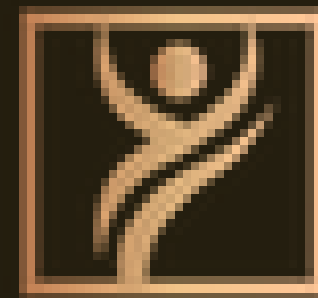


EASY 1 LAKH PER MONTH GUIDE

*I fear not the man who has practiced
10,000 kicks once, but I fear the man
who has practiced one kick 10,000 times.*

--Bruce Lee

WHY IS NICHE CRITICAL?



I would by far be the only person in the world who had the toughest time finding my micro-niche.

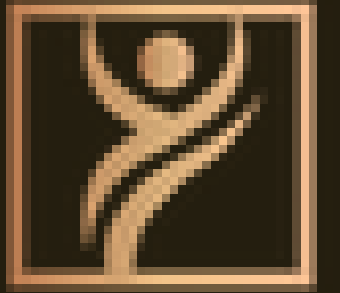
I am a BE electronics engineer (Grad:2002), who did her Masters in Electrical and Computer Engg from CSU, Ohio (grad 2005), who then went on to become a Systems Test Engineer in a Satellite based company (2004-2010), who quit her job of 6 years to start her own Fabric Handbags Manufacturing company(2011-2012), that bombed in 2 years, so I had to work for 1 year in an Engineering college in Nagpur(2012-2013), to then go on to become a Quality Analyst in a Software Company of 15+ people (2014), to self-promoting myself and becoming an acting project manager (because 5 most experienced people left the organisation within a span of 2 months) and a half million dollar project was at stake, to becoming a PMP certified project manager (2017), who dared to quit her job because I was not getting the respect I deserved to starting my Digital Entrepreneurship journey (2018 - present).

hahahaha. I am sure you are as confused reading about my journey as I am about writing it. If you look from a top view, you will see I have a variety of experience but when I started my Digital Entrepreneurship journey, I was even more confused. I could become a PMP trainer, I could create web applications because I had managed SharePoint and .NET projects, I could create websites because I loved the creativity that came with it, I could do Digital Marketing for some clients because I had got it done for some past employer's clients, I could open a ecommerce handbags store and sell handbags online... There is so much I could do and I was doing.

In the first 6 months of my entrepreneurship journey in 2018, because I had to make as much or more as my salary, I tried to do everything that came my way. I wrote PMP documentation for a Gurgaon based PMP training company, I created website for a big Hospital, I did social media marketing for the same hospital, I made websites for other clients. The good part was that I was getting paid but the worst part was that my mind was occupied in too many different directions.

I had not become an entrepreneur to become sooo busy and occupied that I didnt get time to think about the future, to not set goals and not have a fixed destination.

NICHE IS CRITICAL



Of course making money is important but I was not ready to become a worker in my own company. I thought about hiring people, setting up an office, but my Handbags business that I started back in 2011 had burnt me badly. I had lost over 14 Lakhs rupees in that business. It had ruined my relationship with my parents. They had assumed that I didn't value money enough and I didn't want to put them through this stress of overhead costs again. So I didn't give it much thought.

One day to find a solution to this "busy"ness problem, I sat down and watched my whole life in rewind. What did I want to become when I was growing up, what did I focus on most in my college days, what part of my job I loved the most, what was missing in the world, that I, as an individual could make up for and what is it that I would get paid for, no questions asked and what was it that I would enjoy doing even when I didn't get paid a penny for it.

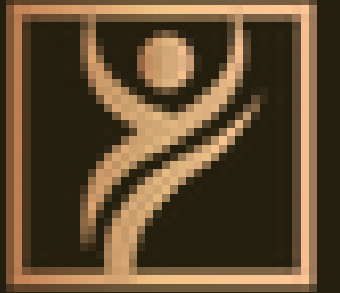
This 'rewind' process took me back to my MS days in Cleveland, USA. During summer semester, when I had not taken any course, I wanted to make money for my next semester. Actually I had come to USA hoping that by 3rd semester I would get some funding and my parents would not have to worry about my fees but that had not happened.

