



The Passive & Play Blueprint: Create Your First Passive Product in One Week

Learn the 4-step system to creating your first **transformative passive income** product that calls in your **ideal audience** and **sells on autopilot**—so you can stop trading time for dollars.



My Journey... From Burnout to Balance

I still remember the text from our sitter. It was a video of our baby boy saying his first word—"light." He was just seven months old...and I wasn't there.

My heart sank. I smiled through tears, but inside, I felt the weight of a truth I couldn't ignore: **I was missing the moments that mattered most.**

I had just accepted an office manager role because I thought it was the "responsible" next step—just six months after selling the e-commerce biz I spent eight years building. But I was completely burnt out after starting at age 24.

I had a business degree I didn't want going to waste. I wanted to contribute, financially, and had the opportunity to do so and transform our family's lives. **But I wanted to do contribute without sacrificing being the present & calm mother I never had.**

I knew how to build leads effortlessly, automate sales, and create predictable 6-figure results—I'd done it all before. And I even taught a lot of these strategies in business school at Gonzaga University the past three years.

So, I started building an entirely new business model—not just for me, but for parents and small business owners **tired of trading hours for dollars.**

Fast forward to today: **Nothing has changed our lives more.** I choose to work ~18 hours a week and earn impactful income that makes my husband's job optional. We've built three passive income streams—e-commerce, digital, and investment—and more importantly, we never miss the moments that matter.



Welcome. You're in the right place.

Maybe you've tried a side hustle before (*or two or three*), but they are taking up significantly more time than you have to make it make sense. PLUS! Your business & ideas deserve more of your genius and you're too valuable to be stretched so thin!

Maybe you have a small business, but you're not paying yourself consistently. **And you don't have the time to try to learn complicated funnels.**

- You're in the right place if you want to continue to make money while rest, recover, or step away. You're tired of trading time for money.
- You've tried batching, pre-sales, or pausing your business during big life shifts—but none of it was sustainable.
- You want more freedom. To have a system that quietly sells in the background while you enjoy the life you're working so hard for.

That's why I've created this blueprint for you—to **fast forward you eight years through business lessons & courses I now teach at Gonzaga University**. This is the start of a system to help you create your first passive product, so you can be more present to enjoy life instead of worrying about selling out at markets.



Intentional Joyful Life

I know what it feels like to build your life around a business that asks for everything—and still leaves you stretched thin. You started this to bring something beautiful into the world—through your hands, your land, your craft.

But somewhere along the way, you realized:

- Market sales don't always add up
- Local services cap your time and income
- And your work—though beloved—is tied to your physical presence

Here's the truth: In today's world, physical sales alone rarely create the financial stability we need after taxes, fees, and expenses.

But here's the opportunity: You already have trust, community, and value.

You can extend that online—through complementary passive products, seasonal offers, and automated sales—without sacrificing your craft.

When I added online meal orders and candles to my Pantry Fuel business, I finally understood: **Passive income isn't about scaling bigger. It's about building in margin—more time for family, space to create, and income that flows even when life pulls you away.**

You can have both: the joy of your hands-on work and the freedom of sales that happen without you. That's why I built the Passive & Play model—to help you create **a business that supports your life, not one that takes you from it.** Because an intentional life shouldn't have to mean financial pressure. And your business deserves to thrive—while you're "on" or "off".

What You Should Know About Your First Passive Product

This system will explode the quality and quantity of your leads and is so worth the upfront time investment. Most people put in 3 months of foundation building and then have a passive business model! And if you want front-row support in creating it, join the waitlist for my [Freedom Funnels Toolkit](#).

Before we start, I want to be the first to say that there's no such thing as 100% passive income. Think real estate renters...You still have to make improvements for tenants and fix or replace things that no longer work.

This is not a set it and FORGET IT system. While this system is built for automation, it's not instant. You'll spend one week building a product, but 3-6 months building the foundation, testing it with your audience, and then **refine and grow it to a full fledged income**. Once the foundation is set, though, you WILL be making money while you're actively doing other things. In my case, playing with my kids. But you choose whatever your "why" is!

