

Owen.

Scaling Passive Income: From Zero to \$273K – A Strategic Roadmap



Owen Morton

Contents

Introduction	3
 Chapter One Understanding Passive Income + Diversifying Your Passive Income Streams	 4
Chapter Two Affiliate Marketing as a Core Income Stream	5
 Chapter Three Affiliate Marketing on Trading Products	 6
 Chapter Four Building Your Personal Brand	 7
 Chapter Five Building a High-Converting Affiliate Website	 8
 Chapter Six Live Trading for Additional Income	 9
 Chapter Seven Crypto Staking for Passive Rewards	 10
 Chapter Eight The Roadmap For Success	 11
 Conclusion	 13

Introduction

Achieving financial freedom is a dream shared by many, yet few know the precise steps to get there. Passive income provides a powerful path to that freedom, enabling you to earn money without constant active involvement. But how do you go from making zero dollars passively to generating \$273,000 annually? The answer lies in following a proven roadmap focused on affiliate marketing, trading, and staking.

In this ebook, I'll guide you through every step of building a scalable passive income stream using four key income sources:

1. Affiliate marketing on trading products.
2. Building a high-converting affiliate website.
3. Generating profits from live trading.
4. Earning passive rewards through crypto staking.

This is not a get-rich-quick guide. It requires effort, focus, and the right strategies to succeed. But with consistency and the right mindset, you'll be able to achieve financial independence and make money while you sleep.

Let's begin the journey to scaling your passive income from zero to \$273K.

Turning a Simple Idea into \$1,000 a Day

In March 2024, I embarked on a mission: to earn \$1,000 a day through trading and affiliate marketing within 365 days. By December 31st, I had generated \$180,000. Here is a detailed recap of how I achieved this, step by step.

The Financial Starting Point

The idea was simple: make \$1,000 daily in the trading and affiliate marketing space. However, like most people, I faced time constraints. With a full-time role and other daily commitments, I realized that time was my most valuable currency. I calculated and allocated 23 hours per week, which is the equivalent of a part-time job's worth of effort dedicated to this project.

I used a financial starting point sheet to calculate this time. This extra time became my currency; it was all I had in exchange for earning more. Time does equal money. Based on this investment, I expected a minimum return of \$12,000 per year, given that my full-time role earned me \$24,000 annually. What I achieved far exceeded that.

Chapter One

Understanding Passive Income and Diversifying Your Passive Income Streams

Passive income is about building systems that generate earnings with minimal ongoing effort. Unlike active income, where you trade time for money, passive income allows you to decouple your time from your earnings. Let's explore how to build a diversified portfolio of passive income streams.

Common Passive Income Sources

- **Affiliate Marketing:** Promote products and earn commissions.
- **Digital Products:** Sell e-books, courses, or templates.
- **Investments:** Dividend stocks, trading, and crypto staking.

Why Diversify Your Passive Income Streams?

Diversification ensures financial stability. If one stream slows down, others can continue to provide income. The key is to combine various streams to create a sustainable passive income strategy that generates money consistently over time.

Chapter Two

Affiliate Marketing as a Core Income Stream

Affiliate marketing is one of the most effective ways to build passive income because it allows you to promote products and earn commissions without managing inventory or customer service.

Choosing the Right Affiliate Products

Select products that:

- Align with your niche.
- Solve a problem for your audience.
- Offer high commission rates.

Creating Content That Converts

1. **Write Honest Reviews:** Build trust by sharing your genuine experiences.
2. **Provide Tutorials:** Show your audience how to use the products you're promoting.
3. **Offer Bonuses:** Incentivize purchases by providing additional resources.

Promoting Your Affiliate Links

Affiliate links can be promoted through various channels:

- **Your Website:** Embed links in your content.
- **Email Marketing:** Share recommendations with your subscribers.
- **Social Media:** Promote products to your followers.

Affiliate marketing on trading products, combined with a solid personal brand and quality content, can become a core passive income stream that scales over time.

Chapter Three

Affiliate Marketing on Trading Products

I build trading products, I know the industry, I trade frequently and I share content on this niche already. It aligns with my audience and the problem they're trying to solve. By promoting my trading platforms and tools, I earn commissions every time someone signs up or makes a purchase through my referral link.

Why Focus on Trading Products?

The trading niche offers:

- High-ticket products with significant commissions.
- An audience that is always seeking new tools and strategies.
- Recurring commission opportunities from subscription-based services.

How to Get Started with Trading Affiliates

1. **Choose a Platform:** Select a trading platform that offers an affiliate program. Examples include crypto exchanges and trading signal providers.
2. **Sign Up for the Affiliate Program:** Once approved, you'll receive a unique referral link.
3. **Promote the Product:** Use content marketing to drive traffic to your affiliate link.