I found out from other Indian students that one could unofficially work in a mall or some restaurant and make \$5-\$6 per hour. Since I was ready to do whatever it took, I started working in Gujarati Uncle's Subway sandwich store. Initially I started with 5-6 hours per day but seeing my work, my work hours got easily extended and I started working 12-13 hours Mon-Sat and 7 hours on Sunday.

Initially when I started working there, Gujju Uncle (even though he was only 44-45 years old then) looked almost 60. He was managing his subway sandwich store all by himself, right from ordering inventory, to filling it up, to managing staff of 5-6 people, to keeping the store clean to managing customer inflow etc.

But by the end of my 3rd month there, I had taken over the whole store like a piece of cake. I was opening it, I was serving the morning breakfast clients, I was filling up the inventory, the regular customers started knowing me, I started knowing their taste and their favorites, I started managing the rest of the staff, and I started closing too. Gujju uncle started looking fresh and young and 45 again and had to only order inventory from Subway. Rest whole business was managed by me. I would do the financial closing and the store closing. He trusted me like his own daughter and I loved managing his business.

NICHE IS CRITICAL



I managed his business so closely that now Gujju Aunty started becoming J of me. She thought that Gujju Uncle was favoring me because of my gender and my age. Gujju Aunty started becoming angrier and I decided to quit after 3 months.

Anyways I had made enough \$\$\$ to pay for my fees so I had nothing to worry about.

This story and the one organisation when I was last employed at were pretty much the same. The subway sandwich store became an unorganised haphazardly operating IT company, the Gujju uncle was replaced by an owner who was more focused on other things than growing his own company and he stayed in the USA, so there was nothing much he could do, I came in as a QA and went on to become PM and then the owner started to feel left out in his own company and started harassing me for some reason or another.

What I observed in this rewind process was that even though these companies/store belonged to other people, I did everything on my part to help them flourish. I was always interested in helping other people grow their business. It gave me huge satisfaction to bring order in an otherwise chaotic environment. And money was not a factor. In fact, I did it for very very less money.

So when I was done inspecting my past in rewind mode, I came back to the present mode and decided to focus only on helping other businesses grow. That became my niche.

In fact even now what I am doing is helping your business grow.

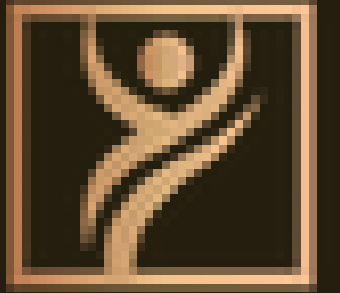
The only correction that I had to do was to focus on growing one aspect of a business first. And I chose revenue because many businesses struggle to grow their revenue.

Because I had stayed in the USA, I was always aware of how they and small businesses over there conducted their businesses. I wanted to bring that awareness to the Indian market so I started to focus on Business and Revenue growth in the online domain.

And no business can grow without a website, my way of entering into any business was to make the shovel that digs the gold. In my case, website is the shovel that digs the gold, which is the revenue.

And That's How I Found My Niche!!!!!!!!!!!!!!

WHAT'S YOUR NICHE?



TO DO - WHATS YOUR NICHE?

Go in rewind mode and find out what you love to do, what the world needs and what the world will pay you to do.

Many experienced individuals stray away from their expertise into something completely unknown (remember my handbags story).

Thats a big no no. The reason is that you already have experience in your area of expertise and you know people who might need your expertise ;) so its better to leverage what you already know and encash it.

THE 'ONE' THING

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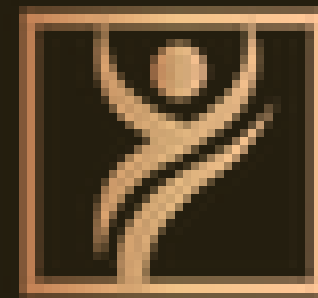
The benefit of working in 'ONE' niche instead of 10 different things in the reduction in mental occupancy. Your mind does not have to travel from one technology to another.

