

Module 5: Advanced Marketing (Months 19-24)

This module focuses on scaling marketing systems through a comprehensive four-layer approach, paid advertising strategies, content repurposing, and analytics optimization to drive sustainable business growth.



Chapter 9: Scaling Marketing Systems

Layer 1: Organic

- SEO (blog content)
- Social media
- YouTube/Podcast

Cost: Time, no money

Layer 2: Paid

- Facebook/Instagram ads
- Google ads
- LinkedIn ads

Budget: 20% of revenue

Layer 3: Partnerships

- Affiliate marketing
- Joint ventures
- Influencer collaborations

Commission: 20-40%

Layer 4: Retention

- Email marketing
- Community
- Loyalty programs

Focus: Lifetime value

9.2 Paid Advertising Strategy:

Testing Phase (Month 1):

- Budget: ₹10,000/month
- Test: 5 ad creatives
- Test: 3 audiences
- Goal: Find winning combination

Scaling Phase (Month 2-3):

- Budget: ₹50,000-₹1,00,000/month
- Scale: winning ads
- Expand: audiences
- Optimize: funnel

Advanced Phase (Month 4+):

- Budget: ₹2,00,000+/month
- Multi-channel
- Retargeting
- Lookalike audiences

9.3 ROAS (Return on Ad Spend) Targets:

3.0

Minimum

₹3 revenue for ₹1 spent

5.0

Good

10.0

Excellent

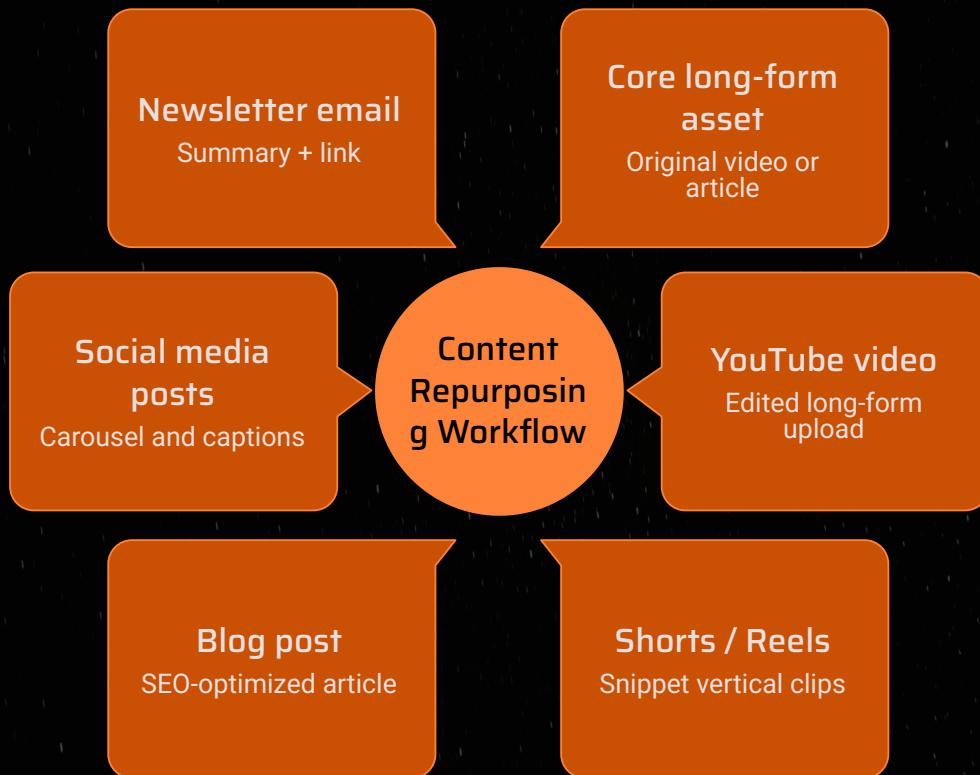
Calculation:

Ad spend: ₹1,00,000

Revenue: ₹5,00,000

ROAS: 5.0

9.4 Content Repurposing System:



1 Long-form Content →

- 1 YouTube video (10 minutes)
- 3 Shorts/Reels (key moments)
- 1 Blog post (article)
- 5 Social media posts (quotes)
- 1 Newsletter email
- 1 Podcast episode

9.5 Analytics & Optimization:

Track Daily:

- Website traffic
- Lead conversions
- Sales
- Customer acquisition cost

Track Weekly:

- ROAS by channel
- Customer lifetime value
- Churn rate
- Profit margins

Track Monthly:

- Growth rate
- Market share
- Brand awareness
- Competitive analysis

Day 10 Assignment: Create marketing plan with ₹50,000/month budget allocation.

