Three Ways You Can Generate Passive Income — All from a Website You Write Yourself

By Nick Usborne



Hi, Nick Usborne here.

Friday, I wrote about the pleasures of making money online as a writer, without having to work with clients.

Client-free, stress-free, deadline-free passive income.

And all from writing about a topic that already interests you.

I'm a coffee lover, so my website is about coffee. Maybe you're a dog lover, gardening lover, hiking lover, knitting lover, home décor lover …

Choose your passion, and then just start writing.

How can you then turn all that writing into a regular, monthly income?

Let's get into that … in a moment.

But first, I want to talk a little about "passive income" and why it's so amazing.

Let me define the term "passive income" for you, using my coffee website as an example.

With my audience of coffee lovers, I could sell them my own branded coffee and maybe some coffee-making equipment too.

But I choose not to. Why not? Because that wouldn't be passive income — it would be the opposite.

I'd have to get my coffee roasted and packed in bags. I'd have to arrange for shipping every time someone ordered a bag of coffee from my site. I'd have to deal with returns and other customer service issues.

In other words, I'd be tied to my desk. I'd be taking care of my business seven days a week. It would be a full-time job.

Maybe it would make me a ton of money. I don't know. I've never tried it.

Because what I want from my website is a source of completely PASSIVE INCOME.

With passive income, I don't have to be at my desk. I don't have to deal with products or customers.

I can walk away from my desk for a day, a week, or even several weeks without it making any significant difference to how much money my website makes.

This is passive income. And it's wonderful.

Here are three ways you can do this …

#1. Make passive income through Google AdSense ads.

When you do a search on Google, the first four results are ads. These are known as AdSense ads.

As the publisher of a website, you can sign up with Google and place these ads on the pages of your site.

Take a look at any page on CoffeeDetective.com and you'll see up to three AdSense ads. Some are text-only, others are graphic with photos or other images.

Do they generate passive income? Absolutely. When I build a new page, I add a short piece of code that Google gives me. I add that code once, when I create the page. After that, I do nothing — ever again.

I have pages on the site that have been up there for 10 years now. I copied and pasted the Google code into those pages when I first created them.

Since then, I have had to do nothing … except enjoy the money I make every single time someone clicks on one of those ads.

That's passive income. Copy and paste once … and then no further work.

#2. Make passive income as an affiliate.

Perhaps the best-known affiliate program is the one run by Amazon.

Here's how it works.

I write a coffee maker review on my site. I don't sell coffee makers myself, but Amazon does.

So at the end of my review, I might say something like, "If you can't find this coffee maker locally, you can get it through Amazon.com here."

Those last few words are linked to a product page at Amazon where you can buy the brewer.

I have signed up with Amazon and have an affiliate number and code. And my code is embedded in that link to the page where you buy the brewer.

This means Amazon knows I was the person who referred that visitor. And if the visitor buys the brewer, or anything else during that visit, I get a commission on the sale.

Same thing as with Google AdSense. I add the code once and then there's nothing more for me to do … ever. I just sit back and wait for my commission check each month.

#3. Make passive income selling e-books.

I'm only selling one e-book on my coffee site right now. But I know other website owners who have written several e-books on their topic and make a lot of money selling them.

Selling an e-book is passive income because it's a digital product that people can buy and download … even if you're on a beach in the Caribbean at the time.

You don't have to pack it, address it, or ship it, because it's digital.

Sale and delivery are automated.

Once again, just sit back and wait for the money to flow into your account.

Why passive income is the BEST income

It's the best because it gives you freedom.

You're never tied to your desk or an office. You're never being told what to do and when to do it by anyone else.

No bosses!

Just put in the time you want, when you want.

Tomorrow we're going to look at how you can go about choosing a topic for your own Money-Making Website.

In the meantime, allow yourself a little time to fantasize about how it would feel to make enough money in passive income to pay your major bills … and still have a little cash left over for that beach vacation in the Caribbean!

And don't forget to add your thoughts, questions, and comments about how you can make passive income below.

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9 Responses to "Three Ways You Can Generate Passive Income — All from a Website You Write Yourself"

Hi Nick, thanks for the great advice and I'm looking forward to the webinar. My question is, how likely is it for the average person to make a steady monthly income from their website. I understand that you are far more experienced and internet savvy than the vast majority of website owners, and I've seen that your site brings in around 4k per month. My concern is, for those of us just starting at this, realistically what can we hope to bring in? Also, even if you have a successful site, how long does it take before you develop a steady income stream? (I know that the short answer to all this is that it depends, but any thoughts would be appreciated.)
Thanks very much

Guest (Ron B) – over a year ago

I got your money making website course from AWAI but nobody paid me,do we get paid after we build our site?

Do you have to have your site built before you can get adsence code and an Amazon affiliate account?

R Michael Woron – over a year ago

Nick, I have been a big fan of yours for a while now. I clicked on the link, "Go here to learn why"... at the end of your comments today and made an instant decision to join you in your presentation of "How to Write Your Own Money-Making Websites." As you said, its a no-brainer. Finding clients is not as easy as I thought it would be.

Billy H – over a year ago

Dear Nick, Thanks for your tutelage on how one can make money from writing in his website. The writeup is interesting and an Eye-opener.

Please I wish to write on alternative medicine but don't have access to supplement producers, and also do not know how to get one. Kindly help me with a clue.

I can't wait to read your next piece. Lest I forget, please how do I link Google and Amazon to get the code.

Guest (Shadrach) – over a year ago

Ron B. hi

Well, that IS the question, right? And as you suggest, almost impossible to answer. I know people who have built sites and don't make much of an income at all. But then... I know others who took this course and now make way MORE than I do! Pretty much impossible to predict how much you would make. But absolutely worth a try. :)

Nick

Nick Usborne – over a year ago

R Michael Woron, hi

Not exactly sure what you mean by "pay you". But... if it's about AWAI's offer to reward you at various stages of the Money-Making Website creation process, check your email today. I think Rebecca Matter sent out an email explaining that.

And yes, you need a website before signing up for AdSense and Amazon.

Nick

Nick Usborne – over a year ago

Shadrach, hi

If your site is going to be about alternative medicine, you don't need to sell the physical supplements yourself. You can be an affiliate of other companies that create those products.

As for how to sign up for AdSense or as an affiliate for Amazon...

AdSense: http://google.com/adsense Amazon: https://affiliate-program.amazon.com/

Nick

Nick Usborne – over a year ago

I haven't been writing for a while now because of college, but I'm on my last course, so figure I'll have time again. (I also work full time).
Anyway, I'm one of those people who is easily bored, however, I've always been interested in fitness (as long as it's fun) so was thinking about using that for my website. What do you think about adding video content? I used to be an aerobics instructor, so could actually do short classes or video on how to do certain exercises.

Guest (Laurie) – over a year ago

Laurie, hi

Absolutely! Video is a great form of content... particularly when you want to show something in action, like fitness training.

Nick

Nick Usborne – over a year ago

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