

Young Indian Method

Welcome everyone!

In this doc, we are going to teach you everything you need to know about making big money from hard working people who live in 3rd world countries (also known as "the Indian method"). We will be teaching you guys everything there is to know about scaling businesses and selling services utilising these people. The great thing about this business is that you can do it at any age, which isn't always the case with many business models. Within this course, you will get access to all the channels, along with any new information we decide to add in the future. Once you are in this private group, you are in forever so we will always be with you to help you scale and print more and more money. Along with access to the course, you also have access to ADMINS dm's, meaning we are always available to answer any questions, give advice, and help you succeed as much as possible. Do not be afraid to drop us a DM!

Now you have got a feel for how this course will work, take a look through the rest of the channels to start learning how to execute this business so that you can start printing big money. Once you're done here, move to the next groups so you can decide what business model you will integrate the Indian method into!

Remember... the young Indian method can be implemented into 95% of business models, services and tasks.

The Method

So, what is the Young Indian method business model?

The Young Indian Method is essentially where you scale and grow businesses by using people from 3rd world countries to do the work for you. You then sell the service they did for 2x-100x the price. You use methods we will teach to find skilled and hard workers in areas such as India, Brazil, Indonesia, Bolivia, Bangladesh, Costa Rica and more. These are some of the hardest working countries who charge super super cheap for services. To them, it is a lot of money but for us, it is nothing compared to what we make.

In the young Indian method, you act as the middleman between clients and service providers. You market and sell services to clients, handle customer relationships, and manage the overall project. However, you don't perform the services yourself. Instead, you delegate the work to a skilled person from a third world country. This takes most of the hard work and skill off your hands, leaving you with just a few hours of work and big profits.

The process typically involves the following steps:

Identifying a service to offer in a particular niche/ or business you will operate your Indians in -

Determine the type of service/s you want to offer based on your interests, market demand, and skilled Indians you have available. It could be anything from graphic design and copywriting to web development or social media marketing. You could offer logos to businesses, or get Indians

to make short form content videos. Getting Indians to chat to old men, or even make whole softwares/ saas for you to sell... The list goes on and on. It's important to find something that you have somewhat interest in. Everyone wants to make money, but you still need to have attention in what you're doing. Obviously, some services are going to make you more money than others. It is just about finding the team members (Indians) who have the skills and expertise to fulfil the services.

Creating a service package - Define the scope and details of the service you are offering. Specify the deliverables, pricing, and any additional features or options you may provide to clients. Look at competition and see what they are pricing their service at. Is your quality better? worse? identify the price you should charge based on these factors. If you are struggling to work out pricing for your service/ package, just drop one of the ADMINS a dm and they will help you out with this. At the beginning, do not be greedy with pricing. We have the ability to charge multiple thousands per client, but that is because we have been in the game for a long time, and have systems and processes in place to offer the best services to businesses possible. At the end of the day, you are not doing any of the hard work. Take the small profits, gain trust, and work your way up the ladder. Make sure you are making good profit from the Indian. Do not work with Indians who are charging too much.

Marketing and sales - Use social media platforms to market your service and outreach to potential clients. We will go more in depth on how to outreach inside the "Outreaching" channel. A lot of time, you will need to jump in a call with the potential clients you find who are interested in your service, although this is not always the case. Therefore it is crucial to improve sales and have access to a mic and somewhat ok setup so you can sell your service easier if they ever ask to jump into a 1-1 call. Clients usually only ask to jump in calls if the service you are offering is more high ticket (more expensive). You can also hire people to find clients for you, along with people to jump in the calls, which we will once again go through inside the "automating channel". Some of the most commonly used platforms when it comes to trying to find buyers for your services are Instagram, Discord, Telegram, Twitter, Reddit. Obviously there are many more, but these are just a few. If you have access to a big Snapchat account, you could even sell services there. The potential is huge.

Client acquisition - When clients express interest or make a purchase, you discuss their requirements, understand their needs, and gather necessary information to kickstart the project. It is crucial that you make sure the client is satisfied, as if they like the service and find the service worthwhile, they will retain and purchase again and again. As the middleman, it is important that you keep on top of it all. Do not tell the client you are a middleman. The prospect should only think it is either you or your "trained team" making/ producing the service. Make sure that your Indian (team) is working on time and with speed. Always pay less if work is poor, but always pay good if the work is done quality with speed. Don't let him decide. YOU decide. Always keep the client updated throughout the service. If there is an issue, let them know.

If there is something happening, let them know. If it is going to be delayed, let them know. Client satisfaction is everything. That also applies for your workers. Give them all the details so that the work can be done properly.

Outsourcing the work - Once you have a clear understanding of the project requirements, you find and hire skilled people from third world countries using a range of websites, platforms and methods. We will go through these methods via the "Finding the team" channel.

Quality assurance and project management - Throughout the project, you ensure that the service provider meets the client's expectations and delivers quality work. You act as the point of contact between the client and the service provider, providing updates, addressing concerns, and ensuring timely delivery

Client satisfaction and support - Once the project is completed, you ensure the client is satisfied with the service. Offer any necessary support or revisions to meet their expectations and maintain a positive client relationship. Once you've finished the service, ask if they would like anything else. Ask if they know anyone, and say you will give them a cut per person they refer you too. You rinse and repeat this process/ method to print thousands.

Scaling and growth:

As your business/ agency expands, you can consider offering additional services, expanding your team of service providers, or diversifying your target market to increase revenue and reach. This is all a huge part of increasing profits and making your way to financial, time and location freedom. THIS GROUP will mainly teach how we implement the Indian method in SFCA, which is how we generate thousands.

Recruitment

There are a range of ways you can find people to do the work for you. Some websites that are useful for finding people are :

<https://www.freelancer.com/>
<https://www.upwork.com/en-gb/>
<https://www.onlinejobs.ph/>
<https://www.fiverr.com/>

Some of these websites are very known and so some of the people here lack quality, but it is still worth a try looking as we have still hired many quality people.

Social media platforms where you can find your team are:

Discord

(Very good people but may find it hard as you need to find servers that contain these people. We recommend joining freelancing discord servers which can be easily found using the website " <https://disboard.org/>")

Instagram

Very good, but once again may be hard to find the right people and prices may be higher)

Twitter

(Going in the following list of one Indian who is doing it and find many more. Once again, may be hard to find the right people but will be very skilled people when you find them) If you go to twitter, make a tweet saying something like: "looking for a (example) who can simply add/ create (example)". For example, "Looking for a video editor who can make me short form content videos. Good payment, dm me" Include hashtags related to what you're looking for within the tweet. For

example - #videoeditor #tiktok #editing #ugc #editor #videos #shorteditor #sc #shortformcontent #neededitor"

This method works 80% of the time, although sometimes the editors can be a bit dodgy in terms of quality, so make sure you get them to do some trial work first. Everything that's written in (should be exchanged with your needs and wants, and put as many #'s that are niche related as possible, from this method you will get 10-100 DM's with people wanting to work for you.

Also, We've personally have found very good editors on here:

<https://discord.gg/jobs-hiring-market-1024730510880165968>

Finding a team is usually the most time consuming part as you need to find quality people for the cheapest price. Always make sure that they show you previous work or give you sample work so you can clearly see how they work and if they are capable of even taking the job.

Despite this part being time consuming, it is worth it in the long run. Make sure that they agree on a price you know is super cheap. A price that can easily be sold for at least 2x what it costs you to pay for.

Make sure they accept suitable payment methods that are fit for you. Quality is also crucial, along with speed so make sure that they tick all boxes to fulfil your needs and requirements.

These Servers are also really good to find cheap workers:

<https://discord.gg/agencylaunch>

<https://discord.gg/agency syndicate>

<https://discord.gg/Sw8aKNyeeV>

Good tweet to get cheap chatters for you're
Only Fans Management Agency:

"looking for chatters for my only fans management agency, drop me a dm

#ofm #va #jobs #onlyfansagency #chatters (some more #'s) "

Training

Let's talk about training. Training is sometimes needed if your Indians are slacking, don't quite understand assignments, or are simply not as motivated as before.

There are a few different ways you can train your team which we will get into shortly.

Firstly, you need to understand the importance of training. Whether you are using Indians as chatters, using them to outreach, using them to create videos, it does not matter. It all applies the same. Regular training, and calls in general, will build a loyal connection between you and your team. If you can see they need improvement but are not far off perfection, jump in a call.

Once again, you may not feel confident in jumping in calls with them, and they may not feel confident either, so here's how you can work around that and that is what we do with most of our team if we need to present or discuss something with them. We use an application/ website called loom.

<https://www.loom.com/>

Loom is great as it allows you to record your screen and/or your face (if you want to) on your desktop/ computer. This way you can click record, talk about whatever it is you need to talk about, and then send them the link so that they can watch it. A great thing about loom is that they can watch it whenever they want, as it is just a recorded video, meaning there is no excuse for them not to watch it. There is a paid membership that you can get for loom which we do recommend, although this isn't necessary. Buying the paid loom allows you to record videos over 5 minutes long which can be very very useful.

When training the team up (if necessary), it is important to make sure you ask if they have any questions. Some of the workers you bring on may be worried to ask questions as they need money and do not want to lose the role, therefore oftentimes won't say anything. Make them feel comfortable and ensure them that if they have any problems that they must notify you.

Payment

Payments is a pretty straight forward channel, but we thought we'd include it anyway as there are a few things that must be remembered. Never EVER pay your workers upfront. UNLESS you have gained trust and worked with them for a long enough period and are sure that they offer quality work every time. Secondly, never ever pay your workers unless they have completed the work. If you are offering a service to clients in a business model such as SMMA or SFCA, there will be a high chance your client will want changes. Therefore you should hold off paying your team until everything has been agreed, finalised, and service has been fulfilled.

The reason you need to do this is because oftentimes, the Indians get lazy after they have been paid and start to slack off or stop prioritising your work to do other things as they have got the money. If you don't pay, and keep them hungry, they are always going to be on their toes and putting in maximum effort until that payment hits their bank account.

When paying the Indians, make sure everything is legal and noted so that you don't face issues down the line. The usual PayPal, Crypto, Stripe, Wise etc can be used to pay the workers. When paying the team, we suggest you pay them after each piece completed/ bit of work they do. That being said, you can also pay them at the end of each day, Week or month. You can also use contracts, although this isn't really necessary.

Expanding

As your business grows, You are going to need to bring on more and more Indians. You are going to be taking on a lot more work therefore the workforce needs to increase. Expanding is pretty straight forward. You simply multiply what you already have. It is very important to constantly improve your team (the Indians). Constant improvements will allow you to better the service/ quality and lead to increase in profits. Do not be scared to get rid of any Indians slacking, wasting time, or offering poor quality within the team. Remember, these guys are easily replaceable. They are exactly like soldiers. As you scale your team, you are going to begin to need something that will keep everything together.

Setting up excel sheets, or another type of platform where you can note down your workers pay, where they're from, what they do etc, will allow you to control the team much much better. This will also boost expanding.

Automation

There will come a point in your business journey where you will need to automate the young Indian methods. You will get to the point where you can no longer control everything by yourself. This is where automation comes in.

You need to begin to find INDIANS who can do this for you.

Instead of you making sure all the Indians are doing the work, find INDIANS to do it for you using the same methods. Usually, you want to look out for the role/ tags "VA's" when automating. VA stands for virtual assistant. You can hire Indians to become virtual assistants within your business to ensure everything is running smoothly all whilst you focus on the better stuff.

Usually, VA's will want payment on a daily basis. This is fine though because they usually charge around \$2 per hour, or \$10 per day etc which is super super cheap, especially with the amount of money you would usually be making at this point.

Usually when you begin automating, you hire people to do the boring, time consuming work that requires little skills.

You should look to give them advice and send them a training loom video before you onboard them so they understand the business, the role they are operating in, and any other details. Contracts may be more necessary for this, as you do not want them to steal any sort of private details, funds, or anything else. This doesn't usually happen but it's better to be safe than sorry.

It's important to note that you should not rush the automation process. Automating your business will take time, and will lead to an increase in costs. You should only be looking to automate your business when you are working with too many clients and are running out of time to do it yourself.

Once again, using excel sheets will help you stay on top of everyone and make sure the whole process is controlled. Once you are at the automation stage, your business should be in a very very good position.

Make sure your Indians fit the specific requirements for automating the business. Some roles will require certain specifics and skill sets. It is helpful if they have done the job previously, as this will save you a lot of time.

What is SFC?

Short Form Content is Short Content you usually see on your social media when scrolling and consuming.

You reach out to people that make money/ need social media marketing to gain an audience with the intention to sell them your editing skills (from your Indians) . Either you or the client then posts these on Instagram Reels, TikTok, or YouTube Shorts. Obviously there are many things you can offer, but these are the basics.

Do I need to be 18 to start?

Nope. The great thing about running a short form content agency is that you can start at any age. There are 15 year olds generating 10k+ per month using the strategies we provide. SFC marketing is one of the only business models that does not have an age limit.

How much can I make per client?

This really depends on your offer and the exact service you provide. Here in Indian Empire, we help you land clients anywhere from \$400 to \$10,000+.

Terminology

Lead - Someone that may be interested/ could suit your service

Outreach - Contacting leads

Prospects - Usually a lead who has responded and interested in your service

Scripts - A text you follow/ use as a template

Retaining - Continually working with x (usually a client)

MRR - monthly recurring revenue

Basics

So let's start with the basics of running a short form content agency.

You've got your name, you've picked a niche, and now you're ready to start your journey. You find leads and outreach to them using the methods we provide. From there, you try get them in a call where you will sell your offer. They send you the payment and you complete the agreed work. You can then retain your clients on a regular basis and generate both a steady income and long term connections. Seems easy right?

When running a short form content agency, you will bump into many issues along the way. This is normal. Our goal is to help you avoid these issues as much as possible and learn from experience. Here at the Indian Empire, we teach two offers. Short form content creation, and/or management. Both are pretty similar.

Short form content creation (SFC)

You simply create short form content for your client and that's it. You do not touch their social media pages and you do not run any of their accounts on any platform. You get their raw content, and make videos for them to redistribute across their desired platforms.

SFC creation + management

You create the Short form content and run the social media pages/ grow them fresh pages. This tends to require slightly more skill but pays better. We advise you only offer this service if you have past experience or previous results in growing social media pages on TikTok, Instagram or Youtube.

Both services have their pros and cons, but each one is as good as the other. There is no "better service" to offer. Do not get the two services mixed up as they are very similar but one is just slightly more complex.

Niche

So first things first, the niche.

Picking a niche will depend on both who you want to target and the service you offer

.

There are a variety of questions you must ask yourself before going ahead and choosing a niche.

- 1) Can I make content for this niche?
- 2) How will I get to my potential clients?
- 3) Is my service useful for the niche I'm targeting?
- 4) Is my niche scalable/ can i retain the clients I get in the niche?
- 5) Can my niche afford the service I'm offering?

