SLEEPING MONEY

HOW TO MAKE PASSIVE INCOME ONLINE EVEN WHILE YOU SLEEP



BUILD WEALTH WHILE YOU SLEEP

EXAMPLE EARNINGS

The income figures shown on this cover are for illustrative purposes only. They do not represent my actual earnings or typical results. Individual results vary, and earnings are not guaranteed.

THE SMART WAY TO BUILD WEALTH ON AUTOPILOT

WRITTEN BY

DENNIS HEIKKINEN

SLEEPING MONEY

How to Get Affiliates Promoting Your Products — Even While You Sleep

Dennis Heikkinen

Every Day Is an Opportunity.

Important Note

This book is for educational and informational purposes only. It is designed to help product creators understand how affiliate partnerships can be used to grow an online business.

There are no guarantees of income or business results. Your results will depend on your product, market, offer, traffic, relationships, effort, experience, and many other factors.

Some resources recommended near the end of this book may use affiliate links. If you choose to purchase through one of those links, I may receive a commission at no additional cost to you. I recommend resources because I believe they may be useful to people building an online business.

Contents

- **Introduction — The Sleeping Money Concept**
- **Chapter 1 — Create Something Affiliates WANT to Promote**
- **Chapter 2 — Build an Affiliate-Friendly Sales Funnel**
- **Chapter 3 — Make Your Offer Easy to Promote**
- **Chapter 4 — Where to Find Affiliates**
- **Chapter 5 — How to Approach Potential Affiliates**
- **Chapter 6 — Give Affiliates a Reason to Say YES**
- **Chapter 7 — Turn One Promotion Into a Long-Term Affiliate**
- **Chapter 8 — Build Your Sleeping Money Machine**
- **Recommended Resources**
- **Final Thoughts**

Introduction — The Sleeping Money Concept

Most product creators begin with a simple idea: create something useful, put it online, and find people who will buy it. That works, but it creates a problem. If you are the only person sending traffic, every sale depends on your own time, your own audience, and your own promotional effort.

Sleeping Money is about changing that equation. Instead of asking, “How many people can I personally reach today?” you begin asking, “How many other people can I give a reason to send qualified buyers to my offer?” When affiliates promote a product you have already created, your marketing can continue while you are doing something else — including sleeping.

Where the Idea Came From

The idea for Sleeping Money did not come from a long brainstorming session or some complicated business plan. It started during a conversation with a friend at work. I was telling him about the AI Affiliate Starter Kit, the digital product I had been creating, and that conversation sparked another idea.

I realized that once you create a useful digital product and put the right systems and affiliate relationships around it, the work you do today can keep working for you later. You can be at your job, spending time away from the computer, or even sleeping while affiliates are introducing your product to people you may never have reached on your own. That simple conversation at work became the idea behind Sleeping Money. It also reminded me of something I believe strongly: Every Day Is an Opportunity. You never know when an ordinary conversation will become your next idea.

What Sleeping Money Really Means

Passive income is often described as money that appears without work. That is not what this book promises. A better definition is income produced by assets and systems that continue working after the initial work has been done.

A digital product can become one of those assets. An affiliate program can become the distribution system around it. You create the offer, build the funnel, give affiliates the tools they need, and develop relationships with people who have access to the audience you want to reach.

From Affiliate to Product Creator

As an affiliate, you earn by helping someone else sell a product. As a product creator, you can reverse the model and recruit other people to help sell yours. Both sides can win: the affiliate gets a product to promote without having to create it, and you get access to traffic you may never have reached on your own.

The goal is not to recruit everybody. It is to build a network of the right people — affiliates whose audiences match your offer and who trust you enough to put their reputation behind it.

The System You Are About to Build

The chapters ahead follow a practical sequence: create a promotable product, build a funnel that rewards affiliates, prepare promotional tools, find potential partners, approach them professionally, give them reasons to say yes, and turn successful promotions into long-term relationships.

Do those things consistently and you stop relying entirely on your own traffic. That is the foundation of a Sleeping Money business.

Chapter 1 — Create Something Affiliates WANT to Promote

Affiliates do not promote a product simply because it exists. They promote offers they believe can help their audience and generate commissions without damaging the trust they have built. Before you recruit affiliates, make sure you are giving them something worth promoting.

Solve One Clear Problem

The easiest offers to explain are usually the easiest offers to promote. Your product should help a recognizable group of people achieve a specific result or solve a specific problem.

A vague product forces an affiliate to do too much explaining. A clear product gives the affiliate an immediate angle for an email, video, post, review, or bonus.

Choose a Market With Buyers

Interest alone is not enough. Look for markets where people already buy information, software, services, coaching, tools, or other solutions. Existing competition is not automatically bad; it can be evidence that money is already changing hands.

