

TAKING YOUR BUSINESS AND PROFESSIONAL PRACTICE TO NEW HEIGHTS

By

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BUSINESS GROWTH

GROWTH

*“Who wants to
be a
Millionaire?”
(Kaun Banega
Crorepati?)*

REQUIRES

- SELF BELIEF
- GOAL
- ACTION
- PERSISTENCE
- INSPIRATION

5 SIMPLE STEPS TO SUCCESS

Step 1: What do you want

- Identify your exact goal in exact amount (if it is materialistic gains) or in exact words (if it is anything other than materialistic gains)

Step 2: By When do you want it

- Identify exact date and year

Step 3: What do you need to attain it

- Identify specific actions, objects, degrees, capital, qualifications etc.

5 SIMPLE STEPS TO SUCCESS

Step 4: What immediate action will you take

- Identify the immediate action i.e. initial step you will take towards your goal and what you will give in return to achieve your goal

Step 5: Read your statement twice daily - morning & evening

5 FATAL FEARS TO STAY AWAY FROM

1. Your inner voice that tells you that “it’s impossible”, “it’s too complicated”, “it’s impracticable”, “it’s unattainable” etc
2. The fear of being scoffed at by people for your ‘foolish’ goal
3. Taking a shortcut or ‘easy way out’ to accomplish your goal
4. Expecting ‘Destiny’ and ‘Luck’ to shine on you
5. Thinking You are the only one slogging and working hard towards your goal while others are having it easy

SELF BELIEF

SELF BELIEF

- Every person is able and capable and there is perfection in every creation.
- Accept yourself and connect totally with who you are.
- Be comfortable with your identity which makes you what you are.
- Empty yourself of self-doubt, self-limiting and unhealthy negative thoughts

SELF BELIEF

- Do not imitate others to achieve success.
- Be aware of yourself and that will give you confidence to succeed as yourself.
- Our self-image in our own eyes is the most important determinant of success
- Perform your personal SWOT –*Strengths; Weaknesses; Opportunities; Threats* - Analysis
- Identify your ‘X-Factor’

BELIEVE IN YOUR IDEA

- Have 'Belief' - Belief in your idea, belief in your line of action, belief in the outcome, belief in yourself.
- Have a 'Burning desire' - not just hope or expectation
- The starting point of anything you wish to aspire for is to 'look carefully and decide how much it means to you'

GOAL

THE EYE OF THE BIRD



GOAL

WHAT IS A GOAL

- Goal is a STRONG and PASSIONATE word
- Goes beyond Desire – Aim – Objective – Target - Purpose
- Comprises of Action with a desired Aim

WHAT IS NOT A GOAL

- Dream
- Wish
- Yearning without Action
- Illusion
- Aimless work

RIGHT AND WRONG GOALS

- No Right or Wrong Goal
- Goal – To each his Own – It can be ANYTHING
- Goal for Life
- Short term and long term goals
- Personal
 - For yourself
 - For Someone close to you

RIGHT AND WRONG GOALS

- Professional / Business
 - For your personal achievement in the profession/business
 - For the achievement of the profession/business as a whole
- Organizational
 - Pertaining to the Organization as a whole
 - Pertaining to the CEO of the Organization
 - Pertaining to each Team Member

THE VALUE OF SETTING GOALS

- Life becomes challenging and exciting
- Your way of working becomes focused and time bound
- Procrastination is eliminated from your system
- Mind remain focused
- Knowing exactly what you want; you know exactly where to concentrate your efforts; And you know exactly what are the distractions which can sway you away from your goal

THE VALUE OF SETTING GOALS

- Helps you organize your Time
- Gives Vision
- Raises your self-confidence
- Gives you an enormous sense of accomplishment when you attain your goals
- Failures don't deter you as you are absorbed with the idea of goal accomplishment.
- Even if you fail time and again to achieve your goal, it only strengthens your determination

COMMIT TO YOUR GOAL

- ‘Goal’ is serious business.
- Treasure your goal and remain committed to it
- Treat your goal with respect and know that you are willing to invest your whole life into it.
- Don’t set goals in desperation
- Most goals are traps you have set for yourself - they are dreams you weave looking at others.
- Your goal can be attained only and only when it seems real to YOU

EVERYTHING BEGINS WITH THE 'MIND'

- The ultimate power lies in your own thoughts
- Your achievement is a consequence of how your mind thinks.
- A 'Thought' is the Alpha and Omega of success.
- Accomplishment of your goal has already started when the seed was sown in your brain as a thought.
- To be successful, You must master your mind and have dominance over your thought.