The niche you choose should tick all these boxes. You want to pick a niche that you can scale with a plan on how you are going to get to the guys you want to get too.

Once you've chosen a niche, you need to stick to that niche. Do not go and try other niches just because you didn't land a client after the first week. Become a master in the niche and you'll be way ahead of the competition.

Some examples of a niche matching your service may be:

Creating short form "Hormozi style" content for a entrepreneurs

Running TikTok organic + content creation for discord servers

Creating a different style of content for a shoe business

Remember, you'll be getting people to fulfil the work for you, so make sure you are able to find Indians that can fulfil the service.

Branding

Let's talk about branding.

The website, logo, name, and designs all come under the "branding". Branding is often one of the most stressed upon parts of starting up an agency. As you grow your agency, you realise all

the stress was pointless. Despite being told a good name, fancy website and nice socials is crucial, it is not. That being said let's get into everything needed for creating your branding,

Name

Choosing a name is easy. Utilise your initials, pick a random word, or mix something together. Do not spend hours choosing a name.

Logo

Use Canva, or any other editing software you may have access to. If not, pay someone to make you a logo on discord. Make sure you choose a nice and attractive logo to look more professional.

Website

If you have the skill of building websites, then getting a website up early on is great, but don't let this become a priority when setting up your agency. It's very possible to scale an agency to 20k+ per month without a website. We highly recommend you avoid making a website straight away until you have successfully landed a few clients and have the spare money to invest into a website. I myself do not have a website, and still manage to make thousands each month.

Pricing

When coming up with prices for your services, you should keep in mind a range of different things:

- 1) How much does it cost you to pay your workers?
- 2) Have you worked with many clients previously/ do you have results?
- 3) Is your offer much different to your competitors?
- 4) The service you offer?

You should never let competitors' prices affect what you price yours at. If your offer is good enough, clients will pay any amount. If you do not have any previous work/ results, look to charge a lower price at the beginning. Landing your first few clients and building a reputation is crucial, so undervaluing yourself is more than ok when you are starting off.

Average prices for SFC creation (30-60 videos per month) tends to be priced at around \$500-\$2000.

Average price for SFC creation + Social media management tend to be priced at \$1500+.

Once again, these average prices should not influence what you price your service at. After all, if your service solved world hunger, it would be worth billions. Offer a no brainer service, and a top price can be charged.

Remember, you are still a beginner. Be humble and take the small wins. The first clients are always the hardest to catch.

Landing a client (in a call)

Let's talk about the client call.

You got his attention, had a chat with him, and now pushed him towards a call. Before we start, not every client you land will necessarily want/need to call, but you will find that most will like to call, and your chances of landing the potential client will be a lot higher.

Make sure you have nice lighting when on camera, and always show your face. It does not matter if the potential client has his camera turned off, always have your camera on.

A little trick i like to do in the call is have a pen in my hand and make him aware i'm holding it and taking notes. This is a phycological trick that will make you seem a lot more serious about what you do!

When you get in the call, don't waste time. Most courses will teach you to get to know them etc etc. NO!. They do not want to know how the weather is in your country... Do not waste their time. Your prospect is most likely very busy and has no time for bullshit.

Get straight to it.

"Hey mate, how's it going?"

...

"Nice nice, well let's get straight into it!"

Make sure to speak to them like a normal person on call. Do not sound like a BOT. Speak with emotion and really emphasise how this is a game changer for their business. Make them FEEL like they are missing out. Talk about how you can make them more money, build their audience, and get them what they want. Lay it all out and present the perfect pitch.

As the call proceeds, the time will come when they will ask for your prices. Oftentimes, my clients (Yevrrah) already know prices before getting in a call, but most won't. When the client asks for prices, you want to try and avoid repeating the numbers too many times. Say the prices, make sure they've head, and change subject. Move away from the fact you are charging

(x) amount per month. If you offer them refunds if no success, make it clear to them. If you guarantee (x) amount MRR per month, make it clear to them. But do not dwell on the prices!

Once the call is coming to an end, try and get them to pay over call. Majority of clients will rather pay in their own time, but you run the risk of losing them. If you cannot make them pay over call, you just have to let them go, but remind them but they would be stupid not to buy your service (not literally).

And boom! you've landed a client. Always remember, a client landed is not a client landed until the money is in the bank.

Payment processors

Everyone loves payment processors (not). When making money online, payment processors can become very frustrating. It is crucial you understand the pros and cons of using each payment processor and to select the one perfect for you. Here are payment processors you can use:

Paypal

PayPal is ok to use when your agency is new and bringing in small amounts, but should be avoided at all costs once you start landing regular clients. PayPal has a tendency to lock peoples accounts, causing users to lose their money. PayPal tends to be avoid by majority of Agency owners. PayPal requires you to be 18+ and should only be used as a last resort.

Stripe

Stripe is one of, if not, the best payment processors to use if you are an Agency owner. Stripe, just like most of the other processors, also requires you to be 18+ years of age. That being said, Stripe is less likely to freeze or hold your money and is used by many top agencies worldwide. Stripe allows clients to pay using a range of methods. Stripe should be the "go to" payment processor if you are able to get an account set up.

Wise

Wise is a great payment processor. Wise is a worldwide bank transfer, allowing you to send and receive money from all other the world. With little/ no fees, fast delivery times and no "on hold" payments, Wise is perfect for Agency owners. Wise is also great for people under 18, as it does not require ID to receive money.

Crypto

We all know what crypto is. Crypto is another great way of receiving payments within your agency. Clients may be slightly more hesitant about paying via crypto but perfect for receiving money.

These are just some of the payment processors that can be used within your Short Form Content agency.

Looms

Creating Looms are great for proposing an offer, explaining your service, or even presenting yourself to prospects. I myself (Harvey) like to use looms after I have gotten the first response and need to present my service in a quick 3 minute video.

When creating a loom video, have all the material you need already prepared before you begin the recording so you can access it and present it easily when recording.

When recording your video, it is recommended to try and keep the video between 30s - 3mins maximum. When speaking, be human. If you make a mistake, it is not an issue, just correct yourself. In fact, making mistakes can often be great.

When starting the loom, try and get straight to the point. If you are creating the loom for a certain specific person/ brand/ business, make sure it is personalised to them. Keep the loom fast, include emotion, and actually make it interesting. Speak clearly and do not mutter.

End the call by trying to tell them to book a call/ push them towards getting in 1-1 contact with you. Looms are always overcomplicated. Keep it simple, and be yourself.

Content examples

A lot of people have been asking to see some different types of short form content they should be offering their clients, along with what types of content they should be getting their Indians to make.

The aim of the game is to identify a super unique style that you can sell. Remember, there are many people doing this business, so you need to try and make your videos as good as possible, whilst still keeping them unique and fast.

Content should contain hooks, sound effects, colours etc. Your Indian should be aware of this anyway, but just remind them and give them any details/ specifics.

Now obviously, content is going to vary depending on the niche you're targeting. "Money niche content" (the videos where people flex Lamborghini's, watches etc) would be perfect for people like personal brand entrepreneurs, who are trying to sell courses and mentoring.

For people looking to provide value and genuinely grow an audience towards their brand, "Hormozi" content may be the better fit.

Below, I will share some examples of different types of content. Most content will require your client to supply you with rare footage. They should already be aware of this but just make it clear to them again before any agreements are finalised.

I will update these content examples and add new ones as new styles arise!

Tiktok method

<https://drive.google.com/file/d/1FGtHishBzfC1YkrQZah4Z-bNA-XclOOO/view?usp=sharing>

One way you can generate leads for your agency is by utilising TikTok. TikTok is great for finding potential clients for pretty much any niche. The method is pretty simple. The first way you can use TikTok to generate leads is just by simply scrolling. Engage with every video in your niche to stay on the FYP of the niche you're targeting. You can find accounts in your niche that may be not be doing so well or may even just need help with having videos made for them. From there, you find their socials and use the outreach strategies we teach in the outreaching section.

Keep in mind that it does not matter if the account is already posting regularly or doing well, as this does not mean they do not need your service.

The TikTok method is not used for everyone, but is great if you are trying to target a very specific niche such as Crypto Traders.

You can also use #'s to find people in your niche. Simply punching in #entrepreneur will send you to thousands of videos entrepreneur related. Once you have found a potential lead, see if they have any connected socials and contact them from there. If not, try and search their name up on other socials and see if you can find them.

We suggest creating a completely new TikTok account that you can specifically use to find leads. Do this by making an account and begin following accounts and liking videos in your niche.

Instagram method

<https://drive.google.com/file/d/1OcXz03HuhPPE-i5uopHyxCi-QHpL5oB2/view?usp=sharing>

The Instagram method is one of the most used methods for finding leads and outreaching. The process is simple. Find an account in your niche, follow them, and use the "suggested" list to find more. You can then use accounts you've found and go in their following as they will most likely be following others in the niche you are targeting.

The Instagram method is becoming very very saturated, and may not be as useful as it once was, but it's still great to tap in to every once in a while.

The Instagram lead Gen method is the easiest out of all methods we teach. Here at Indian Empire, we suggest using Instagram for finding the potential clients, but not actually outreaching and contacting them there.

You can also use Instagram's version of the "FYP" or Instagram reels to also generate more leads. This works in the same way as TikTok.

Youtube method

<https://drive.google.com/file/d/1MgQ1WbrmuWXxUOB2OPs9gQyCMmaHGGdx/view?usp=sharing>

The Youtube method works pretty much the same way as TikTok with a few exceptions. You use the "Youtube Shorts" section to find leads and then find their socials.

The great thing about the Youtube method is that it is a lot less saturated compared to the other methods. Another reason you may choose to use the Youtube method is because you may find a lot of YouTubers who are not yet marketing on TikTok. This is a great opportunity because it means they may be more interested in your service, especially if they are looking to move onto TikTok.

Despite the Youtube method being slightly harder than the TikTok method, its lead quality is much much better. One thing to look out for when using YouTube is that oftentimes creators will not have any socials linked. You may have to go on their videos and find their socials in the description of their videos. If there's nothing there, you will have to manually find their social media by typing their name in the search bars.

If you decide to use the YouTube method, you should outreach to channels who are currently only posting long form content. These guys may not have any experience and may want to start utilising SFC. From here, you can explain to them that they are missing out on reaching hundreds of thousands of new people per month, if they do not implement posting short form content on all socials.

Let's say your niche is flower influencers. Head to the search bar and search up "flowers". From here, you will be displayed with hundreds of flower videos. You can find hundreds of channels

who may be interested in your service. You then find their socials and use the scripts we provide to get in touch with them and eventually propose your offer.

Discord method

The Discord method is one of the best methods for finding and contacting leads. To do the method, simply use the website <https://disboard.org/>. You now have millions of discord servers at your fingertips.

The way you use disboard is by simply putting in a word associated with the niche you are targeting. You will then be given a range of discord servers focused around that niche. The owners and people inside these discord servers will all have an interest or will have a big presence in the space of the niche you are targeting.

I myself (Harvey), typically used this method when I previously ran my TikTok marketing agency. I focused on outreaching to entrepreneurs and so I used disboard to find hundreds of "money" related discord servers. From there, I would contact the owners and would have an incredibly high response rate.

When using this method, you can go in the member list and find a ton of leads and discord owners who may also have discords or socials in their bio.

This was one of the most effective lead generation methods when I ran the TikTok marketing agency. The only negative with using the discord method is that it is only good for certain niches. You won't find many leads in the car rental niche on discord.

Outreaching account

When outreaching, you need to make your page look as professional and as aesthetic as possible, it doesn't matter what platform you are on.

You should have a nice clean name (nothing too long). Profile picture should be eye catching. You should bot some followers using social media panels so that you look more reputable, and add highlights with some clean pictures showing a lifestyle. Add a photo or two (spread them a few days apart) and bot some likes on each. Join engagement groups if you would rather get real likes and comments to make it look better. From there, add a nice simple bio.

The goal is to make your page look as aesthetically pleasing, eye catching, and professional as possible. A person will not respond to you if you look like a broke boy or a bot.

This was solely focusing mainly on creating an Instagram account, but the same rules apply for any platform you decide to outreach on.

Offers

Having an unmissable offer is crucial to getting a response from a lead and landing them as a client. Too many agency owners make the mistake of having a terrible offer that does not attract the prospect what so ever. Your offer needs to be something that the prospect cannot turn down, and if they do, they are missing out. We touched on this in the script channel and will explore it further now.

Building your offer really depends on your service, the niche you are operating in and how confident/ skilled you are at carrying out what you have been paid to do. We used an example in the scripts section that started with the line:

10k new followers within one month or you don't pay

This offer is great if you offer account management + content creation. The offer is a no brainer for any prospect looking to grow on a specific social media platform. Guaranteed success or they don't pay... Just ensure your worker is good enough to fulfill the work.

Let's look at some more offers that will attract prospects:

Making you more MRR using your personal brand.
X amount of members into your server or no pay
We will land you 10 more students in one month

All of these offers are focused on making the prospect MORE money in some shape or form. The prospect ain't interested in anything but making money or gaining followers 90% of the time. Depending on the niche and client, certain things will vary, but you should get the idea. Any questions, just ask.

Now let's explore some bad offers:

We make engaging short form videos for businesses like you!
We grow personal brands YouTube accounts to get them more views
We will get your account to 10k followers

These offers are bad offers. Businesses get short form content offers every single day. You are no different. You must stand out to them and give them a reason to finally choose you over the hundreds of other dm's they get. If you are telling them you will get them views, you need to

prove it. Tell them you've worked with others and done it before, if you haven't, show them first. Offer a guarantee, tell them you'll work for free. Not only that, most people don't just care about the views... They want money, leads, a perfect funnel. They want more MRR. You need to give them that.

Eventually, you can improve your offer, allowing you to upscale and make more money (we will run through that later on) but first, prioritise making them more money. After all, everyone wants money. If they see you can guarantee them good work, they will rarely decline.

Most people complain they don't get responses, and it is because their offer is shocking. Getting a response is 90% the offer, and 10% volume. For the people who are sending 100s of dm's per day, make a new offer. For the people with a great offer, increase the amount of messages you sent. Sending enough messages and have a good offer? change your offer.

You need to experiment, and you must live up to your promises. Don't tell people you will guarantee 10k in the first month or money back if you know you can't get 10k. This is why it is crucial to perfect your service before pumping out guarantees and crazy offers. Making simple changes go a long way.

Scripts

MESSAGE ONE

If you have case studies:

Picture of Case Study

Explaining what this is example : built a brand new page for my client @exampleclient and grew it to (number) followers in just 27 days.

MESSAGE TWO

Without case studies

10k new followers within the first month or money back...

Yo (name), I will build an acquisition system & personal brand for you to add extra MRR for your (niche) business with Short Form Lifestyle Content. I recently did the same for another client, and built an account from (x) to (x) in (x) days. Would you be interested?

MESSAGE THREE

Offering free service upfront

Adding extra MRR & Building personal brand.