Best Practices for Affiliate Marketing Success

- **Be Transparent:** Always disclose that you're using affiliate links.
- **Create Valuable Content:** Share reviews, tutorials, and case studies.
- **Focus on Building Trust:** People will only buy through your links if they trust your recommendations.

Affiliate marketing on trading products can generate significant passive income once your content reaches a targeted audience.

Chapter Four

Building Your Personal Brand

Building your personal brand is essential to gaining trust and recognition in your chosen niche. Your personal brand sets you apart and attracts the right audience to your platform.

Why Personal Branding Matters

Your personal brand establishes you as an authority figure and builds trust with your audience. In a crowded digital world, having a personal brand makes it easier for people to recognize and connect with your message.

How to Build a Personal Brand

1. **Create Consistent Content:** Provide valuable insights that align with your audience's needs.
2. **Engage on Social Media:** Share your expertise and interact with followers.
3. **Build an Email List:** Regularly communicate with your audience through email marketing.

Types of Content to Create

- **Blog Posts:** In-depth guides and tutorials.
- **Videos:** Engaging and informative video content.
- **Social Media Updates:** Quick insights and tips.

A strong personal brand can be the difference between success and failure in the affiliate marketing world.

Chapter Five

Building a High-Converting Affiliate Website

An affiliate website acts as your digital storefront. It's where you can publish content that drives traffic to your affiliate links and converts visitors into paying customers.

Why You Need an Affiliate Website

- **Control:** You own the platform and can optimize it for conversions.
- **Scalability:** A website allows you to reach a global audience.
- **Trust:** A well-designed website builds credibility.

Steps to Build Your Affiliate Website

1. **Choose a Niche:** Focus on a specific area within the trading industry, such as Forex, crypto, or trading tools.
2. **Select a Domain Name:** Pick a name that reflects your niche and brand.
3. **Set Up Hosting:** Use a reliable web host to ensure your site runs smoothly.
4. **Create Content:** Publish high-quality articles, reviews, and tutorials that promote your affiliate products.

Content Ideas for Your Website

- **Platform Reviews:** Compare different trading platforms.
- **How-To Guides:** Teach visitors how to use trading tools.
- **Case Studies:** Share your own experiences and results.

Building a high-converting affiliate website is a long-term strategy that can generate consistent passive income.

Chapter Six

Live Trading for Additional Income

While affiliate marketing can provide passive income, live trading allows you to actively grow your wealth. Once you build trading skills, you can use profits to reinvest in your affiliate business or other income streams.

Why Include Live Trading?

- **Higher Income Potential:** Skilled traders can earn significant profits.
- **Reinvestment Opportunities:** Use trading profits to fund your affiliate marketing efforts.
- **Diversification:** Adding live trading reduces your reliance on a single income stream.

How to Get Started with Live Trading

1. Learn the Basics: Study trading strategies and risk management.
2. Choose a Platform: Use a trusted exchange.
3. Start Small: Begin with a funded account to minimize risk.

Tips for Successful Trading

- **Stick to a Strategy:** Don't trade based on emotions.
- **Manage Risk:** Use stop-loss orders to protect your capital.
- **Track Your Performance:** Keep a trading journal to learn from your wins and losses.

Live trading can be a powerful way to boost your income, especially when combined with affiliate marketing.

Chapter Seven

Crypto Staking for Passive Rewards

Crypto staking allows you to earn passive income by locking up your cryptocurrency to support the network. In return, you receive rewards in the form of more crypto.

What Is Crypto Staking?

Staking involves holding a certain amount of cryptocurrency in a wallet to help validate transactions on a blockchain network. In exchange, you earn rewards.

Why Include Staking in Your Strategy?

- **Passive Income:** Once set up, staking requires little maintenance.
- **Higher Returns:** Staking can offer higher returns compared to traditional savings.
- **Diversification:** It adds another income stream to your portfolio.

How to Get Started with Staking

1. **Choose a Cryptocurrency:** Popular staking options include Ethereum, Cardano, and Solana.
2. **Select a Platform:** Use a staking platform or wallet that supports your chosen crypto.
3. **Stake Your Coins:** Lock your coins and start earning rewards.

Crypto staking is an excellent way to earn passive income with minimal effort.

Chapter Eight

The Roadmap for Success

The Strategy to Get to \$1,000 in a Day

To achieve this ambitious goal, I diversified my approach across three core streams:

1. **Trading Affiliation:** Promoting FunderPro on social media.
2. **Crypto Staking:** Leveraging platforms to stake Solana and earn passive income.
3. **Trading:** Using TradesAI for GOLD trading signals on higher timeframes.
4. **FunderPro 25K and 100K Accounts**

The foundation of my strategy was built on affiliate marketing, specifically promoting trading platforms such as FunderPro. This platform became a core income stream as I scaled my efforts over time.

