

REACH SKY HEIGHT BY BECOMING ■ GLOBAL THOUGHT LEADER AND BRANDING THROUGH SOCIAL MEDIA

(Explore Unlimited Professional Opportunities Globally,
become Speaker, Writer, Entrepreneur, CEO)



By: CA. (Dr.) Adukia Rajkumar Satyanarayan

Author of more than 350 books & Global business, professional growth and motivational coach

Member IFAC-PAIB committee 2001-2004; Member IFRS SMEIG London 2018-2020
Ex-director - SBI mutual fund, BOI mutual fund, global mediator and international arbitrator
B. Com (Hons), M.Com, FCA, FCS, FCMA, LL.B, LLM(Constitution), Dip CG, MBA, Dip IFRS (UK),
DLL&LW, Dip IPR, Dip in Criminology, Ph. D, Mediation ,IP(IBBI), MBF, Dip HRM, Dip Cyber Law
20+ Certificate courses; 75+ Self Development Courses
Student of: MA (Psychology), MA (Economics), PGD CSR, PGD Crime Investigation IBBI (RV)

Ranks ALL INDIA 1st in Inter CA; 6th in CA Final; 3rd in CMA Final, 5th in Mumbai University +++
Chairman western region ICAI 1997; Council Member ICAI 1998-2016 & 2022-25

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About the Author



Passionate to make everyone Global Speaker, Writer, Professional, Entrepreneur, CEO and to acquire knowledge and Professional Qualifications.

CA (Dr.) Adukia left no stone unturned during his career span expanding to more than 40 years. His vast experience includes training and professional services to banks, financial institutions, Corporate, Government Departments, and Regulators, as an eminent Speaker and Business Advisor, and as an expert on Business laws, cyber laws, cyber security, International Forensic Expert.

CA (Dr.) Adukia is a motivational speaker, Growth Coach, and Life and business coach. He has done various Self development programmes from India and USA. CA (Dr.) Adukia has done a graduate course from Landmark worldwide which is a personal and professional growth, training and development company focusing on people achieving success and fulfillment. His exposure to advanced programs and introduction to leadership programs has made him the most sought after trainer in the areas of business development and personal development. He has been a trainer at many corporates which has resulted in positive and permanent shifts in the quality and life of people.

Eminent faculty

CA (Dr.) Adukia has addresses more than 500 seminars within India and Abroad including:

- Insolvency and Bankruptcy Board of India
- Institute of Chartered Accountants of India
- Institute of Company Secretaries of India
- Institute of Cost Accountants of India
- Chamber of Indian Micro Small & Medium Enterprises
- Speaker in IIA's 2013 International Conference in Orlando on Green Audit
- Faculty in Indian Institute of Corporate Affairs for courses on Insolvency Laws and Corporate laws.

- Faculty Speaker in Workshop on Commodity Risk Management for Bankers organized by CAFRAL (Centre for Advanced Financial Research and Learning)
- Faculty at National Institute of Securities Management (NISM) and Indian Institute of Corporate Affairs (IICA)
- Addressed the Programm for Principal Inspecting Officers & Inspecting Officers by Reserve Bank of India- Department of Non Banking Supervision.
- Addressed the National apex Chamber of Commerce and State apex Chamber of Commerce including his address to ASSOCHAM, Confederation of Indian Industry (CII), Federation of Indian Chamber of Commerce and Industry (FICCI), and All India Manufacturers Organisation(AIMO).
- Addressed the CBI officers, officers of Serious Fraud Investigation Office (SFIO), and various State Police Academies.
- Addressed the SCOPE- Standing Conference of Public Enterprises which is an apex professional organization representing the Central Government Public Enterprises. It has also some State Enterprises, Banks and other Institutions as its members.
- Addressed the National Academy of Audit and Accounts (NAAA)
- Dena bank
- Central bank

Awards and Accolades

He has been felicitated with awards like

- The Jeejeebhoy Cup for proficiency and character,
- State Trainer by the Indian Junior Chamber,
- “Rajasthan Shree” by Rajasthan Udgosh, a noted Social Organization of Rajasthan and
- Several other awards as a successful leader in various fields.
- National Book Honors Award 2018

From Gaining Expertise to Authoring Books

Dear reader

The road to progress and development doesn't just end with knowledge and experience gained. Knowledge continues to grow when it is shared among fellow aspirants.

I feel proud of the fact that I am amidst hardworking people who have made their way to the pinnacle of success, by overcoming obstacles and hurdles in their journey through professional life and achieving the most needed knowledge and expertise.

My unquenchable thirst for knowledge has been my constant inspiration to read more and gain more knowledge. It has also been the source of motivation to author books, which has enabled me to author 350 plus books on a wide range of subjects over a period of time.

I find it apt to remember English Historian and Geologist Charles Darwin's famous quote

"In the long history of humankind those who learned to collaborate and improvise most effectively have prevailed."

In collaboration lies the spirit of greater achievements and carving a niche for ourselves by setting the most inspiring example for others to follow.

I take this opportunity to invite both budding and established professionals/entrepreneurs/academicians/readers to join me in sharing the knowledge and expertise with our fellow professionals and aspirants by developing knowledge series in the form of books on a wide range of topics for example, business laws, various forms of audits, accounting standards, arbitration and mediation, self-help and self-development and management topics to name a few.

It will be my pleasure to co-author books with esteemed colleagues who will be interested in presenting an innovative approach with respect to any subject within the ambit of finance and its related fields.

You may feel free to contact me at rajkumar@cadrrajkumaradukia.com or reach me on my mobile phone 9820061049 by WhatsApp for further details and discussions in this regard.

Regards

CA (Dr.) Rajkumar S. Adukia

Contents

1.	Introduction	1
2.	Why Thought leader? Everything starts with why.....	4
3.	Qualities of a thought leader	5
4.	Thought leadership from Bhagavad Gita	7
5.	Examples of a thought leader around the world.....	8
6.	How to become very powerful thought leader?	15
7.	How to be a speaker?	17
8.	How to earn money by becoming a speaker?	23
9.	How to be a world class writer?	25
10.	How to become Global Professional- traditional, non-traditional areas (within the state, Nation and Globe), networking, client handling, explore new opportunities	40
11.	How to become Global Entrepreneur?	65
12.	How to become Global CEO?	70
13.	Use of social media	72

1. Introduction

Our thoughts are the foundation of our life. What we think we become in reality. In simple words, *our thoughts are the seeds. Whatever we plant, it is upon us. Positive thoughts produce positive results just as a flower seed produces a flower. The right seeds are tender thoughts of sharing, connecting and loving ourself, people, nature and the world around us.*

When we think to become a world's best speaker, we become no. 1 speaker, when we think to be a world's best writer, we become a No.1 writer in the world. That's exactly a thought leader does. He first, drop an idea into a mind to get the expertise in the particular area, then, get the specialized knowledge from the various sources available in the market. After getting the specialization, he shares that idea with the public by becoming a speaker or writer or express those ideas with the help of social media platforms.

Everyone has the potential to become a thought leader. With the right processes, we can transform our individual experiences and expertise in our industry into influence with our audience.

Every day we hear a lot about thought leader in the TV, magazines, social media. What does this buzzword actually mean? It is nothing but a very common-sense thing. A thought leader is one who works for their passion, in the field of their expertise. Having knowledge and expertise is one thing and sharing them among fellow aspirants is another thing. When we share our knowledge, it helps to deepen our knowledge and engrains what we know. Thought leadership is the expression of ideas that demonstrate you have expertise in a particular field, area, or topic. Thought leaders share their thoughts.

Thought leaders are the informed opinion leaders and the go-to people in their field of expertise. They become the trusted sources who move and inspire people with innovative ideas; turn ideas into reality, and know and show how to replicate their success.

Various definition of thought leader

As per Macmillan dictionary- Thought leader is a person or organization that is recognized by their peers as the authority in a specialist field and whose opinions and expertise are valued.

As per Wikipedia- A thought leader has been described as an individual or firm recognized as an authority in a specific field and also as business jargon.

Thought leaders' definition by Forbes, Thought Leader is a person or firm that is not only recognized but also who profits from the recognition of authority.

What is thought?

Our thoughts shape our life. According to research conducted around 80% of our thoughts are negative. And we have around 12,000 - 50,000 thoughts daily.

Thoughts can be-

- Positive
- Negative

Good thoughts and actions can never produce bad results; bad thoughts and actions can never produce good results. We are responsible for our results, our mind is a thought factory. We are the master of our mind who can choose and control our own thoughts either positive or negative. Strong belief activates the mind to thinking ways and means and how-to. When we believe we can succeed it builds confidence in us. So always believe we can succeed and we will definitely succeed.

We should never doubt ourself, this disbelief leads to the subconscious to fail, the not really wanting to succeed, is responsible for most failures. Try to observe other successful people. Remind ourself daily that our attitude is more important than our intelligence. Build confidence and destroy fear.

Always think big. A big thinker always visualizes what can be done in the future. Use bright, cheerful, positive and motivational words and phrases to compliment other people. Always try to be helpful. Be progressive, not regressive.

Creativity has a big role in fulfilling our dreams. Don't let ideas escape. Write them down. Don't let negative thinkers pull us down to their level. Belief is important. We need to believe a solution is possible. Practice Goals which help us to grow.

Big thinkers are specialists in creating positive, forward-looking, optimistic pictures in their own minds and in the minds of others. To think big, we must use words and phrases that produce big, positive mental images.

What is leadership?

It is the action of leading a group of people or an organization. It is an art. A leader is one who motivates a group of people to act toward achieving a common goal. A powerful leader possesses the following characteristics:

- Integrity
- Influence
- Empathy
- Courage
- Respect

- self-confidence
- Ability to delegate
- Communication skills
- Self-awareness
- Gratitude
- Learning agility
- creative and innovative thinking



Ingredients of thought leadership

- dedication
- patience
- strategy, and
- education

2. Why Thought leader? Everything starts with why

Why is the first and foremost question which came to our mind. Not only in thought leader but to start anything in life, we must ask to our self- why we are doing this? So here we must ask to our self why to become a thought leader? There is a tremendous benefit of becoming a thought leader.

In other words, we can say that there must be reason behind everything. So, we have to find our why. According to research published in Psychological Science, a journal of the Association for Psychological Science, 'feeling that we have a sense of purpose in life may help us live longer, no matter what our age'.

Whether one is 9 years or 90 years old he can always keep the spark within him/her alive by having aspirations and attaining them. A purpose or goal in life could be anything – it may be as complex as winning the Olympics for someone whereas it may be as simple as making a perfect cup of tea for another. Whatever it is that you aspire for, if you are passionate about it and desire it truly – it is your goal. To achieve our goal, we must identify our X-factor. X-Factor is that noteworthy special talent or quality that makes us unique and stand out from others. If we go for our dream job and there are other contenders for the job apart from us with the exactly same qualifications – then why should we be given the job in preference over them. What is that uniqueness in us which gives us an edge over others or makes us stand out? our X-factor differentiates us from others. Identify it and enhance it.

Why thought leader?

1. Self-development
2. Gaining visibility to the sky level
3. To fulfill our childhood dream
4. Networking
5. Increasing client
6. Taking more opportunities
7. Making money
8. Social benefit

3. Qualities of a thought leader

When we acquire specialized knowledge or we know something it becomes our duty to reach out as success is not just about achieving our goal but to inspire others to do something. A thought leadership is nothing but the act of knowing who our target audience is, being aware of the questions they want answered and providing those answers in a format that's relatable, understandable and educational.

We professionals are best known for our in-depth technical and regulatory knowledge. It can certainly benefit to society in terms of enhancing the knowledge and to keep it updated with all the latest development in related issues whether it be account, corporate and allied laws, business management, corporate governance, taxation, economy, information technology, legal and regulatory mechanism, government initiatives, economy, etc. We are blessed to be born in the internet age where we can meet 1000s of people on a single digital platform. It helps us to reach out to society that needs our services.

Once we become a thought leader, it gives our audience the ability to get to know us and allow them to start trusting us for the knowledge we have and the information we share. Therefore, a thought leader possesses the following qualities-

1. **Determination**-They are very much determined what they actually want to do. They are always determined to learn as much as they can about their area of passion. They are determined to provide the best information and resources to their audience and are concerned with making sure they find value in their offering.
2. **Flexibility**- They are very flexible. Suppose a thought leader may feel most comfortable in making articles but if they realize that their audience prefers to learn from Power point presentation, a thought leader may then create a ppt to give their audience what they want where they want it.
3. **Consistent**-A thought leader consistently providing their audience with the education they need; they'll likely turn to you first because they expect that you have content to cover the topic.
4. **Thoughtfulness**- Thought leaders share their thoughts. That means they must be thoughtful. A thought leader always provides to their what they actually need.
5. **Humility**- The thought leader always keeps on learning new things. They never assume that they know everything. Learning from others

- make them most powerful thought leader. They always consider themselves as a student.
6. Curiosity- They are having a quality of curiosity to know everything. They are always available to get more knowledge. They are always curious; in fact, they have an almost childlike sense of curiosity. They're constantly asking questions, learning new things, voraciously reading and learning.
 7. Passion- They always work on their passionate areas. They are passionate about acquiring more and more knowledge and spreading those ideas among others. They are passionate about their ideas and know how to quickly make arguments to back their vision.
 8. Persistent- It takes years to become an expert in any field, to make the connections and to establish our own platform. Thought leaders have personal drive and the willingness to devote time to their goals.
 9. Content writing- One of the best ways to appeal to and get the attention of your audience is by creating a well understandable content.



4. Thought leadership from Bhagavad Gita

- Leaders should embrace rather than avoid formidable challenges because they bring out the leaders' greatest strengths- According to Bhagavad Gita, a leader should be determined and focused on what he has to do. He shouldn't be bothered by either obstacles or pleasures on the way. He should follow the right path with willpower and perseverance.
- Leaders derive their credibility, respect and power from their unwavering commitment to walking the talk. This is because, if the leaders say something and do something else, the followers will not take the leader very seriously. Rather, they will do a similar thing as their leader and nothing else.

