

The ultimate guide to Success with Passive income Vol. 1

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Alright so you want to plan for success. By setting a plan in motion you've already increased your odds exponentially. Before we began I'm sure you have an initial end goal set in mind. If not I'll do my best to help you find that goal. Now that you've decided you wanted to be successful, let's then define what success means to you. For the team at kodoninja; Success is simply the accomplishment of your goal, aim, and purpose at a much larger scale.

Throughout this guide we'll be using a mock example leading to one main goal. To get to this main goal we'll be creating and completing smaller goals, varied by time, duration, and complexity.

Time: Planning out the order something should be completed.

Duration: How long the task will be completed.

Complexity: How intricate or complicated the task will be.

Now that we are clear on those definitions lets pick a big goal. Let's say Becoming a multi-millionaire. We'll create multiple parts to this, considering there's almost infinite ways to become a multi millionaire. This is a very ambitious goal and very obtainable. When figuring out what defines success for you it can vary from individual to individual. Some view success as having multiple cars, houses, tons of money and so on.

The goal we have chosen can very much so get you these things if you desire. Now that we've chosen our avenue for success, lets outline the many steps (goals) needed to get there.

In this scenario we'll assume a few things:

- Starting net worth is - \$40,000 making it more realistic with college and credit card debt.
- We'll also assume that we don't know anything, starting from complete ground zero.
- We are making around \$30,000 before taxes a year

Now let's start out by creating the general outline. Becoming a millionaire may take some time. So we'll increase the odds as well as speed up the time by creating multiple sources of income

1. Deciding on what type a millionaire to become
 - Duration: 1+ days
 - Get a higher paying job
 - Trading/ Investing
 - Reseller/ Whole seller
 - Freelancer
 - Blogger/ Author
 - YouTuber
 - Start a business
2. Research each avenue
 - Duration: 3+ months
 - Books
 - YouTube
 - Courses
3. create a financial plan

Now before we continue let's break down the various types of avenues that will get us to success.

Getting a higher paying job

We're currently only making \$30,000yr with \$40,000 in debt. Let's also assume we have a pretty useless college degree. And for some reason we decided to work a common job. Now let's get a higher paying job. We'll say our current pay is \$15hr. We have rent, bills, food, and various other expenses. But since your working so much to meet ends meet.

Here we can either

- a) quit our job for a higher paying one (more income but less time to pursue multiple sources)
- b) replace the income and quit your job (frees up time so you may focus on the other streams)
- c) Keep your current job (work on other income sources during your spare time)

With every choice listed you can achieve success. I'll go more into depth on these in a book coming very soon. For this guide well just go with option b.

The reason why we would want to quit our job is because we have over 7 income streams we would like to get going. By supplementing the income you can rest assured you'll have enough for bills and living expenses. Throughout this process we'll try to supplement with a higher paying gig.

We'll set a few mid term goals that lead to us quitting our job

1. Reduce spending and save any income you can
 1. Duration; 2+ months
2. Keep up with bills to avoid any late payments
 1. This will affect your credit and will become cumbersome in the future
 2. Persure a repayment method that keeps you afloat

By now I'd assume you'd have at least \$2,000 set aside. Hence forward we will no longer be using banks at least not for holding money in the traditional way. Your money is no good to you in banks. Savings accounts have no bearing in today's highly inflated markets. If your money is left sitting in the bank it can not work and grow for you. Money should be out bringing back more of its friends for you. The cost of goods increases while the value of your dollar stays the same, thus it looses value. Banks become very rich of your dollar by taking that money and investing it. For instance you have \$500 in

savings, that amount grows less than 0.001% on interest nothing. They've most likely made over 20% of its value by investing it.

Trading and investing

We'll now create a few trading and investing accounts to start your portfolio. The ones listed are based on my own experience and ones that I currently have. With your own research you can find the right ones for you.

1. Webull
2. Fidelity
3. TD Ameritrade
4. E-Trade
5. Robinhood
6. M1 Finance

I'll provide links to a few of these to help you get started. I recommend you start with 3 of these platforms listed above. I recommend you start with a minimum of \$100 each to see just how things work. I'd honestly advise putting in a bit more but this is entirely depending upon your risk factor and how fast you want to reach your overall goal.