Yo (name), wanted to help you to add extra MMR for your (niche) business (business name), on top of that i will grow your personal brand, would actually do it for free for 2 weeks and if you like it we can start working together.

MESSAGE FOUR

Works best for discords

Yo g, business inquiry regarding your discord server, let me know if interested.

MESSAGE FIVE

For entrepreneurs, course sellers, coaches

Hey (name), do you offer mentoring? i want to learn more!

(Then from there have convo with them and get to know them. then try make them ask, "so what do you do?", and then you drop what you do and present an offer)

MESSAGE SIX

For YouTubers

Yo (name) i really appreciate your YT videos they are super valuable, when is your next upload?

Awesome, your videos would really match with my short form content editing style, can i do 3 free example videos for you?

The key is to present an offer that explains how you will make them more interested. This is all your prospect tends to care about. Money, money, money. Using terms such as MRR and present numbers as this will instantly catch their attention.

Note that when outreaching, you can present these scripts in a voice note, video message, or simply text message. I myself like to keep it classic with a simply text message. When outreaching, your offer is more important than what you choose to outreach with.

(PS: We will add more scripts very soon!)

Outreach

Outreach is one of the biggest struggles for 90% of Agency owners. Having a quality service is great, but if you do not master outreach, you will hit a roadblock. There are multiple methods of outreach that we teach here at Indian Empire for you guys to use.

When outreaching, you need to make sure you have a very realistic and clean profile regardless of what platform you are using. Always outreach on a personal page rather than your "Agency" page. Make sure your account has a few posts on the page so the prospect knows they are not talking to a bot.

A great way to increase your response rate is by outreaching on a verified page.

It is key to note that when you are outreaching to prospects, you need to sound as human as possible. Do not sound like a Bot.

If you are speaking to a younger personal brand, i like to speak to them like a friend rather than a client. If you are speaking to CEO or brand, it is better to be professional. You need to get with them on a personal level. We advise that you bot a few thousand followers on your page, just to make yourself look slightly more professional.

INSTAGRAM

Using Instagram to outreach is one of the most used ways too outreach to prospects. Instagram was originally favoured because it allows you to send voice notes, video messages and text messages.

The issue with Instagram is that everyone is using it to outreach meaning your offer needs to be incredibly good. We highly advise avoiding Instagram outreach if you DO NOT have a good offer. Brands on Instagram will be getting 10 dm's a day from different agency owners. You NEED to catch their attention and you NEED to stand out.

One of the best ways to outreach using Instagram is making a free video or giving a crazy offer that they cannot turn down. We run through both of these methods later on.

Instagram is usually a mass dm game if your offer is not good, which can be very very time consuming. Response rate on Instagram tends to be very low, purely because brands will simply not read your message.

Do not use Instagram if you are just going to send them the same message they get everyday.

DISCORD

Using Discord to outreach is great, as the response rate is incredibly high compared to other platforms. That being said, this method will not work if you do not use the correct script/ present a good offer. Discord owners are always looking to improve their community/ business they are running, therefore they are always open to any inquiries. You can also go in their community and see if they have a ticket channel. from there, you can open a ticket and present your offer from there.

The issues with discord is that sometimes users will have their dm's closed. This is not an issue as you can just contact a Mod or Admin and they should have theirs open, ready for inquiries. You can then get to the owner through that. Discord method also only works with select niches, so make sure your niche has a ton of communities on Discord.

We highly recommend giving Discord a try if you have the perfect niche for it, as it can be super effective especially if your service is quality and you have the perfect offer.

EMAIL

Email outreach is the traditional outreach method in SMMA. Agency owners have moved away from email outreach over time, as they believe it has become outdated. It has not. Email outreach is still very effective, but only for niches where you are dealing with enterprises, established businesses, CEO'S and older personal brands.

Email is great for older prospects, because they tend to have a smaller presence on social media and may be more inactive. Using emails means you can get to them easier.

Remember to purchase a professional email if you decide to do the majority of your outreach via email as you will look more professional and prospects can take you more seriously. It is key to utilise multiple tools and softwares when doing email outreach (we will get into later), and remember to speak to them more formally than normal.

Once again, your offer needs to be perfect in the email. Brands get emails everyday and you need to make sure yours stands out.

The only issue with emailing is that it can be hard to get a prospects email. Sometimes you can find it if they have a website, but if not, it may be hard to find. Your emails may also land in the spam box, so tools and softwares maybe needed to prevent this from happening.

Contracts

Contracts tend to be put in a place when larger amounts of money is being transferred or a specific agreement is being put in place. For the most part, you shouldn't need to worry about contracts until you start dealing with high ticket clients or clients who are working with you on specific agreements. A contract tends to give the client more trust on you and makes you look

more professional. Contracts are super easy to set up and can be created using a mix of google sheets and docusign.

<https://www.docusign.co.uk/>

A contract can be signed at any age. If you are under 18, you can sign the contract, but will not be held accountable for any issues or broken agreements inside the contracts.

When creating a contract, it is crucial to make sure everything is listened to professionally and nothing is missed out. Make sure to scan through the contract numerous times to prevent any issues further down the line.

Upscaling

Upscaling is when you tend to charge a higher price in return for more services, new offers etc etc. You tend to upscale a client after the first or second month, once you have given them quality results and proven you're worth it. There's a few different ways you can upscale your client, but the usual way is to offer more services. For example, let's say you were originally just making the short form videos for the client, and nothing else. At the end of the month, you could then offer to run their socials, and help increase their following, to generate more MRR from whatever they sell or do. You can easily charge extra \$ for that service.

Let's get another example. You are creating the short form content and running the page. Now offer to build their community, which will act as a secondary funnel to their brand or funnel, and even offer to grow them on other platforms, to build their audience. Deal with their full front end.

You get the idea. Making your offer even better overtime to generate more money from them and build a stronger relationship. This is upscaling.

It's important to note that you shouldn't be trying to upsell your service if you haven't already given them success yet. If you have given them a service they have not benefited from, why would they spend another \$1500 on you. Do not force an upsell. Give them what they want and they'll forever work with you.

Systems

Processes

Building systems within your agency is crucial when expanding and taking on more clients. Building systems ensure you, your client and your team are all satisfied. Strong systems are the foundations to retaining all your clients on a monthly basis.

When your agency is new/ in early stages, building a range of systems isn't always necessary, but integrating and getting ready to build them as early as possible is always an added bonus.

Let's go through some systems that should eventually be integrated within your agency to help maximise your MRR (monthly recurring revenue).

Quality check

There should be quality systems within your agency that ensure the quality you are producing to your clients is as good as possible. Building quality check systems inside your agency will limit the amount of times you have to redo work and will prevent your agency from wasting time. A basic system that will assure your client is satisfied with the work.

Client satisfactions

Regularly updating your clients on a weekly/ daily basis whether it be via calls or normal text messages is a great process to have integrated inside your agency. Client satisfaction should be your main priority and failing to keep your clients satisfied will just stop them from retaining.

Another way you can achieve client satisfaction is by building them backend systems, communities and increasing their MRR. We will get more in depth with how you go about doing this later on in the client mastery section of the server.

Regular team updates

Team updates is necessary if you have hired people and have people working on a regular basis inside your agency. Getting them in calls weekly/ on a regular occurrence will keep them motivated and will ensure they understand their role and what they are meant to be doing. If you can't get them in calls, regular messages will also work..

You can carry out all these systems yourself, or you can hire someone. We suggest doing it yourself as it takes little time and is pretty easy to do. Also allows you to keep control of everything and deal with any inquiries.

Issues

Let's talk about the issues Agency owners occasionally have to face when operating in the business model and the things you can do to help prevent them from happening.

Client not paying after service

Often times, when trying to land your first client, you may decide to do a clients work before they pay you, to gain trust and show them what you can do. Unfortunately, clients occasionally use this to their advantage by getting a free months work and then not paying you. This can be incredibly de motivating.

So how do you prevent this from happening?

It's simple, set a contract up before you start that legally declares they must pay after the service has been delivered. Failing that, take payment upfront or no deal. If you fell into the trap and where the victim of a client not paying after the service, there is not much you can do unless a contract was put in place. You have learnt your lesson. Do not do it again.

Tricky clients (genuinely being annoying)

You're going to get clients that are constantly nagging you. Some people are like that. It is important to make sure you don't become their slave.

There's not much you can do when it comes to dealing with these type of businesses/ brands apart from getting rid of them at the end of the month.

You must keep your reputation high. Do not let one client ruin your agency.

Unsatisfied client

If a client is unsatisfied, you must do your best to make them satisfied. As an Agency owner, it is your job to ensure the service you are providing is perfectly delivered and meets the requirements you agreed on before payment. If you carried out what you agreed you would do, and the client is still unsatisfied, there is nothing you can do. You have carried out the service and done what was agreed therefore there shouldn't be an issue.

If there still is an issue, once again, you must try your hardest to resolve the problem so you can keep the client satisfied and make him retain to the next month

Price complaints

If the client is complaining about prices, there is two things you can do:

1) Simply stay strict and professional. Tell him you cannot change the prices because of the quality you offer. If you are not desperate for money, don't be the guy undervaluing yourself to make a quick \$.

2) Lower the prices. We only recommend doing this if you are still very new to the agency game, and need the money/ want to land your clients for social proof and previous work. Doing this is not advised as it makes you look unprofessional, but may be done if you are struggling. One client is better than no clients when you are starting out.

NOTE: We will update this when more people come across client issues. Having client issues? Ask us in chat and we'll add it here!

Retaining clients

This one's going to be a short one as retaining clients is pretty self explanatory. The key to retaining clients is to simply give them a good service. Retaining clients is CRUCIAL if you want to eventually generate big numbers from your SFC Agency. Keeping your client satisfied throughout with regular updates and constant help is a great way to build the connection with your client and ensure they retain for that next month.

This is why it is crucial to have systems in place, to ensure client satisfaction is met every single time.

Refunding a client

When a client wants a refund, it is never a great feeling. If there is no agreement, and you have issued some sort of service, then in theory, a refund is not necessary. That being said, it is more professional to simply give a full refund if the client is not satisfied with your service.

Issuing refunds really depends on the situation itself. If agreements were made prior stating that refunds would be available, then the client should receive at least a partial refund.

Having to refund is a kick in the teeth and can be very demotivating but they are necessary if you want to protect your reputation.

Either way, refunds shouldn't have to be issued out if you are selling a service. After all, a service should not be sold if it is not perfected. Master the service you have to offer and your agency will never need to face the issue.

Introduction

Welcome to the Indian Methods business models

Within this group, we will be teaching you step by step on how to integrate the Indian method into different business models that we've personally used to generate thousands previously. The group will contain the topics of each business model (what you can offer) and how to do the process, using the Indian Method.

It is important to note that we are not just teaching you business models. We are giving you the full guides on how to successfully use the Indian Methods to generate money from these models with little to no work.

Take a read through, see what suits you, and get started!

MORE TOPICS WILL BE ADDED ON A REGULAR BASIS. We just wanted to get the basics out asap for all the early people. We are still FAR from finished.

AFM (Indian method version)

Affiliate Marketing is a business model, you can easily outsource cause it primarily relies on partnerships with other individuals or businesses to promote and sell products or services on your behalf.

Niches / different ways.

DigiStore24 Products.

Discord Servers, that pay per Invites.

Course Sellers, that will pay you per views.

High Ticket Selling.

DigiStore24 Products:

Sites like DigiStore (ClickBank, CJ Affiliate, ShareASale, Amazon Associates, Rakuten Marketing, Awin, FlexOffers, Impact Radius, 2Checkout, Pepperjam)

Are websites that offer you thousands of products you can market and pay you a % if you sell a product of them, and what you can do now is find a product that has a good website, contact the team / or the owner of that product ask if they have a affiliate program which they obviously have because they are on such an site like Digistore24 but then they will give you the opportunity to affiliate for them without a third party like Digistore24.

Once you are setup with the product you want to promote, you can make a job listing, say you are looking for affiliate marketers for you're company and you just give them your link and you give them a lower % then you get so if you got a deal to get 60% and you get someone who would market the product for 40% (Indian) so you can keep the 20% in difference.

Discord Servers:

There are thousands of Discord's selling a course or mentorship. You can message the owner and use a script such as "Hey, i'm a TikTok marketer, how much would you pay me per 100 invites i get to your server?". You'll find these servers on Disboard (<https://disboard.org/>) by looking for keywords like "SMMA", "Trading", "OFM", "ECOM", "Stocks", "Crypto".

There will be over 1k+ servers and you'll begin to see responses within the first messages you send. Once you get a reply, try to get 40\$-55\$+ per 100 joins from them.

Then how to outsource it? Pretty easy. TikTok & IG reels are full with these money motivation videos you often see on your FYP. Message the page owners or simply find Indians saying "Hey i'm looking for promoters for my discord server will pay you 30\$ per 100 people you bring in".

This means you get the difference of 10-20\$+ each time the account gets 100 invites. You then do this at a much larger scale, automating 5, 10, 15 pages at once.

The Key thing is the organisation within this model. You need to track how your money niche pages are performing and if they are still legitimately promoting the server you are working with. The discord you will do this for should have an invite tracker bot where you can check to see how many invites your links are on. You should ask the owner to make a private channel for you so that you can track the invites.

Once everything is set up, check the pages and invites on a regular basis within the server to ensure they are still working.

Course Sellers:

If you've been on TikTok in the recent months, you should know that there are people who sell courses on how to make money online. You can work with these people by making videos and redistributing the content across the platform. These course sellers want to make money selling their course, and the way they do this is by reaching as many people as possible.

From here, you can reach out to these people on Instagram (as shown in the SFCA channels)

"You only pay me, when you get views.

Hey, I'm creating TikTok accounts for Coaches to scale their course, and they only pay me when i achieve results. Interested?"

If they're interested, they'll ask to hear more, and that is when you pitch x amount per views. You then outsource this work to your Indian workers or other account specialists.

You should outreach to 50-200 people per day with this message, and should land your first client pretty fast. You will need to ask them for clips/ raw footage of their luxury lifestyle so you can edit and create videos

How to outsource this?

Pretty Simple, you use our methods, create job listings, or message Instagram Money motivation pages saying "Hey, i pay you (0,30\$) per 1000 views you get for me".

High Ticket Selling:

There are many people on Instagram having businesses like PR Agencies/ Giveaway agencies etc that need people who can get deals for them and sell the service. You can easily earn \$500 - \$2,000 per deal. You can contact pages like @itsumarc7, @nicknaoufal, or @upturnagency as

these people are constantly looking for people who will close deals. Just message them saying, "Hey, I want to work for you".

Once you get a job, you can always search for someone who does the work for less % than you get. Indians are perfect for this as they are incredibly hard working.

Graphic design

Here's a run through on how to profit from graphic design using Indians.

Gain Basic Knowledge of Graphic Design:

While you may not be an expert in graphic design, it is essential to have a foundational understanding of the field, even if it is not you doing the work. Familiarise yourself with design principles, industry trends, software tools, and terminology. This knowledge will help you communicate effectively with your clients and outsourced designers.

