

SEVEN WAYS **THERAPISTS** CAN **EARN MONEY**

**IN THEIR SLEEP:
A GUIDE TO EARNING PASSIVE INCOME**



Dr. Richard Nongard

SuccessfulTherapistsNetwork.com

TwelveWeekBook.com

WebPagesForTherapists.com



Seven Ways Therapists Can Earn Money in Their Sleep: A Guide to Earning Passive Income

There are many products and services counselors can create or offer that earn passive income. There is no better income than passive income, this is money you make while you sleep! Since 1994 I have been earning a significant part of my income passively, and with ongoing royalties and online sales.

One thing that all mental health professionals can do is create information products such as e-books or online courses. These can be about any topic related to mental health, and they can be an excellent source of passive income.



Another option is to create a blog or podcast and generate income through advertising or sponsorships. This does require some work on a regular basis, but it can be a great way to earn money while helping others.

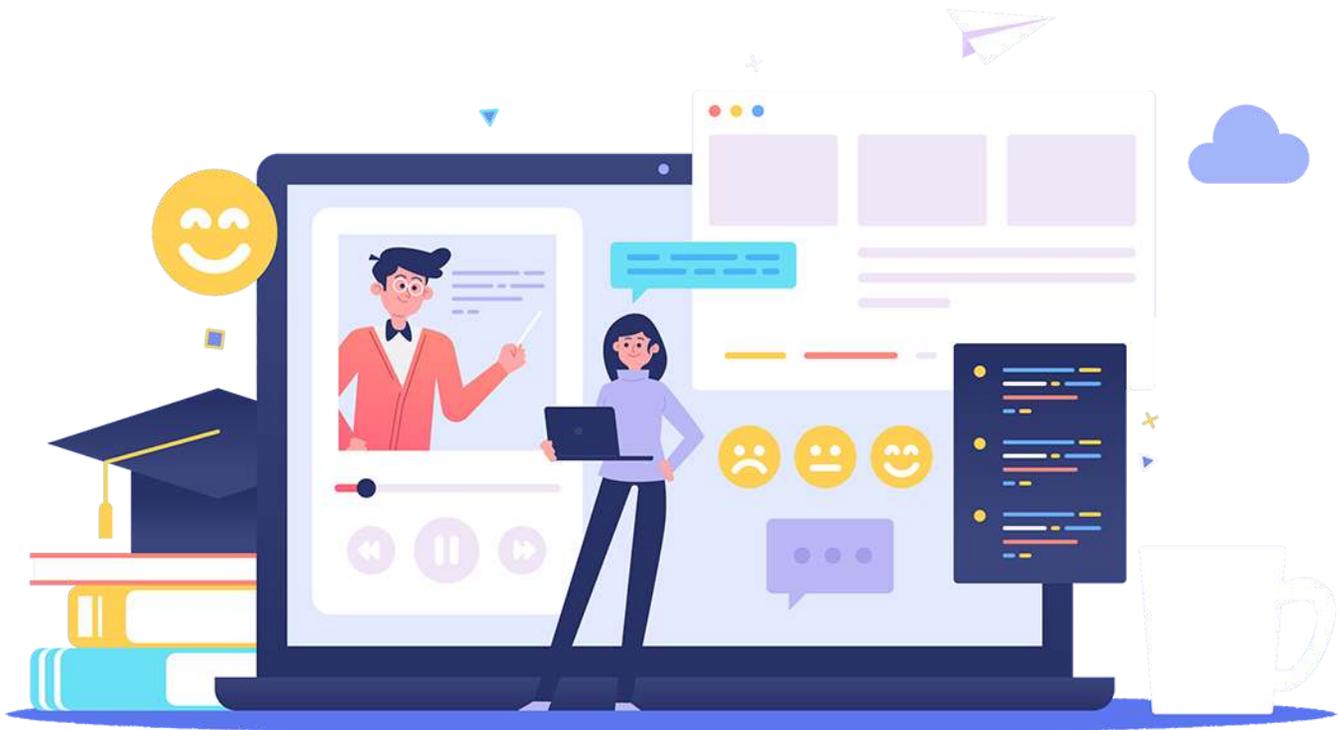
There are many ways for mental health professionals to earn passive income. By creating information products, blogging or podcasts, or partnering with other businesses, you can make money while you sleep. Whether you're looking to increase your income or simply supplement your current practice, passive income is a great option.