Your job is to find a useful position inside that market. You do not have to invent an entirely new category. You need a strong reason for the right customer to choose your offer.

Build a Clear Promise

Tell prospects what the product helps them do, but keep the promise believable. Strong marketing creates desire without depending on exaggerated income claims or impossible guarantees.

Affiliates are putting their name beside your offer. The safer and more credible your marketing feels, the easier it is for serious partners to promote you.

Price With Affiliates in Mind

Price affects more than the customer. It also affects the affiliate's potential earnings. A very low-priced product can work when the funnel, conversion rate, and backend create enough total value. A higher-priced offer may support larger commissions but can require more trust and stronger proof.

Think beyond the sticker price. Ask what an affiliate can realistically earn from the complete customer journey.

The 'Would I Promote This?' Test

Open your sales page as if you had never seen the product. Would you send your own subscribers there? Is the promise clear? Does the page look trustworthy? Is the product easy to understand? Would you feel comfortable recommending it to a friend?

If the answer is no, fix the offer before recruiting. Affiliate recruitment cannot permanently compensate for a weak product or weak sales page.

Chapter 2 — Build an Affiliate-Friendly Sales Funnel

A good affiliate offer is bigger than the front-end product. Experienced affiliates often look at the complete funnel because the funnel determines how much value each customer can create — for the business and for the affiliate.

Start With a Focused Front-End Offer

The front end should make the first buying decision easy. It introduces the customer to you, solves an immediate problem, and creates a logical bridge to whatever comes next.

Do not make the first purchase unnecessarily confusing. The faster a visitor understands the offer, the easier it is for an affiliate to pre-sell it.

Order Bumps and One-Time Offers

An order bump can offer a small, closely related addition during checkout. A one-time offer can present a larger next step immediately after purchase. Both can increase average customer value when they genuinely complement the original purchase.

The key word is related. Upsells should feel like the natural next step, not random products inserted simply to make more money.

The Backend Matters

The first sale can be the beginning of the customer relationship. Additional products, services, coaching, subscriptions, or future launches can increase the lifetime value of a buyer.

Whether affiliates receive commissions on backend sales depends on your program and platform. Be clear about the arrangement. Transparency builds trust.

Test Everything

Before inviting affiliates, walk through your own funnel. Test buttons, checkout pages, upsells, decline links, delivery pages, emails, downloads, and tracking.

Affiliates may send you their most valuable asset: their audience. Broken links and missing delivery pages can damage both your reputation and theirs.

Chapter 3 — Make Your Offer Easy to Promote

One of the simplest ways to get more affiliate activity is to reduce the amount of work required to promote you. A motivated affiliate may still postpone a promotion if they have to create every email, graphic, and angle from scratch.

Create a JV or Affiliate Page

Give potential partners one place to understand the offer. Include the product name, target audience, key benefits, pricing, commission information, launch or evergreen details, funnel structure, promotional dates when relevant, and a way to contact you.

Keep it organized. The affiliate should be able to scan the page and quickly decide whether the offer fits.

Provide Swipe Copy

Prepare several email angles rather than one generic message. Include subject-line ideas, short emails, longer emails, social posts, and possible hooks.

Tell affiliates they are free to edit the material. The strongest promoters often adapt swipe copy to their own voice, but a good starting point saves time.

Give Them Visual Assets

Product covers, banners, social graphics, screenshots, and simple promotional images can make the campaign easier to deploy. Keep files clearly named and easy to download.

Good design also signals that you take the product seriously. Affiliates notice presentation.

Give Review Access When Appropriate

An affiliate who can actually inspect the product can write a more credible promotion. If your business model permits it, provide review access to partners you are seriously recruiting.

Do not assume everyone needs full access immediately. Use judgment, especially with new or unknown applicants.

Keep Affiliate Resources Current

Old prices, expired bonuses, broken links, and outdated screenshots create confusion. Treat your affiliate tools as part of the product and update them when the offer changes.

Chapter 4 — Where to Find Affiliates

This is where many new product creators get stuck. They create an affiliate program and wait for affiliates to discover it. A better strategy is active recruitment. Go where people already have audiences, traffic, lists, communities, or customers that overlap with your market.

Affiliate Marketplaces and Launch Platforms

Marketplaces can put your offer in front of people who are already comfortable promoting other people's products. Study similar offers and notice who promotes them.

Do not judge a potential partner only by follower count. Look for relevance, consistency, reputation, and evidence that they actually communicate with an audience.

Communities and Networking Groups

Facebook groups, Skool communities, marketing forums, mastermind groups, and niche communities can be excellent places to build relationships. Enter them to contribute, not to immediately spam your affiliate link.

