

BILUXE10: THE ₹10 LAKH MASTERY

From First ₹1 Lakh to Scaling to ₹10 Lakh/Year System

Title: The System Builder - Scaling to ₹10 Lakh/Year

Prerequisite: Must have completed "0 to 1 Lakh" OR have current income of ₹8,000+/month

Duration: 6 Months (180 Days)

Daily Commitment: 2-3 Hours

Tools: Smartphone + Laptop (optional but recommended)

Target: Build systems that earn ₹83,333/month consistently

MODULE 0: MINDSET SHIFT REQUIRED

Chapter 1: From Earner to Entrepreneur

1.1 The Fundamental Difference

0 to 1 Lakh: You trade time for money

1 to 10 Lakh: You build systems that make money

1.2 The 10X Framework

If ₹11 lakh = 100 customers paying ₹1,000/year

Then ₹10 lakh = NOT 1,000 customers

But = 100 customers paying ₹10,000/year **OR** 10 systems making ₹11 lakh each

1.3 Your New Identity:

You are no longer a "content creator" or "service provider"

You are now a "**Digital Business Owner**"

1.4 The 6-Month Roadmap:

Month 1-2: System Design (₹1L → ₹2.5L/year)

Month 3-4: Team Building (₹2.5L → ₹5L/year)

Month 5-6: Scale & Automate (₹5L → ₹10L/year)

 **Day 1 Task:** Write your business name, vision statement, and ₹10 lakh breakdown.

MODULE 1: THE SYSTEM ARCHITECTURE (Month 1-2)

Chapter 2: Your Business Blueprint

2.1 The 5-System Framework:

Every ₹10 lakh business needs these 5 systems:

**System 1:
Lead
Generation**

Attract customers

**System 2:
Conversion**

Turn leads into
buyers

**System 3:
Delivery**

Fulfil promises

**System 4:
Retention**

Keep customers
coming back

System 5: Expansion

Sell more to existing customers

2.2 Your Current State Analysis:

Complete this audit of your ₹1 lakh business:

- How many hours do you work weekly? _____
- How much do you earn per hour? _____
- What's your best-selling offer? _____
- What's your customer retention rate? _____
- What's your referral rate? _____

2.3 The Bottleneck Identification:

Where does your business get stuck?

- Not enough leads? → Fix System 1
- Leads don't buy? → Fix System 2
- Can't handle more work? → Fix System 3
- Customers don't return? → Fix System 4
- Can't increase order value? → Fix System 5

Week 1 Task: Map your current business against the 5-system framework. Identify 1 bottleneck to fix.

