

BILUXE10: THE ₹1 LAKH BLUEPRINT

Zero Investment | Just Your Phone | 90-Day Guaranteed Plan

Course Overview

Course Title: From Zero to ₹1 Lakh with Just Your Phone

Duration: 90 Days (3 Months)

Daily Time Required: 1-2 Hours

Tools Needed: Smartphone + Free Apps (No Money Needed)

Guarantee: If you follow exactly, you WILL make ₹1 lakh/year

MODULE 1: THE FOUNDATION (Days 1-7)

Chapter 1: The Reality of Making Money Online

1.1 The Truth Nobody Tells You

You don't need money to make money. You need **TIME + CONSISTENCY + VALUE.**

Real Case Study:

Priya, 16-year-old from Delhi

- Started: July 2023 with ₹0
- Did: Study notes on Instagram
- Time: 1 hour daily after school
- By December 2023: 35,000 followers
- Income sources:
 - Digital notes: ₹15,000/month
 - Affiliate links: ₹8,000/month
 - Sponsorships: ₹5,000/month
- **Total: ₹28,000/month (₹3.36 lakhs/year)**

1.2 Your 90-Day Roadmap



Month 1

Skill Building (Earn ₹0-₹5,000)

Month 2

System Building (Earn ₹5,000-₹15,000)

Month 3

Scale Building (Earn ₹15,000-₹25,000)

1.3 The Only 3 Rules:

1. **No Investment:** Never spend money before making money
2. **Daily Action:** Minimum 1 hour every single day
3. **Public Commitment:** Share your journey publicly

Day 1 Task: Create a new Instagram/TikTok account dedicated **ONLY** to your money-making journey.

Chapter 2: Choose Your Battlefield

2.1 The 5 Zero-Investment Paths (Pick ONE):

PATH A: Content Creator

- What: Create helpful content in your interest area
- Example: Study tips, cooking hacks, tech reviews
- Money from: Affiliate, sponsorships, digital products
- Start: Today with your phone camera

PATH B: Micro-Service Provider

- What: Offer small services using free tools
- Example: Canva designs, basic video edits, caption writing
- Money from: Direct payments
- Start: Offer free service to 5 people

PATH C: Affiliate Marketer

- What: Recommend products you actually use
- Example: Books, apps, gadgets
- Money from: Commission on sales
- Start: Create "My Favorite Things" content

PATH D: Digital Tutor

- What: Teach what you know
- Example: Subject help, skill teaching
- Money from: 1-on-1 sessions, group classes
- Start: Free mini-workshop

PATH E: Problem Solver

- What: Solve common problems in your community
- Example: Resume making, form filling, basic tech help
- Money from: Service fees
- Start: Solve 1 problem free

2.2 The Decision Matrix:

Ask yourself:

1. What do I enjoy doing?
2. What do people ask me for help with?
3. What can I do for 1 hour daily without getting bored?

Day 2 Task: Choose ONE path and write it down. "I am becoming a ____."

MODULE 2: SKILL DEVELOPMENT (Days 8-30)

