



## **Transcript: Episode 105 – Passive Income**

Just before we get started on today's episode, I want to ask you about your money personality, because did you know that your relationship with money, your beliefs, habits, and sabotages around everything in your business are shaped by your particular money personality? You might be a ruler, a celebrity, a nurturer, maybe even an accumulator. And each one of the eight different money archetypes have their own strengths and weaknesses when it comes to marketing manifesting and making more money in your business. Once you know your money archetype, you can start profiting from your strengths and talents and not try and swim upstream.

When I learned to work to my biggest strengths, it completely transformed every part of my business my business model, my marketing, my target audience, everything. And now my books, courses, and events have generated millions of dollars in revenue and helped thousands of people worldwide. And now I want to share the secret with you as well. I've got a free quiz and a three part workshop to teach you all about your money archetype and how to leverage your strengths in your business so you can make more money with ease. Now, if you love personality tests, you are going to be as obsessed with the money archetypes as I am.

Trust me. So go to [Denise.com/quiz](https://Denise.com/quiz), find out your archetype today and learn what it means for your business and income. And now please enjoy the show. Start your business for the freedom of time now you're tired of the hustle and grind there's got to be a better way it's time to listen to Chill and Prosper. Welcome to chill and prosper.

You're ready to chill and prosper with Denise Duffield Thomas? Hey, gorgeous. Welcome to chill and prosper. And today we're talking about passive income. Passive income is honestly just one of my favorite topics to talk about.

And it's so simple, right? It's like, create something, create a solution to someone's problems and sell it online. But it's not so simple, is it? We have a lot of fears around it. We have a lot of procrastination around it.

And most people I meet in the business world do not have forms of passive income. So I want you by the end of this episode to feel a bit fired up and to take some action, to take some baby step action to open up your wealth pathways to make some more passive income. Okay? You might have listened to some of my other episodes that I've done about this, but I want to also bring in some of the money archetypes work into this too, because it's not so cookie cutter advice, right? I can tell you, great, go create passive income, but everyone listening.

You are going to take it through the lens of your money archetype, and you will have your own specific challenges around that, depending on what your archetype is, okay? So by the way, if you haven't done the money archetype quiz. You can do that@Denise.com quiz, and you could pause this episode. Go do the quiz, find out what your money archetype is. And so it will give you just a different context into listening to this episode.

Again. That's [denisedt.com/quiz](https://denisedt.com/quiz). Okay, so passive income, what is it? In the traditional kind of world, money world, passive income is I'm not recording, so I'm just going to hit that record on my video.

In the traditional world of business money, passive income is usually investments, like real estate or investments from shares, or royalties, like book royalties or things like that. In the business world, though, often people make their passive income from courses, books, audios, anything for sale. That solves a problem for people. Now, the big problem I see with so many people with passive income is that it doesn't feel real. It doesn't feel legitimate, it doesn't feel ethical.

And let's talk about why. I was born in 1979. I didn't get my first phone until I was like, 19. And I only remember using the Internet a little bit at school. Like, literally, you had to book time to go use this new computer, and you could surf the Internet, right?

And so I never saw a way that you could make income without showing up and working for it. That was my experience of work and business. Right. Is you make a thing, you sell a thing, you show up and sell a car to a person, your effort and your reward is a one to one relationship. That's it.

And that's how most of us see the world of work. Show up for an hour, get paid for an hour, sell a widget, get paid for the widget. Suddenly, with the advent of the Internet work and the way that ordinary people like you and I could make money, that relationship shattered. It's not a one to one thing anymore. It's one to many, one to thousands, potentially.

And so even though that's really exciting for us, it kind of just breaks our brains a little bit. It doesn't feel real. It doesn't feel legitimate, and the math doesn't math. Okay, so I actually started learning about online passive income when I was about 23. So this is, again going back 2002 ish, and I was like, oh my God, this is amazing.

You can just make money while you sleep. Like, what? And so I wrote an ebook called Internet Dating Tips for Men, and I sold it for \$10 or £10 a book or something like that. And I couldn't sell it myself because I couldn't PDF stuff. You couldn't really host it.

