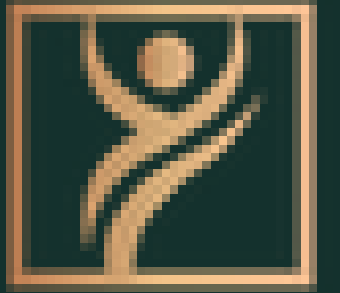


PAYCHEQUE TO INVOICES

*An entrepreneur is someone who
will jump off a cliff and assemble
an airplane on the way down.*

PERSONAL NOTE



This has been by far the toughest challenge we had to face as human beings. Never before in our lives had we been subjected to death threat at such a massive scale.

All our lives our parents tried to protect us from even getting a small scratch. They taught us to be safe than sorry, precaution is better than cure and here we see a giant threat in the form of corona virus looming over us.

Inspite of us doing everything on our part to save ourselves and our family members, we don't know whether it will be enough or not.

And not only there is a health threat, but now there will be a survival threat too. With the health hazard tackled by the government, the next challenge would be to tackle the economic challenge.

Of course if things get really bad as the depression of 1932 in USA, the government will release another financial package for the poor and the middle class but the question that we really have to ask ourselves, how long are we going to live on 'handouts'.

We, the educated, skilled, experienced population of India, are we only capable of a give-away either from the govt or from the employer?

Are we not capable of taking care of ourselves and our families by ourselves? Have we not even become capable of doing the bare minimum for our loved ones?

I never saw this tragedy coming 2 years back when I quit my job and started my own business from my own home. But I was tired of being an employee. I was tired of taking logically non sensible orders from a person (who was my boss) who had no idea how to run a business.

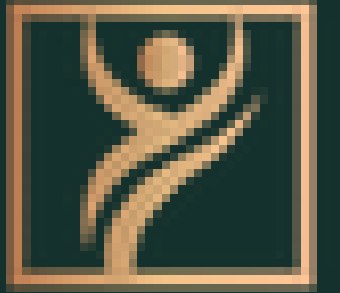
So I decided to go on my own and now during this corona time when everyone is worried about survival, I am settled, I have a solid footing and there is nothing in the world that can scare me.

Its now your turn to become that person and thrive as an entrepreneur.

CHETNA INGLE

INTRODUCTION

MARKET SCENARIO



INTRODUCTION

The agriculture age of our grandparents and the industrial age of our parents is long gone. Now is the digital age, the creator's age, the entrepreneurial age.

Facebook bought 10% shares of Jio for a whopping 5.3 Billion Dollars. Why? Because with Jio comes the 388 million people who are Jio subscribers. Facebook didn't buy Jio but the client base that Jio owns.

THE STATISTICS

Google & BCG reports that digital consumer spending potential will rise to \$100-bn in 2020.

Because of the corona virus, this seems more true than ever before. Children are taking classes online, adults are investing in digital courses, groceries were being ordered online for quite some time now.

This is the best time for you as an individual to go digital with your offering and ride the wave that is coming and not rely solely on your job for source of income.

SOME INDIAN SUCCESS STORIES

Siddharth Rajsekar earned Rs.2+ Crores in his first year of selling digital products.

Kulwant Nagi made USD 500,000 selling affiliate products from a small town in India.

Deepak Kanakaraju made Rs. 1 Crore in one webinar in Feb 2020, selling his digital products.

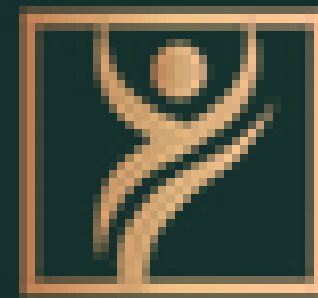
Gaurav Gurbaxani earned USD 90k by taking projects from upwork.com.

Avi Arya founder of Internet Modul, Digital Marketing Company with more than 220 employees, now serving Digital products to scale up and serve better.

Sorav Jain with 96K Instagram followers helps many businesses promote themselves on Instagram via his Digital Agency.

STARTUP KIT

DO I ONCE....DO IT RIGHT..SAVE MILLIONS...