1. Webull

<https://act.webull.com/iv/j9d9jqotVD5o/191/inviteUs/main>

2. Robinhood

<https://join.robinhood.com/emmanum121>

3. M1 Finance

<https://m1.finance/C6Fb4FhFkT8d>

I'll provide links to articles where I go into detail on this subject matter. There's a great deal of risk involved however this can be very rewarding to the educated and disciplined. In an abridged version we'll be putting money into 3 of these accounts. Depending on your situation I recommend you put as much money as you can. We'll keep it simple by buying lightly on the trend in the dip and selling high. Since we're starting off with such a small amount of money we'll be swing trading. Posting trades and selling on another day.

The opportunity for trading is limitless. I shouldn't have to tell you the mountains of millionaires this avenue creates alone. However I'd take a conservative approach if you're not advised on this. Now for this stream we won't be taking money out from these accounts for a while. This is mainly to gain a net worth creating assets. I recommend trying buying and holding stocks the gain at least a 3%-5% return. Your money made by just holding stocks will be reinvested to gain more compound interest. The more money you contribute the more money you earn.

Reselling

This method is very simple; although it won't make you an millionaire overnight like any of our other streams. You can work to grow this into a businesses then eventually scale to be much larger. This process is buying something at a fraction of the retail value then reselling this at full market value. Used items obviously sell lower then new items. If you've ever sold anything online on ebay etc, your already more than halfway there.

If you haven't already lets create a few

Although they're quite a few ways you can do reselling. We'll be focusing on liquidated products. This is generally a company's inventory being sold in bulk at a big discount. There could be multiple reasons why a company would want to get rid of new merchandise. Some reasons could be they are closing down, they need to liquidate there inventory on hand. Products could be a tough sell, out of season, overstocked, minor defects and so on. You could also buy used product returns that may or may not be operational. Either way this is a massive way to make money.

At this point I want you to research this really hard and only put in about \$800. I know this sounds like a lot but you could potentially make double or triple your money. If things go wrong for some odd reason I know you could at least break even. Below I have recommended a few websites that you'll be using. For now lets start with [liquidation.com](https://www.liquidation.com/). Here you bid on bulk items. Here you'll bidding against other buyers to win whats being sold.

Things to consider:

- make sure there is a demand for the product
- Make sure the item can be sold at or near market value.

1. Liquidation.com

<https://www.liquidation.com/>

2. B Stock

<https://bstock.com/auctions/amazon/>

3. Direct Liquidation

<https://www.directliquidation.com/>

Freelancer

If you have any skills that others find useful here's your chance to shine. There are platforms where you can sell your skills to customers. This method is a little harder to automate. However for active income this is the best option. Work on your own terms, and rates for needed cash that can turn int a business or career. These can be any skills like

- video editing

- photo editing
- Proofreading and Editing
- Book cover design
- Logo Design
- Web/Mobile app developing
- Article Writing
- Virtual Assistant
- Resume and cover letter designing
- Shirt Design
- Personal Training

There's hundreds of other skills that you may have that people need. And this alone if done right can goner you way over 6 figures a year. To get to this level will take some time and determination. So to get started well be focusing on two platforms

- Fiver
- Upwork

Although there many more out there these two will do perfectly. Fiver is a website where you can sell your services stating at \$5. The opportunities are vast and creative. You can charge \$20 - \$100/hr for a mobile app development service. Or package deals like 10 shirt designs for \$15 each. You can test websites and apps of \$20 /hr. Whatever the case may be it can vary quite a bit.

Getting started on Fiver is like any other website.

<http://www.fiverr.com/s2/a774e9a99b>

1. You can either join with an email, facebook, google or apple account.
2. Choose a username
 1. your account

Blogger/ Author

Blogging has become one of my favorites things to do in general. It's a good way to get my thoughts out, that others can relate to. I also use my skills and experiences learned over the years to help others achieve the same if not better success as I did. It was this very method that this guide was made available.