There was no way for me to take money from people back then. So I had to go through an ebook broker, and they took a cut of that because they could actually do the technology to do it. It was too hard. And even though that felt really good, there was still just this weird feeling of like, how do I get paid for this when I've already written it? And the same thing happened when I started selling my first business personal development ebook again for \$10.

Lucky bitch. Back in 2012, I felt like I had to call up every person who bought it and read it to them over the phone because I felt so guilty that they gave me \$10 for something that I had already created. It was like it broke that relationship in my brain. Hang on, how am I still getting paid for this? I've already done the work.

So if that resonates with you in that relationship, if you're a similar age to me or older than me, then you can have some compassion for yourself about why this passive income thing feels weird. It's just not how we grew up learning about work and reward. You might have grown up hearing things like, you don't get something for nothing. Money doesn't grow on trees. And so this sense that you could get paid again and again was just weird.

It really was. So have compassion for that. The other thing, too, and this is where I said I would start to talk about it from a money archetype point of view. Every archetype will have their own particular reasons why they're not allowed to make passive income or why it feels weird for them, or why they resist it. Okay?

So we're going to go through each archetype in turn. And remember, it's really helpful if you've done the quiz beforehand. So go to [Denisect.com](https://denisect.com) quiz. You can pause this episode and come back to it. Okay, so we're going to start with the accumulator.

So accumulators can be very sensible with money, very frugal. But often I find that accumulators worry the most about that. People will think they're scamming them because they're just kind of like, passive income isn't a real thing. This isn't real value for people. So they can be very skeptical about it and just worried about the integrity of it.

And so they never start. And that's actually like a big thing for accumulators, is analysis paralysis. So if you're an accumulator, you might be still making pros and cons lists about which passive income you should make. And then accumulators will always ask me, but they go, but how will people buy it, Denise? And how will they do this?

And they want to know all of the information before they even start, and they want to know that it is the perfect idea before they start. And of course, if that's you, you just never get around to it. And because accumulators have got such good work ethics, again, you might think, well, it just doesn't count. It's not as high quality. And you might get very pedantic about what really constitutes passive income and go, well, hang on, I have to do work for it.

That doesn't count as passive income. And often you think, well, no one will pay for that. That's too easy. Everyone knows how to do that. Why would they pay for that if they can get it for free?

Because you as an accumulator, you might not buy other people's passive income products because you can do everything yourself, but you have so much to offer other people, you can really solve a lot of problems and it's totally okay for you to make passive income.

So they're from my beautiful accumulators. Next is Alchemists. So the alchemists are the people who have a lot of ideas, bit of shiny object syndrome, but very, very creative. If you're an alchemist, people will come to you to solve problems because you will just have amazing ideas.

And the problem though, for alchemists is that you can't pick one thing. And so you're constantly changing your business, you're constantly changing your ideas. You get very bored with things. And so often your passive income ideas never come to a fruition because you're not necessarily a good completer finisher. So my tip for Alchemists is to partner with someone or hire people who can just turn your ideas into passive income products and then just put them up and then you don't have to think about them again.

So you could write millions of books if you wanted to on completely different topics, but people can't give you money for them if they don't exist. You can create mini courses, you can create a membership where you can create mini courses on all sorts of different topics. So there's lots of different ways that you can still get paid for your creativity, but without having to commit to a particular thing. Okay, so Alchemists, I know you've got a billion things on your computer just almost ready to go, so just pick one, hire someone to help you get it to market and hit publish. And you don't have to be known for that forever, but you just solve a problem and upload it.

Okay, so that's the Alchemists celebrity. Now, celebrities resist passive income because it's not bespoke, it's not special, it's not sexy enough, and you might think it's just a cheap imitation. People want the real thing, and to that I say yes. But people just want a little piece of you and they'll be grateful and excited that you have created an opportunity for them to get a piece of you and your fabulousness.

An example of this is JLo. You can get JLo Glow perfume. You can buy things from your celebrities that sometimes are just completely licensed things, right? So a lot of celebrities have they lend their name to products, goods, even services. There can be spokespeople for services. They're not fulfilling all of those things themselves.

Even you look at the Kardashians, they partner with makeup houses. They partner with other companies, so they license their name. They don't have to literally sew every piece of clothing and make all of the makeup themselves in a factory in their backyard, right? They're using the power of their celebrity to create amazing income for themselves. And so for celebrities, it feels hard.