Terms :

Typography: The art and technique of arranging and designing typefaces. It involves selecting and combining fonts, adjusting letterforms, and ensuring readability and visual harmony.

Composition: The arrangement of design elements, such as images, text, and whitespace, to create a visually balanced and aesthetically pleasing layout.

Grid System: A framework of vertical and horizontal guidelines that helps designers align and organise elements within a layout. Grid systems provide structure, consistency, and visual hierarchy.

Branding: The process of creating and managing a distinctive and cohesive identity for a company, product, or service. It involves developing a logo, defining brand values, and establishing visual and verbal guidelines.

Vector Graphics: Graphics created using mathematical formulas rather than pixels. Vector graphics can be scaled without losing quality, making them ideal for logos, icons, and illustrations.

Resolution: The number of pixels in an image, usually measured in dots per inch (DPI) for print or pixels per inch (PPI) for digital screens. Higher resolutions result in sharper and more detailed images.

Bleed: The extra area beyond the final trim size of a printed design. Bleed ensures that colours and images extend to the edge of the paper, allowing for precise trimming during the production process.

Mockup: A visual representation or prototype of a design. Mockups showcase how a design will look in its final context, such as on a product packaging, website, or mobile app.

White Space: Also known as negative space, it refers to the empty or blank areas within a design. White space helps create breathing room, emphasises important elements, and enhances overall visual clarity. (edited)

OUTREACH

This is the most important part, and i highly advise you to check the outreach & lead methods within the SFC channels. That being said, here's some more short tips. Firstly, try to find a quality Indian graphic designer. Ask him for a portfolio and once you get that, you need to get leads (once again, check the lead channels in the SFC section. You will reach out to the leads, like this

" Hey (name), checked out your logos, and designs, i would love to help you to fresh them all up.

Here is some of my work :"

(then send the pictures).

This one will get very much replies, and will get you started with your first project.

Market Research: Research the average rates in the graphic design industry to ensure your pricing is competitive. Consider factors like geographic location, industry standards, and the level of expertise you provide.

Value-based Pricing: If you can offer unique value or expertise, consider pricing your services higher than the average market rate. Focus on the benefits and outcomes you deliver to your clients.

Pricing Models: Choose between hourly rates, fixed project fees, or retainer-based pricing models based on the specific needs of your clients and the complexity of the projects.

Client retention is crucial for long-term success. Focus on building strong relationships by: **Delivering High-Quality Work** - Consistently provide top-notch design solutions that meet or exceed your clients' expectations.

Communication: Maintain open lines of communication, respond promptly to client inquiries, and provide regular project updates. Actively listen to their feedback and address any concerns.

Pricing Strategies:

Determining your pricing is crucial for the success of your outsourcing business. Consider the following factors when setting your rates:

- **Cost of Service:** Calculate the costs associated with outsourcing graphic design work, including designer fees, project management, software subscriptions, and marketing expenses. Ensure your pricing covers these costs and allows for a reasonable profit margin.
- **Market Research:** Research the average rates in the graphic design industry to ensure your pricing is competitive. Consider factors like geographic location, industry standards, and the level of expertise you provide.
- **Value-based Pricing:** If you can offer unique value or expertise, consider pricing your services higher than the average market rate. Focus on the benefits and outcomes you deliver to your clients.
- **Pricing Models:** Choose between hourly rates, fixed project fees, or retainer-based pricing models based on the specific needs of your clients and the complexity of the projects.
- **Client retention is crucial for long-term success. Focus on building strong relationships by:**
 - **Delivering High-Quality Work** - Consistently provide top-notch design solutions that meet or exceed your clients' expectations.
 - **Communication:** Maintain open lines of communication, respond promptly to client inquiries, and provide regular project updates. Actively listen to their feedback and address any concerns.
- **Value**

Video editing

Using the Indian method to offer video editing works in a similar way to running an SFC Agency. The only difference is that when doing video editing, the clients are not always working with you on a monthly basis. When offering videos, you can get your team to create both long form and short form.

Offering long form content has its benefits and drawbacks. Long form content is great because it allows you to charge a much higher price compared to short form videos. It is also super easy to find Indians who will do the work and the prospects who would buy the work. This

is great as it means there is a lot of money to be made and the process is much easier. The drawback is that when offering long form videos, you are up against a lot of competition. It is important to ensure you find video editors who are the best and create unique engaging content that matches your prospects brand

Offering short form content also has its benefits and drawbacks. Short form content is great because it is in heavily high demand. More and more businesses are emerging every day meaning more and more short form content is needed, especially if they are marketing online. There is a lot of profit to be made as short form videos also do not take long to make meaning your video editor should be able to make them in a fast time frame. The drawbacks to offering short form content videos is that the potential clients are getting these dms on a regular basis therefore you must find a way to stand out and pitch your offer. There is also thousands of people all trying to offer short form content video editing meaning your editor should be able to create a very unique style in order for you to profit and find clients more easily.

The video editing service in general can be a hard nut to crack, but is incredibly rewarding if done correctly.

As discussed in other channels, the usual platforms to outreach can be:

- Instagram
- Discord
- Telegram
- Twitter
- YouTube (To find the leads but not to outreach)
- Email
- LinkedIn
- Reddit

As discussed before, there is a range of outreach messages you can use which are shared within the SFC Agency channel, but here is some of the most effective ones we've seen before:

"Hey (name), do you offer mentoring? i want to learn more!:"

(Then from there have convo with them and get to know them. then try make them ask, "so what do you do?", and then you drop what you do and present an offer)

"Hey bro, got a business inquiry that could be game changing"

"Hey bro, I scale brands by automating their content processes. If i have your attention, i'd love to provide some free value, no strings attached"

These messages all primarily focus on getting a response from the client.

Once you land a client, it is important to once again maintain satisfaction and ensure the process is smooth between your team and the buyer. Make sure the client gets changes on requests and that there is never any issues. Always take payment before doing any work, and always pay your team (The Indians) after the work has been fully complete.

A good strategy is to tell your team that you will pay bonuses depending on quality and speed of work. This is going to want to make them work harder so that they can maximise the amount of money you can make. We personally like to pay our team fairly and give them bonuses upon good work, but it is up to you if you decide to do the same or not. Official payment processors should be used to ensure all transactions are completed properly. Stripe, Wise, crypto and bank transfer are the best. Try to avoid PayPal.

Theme page automation

Theme page automation is essentially running multiple theme pages in a range of niches and monetising every single page, bringing in money on a daily, weekly, or monthly basis. These pages can be on TikTok, Instagram, Twitter, or Youtube. We solely focus on Instagram, as this is the platform we think is most suited to this business model. The aim is to make money from each page, and eventually get to a situation where you are running 10, 20, 50 or even 100 pages without doing any of the work yourself and bringing in money (big or small) on a regular basis from each page.

Now, you don't actually do any work. You hire the hard working people to do the work for you, and pay them little money for it.

The great thing about theme page automation is that you can start at any age, with no capital, and not much business experience. You also do not need to show your face, which is also another benefit.

It is crucial that you find people who have experience in growing pages, and have successfully grown pages before with results. If they haven't got any results, get them to show you what they can do for 1-2 weeks for free, just so you can see they are capable.

The great thing about theme page automation? There are endless niches. There is always a way to monetise your favourite niches, whether it be a cat page, crypto page, or clothing page. When picking your first ever page, go for a niche that you have an interest in, and then from there you can venture into new niches that may be more profitable.

There are obviously certain niches that will pay better than others, but that does not mean you should be operating them niches straight away.

Here is some niches you could possibly look at going for:

- Crypto
- money niche
- babe/OFM/model
- clothing
- NFT
- products
- dogs/cats
- sports
- cars
- houses
- locations
- gaming
- meme

The list goes on, but you get the idea!

Do research, find one that fits, and get your Indian on it asap.

Pretty self explanatory, but we'll go through it anyway. Platforms. When running TPA, we highly recommend choosing one platform to work on, such as Instagram, and only focusing on that one chosen platform (Unless you have Indians that have the expertise to run multiple).

As stated before, the platforms that TPA work best for are:

- Instagram
- TikTok
- Twitter
- Youtube

We do not recommend any other social media platform.

monetising your page is really going to depend on the type of niche you are operating in and size of account. For most cases, the bigger your page is, the more money you are going to be able to make. This is also going to depend on what social media platform you are running the pages on, as some monetisation methods will work better then others and will be completely different depending on what you are working with.

To keep it short, below are a list of ways you can monetise your social media (mainly instagram) when running the theme page business. NOTE that this is not every single way, but a few of the popular ones:

- Digital Dropshipping
- Promoting communities (e.g, discords, instagrams)
- Promoting any type of link in general and getting paid per views, clicks, monthly etc etc

- Affiliate marketing
- Creator funds
- Selling items to followers
- Mentoring
- Marketing agreements and deals

The list really goes on, and obviously each is going to vary depending what niche the page is about.

For example, Let's say you ran a cat theme page. You could sell a pdf about cats, or do product drop shipping, or even become an affiliate for something related to cats, and put the link in your bio.

Or a more common example may be running a money niche page, and promoting a discord server or telegram.

Or running an AI page, and getting agreements and deals with the latest AI tools to get paid on a monthly basis for promoting their link.

The list goes on, and you can see where this is going, especially once you have tons of pages automated in a range of niches. As your theme page business grows, you are going to start making a lot of money. And to keep multiplying that money, you need to keep on expanding.

So how do you do it? Well, first and foremost, you need to grow more pages. Constantly be re investing the profits into more and more pages. Build the team and scale into new niches.

When scaling new pages, you can either keep working in the same niche as you're already currently dominating in, or try new niches. We recommend building a few in the same niche, before moving to the next.

Expanding can often be a time for experimentation. Do not be scared to spend money in trying, as that is what is going to help you learn.

The roles you are going to need for your TPA agency are:

- Content editor/ creator or designer
- Account manager
- Potentially some VA's
- Out reachers for when you are looking to land deals

These are the 4 main roles that are needed within the team. Each role should be implemented one at a time, so do not rush to hire people in all at once.

When paying your team, always try and pay your team after you've been paid yourself. Very rarely do upfront payments.

As you scale, bring on more and more people. It is crucial that you keep control of your team. Set up spreadsheets and other documents so that you have each person noted, with their pay, their role, how they are currently doing, and any other necessary info you may want to add. This is going to be good for helping you figure out gaps in the business, and making sure you give each person the correct pay. Keep them up to date at all times, keep them motivated, give them bonuses for good work, and regular calls so that they are always improving.

Do not be scared to get rid of anyone who is under performing or not motivated to put in the work. Pay the top people well.

Pricing is going to depend on a range of things, such as what you are doing for the client, the niche, and the size of your account. When getting paid, you can receive money on a one time, daily, weekly, or monthly basis.

There's not much information to talk about pricing. It really comes down to you. Pricing itself is pretty self explanatory.

When getting paid, usual payment methods such as Stripe, Crypto, Wise, or PayPal F+F will be your best bet.

Chatting agency

This model is very untapped. Profit margins can be pretty low but clients can be landed very easily and the process is super simple to outsource.

A chatting agency is an agency that does all the chatting for OFM agencies who are working with OF models. Usually OFM agencies hire Indians and other workers to do all the chatting for them, every hour of the day.

This can often be time consuming for OFM agencies, as they have to spend time finding the workers. These workers can be then leave at any moment, and unnecessary issues begin to build up.

This is where you as the OFM chatting agency come into play. You find the quality workers and take monthly/ weekly retainers from the OFM agencies, in return for using you as the chatters. You then use the Indians you have to outsource the work and take the profits.

You can find OFM agencies in the follower list of OF models. You will also find OF agency owners in OFM discord servers. You can navigate these servers using the Disboard method, which we teach inside the SFC channels.

You get the idea. This is a super easy business model that can make you a lot of money if executed correctly.

Community building

Building and scaling communities for entrepreneurs and course sellers is a great service to offer. A lot of these guys are usually selling their course on platforms such as Instagram, and do not yet utilise selling the course somewhere within a community on a platform such as Discord.

This is huge potential for you, as if they moved to Discord, they could make a lot more money. This is where you come in. A lot of entrepreneurs selling courses are unaware of this, and therefore do not realise how much they could be making. It is also pretty time consuming.

The entrepreneur would hire you to fully build and scale the community. You would implement your Indians into building the course, keeping it active, and trying to make as many sales for the course as possible. This is a great offer for the entrepreneur, as they can spend time on other things, all whilst still making passive money.

The same outreach methods would apply as discussed in the lead and outreach channels.

Regarding pricing, you can either work on a flat rate (set up fee) and then a rev share, or just a large retainer. You may find yourself landing more clients if you do the 1st option.

With this model, make sure you find the correct Indians that have past experience and can offer the best work possible. These Indians may want pay per hour, therefore you'd need to work out how much it's going to cost and how long you want your workers to work for each week/ day. The Indian creating the Discord, will probably only want a one time payment.

This business is pretty good, and it is a great service to offer. Not many are doing this right now meaning the space is still super unsaturated!

OFM Method

What I want everyone to do is, is to make a professional / personal instagram and use this for outreach.

use [smm.net](https://www.smm.net) to bot followers

Once you have your account setup

You can now start with outreaching and landing your first model. to find models use:
#onlyfansuk (or #onlyfansusa)

Your IG explore page (like OF models posts when you see them so your explore page shows more)

TikTok search bar "spicy link" -> last 24 hours, go to the IG and outreach

These are just a few proven outreach methods to help you find OF girls, get creative and keep looking for more.

For a script use something like so:

"hey (name) is this the best place to ask a question?"

Follow up

"what % of OF creators are you in rn?"

if she's not in the top 3% let her know that she has much potential to reach that %

From there push to a IG audio call and let her know she has potential to reach them 5 figure months with doing LESS work with MORE money.

To hire chatters use stuff like "[upwork](#)" | recruitment

You can rather pay them \$2/hr - \$3/hr

OR Give them a % of the models earnings (normally 5%)

For softwares use:

Infloww - this is where you have all of your OF models onto one software and also have your chatters login to the software and chat on all the OF accounts at once. For Reddit you want to have your model verify multiple subreddits and also using "upvote bots" here is a upvote bot linked below.

<https://t.me/redditUp>

For Twitter you want your model to be hitting the Twitter feeds.

Here is an example of how you can get your model to have high engagement tweets:

like this tweet and i'll DM you more pics (include OF link)

or join retweet groups & have them blow you up

Another method you can use for marketing models is using DA's (Dating apps) Here are some dating apps to use for your models:

Hinge

Tinder

Bumble

BUT BE CAREFUL, as these dating apps clock on to OF girls quickly so be wary with what you post and try to do.

below me are going to be a LOT of resources in files
ALL OF SAUCE HERE

<https://www.dropbox.com/sh/bqkcno06p4jh44s/AABxxyhQvvtlFvp-P3wmkNfaa?dl=0>

Mother slave:

<https://youtu.be/2IzSP9G8WRY>

Dating apps:

<https://youtu.be/RgsvG4V7swU>

Young Indian Method

Welcome everyone!

