

# START OR GROW?



**START**

**GROW**



INVESTMENT ON YOUR BRAIN WILL GIVE YOU  
HIGHER RESULTS

# THE REALITY CHECK

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## 2 SECOND ANSWER

DOING ONLINE BUSINESS IS

I WANT TO BECOME A

I WANT TO MAKE \_\_\_\_\_ IN 1 YEAR

I NEED TO DO \_\_\_\_\_ IN MY BUSINESS

## 2 SECOND ANSWER

ENTREPRENEURS ARE

YOUR BUSINESS NEEDS TO BE

FACEBOOK ADS ARE

MAKING MONEY IS



# NICHE MASTERY

PROBLEM	P. RATING	EXPERTISE
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# NICHE MASTERY

PROBLEM

P. RATING

EXPERTISE

# NICHE MASTERY

PROBLEM	P. RATING	EXPERTISE
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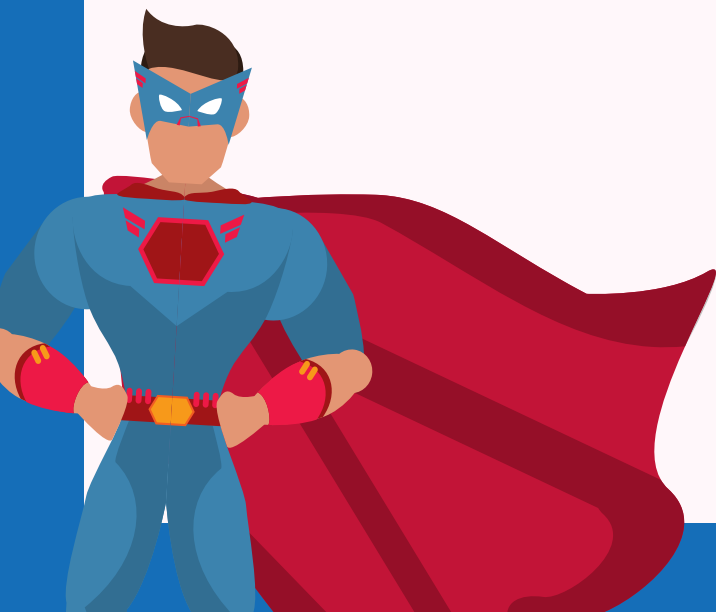
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# ***BUSINESS CLARITY***

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WE  
HELP\_\_\_\_\_TO\_\_\_\_\_  
\_\_\_\_\_THROUGH\_\_\_\_\_

EXAMPLE: WE HELP  
ENTREPRENEUR TO BUILD  
THEIR ONLINE BUSINESS  
THROUGH SALES FUNNELS  
AND TARGETED TRAFFIC



# DEPARTMENTS

MARKETING

SALES

OPERATIONS

ACCOUNTS

TALENT ACQUISITION

MANAGEMENT

# WEEK 1

## IMPLEMENTATION WEEK

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# MISSION

[What you do] by [How you do it] for [Who you do it for] to [What value you provide]

"To unlock the potential of human creativity — by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it."

"My Mission is to Impact 1 Million Lives through Digital Media so that they live the life that they really want"

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RAMESH

EMPLOYEE NAME

GRAPHIC DESIGNING

ROLE

20TH-JULY-2020

ASSIGNED DATE

PER GRAPHICS

SALARY/MONTH

## SAMPLE ROLE CLARITY DOCUMENT

### ROLE ELABORATION

GRAPHIC DESIGNER IS RESPONSIBLE FOR  
MAKING ALL THE GRAPHICS FOR THE  
COMPANY

### RESPONSIBILITY

RECIEVE INFORMATION FROM HARSH, MAKE  
THE GRAPHICS AND DELIVER TO DHANANJAY

### DETAILED INFORMATION

GRAPHICS MUST BE MADE FROM ADOBE PHOTOSHOP  
OR ILLUSTRATOR OR CORAL DRAW, IT SHOULD NOT  
BE DONE FROM ANY OTHER SOFTWARE