Chapter 3: Karma-yoga

TEXT 21

yad yad acarati sresthas

tat tad evetaro janah

sa yat pramanam kurute

lokas tad anuvartate

- Leaders should be resilient in their actions and should not be weakened by pain and pleasure.
- Developing a sense of equanimity- No great leadership is possible without developing a sense of equanimity.
- Principle of Mutual Dependence- If we observe nature carefully we will understand one aspect very clearly. The whole universe is interconnected. The physical systems such a mountain, rivers, glaciers in the polar regions and mountains have profound effect on us. The plant kingdom and the animal kingdom too exert a considerable influence on us.
- Selfish desires and animosity obscure the purpose of leadership.
- Leaders achieve lasting power and glory by exercising compassion and selfless service.
- Effective leaders do not lead by fear or anger.
- Character is core to effective leadership.
- Leaders need to be aware of the self and the surroundings.

5. Examples of a thought leader around the world

Every time when we hear this word, there must one question arise in our mind. Who is the thought leader? Who can become a thought leader?

Anyone can become a thought leader. We are spending an enormous amount of time each day checking social media. the average person is spending roughly two hours in a day. We can utilize that spending by posting our own thoughts, by sharing our views. Many of us think we cannot become a thought leader, while some want to be and some become.

“Whether you think you can or you think you can’t, you are right.”

But we must at least think to become a thought leader, once we start thinking, we become. We must keep on practicing it. We must have to be consistent and have patience. As we know “Nothing valuable comes quick.” No one become a thought leader in a day. We can take examples of various thought leaders-

1. Jon Gordon



Jon O. Gordon was born on January 20, 1971. He is an American author and speaker on the topics of leadership, culture, sales, and teamwork. He is the author of 17 books and his latest, *The Power of Positive Leadership*, is outstanding.

Leadership lessons from Jon O. Gordon-

1. People follow the leader first and the leader’s vision second
2. Trust is the force that connects people to the leader and his/her vision

3. Leadership is not just about what you do but what you can inspire, encourage and empower others to do.
4. A leader brings out the best within others by sharing the best within themselves.
5. Just because you're driving the bus doesn't mean you have the right to run people over
6. "Rules without Relationship Leads to Rebellion"
7. Lead with optimism, enthusiasm and positive energy, guard against pessimism and weed out negativity.
8. Great Leaders know they don't have all the answers - Rather they build a team of people who either know the answers or will find them.
9. Leaders inspire and teach their people to focus on solutions, not complaints.
10. Great leaders know that success is a process not a destination

2. Marshall Goldsmith



He is an American executive leadership coach and author. At first Goldsmith was an assistant professor and then associate dean at Loyola Marymount University's College of Business. He has worked with CEOs from over 200 companies. He has written 39 books, including *Triggers*, New York Times and Wall Street Journal bestseller. Dr. Goldsmith's books have sold over 2.5 million copies. They have been translated into 32 languages and become listed bestsellers in twelve countries.

Leadership lessons from Marshall Goldsmith-

- Get in the habit of asking for input.
- Listen to the input--don't debate it.
- Global thinking.
- Cross cultural appreciation.
- Technological savvy.

- Building alliances and partnership.
- 'The leader as facilitator' not 'the leader as director'

3. **Anthony Jay Robbins**



Anthony Jay Robbins is an American author, coach, speaker, and philanthropist. He is known for his infomercials, seminars, and self-help books including the books Unlimited Power and Awaken the Giant Within.

Leadership lessons from Anthony Jay Robbins

- Quality questions create a quality life.
- Identify your problems, but give your power and energy to solutions.
- The meeting of preparation with opportunity generates the offspring we call luck
- A real decision is measured by the fact that you've taken a new action. If there's no action, you haven't truly decided.
- Successful people ask better questions, and as a result, they get better answers

4. **Suzanne Jewell**



Chief Innovation Officer and Coach at The Mindful Entrepreneur, Suzanne Jewell shares her thoughts about the profundity of mindfulness amidst chaos in the workplace.

5. **Steve Browne**



He is a speaker, writer, and thought leader on Human Resource Management for more than 30 years, Steve Browne is dedicated to connecting the global HR community and helping it learn and grow together. He is having expertise in the areas of Employee Relations, Networking, and Company Culture.

Thought Leaders in India

1. **Swami Vivekananda**



He was born on 12 January 1863 as Narendranath Datta, was an Indian Hindu monk, philosopher, author, religious teacher, and the chief disciple of the Indian mystic Ramakrishna.

Swami Vivekananda was very well known for his leadership qualities. He said, “Atmano Mokshartham, Jagat Hitaya Cha.” Which means All work is an opportunity for doing good to the world.

Leadership lessons from Swami Vivekananda

1. Believe in Yourself- “Believe in yourself and the world will be at your feet.”
2. Dedication to Work- “Even the greatest fool can accomplish a task if it were after his or her heart. But the intelligent ones are those who can convert every work into one that suits their taste.”
3. Face the Problem- “If you ever feel afraid of anything, always turn around and face it. Never think of running away.”

4. Focus on the goal- “Whatever you are doing, put your whole mind on it. If you are shooting, your mind should only be on the target. Then you will never miss. If you are learning your lessons, think only of the lesson.”
5. Motivator- “All power is within you. You can do anything and everything. Believe in that”
6. Strong Intentions and Resolutions- “There is no impossible word in the dictionary of those who lead. No matter how big a challenge, they can be resolved with strong intentions and resolutions.”
7. Stay Disciplined- “Leader is one who knows how to obey commands before knowing how to command. Learn obedience first.”

2. Dr. APJ Abdul Kalam Azad



Avul Pakir Jainulabdeen Abdul Kalam was born on 15 October 1931 to a Tamil Muslim family in the pilgrimage centre of Rameswaram on Pamban Island, then in the Madras Presidency and now in the State of Tamil Nadu. He worked with the Indian Space Research Organisation (ISRO) and Defence Research and Development Organisation (DRDO) as an aerospace engineer. After that, he became the 11th president of India.

Leadership lessons from Dr. APJ Abdul Kalam Azad

1. Everything is Possible
2. Leaders Ignite the minds of Others
3. Leader’s care, share and maintain transparency
4. Leaders humble themselves
5. Leaders Inspire others and make them dream rather than making them believe in their own dreams
6. Leaders are truly Visionary
7. Leaders look for solutions to problems with Innovative mindset

8. Leaders create Institutions...They live as an Institution personally
9. Be Prepared Always- “Don’t take rest after your first victory because if you fail in second, more lips are waiting to say that your first victory was just luck.”

3. Dr. Bhimrao Ramji Ambedkar



Dr. Bhimrao Ramji Ambedkar was born on 14 April 1891. He was popularly known as Babasaheb. He was an Indian jurist, economist, politician and social reformer who Chaired the Drafting Committee of the Constituent Assembly and was India’s First Minister for Law and Justice.

Leadership lessons from Dr. B.R Ambedkar-

- Desire for Knowledge
- Responsibility towards society
- Confidence
- Affirmative action
- True visionary

He has written various books-

- The Problem of the Rupee – Its origin and its solution
- The Untouchables, who are they?
- Who were the Shudra?
- States and Minorities
- Emancipation of the Untouchables

4. Ratan Naval Tata



Ratan Naval Tata (born 28 December 1937) is an Indian industrialist, and a former chairman of Tata Sons. He was the chairman of Tata Group, from 1990 to 2012, and again, as interim chairman, from October 2016 through February 2017, and continues to head its charitable trusts.

Leadership lessons from Ratan Naval Tata-

- Trust and commitment
- Continuous Learning is important for Success
- Having a vision
- Humility
- Believe in Your Decision
- Share your Success with Everyone

6. How to become very powerful thought leader?

For Knowledge may be a power but it's much more powerful when it is shared! Hence yet again we impressed upon the thought that if we know something we should aggressively share our knowledge. As it is rightly said- *"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."*

The following are the steps to become an effective and powerful thought leader-

1. Understanding our area of passion- Practicing an activity that brings us joy can benefit our professional and personal life. If we are enthusiastic about a concept or exercise, then we may have discovered our passion. A passion is a value that holds significant meaning to you or an activity that we enjoy doing.
2. Get professional Expertise- focus on what we know best and how we can get best from the experts.
3. Create content- Content is all around us, all the time. We must enjoy while creating the content. We must disrupt our space with something new and innovative. Every good content-marketing strategy begins with a plan. It can be flexible and take minutes to create, but it exists.
4. Start speaking in Public like Tv, Seminars, etc.- Preparation and practice are key. We must start speaking in front of audience. A thought leader is one who express their ideas by way of public speaking.
5. Start writing and publish a book- It is another mode of expressing views or what we call thoughts.
6. Start online Publication- It can be done through social media platforms and join various online groups. We can start writing in start a magazine also.
7. Always provide high-quality content
8. Understand how video can be used- We can reach out to people with the help of videos also. We must understand how to use video.
9. Don't limit ourself- we must not limit ourself. In fact, we must explore our ideas and spread it to people at large.

10. Create a good team- Only a good team work can make us possible to become a thought leader. For any successful business or entrepreneur, good team work requires.
11. Create networking- Networking is also equally important for reaching our ideas and thought to the public at large. Suppose we started writing or we want to become speaker, it is important for the public to know about us. It can be possible with the networking only. Networking can be enhanced with the use of social media. Which is discussed in the later chapter.
12. Involve ourself in award ceremony- we must also give our nomination for various award ceremony. It gives a recognition to our work. People got inspired when we got appreciation by way of award.

Various services a thought leader can provide-

- Consultancy services to various business
- Content writing for business magazines, Institutes, universities, colleges
- Become speaker at various seminars, webinars, conferences, events
- Become an author or co-author of various books
- Blog writing
- Podcast services
- You tube videos

7. How to be a speaker?

Speaking has its own importance. It requires various skills and knowledge before speaking at public. Becoming an effective public speaker is not a rocket science. Anyone can become a speaker if they have the passion to become that. Not only for speaker, in fact, in any work once we have a passion to become anything, we can become that. An effective speaker needs to be able to get his or her information across while also keeping the audience entertained and engaged.

Understand what kind of speaker you want to become?

- Transformational speaker
- Inspirational or motivational speaker
- Professional Speaker



Useful tips to motivate oneself to become a speaker

Chase our passion

Channel our inner child

Few questions one must ask to themselves

- Who is my audience?
- What is my goal for this event?

- What people want from their speaker?
- Motive of speaking?
- Do you want to inspire them?
- Educate them?
- Give them a chuckle and entertain them?

Qualities of an effective speaker-

- Confidence- Confidence is the most important quality to become an effective speaker. Without confidence, a speaker cannot attract audience. On the contrary, one who is more confident can attract more and more audiences. People want to hear from the speaker who is confident in his delivery as allows him to be seen as an expert on their topic.
- Passion- Once we show our passion, audience finds it more influencing to hear from us. We can spread our message why do we want to share our idea.
- Ability to engage audience- An effective speaker always thinks before using their words. They know how to keep engaging their audiences. They avoid reading word-for-word from your notes.
- Good communication skill- Effective speaker has an effective communication skill. They must make the other person understands his language, his messages what he wants to share. He always organizes their material in a most effective manner.
- Ability to tell a story- A presentation is more effective and engaging when it doesn't feel like a presentation. Know how to tell our story to our audience. Give them the context for all of the information we are sharing. An effective speaker always shares their own experiences, which find the audiences more influencing. They share other stories or experiences from history.
- Good appearance- Do appearance matters? Yes, it matters when we deliver our message to the audience, appearance equally matters. A good speaker always focus on their personality. As our personality defines us.
- Body language- Pay attention to the body language: stand up straight, take deep breaths, look people in the eye, and smile.

Steps to be followed to become a successful speaker

1. Learn from other faculties and speakers- We must attend various seminars, listen to the speakers in the Tv or other platforms. It gives us the clarity about speaking and also removes fear. Only a good listener can become a good speaker. We must learn from others. In everyone's

life, there must be some ideal person, from whom we want to learn. Just learn from them.

2. Watch videos or recordings- we must spend some time on watching videos or recordings of other speakers. How they communicate their ideas, engage people with their thoughts.
3. Build trust- Building trust on oneself is the most important thing. In order to gain trust of others, we must first build trust on ourself. Once we believe on ourself, we can make others believe on us. That is the only mantra to make others believing on us.

“It’s so important to believe in yourself. Believe that you can do it, under any circumstances. Because if you believe you can, then you really will. That belief just keeps you searching for the answers, and then pretty soon you get it.” – Wally “Famous” Amos

4. Read various books, bare acts, other articles, magazines and journals- Reading is very much beneficial. We can gain valuable knowledge and keep us updated only by reading various books and articles. It enhances our knowledge and develops our reading habits. The benefits of reading are immense.
 - Improve our knowledge
 - Keeps us updated
 - Improve our communication skills
 - Exercise our brain
 - Improve our focus
 - Improves memory
5. Plan for the speech before a day- Plan our speech appropriately. So, that we can easily interact with the audience. Planning and Practice are equally important. Before delivering any speech especially for the new speaker, rehearse it. We can ask to our family members, friends to be an audience while rehearsing. So that it gives us the genuine feeling of delivering the speech. Also ask them to give genuine comments. So, that we can easily rectify it. It will always help us in giving best speeches.
6. Engage audiences with interesting topics- Do engage people with their liking topics. People hear what they want to hear. So, plan our speech accordingly. Do some research about the audience also. They will give us more clear idea about what to tell and how to engage them.
7. Try to create some fun in between- No one likes to hear word to word notes. Always try to engage our audiences with more fun and storytelling. People get more attracted when we share some stories to them or create some fun during the session.

8. Practice it more and more- Always practice more and more before appearing for the speech. If it is our first time or we have not much experience then, we must have to be extra careful.
9. Pay attention on accuracy- We must provide the accurate information to the audiences. It reflects positive image of the speaker. We must always conduct appropriate research from the regulatory authority's website.
10. Always give what your audience want- Everyone is more interested in their own benefit. It is very obvious that we want to talk about the thing in which we have a big interest. Always remember the fact, in order to influence other people and leave impact on them, we need to talk about what they want not what we want and show them how to get it. It is more about the human behavior. We need to think our self from the point of view of sales man. How a salesman performs their duty. He is focusing on the buyers' interest. When a salesperson can show us how their product will help us fix our problem, indeed we will be more interested.

How to Interest People?

Talk in terms of the other person's interest is very important when we want to make people like us. Always try to ask what he or she may be more interested in. Most of the people open up when we start our conversation in terms of their interest. In fact, those who talk less, started participating in the conversation when we talk in their area of interest.

Always be curious, genuine and informative. We can share some good stories to our audience. People do prefer to listen to stories of others. In the words of Dale Carnegie- we can make more friends in two months by becoming interested in other people than we can in two years by trying to get other people interested in us.