In this doc, we are going to teach you everything you need to know about making big money from hard working people who live in 3rd world countries (also known as "the Indian method"). We will be teaching you guys everything there is to know about scaling businesses and selling services utilising these people. The great thing about this business is that you can do it at any age, which isn't always the case with many business models. Within this course, you will get access to all the channels, along with any new information we decide to add in the future. Once you are in this private group, you are in forever so we will always be with you to help you scale and print more and more money. Along with access to the course, you also have access to ADMINS dm's, meaning we are always available to answer any questions, give advice, and help you succeed as much as possible. Do not be afraid to drop us a DM!

Now you have got a feel for how this course will work, take a look through the rest of the channels to start learning how to execute this business so that you can start printing big money. Once you're done here, move to the next groups so you can decide what business model you will integrate the Indian method into!

Remember... the young Indian method can be implemented into 95% of business models, services and tasks.

The Method

So, what is the Young Indian method business model?

The Young Indian Method is essentially where you scale and grow businesses by using people from 3rd world countries to do the work for you. You then sell the service they did for 2x-100x the price. You use methods we will teach to find skilled and hard workers in areas such as India, Brazil, Indonesia, Bolivia, Bangladesh, Costa Rica and more. These are some of the hardest working countries who charge super super cheap for services. To them, it is a lot of money but for us, it is nothing compared to what we make.

In the young Indian method, you act as the middleman between clients and service providers. You market and sell services to clients, handle customer relationships, and manage the overall project. However, you don't perform the services yourself. Instead, you delegate the work to a skilled person from a third world country. This takes most of the hard work and skill off your hands, leaving you with just a few hours of work and big profits.

The process typically involves the following steps:

Identifying a service to offer in a particular niche/ or business you will operate your Indians in -

Determine the type of service/s you want to offer based on your interests, market demand, and skilled Indians you have available. It could be anything from graphic design and copywriting to web development or social media marketing. You could offer logos to businesses, or get Indians to make short form content videos. Getting Indians to chat to old men, or even make whole softwares/ saas for you to sell... The list goes on and on. It's important to find something that you have somewhat interest in. Everyone wants to make money, but you still need to have attention in what you're doing. Obviously, some services are going to make you more money than others. It is just about finding the team members (Indians) who have the skills and expertise to fulfil the services.

Creating a service package - Define the scope and details of the service you are offering. Specify the deliverables, pricing, and any additional features or options you may provide to clients. Look at competition and see what they are pricing their service at. Is your quality better? worse? identify the price you should charge based on these factors. If you are struggling to work out pricing for your service/ package, just drop one of the ADMINS a dm and they will help you out with this. At the beginning, do not be greedy with pricing. We have the ability to charge multiple thousands per client, but that is because we have been in the game for a long time, and have systems and processes in place to offer the best services to businesses possible. At the end of the day, you are not doing any of the hard work. Take the small profits, gain trust, and work your way up the ladder. Make sure you are making good profit from the Indian. Do not work with Indians who are charging too much.

Marketing and sales - Use social media platforms to market your service and outreach to potential clients. We will go more in depth on how to outreach inside the "Outreaching" channel. A lot of time, you will need to jump in a call with the potential clients you find who are interested in your service, although this is not always the case. Therefore it is crucial to improve sales and have access to a mic and somewhat ok setup so you can sell your

service easier if they ever ask to jump into a 1-1 call. Clients usually only ask to jump in calls if the service you are offering is more high ticket (more expensive). You can also hire people to find clients for you, along with people to jump in the calls, which we will once again go through inside the

"automating channel". Some of the most commonly used platforms when it comes to trying to find buyers for your services are Instagram, Discord, Telegram, Twitter, Reddit. Obviously there are many more, but these are just a few. If you have access to a big Snapchat account, you could even sell services there. The potential is huge.

Client acquisition - When clients express interest or make a purchase, you discuss their requirements, understand their needs, and gather necessary information to kickstart the project. It is crucial that you make sure the client is satisfied, as if they like the service and find the service worthwhile, they will retain and purchase again and again. As the middleman, it is important that you keep on top of it all. Do not tell the client you are a middleman. The prospect should only think it is either you or your "trained team" making/ producing the service. Make sure that your Indian (team) is working on time and with speed. Always pay less if work is poor, but always pay good if the work is done quality with speed. Don't let him decide. YOU decide. Always keep the client updated throughout the service. If there is an issue, let them know. If there is something happening, let them know. If it is going to be delayed, let them know. Client satisfaction is everything. That also applies for your workers. Give them all the details so that the work can be done properly.

Outsourcing the work - Once you have a clear understanding of the project requirements, you find and hire skilled people from third world countries using a range of websites, platforms and methods. We will go through these methods via the "Finding the team" channel.

Quality assurance and project management - Throughout the project, you ensure that the service provider meets the client's expectations and delivers quality work. You act as the point of contact between the client and the service provider, providing updates, addressing concerns, and ensuring timely delivery

Client satisfaction and support - Once the project is completed, you ensure the client is satisfied with the service. Offer any necessary support or revisions to meet their expectations and maintain a positive client relationship. Once you've finished the service, ask if they would like anything else. Ask if they know anyone, and say you will give them a cut per person they refer you too. You rinse and repeat this process/ method to print thousands.

Scaling and growth:

As your business/ agency expands, you can consider offering additional services, expanding your team of service providers, or diversifying your target market to increase revenue and reach. This is all a huge part of increasing profits and making your way to financial, time and location freedom. THIS GROUP will mainly teach how we implement the Indian method in SFCA, which is how we generate thousands.

Recruitment

There are a range of ways you can find people to do the work for you. Some websites that are useful for finding people are :

<https://www.freelancer.com/>

<https://www.upwork.com/en-gb/>

<https://www.onlinejobs.ph/>

<https://www.fiverr.com/>

Some of these websites are very known and so some of the people here lack quality, but it is still worth a try looking as we have still hired many quality people.

Social media platforms where you can find your team are:

Discord

(Very good people but may find it hard as you need to find servers that contain these people.

We recommend joining freelancing discord servers which can be easily found using the website

" <https://disboard.org/>")

Instagram

Very good, but once again may be hard to find the right people and prices may be higher)

Twitter

(Going in the following list of one Indian who is doing it and find many more. Once again, may be hard to find the right people but will be very skilled people when you find them) If you go to twitter, make a tweet saying something like: "looking for a (example) who can simply add/ create (example)". For example, "Looking for a video editor who can make me short form content videos. Good payment, dm me" Include hashtags related to what you're looking for within the tweet. For

example - #videoeditor #tiktok #editing #ugc #editor #videos #shorteditor #sc #shortformcontent #neededitor"

This method works 80% of the time, although sometimes the editors can be a bit dodgy in terms of quality, so make sure you get them to do some trial work first. Everything that's written in (should be exchanged with your needs and wants, and put as many #'s that are niche related as possible, from this method you will get 10-100 DM's with people wanting to work for you.

Also, We've personally have found very good editors on here:

<https://discord.gg/jobs-hiring-market-1024730510880165968>

Finding a team is usually the most time consuming part as you need to find quality people for the cheapest price. Always make sure that they show you previous work or give you sample work so you can clearly see how they work and if they are capable of even taking the job. Despite this part being time consuming, it is worth it in the long run. Make sure that they agree on a price you know is super cheap. A price that can easily be sold for at least 2x what it costs you to pay for.

Make sure they accept suitable payment methods that are fit for you. Quality is also crucial, along with speed so make sure that they tick all boxes to fulfil your needs and requirements.

These Servers are also really good to find cheap workers:

<https://discord.gg/agencylaunch>
<https://discord.gg/agencysyndicate>
<https://discord.gg/Sw8aKNyeeV>

Good tweet to get cheap chatters for you're
Only Fans Management Agency:

"looking for chatters for my only fans management agency, drop me a dm

#ofm #va #jobs #onlyfansagency #chatters (some more #'s) "

Training

Let's talk about training. Training is sometimes needed if your Indians are slacking, don't quite understand assignments, or are simply not as motivated as before.

There are a few different ways you can train your team which we will get into shortly.

Firstly, you need to understand the importance of training. Whether you are using Indians as chatters, using them to outreach, using them to create videos, it does not matter. It all applies the same. Regular training, and calls in general, will build a loyal connection between you and your team. If you can see they need improvement but are not far off perfection, jump in a call.

Once again, you may not feel confident in jumping in calls with them, and they may not feel confident either, so here's how you can work around that and that is what we do with most of our team if we need to present or discuss something with them. We use an application/ website called loom.

<https://www.loom.com/>

Loom is great as it allows you to record your screen and/or your face (if you want to) on your desktop/ computer. This way you can click record, talk about whatever it is you need to talk about, and then send them the link so that they can watch it. A great thing about loom is that they can watch it whenever they want, as it is just a recorded video, meaning there is no excuse for them not to watch it. There is a paid membership that you can get for loom which we do

recommend, although this isn't necessary. Buying the paid loom allows you to record videos over 5 minutes long which can be very very useful.

When training the team up (if necessary), it is important to make sure you ask if they have any questions. Some of the workers you bring on may be worried to ask questions as they need money and do not want to lose the role, therefore oftentimes won't say anything. Make them feel comfortable and ensure them that if they have any problems that they must notify you.

Payment

Payments is a pretty straight forward channel, but we thought we'd include it anyway as there are a few things that must be remembered. Never EVER pay your workers upfront. UNLESS you have gained trust and worked with them for a long enough period and are sure that they offer quality work every time. Secondly, never ever pay your workers unless they have completed the work. If you are offering a service to clients in a business model such as SMMA or SFCA, there will be a high chance your client will want changes. Therefore you should hold off paying your team until everything has been agreed, finalised, and service has been fulfilled. The reason you need to do this is because oftentimes, the Indians get lazy after they have been paid and start to slack off or stop prioritising your work to do other things as they have got the money. If you don't pay, and keep them hungry, they are always going to be on their toes and putting in maximum effort until that payment hits their bank account.

When paying the Indians, make sure everything is legal and noted so that you don't face issues down the line. The usual PayPal, Crypto, Stripe, Wise etc can be used to pay the workers. When paying the team, we suggest you pay them after each piece completed/ bit of work they do. That being said, you can also pay them at the end of each day, Week or month. You can also use contracts, although this isn't really necessary.

Expanding

As your business grows, You are going to need to bring on more and more indians. You are going to be taking on a lot more work therefore the workforce needs to increase. Expanding is pretty straight forward. You simply multiply what you already have. It is very important to constantly improve your team (the Indians). Constant improvements will allow you to better the service/ quality and lead to increase in profits. Do not be scared to get rid of any indians slacking, wasting time, or offering poor quality within the team. Remember, these guys are easily replaceable. They are exactly like soldiers. As you scale your team, you are going to begin to need something that will keep everything together.

Setting up excel sheets, or another type of platform where you can note down your workers pay, where they're from, what they do etc, will allow you to control the team much much better. This will also boost expanding.

Automation

There will come a point in your business journey where you will need to automate the young Indian methods. You will get to the point where you can no longer control everything by yourself. This is where automation comes in.

You need to begin to find INDIANS who can do this for you.

Instead of you making sure all the Indians are doing the work, find INDIANS to do it for you using the same methods. Usually, you want to look out for the role/ tags "VA's" when automating. VA stands for virtual assistant. You can hire Indians to become virtual assistants within your business to ensure everything is running smoothly all whilst you focus on the better stuff.

Usually, VA's will want payment on a daily basis. This is fine though because they usually charge around \$2 per hour, or \$10 per day etc which is super super cheap, especially with the amount of money you would usually be making at this point.

Usually when you begin automating, you hire people to do the boring, time consuming work that requires little skills.

You should look to give them advice and send them a training loom video before you onboard them so they understand the business, the role they are operating in, and any other details. Contracts may be more necessary for this, as you do not want them to steal any sort of private details, funds, or anything else. This doesn't usually happen but it's better to be safe than sorry.

It's important to note that you should not rush the automation process. Automating your business will take time, and will lead to an increase in costs. You should only be looking to automate your business when you are working with too many clients and are running out of time to do it yourself.

Once again, using excel sheets will help you stay on top of everyone and make sure the whole process is controlled. Once you are at the automation stage, your business should be in a very very good position.

Make sure your Indians fit the specific requirements for automating the business. Some roles will require certain specifics and skill sets. It is helpful if they have done the job previously, as this will save you a lot of time.

What is SFC?

Short Form Content is Short Content you usually see on your social media when scrolling and consuming.

You reach out to people that make money/ need social media marketing to gain an audience with the intention to sell them your editing skills (from your Indians) . Either you or the client then

posts these on Instagram Reels, TikTok, or YouTube Shorts. Obviously there are many things you can offer, but these are the basics.

Do I need to be 18 to start?

Nope. The great thing about running a short form content agency is that you can start at any age. There are 15 year olds generating 10k+ per month using the strategies we provide. SFC marketing is one of the only business models that does not have an age limit.

How much can I make per client?

This really depends on your offer and the exact service you provide. Here in Indian Empire, we help you land clients anywhere from \$400 to \$10,000+.

Terminology

Lead - Someone that may be interested/ could suit your service

Outreach - Contacting leads

Prospects - Usually a lead who has responded and interested in your service

Scripts - A text you follow/ use as a template

Retaining - Continually working with x (usually a client)

MRR - monthly recurring revenue

Basics

So let's start with the basics of running a short form content agency.

You've got your name, you've picked a niche, and now you're ready to start your journey. You find leads and outreach to them using the methods we provide. From there, you try get them in a call where you will sell your offer. They send you the payment and you complete the agreed work. You can then retain your clients on a regular basis and generate both a steady income and long term connections. Seems easy right?

When running a short form content agency, you will bump into many issues along the way. This is normal. Our goal is to help you avoid these issues as much as possible and learn from experience. Here at the Indian Empire, we teach two offers. Short form content creation, and/or management. Both are pretty similar.

Short form content creation (SFC)

You simply create short form content for your client and that's it. You do not touch their social media pages and you do not run any of their accounts on any platform. You get their raw content, and make videos for them to redistribute across their desired platforms.

SFC creation + management

You create the Short form content and run the social media pages/ grow them fresh pages. This tends to require slightly more skill but pays better. We advise you only offer this service if you have past experience or previous results in growing social media pages on TikTok, Instagram or Youtube.

Both services have their pros and cons, but each one is as good as the other. There is no "better service" to offer. Do not get the two services mixed up as they are very similar but one is just slightly more complex.

Niche

So first things first, the niche.

Picking a niche will depend on both who you want to target and the service you offer

.

There are a variety of questions you must ask yourself before going ahead and choosing a niche.