For example, I could have very well made websites in php, magento, shopify, opencart etc but all those frameworks are different from one another. Switching between technologies and feeling the pain of it was something I had experienced first hand in my last job.

The company was mostly into SharePoint and .Net projects (because thats what they had managed to get from one single client with a big budget that ran the whole company..sad) but when they got a new client (friend converted into client), the company (my boss) decided to use DOTNETNUKE as the framework. My developers were used to working on .NET and they had a painful time learning the new framework and delivering modules in it at the same time, on a strict timeline.

I didn't want the same to happen to me, so I chose to work in wordpress because its the most renowned and reliable and cost effective framework which is secure and low maintenance and millions of developers around the world are working on it.

MARKET YOURSELF!



After creating around 30 websites only in wordpress, I know exactly how much effort is going to be needed for a client, I know exactly what plugins will be required, how much they cost, how easy or difficult they are to work with and therefore my costing and profitability are very accurately predictable.

Therefore your niche becomes extremely crucial for your future business growth and your profitability.

MARKET ONLINE

Once you have figured out your niche, the immediate next thing to work on is to market yourself.

Freelancers or Gig-sters as I like to call them hardly market themselves. Hell, the company that I last worked for, for 4 years did not engage in any serious marketing activities.

They just hired 2 sales people and expected them to bring the sales by cold calling. In the age of internet, when an IT company engages in such a process to get sales in pretty lame.

When I started my entrepreneurship journey, I didn't want to make the same mistake. So I started marketing my services online. Since my target audience were mostly business owners, who would be mostly on LinkedIn, I started creating videos and through my videos I started providing valuable content, related to websites.

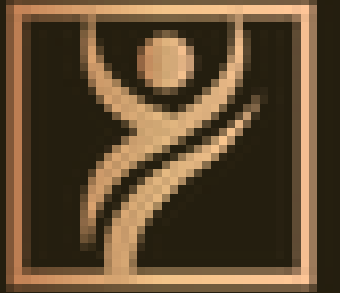
What are websites, why one should have websites, how website making and costing are much easier and cheaper than what other BIG companies project etc.

This kind of dialogue made my content very interesting for people to watch. By watching my videos consistently, they started trusting me more and I started getting messages on my LinkedIn.

Once I verified that these were quality leads, I would get them on a phone call and discuss more about getting their business online and what goes into making a website and what kind of website would be most suited for them.

Notice how I was in charge of the call and was interviewing my client. With the authority in my voice, approach and knowledge,

SELL YOUR PRODUCTS AND SERVICES



they became 100% sure that I was the one who could solve their problem.

SALES - GET THAT DEAL.

People only buy from people they like, know and trust.

My videos allowed people to know me, like me and trust me.

When I talked to them on the phone, they got a sense that I knew what I was talking about and did not hesitate to give me the project.

I would take 50% advance on all my projects and rest 50% on project completion.

As I grew in my skill and my game, I now charge 100% for a quick delivery of their project. They don't mind either.

For services like SEO and Social Media, I invoice the companies after completion of the month with a status report of work performed.

The proposal template I use and other needed documents can be downloaded from my resources.

PROJECT PRICING

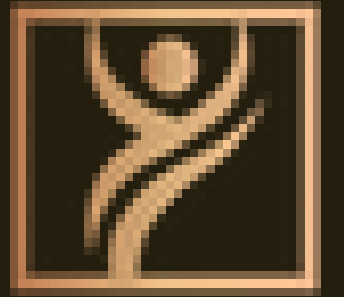
Disclaimer: Your price point for your products and services will depend on your expertise, quality of your work, responsiveness to client and timely delivery and most importantly, how you solve your client's business problem. IT WILL NOT DEPEND ON WHAT OTHERS ARE CHARGING.

When I started making websites, I knew that there are other people in the market, even full fledged companies who are charging anywhere between Rs. 3000 to Rs. 10000 for a websites.

But since I had decided to make websites only in wordpress, the PHP developers were not my competition. Infact there was a large scale construction company who invited me for a discussion only if I worked with wordpress. they paid me Rs. 40k each for 4 of their websites, total of Rs.1,60,000.

