

**24x7**

# **365**

## **EVERYDAY PRACTICALITY**



**DIGITAL PRATIK**


**24x7**  
**365**  
**EveryDay**  
**PracticaLity**

**DIGITAL PRATIK**

# ABOUT THE AUTHOR:

**Digital Pratik** is the founder, creator & operator at JorrParivar where Digital Pratik & his gang are building original IPs by implementing Branding & Marketing which works in the now.

Apart from being the best employee (hard working CEO/Operator) of JorrParivar, Digital Pratik is a 33-year-old, smiling practical dude, 3 times college dropout, forever turned into a practical practitioner of “Personal Branding using Social Media” & “Consumer Blockchain using NFTs”.

 He has been a podcast host since October 2017 for “Digital Pratik Show” on Branding, Marketing & NFTs with more than 800 episodes & 500,000+ downloads.

He started working at the age of 21 as a college dropout at a call center job. After 12 years of WORK EXPERIENCE into various different segments, he has successfully broken some bullshit rules = BRULES of the society.

These bullshit rules are like traditional deadlines based on the previous generations and honestly are kinda cultural myths too.

**Here are a few of them:**

- get a degree before 22 (he still has none)
- get a masters before 25 (he can't even apply)
- get married before 27 (he is still unmarried at 33)
- have kids before 29 (definitely, he doesn't have any)

- get a good savings before 30 (he started saving at the age of 29, extreme late)

and so much more.

While breaking all these brules, he started as an online chat representative at a call center as an undergraduate in 2010 for just Rs. 9700 per month!

After working happily & hard achieved the position of customer service head for one of the call centers for the UK process by 2014.

👍 In 2014, he got his 1st ever digital marketing job.

During his digital marketing job career, he has been a Sr. Digital Marketing Trainer at DSIM during 2015 -2016 & Product Manager for Digiperform during 2017 - 2018.

Finally in June 2018, left the corporate job culture & focused on his Personal Brand, Digital Pratik, full time & the journey continues.

🙏 From 2010 - 2018, while he was busy with my full-time job, he always used to figure out 3-4 extra hours for his side hustle, which now is his full-time WORK which he loves!

Since then, he has trained 50,000+ students, mentored thousands of individuals & hundreds of brands who are generating lacs per month starting from scratch, consulted few big personal brands in the closed groups from health & fitness industry, real estate, club membership, digital agency world & a lot of social media influencers too.

He has been successfully delivering keynotes & Q/A panels since 2019 which eventually led him to being a TEDx speaker on World Entrepreneurship Day 2022.

All and all, he is constantly experimenting around practicalities of life & business so that he can live an awesomely, extra-ordinary, JorrDaar life with zero/minimum regrets!

24x7x365 EveryDay PracticaLity is his 1st book & he believes this is like a daily dose of PracticaLity in so many areas of an individual's life.

This is a collection of the most PracticaL ever answers to many questions of today's generation trying to achieve their goals in life.

The reason why the name of this book is 24x7x365 EveryDay PracticaLity is because Digital Pratik has been living & breathing it since past 12 years & he hopes that this book can be read anytime, anywhere by anyone who is trying to live an awesomely, extra-ordinary, JorrDaar life with zero/minimum regrets!

**THIS PRACTICAL BOOK  
IS DEDICATED TO ALL  
HUMANS WHO HAVE BIG  
DREAMS TO LIVE AN  
EXTRAORDINARY  
PRACTICAL LIFE WITH  
ZERO/MINIMUM  
REGRETS. AND WHO ARE  
READY TO PLAY THEIR  
PRACTICAL INNING,  
24X7X365 FOR THEIR  
JORRDAAR LIFE!**

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# INTRODUCTION

It's always better to have a context of what you consume.

This is my humble request...

Please give this page a deeper thought.

Especially if you are in your 20s & if you are above 20, then we all still have time to live an awesomely Practical & JorrDaar life.

I am saying this at the age of 33 in 2022 & can't wait to come back & say the same thing when I turn 43 in 2032.

