

Lesson 38 Action Workbook

Creating Passive Income as a Freelancer

Module 5: Growing Your Freelance Business

Choose and validate your idea

Start with one buyer, one problem, and a small original asset.

Name: _____ Date: _____

Buyer, problem, and asset

Name the buyer, repeated task, product format, and intended result.

Validation evidence

Record interviews, sample tests, feedback, and evidence of demand.

Decision and test limits

Set a time and spending cap. Decide when to build, revise, or pause.

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Build and prepare delivery

Create original files and check the buyer experience.

Name: _____ Date: _____

Product and permissions

List files, instructions, tests, asset sources, and distribution rights.

Price and cost plan

Record price, fees, refunds, other costs, and creation/support hours.

Delivery and support

Plan checkout tests, buyer access, fallback, support, and updates.

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Launch, track, and review

Review actual results before expanding the product.

Name: _____ Date: _____

30-day launch plan

List actions, dates, relevant audience, and permitted promotion channels.

Affiliate disclosure and records

If relevant, write the disclosure and record the program terms checked.

Results and next decision

Record visits, sales, refunds, costs, hours, and the next action.