People are more receptive to partnership requests when they recognize your name and have seen you behave professionally.

Email Marketers and Newsletter Publishers

Email lists can generate fast, targeted traffic. Search for newsletter owners and marketers who already discuss the problem your product solves.

A smaller responsive list can outperform a much larger list with weak engagement, so do not obsess over raw subscriber numbers.

YouTube, Blogs, Podcasts, and Social Creators

Creators constantly need useful things to discuss with their audiences. Find people producing content around your niche and study whether they already recommend products.

Your offer can give them content as well as commissions: a review, tutorial, case study, comparison, interview, or demonstration.

Customers Can Become Affiliates

Someone who bought, used, and liked your product may be able to recommend it naturally. Make customers aware of your affiliate program and give them a simple path to apply or join when appropriate.

Customers often understand the problem your product solves because they had the problem themselves.

Look at Similar Products

One of the most direct recruiting methods is to identify people promoting complementary or competing products. If they already promote to the same market, your offer may be a natural fit.

Do not approach them by attacking the other product. Present yours as another useful opportunity for their audience.

Do Not Ignore Smaller Affiliates

A handful of highly responsive smaller partners can build meaningful momentum. They may also be easier to reach, more willing to test a new offer, and more likely to become long-term partners.

Your first goal is not a celebrity promoter. Your first goal is a real affiliate who sends a real visitor and makes a real sale.

Chapter 5 — How to Approach Potential Affiliates

Affiliate recruitment is relationship building. A short thoughtful message can open a door. A generic mass message can close it before the conversation begins.

Research Before You Reach Out

Know who you are contacting. Look at their audience, recent promotions, content, products, and communication style. Make sure there is a genuine fit.

Personalization does not mean writing a novel. One specific sentence that proves you know who they are can separate your message from dozens of copy-and-paste requests.

Keep the First Message Focused

Introduce yourself, explain why you believe the offer fits their audience, mention the basic opportunity, and give them an easy way to see more information.

Do not bury the person under every detail of your funnel in the first message. The objective is to start a conversation.

Give Them a Reason to Look

Your reason might be a strong commission, a useful product, a proven conversion rate, a unique angle, a relevant bonus opportunity, an upcoming launch, or simply an excellent match with their audience.

Lead with the value to them and their subscribers, not with how badly you need affiliates.

Follow Up Professionally

People miss messages. A polite follow-up is reasonable. Repeated pressure is not. If there is no response after a sensible follow-up, move on and keep the relationship positive.

Affiliate recruitment is a numbers-and-relationships process. Not every good prospect will say yes, and not every yes will turn into a promotion.

Simple Outreach Template

Hi [Name], I have a product for [type of audience] that I think could be a good fit for your subscribers. It helps them [specific benefit]. I have an affiliate page with the full details, promotional tools, and commission information. If you'd like, I'd be happy to send it over and give you review access.

Use this as a framework, not a script you send unchanged to everyone.

Simple Follow-Up Template

Hi [Name], just following up on the product I mentioned. I know you're busy, so no problem if the timing isn't right. If you'd like to take a look, I'm happy to send the details.

A message like this gives the person room to say no while keeping the relationship intact.

Chapter 6 — Give Affiliates a Reason to Say YES

Good affiliates have choices. They may receive more opportunities than they can possibly promote. Your job is to make your offer attractive without turning the partnership into hype.

Competitive Commissions

Commission percentage matters, but it is only part of the equation. Fifty percent of an offer that converts can be more attractive than a larger percentage of an offer that does not.

Set commissions that make economic sense for you while leaving enough upside for the person sending the traffic.

Conversion and EPC

Affiliates care about what happens after the click. Conversion rate measures how many visitors buy. EPC — earnings per click — gives affiliates another way to evaluate the productivity of their traffic.

Early in a launch you may not have meaningful statistics. Do not invent them. Share real data when you have enough traffic for the numbers to mean something.

Contests, Bonuses, and Incentives

Affiliate contests, cash prizes, milestone bonuses, or special commissions can create excitement when they fit your economics. Incentives should reward useful performance, not encourage misleading promotion.

You can also make promotion easier through custom bonuses, interviews, exclusive content, or personal support.

Communication Is an Advantage

Answer questions quickly. Tell affiliates when something changes. Give them updated links and promotional materials. Let them know about important dates.

Many creators focus entirely on the offer and forget that being easy to work with can itself become a competitive advantage.

Protect Your Reputation

Pay according to the terms you promised. Deliver the product. Support customers. Avoid questionable claims. Vet affiliates when necessary.

Your affiliate program is part of your brand. Strong partners are more likely to return when they trust the person behind the product.