The royal road to persons heart is to talk about the things he or she treasures most. In order to get other people involvement, we need to first arouse some excitement and enthusiasm in them. Which can be developed by talking in terms of their interest. For example- Suppose our audiences are factory owner, we should talk more about labour, environment, production capacity. Then we may ask some questions like how they are managing productivity, about the machines. then we can suggest some ideas to cost cutting, tax savings etc.

In this way people find the conversation more attractive and meaningful, rather than wasting of time. All this can be done by preparing our self in advance about the interest of our audience, what business they are running, what is the present market situation, how they can expand their business.

People get influenced when we genuinely notice something in them. We should introduce our self as to grab their attention and make them feel more comfortable. Always try to be polite. We can use little phrases like "would you

mind?”, “Thank you”, “I am grateful that I met you.” Such phrases work a lot to make them feel important.

Tips to be followed at the time of giving speeches-

- **Eye contact-** Eye contact during the speech proves to be very effective. It creates a sense of bonding between the speaker and the listener. It also makes your presence felt. It attracts more attention.
- **Posture-** Our appearance is equally important to make good impressions upon other people. Be confident, positive to make others feel good about us. When we are giving presentation, stand up straight and face the audience. Our posture should be like that it clearly shows our confidence. It demonstrates high status meaning the audience feel you have something worth listening to.
- **Movement-** During the entire speech, we must stand naturally. We must not move here and there. Our body movement tends to immediately attract attention from your audience.
- **Presence-** Our 100% presence should be reflected in our speech. It makes us easily capture our audience’s attention.
- **Voice-** Our level of voice should be such that it is audible to all our audiences, even to those who are seating at the last. Even a person in the furthest corner of a room should be able to comprehend our words. It helps us engage and interest the audience. It also ensures that our speech is communicated clearly.
- **Words-** Our words or vocabulary should be such that it is easily understandable to each one of the audiences. our opening often determines how long the audience will “tune in” to our presentation. Also use powerful statements. Motivational phrases will always prove magic to our listeners. It not only attracts our audience attention but also makes our speech memorable. The words we use at our presentation will sometimes change the whole life of our listener. So, we must be very careful while speaking. It should be as energetic, enthusiastic and powerful, so that it will transform the whole life of our listener.

We can start our speech like –

“Hello, everyone. Thank you for having me. My name is _____, and I am going to be speaking to you today about _____.”

Skills required to become a speaker

1. Conversation skill

Strong relationship can be developed by having a good conversation skill. It is based on the principle of becoming good listener and also by encouraging others to talk about themselves. We should learn to listen

if we want to have a good conversation with others. Genuineness is the core ingredient of having better conversation.

Always try to give compliments, praise the other person. In fact, we can start our conversation by giving a compliment. By giving more attention to the people. We can attract the people. Exclusive attention to the person who is speaking to us is very important. The ability to start and maintain a good conversation is essential for networking.

2. Know your audience. Unless you already know them well, you should plan to spend time researching and understanding your audience as well as your topic.
3. Pick your topic carefully. If you're in a situation in which you have the freedom to choose your topic, make sure to consider its timeliness and relevance along with your level of knowledge and the audience's likely interest.
4. Practice makes perfect. Even in an informal setting, you want to sound polished, with everything flowing naturally. That means lots of practice. Great speakers rehearse, and they do it many, many times.
5. Enthusiasm and energy- Your audience will follow your cue, so be passionate and energetic and empowering. If you don't feel empowered by what you're saying, you can't expect your audience to be excited.
6. Focus – Help your audience grasp your message by focusing on your message. Stories, humour, or other “sidebars” should connect to the core idea. Anything that doesn't needs to be edited out.
7. Organize ideas logically – A well-organized presentation can be absorbed with minimal mental strain. Bridging is key.

8. How to earn money by becoming a speaker?

Use the power of visualization and visualise that we are speaking at various events with full audience participation. Daily affirmations to our self that we are world class speaker and we are earning millions by speaking

Ways to earn money by becoming a speaker-

- Making lots of money for short talks given to events, conferences, and companies.
- Sell a Recording of our Talk
- Upload in podcast and YouTube
- Let the people know about our book- which increases our income as an expert
- By participating in a seminar, webinar and being paid for that, also they provide for accommodation in a five star hotel and ticket fare and other charges.
- Organise your own events-set up a small conference, a workshop series or another event and charge from the participants
- Consultancy services to Companies and other firms
- Some organizations employ professional speakers as brand advocates or ambassadors
- Become speaker for various courses
- Use Personal coaching, consulting, and other smaller knowledge sharing modes

How to get Webinar details

- Look within our own network.
- search on social media about upcoming webinars, seminars
- Join various groups on social media so that we can easily get more connections
- Research on google about the upcoming events local, national and international

- List out the events where we can take part according to the availability of time and our passionate topic
- Apply for call papers
- look at what other experts on our industry are doing

Earnings through You Tube videos

YouTube Partner Program-

For YouTube Partner Program, we must:

- Have at least 1,000 subscribers
- Reach 4,000 valid public watch hours in the past 12 months
- Sign and agree to the terms and conditions
- Have an AdSense account
- Get reviewed and approved

The amount of money YouTube.com will pay depends on a variety of factors, such as:

- The number of views your video receives
- The number of clicks an ad receives
- Ad quality
- Adblockers
- Video length

9. How to be a world class writer?

Writing is an art which any one can learn by practicing it more and more. The translation of human experience into an artful literary presentation is the art of writing. In order to become a writer, one must first realize their passionate area. Where they want to write. There are two kinds of writers- writers who write simply for personal enjoyment and writers who write professionally. We must figure out what we want to write. In fact, we must write what we want to read. We must understand what our reader what wants to read.

Kinds of writer

1. **Copywriter-** A copywriter is a person who provides the words for a variety of assets including webpages, blogs, articles, ads, social media posts, emails, posters, billboards, guides, case studies, whitepapers and more. Copywriting is the process of writing persuasive words that inspire or motivate people to take a specific action. It includes creating material for emails, product catalogues, advertisements, blogs, websites or for print media.
2. **Content writer-** A person who specializes in providing relevant content for target audience. It includes making content for digital media. The different types of content writing include blogs, scriptwriting for videos, emailers, social media posts, whitepapers, etc.
3. **Technical writer-** These are the writers who mainly publishes technical documents like training manuals, promotional brochures, Press releases, memos, reports, business proposals, datasheets, product descriptions and specifications.
4. **Communications officer-** They are responsible for creating communications content on behalf of an organization. Like answering to any complaint filed by the complainant.
5. **Journalist-** It is the style of writing used by journalists. It includes News journalism, reports, facts, Feature writing provides a deeper look at events, people or topics, Columns
6. **Grant writer-** They are the documentation specialist. It is the act of completing an application on behalf of an individual or organization in order to receive funding.
7. **Columnist-** A person who writes for publication in a series, creating an article that usually offers commentary and opinions. Columns appear in newspapers, magazines and other publications, including blogs.

8. Author- An author is a writer of book, article and various documents. They are the creator or originator of any written work such as a book or play, and is also considered a writer
9. Poet- Poet means a person who writes poem. 'Poet' comes from a Greek word meaning "to make." The word poet, which has been in use in English for more than 600 years, comes from the Greek word poiētēs, itself from poiein, meaning "to make."
10. Novelist- A person who writes novel. Novel means work of fiction in which the thoughts, feelings, and motivations of the characters are of equal or greater interest than is the external action of the narrative.

Motivating oneself to Write

We are the James Bond of our life. Just as he has exotic equipment and vehicles in his films, we too are given all the high-profile gadgets in our life - our human existence, our brain; our sense of imagination; our emotions; our abilities - to achieve whatever we desire. However, these gadgets are worthless unless we know what we desire.

Here are the few tips for motivating oneself to write:

1. Setting goals: Goals are the first and primary thing to understand. One must first understand their goal in life. Why they are here. Suppose someone started writing and he/she must know the purpose of his writing. They must know what actually they want to achieve. Everyone has their own goals in life. There is no right or wrong goal for anyone – it could be any particular thing for any particular person viz. wanting to get married; have children; get a job; fruitful career; money; success; attainment of peace and it could even be all of the above together. There may be more than one goal - there may be a goal for now, one for 5 days from now and another for 5 years from now.
2. Thought process: good thoughts and actions can never produce bad results; bad thoughts and actions can never produce good results. We are responsible for our results. Our mind is a thought factory. We are the master of our mind who can choose and control our own thoughts either positive or negative. Big thinkers are specialists in creating positive, forward-looking, optimistic pictures in their own minds and in the minds of others. To think big, we must use words and phrases that produce big, positive mental images.

Negative thoughts are like toxins for the mind. They annihilate the vast universe of the thought and reduce it to rubble. Add to it the venom of gossip and you have the perfect recipe for disaster. The only way to control our mind and nurture our 'positive thought which is our goal' to scale great heights is to live in the NOW. There is no past and no future.

“For him who has conquered the mind, the mind is the best of friends; but for one who has failed to do so, his mind will remain the greatest enemy.” - The Bhagavad-Gita, Chapter 6 verse 6

3. Identify X-Factor within us: X-Factor is that noteworthy special talent or quality that makes us unique and stand out from others. If we go for writing and there are other writers existing in the market– then why one will like our content/work. What is that uniqueness in us which gives us an edge over others or makes us stand out? our X-factor differentiates us from others. Identify it and enhance it.
4. Set deadlines: Deadlines is the best motivator. When we give deadline to ourself, it pushes us to do the work. This will light the fire and force us to put the time in every day.
5. Just go with the flow: When we write anything, always go with the flow. It automatically motivates us to write more and more. It develops an idea into us, which helps us in writing.
6. Read more books: Also read motivational books, it will bring that enthusiasm within us and motivate us to work for our passion.
7. Join various groups: Joining groups will always motivate us to do more. As sometimes, self-motivation is not enough, we require motivation from others.
8. Become member of writer’s association- Also becoming a member of various national or international association will motivate us to write. As there are various prizes and appreciation offered by them. It motivates us to write more and more.

Skills required to become a writer

1. Communication Skills- Clear and concise communication is appreciated by everyone. Communication is important and it is the bridge to our destination. If written communication is faulty and lacking, the document becomes inadequate. Good correspondence has two rules; promptness and precision. Come across as clear, confident and concise. Therefore, the quantity, quality and style of communication are very important for climbing the growth trajectory to success. It empowers us to put across your viewpoint in an accurate manner. Communication skill is required for marketing our services to clients, collaborating with co-workers or connecting with other writers.
2. Presentation Skills- Presentation skill is the most important skill that a person must have for optimum growth. The presentation may be written or oral communication like power point presentations, articles, speeches etc.

The first most important thing to remember in any kind of presentation is to put ourself in place of our reader (referring to people we are

presenting to in whichever way as employer, leader, subordinate, colleague or otherwise) – what would you as a reader like to read. Then explore what value addition we are bringing to the table – are we putting forward something new and innovative in what we are presenting or is it old wine in new bottle. Our reader may come from different cultural and social backgrounds – are we being neutral in our approach or is it becoming too centric on a particular thing. Happiness and positivity are global phenomenon and they sell – are we vibrant and positive (even though you may be talking statistics and financial performances) or are we dull and boring.

3. Adaptability- Flexibility or adaptability is a gift. The ability to be easily modified, change directions easily when required and compromise when appropriate, is a quality which people with strength of character possess. Flexibility does not mean 'not sticking to your time schedule' or 'not doing the required task'. It means analyzing the situation and then altering a certain course of action to achieve the desired results.

Refusing to accept 'Change' in our lives is like refusing to accept that we are growing older – it will still happen anyway. We are too settled in our comfort zones and feel uneasy on experiencing something different from the usual. What we forget is that the only permanent thing in this world is 'change' and one who does not change with the times gets left far behind.

Charles Darwin, English naturalist, geologist and biologist rightly said 'It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change'.

4. Discipline- when we stay focused and write quality content efficiently, the people we write for will think highly of us. And that means we'll continue to get good work and in turn, make good money.
5. Lifelong Learning- No person is ever old enough to acquire knowledge. As per the dictionary, Knowledge is "facts, information, and skills acquired through experience or education; the theoretical or practical understanding of a subject". Experience, education, observations, abilities, creativity – is all knowledge. Even if we have never been to an educational institution and acquired a degree, we may be illiterate but we may still be knowledgeable.

Knowledge is free. We can acquire it if we want. It is everywhere around us. The answer lies in choosing the knowledge we wish to acquire and the purpose for which it is required. We may need expert knowledge for the goal we want to achieve. Take steps to obtain expertise to achieve our goal. Specialized knowledge may come at a price but it may be a small price to pay for the achievement of our goal. Acquiring knowledge and training is an investment; it should not be an afterthought.

Instead of fearing lack of knowledge, be ready to learn. In the technologically advanced times which we live in, knowledge is available at the click of a mouse. There are numerous ways to attain specialized knowledge – online courses; training courses; continuous education; courses from colleges and universities, libraries, apprenticeship, reading books, group discussions with people who already have the required knowledge of our field.

6. **Leadership Skills-** What or who is an actual leader? A leader is one who has a vision and set direction and inspires and guides others to the right way. It is possible for anyone to be a leader as leadership is based on the strengths and abilities individuals demonstrate. These abilities are essentially known as leadership skills as they lead the way toward achievement of goals. These leadership skills are to an extent in-built and are of varying styles, but since there is no particular style of leadership which can be considered the benchmark, it is clear that leadership skills can definitely be acquired. There are certain key skills a leader must display viz.: Compelling vision, Decision making, Problem solving, Effective Communication, Effective Listening, Clarity, Time Management and most importantly Managing Emotions of self and others.
7. **Research Skills-** It is the most important skill required to become a writer. Research is the core of the writing. We should never limit or restrict ourselves while doing any research. In today's world, everything is available in just one click. We must do appropriate research in any topics before we start writing.
8. **Editing-** It is one of the part of writing. Once we finish writing, editing plays an important role. Even the best editors miss typos sometimes. Use spell check as a backup or consider installing Grammarly on our browser.

How one can become a writer in 10 simple steps?