Month-by-Month Breakdown

Month 1: March 2024

The first month was all about laying the groundwork. I began by showcasing FunderPro on my Instagram account. My audience was small, with just a few hundred views per post. Despite this, I earned \$411 in commission from FunderPro signups in April. It wasn't much, but it validated the model and gave me the confidence to scale.

Month 2: April 2024

In April, I doubled down on my efforts:

- Increased posting frequency on Instagram.
- Created content explaining FunderPro's features, like its consistency rule, and how it benefits traders.

The result?

My commission grew to \$1,356. Encouraged by this success, I expanded my affiliate marketing efforts by building a simple one-page website promoting FundedX, another prop firm leveraging my technology. With my SEO expertise, the website quickly gained traction, netting me \$4,188 in April. This brought my total earnings for the month to over \$5,500.

The Roadmap for Success

Months 3-6: Scaling Up

Over the next few months, I scaled my activities:

- **Affiliate Marketing:** Continued promoting FunderPro and FundedX. By the end of June, my FundedX site alone had earned over \$35,000.
- **Crypto Staking:** I began staking Solana with saved funds, generating consistent passive income.
- **Trading Challenges:** Entered two FunderPro challenges, using TradesAI for signals. This added a new revenue stream from trading profits.

Month	Income Streams						Monthly Total
	Salary	Funded Account	FunderPro Affiliate Comms	Web Affiliate Comms	Live Trading	Crypto Staking	
January	\$2,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,479.09	\$3,479.09
February	\$2,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,479.09	\$3,479.09
March	\$2,000.00	\$0.00	\$411.92	\$0.00	\$0.00	\$1,479.09	\$3,891.01
April	\$2,000.00	\$0.00	\$1,356.10	\$4,188.46	\$0.00	\$1,479.09	\$9,023.65
May	\$2,000.00	\$0.00	\$1,071.12	\$5,075.78	\$0.00	\$1,479.09	\$9,625.99
June	\$2,000.00	\$0.00	\$348.23	\$3,383.95	\$0.00	\$1,479.09	\$7,211.27
July	\$2,000.00	\$0.00	\$146.73	\$2,914.17	\$0.00	\$1,479.09	\$6,539.99
August	\$2,000.00	\$0.00	\$2,973.59	\$2,164.61	\$2,000.00	\$1,479.09	\$10,617.29
September	\$2,000.00	\$0.00	\$4,337.53	\$3,137.18	\$6,000.00	\$1,479.09	\$16,953.80
October	\$2,000.00	\$0.00	\$9,694.00	\$1,734.19	\$10,000.00	\$1,479.09	\$24,907.28
November	\$2,000.00	\$0.00	\$10,328.17	\$2,337.96	\$16,000.00	\$2,000.00	\$32,666.13
December	\$2,000.00	\$4,482.00	\$6,515.37	\$6,574.90	\$30,901.00	\$2,000.00	\$52,473.27

By the six-month mark, my daily earnings were steadily climbing, with some days surpassing the \$1,000 target.

Conclusion

My Valuable Lessons to Get to \$1,000 a Day

1. **Leverage What You Know:** My familiarity with prop firms and trading gave me an edge, but I also embraced learning. Back in 2021, I knew nothing about prop trading. Through curiosity and perseverance, I co-founded FunderPro. That same learning mindset fueled my success in this project.
2. **Consistency is Key:** Small, consistent actions compound over time. Posting regularly on social media, engaging with my audience, and following up with prospects were crucial.
3. **Diversify Income Streams:** Relying on one method is risky. By combining affiliate marketing, staking, and trading, I ensured multiple income sources.
4. **Invest Time Wisely:** With only 23 hours per week, I focused on high-impact activities. This approach maximized my ROI on time.

Final Results

By December 31st, I had earned \$180,000—an average of \$657 per day. However, towards the end of the year, I consistently hit and exceeded \$1,000 per day on many occasions. December alone saw multiple days where my income surged past \$1,400 thanks to compounded efforts in affiliate marketing and consistent trading profits. These results highlight the clear trajectory of growth.

Salary Income	Daily	Weekly	Monthly	Yearly
	\$73.21	\$512.50	\$2,050.00	\$24,600.00

Side Hustle Income	Daily	Weekly	Monthly	Yearly
	\$1,408.57	\$9,860.00	\$39,440.00	\$473,280.00

Expenses	Daily	Weekly	Monthly	Yearly
	\$70.79	\$495.50	\$1,981.98	\$23,783.76

Scaling passive income from zero to \$273,000 requires time, effort, and the right strategies. By following this roadmap, you'll be well on your way to financial freedom. This roadmap is just a taster of the full course that will be available soon—packed with a ton of value and actionable strategies to help you shift from employee to entrepreneur. Stay tuned for more insights and tools to transform your financial future.