In order to make money with this route you'll need to build a library of content for people to read. You'll need to tackle a few things before hand.

1. Find your niche (what your blog is about) & (who its targeted to)
2. Design or create your blog
3. Deliver desirable and quality content.
 1. Add value to your content.
4. Engage your readers
 1. Comments
 2. quizzes
 3. forums
5. Drive traffic by promoting (all social media)

1. Facebook
2. Pinterest
3. Instagram
4. Medium

Find your niche. Establish your purpose and develop your brand. Give it some time, build your database of really good captivating content. You won't be making money for a little while so don't get discouraged. Blogging can bring you anywhere from cents to several thousand a month. This amount depends entirely on you on how much effort is put into this venture. Now let's take a look at a few of the various ways money can be made from blogging.

Offer paid membership plans

Create exclusive content for paid monthly members. Majority of your content should be available for free.

However you should captivate members with exclusive content:

- Audio variations of your blog
- Audio books
- E-books
- Books
- Online courses
- coaching
- consulting services
- Podcast
- Webinar

It may also be an option to sell these mentioned above adjacent from your monthly subscriptions. Our vision at kodoninja.com is to offer the listed above at a cost without a monthly plan. Then offer most of these free with the subscription plan. Then have a discounted cost for items such as physical books, webinars, courses, audio-books and so on.

You can either offer pricing plans that accommodate levels of exclusive content. Or just one flat monthly fee (not yearly). There could be more options but the first two are strongly recommended.

This is a great opportunity but it should be really worth the ride. A lot of information is available for free everywhere. So whatever you're going to offer needs to supersede or match most paid content available elsewhere.

Make money from online ads

Attach Google Analytics as well as any other traffic logging software to your blog. By doing this, **you** as well as **Google** can see just how much traffic is drawn to your website. When your website is pulling

in a decent amount of traffic. You will be able to put click based ads on your website. Every time someone clicks an ad you get paid.

Create accounts with online ad platforms so you may add them to your platform. The most popular one is [Google AdSense](#). Here you can tailor which ads you'd like to be visible on your platform. If you have a fitness blog, you could have fitness, health, and nutrition based ads. If you have a motivation blog, you can have self-help related ads. No matter what industry you're more than likely to find an ad you'd like to be on your website

Some other popular platform are:

1. [Media.net](#)
2. [BuySellAds](#)
3. [Sovrn](#)
4. [Monumetric](#)
5. [Amazon Associates](#)

Others can be found below in the 2nd link under references.

Become an affiliate marketer

Affiliate marketing is one you may come across often. Have you ever heard some of your favorite youTubers boast about a product they love so much? You may have heard [TunnelBear](#) or [Expressvpn](#) being boasted by your favorite tech YouTubers like Linus Tech Tips. You may have heard about brands like [Rige Wallet](#). Or [G-Fuel](#) from your favorite gamer's. These are all the result of affiliate marketing.

These people among several others have partnered with brands to promote their products. When doing so you earn a commissions for every product sale that originated from your affiliate link or code. Know your branding. Find products that you know your readers will associate with. If your running a nutrition blog. Perhaps promote things like:

1. Meal preps
2. blenders
3. Juicers
4. Vitamins

5. Health food brands

You get it. Just make sure everything is perfectly aligned. Both parties should benefit. Brands need to know their product can be sold to the same targeted audience with your platform. Additionally they need to know that you have a decent platform size in order for their product to be sold.

Write sponsored posts

This is very similar to the affiliate marketing mentioned above. Although the more common approach is for businesses to contact you by email. It isn't uncommon for you to reach out to a brand, that aligns with the vision of your blog.

When you do reach out to a brand for partnership be sure to include a few things:

- Let them know how sponsored post would be beneficial for both of you. However keep the focus on them. Add in how the content, and users from your platform aligns with their vision and product. Mention your traffic and similar click rates on other links.
- Ask for permission to write a series of reviews across periods of time. A one in done review may seem like an obvious money grab. Readers may believe you don't actually like the product.