If you have been consuming my content on social media for a few years then you will see a lot of similarities in this book; however, the context would be super practical & raw in its own version.

You will also find so many Practical life scenarios which I have lived which would be discovered within this JorrDaar Practical book for the first time.

You can also GIFT this book to someone right away so that someone who doesn't know me, might get 100% value.

But it would mean the world if you can still read the whole book & then GIFT this to someone :)

If you are someone who has never consumed my content then I am glad to e-meet you via this JorrDaar Practical book.

Because if there is anything this book should teach you, it's that: you need to be even more Practical than what you are, 24x7x365, to live an awesomely, extraordinary JorrDaar life with ZERO/Minimum regrets.

The chapters inside this book are individual Practical Lessons.

You can randomly go to any of them & you will still get 100% Practical Lesson related to an individual topic.

So whenever you get a feeling of regret in your life, you are most welcome to read this JorrDaar Practical Book because: **One “Practical Thought” a day makes you “JorrDaar Everyday.”**

So let your journey of JorrDaar PracticaLity begin.

# **PRACTICAL LESSON 01:**

## **POSITIVE PERSPECTIVE-YER**

In this PL, I am discussing how to recognise creativity in yourself for better growth?

Before I give you the direct answer let me ask you to think from a macro perspective.

Because I believe: Creativity can be recognized in oneself whenever and wherever they are.

So here's what I would do.

I would divide this into 2 phases of my life.

FIRST PHASE: When you are a student, you are basically enjoying your life with friends, chilling, etc.

SECOND PHASE: When you start working or doing a job or starting your business.

Now understand one thing.

Both these phases are very important for one's creative mindset because it is in these times when you start to get a lot of new ideas and can think out of the box.

We tend to have a different perspective towards life during these phases.

Let me share a real practical life story.

In 2007, when I completed my 12 standard, I became a Physics Tutor & I got my 1st paycheck of Rs. 1700 only.

Atul Trivedi, my Physics sir, was impressed with my scores of 93 out of 100 in 12th board exams and hence I started checking exam papers & tutoring at this tuition class during my 12th vacations.

I used to love teaching, doing a side hustle, etc.

My teaching style & my contextual behavior with students (toppers & non toppers) indeed helped a lot of students, and hence my image in the class was more like a 'Bhai' (brother) rather than a teacher or Sir.

They used to appreciate me for teaching them practicality in the moment, and hence my bonding with backbenchers and mischievous kids also improved due to my helping nature.

I had a good bond with the toppers of the class as well as I knew good things in Physics & used to solve their doubts a lot.

So overall, I used to behave contextually with people in the moment & always helped them practically in the moment with their problems.

And now, if I look back on these days, I realize that I was already working and improving on my communication skills.

People ask me how I am good with social media content and networking with people?

One of the answers has been common, i.e., 'Communication.'

Whether it's talking with kids, adults, or professionals, I have always been open.

The way kids speak with me; indeed, professionals don't.

Kids are always like, "Pratik Uncle, What's up, huh?" (With that typical cool kid's accent), and I talk with them the same way!!!

Now I won't tell them that. Oh! Why are you talking with me like this? Talk to me like I am your uncle. Behave properly. This is not how you should speak and all.

No! I would never do that because I am a man of learning and understanding people.

If I am talking to a South Indian and they say 'Namaskaram,' I say 'Namaskaram.'

I don't have those double thoughts in my mind.

That's my creativity!!!

This is what creativity in oneself looks like.

It's not about thinking out of the box all the time, but it is about being open to new changes and perspectives.

Post the age of 22; I have been showing and trying to be creative like this.

After the age of 22, I recognized my creativity by DOING things, by EXECUTING!

Now, if I am talking with kids, I try to grasp their comedy and innocent elements and use them in my branding and marketing work.

I might just shoot a video with those kids and ask them different questions.

Like 'what do you do,' 'do you like acting?', 'what would you do if you were signed up for some TV advertisement.' etc.

I have now become more of a real-time observer and learner.