- 1) Can I make content for this niche?
- 2) How will I get to my potential clients?
- 3) Is my service useful for the niche I'm targeting?
- 4) Is my niche scalable/ can i retain the clients I get in the niche?
- 5) Can my niche afford the service I'm offering?

The niche you choose should tick all these boxes. You want to pick a niche that you can scale with a plan on how you are going to get to the guys you want to get too.

Once you've chosen a niche, you need to stick to that niche. Do not go and try other niches just because you didn't land a client after the first week. Become a master in the niche and you'll be way ahead of the competition.

Some examples of a niche matching your service may be:

Creating short form "Hormozi style" content for a entrepreneurs

Running TikTok organic + content creation for discord servers

Creating a different style of content for a shoe business

Remember, you'll be getting people to fulfil the work for you, so make sure you are able to find Indians that can fulfil the service.

Branding

Let's talk about branding.

The website, logo, name, and designs all come under the "branding". Branding is often one of the most stressed upon parts of starting up an agency. As you grow your agency, you realise all the stress was pointless. Despite being told a good name, fancy website and nice socials is crucial, it is not. That being said let's get into everything needed for creating your branding,

Name

Choosing a name is easy. Utilise your initials, pick a random word, or mix something together. Do not spend hours choosing a name.

Logo

Use Canva, or any other editing software you may have access to. If not, pay someone to make you a logo on discord. Make sure you choose a nice and attractive logo to look more professional.

Website

If you have the skill of building websites, then getting a website up early on is great, but don't let this become a priority when setting up your agency. It's very possible to scale an agency to 20k+ per month without a website. We highly recommend you avoid making a website straight away until you have successfully landed a few clients and have the spare money to invest into a website. I myself do not have a website, and still manage to make thousands each month.

Pricing

When coming up with prices for your services, you should keep in mind a range of different things:

- 1) How much does it cost you to pay your workers?
- 2) Have you worked with many clients previously/ do you have results?
- 3) Is your offer much different to your competitors?
- 4) The service you offer?

You should never let competitors' prices affect what you price yours at. If your offer is good enough, clients will pay any amount. If you do not have any previous work/ results, look to charge a lower price at the beginning. Landing your first few clients and building a reputation is crucial, so undervaluing yourself is more than ok when you are starting off.

Average prices for SFC creation (30-60 videos per month) tends to be priced at around \$500-\$2000.

Average price for SFC creation + Social media management tend to be priced at \$1500+.

Once again, these average prices should not influence what you price your service at. After all, if your service solved world hunger, it would be worth billions. Offer a no brainer service, and a top price can be charged.

Remember, you are still a beginner. Be humble and take the small wins. The first clients are always the hardest to catch.

Landing a client (in a call)

Let's talk about the client call.

You got his attention, had a chat with him, and now pushed him towards a call. Before we start, not every client you land will necessarily want/need to call, but you will find that most will like to call, and your chances of landing the potential client will be a lot higher.

Make sure you have nice lighting when on camera, and always show your face. It does not matter if the potential client has his camera turned off, always have your camera on.

A little trick i like to do in the call is have a pen in my hand and make him aware i'm holding it and taking notes. This is a phycological trick that will make you seem a lot more serious about what you do!

When you get in the call, don't waste time. Most courses will teach you to get to know them etc etc. NO!. They do not want to know how the weather is in your country... Do not waste their time. Your prospect is most likely very busy and has no time for bullshit.

Get straight to it.

"Hey mate, how's it going?"

...

"Nice nice, well let's get straight into it!"

Make sure to speak to them like a normal person on call. Do not sound like a BOT. Speak with emotion and really emphasise how this is a game changer for their business. Make them FEEL like they are missing out. Talk about how you can make them more money, build their audience, and get them what they want. Lay it all out and present the perfect pitch.

As the call proceeds, the time will come when they will ask for your prices. Oftentimes, my clients (Yevrrah) already know prices before getting in a call, but most won't. When the client asks for prices, you want to try and avoid repeating the numbers too many times. Say the prices, make sure they've heard, and change subject. Move away from the fact you are charging (x) amount per month. If you offer them refunds if no success, make it clear to them. If you guarantee (x) amount MRR per month, make it clear to them. But do not dwell on the prices!

Once the call is coming to an end, try and get them to pay over call. Majority of clients will rather pay in their own time, but you run the risk of losing them. If you cannot make them pay over call, you just have to let them go, but remind them but they would be stupid not to buy your service (not literally).

And boom! you've landed a client. Always remember, a client landed is not a client landed until the money is in the bank.

Payment processors

Everyone loves payment processors (not). When making money online, payment processors can become very frustrating. It is crucial you understand the pros and cons of using each payment processor and to select the one perfect for you. Here are payment processors you can use:

Paypal

PayPal is ok to use when your agency is new and bringing in small amounts, but should be avoided at all costs once you start landing regular clients. PayPal has a tendency to lock peoples accounts, causing users to lose their money. PayPal tends to be avoid by majority of Agency owners. PayPal requires you to be 18+ and should only be used as a last resort.

Stripe

Stripe is one of, if not, the best payment processors to use if you are an Agency owner. Stripe, just like most of the other processors, also requires you to be 18+ years of age. That being said, Stripe is less likely to freeze or hold your money and is used by many top agencies worldwide. Stripe allows clients to pay using a range of methods. Stripe should be the "go to" payment processor if you are able to get an account set up.

Wise

Wise is a great payment processor. Wise is a worldwide bank transfer, allowing you to send and receive money from all over the world. With little/ no fees, fast delivery times and no "on hold" payments, Wise is perfect for Agency owners. Wise is also great for people under 18, as it does not require ID to receive money.

Crypto

We all know what crypto is. Crypto is another great way of receiving payments within your agency. Clients may be slightly more hesitant about paying via crypto but perfect for receiving money.

These are just some of the payment processors that can be used within your Short Form Content agency.

Looms

Creating Looms are great for proposing an offer, explaining your service, or even presenting yourself to prospects. I myself (Harvey) like to use looms after I have gotten the first response and need to present my service in a quick 3 minute video.

When creating a loom video, have all the material you need already prepared before you begin the recording so you can access it and present it easily when recording.

When recording your video, it is recommended to try and keep the video between 30s - 3mins maximum. When speaking, be human. If you make a mistake, it is not an issue, just correct yourself. In fact, making mistakes can often be great.

When starting the loom, try and get straight to the point. If you are creating the loom for a certain specific person/ brand/ business, make sure it is personalised to them. Keep the loom fast, include emotion, and actually make it interesting. Speak clearly and do not mutter.

End the call by trying to tell them to book a call/ push them towards getting in 1-1 contact with you. Looms are always overcomplicated. Keep it simple, and be yourself.

Content examples

A lot of people have been asking to see some different types of short form content they should be offering their clients, along with what types of content they should be getting their Indians to make.

The aim of the game is to identify a super unique style that you can sell. Remember, there are many people doing this business, so you need to try and make your videos as good as possible, whilst still keeping them unique and fast.

Content should contain hooks, sound effects, colours etc. Your Indian should be aware of this anyway, but just remind them and give them any details/ specifics.

Now obviously, content is going to vary depending on the niche you're targeting. "Money niche content" (the videos where people flex Lamborghini's, watches etc) would be perfect for people like personal brand entrepreneurs, who are trying to sell courses and mentoring.

For people looking to provide value and genuinely grow an audience towards their brand, "Hormozi" content may be the better fit.

Below, I will share some examples of different types of content. Most content will require your client to supply you with rare footage. They should already be aware of this but just make it clear to them again before any agreements are finalised.

I will update these content examples and add new ones as new styles arise!

Tiktok method

<https://drive.google.com/file/d/1FGtHishBzfC1YkrQZah4Z-bNA-XclOOO/view?usp=sharing>

One way you can generate leads for your agency is by utilising TikTok. TikTok is great for finding potential clients for pretty much any niche. The method is pretty simple. The first way you can use TikTok to generate leads is just by simply scrolling. Engage with every video in your niche to stay on the FYP of the niche you're targeting. You can find accounts in your niche that may be not be doing so well or may even just need help with having videos made for them. From there, you find their socials and use the outreach strategies we teach in the outreaching section.

Keep in mind that it does not matter if the account is already posting regularly or doing well, as this does not mean they do not need your service.

The TikTok method is not used for everyone, but is great if you are trying to target a very specific niche such as Crypto Traders.

You can also use #'s to find people in your niche. Simply punching in #entrepreneur will send you to thousands of videos entrepreneur related. Once you have found a potential lead, see if they have any connected socials and contact them from there. If not, try and search their name up on other socials and see if you can find them.

We suggest creating a completely new TikTok account that you can specifically use to find leads. Do this by making an account and begin following accounts and liking videos in your niche.

Instagram method

<https://drive.google.com/file/d/1OcXz03HuhPPE-i5uopHyxCl-QHpL5oB2/view?usp=sharing>

The Instagram method is one of the most used methods for finding leads and outreaching. The process is simple. Find an account in your niche, follow them, and use the "suggested" list to find more. You can then use accounts you've found and go in their following as they will most likely be following others in the niche you are targeting.

The Instagram method is becoming very very saturated, and may not be as useful as it once was, but it's still great to tap in to every once in a while.

The Instagram lead Gen method is the easiest out of all methods we teach. Here at Indian Empire, we suggest using Instagram for finding the potential clients, but not actually outreaching and contacting them there.

You can also use Instagram's version of the "FYP" or Instagram reels to also generate more leads. This works in the same way as TikTok.

Youtube method

<https://drive.google.com/file/d/1MgQ1WbrmuWXxUOB2OPs9gQyCMmaHGGdx/view?usp=sharing>

The Youtube method works pretty much the same way as TikTok with a few exceptions. You use the "Youtube Shorts" section to find leads and then find their socials.

The great thing about the Youtube method is that it is a lot less saturated compared to the other methods. Another reason you may choose to use the Youtube method is because you may find a lot of YouTubers who are not yet marketing on TikTok. This is a great opportunity because it means they may be more interested in your service, especially if they are looking to move onto TikTok.

Despite the Youtube method being slightly harder than the TikTok method, its lead quality is much much better. One thing to look out for when using YouTube is that oftentimes creators will

not have any socials linked. You may have to go on their videos and find their socials in the description of their videos. If there's nothing there, you will have to manually find their social media by typing their name in the search bars.

If you decide to use the YouTube method, you should outreach to channels who are currently only posting long form content. These guys may not have any experience and may want to start utilising SFC. From here, you can explain to them that they are missing out on reaching hundreds of thousands of new people per month, if they do not implement posting short form content on all socials.

Let's say your niche is flower influencers. Head to the search bar and search up "flowers". From here, you will be displayed with hundreds of flower videos. You can find hundreds of channels who may be interested in your service. You then find their socials and use the scripts we provide to get in touch with them and eventually propose your offer.

Discord method

The Discord method is one of the best methods for finding and contacting leads. To do the method, simply use the website <https://disboard.org/>. You now have millions of discord servers at your fingertips.

The way you use disboard is by simply putting in a word associated with the niche you are targeting. You will then be given a range of discord servers focused around that niche. The owners and people inside these discord servers will all have an interest or will have a big presence in the space of the niche you are targeting.

I myself (Harvey), typically used this method when I previously ran my TikTok marketing agency. I focused on outreaching to entrepreneurs and so I used disboard to find hundreds of "money" related discord servers. From there, I would contact the owners and would have an incredibly high response rate.

When using this method, you can go in the member list and find a ton of leads and discord owners who may also have discords or socials in their bio.

This was one of the most effective lead generation methods when I ran the TikTok marketing agency. The only negative with using the discord method is that it is only good for certain niches. You won't find many leads in the car rental niche on discord.

Outreaching account

When outreaching, you need to make your page look as professional and as aesthetic as possible, it doesn't matter what platform you are on.

You should have a nice clean name (nothing too long). Profile picture should be eye catching. You should bot some followers using social media panels so that you look more reputable, and add highlights with some clean pictures showing a lifestyle. Add a photo or two (spread them a few days apart) and bot some likes on each. Join engagement groups if you would rather get real likes and comments to make it look better. From there, add a nice simple bio.

The goal is to make your page look as aesthetically pleasing, eye catching, and professional as possible. A person will not respond to you if you look like a broke boy or a bot.

This was solely focusing mainly on creating an Instagram account, but the same rules apply for any platform you decide to outreach on.

Offers

Having an unmissable offer is crucial to getting a response from a lead and landing them as a client. Too many agency owners make the mistake of having a terrible offer that does not attract the prospect what so ever. Your offer needs to be something that the prospect cannot turn down, and if they do, they are missing out. We touched on this in the script channel and will explore it further now.

Building your offer really depends on your service, the niche you are operating in and how confident/ skilled you are at carrying out what you have been paid to do. We used an example in the scripts section that started with the line:

10k new followers within one month or you don't pay

This offer is great if you offer account management + content creation. The offer is a no brainer for any prospect looking to grow on a specific social media platform. Guaranteed success or they don't pay... Just ensure your worker is good enough to fulfill the work.

Let's look at some more offers that will attract prospects:

Making you more MRR using your personal brand.
X amount of members into your server or no pay
We will land you 10 more students in one month

All of these offers are focused on making the prospect MORE money in some shape or form. The prospect ain't interested in anything but making money or gaining followers 90% of the time.

Depending on the niche and client, certain things will vary, but you should get the idea. Any questions, just ask.

Now let's explore some bad offers:

We make engaging short form videos for businesses like you!
We grow personal brands YouTube accounts to get them more views
We will get your account to 10k followers

These offers are bad offers. Businesses get short form content offers every single day. You are no different. You must stand out to them and give them a reason to finally choose you over the hundreds of other dm's they get. If you are telling them you will get them views, you need to prove it. Tell them you've worked with others and done it before, if you haven't, show them first. Offer a guarantee, tell them you'll work for free. Not only that, most people don't just care about the views... They want money, leads, a perfect funnel. They want more MRR. You need to give them that.

Eventually, you can improve your offer, allowing you to upscale and make more money (we will run through that later on) but first, prioritise making them more money. After all, everyone wants money. If they see you can guarantee them good work, they will rarely decline.

Most people complain they don't get responses, and it is because their offer is shocking. Getting a response is 90% the offer, and 10% volume. For the people who are sending 100s of dm's per day, make a new offer. For the people with a great offer, increase the amount of messages you sent. Sending enough messages and have a good offer? change your offer.

You need to experiment, and you must live up to your promises. Don't tell people you will guarantee 10k in the first month or money back if you know you can't get 10k. This is why it is crucial to perfect your service before pumping out guarantees and crazy offers. Making simple changes go a long way.

Scripts

MESSAGE ONE

If you have case studies:

Picture of Case Study

Explaining what this is example : built a brand new page for my client @exampleclient and grew it to (number) followers in just 27 days.

MESSAGE TWO

Without case studies

10k new followers within the first month or money back...

Yo (name), I will build an acquisition system & personal brand for you to add extra MRR for your (niche) business with Short Form Lifestyle Content. I recently did the same for another client, and built an account from (x) to (x) in (x) days. Would you be interested?