### MEASUREMENT BASIS

GRAPHICS APPROVAL WILL BE GIVEN BY DHANANJAY  
AND IF APPROVE YOU WILL BE GIVEN 300 RUPEES  
OER GRAPHIC



EMPLOYEE NAME

ROLE

ASSIGNED DATE

SALARY/MONTH

## ROLE CLARITY DOCUMENT

### ROLE ELABORATION

### RESPONSIBILITY

### DETAILED INFORMATION

### MEASUREMENT BASIS

# WEEK 2

## MEETING WEEK

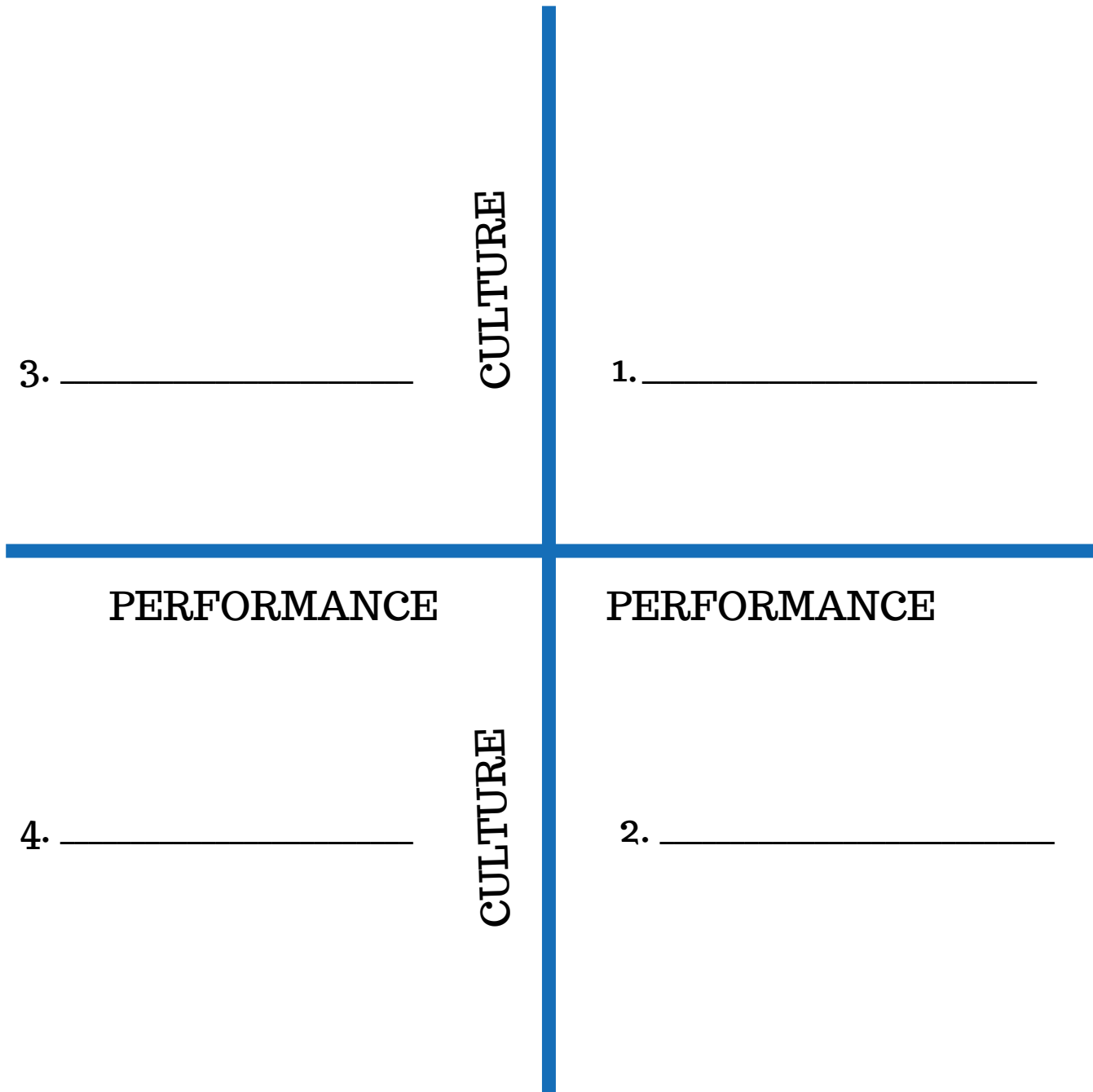
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1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# PERFORMANCE VS CULTURE





# TEAM

## ASPIRATION FORM

**NAME:**

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**WHAT ARE YOUR GOALS?**

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**HOW MUCH SALARY WILL  
KEEP YOU HAPPY?**