My approach isn't a magic shortcut—it's **designed for those who already have some foundation to their business**. You don't need to be wildly successful yet, but if you're just starting from scratch, **it's important to establish the core elements of your business first**. If you're in the early stages, focus on building a solid business plan and verifying there is a market need before adding a passive income stream. My [Free Launch Sessions](#) are here to help you with exactly that! [Start that here](#).

The best time to start? Right now. The sooner you take action, the sooner you stop missing out on this beautiful life passing us by (way too quickly)!

The #1 Shift That Made It Possible

Instead of constantly chasing customers for sales (ick!), I created systems that attract a cold audience, nurture, and convert leads on autopilot. The last thing I want to do is spend hours looking at my phone creating social media posts or wondering how to sell my offer when I'd rather be present in real life for my people.

The key? A combination of:

- **A high-value, scalable & evergreen offer**
- **A content strategy that sells for you with the right messaging**
- **A simple funnel & copy system that does the heavy lifting**

4 Steps to Building a Passive Product

Here's what you need to create your first passive product:

1. **Clear & Scalable Evergreen Offer** that solves a real problem and appeals to warm & cold audiences, forever.
2. **Content that converts.** Traffic is the most important part that will dictate your income. Open the flood gates to be found by qualified leads everyday. But you don't need a big following for strong sales.
3. **Sales funnels** are where the passive magic happens!
4. Your **Tech stack** makes this a truly passive system and leverages your skills to be serving people while you spend time playing with your kids (or sleeping).



1. The Offer: Solve Problem & Find Opportunities

The first step to selling a passive product is creating or buying something you can actually passively sell or accrue income from. Depending on the model, you want to be sure you're utilizing your skills and experience to speak to your Ideal Avatar.

This could range from:

- **Digital products** - ebooks, guides, templates, swipe files, planners/printables, memberships, courses, and more.
- **Physical Products** - drop ship products, real estate, white labeling, and more.

—→ **Solve a specific problem for a *specific* person**

—→ **Focus on their desires, goals, and transformation**

Create just one avatar—you're selling to many, but your **messaging needs to speak to ONE.**

One common mistake is that people will take an existing product that their audience loves and try to turn it into a passive income stream.

This might work, but usually people fail to consider that this product sold so well because their audience already knows them, their story...They are "warm".

We want a product that stands strong alone and can be sold to a cold audience.



If you're not sure whether your offer is viable and how to position it to sell on autopilot, learn how to validate it fast + get done-for-you templates and frameworks in the **Parent's Passive Income Playbook.**

TRY THIS

Passion/Skills/Knowledge + Passive Product

Give yourself about 10 minutes to fill in these columns (shoot for 5-10 in each column).

Then, start to **match your offer idea to your skills & passions**. This will help guide the type of product or service that you can monetize in the marketplace. ***If you're not connected to your audience's pains or desires, your offer will never be valuable enough to sell.***

Skills/Knowledge/Experience/ Passions	Scalable Business Ideas/Offers

The Offer: 3-Part Formula

How you *package* your product or service is the offer.
Messaging is the key when it comes to attracting & converting your ideal avatar.

1. **Clear Outcome** – What will they get by buying?
2. **Quick Win** – Can they see results fast?
3. **Low Effort** – Will they have to struggle to implement it?

Ask yourself:

- What do people come to me for advice on?
- What problem have I solved for myself that others would pay to learn?
- What are people already spending money on in this space?
- What problem/small annoyance do I have in my own life that I'd like solved?
- What skills/education/knowledge do I already have that I could start teaching someone 2-5 years behind me?
- How do I want people to feel? What do they desire?

The Messaging Matters (Instagram Bio Example):

→ **Instead of** “Learn how to lose weight fast for more energy”.