EVERYTHING BEGINS WITH THE 'MIND'

- Imagine wealth, victory, success – and you will achieve it.
- Fill your mind with positive thoughts
- Use tools like visualization, memory and imagination to attain astounding success
- Mental imagery is the phenomenon of representation of our thoughts as pictures in the mind

ACTION

ACTION POINTS

- Introspection and Evaluation
- Selling Yourself
- Using Social Media
- Diverse Modus Operandi
- Participation and Engagement
- Give Immense Value
- Leadership and Communication
- Solid Foundation

INTROSPECTION & EVALUATION

- Interpersonal skills and Customer Interaction
- Your AIDA - Awareness, Interest, Desire, and Action –Model
- Customer Profitability
- How you manage your Time
- How you deal with Stress

SELLING YOURSELF

- Magical Marketing – Market yourself well
- Create a website
- Sharing Knowledge
- Personal Networking
- Business Networking

USING SOCIAL MEDIA

- Facebook
- LinkedIn
- Instagram
- Pinterest
- Twitter
- Snapchat
- You Tube
- Blog
- WhatsApp

DIVERSE MODUS OPERANDI

- Targeting different markets
- Associating and Partnering with others
- Outsourcing
- Evaluate your competition
- Experiment and risk taking
- Licensing and franchising
- Creating an alternative income source

PARTICIPATION & ENGAGEMENT

- Participation in Trade Exhibitions and Fairs
- Chambers of Commerce and Industry
- Speaker at various forums and Teaching
- Writing for magazines and newspapers
- Social work

GIVE IMMENSE VALUE

- Being Proactive and Efficient to Create Customers for life
- Collective Intelligence
- Backend Operations
- Happiness and Health Quotient
- Convey Assurance of Growth
- Harnessing your Sub-consciousness
- Ability to Change

LEADERSHIP & COMMUNICATION

- Leadership Skills
- Presentation Skills
- Liasoning and Negotiation Skills
- Effective Communication
- Emotional Intelligence

SOLID FOUNDATION

- Attitude is Altitude
- Identify your Unique Selling Proposition
- Mind Control
- Life Long Learning
- Setting Goals and their achievement

13 STEPS TO RICHES

The 1937 bestselling book 'Think and Grow Rich' by Napoleon Hill contains 13 principles which convey the path to making money;

1. Desire
2. Faith
3. Auto-Suggestion
4. Specialized Knowledge
5. Imagination
6. Organized Planning

13 STEPS TO RICHES

7. Decision

8. Persistence

9. Power of the Master Mind

10. Enthusiasm (Mystery of sex transmutation)

11. Sub-conscious Mind

12. The Brain

13. The Sixth Sense

WEB PORTALS TO MAKE MONEY ONLINE

ONLINE HOME TUITION

- BharatTutors.com - <https://bharattutors.com/>
- Byjus - <https://byjus.com/>
- Doubtnut - <https://doubtnut.com/>
- Khan Academy - <https://www.khanacademy.org/>
- Meritnation - <https://www.meritnation.com/>
- MyPrivateTutor.com - <https://www.myprivatetutor.my/>
- Toppr - <https://www.toppr.com/>
- Tutorindia - <https://tutorindia.in/>
- Vedantu - <https://www.vedantu.com/>
- Ziyvara - <https://ziyvara.in/>

LANGUAGE TEACHING

- FluentU - <https://www.fluentu.com/en/>
- Italki - <https://www.italki.com/> [English, Hindi, Chinese, Spanish, Portuguese, German, Japanese, Korean, Arabic, Russian, Italian, French and more languages]
- mYngle - <https://www.myngle.com/>
- Rype - <https://www.rypeapp.com/teachers/>
- Verbal Planet - <https://www.verbalplanet.com/>
- Verbling - <https://www.verbling.com/welcome>
- Vipkid - <https://www.vipkid.com/> [English]

