

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

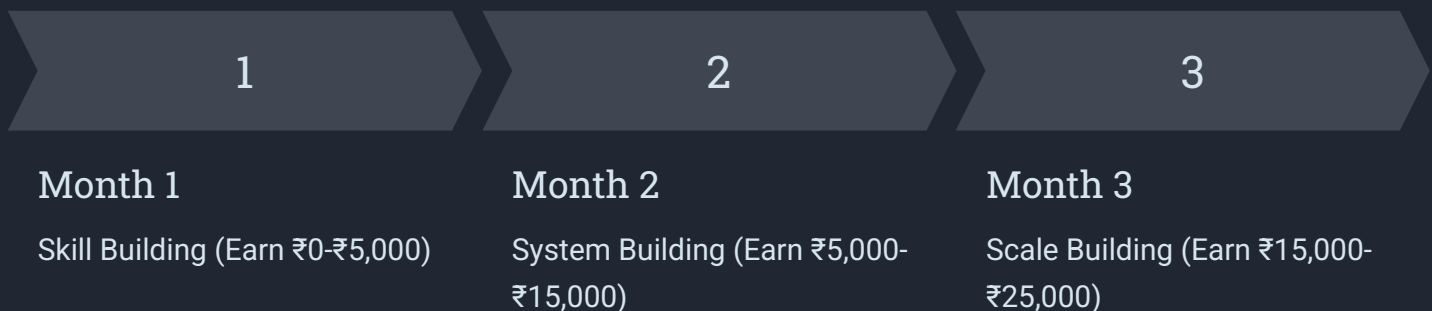
You don't need money to make money. You need **TIME + CONSISTENCY + VALUE**.

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



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

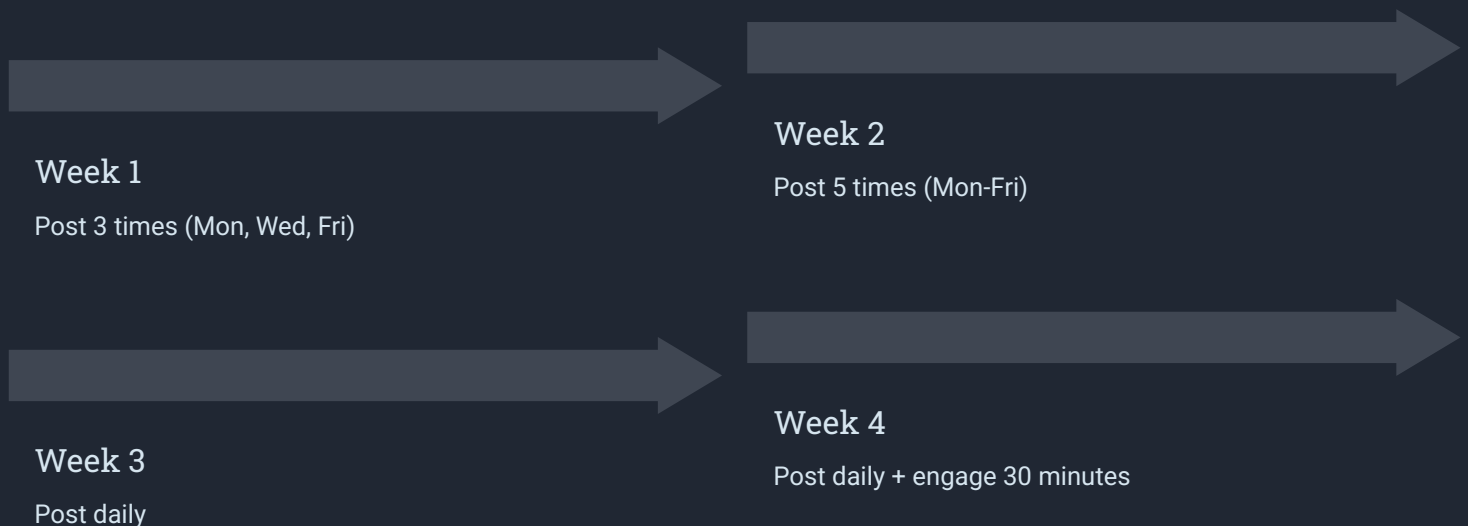
Minute 9-10

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:



Find them

Comment on content in your niche



Help them

Answer their questions for free



Connect

DM them genuinely (not "follow me")



Deliver

Give more value than expected

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"~~

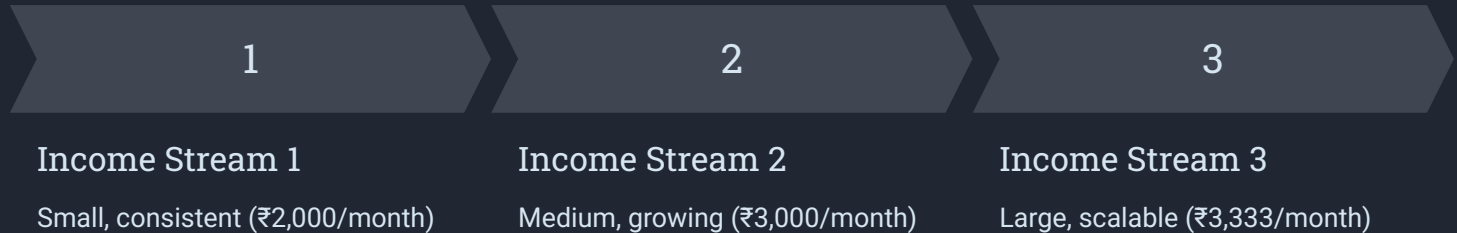
Say: "I've helped X people with Y. If you need Z, I'm here."