Chapter 10: Building Authority & Brand

10.1 Personal Brand vs Company Brand:

Personal Brand (You):

- Faster to build trust
- Higher engagement
- Limited by your time
- Examples: GaryVee, Neil Patel

Our Strategy: Start personal, build company

Company Brand (Business):

- Scalable
- Can outlive you
- Takes longer to build
- Examples: Apple, Tesla

10.2 Authority Building Activities:



Monthly:

1. Speak at 1 event (online/offline)
2. Write 1 guest post
3. Record 1 podcast interview
4. Host 1 webinar

Quarterly:

1. Publish research/report
2. Speak at conference
3. Launch new product
4. Media feature

Yearly:

1. Write book
2. Major conference speaking
3. Award submission
4. Charity initiative

10.3 Book Publishing Strategy:

1

2

Step 1: Blog to Book

- Compile best blog posts
- Add new content
- Self-publish on Amazon

Step 2: Traditional Publishing

- Build audience first (10,000+ followers)
- Create book proposal
- Pitch to publishers

Benefits: Credibility, speaking opportunities, lead generation

10.4 Speaking Engagement Strategy:

Start Local:

- College events
- Meetups
- Chamber of commerce

Go National:

- Industry conferences
- Corporate events
- Association meetings

Go International:

- Global conferences
- Virtual summits
- Masterclasses

10.5 Media Relations:

Build Media List:

- Journalists in your niche
- Podcast hosts
- Bloggers
- YouTube creators

Press Kit:

- Bio
- Photos
- Past features
- Topic ideas

Pitch Stories:

- New research
- Unique perspective
- Success stories
- Industry trends

Day 11 Assignment: Create authority building plan for next 6 months.

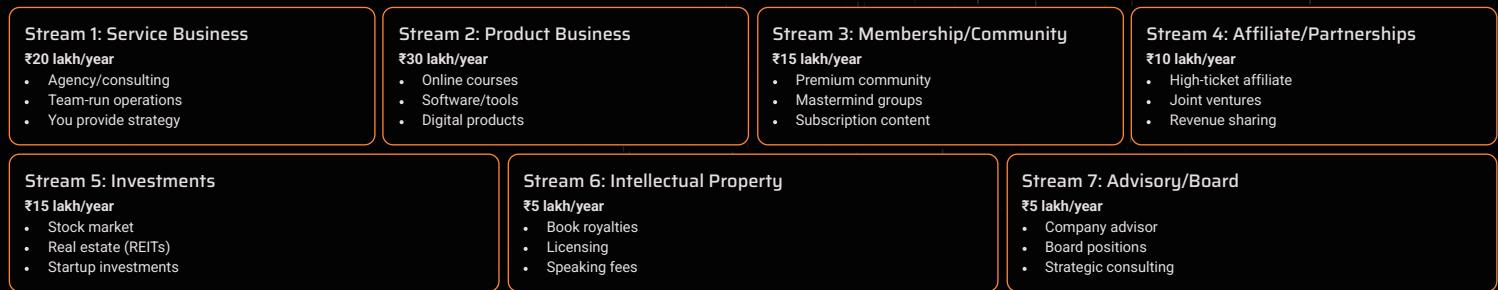
PHASE 3: ₹1 Crore Year (Months 25-36)

Goal: ₹1 Crore/Year

Module 6: Multiple Business Streams (Months 25-30)

Chapter 11: The Portfolio Approach

11.1 The 7-Stream Income Model:



11.2 Business Portfolio Management:

Active Management (You):