You procrastinate on it. So again, find somebody to help you to get this to market, be the face of something. You don't have to do all of the work behind the scenes, right? So you can be a great affiliate marketer, but you can just distill your fabulousness. You can come across in any medium.

So a lot of celebrities go, well, I can't do courses because it's not the same as my live events. Yeah, but not everyone can come to your live events. So allow people to experience your wisdom, your taste, your eye for quality, your high standards that can come across in any medium that you want. So you can be great at passive income celebrity, but you just have to get someone to help you do the logistics. All right, so we've got how many more?

Five more archetypes to get through. So I'm going to take a quick break and I'll see you for all of the other archetypes too. And in the meantime, if you haven't done the quiz, go do it now. [Denisedt.com/quiz](https://denisedt.com/quiz). Find out your archetype, pause me, and then come back to this episode.

All right, I'll see you after the break.

Hi, I'm Dr. Jen from Dr. Jenniferharrison.com. I live in Calgary, Alberta, Canada, and I'm a stress and body mind health expert, success mindset coach, and EFT practitioner.

I help female entrepreneurs relieve stress, optimize brain power, and create a success mindset. I read Denise's wonderful book, *Chillpreneur* in November of 2019, and then in early 2020, I signed up for Money Boot Camp. One of the things I love about Denise is that she's really transparent about her business and her own Money Mindset blocks that she's continually releasing as she grows new parts of her business. In Money Boot Camp, she's created a really safe space for her students to share both our money stresses and successes. Denise, thanks so much for your work, helping women to make money and change the world.

Okay, next up is our gorgeous Connectors. Connectors are here to make the world a more beautiful, inclusive place. And so, as well as the problem a lot of us have about a relationship between effort and reward, connectors really, really struggle with the idea of passive income because it's not personal enough. It only counts if you're like looking someone in the eye and holding their hand. And then if it's not personal enough, then it's unethical and I don't know, it's not the same.

Now here's the thing though. For connectors like celebrity, you have to trust that your warmth, your heart, your connection, your caring can translate into any medium. You have to trust that that is true. People will feel your heart and your good intentions, whether it's a pre recorded video series or a book, they will feel your energy in that and if you flip it. So it's not about your need for connection, because that's how you love to connect with people in person or one to one.



You can help so many more people with your message. If you allow yourself to create those passive income assets to be a microphone, it's like a homeopathic effect, right? People will still feel your intention from it, but it will allow you to reach so many more people, often to the logistics can be very boring for Connectors. So hire somebody to help you. Hire somebody to collaborate with you.

Connectors can also be amazing at affiliate marketing. And affiliate marketing is promoting other people's other people's things, other people's courses, other people's books, other people's services. And connectors. Do this anyway. It's just that they never put the affiliate link because then they think people won't think it's authentic if I've got a link on it.

People will think that I'm just trying to do it to make money. And once you get over that and realize that it's okay for you to be paid for your research skills and your discernment and your Rolodex and the value that you can offer people, you can see that it's win win. It's not you taking advantage of anyone. It's not you doing something bad or manipulative. It's you helping people.

Okay, so you're a problem solver. You're a problem solver. So it's okay for you to create a lot of different passive income things, books and courses to help people solve problems. And it's also okay for you to get paid for pointing them towards other people's resources, too. Yeah, so I've got a lot of tips on this.

By the way, we do have a Sacred Money Archetypes course if you want to upgrade to that. But for now, it's okay. It's totally safe for you, Connector, to be paid for helping people. It's hard for you, but you can do it because you'll realize that you can help so many more people with passive income. Let's go to the Mavericks now.

Now, Mavericks, remember, are the people who push against the mainstream, want to break the rules. And so often, mavericks are like passive income, so cliché, everyone's doing it. What a wank. And so you resist it because you just think it feels so mainstream or so wanky. Or if everyone's doing it, you're going to do the opposite, and you can see how that plays out right then.

Great. You don't have any passive income. You also might be someone who loves living in the feast or famine. So you love the big launch cycle, and then you feel like, oh, I don't have any money. I've got to launch again.