This option entails writing about a product. Giving a product review is the more common approach. Write about how you've used a particular product. Or how it made life better or easier. Let's keep the same scenario of the nutrition blog. Let's say:

1. You've been using a particular meal prep. Talk about how, when why you've been it. How it's making your meals better. And why others should follow suit.
2. You use the Ninja blender religiously. Talk about what shakes you should make with it. How it holds up. Compare it to a competitor.
3. If you've undergone a major transformation using a product, show it off talk about the process the beginning and end result. Get your readers emotionally attached to your transformation and the product.

I would take the opportunity to boast about this product. For me I wouldn't even mention a product if I didn't otherwise know, use and enjoy it. Just be sure to add a disclaimer letting your readers know that this is a sponsored post.

Ask for donations

Add a donation button, it can't hurt. Let's take this platform [Kodoninja](#) for example. Although I teach entrepreneurial options, investing, trading, self-improvement and so on. This is a business. Donations will help pay for better writers, equipment for filming, book publishing, business startups, servers for projects, money for trading/investing. Money for designing and editing the list can go on and on. It could also be used to buy, review, and promote product I know will benefit my readers. The money will help me stay motivated, hire a larger team, and pay the community to help add to my content.

No matter what your doing, You'll need money and your readers will understand. Opportunity for expansion is always needed. I plan to grow with this platform. I'd assume you would like to grow with your blog as well. If you provide a lot of **FREE** priceless content like this very guide, a donation should be self inclined. Just don't be aggressive and pushy. Make there donations fell welcomed and needed. Thank them and let them know what the money is going towards. Be transparent.

Sell merchandise

If you don't decide to put a donation button, having a online store may be a great option. Utilizing both of these would be the best option, as we do. We offer a lot of free content. But we as should you, offer paid content like the list listed under **"Offer paid membership plans"**.

Whether it be clothing, water bottles, physical books, shoes, or bags. A fan and reader of your blog are buying the merchandise to support you. I'm 100% sure you've come across an influencers online store before. Just about every influencer has one, to earn income. The items that's sold will be like the ones just mentioned and more.

6. YouTube

Youtube can be the most lucrative forms of income revenue streams on this list. Depending on you. You can range anywhere from nothing to millions. But let's not get ahead of ourselves. Let's assume you don't already have a channel. If you do simply skip ahead to a step that your currently on.

There various of other social media methods for monetization as well. However we'll be focusing on this one. There are billions pf people watching youtube every minute. Although there is seemingly an unlimited amount of content and users on this platform. Every minute a YouTuber manages to work there way to monetization.

The reasons for starting a youtube channel are endless. But lets see what benefits to the viewer it holds.

1. Your audience can connect with you visually
2. Majority of people prefer seeing than reading
3. Anyone can visually put themselves in your shoes
4. Your fans want to see your lifestyle
5. Seeing is believing
6. They see the person behind the content
- 7.

The benefits above may not mean much to you but it means a ton to the viewer. Think about yourself watching YouTube. What are the things your looking for in the content your viewing? Think about what you look for, and add to the list from number 7.

OK, now you have an idea of what the viewer is looking for, from your own viewpoints and expectations. Lets make our way to creating your channel. The first step should be:

What your channel will be about

Self explanatory. What will your channel be about? If you have no idea, let's try to come up with a few ideas on how to determine this. What are you into? What are your hobbies? What are things that you can talk about hours on? A lot to consider. I'd start by listing your passions and hobbies. Let's take a look at mine for example.

1. Coding
2. Trading/ Investing
3. Entrepreneurship
4. Health & Fitness/ Body Building/ Martial arts
5. Nutrition
6. Biking
7. Self-Improvement
8. Gaming
9. Tech/ Reviews
10. Movies
11. Anime
12. Reading/ Writing

That about sums up myself; more or less. Now let's see how we can make this into a channel. The majority of Gurus and pros would say, "you should stick to a niche". I'd agree however some of the most popular YouTubers branch outside of a specific niche, like Ijustine.