FREELANCING

- designhill - <https://www.designhill.com/>
- Fiverr - <https://www.fiverr.com/>
- freelancer.com - <https://www.freelancer.com/> and its Indian counterpart freelancer.in - <https://www.freelancer.in/>
- guru - <https://www.guru.com/>
- simplilearn - <https://www.simplilearn.com/become-our-trainer>
- truelancer - <https://www.truelancer.com/>
- upwork.com - <https://www.upwork.com/>
- worknhire.com - <https://worknhire.com/>

KINDS OF FREELANCING JOBS LISTED ON WEBSITES

- Developers of various kinds – Android; Software; Web; Facebook; Game; Mobile App; Front-End; iOS; Java; JavaScript; Python; PHP; WordPress etc.
- Programmers of various kinds - .NET; Android; ASP.NET; C; C#; C++; CakePHP; CodeIgniter; Computer Graphics; Database; Drupal; Game; HTML; iPhone; Java; JavaScript; MySQL; Unix; Visual Basic; WordPress etc.
- Designers of various kinds – UI; UX; Web; 3d; After Effects; Animation; Audio Editing; CorelDraw; Cover Design; Dreamweaver; Logo; Graphic; Illustrator; Photoshop; Video Editing etc.
- Marketing of various kinds – Direct; Email; Internet; Social Media; Telemarketing etc.

KINDS OF FREELANCING JOBS LISTED ON WEBSITES

- Writers of various kinds – Content; Resume; Technical; Academic; Article; Fiction; Financial; Legal; Proposal; Report; Script, Blog etc.
- Copywriter
- Bookkeeper
- Customer Service Representative
- Database Administrator
- Data Scientist
- Information Security Analyst
- Sales Consultant

KINDS OF FREELANCING JOBS LISTED ON WEBSITES

- Search Engine Optimization (SEO) Expert
- Social Media Manager
- Software Engineer
- Virtual Assistant
- Data Entry
- HR & Payroll
- Transcription
- Technical Support
- Business Analysis

FREELANCE AND JOB SITES – FOR WOMEN

- Sheroes - <https://sheroes.com/> [it has become one of the largest employment generators for women in India]
- Jobsforher - <https://www.jobsforher.com/>
- Her second innings - <https://www.hersecondinnings.com/>
- Gharsenaukri - <http://www.gharsenaukri.com/>

TRANSLATING

- Freelancer.in - <https://www.freelancer.in/>
- Fiverr.com - <https://www.fiverr.com/>
- worknhire.com - <https://worknhire.com/>
- Upwork.com - <https://www.upwork.com/>

CONSULTANTS/ COUNSELORS

- Start a Website of your own; or
- Register at freelancing websites e.g
- upwork.com - <https://www.upwork.com/>
- worknhire.com - <https://worknhire.com/>

BLOG WRITING

- Start your own website or self host blog; or
- Create blog through Blog creating websites:
- Blogger.com - <https://www.blogger.com/about/?r=2>
- Squarespace - <https://www.squarespace.com/>
- Tumblr - <https://www.tumblr.com/>
- Typepad - <https://www.typepad.com/>
- Weebly - <https://www.weebly.com/in?lang=en>
- Wix - <https://www.wix.com/>
- Wordpress - <https://wordpress.org/>

VIDEO BLOGGING (VLOGGING)

- Daily Motion - <https://www.dailymotion.com/>
- Facebook Live - <https://www.facebook.com/facebookmedia/solutions/facebook-live>
- Flickr - <https://www.flickr.com/>
- Instagram Live - <https://www.instagram.com/>
- Periscope - <https://www.periscope.com/>
- Rocketium - <https://rocketium.com/>
- You tube - <https://www.youtube.com/>

YOU TUBE

- YouTube - <https://www.youtube.com/>
- Online video-sharing platform
- Users can watch, like, share, comment and upload their own videos.
- First create your YouTube channel on any type of content of your interest
- When you build a reputation and acquire plenty of audience on your YouTube channel, you can earn good amount of money.
- Earn through advertising on your channel, selling products or merchandise, work with brands as an influencer or affiliate, crowdfunding of projects etc.