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**WHICH SKILLS YOU  
NEED TO DEVELOP TO  
GET THIS SALARY?**

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**WHAT ARE THE THINGS YOU  
WANT FROM YOURSELF AND  
FOR YOUR FAMILY?**

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**ON THE SCALE OF 1 TO 10  
WITH 10 BEING THE HIGHEST  
AND 1 BEING THE LOWEST,  
RATE THE IMPORTANCE OF  
EACH GOAL YOU  
MENTIONED ABOVE?**

# THE PRODUCT FUNNEL

TRIPEWIRE

CORE  
PRODUCT

UPSELL

PROFIT  
MAXIMISER

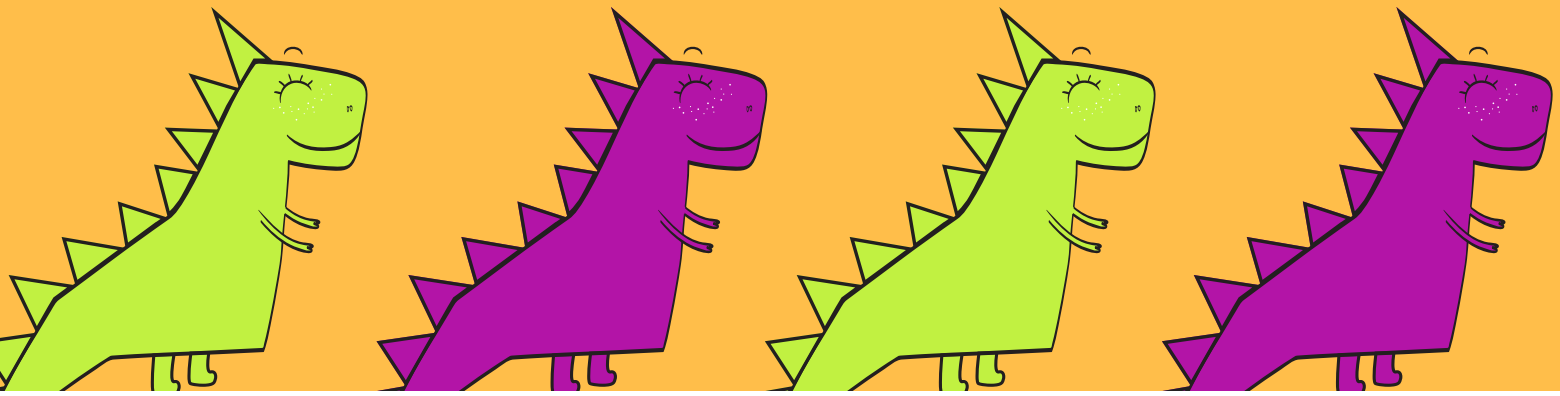
# THE PRODUCT FUNNEL

TRIPEWIRE

CORE  
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MAXIMISER



# TRIPEWIRE

PRODUCT NAME:

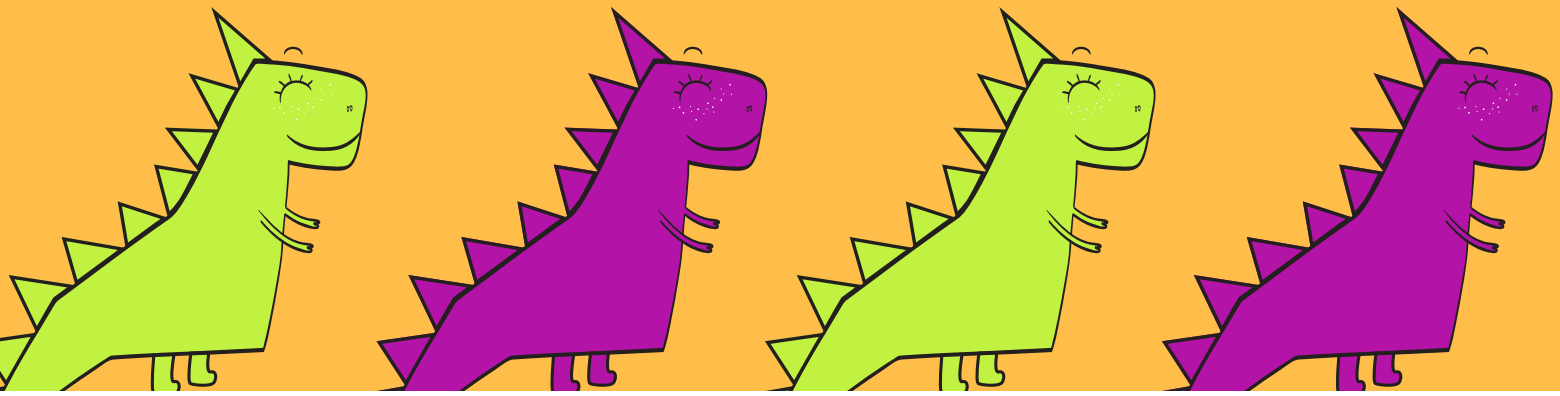
DESCRIPTION:

FUNNEL STEP:

THE USP OF MY PRODUCT IS:

MARKETING MEDIUM WILL BE:

WHICH FUNNEL WILL YOU USE TO SELL THIS?



# CORE PRODUCT

PRODUCT NAME:

DESCRIPTION:

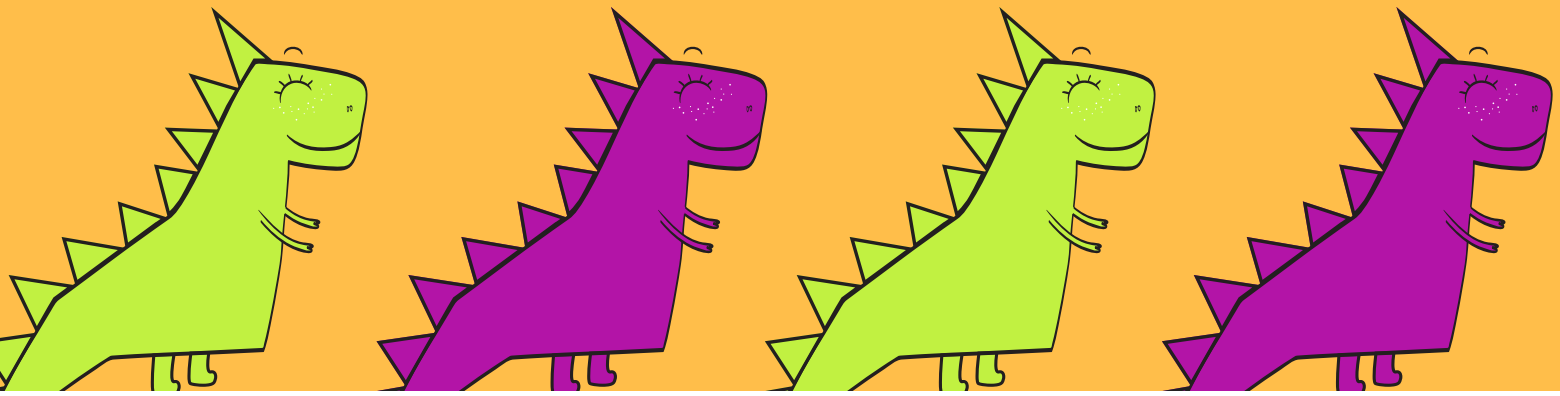
FUNNEL STEP:

THE USP OF MY PRODUCT IS:

MARKETING MEDIUM WILL BE:

WHICH FUNNEL WILL YOU USE TO SELL THIS?





# UPSELL

PRODUCT NAME:

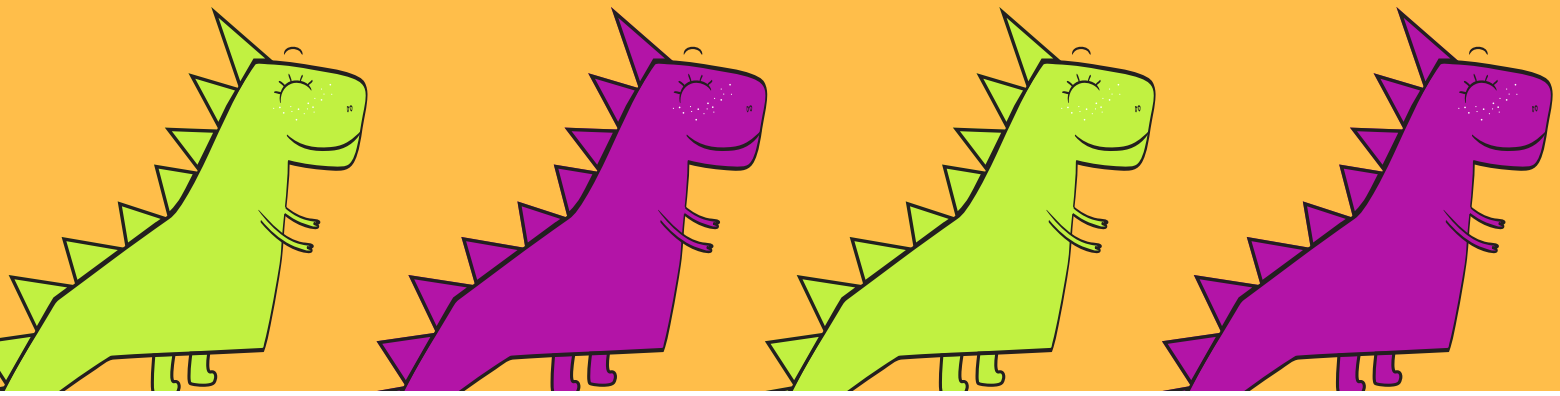
DESCRIPTION:

FUNNEL STEP:

THE USP OF MY PRODUCT IS:

MARKETING MEDIUM WILL BE:

WHICH FUNNEL WILL YOU USE TO SELL THIS?



# PROFIT MAXIMISER

PRODUCT NAME:

DESCRIPTION:

FUNNEL STEP:

THE USP OF MY PRODUCT IS:

MARKETING MEDIUM WILL BE:

WHICH FUNNEL WILL YOU USE TO SELL THIS?

# FUNNEL TYPES

## 1- WEBINAR FUNNEL

TO SELL\_\_\_\_\_

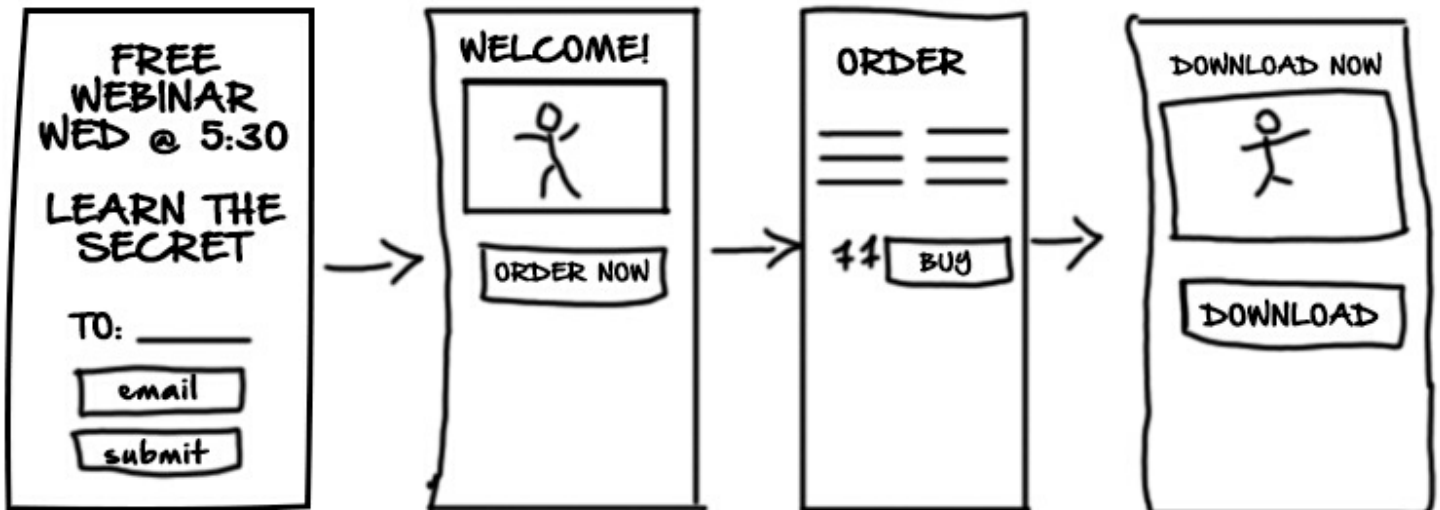
### WEBINAR FUNNEL

REGISTRATION

WEBINAR

ORDER

DELIVERY



\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If you want to implement any funnel, I  
recommend you to take