Chapter 7 — Turn One Promotion Into a Long-Term Affiliate

A promotion should not be treated as the end of the relationship. It can be the beginning of an asset that becomes more valuable with every product you create.

Thank Every Genuine Partner

Do not only thank the top seller. Someone who sent a few clicks or made one sale still chose to give your product attention. A simple thank-you can distinguish you from creators who only contact affiliates when they want something.

Create an Affiliate Update List

With permission, keep interested affiliates informed about future launches, updates, contests, improved conversion data, new swipe copy, and additional products.

Do not turn the list into constant noise. Send information that helps them make a promotional decision or perform better.

Ask What They Need

Affiliates see your funnel from a different perspective. They may tell you that they need a different banner size, a shorter email, a demo video, a clearer explanation, or more notice before a promotion.

Useful feedback can improve the program for every affiliate who comes after them.

Your Next Product Becomes Easier

Recruiting from zero is difficult. Launching to people who already know you is different. When you build good relationships around product one, you have a warmer starting point for product two.

This is one of the compounding advantages of becoming a creator.

Five, Then Twenty-Five, Then One Hundred

Do not let the idea of building a huge affiliate army prevent you from starting. Recruit your first five good partners. Learn what they respond to. Improve your tools and communication. Then expand.

Networks grow one relationship at a time.

Chapter 8 — Build Your Sleeping Money Machine

Now the pieces come together. Sleeping Money is not one tactic. It is a cycle that becomes more powerful as the assets and relationships around your business grow.

The Sleeping Money Cycle

Create a useful product. Build a clear sales funnel. Set up an affiliate program. Prepare promotional tools. Recruit relevant partners. Support them. Track what happens. Improve the offer. Stay connected. Create the next product. Repeat.

Each pass through the cycle gives you more experience, more data, more customers, and potentially more affiliates.

Your First 30 Days

Week 1: audit the product and sales page from an affiliate's perspective. Make the promise, audience, price, and benefits easy to understand.

Week 2: finish the funnel and create your affiliate page, swipe copy, images, review-access process, and contact method.

Week 3: build a prospect list. Find at least 25 people, publishers, creators, customers, or marketers who reach the audience you want.

Week 4: begin personalized outreach, follow up professionally, onboard interested partners, and track the questions they ask. Use those questions to improve your affiliate page and tools.

Measure What Matters

Track clicks, sales, conversion rates, refunds, affiliate activity, and customer feedback. Numbers help you identify where the system is strong and where it needs work.

Do not change everything after a handful of visitors. Look for patterns, then make deliberate improvements.

The Real Goal

The goal is not to avoid work. The goal is to do work that continues producing value after you finish doing it.

A product is an asset. A funnel is an asset. An email list is an asset. An affiliate relationship is an asset. Build enough useful assets together and your business becomes less dependent on what you personally accomplish in a single day.

Resources to Help You Build Your Sleeping Money Business

Below are several resources I recommend exploring as you continue building your online business. I may receive a commission if you purchase through one of these links, at no additional cost to you.

Ambassador Program

If you want to explore another way to build an online income stream and learn from an established program, the Ambassador Program is worth a look. Review the details for yourself and decide whether the approach fits your goals and the kind of business you want to build.

→ Explore the Ambassador Program

Click Bank Profit Club

Click Bank Profit Club is another resource for people interested in building and growing an online business. It can be especially useful if you want to see how experienced marketers structure training, community, and promotional opportunities around an internet-based business.

→ Learn More About CBPC

Online Success Coaching

For readers who want more guidance than a book can provide, Online Success Coaching offers a more structured path for learning and applying online marketing strategies. Take a look at the program details and determine whether coaching is the right next step for you.

→ Learn More About Online Success Coaching

More recommended resources may be added to future editions of Sleeping Money.

Final Thoughts

Building a product is an accomplishment, but a product sitting online by itself is not a distribution system. The real opportunity begins when you make it possible — and worthwhile — for other people to introduce that product to audiences you could not reach alone.

Do not wait until everything is perfect before you begin building relationships. Start with a solid product and a trustworthy offer. Create the tools. Find people who serve the same market. Reach out professionally. Help the affiliates who say yes. Learn from the ones who promote. Then keep going.

Your first affiliate may not transform your business overnight. Your first launch may not produce hundreds of partners. That is okay. One relationship can lead to another. One product can lead to another. One successful promotion can become a repeat promotion.

That is how Sleeping Money is built: not by waiting for money to magically appear, but by creating useful assets and partnerships that can continue working when you are not.

Keep creating. Keep improving. Keep meeting people. Keep looking for the next opportunity.

Every Day Is an Opportunity.

— Dennis Heikkinen