→ **Try This** “We help parents keep up with their kids. Lose 10lbs in 60 Days with these 5 exercises”

Why this works?

It calls in a specific avatar, it's specific, and delivers results quicker and more simply than most might assume.

Workshop Your Offer

Write down your offer idea in this format to get really clear:

**I help [who] achieve [transformation/result] in [timeframe]
without [pain point].**

Write down 3 problems your product or service could solve:

1.

2.

3.

**Write one sentence on what transformation your offer provides
your ideal audience (*speak to deep desires*) ?**

2. Content That Converts The Old Content Model

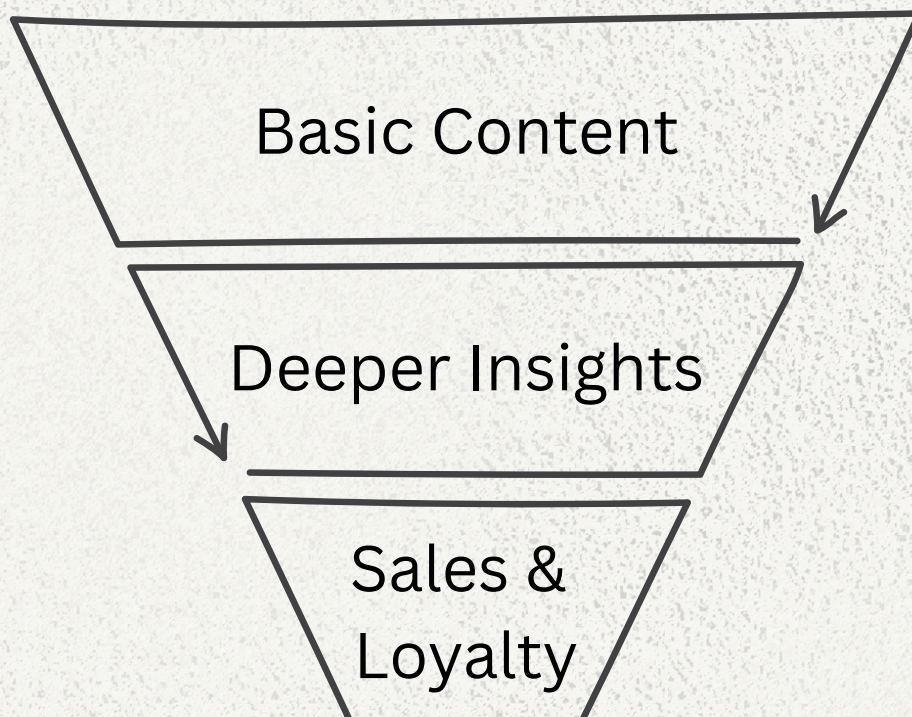
Why the Old Content Funnel No Longer Works

A funnel is what leads your customer through your marketing and sales journey. There are different “activation” points that lead clients to the next call-to-action.

Not long ago, simple “5 tips” or “how-to” posts were enough to attract an audience. But those days are over. AI can now churn out generic, surface-level content in seconds, flooding social media with recycled ideas. The result? Basic content has lost its value. This is also by a ‘free lead magnet’ isn’t always your best option for attracting the best leads (more on this later!).

The **classic content funnel** followed this structure:

- **Top:** Attention-grabbing tips, trends, and insights.
- **Middle:** Deeper content that builds trust and credibility.
- **Bottom:** Specific solutions that drive sales.