And so sometimes Maverick's personality is tied up in this idea of feast or famine. It's tied up in the idea that you go with the flow. And when the muse hits you, when the inspiration hits you, and that's when you're motivated. And what passive income can do for mavericks, though, is to help you create some stability in your income. Not, and this might sound boring, it's stability in your income.

So then you can play and take even more risks and do some really fun stuff. And because mavericks, you are such good problem solvers, you probably have a lot of different business ideas too, just like Alchemists. So that's great. Create as many passive income products as you like, do all different ones, and you're also good at speed. So come up with an idea, create it in a weekend, publish it, done.

Never think about it again. Allow it to give you passive income and allow it to help people. Sometimes what mavericks do, too, is they burn things down. They go, I don't want to do that anymore. And then they unpublish things or they just burn stuff because they're like, that's too mainstream, I'm bored.

And this is a really great way of going, of capturing your excitement and knowledge in the moment, getting it to market, and then you never have to think about it again. But it could still help people. Okay? So use that boldness quickness. Tell people that you're going to have something for sale, pre sell it and you'll do it.

So use that ability for quickness and risk and procrastination. Use that for yourself, not against yourself. Okay? The next one is the nurturer. So listen to my voice has already changed.

And you'll notice this too, when you do the quiz. I've done a workshop for each of the archetypes where I had a different set, different clothing, different intro music, different vibe. And for the nurturers, nurturers can get so psyched out by the idea of passive income for similar reasons to connectors. They feel like it's not personal enough, it doesn't have as much heart in it. They want people to feel seen and heard personally, and it feels way too impersonal.

And also nurturers struggle with receiving in general, you might struggle to receive being paid for the one on one work that you do, let alone passive income, right? And so it feels too transactional. Your impostor syndrome tells you you don't have anything to offer. Your voice might feel like it's being drowned out by other people in your industry who are louder or more confident. And you feel like you just don't have anything to offer.

And you feel guilty, like you should just give everything away for free. So I want you to focus on how many more people you can help. If you're feeling burnt out, if you've got a long wait list, if you feel guilty because you can't help everybody, passive income is the way to overcome that. Because then someone can always get a solution to their problem when they need it.

That mum who is desperate to get their baby to sleep at 03:00 a.m., she can't wait for your waitlist.

She can't wait for a one on one consult of course, it would be better to have a one on one consult, but she might not have that luxury. But if you have a passive income product, an ebook or a course, that's like, hey mama, here's how I can solve your problem. And you can get it now at 03:00 in the morning. That is the most kind and loving thing that you can do for your audience. So I see a lot of nurturers.

They are in nurturing professions where they help people overcome problems, maybe health problems, or you're helping people at a challenging time in their life. So you might think, oh, taking advantage of people by doing that. No, you are meeting them where they're at, and they're offering an instant solution to what they need in the moment. And it's totally okay to charge for that. Okay, so they're my nurturers romantics.

So my romantic is my number three. And once you do the quiz, you'll also get an email that tells you your scoring across all of the archetypes, by the way. So you'll get your top one, which is what you'll get in the workshop, but you'll also get your other flavors, too. And so my romantic flavor, this is the chill part of me. This is the part that likes to find shortcuts, that feels a little bit lazy sometimes and loves my leisure.

And so for romantics, you will procrastinate doing passive income because it all feels too hard. You can't be bothered. You're just like logistics tech, or you just never get around to doing it, or you're so perfectionist about it, it has to look beautiful. And you might compare yourself. I've been creating passive income products for over a decade now.

My first one was filmed on an iPad. It was not sexy. I didn't get my hair and makeup done. And so now, god, my videos look amazing. I don't even mind saying it.

They look beautiful. And a lot of romantics have very high standards for things. You want things to look really, really beautiful. Same with celebrities. And so you might be procrastinating because you just can't get the level of quality.

You might have started stuff and then just gone, it's not good enough, doesn't look good enough. Or just spent ages perfecting the look and feel but never getting it to market, right? And so romantics get someone to help you hire a completer finisher, because god, romantics. Once you decide to do passive income, you'll realize you'll probably quit everything else in your business. And I know this, a lot of my romantic friends, like my friend Marissa Roberts from Beautifully Organized, her business is pretty much passive now because she's a romantic.