In that case let's try to narrow down to a primary focus. For me I'll go with my first 3:

- Coding
- Trading/ Investing
- Entrepreneurship

I'll also add secondary focuses such as:

- Self-Improvement
- Tech/ Reviews

A bonus step if you could manage them is to create other channels for other passions in your life. For instance a podcast or casual channel for:

1. Main Channel / vlogging, lifestyle channel
2. Podcasting / Casual [anime, movies, tech, games,...] channel
3. Health / Fitness / Nutrition channel

If you can manage them the list could go on and on. The obvious recommendation would be to focus on one in the beginning. Then make your way to the others. Build your audience, polish your niche and find the right groove and charisma that works for you. For me I'll start with all 3

What type of channel

Now that you've figured out what your channel will be about let's see what type of channel you'll have. This can range from style to tone, and feel of your channel. Some questions to ask would be:

1. Do I want to be serious or nonchalant?
2. Do I want to add or have a lifestyle vlog aspect to the channel?
3. Does my channel depend on news, gossip etc.?
4. Will my channel be scripted, bulleted, outlined, free and loose or a mixture of it all?
5. Will my channel be high production or low production?
- 6.

Channel Budget / Cost

Feel free to add to the list here. Once you've decided on your type of channel. Let's head over to the initial cost. This can vary from person to person. I won't go into much detail here but I'll share with you my cost. I would take the slightly mid to higher end quality road. So I'll be setting my overall budget is roughly **\$6,390 - \$6,500** this is my beginning budget for what I call Studio V1.4. An upgrade to my current studio.

If that price seems a bit much, that's okay. I will not be buying everything outright. This will be a rather slow build starting with the camera and the things needed for it. When considering your budget I'd start by building a dream studio in versions starting with version 1 just as I did. Then work towards fulfilling the studio version. Start reasonably if your budget is around \$1,000, that's okay. Use mostly what you have and add once you can.

Further detail and methods will be explained in the book.

Now that I have my initial budget let's narrow down what my spending will be on. For me this will be a bit limiting since I have most of what I need already.

1. Equipment - \$3,540
 1. Filming -
 1. Mid-range Camera - \$1,000
 2. Camera Lenses - \$1,000
 3. Camera addons - \$1,370
 1. Cage rig - \$400
 2. microphone - \$220
 3. Monitor Amplifier - \$600
 4. accessories - \$150
2. Lighting - **\$40**
 1. Light box (2) - \$20
3. Podcast Recording - **\$280**
 1. Microphone - \$80
 2. Audio interface - \$200
4. Background / Scenery - **\$1,100**
 1. Futon / Couch - \$300
 2. Foam panels - \$200
 3. Tv - \$600
5. Setup - **\$1,600**
 1. Desk - \$1,200
 2. Chair - \$400

That's my budget camera equipment and studio. I don't have a wardrobe budget, because I wear essentially the same thing everyday. There's no software budget, since I use all free open source software. Anything else I already have and have been building for about 5 years now.

Planning your YouTube channel

I won't go into detail here in this guide but let's outline the steps here.

1. Planning
2. Filming

3. Editing
4. Promoting
5. Monetizing

Monetization steps

Okay so there's a lot going on before you even start to film your channel. Now you have a few videos listed. Let's figure out how to start making money. To begin making money directly through YouTube you'll just need to accomplish two things and that's:

1. Gain 1,000 subscribers
2. Get 4,000 views

So this isn't a lot however it'll will take some time to get there. Some will get to there faster than others. It all depends on you, the audience, your content, and the algorithm. If your one of the lucky ones who has friends. I'd get started by asking if they'd subscribe and view your content. Remember both are equally as important.

Now that you hit the two thresholds let's start monetizing. Head over to the YouTube studio click on the monetization tab and join the [YouTube Partner Program](#). Your account will go under review and soon hopefully you can begin being monetized.

You'll also need to set up a [Google AdSense](#) account. This tracks and pays you for all the YouTube ads shown on your account. If for some reason your against ads on your account. Note your missing out on a valuable source of income that could rake in tens of thousands a month.