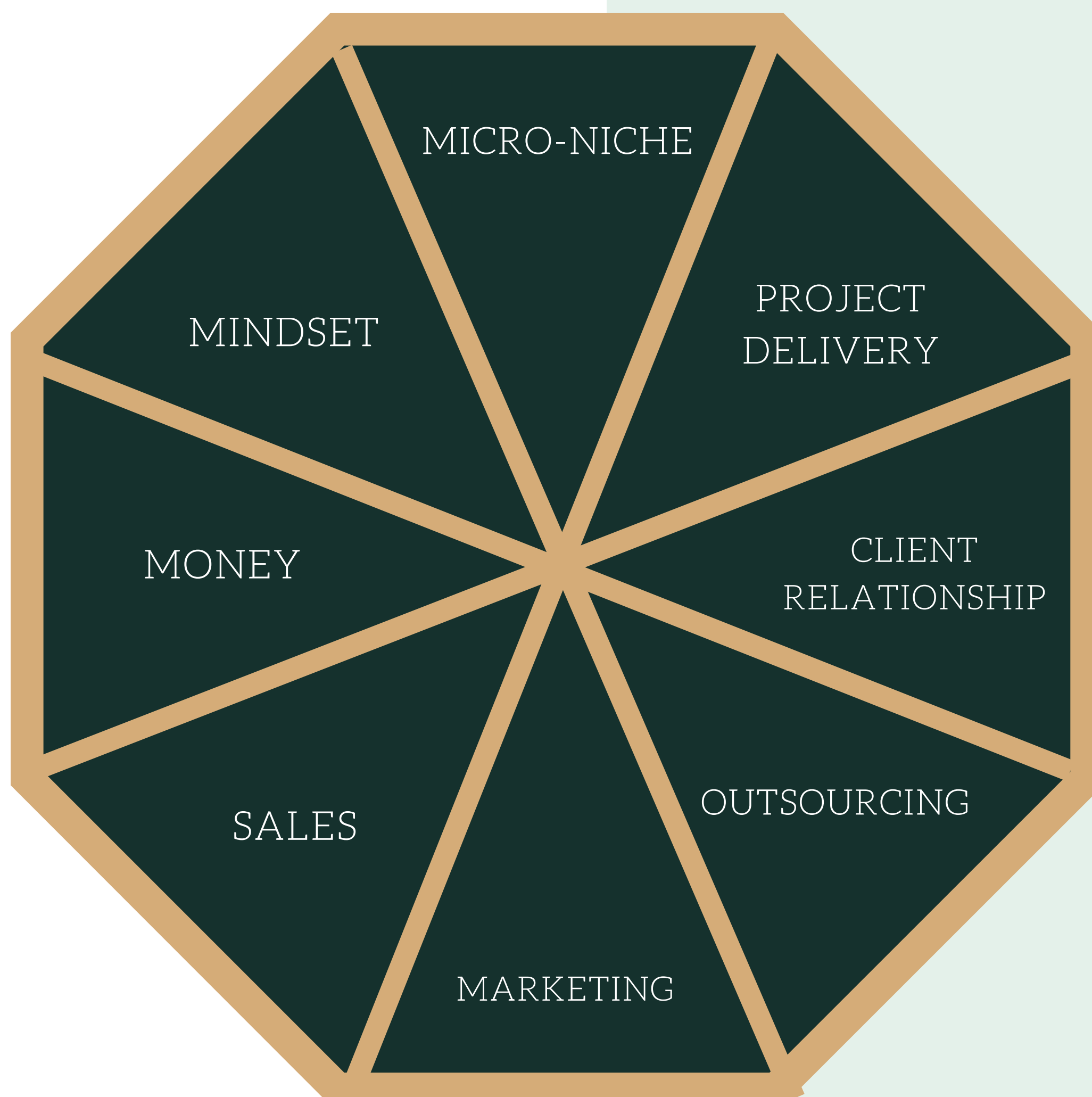
OVERVIEW

I wish I had this star-up kit to begin with. A lot of my worries would never have arrived.