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

MODULE 3: MONETIZATION SYSTEMS (Days 31-60)

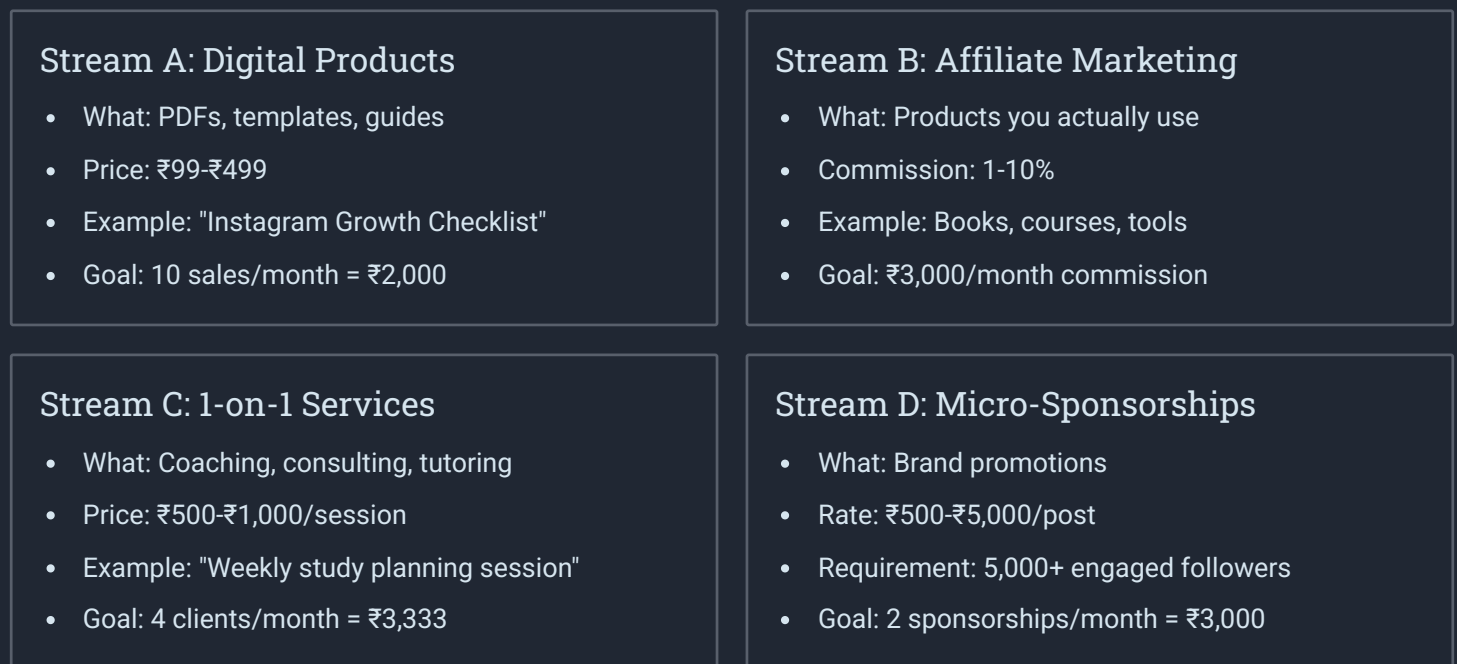
Chapter 6: The 3-Income Stream Model

6.1 Never Rely on One Source:

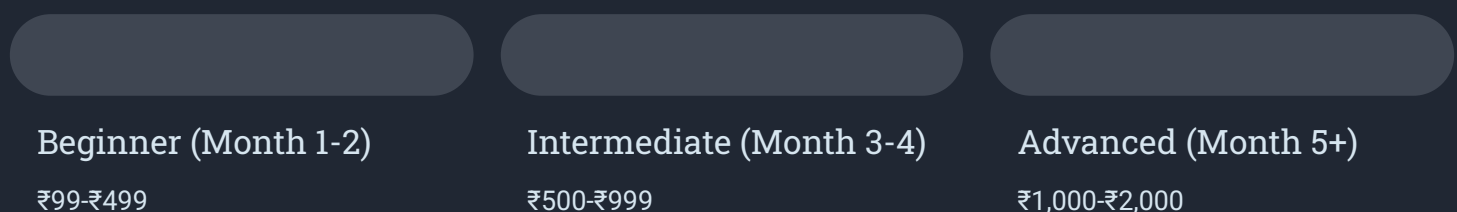


Total: ₹8,333/month = ₹1 lakh/year

6.2 Your Income Streams (Pick 3):



6.3 The Pricing Framework:



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

 Solution 1 Increase prices by 20%	 Solution 2 Add one more income stream	 Solution 3 Create a higher-tier offer (₹999 instead of ₹499)
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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%.