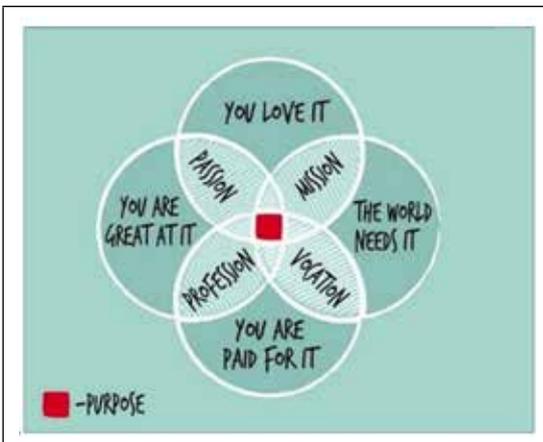
- **Step 1: Finding purpose of writing-** Initials of any work- we must know why we are doing it (clear vision). Recognize Why we Want to Become a Writer- Always remember why we want to write. What is the purpose.
- **Step 2: Research on the topic-** Research, Research and research! Rely on trusted Websites say for example- if we want to write book on charitable laws then we must take the input from Govt websites like www.charity.maharashtra.gov.in/, various ministries website
- **Step 3: Become a better reader-** Develop reading habits. Read various books, laws, bare acts, websites and do appropriate research from other sources. Listen to You Tube Videos.
- **Step 4: Write Everyday-** we must also develop a writing habit. We must at east write 4-5 pages every day. So that it enhances our writing skills. It's always more fun to do things we're good at. Writing is no different.

- Step 5: Prepare a design- First make the design- like an architecture. Prepare contents of the book. Make overall strategy considering the facts-what to include in the book? What readers want from me? Etc. etc. Then, put the material into it. Images, list of websites.
- Step 6: Take ISBN NO.
- Step 7: Look after the right publishing house
- Step 8: Marketing strategies- advertise on social media platforms, make videos of your book
- Step 9: Practice - Practice makes a man perfect. Always use that mantra in life. It makes you do miracles in life.
- Step 10: Find a Place to Get Honest Critiques- Once we start writing, we must find a place for our Critiques, where we can get genuine comments from our readers. This improves our writing skills. We must have the skills to adapt those comments and work on that.

Other additional steps

- Start a Blog- There are various blogging websites where we can start writing blogs. It gives a thorough idea to how to write and also enhances our writing skills. It is discussed in detail later.
- Enroll in an Online Writing Course- There are a lot of different courses online for people who want to become writers. This focuses specifically on how to become a better copywriter.
- Start Journaling- Spend some time on journaling, sometimes just for 5 minutes a day, some for an hour. First reach for some journals where we can start writing.

What is my Purpose of Writing? - ASK OUR SELF



- To motivate someone
- To inform/ teach the reader about something new
- Before I die, I want to . . . write a book.
- Give the reader facts about something
- To change the reader's point of view about something
- To make the reader understand everything about that topic
- To entertain the reader
- To explain the reader how to do something
- To ask the reader about their suggestion
- To socialize with others
- To share our experience

How to do research on any topic?

- Select the topic- be very specific about the purpose of research and the topic we want to cover.
- Then understand the meaning of that topic, be conceptually very clear
- Understand its origin, background, who evolved that concept
- Prepare questions on which we want to research
- Rely on trusted Websites, Government and Ministerial Websites, International Websites
- Research on World scenario-how other countries work on that subject
- Find out various books, ppt and workings on that topic
- If we are working on law subjects, then, find out latest amendments, judgements, committee reports, status of the bill...
- write it down, prepare notes
- Evaluate What we find

How to develop habit of reading?

- Read a variety of different types of books
- Set a goal- say 15 books a year or a certain number of pages each day
- Plan to read a book- like 20 pages everyday
- Try to read at least one to 2 hours everyday
- Find a good and peaceful place to read to avoid distractions

- Enjoy whatever we are reading
- Read in the morning- because in the morning our mind is fresh and absorbs more whatever we give it.
- Understand the topic like Junior KG student
- Listen to various YouTube videos on that subject
- See the images which gives more interest
- Discuss with others

Learn something new-Apply 5-hour rule

5hour Rule- actively learning something new or engaging in a variety of activities for at least one hour each workday. It means spend at least 1hour each day or 5-hours a week learning or practicing.



How to publish the book?

- Search for the publisher
- Get the publishers
- Design the cover
- Take ISBN number
- Use marketing strategies

There is various free e-publishing site that allows us to publish our eBook without paying a single amount to the publisher.

Some of the Publishers are-

1. <https://notionpress.com/>
2. <https://www.zorbabooks.com/>

3. <https://whitefalconpublishing.com/>
4. <https://www.bluerosepublishers.com/>
5. <https://ijser.org/>

Digital Publishing Platforms

1. Amazon Kindle Direct Publishing: Self-Publishing-<https://kdp.amazon.com/enUS/>

On Amazon Kindle Direct Publishing, we can Publish Kindle eBooks and paperbacks for free. We can earn up to 70% royalty on sales to customers in the US, Canada, UK, Germany, India, France, Italy, Spain, Japan, Brazil, Mexico, Australia and more. Enroll in KDP Select and earn more money through Kindle Unlimited and the Kindle Owners' Lending Library.

Publishing Steps

1. Create an account on Amazon KDP and add a new Kindle ebook.
 2. Write the title and description of your book, and enter the author's info.
 3. Verify your publishing rights.
 4. Choose your keywords, categories, age range, book release option, and DRM rights.
 5. Upload your book and book cover.
 6. Choose the territory you want to publish your book in.
 7. Select the pricing of your book and the royalties you'd like to receive.
 8. Hit publish, and your book will appear in the Kindle store within about a day.
2. Apple Books- <https://www.apple.com/in/apple-books/>

Apple Books offers the authors 70% royalties, regardless of the price of their books. Moreover, authors can use up to 250 promo codes to promote their books, and we can also suggest our book for editorial placement to be featured on the website for free.

At the apple books-we can write our book, prepare design, publish our book. We can also sell audio books. We can market/promote our book and also track sales and reporting.

Benefits-

- 70% royalties on every book, regardless of price

- No file delivery fees
- No limitations on offering free books to customers
- No payments for preferential store placement

Publishing Steps

1. Create an iTunes account.
 2. Enter banking and tax information.
 3. Upload our ebook, its cover image, and a sample EPUB file (similar to Amazon's "look inside" feature).
 4. Enter our book title and author's name, then add our book's blurb.
 5. Choose a category, language, and interest age for our book
 6. Select pricing, the countries we want to sell your book in, as well as the release date.
 7. Once we're done, the book will be available after being reviewed in a day or two, at the date and price we set.
3. Barnes & Noble's Press-<https://press.barnesandnoble.com/>

We can earn 70% royalty rate when we publish our eBook with B&N Press.

Publishing Steps

- Create an account on B&N Press and sign up as a vendor by submitting banking and tax information.
 - Upload our manuscript, and we can then choose a custom sample for readers to check our book before buying it.
 - Enter our book and author information.
 - Within 72 hours after hitting publish, our book will appear for sale on website.
4. Kobo Writing Life- <https://kobowritinglife.com/>

We can publish blogs, podcasts, newsletter.

Publishing Steps

1. Create an account on Kobo Writing Life.
2. Enter our banking information.
3. Upload our ebook and enter our book info, including the title, author's and publisher's names, and language.
4. Upload our book cover and select the category.

5. We can choose to either publish your book immediately or schedule a release date.
5. Google Play Books- <https://play.google.com/>
We can earn 70% royalties, regardless of price.

Publishing Steps

1. Create an account on Google Play Books Partner Center.
 2. Enter banking and tax information.
 3. Choose “Add your first book” then enter your book information, such as the title, author and publisher names, book summary, format, and page count.
 4. Upload our ebook and cover image.
 5. Set the price of our book.
 6. After we review our book and the information we entered, hit publish and our book will go live within 12 hours.
6. Smashwords- <https://www.smashwords.com/>

Smashwords is a free ebook publishing and distribution platform. It provides free tools for marketing, distribution, metadata management and sales reporting.

Smashwords authors and publishers earn 85% or more of the net proceeds from the sale of their works. Net proceeds to author = (sales price minus PayPal payment processing fees)*.85 for sales at Smashwords.com, our retail operation. Authors receive 70.5% for affiliate sales. Smashwords distributes books to most of the major retailers, including Apple Books, Barnes & Noble, Kobo and hundreds of smaller retailers.

Publishing Steps

1. Sign up for a free account and confirm your email.
2. Make sure to read the Style Guide before uploading our ebook.
3. Head to the Smashwords Dashboard and choose “Publish”.
4. Enter our book’s information, including the title, release date, description, and language.
5. Determine the price of our eBook.
6. Choose whether or not to take a percentage of your book available for free as a sample.
7. Select the category and tags.
8. Upload the book cover and manuscript.

9. Hit publish and your book will be available on the Smashwords website.
7. Wattpad- <https://www.wattpad.com/>
This platform is quite different from other platforms. It is mainly for short stories or novels published in short episodes.

Publishing Steps

1. Create an account on Wattpad.
2. Enter the story details, including its title, cover, and description.
3. We can start typing our story by entering the name of the chapter and the content.
4. Preview our story after we finish writing.
5. Hit publish, and our story will be ready for sharing with our readers.

Other Platforms

8. Flipping book-<https://flippingbook.com/>
9. Kitaboo- <https://kitaboo.com/>
10. Readz-<https://www.readz.com/>
11. CreateSpace- <https://www.createspace.com/>
12. IngramSpark- <https://www.ingramspark.com/>
13. Draft2Digital- <https://www.draft2digital.com/>
14. LULU- <https://www.lulu.com/>

How to take ISBN number?

ISBN stands for International Standard Book Number. It's basically a 13-digit identification number that booksellers and libraries use to identify books, magazines, newspapers or other publications. Separate ISBNs are assigned for the paperback, hardbound and eBook versions of your book.

Step by step process to apply for ISBN

- To apply for ISBN, we have to first register on the website isbn.gov.in/v2
- after registration, we can further apply for ISBNs, as and when required.
- Click on NEW APPLICANT REGISTRATION
- Read the disclaimer and click the checkbox, if we agree to the conditions described. Consequently, fill-up the form providing the

- applicant type i.e., Publisher or Author, email id (further required for login and coordination) and other required details. On clicking verify mail, a link will be sent to the mentioned email id to verify the mail id, on clicking the link, registration form page will appear.
- On the registration page, some of the details will be auto-filled as given during mail verification and rest needs to be filled by us along with the documents required.
 - Documents asked are to ascertain the identity of the applicant and the fact that the Commercial Publishing Agency or the Publishing Institute is based in India. On submission of this form, the department will receive the registration form which is to be verified manually by the ISBN officials. Based on the information provided, ISBN officials may approve, reject or raise a query in respect of the registration form. In case the registration is approved or query is raised, login credentials will be sent to the registered email id, in case of rejection also the reason will be communicated to the applicant via registered email id.
 - Based on the login credentials, we may login to the portal after clicking the 'Applicant login'
 - After login to the system, we will be able to resolve the query raised (marked in red) by changing the field value or by updating the required document for approval of the registration.
 - In case, registration form gets approved click 'APPLY FOR NEW APPLICATION' link
 - In the application form, we have to share the requirement for the ISBN and fields in which Publishing will be done while the Authors have to share the Title of the Publication (refer screenshot below) and then click SAVE.
 - After successfully saving the form and reviewing it, please click 'FINAL SUBMIT' to send it to the Department.
 - Then, we have to wait for further approval and earmarking of ISBNs by the department which will be communicated via registered email id
 - Now to receive the ISBNs from the issued ISBN series, we have to provide the Book Details for which ISBN is required by clicking 'Fill Title details for which ISBN is required' link and then 'Add New Books' on the next screen.
 - Next Screen will lead us to the ONIX 2.0 format in which the title details have to be saved for issuance of the ISBN.
 - After saving book details, we have to finally submit the details to Agency by checking the boxes adjacent to each book details clicking on SUBMIT TO DEPARTMENT

- When the ISBNs will be issued by the department, the same can be seen by clicking the link.

Some Famous Indian Authors

1. Khushwant Singh- He was a journalist, editor and novelist born in Hadli during the time of British India. He received his degree at St. Stephen's College in New Delhi and King's College in London. He initially started his career as a lawyer after which he got the opportunity to become the editor of important journals and magazines.
2. R. K. Narayan- He was born in Chennai and due to his father's transfers had to move around therefore changed many schools. His interest in reading was evident since a very young age and his hobby soon became a habit. He later graduated and decided to become a stay at home writer. His initial books were not that popular until his third novel, 'The dark room'. Narayan wrote many novels after this which were published and soon became a well renowned author during his time in India.
3. Rabindranath Tagore- abindranath Tagore (1861-1941) was the youngest son of Debendranath Tagore, a leader of the Brahma Samaj. His first poem 'Mansai' was published in 1890 after which he gained immense popularity amongst Bengali readers. His most significant works include 'Gitanjali' which was a collection of poems and 'Galpaguchchha' which are eighty short stories.
4. Ruskin Bond- Bond was born in Punjab, British Indian and attained his education in Shimla and after completion of high school he moved to the U.K to enhance his writing career. He started his career as a freelance writer and eventually got jobs as editor in various magazines. He got the noble prize in 1980. His best-known work is 'The blue umbrella.'

International Forums and Associations

1. The International Authors Forum (IFA): It is a Non-profit Organisations. It is a membership body for organisations representing more than 7,00,000 authors all over the world. It was existing since from 2009 but was formally incorporated in 2013. platform to ensure that the voice of authors is heard among others with rights and interests in creators' work, such as publishers and libraries, who already have globally representative bodies.
2. The International Federation of Library Associations and Institutions (IFLA): It was established in 1927 in Edinburgh, Scotland at an international conference. It has more than 1,500 Members in over 150 countries around the world. The main object of the federation is international cooperation, discussion and research in all fields of library activities. It offers a professional forum for library associations, libraries

- and librarians whatever the type of library or the expertise they have.
3. The International Publishers Association (IPA): It was established in 1896 in Paris. It works together with 86 organisations from 71 countries in Africa, Asia, Australasia, Europe and the Americas. Through its members, IPA represents thousands of individual publishers around the world who service markets containing more than 5.6 billion people. IPA works with United Nations organisations including the World Intellectual Property Organisation (WIPO), the United Nations Educational, Scientific and Cultural Organisation (UNESCO) and the Universal Postal Union (UPU). IPA assists its national member organisations when national laws affecting publishers, in particular copyright laws, are introduced, reviewed or amended. It collaborates with UNESCO to promote World Book and Copyright Day that is celebrated on 23 April and assists in selecting the World Book Capital City each year.
 4. PEN International: PEN means 'Poets, Essayists, Novelists'. It was established in 1921 in London. It is a worldwide association of writers. The main aim of its establishment is to promote literature and intellectual co-operation among writers. The PEN International office works to support PEN Centres around the world. PEN centres are present in over 100 countries, from Senegal to Japan, Russia to South Africa, Canada to Chile and Norway to New Zealand.