Seven Ways Therapists Can Earn Money in Their Sleep: A Guide to Earning Passive Income

1. Develop an online course teaching your counseling method.

Short online courses are easy to create. You can use your cellphone as a video camera, a ring light for professional lighting, and a wireless microphone for high quality sound. Basic editing software is free and probably came with the computer you use. Other professionals will pay for courses you teach, even if you do not jump through the hoops of getting continuing education approval if you are teaching something of value that will help them.



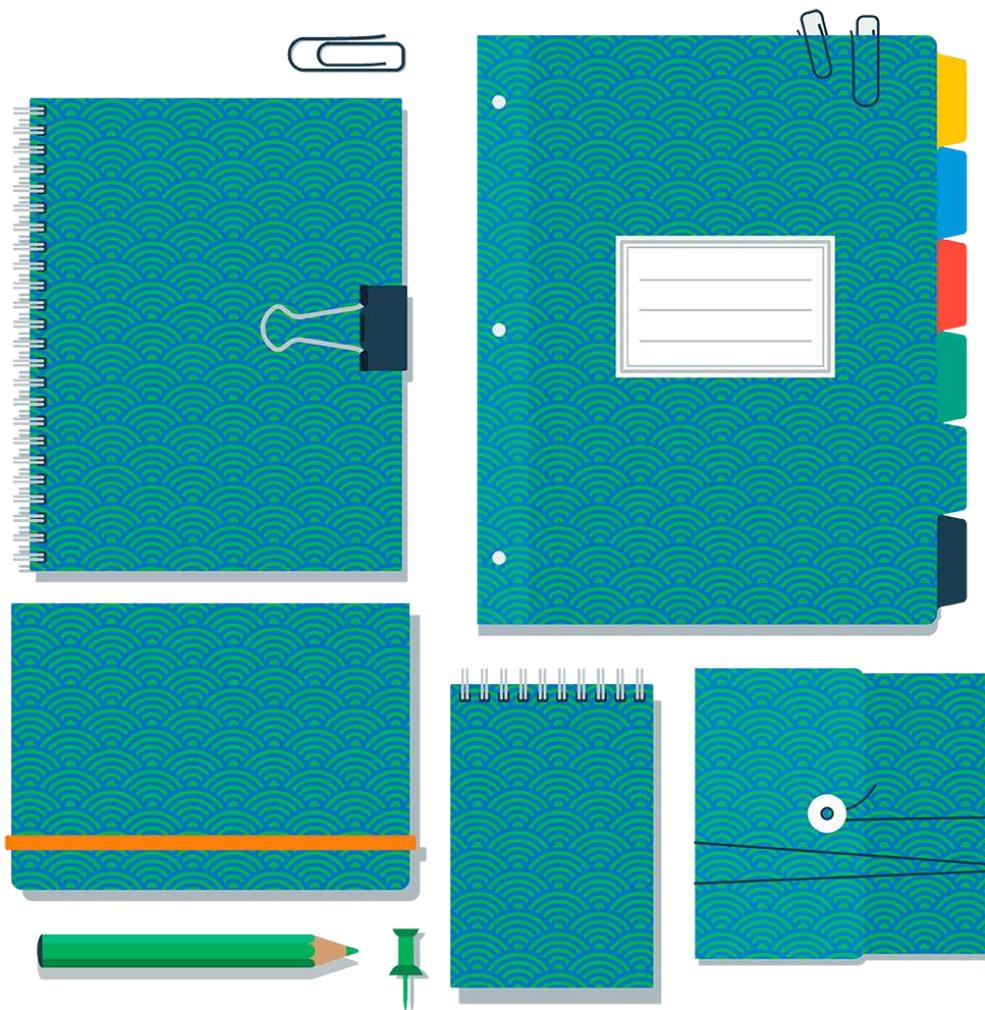
You can also get state board approval and offer these courses for continuing education hours. It is easy to create a membership website in WordPress and using a learning management system plug-in to restrict the contents to those who pay for your course.