But it's another blessing to share my lessons with you all, so that you don't experience the heartaches and the headaches that I went through. You just get to enjoy the cherries in your pocket (\$\$\$) 😊

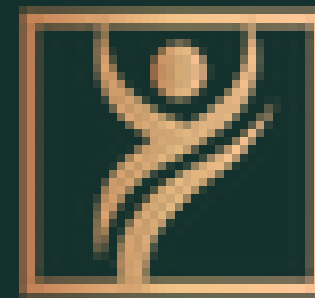
There are only 8 areas that you need to focus on as a start-up entrepreneur. If you take care of these 8 areas, you are sorted for atleast a year, and then you can scale up and grow more as an entrepreneur. Even then these 8 areas will be absolutely crucial and relevant.

I have described these 8 areas in detail below.



STARTUP KIT

DO I ONCE....DO IT RIGHT..SAVE MILLIONS...



MICRO-NICHE SELECTION

Decide a (micro) niche and work only in that area.

When I started off, I had many ideas. I could do PMP documentation work (because I was PMP certified), I could start a handbags ecommerce store, I could create websites for others, I could do Digital Marketing for other local businesses but eventually I decided to work on Authority Personal Branded Wordpress Websites only.

This micro-niche selection helped me get a distinction in the market and I started to attract only start-up entrepreneurs in personal development domain who would need my expertise.

I started to call myself as a website creator because not only I created websites (using most expensive wordpress themes) but I also did such copywriting on my client websites that it generated instant revenue for them even on launch day.

So while other website developers were charging 3k for a website, I was charging anywhere between 25k to 50k for a business website.

Not only did my clients like my work, but they also referred similar entrepreneurs to me. It was a win-win for both of us.

That's the power of a micro-niche.

CLIENT RELATIONSHIPS

The biggest asset for business is when your clients give you more clients. And that can only happen when they absolutely love you and your work.

That does not mean that you treat your clients like god and engage in sycophancy and spend your precious time only pleasing them. You just have to respect them for bringing their problem to you and do your best to solve their problem so wonderfully that a thought about someone else does not come to their mind.

Only then will they start recommending other businesses to you.

PROJECT DELIVERIES

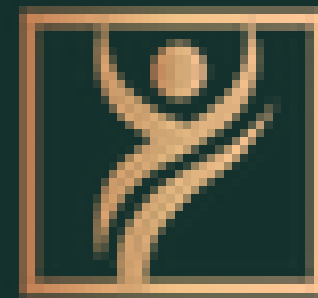
Another way to ensure client satisfaction is to deliver their projects within the stipulated time period, in the budget approved and with international quality.

This will not only make your client happy but it will also keep your pockets profitable.

Ensure that you don't engage in gold plating or perfecting your 'art'. The clients are not looking for perfect product, they are only looking for a 'good' product that they can launch and make money off.

STARTUP KIT

DO I ONCE....DO IT RIGHT..SAVE MILLIONS...



OUTSOURCING

The age of VC funding, setting up offices and employees is gone. This is the Gig-Economy. Even though you will be taking care of most of the deliveries, there would be some redundant activities that you can outsource.

All taxation and company document activities I have outsourced to a CA and a CS.

All graphic design activities, I have outsourced to a freelancer.

When I get larger projects, I outsource data population and similar page creation to other Gig-sters (freelancers).

I have tried working with many Gig-sters. Sometimes I wasted my money and some are just like me, prompt, reasonable and quality minded. I continue to work with only those who I had good experience with.

At home, I have outsourced cooking and cleaning so that I can focus on my company work and projects.

I don't participate in any household decision making, such as what foods to buy, where to buy from, what sabji to eat tonight etc and it keeps my mind clear of all distractions.

Outsourcing is not just about tasks, but its about mental occupancy. The less decisions we have to make in life, the more productive our time becomes.

MARKETING

The more marketing you do, the less sales you will have to do.

Marketing is the activity that spreads message about your business to the world and attracts exactly your target audience towards you.

If you have done the micro-niche activity correctly, then you should end up with only one set of target audience. Once you have identified your target audience then you can clearly market to them with a consistent message.

When I am marketing to personal development startup owners (my target audience), then my messaging is created as per their business problems, which are mostly 'Why website', 'How can website create sales', 'why website is a must for branding' etc.

