Which of the following monetisation methods do you think will work for you?

☐

Digital Products

☐

Physical Products

☐

Sponsorships

☐

Affiliate marketing

☐

Courses & Classes

☐

Community

How will you test using a minimal viable product?



Speak to at least 5 people who you think would buy this product to get their feedback?