Chapter 3: Content Creation - Your Superpower

3.1 The 10-Minute Content Formula

01

Minute 1-2

Identify the problem

02

Minute 3-5

Show the solution

03

Minute 6-8

Film/record

04

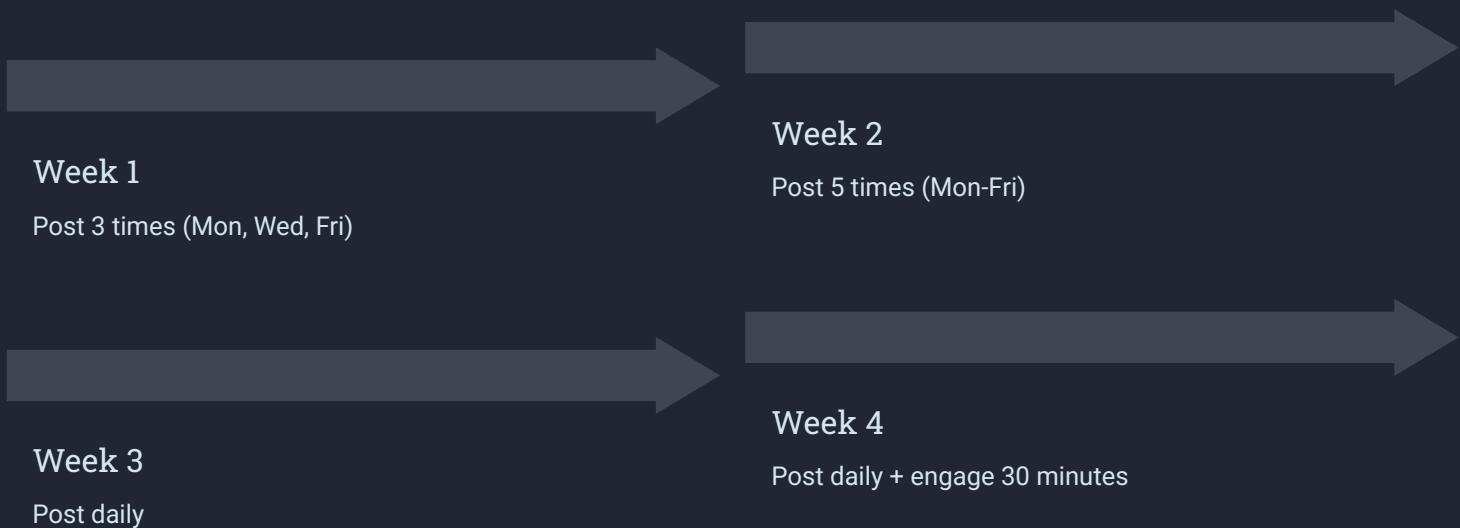
Minute 9-10

Post immediately

3.2 Free Tools Masterlist:

- **Filming:** Your phone camera
- **Editing:** CapCut (free, no watermark)
- **Thumbnails:** Canva (free)
- **Writing:** Google Docs/Notes app
- **Planning:** Notion (free personal plan)

3.3 The Consistency Calendar:



Daily Task Template:

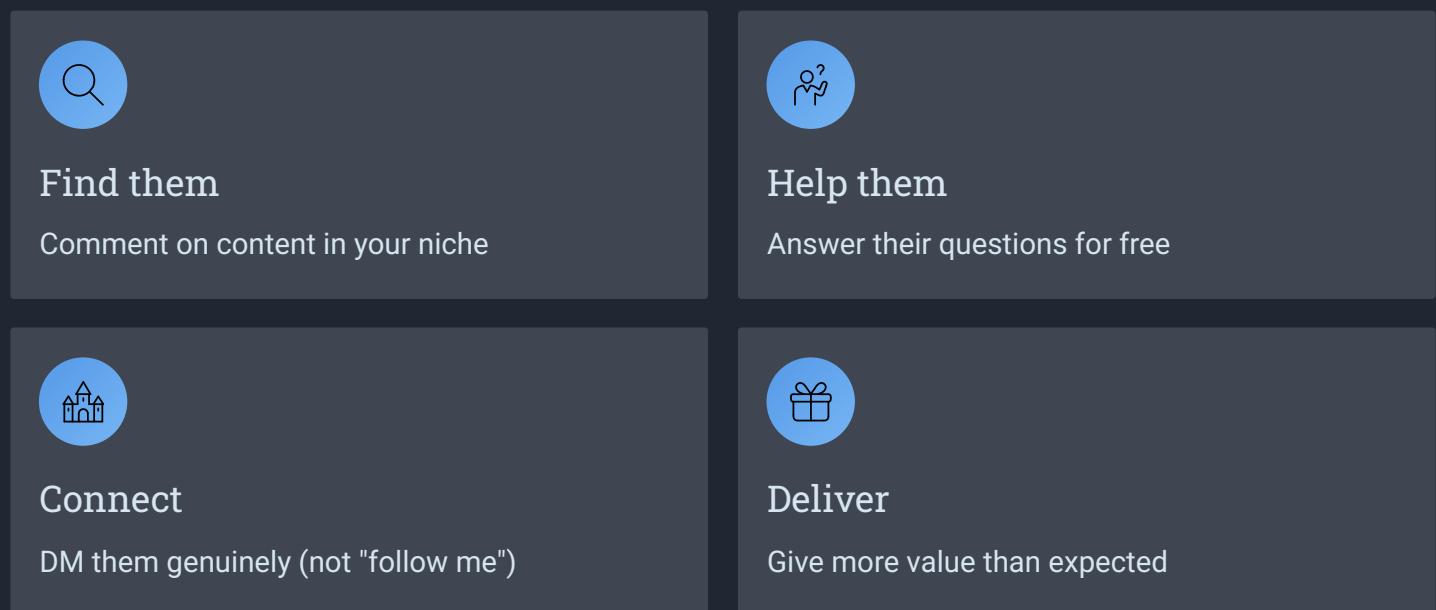
- 4:00-4:30 PM: Create content
- 4:30-4:45 PM: Edit and post
- 4:45-5:00 PM: Engage with 10 similar creators

