

How to Turn Your Side Projects into Passive Income



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Veteran Online Marketer

WebinarKit

Hi, I'm Stefan!

- Founder of Astoria Connect
- Left my engineering 9-5 in 2015 to start my own business and travel
- Eventually cofounded a webinar software with a friend from High School
- I'm the “non techy” founder
- I figured, as someone who is tech adjacent, I can share with you guys what I helped my business partner do, launch his software app into revenue
- You can use these steps to build a side income, or who knows, maybe even a full time income!



My Quick **Agenda** For You Today

- ✓ Do you have something sell-able?
- ✓ Pricing models: Including the one we use
- ✓ Building your sexy sales page
- ✓ Getting traffic and sales
- ✓ Q & A



What Can You Sell?

- ✓ SaaS
- ✓ Downloadable Software
- ✓ Wordpress Plugins
- ✓ Chrome Plugins
- ✓ Marketplaces

Pricing Models

Option 1:

Classic SaaS

- ✓ Monthly option
- ✓ Yearly option with discount
- ✓ Example: \$49/mo or \$411.60 billed yearly

Pricing Models

Option 2:

The “Bumble” Model

A grid of four pricing options for Bumble. The top-left option is highlighted with a yellow border and a 'MOST POPULAR' tag. Each option includes an icon, a duration, a price, and a button.

Duration	Price	Additional Info
1 week	\$10.99 / 1 week	MOST POPULAR
Lifetime	\$149.99	NO SUBSCRIPTION
3 months	\$54.99 / 3 months	SAVE 61%
1 month	\$24.99 / 1 month	SAVE 46%

MOST POPULAR!

MONTHLY

~~\$99~~/mo
\$49/mo

Billed monthly

or \$1
(evergreen) webinars
just-in-time, ongoing series, multi-day webinars &

ANNUAL

~~\$41.41~~/mo
\$8.08/mo

Billed annually

(With coupon applied)

[Click here to get the \\$100 off coupon!](#)

- ✓ Save \$491 per year compared to monthly pricing!
- ✓ 7 day trial for \$1
- ✓ Automated (evergreen) webinars

LIFETIME

~~\$997~~
\$597

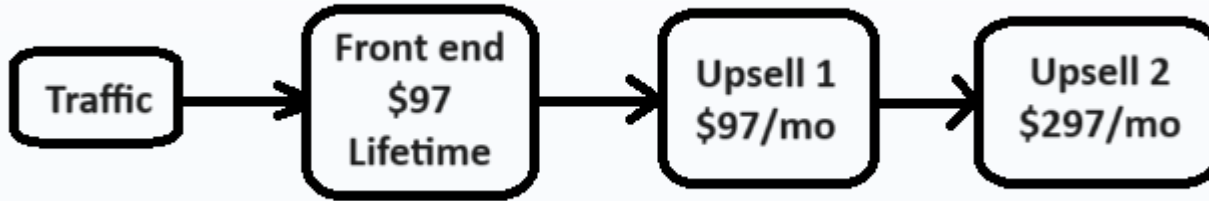
One-time payment

- ✓ Never pay monthly or yearly fees (Expires May 1st)
- ✓ 7 day trial for \$1
- ✓ Automated (evergreen) webinars
- ✓ Like-live, just-in-time, ongoing series, multi-day w

Pricing Models

Option 3:

Lifetime (With Upsells)

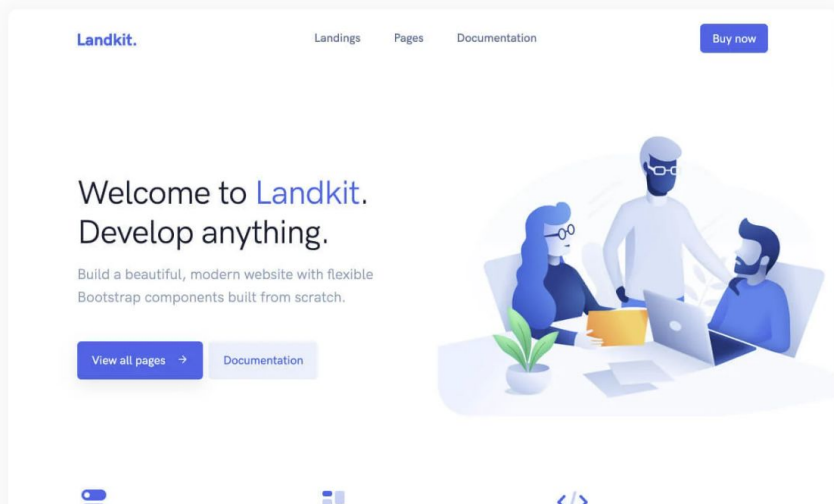


Lifetime deals work really well with ads

Making Your Sales Page

Recommend: Use a Bootstrap Theme or Page Builder

Landkit – Multipurpose Template + UI Kit



License Options

[Full details →](#)

- Standard**
Single Site \$ 49
- Multisite**
Unlimited sites \$ 149
- Extended**
For paying users \$ 499

Add to cart

Live preview

★★★★★
4.84/5 (32 reviews)

🛒 5252
Purchases

Networks to Get Massive Exposure to Your Tech Products



APPSUMO



Build Your Own Affiliate Program

- ✓ Use one of the readily available affiliate program builder options
- ✓ Offer people 30-50% of your sales to promote for you

The logo for ThriveCart, featuring a stylized teal icon of three exclamation marks followed by the text "ThriveCart" in a teal sans-serif font.

ThriveCart

The logo for FirstPromoter, featuring a stylized blue and black icon of a person with arms raised, followed by the text "FirstPromoter" in a blue sans-serif font.

FirstPromoter



That's It!

Questions/Comments?

- ✓ ***Follow me on IG:***
actiontakingstefan
- ✓ ***Follow Astoria Connect on IG:***
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