- Strategy
- Key relationships
- High-level decisions

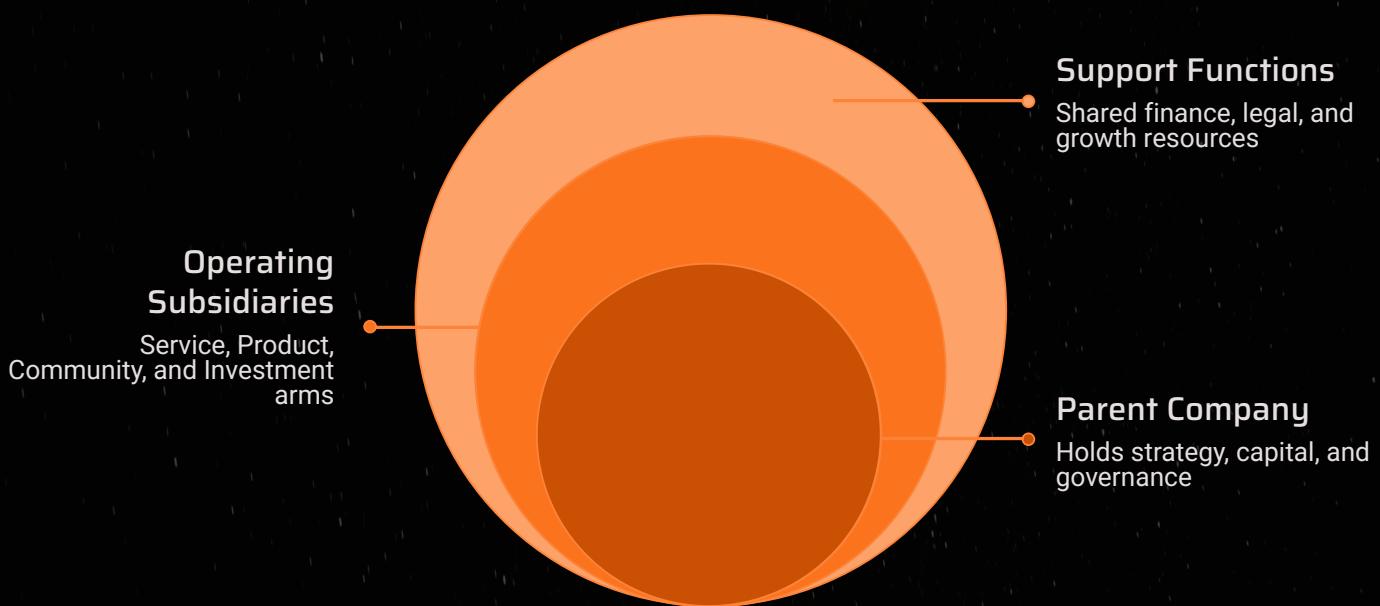
Team Management (Managers):

- Operations
- Day-to-day decisions
- Team leadership

Automation (Systems):

- Marketing
- Sales
- Delivery
- Support

11.3 The Holding Company Structure:



Parent Company: Your brand

Subsidiary 1: Service business

Subsidiary 2: Product business

Subsidiary 3: Community platform

Subsidiary 4: Investment arm

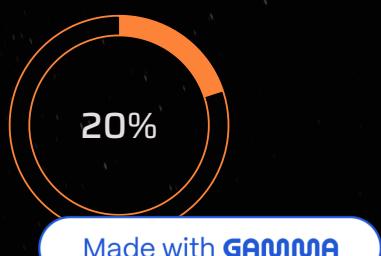
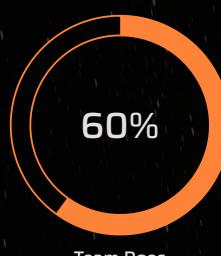
Benefits: Risk isolation, tax optimization, focused teams

11.4 Time Allocation:

Weekly (40 hours):

- 10 hours: Strategy & planning
- 10 hours: Team management
- 10 hours: Content & marketing
- 5 hours: Learning & development
- 5 hours: Rest & recovery

11.5 Delegation Matrix:



- Company vision
- Key hires

- Operations
- Marketing execution

- Lead generation
- Sales funnel

Made with GAMMA

Chapter 12: Investment & Wealth Preservation

12.1 The 50-30-20 Rule:



Reinvest in Business



Personal Wealth



Tax & Contingency

12.2 Investment Portfolio:

Category 1: Liquid Assets (20%)