So you cannot measure what you have to offer to the market based on what others are charging. You need to know what differentiates you from others and position yourself accordingly.

PROJECT MANAGEMENT



This construction company that I am talking about had met with many other companies for their wordpress websites but no body could crack the deal. The owner of the construction company was pretty savvy and knew how the internet world worked. When I met with him, I just showed him the demo of a theme I had selected. Within 5 mins he approved the theme and the project. It took me more time to get to his office than to close the deal with him.

Thats the power of knowing what you are doing inside out and if you are not sure about knowing your skill, then I would suggest learning from experts and implementing projects for real less money to get your feet wet.

Business owners associate risk with the money that they are paying. If you charge less initially, then it is less risk for the business, you get an entry into their business, you get to showcase your dedication and work ethic and they are ready to forgive a few hick ups here and there.

Another good strategy to enter a new organisation is to charge less.

Once they see your work and give you other projects, that makes up for the lost cost.

PROJECT MANAGEMENT

Once you have got the project, it becomes extremely crucial that you deliver it on time, in budget and completed in scope.

Now in the beginning it is possible that you estimate the time / effort incorrectly and you take more time to finish the project. Because of that your other projects would be delayed. And your profitability will be hurt because you could not take on more work in the stipulated month and thats ok.

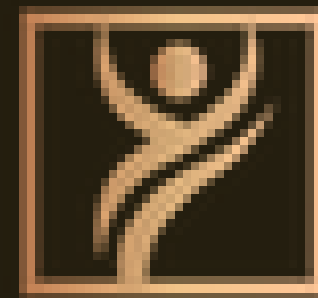
Take these as learnings and try to improve as time goes by.

What you do keep in mind is that you have a goal to achieve.

In this case our goal is to make 1L per month.

When I started off in 2018 Jan, my goal was 1L per month. And I was newly PM certified so I had assumed that people could need my services.

EFFICIENT DELIVERY



So I extracted (manually) a list of 65 PMP training centers all over India from PMI website. And one by one wrote an email to all of them. Only one center responded positively. They needed to create 4 mock tests with 200 questions each and for each question I would get Rs.500. Since I am a good writer and a creator, they liked my scenarios of the sample question and gave me the whole project.

I had assumed that it would be easy to create those mock tests and since each mock test was going to pay me 1 Lakh, it depended on my productivity, how soon I created and submitted the question.

But the lady reviewing the questions was very picky and process oriented and I was very action oriented person. I needed her to quickly give me feedbacks so that I could make corrections and make my money but she would make me sit down like a student and explain to me what went wrong and it became a torturous experience.

We ended up creating only 3 of the 4 mock tests in the given time but it was a good learning experience.

Since I was not directly contributing to the business growth, I realised this kind of work would never excite me and I stopped taking such projects.

Depending on what your niche is, you will also go through some torturous experiences but they will be your learning for the future.

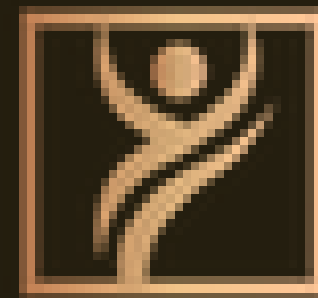
MONEY MANAGEMENT

The difference between entrepreneurship and employment is the payment. In employment you get paid no matter how many leaves you took or no matter how bad your performance was. Of course there are long term repercussions of a bad performance at job but in entrepreneurship, you get paid for the work you do.

If your client likes your work, they will pay, if they don't then they might not or delay the payment. You have to be extra cautious in entrepreneurship because one delayed payment can take your whole month's budget for a toss.

I made that mistake early on .

SHOW ME THE MONEY!



I was very casual about collecting monthly payments from my clients early on. There is one healthcare client for whom I had created a website and was performing Social Media Marketing activities for Rs. 40000 per month.

Even though I was performing a lot of work for them and getting good results which the marketing department and head of the organisation were aware of, I would not submit a monthly status report.