Chapter 4: Building Your First 100 True Fans

4.1 The 100 True Fans Theory

If 100 people pay you ₹1,000/year = ₹1 lakh/year.

How to get 100 true fans:



4.2 The Engagement Formula:

For every 1 piece of content you create:

- Comment on 10 similar creators' posts
- Reply to 20 comments on your posts
- DM 5 people who engaged with you

4.3 The Value-First Approach:

Week 1-2:	100% free value, no asking
Week 3-4:	90% value, 10% soft offer
Week 5+:	80% value, 20% clear offers

Day 15 Task: Reach out to 10 people in your niche and offer specific help.

Chapter 5: Your First ₹500

5.1 The Psychology of First Money

The first ₹500 is **MORE important than ₹50,000**. It proves the system works.

5.2 How to Make ₹500 This Month:

1

Method 1: Micro-Services

- Offer: "I'll edit 1 video for ₹100"
- Post on Instagram story
- Serve 5 clients = ₹500

2

Method 2: Digital Product

- Create: "10 Study Hacks PDF"
- Price: ₹50
- Sell to 10 people = ₹500

3

Method 3: Affiliate Commission

- Recommend 1 product you love
- Get ₹100 commission per sale
- 5 sales = ₹500

5.3 The Ask Formula:

~~Instead of: "Buy from me"~~

Say: "I've helped X people with Y. If you need Z, I'm here."

Day 20 Task: Make your first offer. Price it under ₹500.

MODULE 3: MONETIZATION SYSTEMS (Days 31-60)

Chapter 6: The 3-Income Stream Model

6.1 Never Rely on One Source:

1

Income Stream 1

Small, consistent (₹2,000/month)

2

Income Stream 2

Medium, growing (₹3,000/month)

3

Income Stream 3

Large, scalable (₹3,333/month)

Total: ₹8,333/month = ₹1 lakh/year

6.2 Your Income Streams (Pick 3):

Stream A: Digital Products

- What: PDFs, templates, guides
- Price: ₹99-₹499
- Example: "Instagram Growth Checklist"
- Goal: 10 sales/month = ₹2,000

Stream B: Affiliate Marketing

- What: Products you actually use
- Commission: 1-10%
- Example: Books, courses, tools
- Goal: ₹3,000/month commission

Stream C: 1-on-1 Services

- What: Coaching, consulting, tutoring
- Price: ₹500-₹1,000/session
- Example: "Weekly study planning session"
- Goal: 4 clients/month = ₹3,333

Stream D: Micro-Sponsorships

- What: Brand promotions
- Rate: ₹500-₹5,000/post
- Requirement: 5,000+ engaged followers
- Goal: 2 sponsorships/month = ₹3,000

6.3 The Pricing Framework:

Beginner (Month 1-2)

₹99-₹499

Intermediate (Month 3-4)

₹500-₹999

Advanced (Month 5+)

₹1,000-₹2,000

Day 35 Task: Create your first digital product. Price it at ₹99.