List of writer's associations, writers' groups, and organizations for writers

- American Christian Fiction Writers
- Novelists, Inc
- Mystery Writers of America
- Romance Writers of America
- Western Writers of America
- Women's Fiction Writers Association
- Asian American Journalists Association
- National Association of Memoir Writers
- Association of Writers and Writing Programs
- Authors Guild
- The Catholic Writers Guild
- The National Writers Union
- International Women's Writing Guild
- Military Writers Society of America

10. How to become Global Professional-traditional, non-traditional areas (within the state, Nation and Globe), networking, client handling, explore new opportunities

Traditional areas

Traditional means- based on a way of thinking, behaving, or doing something that has been used by the people in a particular group, family, society, etc., for a long time.

It means occupations practised by successive generations, rooted in customs and practices and focused on subsistence economies.

1. Accounting- It is the process of measuring, processing, and sharing financial and other information about businesses and corporations.

Accounting concepts are ideas, assumptions and conditions based on which a business entity records its financial transactions and organises its bookkeeping.

The father of modern accounting is Italian Luca Pacioli, who in 1494 first described the system of double-entry bookkeeping used by Venetian merchants in his *Summa de Arithmetica, Geometria, Proportioni et Proportionalita*.

The professionals record the financial transactions of a company.

Different types of accounting

- financial accounting,
 - management accounting,
 - cost accounting
 - and tax accounting.
2. Auditing – It is the examination or inspection of various books of accounts by an auditor.

Auditing is as old as accounting, and there are signs of its existence in all ancient cultures such as Mesopotamia, Greece, Egypt, Rome, UK, and India. Arthashastra by Kautilya detailed rules for accounting and auditing of public finances. A Royal Charter incorporated the Institute of Chartered Accountants in England and Wales on May 11, 1880. The

key purpose of this incorporation was to prepare Auditors.

In India, the Office of the Comptroller and Auditor General has its beginnings in 1858 – the year the British Crown took over the reins of governing British India from the East India Company. The first Auditor General (Sir Edward Drummond) was appointed in 1860 and had both accounting and auditing functions.

3. Direct taxes- It includes- Income tax, corporation tax, property tax, inheritance tax and gift tax.
4. Indirect taxes- It includes excise tax, VAT, and service tax, GST. From 2017, India began the journey of the unified GST, which replaced the multiple taxes that were previously existing.

Non- traditional Areas

These are the untouched areas. These untouched areas are divided into three categories viz. within the state, nation and globe.

A. Opportunities within the State

1. Real Estate- RERA

- a) Conversion of agricultural land into non-agricultural land
- b) Development of retail, hospitality and entertainment (e.g., hotels, resorts, cinema theatres) industries, economic services (e.g., hospitals, schools) and information technology (IT)-enabled services (like call centres)
- c) Advisory to buyers before investing
- d) Investment outside India
- e) Investment in India by NRI
- f) Income tax and other tax compliances
- g) Advisory to all intermediaries builders, agents,
- h) Advisory Services before acquiring immovable property and the safeguards to be employed to minimize the risk involved.
- i) Advisory services in order to avoid delay in acquiring property possession.
- j) Advisory services in case of dispute regarding issues of non-payment.
- k) Due diligence before land purchase
- l) Drafting of various documents like sale deed, mortgage deed, title deed, conveyance deed

- m) Representation before the Adjudicating Authorities under RERA in the process of complaint
- n) Representation before the Real Estate Appellate Tribunal
- o) Representation before the Conciliation and Dispute Resolution Forum
- p) Representation before any other competent authority for any other purpose under the Real Estate (Regulation and Development) Act, 2016.
- q) Execution of RERA order
- r) Approaches on behalf of the real estate buyer/home buyers/allottees for the remedy provided under consumer act
- s) Property management
- t) Real estate lending services
- u) Valuation services under real estate
- v) Mortgage Specialist / Underwriter
- w) leasing consultants
- x) Promoter certificate
- y) Project fund planning before registration
- z) Advice on township development
- aa) Real estate promotion and development
- bb) Advice and legal documentation of property buying/selling/lease
- cc) Tenant-landlord issues
- dd) Land use regulations
- ee) Building, development and construction contracts
- ff) House tax disputes, Other Tax disputes (GST and other)
- gg) Project and retail property transactions
- hh) Filing of complaint under RERA
- ii) Routine compliance work

2. Charitable Laws

- a) Registration of Trusts, Charitable organizations, societies, Waqf,
- b) Taxation of Charitable organisations
- c) FCRA Registration
- d) Consultancy on foreign contribution

- e) Management and administration of Charitable organization
- f) Dispute resolution
- g) Corporate Social Responsibility- reporting, spending
- h) Legal framework consultancy
- i) Preparation of Bye laws, Trust deed and other drafting opportunities
- j) Registration of Section 8 Company
- k) Compliances and filing under Section 8 Company
- l) Fund raising and grants
- m) Audit
- n) Taxation
- o) Compliances under the Foreign Contribution (Regulation) Act, 2010 if receiving any foreign contribution from a foreign source
- p) Compliances under various legislations and State Laws applicable to the charitable organization
- q) Maintenance of Books and Accounts

3. Cooperative Societies

- a) Registration of cooperative society
- b) Model bye laws
- c) Project report of society
- d) Registered as member
- e) Raise funds for the society
- f) Audit
- g) Reconciliation of accounts
- h) Resolutions of the Managing Committee and General Body Meeting
- i) Audit of cooperative housing society
- j) Compliances of all cooperative societies

4. Labor laws

- a) Preparation of checklist
- b) Regulatory compliances including minimum wages act, work men's compensation Act, Contract Labour Act, Factories Act etc.

- c) Working hours, wages, occupational health and safety
 - d) PPF, EPF, pension and other requirements
 - e) Timely submission of annual/half-early/quarterly returns
 - f) Industrial disputes
 - g) Contract labour, lay off
 - h) Consultancy on labour codes and other laws
 - i) Employment agreement, offer, acceptance, non-disclosure agreement
5. Chit funds State laws
- a) Preparation of chit fund company
 - b) Maintenance of accounts, records
 - c) Consultancy on chit fund laws
 - d) Preparation of agreement
 - e) Dispute resolution
 - f) Inspection of documents
 - g) Appeal
 - h) Winding up
6. **Stamp Duty**
- a) Calculation, collection and submission of stamp duty
 - b) Consultancy on stamp duty where applicable
 - c) Stamp duty on bond, debenture, real estate projects etc.
 - d) Consultancy on stamp act
 - e) Preparation of various documents
 - f) Agreement or document for transfer or assignment of rights or interest in financial assets not liable to stamp duty
7. **Subsidies schemes of states**
- a) Consultancy on schemes prevailing within the state
 - b) How to avail that scheme
 - c) Eligibility criteria and other procedure
 - d) Apply for scheme, submission of documents

B. Opportunities within the Nation

8. Presentation before Tribunals-business tribunal practice - 30 plus tribunals

- a) Tribunal's practice or procedure rules
- b) Drafting of pleadings and written statements
- c) Drafting of affidavit
- d) Filing of various applications
- e) Appear before various tribunals
- f) Pray for relief
- g) Procedural aspects of filing appeal

9. MSME sector

- a) Formation of MSME
- b) Consultancy on growth and development of the MSME
- c) Set up an organizational structure
- d) IPR services to MSME
- e) MSME compliances
- f) Udyam Registration
- g) guidance to new business opportunities
- h) Regularly update on recent development in MSME
- i) Various schemes for MSMEs
- j) Online market place
- k) GST registration
- l) bank loans
- m) Taxation consultancy
- n) government tenders
- o) Government e-Marketplace and various other State Government portals which give easy access to their marketplace and e-tenders.
- p) Subsidies and other consultancy
- q) Special consideration in International trade fairs.
- r) Filing of various cases, appearance before tribunals in case of any dispute

- 10. Company law- Oppression and mismanagement, Liquidation etc.**
- a) Filing of Application in case of Oppression and Mismanagement
 - b) Presentation before Tribunal
 - c) Alteration in Memorandum or Articles
 - d) Filing of copy of every order altering, or giving leave to alter, a company's memorandum or articles with the Registrar.
 - e) Valuation of shares
 - f) Class action suit
 - g) Filing of appeal before appellate tribunal
 - h) Petition for Winding Up
 - i) Act as a liquidator
 - j) Conduct Board meeting and general meetings
 - k) Sale of assets
 - l) Distribution of Property of Company
- 11. Virtual legal counsel / CFO / Virtual Entrepreneur**
- a) Managing legal matters without a General Counsel
 - b) Start ups to start their business
 - c) Assist the businessman with applicable business laws, regulations
 - d) Compliance
 - e) Support to each and every level
 - f) Growth prospects
 - g) Efficient finance operation
 - h) Formulation of overall strategy
 - i) creating value
 - j) oversight of contracts and legal risks
- 12. Disciplinary consultancy to ICAI, ICSI, CMA, Bar Council, Ministries, Government departments- police administration**
- a) Filing of complaints
 - b) Procedural aspects
 - c) Appearance
 - d) Filing of appeal

- e) Issue of show cause notice, its reply
 - f) Advisory about various laws and regulations, Professional Misconduct
- 13. Non Banking Financial Institutions- NBFCS, Nidhi company, Money lenders**
- a) Advisor to the various non-banking financial institutions
 - b) Registration of Non-Banking Financial Company
 - c) Compliances of Non-Banking Financial Company
 - d) Audit of Non-Banking Financial Company
 - e) Winding up of Non-Banking Financial Company
 - f) To act as an arbitrator in case of any disputes arising under Cooperative societies
 - g) Act as a relationship officer and manager under NBFC
 - h) To assist in various types of money lending
 - i) Consultancy to establish NBF
- 14. Succession Laws, Hindu laws, family laws**
- a) Guide on remedies available to individuals on benefits of succession
 - b) Drafting of Wills, Power of Attorney etc
 - c) Assist in Family settlements
 - d) Consultancy on Succession management of Family business and HUF.
 - e) Succession and Wealth Planning
 - f) Marriage settlement
 - g) Family dispute settlement
 - h) Marriage registration
 - i) Adoption, inheritance, minority
 - j) Divorce
 - k) Appearance before district court and appellate jurisdiction
 - l) Dispute Resolution Services
 - m) Arbitration

Opportunities within the Globe

15. Sustainability, ESG reporting, CSR, Social audit, SSE,17 SDG Climate change mitigation - carbon credit

- a) Preparation of reporting
- b) Analyzing factors- Environmental, social and Governance
- c) Keeping records
- d) Tracking
- e) ESG data
- f) help corporates frame the right policies and frameworks to further improve their ESG performance
- g) ESG metrics
- h) Research on environmental, social and governance disclosures of companies.
- i) Arranging conferences, seminars
- j) Courses
- k) Publications
- l) sustainable community development
- m) Contribution in making policies to enhance economic development
- n) Become member of various institutes for sustainable development national or international
- o) Sustainable Development Goals- United Nations
- p) Improving environmental, social and governance performance
- q) Consultancy on Reducing emissions
- r) A framework to ensure that voluntary carbon markets will truly help combat climate change
- s) Become members of various conferences
- t) Emissions of greenhouse gases
- u) Making plans to adopt more stringent climate measures
- v) Climate Action Tracker
- w) projects global temperatures
- x) Become member of Panel on Climate Change
- y) tax carbon or a cap on carbon emissions

- z) compliance carbon markets
 - aa) Establish companies to establish voluntary carbon markets
- 16. Social Media consultancy services- designing, creation of accounts, posting, tagging, sharing**
- a) Account creation at various social media platforms- Facebook, Twitter, You Tube etc.
 - b) Posting of various articles, content
 - c) Handling of accounts
 - d) Sharing of thoughts and knowledge
 - e) Tagging and group posting
 - f) Poll creation, engagement of audiences
 - g) You Tube videos
- 17. Corporate Governance & Independent Director**
- a) Advising directors and officers on director duties, various legislative framework, the organization's constitution, stock exchange and other regulatory and statutory requirements
 - b) Advising on ways to have such corporate governance that add value to the company and also benefit the stakeholders in the long term
 - c) Ensuring transparency for growth and profitability of business
 - d) Ensuring corporate accountability by communicating with the organization's stakeholders and broader community.
 - e) Review of risk and compliance policies, processes and procedures
 - f) Ensure robust and effective board interaction so as to have transparency
 - g) Adherence to various compliance of the Companies Act, 2013
 - h) Facilitating professional development programs for the board
 - i) Monitoring of corporate governance framework
 - j) Independent director of Mutual Fund
 - k) Enrolled with Data Bank and pass an exam for getting appointed as an Independent Director
 - l) Can become independent director in 7 companies

18. Marketing consultancy-domestic and International

- a) Preparation of marketing strategies,
- b) Designs to attract customer
- c) monitoring outcomes, identifying new markets, and positioning services and products
- d) digital marketing, social media
- e) Branding of products and services printing in magazines and newspaper adds
- f) Preparation of flyers and pamphlets,
- g) Consultancy to improve performance

19. Enterprise Risk management

- a) Risk management framework
- b) Risk management solutions for insurers
- c) Risk management services to banking and capital markets
- d) Asset management and private equity
- e) Risk analyst
- f) Evaluation of financial documents, economic conditions and potential clients
- g) Trading
- h) Market analysis, investment trends
- i) Credit risk specialists
- j) Treasury risk management
- k) Identification, Measurement, mitigation and monitoring of risks
- l) Liquidity risk
- m) Operational risk
- n) Compliance risk

20. Start-ups and E-commerce

- a) Establishing own e-commerce business
- b) Start-up making (Minicorn, Soonicorn, Unicorn, Decacorn, Hectocorn)
- c) Consultancy
- d) Online teaching