- Emergency fund (6 months expenses)
- Short-term debt funds
- Liquid mutual funds

Category 2: Growth Assets (50%)

- Equity mutual funds
- Direct stocks (blue chip)
- PMS (Portfolio Management)

Category 3: Real Assets (20%)

- REITs (Real Estate Investment Trusts)
- Gold (ETF/physical)
- Commercial property

Category 4: Alternative (10%)

- Startup investments
- Angel investing
- Crypto (small portion)

12.3 Tax Optimization Strategies:

Strategy 1: Salary + Dividends

- Take minimum salary
- Rest as dividends
- Lower tax incidence

Strategy 2: Family Partnership

- Family members as partners
- Income splitting
- Lower overall tax

Strategy 3: Reinvestment Benefits

- Business expansion deductions
- R&D benefits
- Export benefits

12.4 Insurance Portfolio:

- Health Insurance: ₹50 lakh+ cover
- Term Life Insurance: ₹5 crore+ cover
- Critical Illness: ₹25 lakh+ cover
- Professional Indemnity: For business
- Key Person Insurance: For key team members

12.5 Estate Planning:



Will:

Distribute assets



Nomination:

For all accounts



Trust:

For children's education



Power of Attorney:

For emergencies



Digital Assets:

Password management

Day 13 Assignment: Meet with financial advisor. Create investment plan.

Module 7: Legacy & Impact (Months 31-36)

Chapter 13: Building Legacy

13.1 Beyond Money - Impact Metrics:



Metric 1: People Impacted

- Customers helped
- Employees supported
- Community contributions



Metric 2: Knowledge Shared

- Content created
- People trained
- Mentorship provided



Metric 3: Systems Built

- Processes documented
- Automation created
- Scalability achieved



Metric 4: Innovation Created

- New products
- Improved processes
- Industry contributions

13.2 The Giving Back Framework:



Tier 1: Time (Now)

- Mentorship (1 hour/week)
- Speaking at schools/colleges
- Volunteering skills



Tier 2: Money (₹10 lakh+ profit)

- 10% of profits to charity
- Scholarship programs
- Community projects



Tier 3: Systems (₹1 crore+ profit)

- Foundation/trust
- Social enterprise
- Large-scale impact projects

13.3 Mentorship Program:

Structure:

- 10 mentees/year
- 1 hour/month each
- Group sessions
- Resource sharing

Focus:

- Skill development
- Business guidance
- Mindset coaching
- Network building

13.4 Building Institution:

1

2

Step 1: Document Everything

- Processes
- Systems
- Knowledge
- Culture

Step 2: Build Leadership Team

- Succession planning
- Training programs
- Leadership development

3

4

Step 3: Create Brand Equity

- Brand values
- Customer loyalty
- Industry reputation
- Media presence

Step 4: Plan for 100 Years

- Long-term vision
- Sustainable practices
- Community integration
- Continuous innovation

13.5 Exit Strategy Options:

Option 1: Family Succession

- Train family members
- Gradual transition
- Maintain legacy

Option 2: Management Buyout

- Sell to team
- Maintain operations
- You as advisor

Option 3: Strategic Acquisition

- Sell to larger company
- Cash + equity
- Stay involved

Option 4: IPO

- Go public
- Raise capital
- Create liquidity

Day 14 Assignment: Define your legacy goals. Create 10-year vision document.

Chapter 14: Continuous Growth & Reinvention

14.1 The Growth Mindset Framework:

Quarterly:

1. Learn new skill
2. Attend conference/workshop
3. Read 3 books
4. Meet 3 successful people

Yearly:

1. Take sabbatical (1-4 weeks)
2. Complete advanced course
3. Visit 3 new countries
4. Write annual review

5-Year Cycles:

1. Reinvent business model
2. Enter new market
3. Launch new brand
4. Major technology upgrade

14.2 Learning Budget:

Annual Allocation: 10% of profits

Minimum: ₹5,00,000/year at ₹1 crore profit



Courses & certifications



Conferences & networking



Books & resources



Coaching & mentorship

14.3 Health & Wellness Integration:

Physical Health:

- Annual health checkup
- Personal trainer/nutritionist
- Wellness retreats

Mental Health:

- Therapy/coaching
- Meditation practice
- Digital detox periods

Work-Life Integration:

- Flexible schedule
- Family time protection
- Passion projects

14.4 The Reinvention Cycle:

Year 1-3:
Build foundation (₹0-₹1 crore)

1

Year 7-10:
Diversify & institutionalize (₹10-₹100 crore)

3

Year 4-6:
Scale & systemize (₹1-₹10 crore)

2

Year 11+:
Legacy & impact (₹100 crore+)

4

14.5 The Success Checklist:

- ✓ Sustainable ₹1 crore/year system
- ✓ Team that runs without you
- ✓ Multiple income streams
- ✓ Personal wealth plan
- ✓ Legacy & impact plan
- ✓ Continuous learning system
- ✓ Work-life integration
- ✓ Giving back framework

Day 15 Assignment: Create personal growth plan for next 3 years.

THE 3-YEAR ACTION PLAN

Year 1: Foundation (₹10 Lakh)

Quarter 1:

Skill development,
first clients

Quarter 2:

System building,
team foundation

Quarter 3:

Product creation,
scaling

Quarter 4:

Optimization, ₹2
lakh/month system

Year 2: Scale (₹30 Lakh)

Quarter 5:

Team expansion,
process
optimization

Quarter 6:

Marketing scale,
product expansion

Quarter 7:

Multiple streams,
authority building

Quarter 8:

System automation,
₹5 lakh/month

Year 3: ₹1 Crore System

Quarter 9:

Portfolio
development,
investments

Quarter 10:

Legacy building,
impact projects

Quarter 11:

Reinvention
planning, new
ventures

Quarter 12:

₹8.33 lakh/month
system, exit
planning

MONTHLY TRACKING SYSTEM

Financial Dashboard:

Month:	_____
Revenue:	₹ _____
Expenses:	₹ _____
Profit:	₹ _____
Profit Margin:	_____ %

Income Streams:

1. _____: ₹ _____
2. _____: ₹ _____
3. _____: ₹ _____
4. _____: ₹ _____
5. _____: ₹ _____

Team:

Size: _____ people
Cost: ₹ _____
Productivity: _____ %

Marketing:

ROAS: _____
CAC: ₹ _____
LTV: ₹ _____

Personal Dashboard:

10

Health Score
Out of 10

10

Happiness
Out of 10

Learning Hours: _____ hours

Family Time: _____ hours

Net Worth: ₹ _____

Impact: _____ people helped

CRISIS MANAGEMENT

Common Challenges & Solutions:

Challenge 1: Cash Flow Crunch

Solution: 6-month emergency fund, credit line

Challenge 2: Team Issues

Solution: Clear SOPs, regular feedback, backup plans

Challenge 3: Market Changes

Solution: Diversified income, continuous learning, flexibility

Challenge 4: Burnout

Solution: Delegation, self-care routines, regular breaks

Challenge 5: Legal/Tax Issues

Solution: Professional advisors, compliance systems, insurance

The Resilience Framework:

1. **Multiple income streams** (never depend on one)
2. **Strong cash reserves** (6-12 months expenses)
3. **Diversified team** (no single point of failure)
4. **Insurance coverage** (all risks covered)
5. **Mental resilience** (therapy, coaching, support)

SUCCESS STORIES

Real Examples (Names Changed):



Rahul, 28, Mumbai:

- Started: Age 25 with ₹0
- Year 1: Digital marketing agency (₹12 lakh)
- Year 2: Course + community (₹42 lakh)
- Year 3: Multiple streams (₹1.2 crore)

Now: Runs 4 businesses, 15-person team



Priya, 26, Bangalore:

- Started: Freelance designer (₹3 lakh/year)
- Year 1: Design agency (₹8 lakh)
- Year 2: Design tool + templates (₹35 lakh)
- Year 3: SaaS product (₹1.5 crore)

Secret: Built product based on client needs



Arjun, 30, Delhi:

- Started: YouTube channel (₹0)
- Year 1: Sponsorships (₹5 lakh)
- Year 2: Course + consulting (₹28 lakh)
- Year 3: Agency + investments (₹1.1 crore)

Key: Leveraged audience into multiple stream