



**Paul Evans**  
author & speaker

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# Massive Passive Income Machines



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**May 4, 1993**



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# Life Design

- Never say “I can’t be there” to my children’s events.
- Low stress. Full joy. No dread.
- Help orphans.
- Travel the world.
- Awesome husband & dad.



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# PASSIVE

minimal action with maximum benefit & value to the market, while doing what you LOVE.



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# Methods

freedom principles  
of recurring income



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# Recurring need

how often does X  
need repeating in  
the market?





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# Manage expectations

you set the rules



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# **Deliver the promise**

**bigger is not  
necessarily better.  
provide exactly what  
you said you would**



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**Deliver  
the promise**  
don't let mechanics  
mess up your mind!



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# Get Out Of...

**“Oh, I’ll do this and  
this and this!”**



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# Get Rid Of Guilt

**If you had 10 clients  
paying \$1000 a month and  
you did 2 one hour calls a  
day...**



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# Do What...

**You can't wait to do &  
deliver. You NEVER  
want Recurring  
EXHAUSTION**



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# MACHINES

- 1. Autopilot Architect**
- 2. GPS**
- 3. Genius Bar**
- 4. Smart Access**





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# Autopilot Architect

Teen Life Ministries Presents...

**The Youth Ministry ZONE**

"Hundreds of Youth Ministry Bible Lessons, Discussion Guides and Handouts"  
Plus... Thousands of YM Articles

OVER 50 YEARS OF "IN THE TRENCHES" YOUTH MINISTRY EXPERIENCE

**SITE MEMBERS:**

**Username:**

**Password:**

Remember Me

**FREE**  
**Bible Lesson Pack**

- ✓ Bible Lesson
- ✓ Class Handout

**WELCOME TO TEEN LIFE YOUTH MINISTRIES**

**TeenLifeMinistries**

Enter Your Name and Email Below and Get ...

- ✓ 101 Youth Ministry Tips
- ✓ Bible Lesson Package

**FREE!**

name

email



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# Autopilot Architect



- over 3,000 members @ \$.9.95 a month
- 3 x a week update
- outsourced lessons \$50 per
- AI writes articles
- email 2-3 times a week
- 30 minutes a week



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# Autopilot Architect



- traffic from adwords
- 1 affiliate
- members through
- teasers
- \$1 trial
- 2 major pushes a year



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# Autopilot Architect

Ads for youth ministry

**Youth Ministry Lessons**

[www.teenlifeministries.com/](http://www.teenlifeministries.com/)

Bible Lessons and **Youth Ministry** Training

**Youth Ministry Resources**

[www.leadertreks.org/](http://www.leadertreks.org/)

Help your students catch the vision for how God wants to use them

**Christian projects...**

[www.faithfunder.com/](http://www.faithfunder.com/)

...get funded here! Missions, **ministry**, new business, film, music

## TeenLifeMinistries



Enter Your Name and Email Below and Get ...

- ✓ 101 Youth Ministry Tips
- ✓ Bible Lesson Package

**FREE!**

name

email

**Get Access Now!**

### Secure Order Form

### The Youth Ministry Zone!

Get Instant Access!

**\$9.95**



- ✓ 300+ Bible Lessons
- ✓ Updated 3 Times a Week!
- ✓ Access to EVERYTHING on Site!
- ✓ Cancel Any Time!

**Add To Cart**





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# Autopilot Architect



**Paid > Opt-in > Monthly Video**

**(might deliver through email to a  
'private' YouTube video)**



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# Autopilot Architect

Don't Forget Recurring  
**AFFILIATE** Offers. Then  
you do ZERO work except  
for traffic!



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# Autopilot Architect

1. Wordpress
2. Wishlist Member  
[paulbevans.com/wlm](http://paulbevans.com/wlm)
3. Cart  
[paulbevans.com/cart](http://paulbevans.com/cart)



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# Autopilot Architect







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# GPS Guided Pro System

You Coach "Guide" People  
through a System



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# GPS



**Nicheology**  
Online Business for Honest People





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# GPS

**TEACHER** | **COACH** | **REPORTER** | **HERMIT**

Which of these models do you connect with the most?

I'm a Teacher/Coach





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# GPS

The screenshot displays a website layout with a blue background and silhouettes of a crowd at the bottom. At the top left is the 'Market' logo, featuring a stylized 'M' in a circle. Below it is a featured article titled 'Platinum Presenter' with a sub-headline 'Platinum Platform 02: Design Your Stage'. To the right is a 'Youth Ministry Zone' section with a login form for 'TeenLife Ministries' and a sign-up form. The sign-up form includes fields for name and email, and a list of benefits: '101 Youth Ministry Tips' and 'Bible Lesson Package'.



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# GPS



Message



**People are looking to  
see if you are right for  
them.**



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# GPS



## Monetization

Affiliate Marketing	Membership Site	Niche Sites
Ebooks	FTM Membership	Facebook
Special Reports	Workshops	Web Development
Coaching	4 Week Courses	Group Coaching
Webinars	Mentorships	Forum Membership
Eclasses	Mastermind Meetings	Apps
Teleseminars	VIP Days	Kindle Publishing
Licensing	Advertising	Video Training
Paid Newsletter	Micro-Coaching	Service Provider
Affiliate Program	Amazon Sites	Q & A Calls
Audio Training	Podcasts	Interviews
Blogging	Adsense/CPA	



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# GPS



**Nicheology**  
Online Business for Honest People



odel	Week 1
arket	Week 1
essage	Week 1
onetize	Weeks 2-4



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# GPS

1. Presentation
2. Curriculum/Assignments
3. Email (gmail)
4. Autoresponder

[paulbevans.com/aweber](http://paulbevans.com/aweber)





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# GPS

What If I Don't Have a  
Curriculum?