- e) App development
- f) Arranging funds for the business
- g) Making business plan
- h) Management and accounting consultancy
- i) Marketing strategy
- j) Business and Growth consultant
- k) Compliance consultants
- l) provide software solutions
- m) Financial and IT consultant
- n) Promotion strategy
- o) Deal with regulators
- p) Getting various licenses whenever required
- q) Designing of whole business ideas

21. Global funding

- a) Arranging various finances for companies
- b) Purchase Order Financing
- c) Business Start-Up Loans
- d) Factoring
- e) Asset Based Loans
- f) Equipment Financing
- g) Construction Loans
- h) Real Estate Financing
- i) Inventory Loans
- j) Arranging for funders/finance groups/capital raise firms and lenders
- k) International agent or correspondent
- l) Synopsis of the transaction to specific funders/finance groups/ capital raise firms/lenders
- m) Funding Proposal

22. International trade - Global import –export services- Marketing

- a) Financial Services Trade in Special Economic Zones

- b) Software technology parks
- c) SEZ programs
- d) Service centers and R&D operations
- e) Dealing with flows of finance
- f) Offshore production
- g) Export-Import Registration
- h) Import Export Code
- i) Drafting of various documents like Letter of Undertaking, purchase order, agreements etc
- j) GST and other tax compliances
- k) Free on Board ('FOB') value of exports
- l) Advising on foreign currencies
- m) locating supplier -product export ,
- n) exhibition participation
- o) Foreign Trade Policy
- p) Compliances under The Foreign Trade (Development & Regulations) Act,1992 & Rules made there under
- q) Acts as an intermediary
- r) Liaisoning with DGFT
- s) Tariff Rate

23. Coach- Hard skills and soft skills-

- a) Set up various coaching centers for CA, CS, CMA and law student
- b) Guide them through out their course
Coaching on various topics like time management, emotion management, personality development -CA, CS, CMA, law students, Management, IITs, Colleges/Universities CPA, ACCA, CFA, CAPA, IFAC
- c) Virtual or physical mode of coaching
- d) Create videos in various subjects
- e) Teach strategies to clear the exam
- f) Prepare memory techniques and questionnaire
- g) Either individually or together with other colleague

24. IPR Advisory Services

- a) Patent, Trademark, copyright registration
- b) Setting up IPR registration agency
- c) IP pricing, tax and IP transactions
- d) management, strategy and licensing services
- e) valuations of IP and intangible assets
- f) Documentation for Trade Marks, Copyright, Patents and other Intellectual properties
- g) advice regarding reverse engineering of intellectual property
- h) Patent Drafting and Prosecution
- i) Patent Analytics
- j) Technology Transfer
- k) Trademark
- l) Copyright
- m) Software and Technology Licensing Agreements
- n) IPR investigation
- o) Coaching for Certificate courses on IPR

25. Cyber security, Digital economy and data protection services

- a) Cyber security consulting
- b) Identify Cybersecurity Issues
- c) Cyber crime reporting
- d) Filing of compliant
- e) Cyber Security Audit
- f) enterprise security architecture
- g) Web Application Security Assessment
- h) Mobile Application Security Assessment
- i) Network security audit
- j) Cyber security audit
- k) Infrastructure Audit
- l) Information Security Audit
- m) Cloud Security Audit

- n) DDOS Assessment Services
 - o) Network & Wireless Assessment
 - p) Social Engineering Risk Assessment
 - q) Digital Transformation Consultancy services
 - r) Startup ecosystem
 - s) Create a website
 - t) Fintech services
 - u) Set up our own blog or contribute blog posts on various CA platforms
 - v) Conferences and Public Speaking Opportunities in virtual mode
 - w) Become An Affiliate of Network of Chartered Accountants
 - x) Create Profiles on social media
 - y) Join Groups on Various Social Media Platforms
 - z) DSC Agency
 - aa) Digital Marketing Coaching
 - bb) Blockchain Technology consultancy
 - cc) Crypto trading
 - dd) Consultancy on crypto
 - ee) Taxation on crypto
- 26. Industry specific specialisation – Business growth in that industry**
- a) Industrial contractor
 - b) Computer Industry
 - c) Telecommunication industry
 - d) Agriculture industry
 - e) Construction Industry
 - f) Education Industry
 - g) Consumer services
 - h) Business services
 - i) Public services
 - j) Manufacturing industries
 - k) Innovation and disruptive technology

- l) Audits of the world's largest brands
- m) Software and services
- n) International trade and business

27. Human Resource Management

- a) Creating job opportunities
- b) Consultancy services
- c) Preparing strategies for organization
- d) Developing HR policies and procedures;
- e) Outsourcing services
- f) Performing Employee Satisfaction, Salary and Benefit Surveys
- g) Managing retirement plans
- h) Employees capacity building programmes
- i) Improve in productivity
- j) Hybrid workplace
- k) Training to employees

28. Drafting of business and legal documents

- a) Sale Agreements, Joint Venture and Foreign Collaboration Agreements
- b) Arbitration Agreement
- c) Power of Attorney & Affidavit
- d) Outsourcing Agreements, Service Agreements, E-Contracts, Leave and License, IPR Agreements.
- e) Deed of Sale of Land, Building, Mortgage, License, Lease, Assignment, Trust, Gift.
- f) Drafting of Wills, Partnership Deed, Sale Agreements, Collaboration Agreements, Hypothecation, LLP Agreement.
- g) Agreements, E-Contracts.
- h) Drafting of Legal Opinion.
- i) Shareholder's Agreement
- j) Drafting for pleadings/appeals under other acts/laws like Income Tax Act 1961, Finance Act 1994, Central Excise Act 1944, VAT laws etc.

- k) Drafting under other legislations like Transfer of Property Act,1882, The Registration Act,1908, Indian Contract Act,1872, Indian Stamp Act, 1899, Sale of Goods Act,1930, Negotiable Instruments Act,1882 etc.
 - l) Research paper, content writing
- 29. Finance for non finance executives**
- a) Improve financial skills of non-financial executives like Managers, senior managers, middle level executives
 - b) cost savings, budgets, new projects, growth strategies
 - c) Arrange various programs, seminars, events
 - d) Certification in Online Finance for Non-Finance
- 30. Consumer and Competition laws**
- a) Compliances with competition laws
 - b) Dealing with regulators
 - c) Enforcement and administration
 - d) Become member of the Competition Commission of India
 - e) Preparation of an anti-competitive agreement
 - f) Initiate an inquiry in relation to an anti-competitive agreement
 - g) File a complaint/information relating to anti-competitive agreements
 - h) Investigation with respect to anti-competitive practices
 - i) Acquisitions, mergers and amalgamations
 - j) A merger filing with the CCI and approval from the CCI
- 31. Recovery mechanism guidance - Insolvency and Bankruptcy, SARFAESI, Criminal Actions, TORT etc.**
- a) Preparation and filing of the Corporate Insolvency Resolution Process Application with the Adjudicating Authority.
 - b) Appointing the Interim Resolution Professional / Resolution Professional in consultation with the clients.
 - c) Assisting on Public Announcement as required under the Code.
 - d) Advising on the preparation of Information Memorandum and Statement of Affairs as may be desired by the Insolvency Professional in terms of the code.

- e) Meeting, conference and discussion with the Insolvency Professional on the resolution plan and making the necessary changes as suggested therein.
- f) Drafting, settling and filing all representations, petitions, replies, rejoinders and all other such pleading as may be necessary before the Adjudicating Authority and appearances for hearing before the Adjudicating Authority.
- g) Resolution Professional
- h) Representation on Committee of Creditors
- i) Liquidator
- j) Corporate consulting for Resolution / Liquidation
- k) Control and custody of the assets of the corporate debtor
- l) Bankruptcy
- m) Voluntary Liquidation
- n) Recovery under various relevant Laws
- o) Factoring, Loan & Sale Documentation
- p) Filing of various applications
- q) Recovery of debt
- r) Legal framework-
- s) Appearance before DEBT RECOVERY TRIBUNALS & PROCESS OF RECOVERY
- t) Become judge of DRT, DRAT
- u) Recovery Of Damages In Tort
- v) Risk management
- w) examining banking sector reforms, suggestions to form new legislation
- x) Registration and regulation of Asset Reconstruction Companies
- y) securitization of financial assets of banks and financial institutions
- z) reconstruction of financial assets
- aa) Presentation of any securitization company or asset reconstruction company registered with the Reserve Bank of India as a public financial institution.

- bb) Assistance in set up a Central Registry for the purpose of registration of transactions relating to securitization, asset reconstruction and creation of the security interest.

32. Outsourcing - accounting - drafting – knowledge

- a) Outsourcing real estate accounting
- b) Outsourcing finance functions
- c) Drafting and submission of tax returns
- d) Record keeping
- e) Drafting of financial statements
- f) Accounts Receivable/Payable
- g) Business accounting
- h) Maintenance of books and records
- i) Asset accounting management
- j) Financial analysis
- k) Bank reconciliations
- l) Payroll management
- m) Different types of reports on daily basis.
- n) Financial research and investigations

33. Opportunities under financial crimes and laws like PMLA, Benami transactions, Black money, Fugitive Offenders Act

- a) Risk rating methodology consulting
- b) Outsourced risk rating
- c) Enhanced due diligence
- d) Regulatory issue advisory
- e) Establish sound AML compliance programmes and control frameworks.
- f) Independent testing and audit
- g) Risk assessments
- h) Training
- i) Look-back projects
- j) System selection
- k) New product and service consulting

- l) assist financial institutions across all stages of the AML lifecycle
- m) Undertaking investigations
- n) training for employees related to AML
- o) KYC solutions
- p) Anti-money Laundering (AML) programs

34. Mergers and Amalgamation

- a) Advisory on tax implications associated with the various forms a transaction may take
- b) Assisting through rigorous financial analysis to ensure sound decision making
- c) Compliance services for the applicable regulatory requirements
- d) Assist in creating model and/or critically evaluate business valuations
- e) Guiding on financing options available and structuring a financing package, if necessary
- f) acquisition accounting and their application
- g) To advise, plan, coordinate, and execute an efficient and effective due diligence review
- h) Guidance for analyzing the transaction and modeling the target company's business.

35. Valuation services

- a) Advisory services
- b) Appointed as a registered valuer for liquidation
- c) Independent Valuer for valuation of exclusively listed companies
- d) Valuation at the time of admission or dissolution of partner,
- e) Family settlement, divorce
- f) Shareholders disputes
- g) Merger and amalgamation
- h) Adherence to Valuation Standards
- i) Asset Valuation
- j) ESOP Valuation
- k) Equity Valuation
- l) Investment valuations

- m) Capital Markets and Transaction Futures
- n) Brands/Intangibles
- o) Corporate Professionals Valuation Services
- p) Publication of articles
- 36. Internal Control measures
 - a) Internal control designs
 - b) Financial Internal Control Advisory services
 - c) Implementation of internal control, policies and procedures
 - d) identify problems
 - e) Corrective measures
 - f) Checking compliance with applicable laws, regulations, contracts, policies and procedures
 - g) Risk assessment
 - h) Formal internal departmental risk assessment
 - i) Performing control activities such as verifications, reconciliations, reviews of operating performance, security of assets etc.
 - j) Monitoring of internal control processes, system's performance over time
 - k) Training and guidance of employees
 - l) Ethics and values are promoted within the organization;
 - m) Financial and operational information is accurate, reliable, and timely;
 - n) Employee's actions are in compliance with policies, standards, procedures, and applicable laws and regulations;
 - o) Resources are acquired economically, used efficiently, and adequately protected
- 37. **ADR –Arbitration, Mediation**
 - a) Act as arbitrator / conciliator in domestic and international commercial disputes.
 - b) Drafting of arbitration / conciliation agreement/ clause.
 - c) understanding the underlying commercial transaction or the legal framework and advising accordingly.
 - d) act as strategist and authorize in arbitral proceedings.

- e) help parties settle disputes and reach mutual agreements through communication and dialog.
 - f) setting up appointments, conducting interviews from witnesses or claimants, and reach conclusions through their knowledge of policy, law, and regulation.
 - g) Mediators are neutral parties that help resolve disputes, however make no decisions. Arbitrators hear disputes and make impartial decisions.
 - h) Prepare settlement agreements for disputants to sign
 - i) Apply relevant laws, regulations, policies, or precedents to reach conclusions
 - j) Evaluate information from documents such as claim applications, birth or death certificates, or physician or employer records
- 38. Agriculture and rural development**
- a) Industries and rural communities
 - b) Infrastructure development assistance
 - c) Managing finances
 - d) Granting loans
 - e) Technical support
 - f) How to adapt new technology
 - g) Deal with govt schemes
 - h) conducting awareness programs on accounts, audit and taxation matters in rural areas
 - i) to encourage the agriculturist for maintenance of accounts and frame the rules in various statutes
- 39. IFRS and country specific GAAPs , IPSAS**
- a) Adaptation of International Public Sector Accounting Standards
 - b) Dealing with International Public Sector Accounting Standards Board
 - c) Implementation of IFRS
 - d) Specializing in audit, accountancy, advisory
 - e) Evaluation of project processes, controls and deliverables
 - f) IFRS Reporting
 - g) In-depth analysis of the impact of IFRS

- h) Preparation of IFRS financial statements and annual reports
- i) Accounting changes in IFRS and US GAAP
- j) Measure and report various transactions
- k) Cash to Accrual and IPSAS services
- l) compliance & importance of auditing standards - peer review / disciplinary mechanism / regulator enquiry

40. Forensic services

- a) Forensic accounting
- b) Fraud investigation
- c) Identification and mitigation of risk
- d) Reporting of frauds
- e) fraud, misconduct, money laundering, bribery, kick-back schemes
- f) Anti-bribery and corruption services
- g) Cyber forensic- Digital Forensic And Cyber Crime Investigation
- h) Corruption laws in India
- i) Advisory services
- j) Dispute resolution
- k) Forensic digital technology
- l) Enforcement Agencies
- m) Asset tracing
- n) Corporate investigation
- o) Corporate intelligence
- p) International arbitration and dispute advisory
- q) Fraud risk management services
- r) Whistle-blower assistance

41. SEBI and capital areas

- a) To set up operations and offer services for a wide range of securities such as equities, commodities, equity derivatives, debt, currency & index based derivatives, etc.
- b) Provide a platform for Indian companies to raise foreign currency capital • Provide a platform for foreign companies to raise foreign currency capital

- c) Provide a wide range of securities to Indian investors looking to invest in the exchanges that set up in the IFSC
- d) Provide Depository services to Indian exchanges
- e) Provide Depository services to Foreign exchanges
- f) Provide clearing services to Indian exchanges that set up in the IFSC
- g) Provide clearing services to Foreign exchanges that set up in the IFSC
- h) Become Stock Broker, Sub-Broker, Merchant Banker, Banker to an issue, Trustee of trust deed, Registrars to an issue, Share transfer agent, Underwriter
- i) Consultancy to Investment adviser, Portfolio manager, Depository participant, Custodian of securities, Foreign portfolio investor, Credit rating agency.
- j) Setting up an offshore fund in the IFSC that sources funds from Indian investors (subject to LRS) and invests these funds in offshore markets
- k) Investment in a wide range of securities such as equity, debt, commodities, ETFs etc (some of which are not permitted under the current regulations)
- l) Wealth Management / Portfolio Management Services for non-India centric portfolios of non-resident investors

Networking

Networking- very essential for professionals

- Family
- Friends
- Relatives
- Make more friends in social media,
- Sharing of knowledge in different platforms
- Become speaker at various conferences, attend conferences, meetings, events to increase network
- Become member in various groups, associations
- Speak at Business Magazine, newsletter, blogging
- Look for national and international seminar

Importance of networking

- Learning new skills, self and professional development
- The opportunity for individuals to get to know each other
- To meet with likeminded people and industry peers
- To expand our knowledge
- To find solutions to our problems-get clarifications
- To present our ideas and increase professionalism
- For increasing communication skills
- To increase our confidence and also personality development
- Learn beyond our field or interest- out of box thinking
- Learn from other people's experiences

How to create new opportunities

1. Understanding passionate area
2. Believe in our self
3. Out of comfort zone
4. Convince others about our ideas- understand their need
5. Keep learning new things
6. Keep value addition in our thoughts, ideas or product
7. Best branding of our self

11. How to become Global Entrepreneur?

The word “entrepreneur” originates from a thirteenth-century French verb, *entreprendre*, meaning “to do something” or “to undertake.”