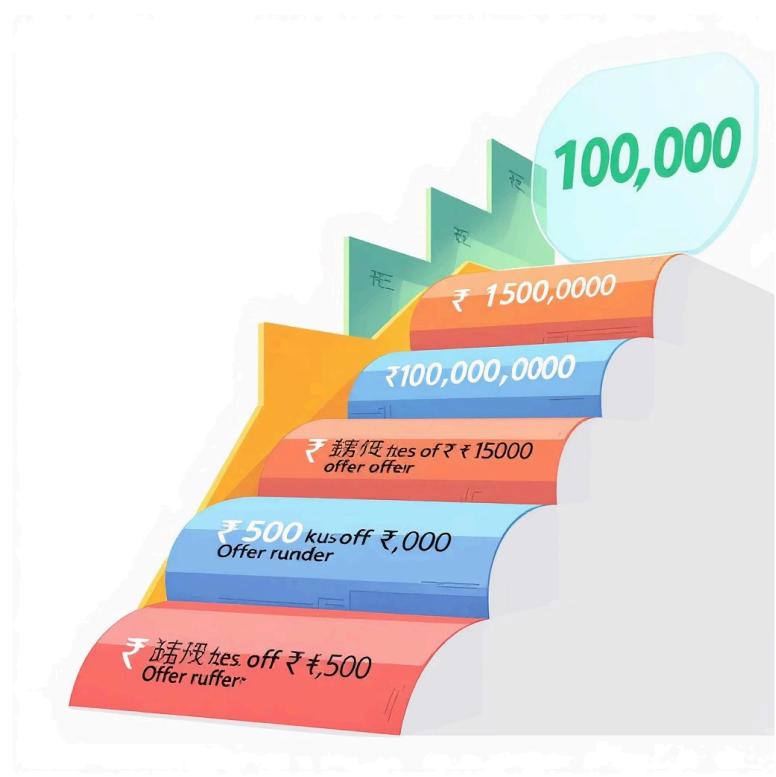
Chapter 3: The Offer Ladder

3.1 From Single Offer to Offer Ladder:

OLD (₹1 lakh level): One ₹1,000 product

NEW (₹10 lakh level):

- Entry: ₹500 (tripwire)
- Core: ₹5,000 (main offer)
- Premium: ₹25,000 (high-ticket)
- VIP: ₹1,00,000 (elite service)



3.2 Building Your Ladder:

Step 1: Analyse Your Best Customer

- What problem did they REALLY solve?
- What else do they need?
- What would they pay 10x for?

Step 2: Create Connected Offers

Example for Study Coach:

₹500: "Exam Strategy Checklist" (digital)

₹5,000: "30-Day Study Bootcamp" (group)

₹25,000: "3-Month Personalised Mentorship"

₹1,00,000: "Year-Long Parent+Student Success Programme"

Step 3: The Upgrade Path

Every ₹500 customer should know about ₹5,000 offer

Every ₹5,000 customer should know about ₹25,000 offer

3.3 Price Psychology at This Level:

- ₹500: Impulse buy (no thinking)
- ₹5,000: Considered purchase (some thinking)
- ₹25,000: Investment decision (family discussion)
- ₹1,00,000: Transformational decision (serious commitment)

Week 2 Task: Design your 4-tier offer ladder with specific prices and deliverables.

Chapter 4: Automated Lead Generation

4.1 Moving Beyond Manual DMs:

At ₹1 lakh: You find customers

At ₹10 lakh: Customers find you

4.2 The Content Funnel Strategy:



Top of Funnel (TOFU)

Free value (80% of content)

- YouTube tutorials
- Instagram carousels
- Blog posts
- Podcast episodes

Middle of Funnel (MOFU)

Nurturing (15% of content)

- Webinars
- Email sequences
- Case studies
- Comparison guides

Bottom of Funnel (BOFU)

Selling (5% of content)

- Sales pages
- Testimonials
- Consultations
- Limited offers

4.3 The "Lead Magnet" Engine:

Instead of: "Follow me"

Now: "Download my free [valuable thing] in exchange for email"

High-Converting Lead Magnets:

- Cheat sheets
- Templates
- Mini-courses (3 videos)
- Assessment tools
- Swipe files

4.4 The Tech Stack (Still Mostly Free):

- **Email Collection:** ConvertKit free plan (1,000 subs)
- **Landing Pages:** Carrd.co (free for 1 page)
- **Automation:** Zapier free plan (100 tasks/month)
- **Calendar:** Calendly free plan
- **Forms:** Google Forms (free)

Week 3 Task: Create one high-value lead magnet and build a landing page for it.

MODULE 2: TEAM & DELEGATION (Month 3-4)

Chapter 5: Your First Hire

5.1 When to Hire:

Formula: When you earn 3x what you'll pay someone

Example: If virtual assistant costs ₹15,000/month

Hire when you earn ₹45,000/month from system they'll manage

5.2 Roles to Hire (in order):

01

Virtual Assistant
**(₹5,000-
₹15,000/month)**

Tasks: Email management,
calendar, basic research

Platforms: Fiverr, Upwork, Local
college students

02

Content Creator
**(₹10,000-
₹25,000/month)**

Tasks: Create posts, edit
videos, write emails

Hire: From your audience (they
already know your style)

03

Delivery Specialist
**(₹15,000-
₹30,000/month)**

Tasks: Handle client work,
customer service

Hire: Someone you've trained
personally

5.3 The 4-Step Hiring Process:

1. **Document:** Write exact process you want them to do
2. **Test:** Give paid test task (₹500-₹1,000)
3. **Train:** 1-week intensive training
4. **Delegate:** Full handover with check-ins

5.4 Cost vs. Value Calculation:

If you earn ₹2,000/hour when doing high-value tasks

And VA costs ₹250/hour

You save ₹1,750/hour by delegating

Week 4 Task: Document one process you'll delegate. Create a SOP (Standard Operating Procedure).