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# GENIUS BAR

Again... YOU set the  
expectations and rules. :)



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# Genius Bar

**Group - \$29.95 Q & A**

10 minute prep work.

1 hour call a month

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## Event Management

Nicheology Q & A Live

### Event Settings

-  [Event Date, Time & Conference Line](#)
-  [Event Name, Listening Options & Template Options](#)
-  [Photo](#)
-  [Call-To-Action Button & Web Links](#)
-  [Pre-Event Page Settings](#)
-  [During-Event Page Settings](#)
-  [Replay Page Settings](#)

### Publish Your Event Page

-  [Event Promotion Info](#)
-  [IFRAMES to Custom Publish](#)
-  [Example Custom Publish Page](#)

### Control Panel (Use during live event)

-  [Control Panel](#)

### After Your Event

-  [Event Recordings](#)
-  [Transcribe Your Recordings](#)

<< [Back to My Events](#)

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WHO'S ON THE PHONE | DIAL-OUT | SETTINGS | WEBCAST | RECORDINGS | **Q&A** | SLIDES | AUDIO | INSTRUCTIONS

All Questions (11)

**Refresh** - Refresh the page to see new questions.

*(Incoming)*  
-29m 7s - Thanks!

**Scott - photodude75@gmail.com - Charlotte** *(Incoming)*  
-28m 26s - Hi Paul: sure: photodude75@gmail.com

*(Incoming)*  
-27m 18s - what do you think about selling on eBay - new products shipped from the company?

*(Incoming)*  
-22m 40s - what do you think about super niche websites - tightly focused on a long tail keyword, for instance?

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Welcome ▶  
Listen-In ▶  
Ask a Question ▶  
Powered By  
InstantTeleseminar.com

Submit Your Question For the Event Here:

Name:   
City:   
Email:

The Event Starts in 24 Days, 22 Hrs, 11 Mins, 52 Secs

Welcome to the event page. This page is the page you should return to when the event starts so you can listen in. Please click the "print out this page" link as a reminder for you to return to this page at the correct day and time. See you then!

[Click Here to Print This Page](#)  
(As a Reminder to Return At Event Time)  
[Return HERE on Monday, April 29th at 2:00pm Central](#)

[paulbevans.com/call](http://paulbevans.com/call)



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# Genius Bar

## Virtual Mastermind \$97

10 minute prep work.

1-2 hour web a week





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# Genius Bar

vm1.pptx Full Screen

v i r t u a l   m a s t e r m i n d

1. Where are you right now in your business?
2. What ONE thing are you struggling with the most?
3. What are you going to DO in the next week?
4. What one tool or strategy has helped you?

Attendees (15)

▼ Hosts (1)

- Paul Evans

► Presenters (0)

▼ Participants (14)

- Ana Alcobia
- Anthony
- Cheryl Cook
- Darren Crawford
- Deb H
- Jim Belden

Chat (Everyone)

Deb H: what are PLRs? Sorry if you have already explained - I lost the connection for a moment there

Joanne R: private label rights products that you can change

Natalie Hill: do someplr products have limited # of rights?

Anthony: Jay Abraham Joint Venture studies.

Anthony: found the CDs on ebay that was helpful for only \$100 cost

Anthony: one link:  
[http://www.ebay.com/itm/Jay-Abraham-Joint-Venture-Mastery-Orig-599-Sales-Market-Guru-Secret-Revealed-/180790953464?pt=LH\\_DefaultDomain\\_3&hash=item2a17fb05f8#ht\\_552wt\\_1139](http://www.ebay.com/itm/Jay-Abraham-Joint-Venture-Mastery-Orig-599-Sales-Market-Guru-Secret-Revealed-/180790953464?pt=LH_DefaultDomain_3&hash=item2a17fb05f8#ht_552wt_1139)

Multiple Attendees are typing



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# Genius Bar

**Email - \$500/\$297 Q & A**

**15-30 min daily total  
M-Th 1 Question Daily**

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# Genius Bar

**Email - \$500/\$297 Q & A**

**[paulbevans.com/elite/](http://paulbevans.com/elite/)**

**[paulbevans.com/elite/elite.html](http://paulbevans.com/elite/elite.html)**



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# Genius Bar

1. Email

2. Snag-It

[techsmith.com/snagit.html](http://techsmith.com/snagit.html)



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# Genius Bar

**VIP \$1000**

90 min per month per client

1 day in person a year

Incl... email + VM



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# Smart Access

This is a “retainer”  
relationship.

Higher End Business Based



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# Smart Access

This is an “availability” and  
as needed arrangement.  
\$1K-\$10K per month for  
people/corp. with money.





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# Smart Access

1. Peer not Employee
2. Work with the CEO
3. Direct Contact
4. Work Hours Availability
5. \$5K + 1K+



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# Smart Access





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