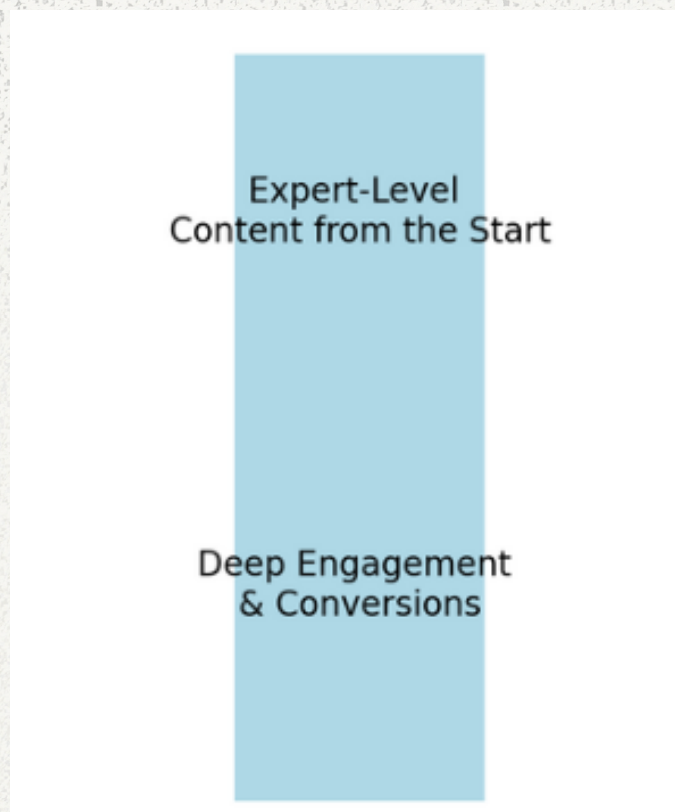


2. Content That Converts The New Content Model

AI has now commoditized the top-of-funnel content. Anyone can generate “good enough” posts at scale. It’s your job to reach more ready-to-buy clients and customers. We don’t want to get stuck. nurturing for months. You need to position yourself as an expert.

The new content model follows a Cylinder of Expertise:

- Share high-value insights immediately. What used to be mid-funnel content should now be your entry point.
- Tell real stories. Instead of generic tips, discuss actual experiences, lessons learned, and challenges overcome.
- Challenge mainstream thinking. Offer unique, counterintuitive perspectives that AI-generated content can’t replicate.



Content That Converts (without burnout)

- **Speak Their Language:** Mirror your audience's words and emotions to build instant connection.
- **Clearly Communicate Benefits:** Lead with tangible results your audience actually cares about. This positions you as an expert and minimizes the time it takes to nurture leads—you want ready-to-buy leads!
- **Inject Personality:** Let your authentic voice shine through—people buy from people they like. People choose you because you're you! State your opinion and start attracting your people.
- **Address Objections Upfront:** Break down hesitations clearly and confidently to reduce friction.
- **End with an Actionable CTA:** Make it obvious, irresistible, and easy to say "yes."
- **Lean Into Storytelling:** Share relatable success stories of clients who've transformed from cold leads into happy customers, making your offer feel irresistible.
- **Leverage Social Proof Strategically:** Incorporate testimonials and real results regularly in your content, reducing skepticism and making buying decisions easier.
- **Automate Your Sales Process:** Minimize friction by having clear, straightforward CTA's with limited options—making saying "yes" quick and easy. Utilize tools to automate DM sales (think, ManyChat).
- **Diversify Your Traffic Sources:** Socials are good, but burnout is inevitable. Tap into SEO blogs, Google Ads, Pinterest, Reddit, or niche communities to attract and convert cold leads beyond social media. Learn how to utilize these resources effectively in the **Parent's Passive Income Playbook**.

✓ **Repurpose**—turn one piece into five. Think 'micro' stories or lessons. Then personalized to your 'Avatar', the more trust you gain.

✓ **Focus on evergreen** topics that people search for year-round related to your niche.