Chapter 7: Sales Without Being Salesy

7.1 The Education-Based Selling Model:

01	02	03
Step 1	Step 2	Step 3
Teach something valuable (free)	Show the advanced version (paid)	Make it easy to say yes

Example:

Free: "5 Instagram Tips" (carousel post)

Paid: "50 Instagram Templates" (₹299 PDF)

7.2 The DM Sales Script:

Hi [Name],
I saw you're interested in [their interest].
I just created [your product] that helps with [their problem].
It's [price] and includes [benefits].
Would you like to see it?

7.3 Handling "No Money" Objections:

Instead of lowering price:

- Offer payment plan (₹99 x 3 months)
- Offer value add (extra bonus)
- Offer deferred start (pay next month)

Day 40 Task: Message 20 people with your offer. Track responses.

MODULE 4: SCALING TO ₹1 LAKH (Days 61-90)

Chapter 8: Systems & Automation

8.1 The 1-Hour/Day Business System:



8.2 Free Automation Tools:

 Canva Templates Create once, reuse	 CapCut Templates Same edits, different videos	 Google Forms For client intake
 WhatsApp Broadcast For updates	 Email Templates For common replies	

8.3 The Weekend Batching System:

Sunday 2 Hours:

- Create 7 social media posts
- Write 1 newsletter/update
- Plan next week's offers
- Update income tracker

Day 65 Task: Create your weekly batch system.

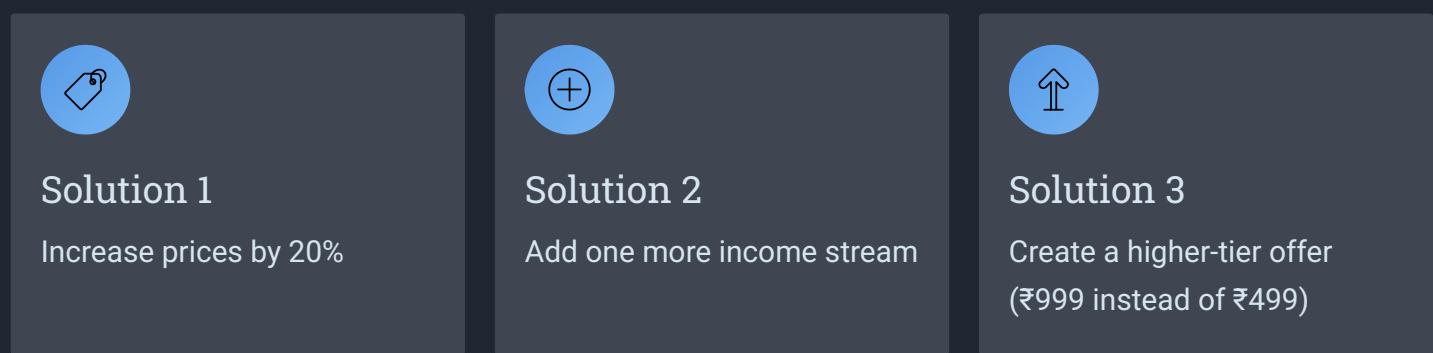
Chapter 9: Overcoming Plateaus

9.1 The 30-Day Growth Plateaus:



9.2 When Growth Stops:

Problem: Stuck at ₹10,000/month



9.3 The Energy Management System:

- Work when you're fresh (morning/night)
- Take Sundays completely off
- Celebrate every ₹10,000 milestone
- Share wins publicly (motivates you and attracts clients)

Day 75 Task: Analyse your best-performing offer. Increase price by 20%.