I guess because I came from a PM position at my last job, I became too egotistical to send work status to anybody. But the finance department in that organisation has no idea what I did and the marketing department also could not communicate clearly, so they started holding my payments.

Even I did not follow up thinking that they will make the payments. But when payments for 3-4 months were on hold, I realised the gravity of the situation. It took too much back and forth to fix that situation and I had to take a cut in the payment and the services too because of my ego.

It would have been better had I just given them the status report at month end, which I do very diligently now.

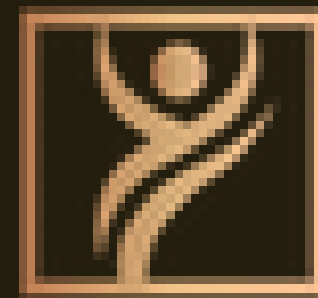
The backlog of payments caused a huge dent in my monthly budget. Because I had credit cards, I kept spending thinking that I will get the money sooner or later but that did not happen and I suffered in the process.

But the good part is I am not someone who takes things at face value. When my financial positioning went for a toss, because I had not followed up on payments and not followed that org's process, I asked myself, how did I land up in such a situation.

When I went in rewind, I remembered, early on in my career also, like in my first job's salary negotiation, I did not negotiate the salary. Back in 2002, where my batchmates were getting USD 53000 as a starting package, I had settled for USD 48500. Its another story that because of my fantastic performance I quickly went to USD70k in 5 years but I never asked for a raise.

I guess I was taught that if you are good, you will get it. I only focused on getting good at my job.

MAKE MONEY YOUR BEST FRIEND AND YOU WILL NEVER LOSE



But my day dream would soon end as people in India are not used to paying until you ask them 20 times. That's why sometimes I feel it's much better to work for American or European organisations, where sending one invoice is enough and you get paid right away.

Anyways when I went in rewind, I uncovered a deep rooted belief, a feeling of SHAME I associated whenever I had to ask for money. That exact shame came in the picture when I had to ask this healthcare client again and again. It somehow meant proving my worth or proving why I deserved that payment to myself and I somehow internally always concluded that I was not worth it and therefore I could not ask for payments.

Once I uncovered the reason, which was 'Shame' I started getting better and better asking for money from people. Now I don't hesitate to ask for full payment upfront.

But it has taken some deep dark nights, thousands of tears, depressed days to get where I am now. You might face the same situation.

Just remind yourself again and again of everything you have done to deserve that money and you will be sorted.

Another mistake I made was that in all the feeling of shame and unworthiness, I lost track of my financial goal.

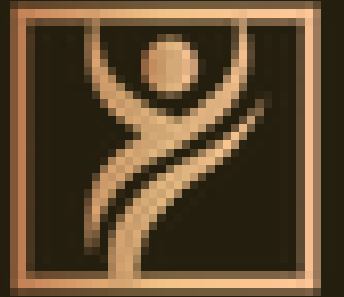
As an entrepreneur, you must always keep track of your money goal, which are your point system. The more money you have in the bank, those are your points in the game of business. We are all in the race and whoever has more financial worth wins.

If you are not entering in entrepreneurship for money, then you should not be an entrepreneur. You should be a philanthropist working for a non profit organisation.

1 LAKH PER MONTH MINDSET.

This is a very small and easy goal I am setting for you. If you do everything that I have said in this document, then it is very difficult that you will not make this much money consistently.

LAST WORDS.



But there is only one reason that you could fail.

Its your mindset. If you are a victim mindset person who always thinks that the world is against him or her, who internally is always in a conflict with their own self, who thinks you don't deserve the love and respect of clients, who think scarcity and there is not enough for everyone, then you will fail.

On the contrary if your thought process is of abundance, where there is enough for everyone, then orders will come flowing to you and you will deliver them efficiently and you will collect the money too at the end of it.

So don't stop believing in yourself and don't stop learning and upgrading, not from some MBA school because they don't know shit. Learn from someone who has been there and done that.

All The Best! May you make yourself, your family and your country proud!