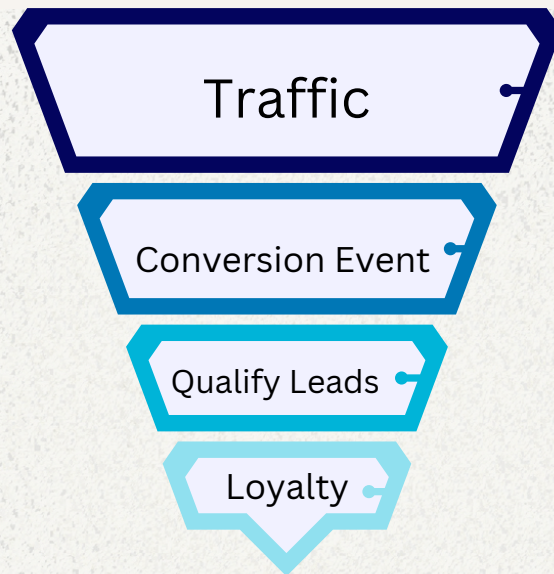
✓ **Optimize content** for lead generation and conversions (this is where your automated funnel comes in).

High-converting content ideas to plug into your ChatGPT for your offer:

- In-depth case studies with real-world applications
- Interactive webinars featuring live problem-solving
- Data-driven research reports offering unique insights
- Behind-the-scenes content showcasing your unique process
- Personalized content tailored to specific audience segments

Learn how to sell with stories and get plug n'play templates in my **Parent's Passive Income Playbook** that help you batch your content creation to one day **WHILE** bringing in consistent warm and cold leads.

3. Power of Sales Funnels: Automate 90% of Your Sales



Here's the deal: **Without a system, you don't have a business—you have a hobby.**

Your business needs an automated way to attract, nurture, convert, and create loyal customers without you manually selling every day. A funnel is simply a system that guides your ideal avatar from discovering you to buying from you—without you having to be there. **A good funnel will automate 90% (or more!) of your sales.**

The Passive & Play Funnel

1. TRAFFIC — “The Tap on the Shoulder”

This is how people find you. Think of it like opening the front gate to your garden. **Goal: Get the right people curious enough to click without needing to shout or dance for attention.**

- Soft but strategic social content (Reels, carousels, story-driven value posts)
- Pinterest pins that lead back to evergreen offers
- Email forwards and referral shares
- SEO or blog posts that answer “omg finally” questions
- Podcast guest spots or collabs
- Organic or low-cost paid ads (super targeted & lucrative when she works. I'll teach you more about ads in **The Parent's Passive Income Playbook**)

3. Power of Funnels: The Passive & Play Funnel

2. CONVERSION EVENT — “The Invite to Sit Down”

Once they're inside, this is the cozy spot where you offer real value and gently invite them into your world. **Goal: Build trust, show your magic, and get the first “yes” without pressure.**

- Lead magnet download
- Tripwire offer (low-cost win they're excited to grab)
- Quiz funnel, free challenge, or training that solves a pain point
- Soft CTA inside your content that links to your conversion asset

3. QUALIFY LEADS — “The Quiet Vetting Phase”

Not everyone is ready. This step lets the right ones lean in while you stay in your lane. **Goal: Warm up your people while sorting buyers from browsers —without sales calls or live launches.**

- Pre-written email sequences with storytelling
- FAQ-style nurture emails that answer objections before they're asked
- “Pick your path” logic—let them self-select what kind of support they want
- Light sales education with high empathy, low push

4. LOYALTY — “The Long Game”

Once they buy, we don't ghost—we guide. This is where passive income meets real transformation. **Goal: Turn first-time buyers into repeat customers + raving fans who sell for you.**

- Delivery email with delight baked in (think: bonus content, love notes)
- A welcome video or “start here” PDF that sets the vibe
- Ongoing automated check-ins (story-based, personal-feeling, but hands-off)
- Invite to deeper support or next-level offer
- Testimonial + affiliate loop to keep the love flowing

If you're part of a sales team and you want some training on this I love live trainings. [Book with me here.](#)

3. Power of Funnels: Simple Funnel To Start Today

This isn't just a funnel—it's a lifestyle-level sales system. One that helps burnt-out entrepreneurs and busy artisans trade hustle for harmony using a story-driven sales path that attracts aligned leads, nurtures them gently, and converts them without chasing.