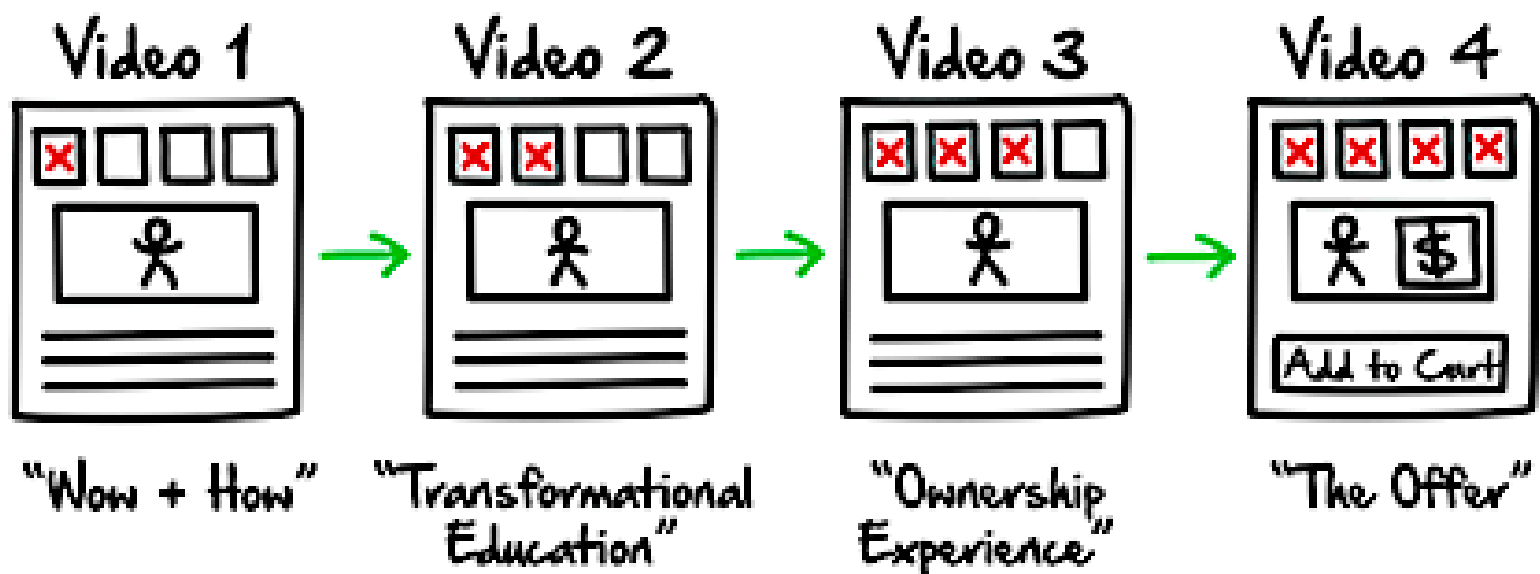
***<https://bit.ly/funneltakeoff>***

# FUNNEL TYPES

## 2- PRODUCT LAUNCH FUNNELS

TO SELL \_\_\_\_\_

### PRODUCT LAUNCH FUNNEL



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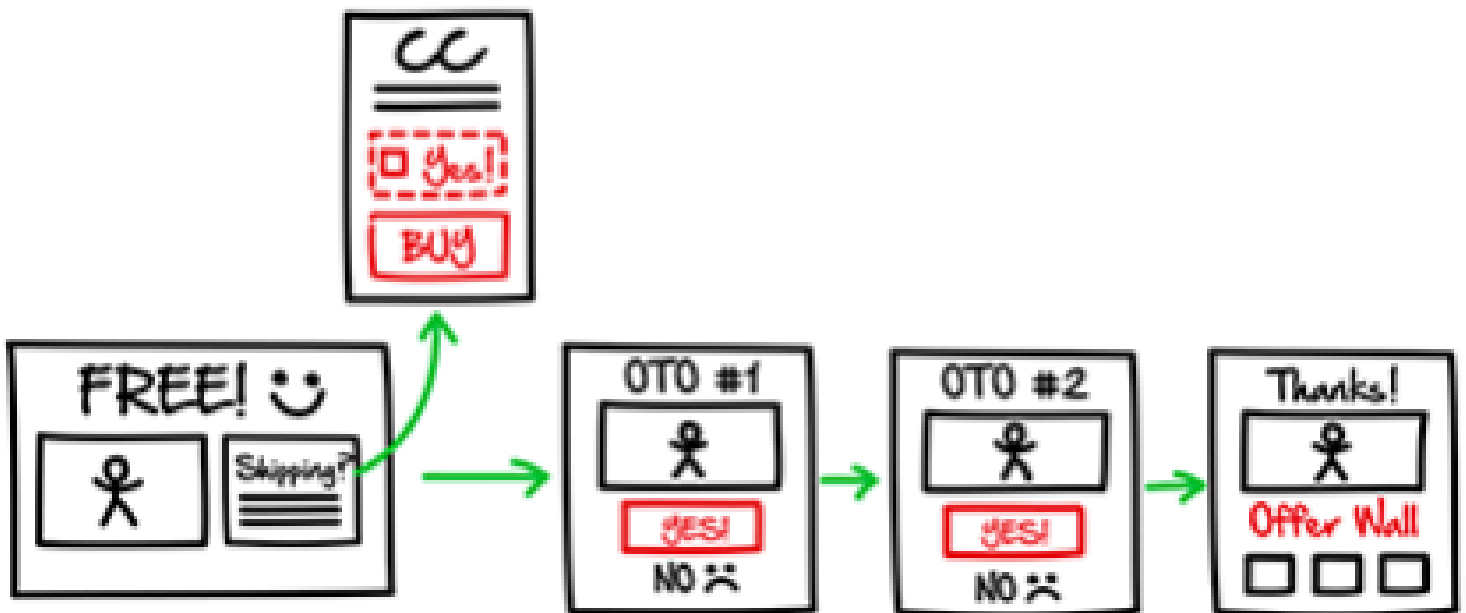
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# FUNNEL TYPES