When creating your channel be mindful of the audience.

1. Ask yourself would a brand want to be associated with my channel and its content?
2. Can my channel be considered family friendly?
3. Will people get offended with my content?
4. Do I represent myself in the best interest of the YouTube community?
5. Can my content be considered raunchy, hate speech, vulgar, degrading and so on?

Will this may vary from person to person. It's best to carry yourself in a manner that can bring in a large audience that is family friendly. I have my beliefs as does anyone. However I like to make money. And I'd like to be in good terms with YouTube and its advisors.

If you have deeper beliefs that may offend most. Do as I, and post this on your blog riddled with warnings that it may offend some... Also you may consider creating a [Patreon](#) channel. There they are less restrictive and you should not have to worry about being demonetized. Also an excellent way to earn income from your videos.

Quality and substance is also very important. As brands normally wouldn't want to be associated with low quality content. This is why I dedicated a decent amount of money for filming, recording, and

editing equipment. I also took a considerable amount of time to figure out what content I would be talking about in a unique way.

Similar for what was said under blog sponsoring. I'll list a few things to consider when choosing or accepting a brand and products.

1. Make sure you would actually use the product.
2. Accept brand that align with your views.
3. Don't just accept anyone. Your audience will grow tiresome of having someone constantly trying to sell them something.
4. Don't start using random products you wouldn't otherwise have used before sponsoring.
5. Be genuine and upfront on a review or product.
6. Know your audience, and their needs.

The list goes on and but you get the general idea.

To get to the point of monetization. Be constant in your post and its quality. Don't sacrifice quantity over quality. Also keep posting on your blog and platform. Your YouTube channel is essentially connecting to your blog.

For further information on how to maximize efficiency be sure to check out the link(s) below. And stay tuned to the YouTube ultimate guide.

<https://neilpatel.com/blog/monetize-youtube/>

Starting a business

If you have a valuable talent or skill that is worth people buying. Then starting a business may be for you. There's various types of business to start. Far more than I am qualified to give you any information on.

Side Note

I can only tell you about the type of business I've started. If you notice I omitted several things like real-estate, options trading, and various others. Only given you information on methods I've actually used from my own personal experience. As other volumes of this guide comes out in the future I can add in other methods and techniques.

If you're a fan of <https://www.kodoninja.com/> you know that I am a software developer with a company I started called <https://www.aviyon.net/>. This is primarily a software development/design company. Which creates custom open source applications, websites, and software.

The business revolves around my talent accumulated since high school. I have a near perfect understanding of software design and development. This is my element as so you should be. Learn how to turn your skill into a business.

A great benefit of this is tax and asset protection. 95% of the equipment I own and use for YouTube is under my business. Thus it can be written off. Everything from equipment, clothes/wardrobe, food, gas,... to portions of your rent from your apartment etc. In the future maybe your business buys a property or building space to conduct your YouTube etc. **I'd strongly suggest consulting a lawyer, CPA and gather more information from sources that are legally qualified to give you more accurate information.**

Research

Proper research can take anywhere from days to years. I'm a strong believer in learning and the acquisition of new knowledge shouldn't ever end. Persons such as Warren Buffet and Bill Gates still study to this day after achieving ultimate success. In addition by reading this guide; I believe you've grasped a fine understanding of simple avenues to gain financial success.

For whatever your definition of financial success and financial freedom are. These methods are sure to get you to whatever that definition may be. For greater success I recommend to further learn from 3 of my favorite sources.

1) Books

Hands down my favorite form of learning are books. That can be physical books, to digital books. I personally carry a kindle filled with way over a hundreds books, various pdfs, and cheat sheets. I also have a few physical books usually 1 or 2, and a Surface Pro 4 tablet that has thousands of digital books. At home I even have a physical collection of books of over 120 throughout my apartment.

Needless to say I love books and I love learning new things and skills. Oddly enough I have several books on the same exact topic to further help me understand the topic.

Perseverance

4. Research each avenue
 - Duration: 3+ months
 - Books
 - YouTube
 - Courses
5. create a financial plan

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