One Simple 3-Part Funnel You Can Build Today

- **Lead Magnet & Sales Page**→ Offer something your target audience finds irresistible that addresses your Ideal Avatar's immediate needs and positions you as an expert.
- **Traffic**→ Promote your lead magnet through channels like content marketing, blogs, social media, and paid ads to attract your ideal audience and encourage sign-ups.
- **Nurture & Convert**→ Engage your new leads with a well-crafted email sequences that delivers additional value, builds trust, and guides them toward making a purchase or taking your desired action.

Other Funnel Types: Webinar, Ads, Challenge, and so many more! You'll want to choose the funnel that most aligns with your personal brand, values, and audience.

No time? In just 8 weeks you can have your entire passive business model up & running. **Book a Strategy Session** and I'll help you start building today.

4. Tech Stack

The next steps to your passive sales system is using technology and AI that automate the sales process for you - this is what makes it PASSIVE!

At a minimum you need:

- high converting sales page
- checkout page
- up/downsell pages
- product page
- auto email segments
- payment processors
- urgency/countdown
- traffic tools (varies)

If you have a profitable, proven and irresistible offer, you might be ready for the **Freedom Funnels Toolkit** where you'll get *done-for-you* upsell/downsell templates, high-converting email series, and plug n' play funnels. You'll get hands-on training with modules for a truly passive sales engine.



BUILD A SIMPLE SALES SYSTEM

No website, yet? No problem.

Here's a 3-step system to start selling your offer today without complicated tech:

1. Create a Simple Lead Magnet

Your freebie or low-cost offer should solve one small, specific problem to attract the right audience. Your messaging is highly important here when it comes to attract a cold audience.

Example: A free video tutorial → Leads to a paid eBook

2. Set Up an Email Drip Sequence

Use an automated email series to build trust and sell without being pushy.

Example:

1. **Welcome Email:** Deliver the freebie + introduce yourself/story
2. **Value Email:** Share 3 quick tips
3. **Soft Sell Email:** Talk about the problem your product solves
4. **Final CTA Email:** Offer a discount or limited-time bonus

3. Sell Through a High-Converting Sales Page

Your sales page needs these 5 elements to convert:

- ✓ Headline – Grab attention immediately
- ✓ Problem + Solution – Make them feel seen
- ✓ Benefits – What's in it for them?
- ✓ Social Proof – Testimonials or case studies
- ✓ Call to Action – Make it easy to buy NOW

Not sure how to validate your offer? Are you stuck at \$1-4k+/months?
Maybe your messaging isn't hitting? [Learn more in the Playbook](#)

Plug-and-Play Sales Page Template

A sales page is your silent salesperson. It works around the clock to communicate the value of your offer, answer objections, and move your audience from curious to converted. No more pitching in the DMs or on live calls. Use this simple, fill-in-the-blank template to write a high-converting sales page that sells for you. on repeat. You'll start to notice these patterns in this template on the most highly successful sales pages out there.

[HEADLINE – CLEAR & COMPELLING PROMISE]

The [result your audience wants] without [thing they hate or fear].

[SUBHEADLINE – WHY THIS MATTERS]

A step-by-step system to help [ideal person] finally [core transformation] —without the hustle, tech headaches, or burnout.

[CALL TO ACTION – EARLY BUTTON]

Yes, I Want This!

[INTRO – SPEAK TO THEIR CURRENT STRUGGLE]

If you're [describe where they are now], you're not alone. Most [audience identity] are trying to [what they're doing now that isn't working]. But the truth is:

- ✗ [Myth they're believing]
- ✗ [Strategy they're tired of using]
- ✗ [Pain point that hits home]

There's a better way. One that allows you to [core desire] without [big tradeoff they're avoiding].

[WHAT THEY REALLY WANT]

- [Lifestyle benefit or emotional goal]
- [Time freedom or flexibility desire]
- [Simplicity or peace of mind outcome]

You don't need a massive audience, a huge budget, or nonstop content. You just need the right system.