By the sixteenth century, the noun form, *entrepreneur*, was being used to refer to someone who undertakes a business venture.

Entrepreneurial Mindset

It is a way of thinking that enables us to overcome challenges, be decisive, and accept responsibility for our outcomes. It is a constant need to improve our skills, learn from our mistakes, and take continuous action on our ideas. Anyone willing to do the work can develop an entrepreneurial mindset.

An entrepreneurial mindset is a set of beliefs, thought processes, and ways of viewing the world that drives entrepreneurial behavior. Typically, entrepreneurs firmly believe it’s possible to improve their life situation and live life on their own terms. They also believe in their ability to learn, grow, adapt, and succeed. The mindset of successful entrepreneurs is different from the mindset of traditional workers in many ways.

As the founder of Ford Motor Company, Henry Ford once said,

“Whether you think you can or think you can’t – you’re right.”

How to develop an entrepreneurial mindset?

Anyone can learn how to act like an entrepreneur, build the habits, and learn some business hacks to fearlessly create a business or start a side hustle. We can work towards starting a business and earning passive income without quitting your job, without knowing how to code, and without a million-dollar idea. Having a proven online business model helps, too.

But here is the thing..... The **biggest killer** of the entrepreneurial mindset is not what you would expect.

It’s not failure, the economy, or bad ideas.

It’s **doubt** – in ourselves, our surroundings, and our abilities.

Self-doubt kills many dreams, long before any external factors can come into play.

Learn to master our inner game: Most people are **afraid to start** pursuing their dreams. Or if they do start, they turn back at the first signs of struggle, convinced they don’t have what it takes. This is why your thinking is so

important to get right in the beginning. Being an entrepreneur starts with **that feeling inside us** – that entrepreneurial spirit we need to nourish and hone.

Whether we are an employee looking to level up our career, a 9-to-5 worker exploring how to become a freelancer, or become a founder and CEO of our own company– when we master the entrepreneur mindset, we will begin to accomplish more goals than we ever imagined.

Qualities of an Entrepreneur

1. Goal
2. Passion
3. Planning
4. Professionalism
5. Easy going attitude
6. Eager to Learn
7. Empathy
8. Social Skills
9. Decision making
10. Competitiveness
11. Determination.
12. Disciplined.
13. Risk taking
14. Global and Industry Knowledge
15. Creativity
16. Patience

How to become Global Entrepreneur?

- Find our purpose and passion
- Develop the business idea
- Research in the market about the opportunities
- Make business plan
- Capital to be invested
- Sources to fund the business
- Expenses to meet in regular basis
- Human resources to be required

- To make available Skilled Labour forces
- Make sales strategy to increase the sales
- Once the business start running smoothly, develop strategies to expand business
- First expand the business in the national market
- Then become global
- Make continuous effort to take the business to the new heights

Small Business Ideas

1. Food truck business
2. Coffee shop
3. Bakery
4. Cooking classes
5. Ice cream stand
6. Product reviewer
7. Home delivery
8. Book keeping
9. Web design
10. Digital marketing
11. Interior Designer
12. Make up Artist
13. Home stay Business
14. Online tutorial
15. Home décor
16. Currency trading
17. Event planning
18. Photography
19. Fast food corner
20. Yoga classes
21. Pet business
22. Day care business
23. Salon

24. Content creation
25. Dance studio
26. Music studio
27. Sports coaching
28. Clothing boutique
29. Travel planner

Few important Work from Home Business & Digital Skills

1. Blogger : Write Stories, Article & Content, sharing of thoughts for ourself, others or promote Brands once we build our followership.

Some of the blogging sites-

1. Wix (www.wix.com)
 2. WordPress (www.wordpress.org)
 3. LinkedIn (www.linkedin.com)
 4. Weebly (www.weebly.com)
 5. Medium (www.medium.com)
 6. Ghost (www.ghost.org)
 7. Tumblr (www.tumblr.com)
 8. Blogger (www.blogger.com)
 9. Joomla (www.joomla.org)
 10. Jimdo (www.jimdo.com)
2. Amazon Certified Seller Support : Content , Catalogue , Account Activation, Reconciliation, Promotion Strategist to support millions of e-commerce sellers worldwide.
 3. Logo & Illustration Designer : Expert level designer for Logo, Brand punch line and illustrations.
 4. E-mail / Text and WhatsApp Marketing Campaigns : Design, Run and Deliver campaigns in multiple languages.
 5. Video making and Editing : Edit 100s of different type of Videos from the Raw files, video making, publishing. Conversion of long videos into short.
 6. Content Writer : Original content writing, copy editing and working for Digital Content distribution companies, website management. Content can include blog posts, video or podcast scripts, ebooks or whitepapers, press releases, product category descriptions, landing page or social media copy.

7. Social media platform consultancy-Facebook, LinkedIn, Instagram, Twitter Specialist : Creation and manage multiple social media platforms, posting, hashtags, grp posting etc. social media marketing, consultancy, business promotion.
8. Google Business Expert – Manage Google Business account, G-Suite integration and E-mail management with CRM expertise, assists local companies of all sizes in developing an online presence and brand. Google dashboard, SEO tool,
9. Tele-Calling Expert – Develop Domain expertise in niche areas like Insurance, Healthcare, E-Commerce and other technical speciality and start supporting Companies, Brands and Business owners.
10. YouTuber– Making videos for clients, business promotion. Short and long videos. Consultancy on video making and account management.
11. Consumer Protection & Complaint handling online
12. Cloud based Accounting management – Tally ERP, Quick Books and Real Books Certified
13. Website Development, Hosting & Maintenance – Wordpress, Majento, Shopify, Google Sites, Wicks, GoDaddy

12. How to become Global CEO?

Chief Executive Officer- is the highest-ranking person in a company. While every company differs, CEOs are often responsible for expanding the company, driving profitability, and in the case of public companies, improving share prices.

Who can become CEO?

Anyone can become CEO.

CEO Mindset

- Choose the destination/goal- Plan Where we want to see our business
- Timeline to reach that destination- the time by which we want to achieve that goal
- The Road map- The way to reach that destination /goal

Qualities of CEO

1. Passion
2. Vision
3. Grit And Courage
4. Decisiveness
5. Potential
6. Self-Confidence
7. Adaptability
8. Relationship-Building Skills
9. Curiosity
10. Communication skills
11. Emotional Intelligence
12. Risk taking
13. Learning
14. Growth Mindset
15. Creativity

Soft Skills required to become a CEO

- Growth Mindset
- Communication Skills
- Leadership
- Decision making skills
- Emotional Intelligence
- Listening
- Negotiation
- Problem solving
- Delegation

How to become Global CEO?

1. Gain the qualification
2. Get the expertise
3. Knowledge about the product/services, industry, competitors
4. Create vision
5. Skills development
6. Build CEO mindset
7. Life long learning
8. Management skills

13. Use of social media

Having knowledge and expertise is one thing and sharing them among fellow aspirants is another thing. When we share our knowledge, it helps to deepen our knowledge and engrains what we know.

Therefore, if we know something it becomes our duty to reach out as success is not just about achieving our goal but to inspire others.

We are blessed to be born in the internet age where we can meet 1000s of people on a single digital platform. It helps us to reach out to society that needs our services.

Powerful social media tools such as Facebook, Linked-in, Gmail, YouTube, Blogs, websites, Twitter, WhatsApp, Instagram, e- articles, etc. allows us to share our knowledge and expertise and helps connecting people even though they are living miles apart.

For Knowledge may be a power but it's much more powerful when it is shared! Hence yet again we impressed upon the thought that if we know something we should aggressively share our knowledge.

In Facebook, we can join 6000 groups, similarly, a person can send over 2000 emails daily, and professional expertise tools such as LinkedIn allows us to be part of 100s of the group. Additionally, a certain platform such as Twitter, blogs, podcasts help to put our viewpoints.

Note: Sharing of knowledge is not violation of professional ethics and code of conduct.

Create a website

The world has become a small marketplace with the advent of internet and the World Wide Web. Now your product or service is not only being sold in a local, national or international arena but it can reach the most remote corner of the planet. The internet has made this feat possible.

The Internet is a global network of interconnected computers, enabling users to share information along multiple channels and the World Wide Web is a system of interlinked hypertext documents which is used as a way of accessing information over the medium of the Internet. Invented in 1990 by Tim Berners-Lee as a method of publishing information in a hypertext format on the Internet, the World Wide Web began to take off in 1993, after computer science student Marc Andreessen created the first popular Web browser, known as Mosaic. Since then, the number of Web sites and Web pages has exploded. The Web prompted the phenomenal growth in both the size and use of the Internet.

Social media have made possible and easier to discuss, network and share valuable information and updates with the community.

We can take the benefit of social media platforms by creating informative and engaging content. LinkedIn is a professional networking platform. It will be very helpful, where we can connect with business owners, tax experts, and other professionals in order to build their network.

How to use social media platforms?

- Read various books, get expertise-technical, self-development
- Learn various tools, software like Canva for designing, active campaign for e-mailing, website management, social media platforms etc.
- Create Our own website, YouTube channel, Facebook page, LinkedIn, Twitter, Instagram account, create account in blogging website, podcast
- Make more friends, join various groups
- Create WhatsApp Business account and Telegram, create various groups and invite people to join that group
- Create our own attractive flyers on various topics, market ourselves
- Post those flyers in Facebook, LinkedIn, Twitter, Instagram, WhatsApp- 4 times a day
- Tag others that post, share in various groups
- Create Poll for engagement for participants
- Make YouTube videos in just 2hrs and upload in social media platforms
- Make various articles, ppts, upload in website, LinkedIn etc.
- Share those articles via e-mails in bulk by Active campaign, in SlideShare

How to make You Tube Videos?

- Create a YouTube Video Strategy.
- Create account on YouTube
- Choose the topic of our passion- Be it anyone, like a housewife can make video on cooking, crafts, stiches
- Get the expertise by googling it
- Rely on Ministerial websites, get various statistics wherever needed
- Spend 1-2 hrs on preparation and make pointers, memory techniques for making video, cover everything about that topic, make it meaningful
- Think out of box

- See other videos, think on how we can make different, extraordinary video
- Set up your video recording
- Record your video
- Look into that video and try to find how video can be better
- Go for another video recording,

Few social media platforms to interact, connect and share knowledge

Advanced social media have changed the way people connect, communicate and share information amongst such popular platforms are

I. Facebook <https://www.facebook.com/>

Facebook comes in the category of most users as compare to other social media platform marking it 2.5 billions of monthly users. Initially benefited to communicate, connect, and share information amongst fellow users, the platforms allow you to join relevant groups and pages, it is one of the best ways to find and reach your targeted audience.

II. Instagram <https://www.instagram.com/>

The number of users of Instagram have now surpasses around 1 billion monthly users. This application is mostly viewed and use by young adults, teens, so it will be easier target audience under age 40. You may come up with a page of sharing valuable knowledge with students or those who are in early stage of their professional career. Sharing your experience, knowledge, valuable piece of advices will help such budding youngster long way in their career.

III. WhatsApp www.whatsapp.com

Now-a-days who is not on WhatsApp, thanks to pandemic even the education of today's kids happen over WhatsApp. This again brings you lots of ideas and scope of sharing content information and knowledge. You may join/create groups for targeted audience or send mass message to all contacts through just one click.

IV. LinkedIn <https://www.linkedin.com/>

LinkedIn is perhaps the world's largest online professional network with more than 700 million users. It is typically use to make connection clients, co-workers, recruiters etc. however it can be best platform for sharing opportunities, knowledge, scope, crucial tips, advisory etc. making connection joining groups being the common features of almost all platforms we can best use of the same here too, as most of your connections, users will be career driven sharing your part of knowledge, advice will be helpful for them. You can also record videos, audio of yours giving all insights and experience and share directly through your device.

The only thing you need to do is Start Talking

V. Youtube <https://www.youtube.com/>

After Google, the Youtube tops among the second most search engine in the world. It runs on the rule of video content only, which again brings you lots of creative ideas of sharing expertise. You may run a channel where you could demonstrate, talk over current issue something that needs to reach to society. Once your viewers increase they themselves make you suggestion of content over which they will be wanting your views. The best part viewers of all age may consume your video content.

VI. Twitter <https://twitter.com/>

With much of feature alike to other social media platforms what makes twitter different is the use that people make of it. It has mostly become significant for sharing of breaking news, view, opinions etc. You should prioritize twitter if your targeted audience skews toward the demographic of mature males between the ages of 25 to 60.