MESSAGE THREE

Offering free service upfront

Adding extra MRR & Building personal brand.

Yo (name), wanted to help you to add extra MMR for your (niche) business (business name), on top of that i will grow your personal brand, would actually do it for free for 2 weeks and if you like it we can start working together.

MESSAGE FOUR

Works best for discords

Yo g, business inquiry regarding your discord server, let me know if interested.

MESSAGE FIVE

For entrepreneurs, course sellers, coaches

Hey (name), do you offer mentoring? i want to learn more!

(Then from there have convo with them and get to know them. then try make them ask, "so what do you do?", and then you drop what you do and present an offer)

MESSAGE SIX

For YouTubers

Yo (name) i really appreciate your YT videos they are super valuable, when is your next upload?

Awesome, your videos would really match with my short form content editing style, can i do 3 free example videos for you?

The key is to present an offer that explains how you will make them more interested. This is all your prospect tends to care about. Money, money, money. Using terms such as MRR and present numbers as this will instantly catch their attention.

Note that when outreaching, you can present these scripts in a voice note, video message, or simply text message. I myself like to keep it classic with a simply text message. When outreaching, your offer is more important than what you choose to outreach with.

(PS: We will add more scripts very soon!)

Outreach

Outreach is one of the biggest struggles for 90% of Agency owners. Having a quality service is great, but if you do not master outreach, you will hit a roadblock. There are multiple methods of outreach that we teach here at Indian Empire for you guys to use.

When outreaching, you need to make sure you have a very realistic and clean profile regardless of what platform you are using. Always outreach on a personal page rather than your "Agency" page. Make sure your account has a few posts on the page so the prospect knows they are not talking to a bot.

A great way to increase your response rate is by outreaching on a verified page.

It is key to note that when you are outreaching to prospects, you need to sound as human as possible. Do not sound like a Bot.

If you are speaking to a younger personal brand, i like to speak to them like a friend rather than a client. If you are speaking to CEO or brand, it is better to be professional. You need to get with them on a personal level. We advise that you bot a few thousand followers on your page, just to make yourself look slightly more professional.

INSTAGRAM

Using Instagram to outreach is one of the most used ways too outreach to prospects. Instagram was originally favoured because it allows you to send voice notes, video messages and text messages.

The issue with Instagram is that everyone is using it to outreach meaning your offer needs to be incredibly good. We highly advise avoiding Instagram outreach if you DO NOT have a good

offer. Brands on Instagram will be getting 10 dm's a day from different agency owners. You NEED to catch their attention and you NEED to stand out.

One of the best ways to outreach using Instagram is making a free video or giving a crazy offer that they cannot turn down. We run through both of these methods later on.

Instagram is usually a mass dm game if your offer is not good, which can be very very time consuming. Response rate on Instagram tends to be very low, purely because brands will simply not read your message.

Do not use Instagram if you are just going to send them the same message they get everyday.

DISCORD

Using Discord to outreach is great, as the response rate is incredibly high compared to other platforms. That being said, this method will not work if you do not use the correct script/ present a good offer. Discord owners are always looking to improve their community/ business they are running, therefore they are always open to any inquiries. You can also go in their community and see if they have a ticket channel. from there, you can open a ticket and present your offer from there.

The issues with discord is that sometimes users will have their dm's closed. This is not an issue as you can just contact a Mod or Admin and they should have theirs open, ready for inquiries. You can then get to the owner through that. Discord method also only works with select niches, so make sure your niche has a ton of communities on Discord.

We highly recommend giving Discord a try if you have the perfect niche for it, as it can be super effective especially if your service is quality and you have the perfect offer.

EMAIL

Email outreach is the traditional outreach method in SMMA. Agency owners have moved away from email outreach over time, as they believe it has become outdated. It has not. Email outreach is still very effective, but only for niches where you are dealing with enterprises, established businesses, CEO'S and older personal brands.

Email is great for older prospects, because they tend to have a smaller presence on social media and may be more inactive. Using emails means you can get to them easier.

Remember to purchase a professional email if you decide to do the majority of your outreach via email as you will look more professional and prospects can take you more seriously. It is key to utilise multiple tools and softwares when doing email outreach (we will get into later), and remember to speak to them more formally than normal.

Once again, your offer needs to be perfect in the email. Brands get emails everyday and you need to make sure yours stands out.

The only issue with emailing is that it can be hard to get a prospects email. Sometimes you can find it if they have a website, but if not, it may be hard to find. Your emails may also land in the spam box, so tools and softwares maybe needed to prevent this from happening.

Contracts

Contracts tend to be put in a place when larger amounts of money is being transferred or a specific agreement is being put in place. For the most part, you shouldn't need to worry about contracts until you start dealing with high ticket clients or clients who are working with you on specific agreements. A contract tends to give the client more trust on you and makes you look more professional. Contracts are super easy to set up and can be created using a mix of google sheets and docusign.

<https://www.docusign.co.uk/>

A contract can be signed at any age. If you are under 18, you can sign the contract, but will not be held accountable for any issues or broken agreements inside the contracts.

When creating a contract, it is crucial to make sure everything is listened to professionally and nothing is missed out. Make sure to scan through the contract numerous times to prevent any issues further down the line.

Upscaling

Upscaling is when you tend to charge a higher price in return for more services, new offers etc etc. You tend to upscale a client after the first or second month, once you have given them quality results and proven you're worth it. There's a few different ways you can upscale your client, but the usual way is to offer more services. For example, let's say you were originally just making the short form videos for the client, and nothing else. At the end of the month, you could then offer to run their socials, and help increase their following, to generate more MRR from whatever they sell or do. You can easily charge extra \$ for that service.

Let's get another example. You are creating the short form content and running the page. Now offer to build their community, which will act as a secondary funnel to their brand or funnel, and even offer to grow them on other platforms, to build their audience. Deal with their full front end.

You get the idea. Making your offer even better overtime to generate more money from them and build a stronger relationship. This is upscaling.

It's important to note that you shouldn't be trying to upsell your service if you haven't already given them success yet. If you have given them a service they have not benefited from, why

would they spend another \$1500 on you. Do not force an upsell. Give them what they want and they'll forever work with you.

Systems

Processes

Building systems within your agency is crucial when expanding and taking on more clients. Building systems ensure you, your client and your team are all satisfied. Strong systems are the foundations to retaining all your clients on a monthly basis.

When your agency is new/ in early stages, building a range of systems isn't always necessary, but integrating and getting ready to build them as early as possible is always an added bonus. Let's go through some systems that should eventually be integrated within your agency to help maximise your MRR (monthly recurring revenue).

Quality check

There should be quality systems within your agency that ensure the quality you are producing to your clients is as good as possible. Building quality check systems inside your agency will limit the amount of times you have to redo work and will prevent your agency from wasting time. A basic system that will assure your client is satisfied with the work.

Client satisfactions

Regularly updating your clients on a weekly/ daily basis whether it be via calls or normal text messages is a great process to have integrated inside your agency. Client satisfaction should be your main priority and failing to keep your clients satisfied will just stop them from retaining.

Another way you can achieve client satisfaction is by building them backend systems, communities and increasing their MRR. We will get more in depth with how you go about doing this later on in the client mastery section of the server.

Regular team updates

Team updates is necessary if you have hired people and have people working on a regular basis inside your agency. Getting them in calls weekly/ on a regular occurrence will keep them motivated and will ensure they understand their role and what they are meant to be doing. If you can't get them in calls, regular messages will also work..

You can carry out all these systems yourself, or you can hire someone. We suggest doing it yourself as it takes little time and is pretty easy to do. Also allows you to keep control of everything and deal with any inquiries.

Issues

Let's talk about the issues Agency owners occasionally have to face when operating in the business model and the things you can do to help prevent them from happening.

Client not paying after service

Often times, when trying to land your first client, you may decide to do a clients work before they pay you, to gain trust and show them what you can do. Unfortunately, clients occasionally use this to their advantage by getting a free months work and then not paying you. This can be incredibly de motivating.

So how do you prevent this from happening?

It's simple, set a contract up before you start that legally declares they must pay after the service has been delivered. Failing that, take payment upfront or no deal. If you fell into the trap and where the victim of a client not paying after the service, there is not much you can do unless a contract was put in place. You have learnt your lesson. Do not do it again.

Tricky clients (genuinely being annoying)

You're going to get clients that are constantly nagging you. Some people are like that. It is important to make sure you don't become their slave.

There's not much you can do when it comes to dealing with these type of businesses/ brands apart from getting rid of them at the end of the month.

You must keep your reputation high. Do not let one client ruin your agency.

Unsatisfied client

If a client is unsatisfied, you must do your best to make them satisfied. As an Agency owner, it is your job to ensure the service you are providing is perfectly delivered and meets the requirements you agreed on before payment. If you carried out what you agreed you would do, and the client is still unsatisfied, there is nothing you can do. You have carried out the service and done what was agreed therefore there shouldn't be an issue.

If there still is an issue, once again, you must try your hardest to resolve the problem so you can keep the client satisfied and make him retain to the next month

Price complaints

If the client is complaining about prices, there is two things you can do:

1) Simply stay strict and professional. Tell him you cannot change the prices because of the quality you offer. If you are not desperate for money, don't be the guy undervaluing yourself to make a quick \$.

2) Lower the prices. We only recommend doing this if you are still very new to the agency game, and need the money/ want to land your clients for social proof and previous work. Doing this is not advised as it makes you look unprofessional, but may be done if you are struggling. One client is better than no clients when you are starting out.

NOTE: We will update this when more people come across client issues. Having client issues? Ask us in chat and we'll add it here!

Retaining clients

This one's going to be a short one as retaining clients is pretty self explanatory. The key to retaining clients is to simply give them a good service. Retaining clients is CRUCIAL if you want to eventually generate big numbers from your SFC Agency. Keeping your client satisfied throughout with regular updates and constant help is a great way to build the connection with your client and ensure they retain for that next month.

This is why it is crucial to have systems in place, to ensure client satisfaction is met every single time.

Refunding a client

When a client wants a refund, it is never a great feeling. If there is no agreement, and you have issued some sort of service, then in theory, a refund is not necessary. That being said, it is more professional to simply give a full refund if the client is not satisfied with your service.

Issuing refunds really depends on the situation itself. If agreements were made prior stating that refunds would be available, then the client should receive at least a partial refund.

Having to refund is a kick in the teeth and can be very demotivating but they are necessary if you want to protect your reputation.

Either way, refunds shouldn't have to be issued out if you are selling a service. After all, a service should not be sold if it is not perfected. Master the service you have to offer and your agency will never need to face the issue.

Introduction

Welcome to the Indian Methods business models

Within this group, we will be teaching you step by step on how to integrate the Indian method into different business models that we've personally used to generate thousands previously. The

group will contain the topics of each business model (what you can offer) and how to do the process, using the Indian Method.

It is important to note that we are not just teaching you business models. We are giving you the full guides on how to successfully use the Indian Methods to generate money from these models with little to no work.

Take a read through, see what suits you, and get started!

MORE TOPICS WILL BE ADDED ON A REGULAR BASIS. We just wanted to get the basics out asap for all the early people. We are still FAR from finished.

AFM (Indian method version)

Affiliate Marketing is a business model, you can easily outsource cause it primarily relies on partnerships with other individuals or businesses to promote and sell products or services on your behalf.

Niches / different ways.

DigiStore24 Products.

Discord Servers, that pay per Invites.

Course Sellers, that will pay you per views.

High Ticket Selling.

DigiStore24 Products:

Sites like DigiStore (ClickBank, CJ Affiliate, ShareASale, Amazon Associates, Rakuten Marketing, Awin, FlexOffers, Impact Radius, 2Checkout, Pepperjam)

Are websites that offer you thousands of products you can market and pay you a % if you sell a product of them, and what you can do now is find a product that has a good website, contact the team / or the owner of that product ask if they have a affiliate program which they obviously have because they are on such an site like Digistore24 but then they will give you the opportunity to affiliate for them without a third party like Digistore24.

Once you are setup with the product you want to promote, you can make a job listing, say you are looking for affiliate marketers for you're company and you just give them your link and you give them a lower % then you get so if you got a deal to get 60% and you get someone who would market the product for 40% (Indian) so you can keep the 20% in difference.

Discord Servers:

There are thousands of Discord's selling a course or mentorship. You can message the owner and use a script such as "Hey, i'm a TikTok marketer, how much would you pay me per 100 invites i get to your server?". You'll find these servers on Disboard (<https://disboard.org/>) by looking for keywords like "SMMA", "Trading", "OFM", "ECOM", "Stocks", "Crypto".

There will be over 1k+ servers and you'll begin to see responses within the first messages you send. Once you get a reply, try to get 40\$-55\$+ per 100 joins from them.

Then how to outsource it? Pretty easy. TikTok & IG reels are full with these money motivation videos you often see on your FYP. Message the page owners or simply find Indians saying "Hey i'm looking for promoters for my discord server will pay you 30\$ per 100 people you bring in". This means you get the difference of 10-20\$+ each time the account gets 100 invites. You then do this at a much larger scale, automating 5, 10, 15 pages at once.

The Key thing is the organisation within this model. You need to track how your money niche pages are performing and if they are still legitimately promoting the server you are working with. The discord you will do this for should have an invite tracker bot where you can check to see how many invites your links are on. You should ask the owner to make a private channel for you so that you can track the invites.

Once everything is set up, check the pages and invites on a regular basis within the server to ensure they are still working.

Course Sellers:

If you've been on TikTok in the recent months, you should know that there are people who sell courses on how to make money online. You can work with these people by making videos and redistributing the content across the platform. These course sellers want to make money selling their course, and the way they do this is by reaching as many people as possible.

From here, you can reach out to these people on Instagram (as shown in the SFCA channels)

"You only pay me, when you get views.

Hey, I'm creating TikTok accounts for Coaches to scale their course, and they only pay me when i achieve results. Interested?"

If they're interested, they'll ask to hear more, and that is when you pitch x amount per views. You then outsource this work to your Indian workers or other account specialists.

You should outreach to 50-200 people per day with this message, and should land your first client pretty fast. You will need to ask them for clips/ raw footage of their luxury lifestyle so you can edit and create videos

How to outsource this?

Pretty Simple, you use our methods, create job listings, or message Instagram Money motivation pages saying "Hey, i pay you (0,30\$) per 1000 views you get for me".

High Ticket Selling:

There are many people on Instagram having businesses like PR Agencies/ Giveaway agencies etc that need people who can get deals for them and sell the service. You can easily earn \$500 - \$2,000 per deal. You can contact pages like @itsumarc7, @nicknaoufal, or @upturnagency as these people are constantly looking for people who will close deals. Just message them saying, "Hey, I want to work for you".

Once you get a job, you can always search for someone who does the work for less % then you get. Indians are perfect for this as they are incredibly hard working.

Graphic design

Here's a run through on how to profit from graphic design using Indians.