Sales Page Template Continued

[INTRODUCE THE OFFER]

That's why I created [Offer Name]—a proven [template/system/playbook] that helps you [core result] without doing more.

With this [product type], you'll:

- [Benefit #1 – specific and tangible]
- [Benefit #2 – solves a big frustration]
- [Benefit #3 – speaks to freedom, peace, or ease]

All with a fill-in-the-blank format you can finish in a weekend.

[WHAT'S INCLUDED]

- [Component 1 – name + benefit]
- [Component 2 – name + benefit]
- [Component 3 – name + benefit]
- Bonus: [describe bonus and why it matters]

[THIS IS FOR YOU IF...]

- You're tired of spinning your wheels with [old method]
- You want a clear plan that saves time and mental energy
- You're building a business that supports your life, not runs it

[FAQ SECTION]

Q: How fast can I see results?

A: Many people complete their [template/setup] in a weekend and start using it right away.

Q: Do I need to be tech-savvy?

A: Not at all. This is built for beginners and designed to be copy-paste simple.

Q: What if I don't have an audience yet?

A: This is actually perfect for you. The strategies are tailored to help you attract aligned buyers from the start.

[FINAL CALL TO ACTION – MAKE IT EMOTIONAL]

You started this business to create freedom—not another full-time job. Let this be the moment you stop guessing and start growing—without burning out.

Grab your [Offer Name] now for just [price].

[Yes, I'm Ready to Make Sales in My Sleep!]



10 Fool-Proof Steps for Starting a Legit Business:

1. **Clarify Your Avatar & Value Proposition:** Clearly define your biz concept (model), your ideal customers, and the specific problem you'll solve for them. The transformation your ideal avatar goes through needs to be solid.
2. **Validate Your Offer:** Validate your idea by researching competitors, market demand, and opportunities (Google, Reddit, niche FB groups—do your homework!).
3. **Set Up Your Biz Foundation:** Pick a name, register your business legally, snag your EIN (IRS loves legit businesses), and open a business bank account.
4. **Create a Simple Offer:** Craft a straightforward, high-value offer your ideal clients actually want—no fluff, just results.
5. **Nail Your Pricing Strategy:** Determine pricing that feels good and makes sense financially (no guessing games allowed).
6. **Set Up Your Online Presence:** Launch a clean, simple website or landing page, plus your core socials—nothing complicated, just clear positioning and a strong call-to-action.
7. **Build a Funnel to Capture Leads:** Use a simple lead magnet, webinar, and automated email sequences.
8. **Implement Easy Sales Automation:** Leverage simple tech at first (think Canva templates, Calendly bookings, automated checkouts) to save time and convert clients effortlessly.
9. **Choose a Clear Marketing Channel:** Pick 2-3 marketing channels (Google Ads, Meta, Pinterest, blogging, or podcasting) and show up consistently—skip overwhelm, focus on results. Use frameworks to make this simple.
10. **Start Selling + Get Official:** Launch quickly, sell confidently, then refine based on real feedback—no perfectionism paralysis here. Once you start making sales, you need choose the right legal setup (LLC, Sole Proprietor, etc.) and snag those licenses to keep things legit from day one.



Build-to-Launch in One Week Schedule

Monday: Ideation and Market Research

- Brainstorm product ideas aligned with your expertise and passions.
- Conduct market research to validate demand and identify your target audience.

Tuesday: Content Creation

- Develop the core content of your product, such as writing an e-book, recording videos, or designing templates.
- Ensure the content addresses the specific needs and pain points of your audience. Make sure you speak to *desires* to bring in a “ready to buy now” audience.

Wednesday: Design and Packaging

- Create visual elements and design the layout of your product.
- Assemble all components into a cohesive and professional package.