Chapter 6: Building Systems That Run Without You

6.1 The Owner's 4-Hour Workday:

8-9 AM: High-value creation (new offers, strategy)

9-10 AM: Team check-ins (15 min each)

10-11 AM: Customer relationships (key clients only)

11-12 PM: Learning & growth

Rest of day: FREE

6.2 The Checklist Manifesto:

Every repeatable task needs:

1. Step-by-step instructions
2. Examples of "done right"
3. Common mistakes to avoid
4. Who to ask for help

6.3 The Weekly Review System:

Monday (30 min):

- Review previous week's numbers
- Set 3 priorities for week
- Team alignment call

Friday (60 min):

- What worked this week?
- What didn't work?
- System improvements needed?
- Plan next week's content batch

6.4 The 80/20 Business Audit:

What 20% of activities produce 80% of results?

Do more of that.

What 20% of customers produce 80% of revenue?

Serve them better.

What 20% of products produce 80% of profit?

Focus on them.

Month 2 Task: Implement one system that runs without your daily involvement.

MODULE 3: SCALING MECHANICS (Month 5-6)

Chapter 7: The Growth Levers

7.1 The 4 Ways to Grow:

			
More Customers (Hardest)	Higher Prices (Easiest)	More Frequent Purchases (Smart)	Higher Average Order Value (Strategic)

7.2 Price Increase Framework:

Current: ₹5,000 offer

Test: ₹7,500 version (50% increase)

If 30% fewer people buy but revenue increases → WIN

If revenue decreases → add more value and retest

7.3 The Subscription Model:

Model	Price	Annual Value
One-time	₹5,000	₹5,000
Monthly	₹1,500 × 12 months	₹18,000
Annual	₹15,000	₹15,000

Example Transition:

From: "Study Bootcamp" ₹5,000 one-time

To: "Study Success Membership" ₹1,500/month

Includes: Weekly coaching, resource library, community

7.4 The Partnership Engine:

Instead of finding 10x customers

Find 10 partners who have your ideal customers

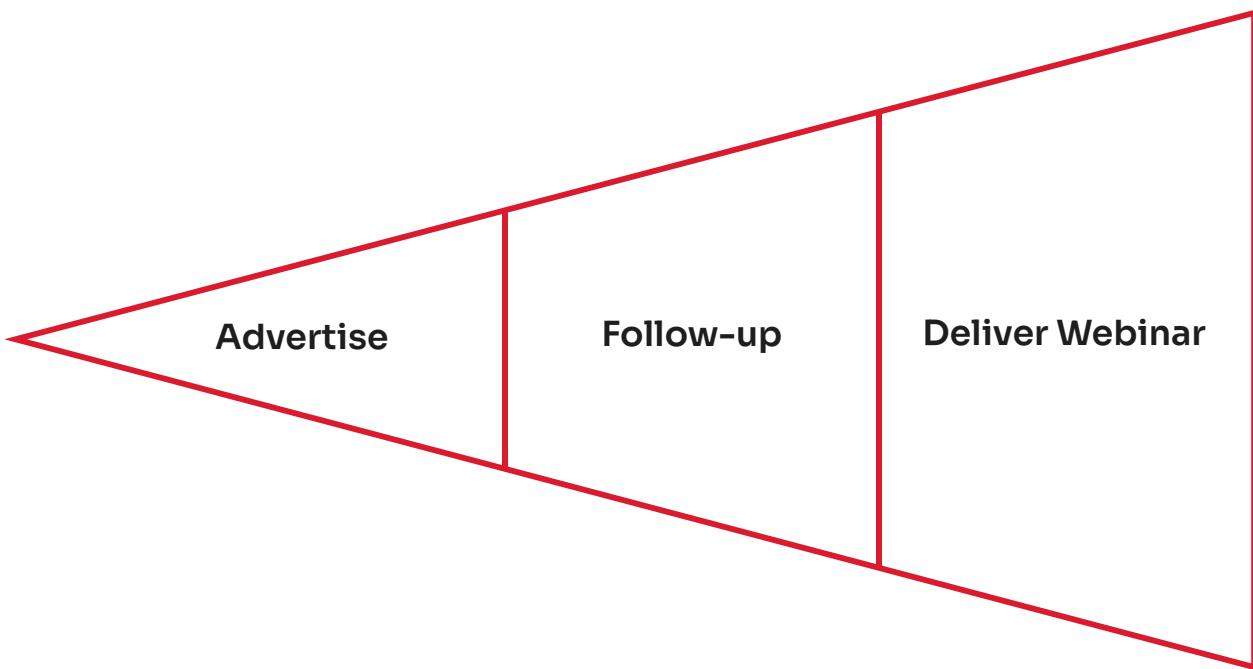
Partnership Types:

- Affiliate Partners:** Pay them 20-40% commission
- Joint Venture:** Split profits 50/50 on combined offer
- Guest Expert:** You teach their audience, they teach yours
- Product Integration:** Your product complements theirs

 **Week 5 Task:** Choose one growth lever to implement this month. Create action plan.

Chapter 8: Advanced Marketing Systems

8.1 The Webinar Funnel:



This systematic approach transforms attendees into high-value customers through strategic timing and value delivery.

Webinar Economics:

- 100 people register
- 40 attend live
- 10% buy ₹25,000 offer
- = 4 sales × ₹25,000 = ₹1,00,000
- Repeat weekly = ₹4 lakh/month

8.2 The Email Machine:

Sequence 1: Welcome Series (7 days)

- Day 1: Thank you + deliver lead magnet
- Day 2: Your story + why you do this
- Day 3: Client success story 1
- Day 4: Common problem solved
- Day 5: Client success story 2
- Day 6: Invitation to low-ticket offer
- Day 7: Value-packed content

Sequence 2: Nurture Series (30 days)

- Weekly valuable emails
- Monthly offer emails
- Seasonal promotion emails

8.3 The Retargeting Matrix:

Someone visited sales page but didn't buy?

- Day 1: "Forgot something?" email
- Day 3: New testimonial added
- Day 7: Limited-time bonus
- Day 14: Price increase warning
- Day 30: "Last chance" before closing

8.4 Analytics That Matter:

Track these religiously:

- Customer Acquisition Cost (CAC)
- Lifetime Value (LTV)
- Conversion rate at each funnel stage
- Churn rate (how many leave)
- Referral rate

Month 3 Task: Set up one automated marketing sequence (email or messaging).

Chapter 9: High-Ticket Sales Mastery

9.1 The ₹1 Lakh Sale Process:

This is NOT impulse buying. This is consultative selling.

The 5-Phase Process:

01	Discovery Call (30 min)	02	Diagnosis (24 hours)	03	Presentation (60 min)
	Understand their situation		Prepare customised solution		Show exactly how you'll help
04		05			
	Investment Discussion (30 min)		Onboarding (Detailed)		
	Talk money, ROI, payment options		Make them feel confident		

9.2 Handling Objections:

"It's too expensive" = "I don't see the value"

Response: "What would achieving this goal be worth to you?"

"I need to think" = "I have unanswered questions"

Response: "What specific part would you like to think about?"

"I need to ask [spouse/parent]" = "I'm convinced but need approval!"

Response: "Great! When can we schedule a call with them?"

9.3 The ROI Calculator:

For ₹1,00,000 mentorship:

- Student improves from 70% to 90%
- Gets into better college
- Lifetime earnings difference: ₹50 lakh+
- ROI: 50x investment

9.4 Payment Structures:

- Option 1: Full payment ₹1,00,000 (5% discount)
- Option 2: Quarterly ₹30,000 × 4 = ₹1,20,000
- Option 3: Monthly ₹10,000 × 12 = ₹1,20,000

Week 6 Task: Create your high-ticket offer presentation and ROI calculator.