TIK TOK

- Tik Tok - <https://www.tiktok.com/>
- An application for creating short videos
- Through Tik Tok people who can influence others can make money simply using their TikTok account.
- First create a Tik Tok profile and then create short video on content of your choice.
- Once you get a lots of followers on your profile, you can be approached by brands to showcase their product on your video and be paid money for promotion.

SOCIAL NETWORKING PLATFORMS

- Facebook - <https://www.facebook.com/>
- Instagram - <https://www.instagram.com/>
- LinkedIn - <https://in.linkedin.com/>
- Pinterest - <https://www.pinterest.ca/>
- Snapchat - <https://www.snapchat.com/>
- Twitter - <https://twitter.com/explore>
- WhatsApp - <https://www.whatsapp.com/>
- You Tube - <https://www.youtube.com/>

ONLINE COOKING CLASSES

- Start your own website
- Make your own You Tube videos
- Register on websites:
- Skillshare - <https://www.skillshare.com/browse/indian-cooking>
- Udemy - <https://www.udemy.com/>

VIRTUAL ASSISTANT (VA)

Websites to register for finding VA freelancer jobs:

- Freelancer - <https://www.freelancer.in/>
- Guru - <https://www.guru.com/>
- Upwork - <https://www.upwork.com/>
- Zirtual - <https://www.zirtual.com/>

Companies where you can apply for a job as a VA:

- Brickwork India – <https://www.brickworkindia.com/>
- Ossisto - <https://ossisto.com/>
- webcenture - <https://webcenture.com/>
- Wervas - <https://wervas.com/>

SELLING PRODUCTS ONLINE

- Amazon - <https://www.amazon.in/>
- Craftsvilla – <https://www.craftsvilla.com/>
- Flipkart - <https://www.flipkart.com/>
- Myntra - <https://www.myntra.com/>
- Shopclues - <https://www.shopclues.com/>

SELLING YOUR MUSIC ONLINE

- You can sign up with websites to publish your music on streaming platforms and digital music stores like Spotify, Itunes, Apple Music, Youtube Music etc

Some websites for digital music distribution:

- CD Baby - <https://cdbaby.com/>
- Dittomusic - <https://www.dittomusic.com/>
- Routenote - <https://www.routenote.com/>
- TuneCore - <https://www.tunecore.com/>

PERSISTENCE

THE BAMBOO TREE

- The bamboo tree is regarded as sacred and is famous for its strength and endurance.
- Growing the bamboo tree is not an easy job.
- Creating a beautiful and strong bamboo tree requires about five years of patience and persistence but once it matures it can become one of the fastest growing plant on the planet – wherein it can grow 3 feet in 24 hours under appropriate climate conditions!

LESSONS FROM BAMBOO TREE

- 2 Lessons to be learnt from the bamboo tree – patience and perseverance.
- When you plant a bamboo, even after nurturing it for one year you will see absolutely no growth above the ground.
- In the second, third and fourth year too there will be absolutely nothing above the ground. In the fifth year you will see the bamboo plant suddenly shoot up from the soil and develop to about 80 feet of growth!
- Just like bamboo farming is not an overnight, monthly or even yearly process, achieving your goals in life also requires blood, sweat and tears which can be frustrating and unrewarding at times, but will ensure sure shot success in future.

INSPIRATION

THINKING

A poem written by Walter D. Wintle

“If you think you are beaten, you are ; If you think you dare not,
you don't, If you'd like to win, but think you can't; It's almost
a cinch you won't. If you think you'll lose, you've lost

For out in the world we find, Success begins with a fellow's will,
It's all in the state of mind.

If you think you are outclassed, you are; You've got to think high
to rise, You've got to be sure of yourself before; You can ever
win a prize.

Life's battles don't always go; To the stronger or faster man,

But sooner or later the man who wins

Is the man WHO THINKS HE CAN!”

NEVER GIVE IN

- “Never give in, never give in, never, never, never, never-in nothing, great or small, large or petty - never give in except to convictions of honor and good sense....” - *Winston Churchill*
- You attract what you want – what you ask for and believe in, is what you receive.
- So if you truly passionately desire something and have full faith and believe in it 100%, then there is absolutely nothing in this world that can stop you from achieving what you desire and have set your mind to.