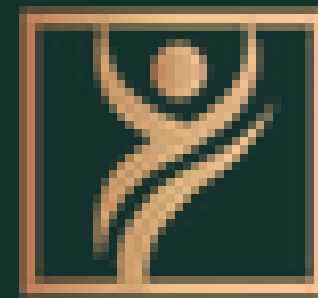
SALES

Once you have done marketing correctly, then selling is a piece of cake. Because you only attract your target audience towards you and because your messaging has been about their pain points, they see it as a no brainer to work with you.

Remember, people dont care to buy from people who are selling. People love to buy from those who care about them, their business problems. So be that person who cares.

STARTUP KIT

DO I ONCE....DO IT RIGHT..SAVE MILLIONS...



MONEY MANAGEMENT

Remember, why we started the business. There is no denying the fact, that without money, we will perish. You need to earn money to pay the EMIs, to pay the bills, to put food on the table, to have shelter and clothing for yourself and your family.

You also need to earn money to reinvest in your business (electricity, internet, laptop, pen, paper) etc and invest in paid marketing to grow your business.

You also need to earn money to put aside for a rainy day like Corona.

You also need to earn money to donate to charities, to feed all those hungry people on the street that you can help.

If you don't collect payments on time from your clients, you will be able to do nothing of the above. You will start relying on credit cards and then the banks will extort double the amount from you. I have been burnt that way and I would not want you to take the same route.

Without money we fall into a deficit, scarcity mindset and its practically impossible to get out of it.

Its better to do good work and ask for payments on time and if the clients don't oblige and you don't have a pipeline of work, its better to let go of those clients, RAMP up marketing efforts and make that pipeline again.

MINDSET

As employees we think we are invincible. The bank is giving loan one after the other, without asking to pay it back ever as long as you keep making the minimum payments.

But life of an entrepreneur is different. No bank wants to give you a loan or a credit card. We have to manage cash very very efficiently.

I made the mistake of investing lakhs in coaching programs that didnt teach me a thing about business.

I had major money blocks since childhood and that had prevented me from asking for money, first to my employers in the form of a raise and then to my clients in the form on invoice payments.

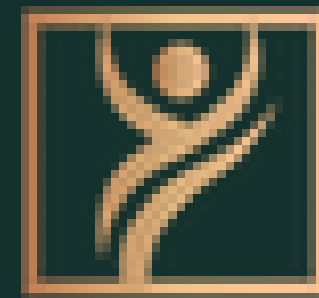
Because I couldn't ask, they won't pay on time and I landed a credit card debt, that I paid fines of from my own pocket.

Looking in hindsight, it would have been better if I tackled the mindset issue first but now I have lessons to share with you guys.

Another mindset problem is the overwhelming feeling of doing the work. Because we had become managers a our jobs, we got used to ordering people to do the work. Then when we have to do the work, it becomes painful. But the pain only lasts for a few months until we form new habits.

A FEW OF MY THOUGHTS

ONE LIFE... MAKE IT COUNT.



An entrepreneur's life is never easy. In the past entrepreneurship was a lonely journey but not any more. Because now we are all connected.

In your journey also, you will feel lonely. You might feel like giving up and going back to taking up a job.

But remember, the rewards at the end of it. We get the freedom to live in the home, that we so lovingly bought but never got to stay in it.

We get to spend ample amount of time with our loved ones, that we never got when we were employed.

We don't have to spend hours on the road, commuting to work. We don't contribute to carbon emission. All our work and meetings are online. You would hardly step out of home, unless its for fun.

Eventually we get to see savings in our bank account that we never saw when we were employed.

We get to see the sunrise and sunset if we choose to see it. We get to take it easy and work as much as we want.

We see others hustling and we count our blessings for this choice to become an entrepreneur.

We hear the birds chirping.

We choose our people, our clients. We let go of those who dont make us happy and take away our peace.

We just live a FREE life that we were born to live but somewhere we got misguided and became a highly skilled worker, working 9-9 or 9-midnight for very little money than what we actually deserve.

It's now our time to show the world what we can do and that too from our homes.