## 3- BOOK FUNNELS

TO SELL \_\_\_\_\_

### BESTSELLER BOOK FUNNEL



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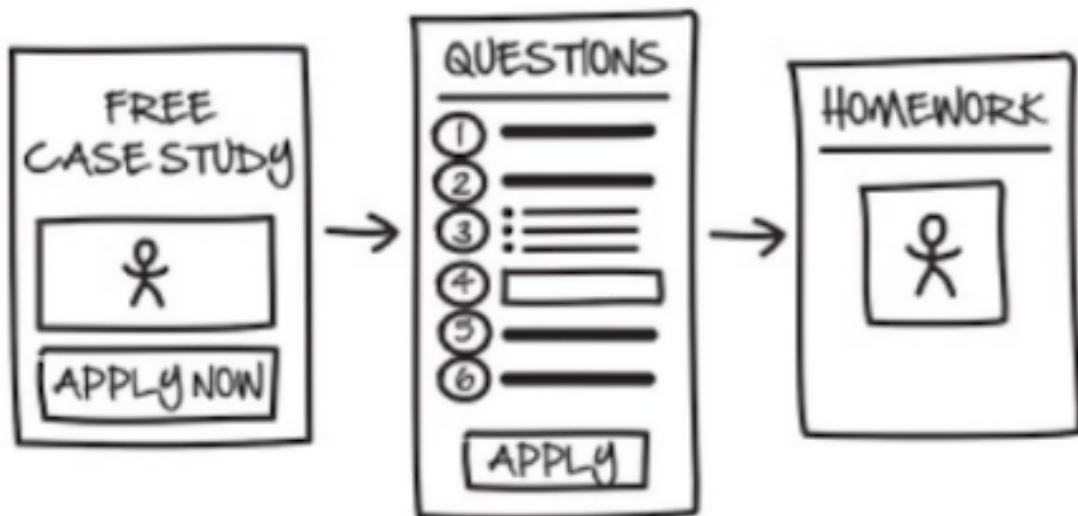
# FUNNEL TYPES

## 4- HIGH TICKET COACHING FUNNEL

TO SELL\_\_\_\_\_

### HIGH-TICKET, THREE-STEP APPLICATION FUNNEL

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# FUNNEL TEST

CHOOSE WHICH FUNNEL WILL BE BEST FOR THE FOLLOWING PRODUCTS

BLOGGING EBOOK

DIGITAL MARKETING COURSE

CRM SOFTWARE

121 COACHING

OFFLINE EVENT

VIRTUAL EVENTS

MARKETING MOBILE APP

FITNESS MEMBERSHIP

PREMIUM GROUP COACHING

ANY SUBSCRIPTION

I HIGHLY RECOMMEND YOU TO GO THROUGH [bit.ly/funneltaakeoff](https://bit.ly/funneltaakeoff)  
CHALLENGE

