



A GUIDE TO

motherhood friendly
**leveraged & passive
income**





welcome!

Hey there, I'm Peti Morgan of The Leveraged Mama blog. I believe that financial freedom in motherhood, can be found in the form of leveraged passive income streams, and a healthy money mindset. This guide is an introduction to leveraged passive income for mamas.

I have always had a job. Before I became a mum, I worked my way up the career ladder to a comfortable, 6-figure salary. To maintain that level of income, I just needed to continue working 40 hours a week. Which, as you know, is So. Much. Harder. after becoming a parent! I quickly learned that this model of income generation wasn't the best fit for motherhood.

And thus began my journey of discovery with leveraged income streams, and I now firmly believe that it is the answer to finding financial freedom in motherhood, without having to maintain a 40 hour work week.

The flexibility that having leveraged income provides, is far more compatible with the demands of motherhood.

But to my surprise, not many mums understand what leveraged income is, and why it's so much more suitable for us.

Which is why I wrote this guide. It's specifically geared towards leveraged income streams that are suitable for mothers. I hope that it provides some enlightenment for you.

peti xo

LET'S GET STARTED

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SECTION ONE

leveraged income: 101

Leveraged income is generated when you sell one item to many people. The **same** product can be sold to many customers.

One product --> many sales.

With leveraged income, you do the work once, and get paid repeatedly for it.

On the other hand is earned income. Earned income comes from working.

You are paid based on time/effort spent.

When you depend on a job for your income, you will only earn as much as the time and effort you exchange.

With leveraged income, the time and effort invested, can earn income for a long time afterwards.



income type comparison

EARNED INCOME



- The more you can work the more you can earn
- Income can grow with experience and expertise

But:

- Requires your presence - whether virtually or in person
- Income levels can top out at the 'top of your field', or your pay grade
- Often known as 'trading hours for dollars', if you don't do the work, you don't get paid.
- Taking extended time off usually means no income.

LEVERAGED INCOME



- The same product can be sold to many people.
- The more of your leveraged product you can sell, the more you can earn
- The work comes from the creation and selling, not the doing.
- Once the product is created, it may not require your presence to generate income.

But:

- Work is required to create the product
- Knowledge of sales and marketing is required
- Some degree of technical expertise is needed
- There can be a high level of risk involved, and it can be some time before you generate income.

PASSIVE INCOME



- Is generated without an exchange of time and/or effort *at the time of sale*
- Doesn't require you to be present in order to generate income
- You can create multiple streams without burning yourself out!

But:

- You'll need to create, or invest in the income source first.
- Passive income can grow slowly.

leveraged, passive, residual?

You might have heard that **passive income** is the most desirable income type to have (it's sometimes called residual income).

It's true, passive income is a highly desirable income source, that once set up, can pay you again and again without you needing to do a thing.

However, I think that **passive, leveraged income** is the type for *mothers* to aim for.

Where passive income is generated without any activity *at the time* by you, leveraged income is a result of selling the same thing to many people.

SO... if you can create a leveraged income product to sell to many, and automate the sale of that product, it will generate passive, leveraged income.

Why is that better?

You're not only leveraging the time you put into creating the product, by reselling it to MANY, but you can generate income from the product again and again.

Why make something for one person and then REcreate it for another?

Why create something for many people and then sell it only once?

passive, leveraged income

=

the *perfect income type*
for motherhood

SECTION TWO

why is leveraged income good for motherhood?

What makes **leveraged income** a good choice for motherhood? So many things! Here's a few reasons I think that leveraged income is a great choice for motherhood - a true 'motherhood friendly' income source.

1

FLEXIBILITY

You can create and nurture your leveraged income products from home, or from anywhere.

5

HIGHER INCOME POTENTIAL

Your income potential is no longer limited by the hours you can work, only the number of profitable products you can create and sell. Be gone, motherhood penalty!

2

SKILL REUSE

Your existing skills and experience can be used to create leveraged income streams - either as part of the product, or in order to create it. You won't be throwing away your career!

6

DESIGN YOUR DAY

Because you have the power to choose what you create, and when and where you work, you can literally design the perfect work day, every day!

3

DO WHAT YOU LOVE

You have the freedom to choose to work on stuff that you love, and that has meaning to you. Make the time away from your family really count!

7

NO MORE PART/FULLTIME

You go back to work part time, but you deliver a full time job's worth of effort. You can **truly** work part time when you create leveraged income streams.

4

YOUR TIME, YOUR TERMS

Without being tied to a specific location or schedule, your work can adapt to your family life without potential loss of income.

8

HONOUR YOUR CYCLE

Our energy levels often depend on where we are at in our menstrual cycle - create a business that allows you can capitalise on the ups and makes space for the downs...

examples of *motherhood friendly* leveraged income products



#1 THE ONLINE COURSE

An online course can be created once and delivered online and on demand, again and again, to however many people you like. Because they can be delivered in a multitude of ways (video, audio, text, workbooks), they are very adaptable to your personality type and skillset..

#2 THE ONLINE GROUP COACHING PROGRAMME

Instead of coaching one person at a time (one on one), you can coach a group of people, online, towards the same shared goal. A group coaching programme is not customised to individuals - it's created for the group and typically costs less than one on one coaching. The programme can be delivered again and again.

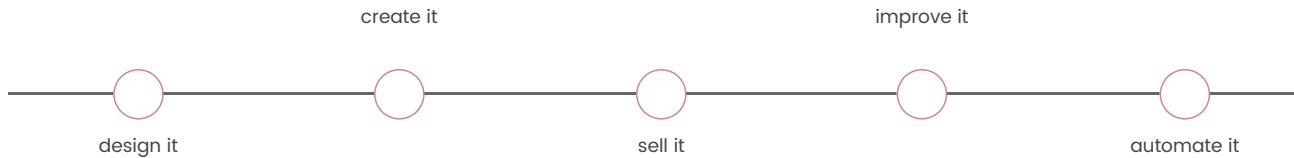


#3 THE DIGITAL PRODUCT

A digital product is anything that accessed via a computer or device. It could be an e-book, stock photography, a song, digital templates, a how to guide, an online workbook, a recipe, graphic templates and elements, knitting patterns, fonts, printables, spreadsheets, the list is endless!

SECTION THREE

leveraged income *product creation* in a nutshell



DESIGN

What will you sell, and to whom? What are your strengths and weaknesses and how will you use them to your advantage? How will you create, deliver and market your product? A lot of pre-thought and planning goes into the **design** phase.

CREATE

This is where the tangible outputs start to take shape. You'll be outlining, writing, filming or sketching - however you chose to **create** your product, comes in to play here. You'll also be testing your product with your ideal audience. Does it deliver what you intend it to?

SELL

A product can only be profitable if your audience knows about it, and can purchase it. You'll need a platform from which to **sell** your product (where your product 'lives'), and a system for reaching the people you want to sell it to (your marketing strategy).

IMPROVE

Once you have a few paying customers under your belt, you can learn directly from them, and **improve** your product for future customers. A product that delivers results will become a profitable one.

AUTOMATE

Turn your profitable, leveraged income product into a passive income generating machine, with systems and processes that **automate** the sales and delivery of your product. This will create space for you to work on your next product, or scale up your existing business.

learn more...

Check out what online courses I have available for you.



PRO SELFIES MASTERCLASS

Learn the tricks to creating flattering, share-worthy, brand appropriate *Pro Selfies* to promote your business online.

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YOUR FIRST ONLINE COURSE

Learn the exact steps to create, publish and sell your first online course.

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ONLINE BRANDING BOOTCAMP

A step by step guide on how to create and automate the sales of your first digital product.

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