I create self-help courses for laymen, and short how-to courses for other therapists, and full-length continuing education courses for other mental health professionals. All of them earn me money. Once a course is done, it is done forever, and you can make money five years from now for work you did today.

Seven Ways Therapists Can Earn Money in Their Sleep: A Guide to Earning Passive Income

2. Create a workbook with exercises for mental health issues

The very first product I create was a spiral bound workbook titled, “The First Three Steps” and it was a workbook I created in 1994 for substance abuse clients. It is about 30 pages. There is a reading assignment, and explanation of each concept, and then places for clients to write answers that help them gain insight. I sold the booklet for \$12 in 1994. Today, the same workbook is still on sale, but now it is \$49.00. I sell them to other therapists, to treatment centers, and to individuals looking to use them on their own. In the past, these were printed at Office Depot and spiral bound. Today, I use print on demand services, and print as few or as many as I need and have them shipped to me. My cost is about \$3 each.

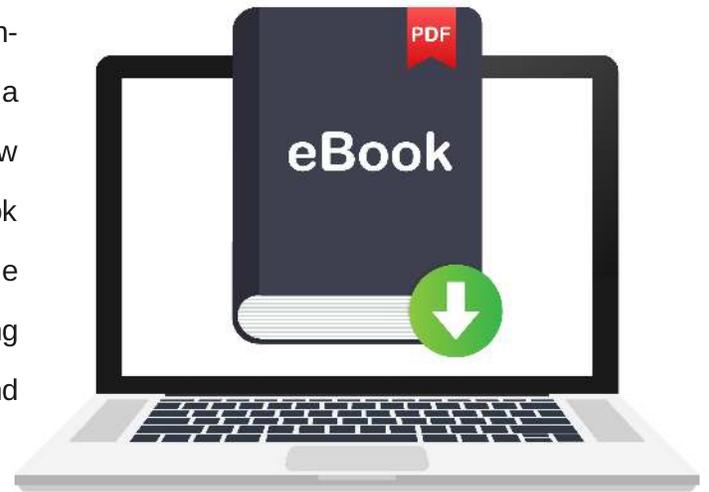


Seven Ways Therapists Can Earn Money in Their Sleep: A Guide to Earning Passive Income

3. Write an eBook on a counseling topic

The single best way to create passive income is to write a book. I teach a course at [TwelveWeekBook.com](https://www.twelve-week-book.com) to other therapists that shows professionals how to write and publish an eBook, paperback, and hardcover book and get it on Amazon and in other bookstores worldwide.

In this course, I have created chapter generator templates that let you fill in your writing into the format bestselling non-fiction books use and I make it super easy to generate a great book that is ideally 20-30k words. Over the past few years hundreds of other therapists have published a book following my ideas, and you can too. Although my course gives you the templates, and the video tutorials for getting an ISBN number, and how to self-publish, you can also find this information online.



If you decide to publish a book, know that you should never pay anyone to publish. This is always a rip-off. If a publishing company has a “book package” to offer you so that you can publish, this is completely unnecessary and a huge waste of money. Simply write your content, hire an editor (they are inexpensive), a formatter, and a cover designer and upload to publishing platforms like KDP and IngramSpark. Every book I produce is available through bookstores worldwide, and I spend about \$500 outsourcing editing, formatting, and cover art. Do not be taken advantage of by vanity press publishers who ask you to pay for publishing.

If you write a few books, you now have “back catalog” and this creates synergy and will help you sell more books. I have written 28 books and a large part of my income comes from these royalties. The best part? Royalties last forever. Once you do the work, you can get paid forever. I am still getting paid for books I wrote in the 1990s.

Learn more at [TwelveWeekBook.com](https://www.twelve-week-book.com)

Seven Ways Therapists Can Earn Money in Their Sleep: A Guide to Earning Passive Income

4. Create a guided meditation album

I have created many different guided meditation recordings and self-hypnosis sessions which I sell on Amazon, iTunes, and Google Play. In years gone by I sold cassettes and CD's but now that is entirely unnecessary. You can produce a professional guided mediation or self-hypnosis recording and list it on numerous websites as a download and collect passive income for years. Some of these make me a few dollars a month, some of these earn me a lot of money. But once you do the work using the free software already on your computer, you never have to do the work again but you can get paid forever.