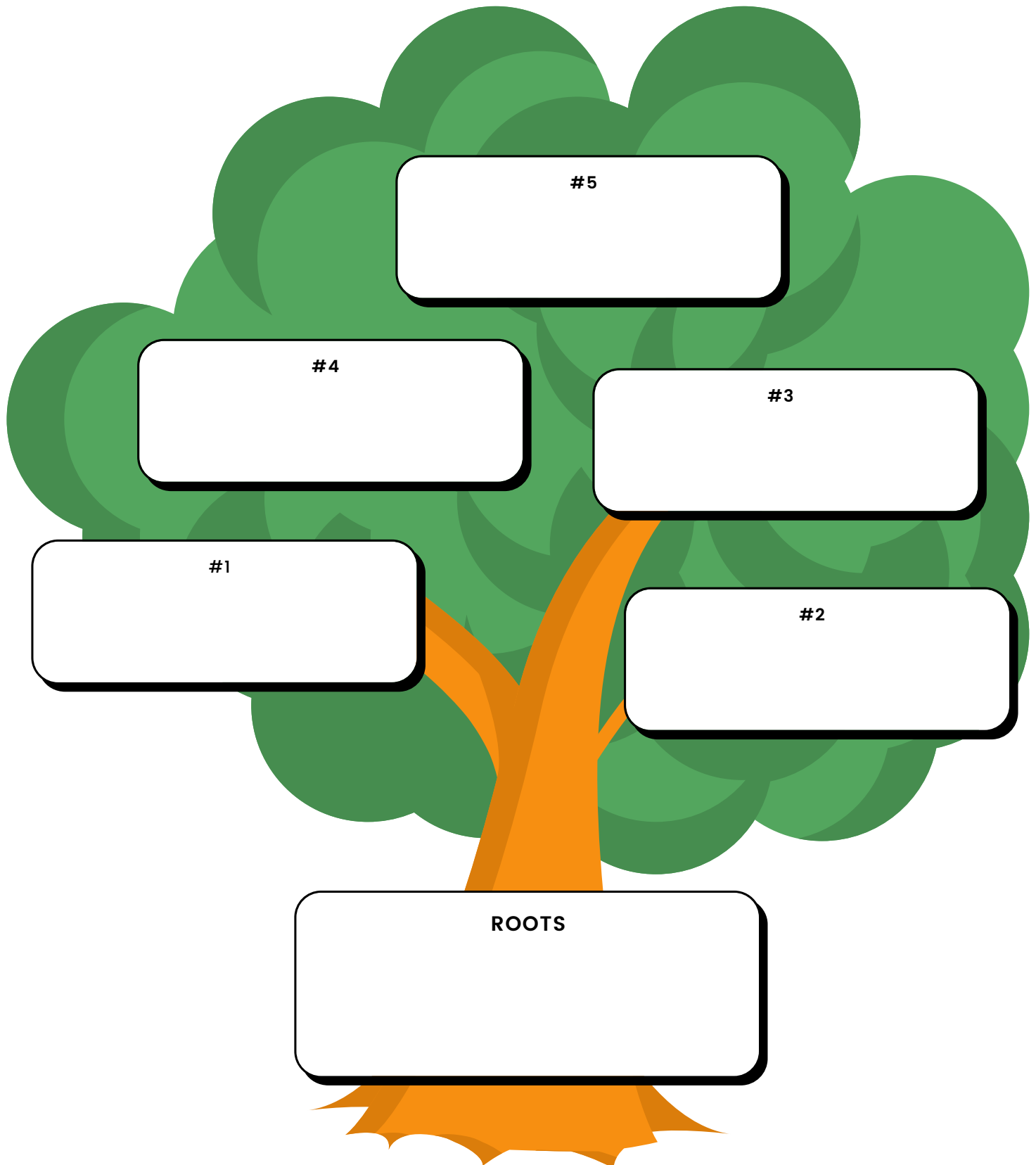
\_\_\_\_\_

**YOU NEED TO MAKE THIS SAME ON GOOGLE SHEET**



# ROOTS THEN FRUITS

SELLING IS ROOTS AND CLOSING IS FRUITS :)



# TEST

THE MARKETING SKILLS YOU NEED?

THE OUTSOURCING OR TEAM YOU NEED?

HOW MUCH MONEY YOU ARE WILLING TO INVEST IN YOUR BUSINESS?

# ACTION STEPS

STEP 1.

STEP 2.

STEP 3.

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THEN I'LL

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THEN

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USING\_\_\_\_\_

YOUR SIGNATURE\_\_\_\_\_