VII. Podcast <https://anchor.fm/>

Although there are lots of tools available across the internet for knowledge sharing, audio content is more digestible and absorbable, than is possible through the podcast. Professionals in the capacity of Consultant, Advisors, Motivational coach, experts who have the desire to motivate others and possess valuable knowledge and expertise that they can share with society can make best use of podcast. Not only this will benefit the end-user but their experience will add to their learning.

Platforms like Ancho.fm are the easiest solution to start your podcast career. The best part is uploading over one platform will automatically connect you with six other such as Apple Podcasts (aka iTunes), Google Play Music, Overcast, Pocket Casts etc.

VIII. Quora <https://www.quora.com/>

Sharing being the popular form of learning Quora serves the best use of it. It is typically content in question answer format, curiosity satisfying answers providing.

Other than this some of knowledge sharing platforms are TED: Ideas Worth spreading <https://www.ted.com/> , HowStuffWorks – Learn How Everything Works <https://www.howstuffworks.com/> , Curiosity <https://iminitiative.com/curiosity-app-android-website/> etc.

IX. Academia <https://www.academia.edu/>

With more than 129 million active users the platforms covers almost 22 million of papers/research document submitted so far. Typically

beneficial for academic researchers, if you have authors quality this will be best platform for you to share piece of information in written documents.

X. BAND <https://band.us/en>

This is best social network platform to create and join the interest based groups to communicate your knowledge

XI. beBee <https://in.bebee.com/>

You may understand it as a collaborative platform for professionals who can connect with alike personal and professional interest. The platforms also provides blogging facility.

XII. Tumblr <https://www.tumblr.com/>

It is a social media site that allows the users to join the communities and participate in dialogue that expand their ideas and knowledge. With the increase in the daily visitor it have now reached to 321 million unique visitors.

XIII. Reddit <https://www.reddit.com/>

It is yet another platform to share views and opinions. Since the users mostly share the news content it is possible to engage in relevant discussion and gives some wise opinions.

XIV. Watt pad <https://www.wattpad.com/>

With current readers reach more than 70 million worldwide, this is suitable for engaging with readers and writers.

XV. Live journal <https://www.livejournal.com/>

It is blog based social media site where users can create blog, journal to viewed and read by potential readers

XVI. XING <https://www.xing.com/en>

Typically termed as career oriented social media sites it helps the career enthusiastic to reach upcoming professional events, seminars of like interest. It basically use to expand professional network.

XVII. Telegram <https://telegram.org/>

With much of its features matching with WhatsApp it is one of the messaging platforms. One unique quality being its messages are end to end encrypted serving maximum security and privacy. You may join or create interest based groups on this platform and surprisingly it allows to members numbers that can reach up to 2 lakh more than any other messaging platforms.

XVIII. Video session:

Conduct of video session over specific topic that serves best interest to your audience perhaps will be oldest and yet effective way. There are several platforms out their like Zoom, Google meet, that provide you to connect with your audience at the pre decided time. you may also keep a chat box moderator who will pick up relevant number of question that audience will put throughout the session. The best effective way is to invite your senior keeping in view the relevancy of topic that you have chosen so that they will provide crucial insights in terms detailing over topic, giving opportunities information and many more. The best part is you can record the whole session and put it on other video platforms and provide link of the same over networking sites so that chances are that it will reach to maximum audience even to those who have missed your ongoing session.

Blogging

Blogging is yet another innovative way to share your knowledge with the world. There are thousands of searches on search engines for topics like accounting, tax, GST, etc. These searches are from small business owners, professionals, interns or accounting students, etc. you may select a pattern of your writing whether it me question answer format, interacting, informative etc. there are thousands of online platforms or forums available where you can write, share, publish your piece of content. If you are able to provide valuable content then you will be able to keep your audience engaged and gain trust from them. Out of these audiences, you may have some potential clients too.

We can write on all the relevant keywords related to your niche which are searched more.

List of few bloggings, article publishing platforms

Slide share <https://www.slideshare.net/> is known for respected content in the format of presentation, PPT, you may publish pdf version of written content by making your account. It has capacity to reach thousands users within matter of minutes. Apart from this there are many platforms to share and create blog, articles, and write ups



1. Bombay Chartered Accountants'Society <https://www.bcasonline.org/>
2. CA club India <https://www.caclubindia.com/>
3. <https://www.casansaar.com/articles.html>
4. Taxmann <https://www.taxmann.com/post/author/admin/>
5. www.blogger.com
6. www.WordPress.com
7. www.Medium.com
8. www.Tumblr.com
9. www.Linkedin.com
10. <https://sites.google.com/>
11. <https://www.academia.edu>
12. <https://www.quora.com>
13. <https://www.bloglovin.com>
14. <https://www.scoop.it>
15. <https://www.livejournal.com>
16. <https://evernote.com>
17. <https://www.behance.net>
18. <https://www.boredpanda.com>
19. <https://steemit.com>
20. <https://justpaste.it>
21. <https://www.ebaumsworld.com>
22. <https://www.ebaumsworld.com>
23. <https://en.paperblog.com>
24. <https://ezinearticles.com/>
25. <https://www.tumblr.com>
26. <https://dev.to>
27. <https://hackernoon.com>
28. <https://www.apsense.com>
29. <https://selfgrowth.com>
30. <https://www.sooperarticles.com>
31. <https://teletype.in>

32. <http://articlesfactory.com>
33. <https://www.artikel-presse.de>
34. <https://www.articlepole.com>
35. <https://www.tradove.com/>
36. <https://www.klusster.com/>
37. <https://www.webnewswire.com>
38. <https://openarticles.com>
39. <https://www.articleswrap.com>
40. <https://www.articlecube.com>
41. <https://www.area19delegate.org>
42. <https://articlebiz.com>

Join Groups on Various Social Media Platforms



The social network platforms for instance linked in and Face book are best way to create and join groups for professionals. The groups are open as well as closed groups. There is no need to send a request to join open groups. However, you need to send a request in order to be a part of closed groups. We can grab the attention of other fellow members by contributing valuable content and knowledge.

Email Marketing

Email marketing perhaps the oldest form still effective to reach your target audience with engaging and informative emails. Staying connected with your audience with latest or upcoming events, news is always a good idea.



Sharing updates, news, with your network, audience is always a good idea. Email marketing is the best way of marketing because it keeps you connected with your audience.

SEO: Search engine optimization

It would be better if you create content while keeping in mind the SEO too. There will be a better chance that your blogs will rank on the top searches of search engines.

Search engine optimization is a technique that helps your content to rank higher. Both on-page and off-page SEO are important for your website.



A well SEO-optimized site is always preferred by search engines. It is the most effective way to stay in higher ranks on relevant keywords. When you are visible on the top searches, chances are very bright that you will get enough clients and leads.

List of the best Facebook groups for writers

1. Film Script Writers (India)
2. New Writers and Authors
3. Script Writers India
4. Content Writers
5. Writers Group
6. Writers Community
7. Authors & Writers
8. Content Writers & Bloggers
9. New Writers & Authors

10. Technical Writers
11. The Writing Writers
12. Freelance Writers
13. Freelance Copywriters & Content Writers
14. The Writers Group
15. Authors and Writers Helping Each Other Grow

Now it's Time for ACTION

Action is imperative to achieve. Action is just the simple act of doing. It is common knowledge that no idea can be turned into reality without action on the idea. Creation of an idea and the desire to turn it into reality backed by all the monetary power available will still not guarantee riches unless there is action performed towards that idea. Over- analyzing and over-thinking will kill the idea even before inception.

So, the key is to start and start Now! If we want to earn our millions in writing and have belief in ourself and an idea to boot - pick up a pen and paper and just write. If we want to strike our gold in the line of speaking – immediately get down to searching either on the internet or through social network as to the best platforms where we can start speaking.

Be a livewire: always full of life. Take life as a challenging game and participate in it with full enthusiasm. Have a goal and channelize our passion towards our goal. Be consciously aware of the energies around us. Assimilate these energies and then merge them to create a power source in ourself which can be consciously controlled by our mind so as to guide our body towards dynamic action to achieve the impossible. The most important gift of nature to a human being and what differentiates him from other organisms is his 'ability to reason and analyze' and 'control over his own mind'. So, apply our thought process and abilities of the mind to harness our energies and accumulate it to a point that we exercise full control over it.

Conclusion

Before the digital age, book writing, news articles were such few channels of knowledge sharing, although these are equally important in the present age, with little technological advancement you will reach your fellow learners perhaps much faster.

At this juncture, we find it apt to remember English Historian and Geologist Charles Darwin's famous quote

"In the long history of humankind those who learned to collaborate and improvise most effectively have prevailed."

We feel it is our prime duty to share what we know with society. Let us become members and address the community which needs our services.

At last, I would like to conclude this article with a hope that this article would do a miracle for all the professionals and the public at large to serve their thoughtfulness as Thought Leaders.



CA. (Dr.) Adukia Rajkumar Satyanarayan

My Profile:

Educational Qualification	
1	Graduation from Sydenham College of Commerce & Economics. 5th Rank holder in Bombay University in 1980
2	Chartered Accountant
3	LL.B, LL.M, Diploma in Labour law and Labour welfare, IPR, Criminology
4	PhD in Corporate Governance in Mutual Funds
5	MBA & Diploma in IFRS (UK)
6	Master in Business Finance
7	Certification courses: Arbitration Forensic Audit and fraud prevention Concurrent audit

Contribution to the Profession & Economy	
1	Chairman of WIRC of ICA.I in 1997-98
2	International Member of Professional Accountants in Business Committee (PAIB) of International Federation of Accountants (IFAC) from 2001 to 2004 Member of Inspection Panel of Reserve Bank of India
3	Member of J.J. Irani committee (which drafted Companies Bill 2008)
4	Member of Secretarial Standards Board of ICSI
5	Member of Working Group of Competition Commission of India, National Housing Bank, NABARD, RBI, CBI etc.

6	Independent Director of Mutual Fund Company and Asset Management Company.
7	Worked closely with the Ministry of Corporate Affairs on the drafting of various enactments.
8	Served as Independent Director of SBI Funds Management Private limited and Bank of India asset management co. ltd
9	Served as Independent director at ICAI accounting research foundation section 8 company
10	Actively involved with ICAI as a Central Council Member during the period when the convergence to IFRS was conceptualized in India and has been instrumental in materializing the idea.
11	Address to Insolvency and Bankruptcy Board of India
12	Address to Institute of Chartered Accountants of India
13	Address to Institute of Company Secretaries of India
14	Address to Institute of Cost Accountants of India
15	Address to Chamber of Indian Micro Small & Medium Enterprises
16	Speaker in IIA's 2013 International Conference in Orlando on Green Audit.
17	Faculty at Indian Institute of Corporate Affairs for courses on Insolvency Laws and Corporate laws.
18	Faculty Speaker in Workshop on Risk Management for Bankers organized by CAFRAL (Centre for advanced Financial Research and Learning)
19	Faculty at National Institute of Securities Management (NISM) and Indian Institute of Corporate Affairs (IICA.)
20	Addressed the Program for Principal Inspecting Officers & Inspecting Officers by Reserve Bank of India- Department of Non-Banking Supervision.
21	Addressed the National apex Chamber of Commerce and State apex Chamber of Commerce including his address to ASSOCHAM, Confederation of Indian Industry (CII), Federation of Indian Chamber of Commerce and Industry (FICCI), and All India Manufacturers Organization(AIMO).
22	Addressed the CBI officers, officers of Serious Fraud Investigation Office (SFIO), and various State Police Academies.
23	Addressed the SCOPE- Standing Conference of Public Enterprises which is an apex professional organization representing the Central Government Public Enterprises. It has also some State Enterprises, Banks and other Institutions as its members.
24	Addressed the National Academy of Audit and Accounts (NAAA)

My contribution to Government and Global level	
1	member of International Federation of Accountants - professional accountants in business committee - 2001-2004
2	addressed twice international annual seminar of Institute of Internal auditors
3	addressed international seminar of association of certified fraud examiners
4	addressed international seminar of ISACA
5	gave training to official of comptroller and auditor general, central bureau of Investigations, officials of various ministries
6	addressed to almost all training forums of govt of India
7	visited 90% branches of ICAI and addressed students and members
8	member of IFRS foundation - small and medium enterprises implementation group -2018 to 2020
9	on board of SBI mutual fund, BOI Mutual fund
10	member of standards board OF ICAI, ICSI & ICMAI
11	addressed reserve Bank of India officials and officers of many private and public sector banks

Awards and Accolades	
1	The Jeejeebhoy Cup for proficiency and character
2	State Trainer by the Indian Junior Chamber
3	"Rajasthan Shree" by Rajasthan Udgosh, a noted Social Organization of Rajasthan
4	Several other awards as a successful leader in various fields
5	National Book Honors Award 2018

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Author's Profile

CA (Dr.) Rajkumar S Adukia

Author of more than 350 books & Global business, Professional Growth and Motivational Coach, NLP Master Practitioner, Thought Leader

Passionate to make anyone Global Speaker, Writer, Entrepreneur, Global Practitioner, Acquiring New Knowledge, Professional Qualifications, Growth in Business & Promotion As CEO.

My Profile:

Educational Qualification

- ❶ Educational Qualification - B. Com (Hons), M. Com, FCA, FCS, FCMA, LL. B, LL.M, Ph. D, MBA, Dip CG, Dip IFRS (UK), DLL&LW, Dip IPR, Dip in Criminology, Mediation, IP(IBBI), MBF, Dip HRD, Dip Cyber Law
- ❷ All India Ranks - AIR 1st Rank in CA-Inter; AIR 6th Rank in CA-Final; AIR 3rd Rank in CMA-Final, AIR 5th Rank in Mumbai University
- ❸ 20+ Certificate courses; 75+ Self Development Courses
- ❹ Ex-director - SBI Mutual Fund, BOI Mutual Fund
- ❺ ICAI Central Council Member 1998-2016 and 2022-2025

CA (Dr.) Adukia left no stone unturned during his career spanning more than 40 years. He is ever enthusiastic and passionate to mentor, guide and assist in matters of professional growth, self-development and goal fulfillment. He is renowned for his competency in identifying new professional opportunities and accelerating professional growth. His education, skill-set, experience, networking aptitude and a positive go-getter mindset make him a sought after professional. Having addressed more than 100 International Conferences, he has shared his vast experience through training, workshops & professional services with banks, financial institutions, corporate, Government departments and Regulators.