Thursday: Platform Setup and Pre-Launch Marketing

- Choose a platform to host and sell your product, such as Etsy, Gumroad, or your own website.
- Develop a pre-launch marketing plan, including creating engaging content for social media, webinars, sales landing page and email newsletters to build anticipation. **Grab the Playbook for more in-depth schedules.**

Friday: Launch Day

- Perform a final review to ensure all elements are functioning correctly.
- Officially launch your product and announce it across all your marketing channels.

A NOTE FROM JENNY

If you're here, it means you're ready for a change and understand that in order to fully enjoy this beautiful life, you need to also make significant income for impact.

But let me ask you a question:

Are you ready to turn your skills, knowledge and passion into a profitable, scalable passive business?

The Hard Truth About Building Passive Products

Maybe, right now you are:

- Feeling upset because you know your current work is taking you away from making memories with your young kids
- Not able to spend as much time with your partner since your work schedule are in conflict with each other
- Spending hours creating content but struggling growing your audience
- Creating great content but it's not converting into actual sales
- Sick of seeing other people talk about hitting 6-figures, wondering how it seems so easy for them

Having a great offer is just the start. What truly makes a profitable business is learning how to monetize your offer with your audience.

This is exactly why I created **The Parent's Passive Income Playbook**—to help burnt out parents and entrepreneurs who are motivated to break through and stop trading time for money. **Turn what you already do everyday, your knowledge/skills/passion into a highly profitable, passive sales engine.**

If you loved The Blueprint here but wanted more, The Playbook is your next best step

Imagine, starting your day with notifications of thousands of dollars of new sales, effortlessly generated overnight...Or while you are at playing at the park with your kids.

Your passive business will thrive autonomously, eliminating the constant need to develop new offerings, trying to guess what sells, or spending hours on social media without making any sales.

Turn naps into income

Peek inside the Parent's Passive Income Playbook:

- **Clarify your niche + Validate your offer fast** so you stop second-guessing who you serve and what you should be selling—aka the root of most startup burnout.
- **Learn how to drive aligned traffic** using methods that don't require constant posting or being glued to your phone.
- **Master traffic generation strategies even with a small audience**—so you start attracting your aligned avatar on Instagram...Or Reddit. Yup, there are more ways to convert than socials! i'll teach you how.
- **Lay the groundwork for a funnel** that runs without you with beginner-friendly tech recommendations and simple automation strategies that actually make your business passive.
- **Steal my ChatGPT-Powered Sell With Stories Templates** to create scroll-stopping, trust-building content—so you're not stuck writing **from scratch or guessing what works**.
- **Get more eyes on your offer with a 7-day pre-launch strategy** designed to warm up your audience, boost visibility, and spark interest—without needing a big following, perfect branding, or exhausting live launches.



Get The Parent's Passive
Income Playbook

Now is the perfect time for you

You have so much to offer the world! Every day you go to work and serve others with a skill, knowledge or passion you've gained over the years! If you think the industry you're in is saturated, think again. People work with YOU because of YOU...All you have to do is show up as yourself with clear messaging, a stellar offer, and a simple funnel that generates repeat traffic for you. Your people will jump on board!

START HERE: What do you do every single day that could benefit others 2-5 years behind you? **The world needs what you have to offer AND you need to stop trading your precious life and time for just the money.**

After 10+ years with three businesses, leading teams, and teaching this to students at Gonzaga University, I'm eager to share these strategies with **you so you can build a business you love without the burnout or lack of sales to keep the business afloat.**

Ready to start building this new, beautiful business that will give you more precious memories in your life?

And again, if you learned something here but wanted even more, The Playbook is your next step to start building.

50+ pages

How to Craft Your Irresistible Offer

Parent's Passive Income Playbook: From Full-time to Slow Living

Learn how to create a 6-figure offer that your ideal audience, scales quickly, autopilot, so you can make impact without missing precious moments

Mastering Traffic Generation: There's More Than Just Social Media Leads

Get The Parent's Passive Income Playbook