5. Create a blog and monetize it with ads or affiliate marketing

Blogging is old school, but it is here to stay. By blogging regularly, you are telling the search engines that your website has new and useful content, and the result is your search engine ranking will be higher. If you blog becomes popular you can use ads to monetize it or sell products others have created (affiliate marketing) and earn in many cases more than 50% commissions for products sold through your blog.



6. Make and sell products like aromatherapy, affirmation cards, or journals in your counseling niche

These can be produces at a low cost and easily using services similar to publishing print-on-demand services. Cards and topical journals sell well, and you can list these on your website or even on Amazon quickly and easily. Think of it this way, if you have a stack of paper, it might only be worth a few cents. If you put something useful on that paper to someone else, it is now worth several dollars. These types of information products sell well.

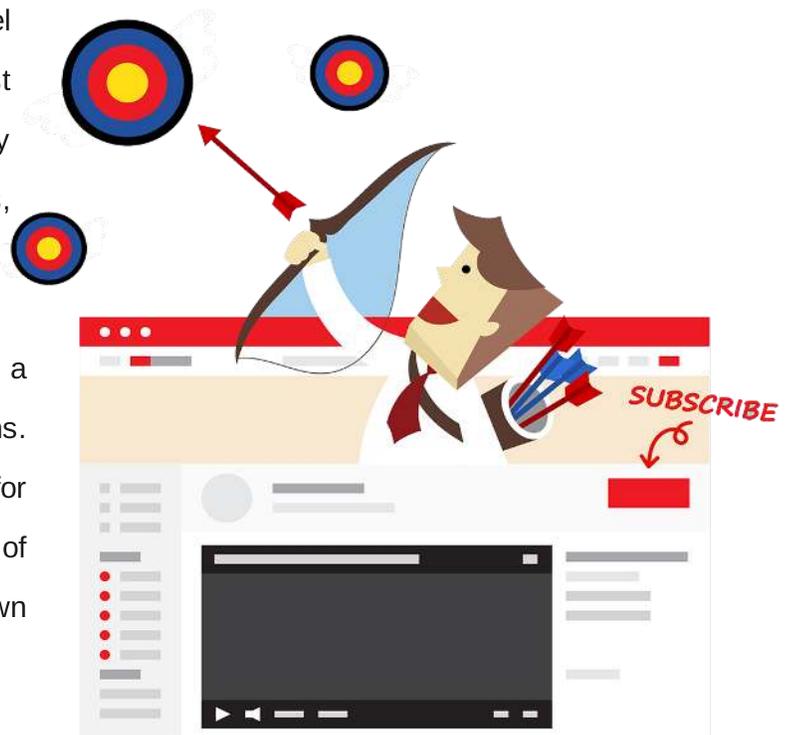
Seven Ways Therapists Can Earn Money in Their Sleep: A Guide to Earning Passive Income

7. Create community on YouTube, Tik-Toc, Instagram, and Facebook

You do not need to be a teenage influencer to make money on social media. All you need is to develop community and share something of value. My YouTube channel has millions of views, and I get paid when people worldwide watch my videos. I also send those visitors to my other products, books, and services.

One therapist I am friends with created a channel for anxiety tips on Tik-Toc. He earned almost \$700,000 last year as a result of his efforts by directing people to his online coaching services, his books, and self-help products.

The value of social media is in curating a community of fans who enjoy your contributions. The result is passive income that can last year for decades. I am now going on my fifteenth year of collecting free money from Google (they own YouTube) for videos I made a long time ago.



Some of these ideas can earn you a little money, some of them can earn you a lot of money. All of them are doable by every therapist. Yes, they take a little time, and there is a learning curve for some software and development tools, but none of them are hard to do.

I teach other therapists how to make money. If you want in-depth training showing you the keys to passive income as a therapist reach out to me at SuccessfulTherapistsNetwork.com

