

# THE INCOME STACKING FRAMEWORK

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The 3 step method for earning  
income online.

**ROWANCLIFFORD.IO**

# WELCOME

First up, well done. You've taken action.

That's more than 99% of people will ever do, so give yourself a pat on the back, this could just be the start of a new life for you.

## **A life on your terms.**

And I'm super happy that I can play a part in that transformation.

I hope this journey can be as fruitful for you as it has been for me, and so many others.

Anyway, that's enough of all that deep stuff, lets **get stuck into the action!**

# INCOME STACKING METHOD EXPLAINED

So what is Income Stacking exactly?

Put simply, the income stacking method is this:

**“Build multiple passive income streams online (regardless how small). Stack them on top of one another. Offset all of your expenses one by one with your new income streams until you’ve transitioned out of employment”.**

Let me explain.

95% of businesses fail in the first three years. That’s some pretty shitty odds. But why do so many fail? Is it because they’re all crappy business people? Of course not.

The issue isn’t that they’re crap at what they do (although a lot are;), it’s more that they are trying to ‘swing for the fences’ with just one single product/stream of income.

If that product doesn’t work then that’s it. Countless hours, and vast sums of money lost. And you’re back at square one, asking your old boss for your job back.

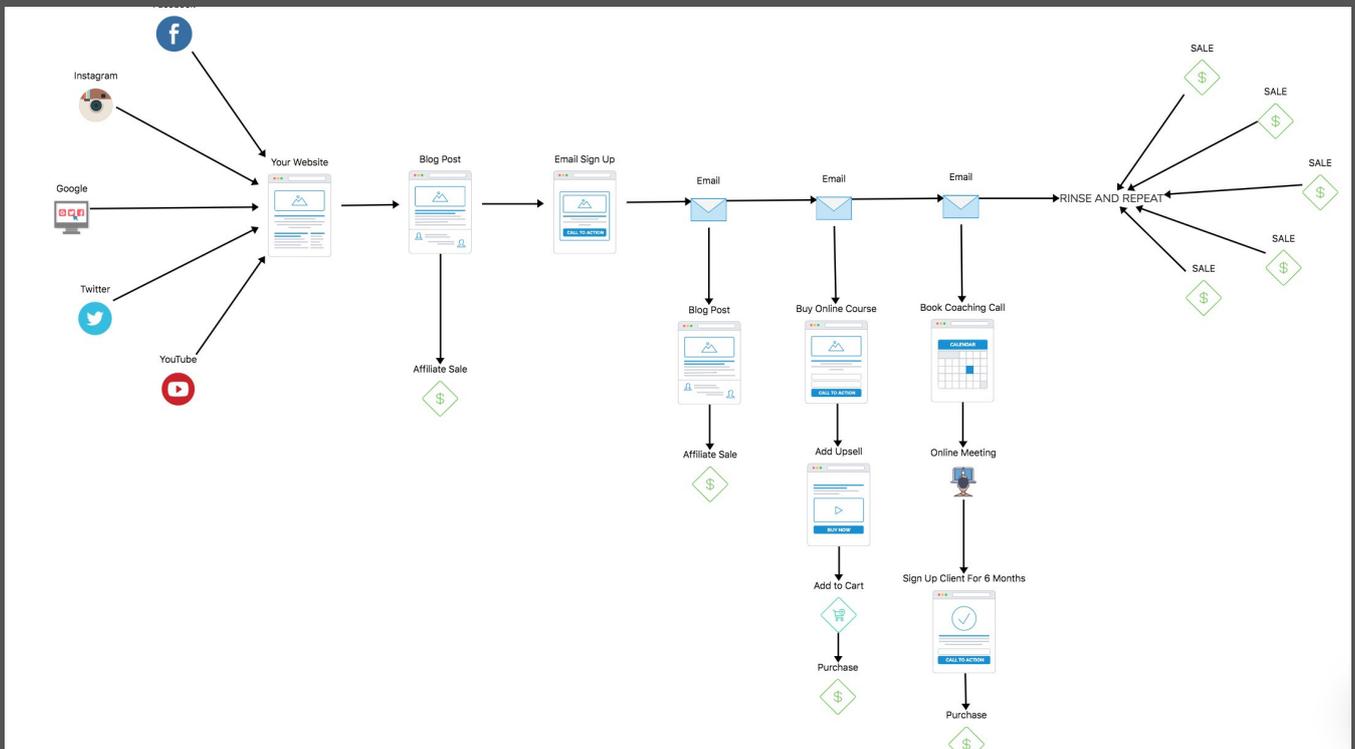
**I advocate a different approach.**

My approach doesn’t rely on one single point of failure, instead it’s a decentralised web of different income streams from multiple different avenues. Some large, some small, yet all stacked up upon one-another, moving you forward (always) step by step to the point where all of your outgoings are covered.

I call this your **Minimum Viable Life** point.

From there, you take back your freedom, and you’ve earned the right to **work when you want, if you want.**

# INCOME STACKING FRAMEWORK VISUAL REPRESENTATION



[CLICK HERE FOR LARGE SCALE IMAGE](#)

This probably all looks terribly complicated, but I promise you, once you get your head around a few key elements, you too will be able to replicate this framework.

I'm going to be teaching you all the skills needed to build this income stacking machine.

# THE 3 STEP INCOME STACKING FRAMEWORK

I teach a method that anyone can do, that's virtually free to set up. Your only real investment will be time.

My **3 Step method** consists of the following.

- 1. Affiliate marketing**
- 2. Online Coaching / Consulting Courses**
- 3. Online Courses**

These three income streams make up the **3 pillars** of the income stacking method.

## **Affiliate Marketing**

Affiliate marketing is the process of selling other peoples products and receiving a commission for each sale. Affiliate products vary greatly in their payouts, some big, some small, but each of massive value in the overall picture of reaching your minimum viable life.

## **Online Coaching / Consulting**

Believe it or not, you have a gift.

Your approach, unique skills, and perspectives makes you one of a kind. And if harnessed, can be incredibly valuable.

*"If every student were in the same place there would be one teacher, teaching them all the same things. Meaning there are teachers for every step of the way for every student thats needs at that point in their life."*

I'm going to give you the skills to become an authority coach in whatever niche you're in, and give you the framework for getting new clients into your coaching funnel.

## Online Courses

Online courses will be your first soiree into digital product creation. Having your own products gives you bigger margins, bigger profits and more control. Course creation is the third step in my income stacking method.

It's third in line because it takes time to gather audience feedback in order to create a course that actually sells, at a price point that will change your life.

If that sounds a little scary right now, don't worry, I'm going to be teaching you every step of the way.

All in good time.

## MOVING FORWARD

I'm committed to helping you implement this income stacking framework, so that you too can be free to live life on your terms.

I promise you, if you follow along with this system, it's not a question of if but when.

If you do the work, you will get the results.

And don't forget, I'm here to help you every step of the way, you can even get in touch with me personally ([hello@rowanclifford.io](mailto:hello@rowanclifford.io)) with any questions you have.

I live a life of service, and I'm here to serve you.

To your success.

Rowan.