

Subject Line: Can you really make money while you sleep?

Dear Direct Response Letter Subscriber:

A few weeks ago, I checked my email on a Thursday night at around 9 pm.

Nothing important in the inbox.

The next morning, when I started work at about 7 am, I went into my email inbox to find that 2 of my subscribers had each ordered multiple information products from me overnight while I was sleeping.

The total dollar amount: \$1,079.

In addition, my agent sent me an unexpected royalty check for \$1,993 for a Japanese edition of a book I wrote in 1985.

Total passive income for the day (so far): \$3,072

Hardly a fortune.

Didn't make me rich.

For many online marketers, peanuts.

But the point is that "in my sleep" that night I made slightly more money than the average American makes working three full 40-hour weeks (not including commuting time) to earn.

With no labor on my part.

No meetings.

No phone calls.

No leaving the house.

No even being awake!

I tell you this not to brag but to make a point:

I firmly believe you should have multiple streams of income, with at least one of them being passive income.

For two reasons.

First, while a paycheck is steady and expected, orders like the \$3,072 are unexpected -- and there is delight in surprise.

Even if it's a small amount, an unexpected royalty, commission, bonus, or order makes my day ... and many of my colleagues have told me the same is true for them, too.

Second, and more importantly, if you can develop a passive income stream that generates annual six-figure revenues ... without active daily labor from you ...

(... in other words, you make money when you sleep -- or are on vacation -- or do nothing at all ...)

...that gives you a degree of financial security that 95% of your friends, relatives, and neighbors will never have.

I am not money-hungry or even money oriented.

I work long hours in my copywriting business and will do so as long as I am able.

Yes, to make money and also for the sheer pleasure of it.

But by making a six-figure passive second income online, it's comforting to know we could live nicely off that \$100,000+ alone if our active income profit centers went belly up (e.g., you got fired, your luncheonette went out of business).

If you'd like to follow a proven system for generating passive income with your own information products...

Fred Gleeck and I created an audio training program explaining everything you need to know to launch your information marketing business.

It's called...

"Creating Information Products That Sell Online™!"

And because you're a valued subscriber, you're getting a special offer.

The regular price for this audio training is \$97.00, and you're getting it for only \$49 (a 50% savings)!

This \$48.00 discount is for a limited time and ends Sunday, the 29th, at midnight.

Get instant access to this audio training here...  
<https://bobblylive.com/creating-info-products>

Sincerely,

Bob Bly