She wants to go to the movies during the day. She wants to watch TV during the day. She doesn't want a lot of clients. She doesn't want the stress of that. She wants ease and leisure in her life.

And so most of her business is passive okay? So once you nail that romantic, you'll nail it, nail it, nail it because you'll see what it can do for you and it can help other people, too. Okay? Then the final archetype is the ruler. So rulers, that's my top archetype.

Rulers can be perfectionists. Rulers can try and do too many things. Rulers can sometimes be too busy to create passive income because you're so busy. So you're like, yes, but I'm launching right now. Yes, I have a million clients.

I'm too busy to create that ease for myself. You might also have the guilt that it doesn't feel like it's hard enough, you're not working, you're not achieving enough for it, and so you sabotage it that way. Or you have so many ideas, you procrastinate. And often I see this with rulers. They go, yes, I want to write an ebook, but actually it's a series of 50 ebooks.

And so it's so big that you never even just get that simple ebook to market because you're like, but it's this, it's a that. And so you can see the ebook, the course, the funnel, everything, and then it's just, it just goes on your to do list at the very back of your to do list. So you can use that ruler work ethic. Set a deadline, as I said to the Mavericks pre sell something, you'll do it. Set up a simple sales page this weekend.

Give yourself a challenge to create it in a weekend. You will do it if you have a deadline, if you have public accountability. But there will never be the right time. Never ever. There will never be enough time to do it.

So remember, you can help so many people, you can really help even more. You can have even bigger impact. Okay? So there are the eight archetypes and why they might be resisting passive income. There is a passive income lesson in the paid course of Sacred Money Archetypes.

Once you go through the quiz. So [Denisedt.com/quiz](https://denisedt.com/quiz), there'll be a link to do the actual course. Or you can just go straight to [Denisedt.com/sma](https://denisedt.com/sma). And that is just one of the modules in the Sacred Money Archetype course. The other modules are setting up your business model.

So making sure that the way you run your business is set up for your personality, how to market to different archetypes, how to market yourself, how to brand yourself using your archetypes in mind, how to hire using the archetypes and have different personalities doing different things in your business, and how to utilize the energy of the different

archetypes in your business. So make sure you've done the quiz. But, yeah, just really reflect and I'd love to hear from you on social media and just hit me up. Send me a DM if you want. DeniseDT is where I'm on instagram. Tell me what came up for you around that. Why are you resisting passive income? And was it spot on. Or was there something else you might have a little bit from different archetypes?

Because, as I said, your true personality is really a combination of your top three. So you might have a little bit from this, a little bit from that, and it could be creating a complete double whammy for you. All right, I have one last message for you. I really want to fire you up about this straight after this last break.

Hi, I'm Claire Kurzlag. I'm an EFT practitioner living on the Gold Coast in Australia, and I help women in business dissolve money blocks that are stopping them from taking action to grow their business and make money. I've been a member of Money Boot Camp for some years now, and it's literally transformed my life. I'm now living in my dream home. I no longer need to work for somebody else in a job, and I get to make a difference in my business. Denise has shown me that making money is allowed to be easy. Money Bootcamp will change your life. I'd love to have you join us.

Hey, gorgeous, and thanks for listening to today's episode. As you can hear, I'm so passionate about the archetypes. I think it's so important for everybody to know and to understand their archetype. But it doesn't matter what personality you are. It's safe for you to create passive income.

It's safe for you to help people and get paid for it. It's safe for you to capture your knowledge and expertise. It's safe for you to put yourself and your work out there. It's safe for you to do it imperfectly. This is not a one shot thing.

It's safe for you to start where you are and upgrade as you go. Film it on your iPhone. Film it on your iPad. Write your book, take something that you've already created and just publish it and tag me in that. I love to see when people take that action because I know how life changing this is.

To be able to make money, helping people is the best thing in the world. It really is the best thing in the world to be able to show up and help people. And I hope to see you in the sacred money archetypes course, too, because I've got so many ideas in there for different industries and different personalities about how you can package it up. Any industry can do this, even artists and anyone. So it's safe for you to make passive income.

Okay? You can help people and make money. All right, thanks for joining me.