

| Subject | Topics to Include |
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| <i>Business Purpose</i> | <p>Most adults only focus on maintaining one stream of income and it happens to be the least efficient one that is keeping them in a cycle of debt or living paycheck to paycheck. Many are unaware of the other types of income streams that they could leverage to better their own financial lives and reach their personal goals. The general public could use a solid awareness training that would help to teach the difference between active and passive income and why multiple streams of income are generally better than one.</p> |
| <i>Target Audience</i> | <ul style="list-style-type: none"> • Adults who may be struggling financially, living paycheck to paycheck or are curious to find a better way to maximize their dollars to generate more income • Adult learners who are unfamiliar with what “7 Streams of Income” are, why they are important and how they can be leveraged |
| <i>Training Time</i> | 30 minutes |
| <i>Training Recommendation</i> | <ul style="list-style-type: none"> • 1 e-Learning course <p>The population of the target audience is substantial and geographically disbursed across the U.S. Due to these factors, an asynchronous self-paced virtual learning solution would be the best option for training. The demographic range and technology skill of the audience varies so we will want to keep the training centered in beginner level language and provide a general overview of the income streams that will accomplish our learning objectives. The goal is to catch the learner’s attention early on and show relatability with an engaging introduction and maintain it throughout the flow of the course with supporting exercises.</p> |
| <i>Deliverables</i> | <ul style="list-style-type: none"> • 1 e-Learning course <ul style="list-style-type: none"> ○ Developed in Articulate Storyline ○ Includes a virtual human avatar, middle-aged ○ Includes voice-over narration |
| <i>Learning Objectives</i> | <p>By the end of this course, you’ll be able to:</p> <ul style="list-style-type: none"> • Describe the 7 different types of income streams • Distinguish ‘Active Income’ vs. ‘Passive Income’ • Identify examples of each income stream type • Summarize why multiple streams are better than one |
| <i>Training Outline</i> | <ul style="list-style-type: none"> • Introduction <ul style="list-style-type: none"> ○ Paycheck to Paycheck ○ Self-Reflection: Assess current financial status ○ Learning Objectives • Multiple Sources of Income |

- Most self-made millionaires use multiple sources of income
- 7 Streams of Income content
 - Earned Income
 - Money that you earn by doing something or by spending your time.
 - Profit Income
 - Selling a service or products for more than they cost you.
 - Interest Income
 - Returns that you get as a result of lending your money to someone else to use.
 - Dividend Income
 - These are the returns you get for the shares of a company you own.
 - Rental Income
 - Money that you earn from renting out an asset that you have.
 - Capital Gains
 - Money gained from the sale of appreciated/increased value assets.
 - Royalty Income
 - Money that is generated by designing, building, or making something unique and charging people/businesses to use it.
- Active Income vs. Passive Income
 - Active Income
 - Work for someone/provide a specific service. You are paid for the work that you do. Work = Pay.
 - Passive Income
 - Income is not directly tied to the work that you do. Requires upfront work to generate revenue. Over time, takes less effort to get paid.
- Passive Income is Best
 - Reveal pattern: Most other income streams are passive
 - Benefits of passive income over active income
- Why Multiple Streams are Better Than One
 - Diversify Income
 - Stop Paycheck Cycle
 - Reduce Work Hours
 - Legitimize Hustles

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| | <ul style="list-style-type: none">• Summary• Final Evaluation |
| <i>Evaluation Plan</i> | <ul style="list-style-type: none">• 4 non-graded knowledge check questions:<ul style="list-style-type: none">○ Focus: Describe the 7 different types of income streams• 7 non-graded knowledge check questions:<ul style="list-style-type: none">○ Focus: Distinguish 'Active Income' vs. 'Passive Income'○ Focus: Identify examples of each income stream type• Final Evaluation:<ul style="list-style-type: none">○ 8 graded assessment questions○ Learner must score 80% to pass○ Questions will be created during alpha programming○ Focus: All 4 Learning Objectives |