Gain Basic Knowledge of Graphic Design:

While you may not be an expert in graphic design, it is essential to have a foundational understanding of the field, even if it is not you doing the work. Familiarise yourself with design principles, industry trends, software tools, and terminology. This knowledge will help you communicate effectively with your clients and outsourced designers.

Terms :

Typography: The art and technique of arranging and designing typefaces. It involves selecting and combining fonts, adjusting letterforms, and ensuring readability and visual harmony.

Composition: The arrangement of design elements, such as images, text, and whitespace, to create a visually balanced and aesthetically pleasing layout.

Grid System: A framework of vertical and horizontal guidelines that helps designers align and organise elements within a layout. Grid systems provide structure, consistency, and visual hierarchy.

Branding: The process of creating and managing a distinctive and cohesive identity for a company, product, or service. It involves developing a logo, defining brand values, and establishing visual and verbal guidelines.

Vector Graphics: Graphics created using mathematical formulas rather than pixels. Vector graphics can be scaled without losing quality, making them ideal for logos, icons, and illustrations.

Resolution: The number of pixels in an image, usually measured in dots per inch (DPI) for print or pixels per inch (PPI) for digital screens. Higher resolutions result in sharper and more detailed images.

Bleed: The extra area beyond the final trim size of a printed design. Bleed ensures that colours and images extend to the edge of the paper, allowing for precise trimming during the production process.

Mockup: A visual representation or prototype of a design. Mockups showcase how a design will look in its final context, such as on a product packaging, website, or mobile app.

White Space: Also known as negative space, it refers to the empty or blank areas within a design. White space helps create breathing room, emphasises important elements, and enhances overall visual clarity. (edited)

OUTREACH

This is the most important part, and i highly advise you to check the outreach & lead methods within the SFC channels. That being said, here's some more short tips. Firstly, try to find a quality Indian graphic designer. Ask him for a portfolio and once you get that, you need to get leads (once again, check the lead channels in the SFC section. You will reach out to the leads, like this

" Hey (name), checked out your logos, and designs, i would love to help you to fresh them all up.

Here is some of my work :"

(then send the pictures).

This one will get very much replies, and will get you started with your first project.

arket Research: Research the average rates in the graphic design industry to ensure your pricing is competitive. Consider factors like geographic location, industry standards, and the level of expertise you provide.

Value-based Pricing: If you can offer unique value or expertise, consider pricing your services higher than the average market rate. Focus on the benefits and outcomes you deliver to your clients.

Pricing Models: Choose between hourly rates, fixed project fees, or retainer-based pricing models based on the specific needs of your clients and the complexity of the projects.

Client retention is crucial for long-term success. Focus on building strong relationships by:
Delivering High-Quality Work - Consistently provide top-notch design solutions that meet or exceed your clients' expectations.

Communication: Maintain open lines of communication, respond promptly to client inquiries, and provide regular project updates. Actively listen to their feedback and address any concerns.

Pricing Strategies:

Determining your pricing is crucial for the success of your outsourcing business. Consider the following factors when setting your rates:

- Cost of Service: Calculate the costs associated with outsourcing graphic design work, including designer fees, project management, software subscriptions, and marketing expenses. Ensure your pricing covers these costs and allows for a reasonable profit margin.
- Market Research: Research the average rates in the graphic design industry to ensure your pricing is competitive. Consider factors like geographic location, industry standards, and the level of expertise you provide.
- Value-based Pricing: If you can offer unique value or expertise, consider pricing your services higher than the average market rate. Focus on the benefits and outcomes you deliver to your clients.
- Pricing Models: Choose between hourly rates, fixed project fees, or retainer-based pricing models based on the specific needs of your clients and the complexity of the projects.
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- Value

Video editing

Using the Indian method to offer video editing works in a similar way to running an SFC Agency. The only difference is that when doing video editing, the clients are not always working with you on a monthly basis. When offering videos, you can get your team to create both long form and short form.

Offering long form content has its benefits and drawbacks. Long form content is great because it allows you to charge a much higher price compared to short form videos. It is also super easy to find Indians who will do the work and the prospects who would buy the work. This is great as it means there is a lot of money to be made and the process is much easier. The drawback is that when offering long form videos, you are up against a lot of competition. It is important to ensure you find video editors who are the best and create unique engaging content that matches your prospects brand.

Offering short form content also has its benefits and drawbacks. Short form content is great because it is in heavily high demand. More and more businesses are emerging every day meaning more and more short form content is needed, especially if they are marketing online. There is a lot of profit to be made as short form videos also do not take long to make meaning your video editor should be able to make them in a fast time frame. The drawbacks to offering short form content videos is that the potential clients are getting these DMs on a regular basis therefore you must find a way to stand out and pitch your offer. There are also thousands of people all trying to offer short form content video editing meaning your editor should be able to create a very unique style in order for you to profit and find clients more easily.

The video editing service in general can be a hard nut to crack, but is incredibly rewarding if done correctly.

As discussed in other channels, the usual platforms to outreach can be:

- Instagram
- Discord
- Telegram
- Twitter
- YouTube (To find the leads but not to outreach)
- Email
- LinkedIn
- Reddit

As discussed before, there is a range of outreach messages you can use which are shared within the SFC Agency channel, but here is some of the most effective ones we've seen before:

"Hey (name), do you offer mentoring? i want to learn more!:"

(Then from there have convo with them and get to know them. then try make them ask, "so what do you do?", and then you drop what you do and present an offer)

"Hey bro, got a business inquiry that could be game changing"

"Hey bro, I scale brands by automating their content processes. If i have your attention, i'd love to provide some free value, no strings attached"

These messages all primarily focus on getting a response from the client.

Once you land a client, it is important to once again maintain satisfaction and ensure the process is smooth between your team and the buyer. Make sure the client gets changes on requests and that there is never any issues. Always take payment before doing any work, and always pay your team (The Indians) after the work has been fully complete.

A good strategy is to tell your team that you will pay bonuses depending on quality and speed of work. This is going to want to make them work harder so that they can maximise the amount of money you can make. We personally like to pay our team fairly and give them bonuses upon good work, but it is up to you if you decide to do the same or not. Official payment processors should be used to ensure all transactions are completed properly. Stripe, Wise, crypto and bank transfer are the best. Try to avoid PayPal.

Theme page automation

Theme page automation is essentially running multiple theme pages in a range of niches and monetising every single page, bringing in money on a daily, weekly, or monthly basis. These pages can be on TikTok, Instagram, Twitter, or Youtube. We solely focus on Instagram, as this is the platform we think is most suited to this business model. The aim is to make money from each page, and eventually get to a situation where you are running 10, 20, 50 or even 100 pages without doing any of the work yourself and bringing in money (big or small) on a regular basis from each page.

Now, you don't actually do any work. You hire the hard working people to do the work for you, and pay them little money for it.

The great thing about theme page automation is that you can start at any age, with no capital, and not much business experience. You also do not need to show your face, which is also another benefit.

It is crucial that you find people who have experience in growing pages, and have successfully grown pages before with results. If they haven't got any results, get them to show you what they can do for 1-2 weeks for free, just so you can see they are capable.

The great thing about theme page automation? There are endless niches. There is always a way to monetise your favourite niches, whether it be a cat page, crypto page, or clothing page. When picking your first ever page, go for a niche that you have an interest in, and then from there you can venture into new niches that may be more profitable.

There are obviously certain niches that will pay better than others, but that does not mean you should be operating them niches straight away.

Here is some niches you could possibly look at going for:

- Crypto
- money niche
- babe/OFM/model
- clothing
- NFT
- products
- dogs/cats
- sports
- cars
- houses
- locations
- gaming
- meme

The list goes on, but you get the idea!

Do research, find one that fits, and get your Indian on it asap.

Pretty self explanatory, but we'll go through it anyway. Platforms. When running TPA, we highly recommend choosing one platform to work on, such as Instagram, and only focusing on that one chosen platform (Unless you have Indians that have the expertise to run multiple).

As stated before, the platforms that TPA work best for are:

- Instagram
- TikTok

- Twitter
- Youtube

We do not recommend any other social media platform.

monetising your page is really going to depend on the type of niche you are operating in and size of account. For most cases, the bigger your page is, the more money you are going to be able to make. This is also going to depend on what social media platform you are running the pages on, as some monetisation methods will work better then others and will be completely different depending on what you are working with.

To keep it short, below are a list of ways you can monetise your social media (mainly instagram) when running the theme page business. NOTE that this is not every single way, but a few of the popular ones:

- Digital Dropshipping
- Promoting communities (e.g, discords, instagrams)
- Promoting any type of link in general and getting paid per views, clicks, monthly etc etc
- Affiliate marketing
- Creator funds
- Selling items to followers
- Mentoring
- Marketing agreements and deals

The list really goes on, and obviously each is going to vary depending what niche the page is about.

For example, Let's say you ran a cat theme page. You could sell a pdf about cats, or do product drop shipping, or even become an affiliate for something related to cats, and put the link in your bio.

Or a more common example may be running a money niche page, and promoting a discord server or telegram.

Or running an AI page, and getting agreements and deals with the latest AI tools to get paid on a monthly basis for promoting their link.

The list goes on, and you can see where this is going, especially once you have tons of pages automated in a range of niches. As your theme page business grows, you are going to start making a lot of money. And to keep multiplying that money, you need to keep on expanding.

So how do you do it? Well, first and foremost, you need to grow more pages. Constantly be re investing the profits into more and more pages. Build the team and scale into new niches.

When scaling new pages, you can either keep working in the same niche as you're already currently dominating in, or try new niches. We recommend building a few in the same niche, before moving to the next.

Expanding can often be a time for experimentation. Do not be scared to spend money in trying, as that is what is going to help you learn.

The roles you are going to need for your TPA agency are:

- Content editor/ creator or designer
- Account manager
- Potentially some VA's
- Outreachers for when you are looking to land deals

These are the 4 main roles that are needed within the team. Each role should be implemented one at a time, so do not rush to hire people in all at once.

When paying your team, always try and pay your team after you've been paid yourself. Very rarely do upfront payments.

As you scale, bring on more and more people. It is crucial that you keep control of your team. Set up spreadsheets and other documents so that you have each person noted, with their pay, their role, how they are currently doing, and any other necessary info you may want to add. This is going to be good for helping you figure out gaps in the business, and making sure you give each person the correct pay. Keep them up to date at all times, keep them motivated, give them bonuses for good work, and regular calls so that they are always improving.

Do not be scared to get rid of anyone who is under performing or not motivated to put in the work. Pay the top people well.

Pricing is going to depend on a range of things, such as what you are doing for the client, the niche, and the size of your account. When getting paid, you can receive money on a one time, daily, weekly, or monthly basis.

There's not much information to talk about pricing. It really comes down to you. Pricing itself is pretty self explanatory.

When getting paid, usual payment methods such as Stripe, Crypto, Wise, or PayPal F+F will be your best bet.

Chatting agency

This model is very untapped. Profit margins can be pretty low but clients can be landed very easily and the process is super simple to outsource.

A chatting agency is an agency that does all the chatting for OFM agencies who are working with OF models. Usually OFM agencies hire Indians and other workers to do all the chatting for them, every hour of the day.

This can often be time consuming for OFM agencies, as they have to spend time finding the workers. These workers can be then leave at any moment, and unnecessary issues begin to build up.

This is where you as the OFM chatting agency come into play. You find the quality workers and take monthly/ weekly retainers from the OFM agencies, in return for using you as the chatters. You then use the Indians you have to outsource the work and take the profits.

You can find OFM agencies in the follower list of OF models. You will also find OF agency owners in OFM discord servers. You can navitgate these servers using the Disboard method, which we teach inside the SFC channels.

You get the idea. This is a super easy business model that can make you a lot of money if executed correctly.

Community building

Building and scaling communities for entrepreneurs and course sellers is a great service to offer. A lot of these guys are usually selling their course on platforms such as Instagram, and do not yet utilise selling the course somewhere within a community on a platform such as Discord.

This is huge potential for you, as if they moved to Discord, they could make a lot more money. This is where you come in. A lot of entrepreneurs selling courses are unaware of this, and therefore do not realise how much they could be making. It is also pretty time consuming.

The entrepreneur would hire you to fully build and scale the community. You would implement your Indians into building the course, keeping it active, and trying to make as many sales for the course as possible. This is a great offer for the entrepreneur, as they can spend time on other things, all whilst still making passive money.

The same outreach methods would apply as discussed in the lead and outreach channels.

Regarding pricing, you can either work on a flat rate (set up fee) and then a rev share, or just a large retainer. You may find yourself landing more clients if you do the 1st option.

With this model, make sure you find the correct Indians that have past experience and can offer the best work possible. These Indians may want pay per hour, therefore you'd need to work out how much it's going to cost and how long you want your workers to work for each week/ day. The Indian creating the Discord, will probably only want a one time payment.

This business is pretty good, and it is a great service to offer. Not many are doing this right now meaning the space is still super unsaturated!

OFM Method

What I want everyone to do is, is to make a professional / personal instagram and use this for outreach.

use [smm.net](https://www.smm.net) to bot followers

Once you have your account setup

You can now start with outreaching and landing your first model. to find models use:
#onlyfansuk (or #onlyfansusa)

Your IG explore page (like OF models posts when you see them so your explore page shows more)

TikTok search bar "spicy link" -> last 24 hours, go to the IG and outreach

These are just a few proven outreach methods to help you find OF girls, get creative and keep looking for more.

For a script use something like so:

"hey (name) is this the best place to ask a question?"

Follow up

"what % of OF creators are you in rn?"

if she's not in the top 3% let her know that she has much potential to reach that %

From there push to a IG audio call and let her know she has potential to reach them 5 figure months with doing LESS work with MORE money.

To hire chatters use stuff like "[upwork](https://www.upwork.com)" | recruitment

You can rather pay them \$2/hr - \$3/hr

OR Give them a % of the models earnings (normally 5%)

For softwares use:

Infloww - this is where you have all of your OF models onto one software and also have your chatters login to the software and chat on all the OF accounts at once. For Reddit you want to have your model verify multiple subreddits and also using "upvote bots" here is a upvote bot linked below.

<https://t.me/redditUp>

For Twitter you want your model to be hitting the Twitter feeds.

Here is an example of how you can get your model to have high engagement tweets:

like this tweet and i'll DM you more pics (include OF link)

or join retweet groups & have them blow you up

Another method you can use for marketing models is using DA's (Dating apps) Here are some dating apps to use for your models:

Hinge

Tinder

Bumble

BUT BE CAREFUL, as these dating apps clock on to OF girls quickly so be wary with what you post and try to do.

below me are going to be a LOT of resources in files

ALL OF SAUCE HERE

<https://www.dropbox.com/sh/bqkcno06p4jh44s/AABxxyhQvvtlFvp-P3wmkNfaa?dl=0>

Mother slave:

<https://youtu.be/2lzSP9G8WRY>

Dating apps:

<https://youtu.be/RgsvG4V7swU>