And in my early days of trying to be a marketer, i.e. in the year 2014-15, I also used to do meditation.

It helped me to be more focused and understand things with a better perspective.

I didn't have those resources and that leverage in my personal brand.

I was still working on it, and hence I used to listen to 6-phase meditation, which helped me focus on my executions.

But now, probably, since 2015-16, I have not done any meditation actively.

And by not done, I mean that I have not been sitting for 20 mins, closing my eyes or sitting in front of a candle trying to empty my mind etc.

I don't believe in that because I am a human who believes in using my mind actively vs. trying to empty my mind in front of some candle.

Instead, now, my work is my meditation.

I am so focused with my work that I don't need to do any other meditation.

I am in the zone, and hence now I don't need it.

But that doesn't mean that people who are not working should not meditate.

No! Meditation is for everyone who wants to be creative and wants to understand themselves more.



The point is: WE ALL ARE DIFFERENTLY WIRED. Just like not everyone playing Cricket can become MS Dhoni, similarly, not everyone not doing meditation will be successful or vice versa.

Even while writing this book, I feel I am meditating as I am trying to recall memories from my past which is equivalent to self-auditing yourself, and that's what I have been doing since past couple of years now.

That's meditation for me now.

The key is to be open to new changes and perspectives and be willing to learn and grow.

With self-auditing, I also keep my learning process open, i.e. let's say if I wish to do something, but I might just need help from people who are smarter than me.

I would ask them how I could execute this myself.

I do use Google and YouTube as well.

The point is, in trying to be creative in something we tend to complicate things, but trust me, most of the times, answers are just around us.

Recently, all this 'creative' process for my own self has also helped me to execute on an idea of "NFT Ticketed Event" which will be India's 1st ever NFT Ticketed IRL Event.

While I am writing this book on 23rd May 2022, we are planning to airdrop NFT tickets, which can then be scanned during the IRL event, in the month of June 2022.

Once we scan that NFT ticket it will be burnt on blockchain & will act as an acknowledgment that they came to the event (it cannot then be reused).

And probably by the time we have published this book, we would have already executed this system and successfully done an IRL event with JorrParivar hodlers.

And that's why I feel that I have learned a lot from my executions, especially from my virtual mentor, Gary Vaynerchuk.

I try to see how I can apply all those things in my work at my company, in my personal brand, and now even for JorrParivar.

Hence my creative process is all about executing and being real-time in every practical situation.

It is more about how you take action in the now, which will give you results in the near future.

# **PRACTICAL LESSON 02:**

## **PUBLIC SPEAKING FORMULA**

In this PL, I am sharing the practical guide to public speaking which has helped me a lot in my career.

I'm not sure if there's anyone in particular that I can attribute to my success in public speaking.

Yes, I am serious!

I think it's a combination of several things.

Let me explain.

I am very passionate about the topics that I generally speak about.

I also make a point to really connect with my audience and try to understand what they're looking to get out of the talk vs. scripting my talks & cramming them. I never do that. I am a RAW SPEAKER.

And finally, I make sure that I'm well prepared with practical solutions which work in the now so that I can focus on delivering the best possible valuable presentation to my audience.

This passion comes across to my audience and makes them more interested in what I say.

And when it comes to public speaking, I feel I am a combination of Vishen Lakhiani & Gary Vaynerchuk.

Vishen Lakhiani is the founder of [Mindvalley.com](http://Mindvalley.com)

Gary Vaynerchuk is the chairman of the holding company VaynerX.

**Now before I go further, let me tell you this:** Our mind is set in such a way that repetition of anything consciously builds some habits. And those habits, when constantly being penetrated to our subconscious mind via conscious mind, become a paradigm.

If you see my 2013-14 videos, you will realize that I am not an engaging public speaker.

Visit <https://digitalpratik.com/2014> to see one of those videos.

And trust me, I'm not saying that I'm a charismatic public speaker right now.

I might be for my audience but whatever I am, I was not that in my past which you can clearly see if you visit the above link.

Also, I have not done any communication or public speaking, or any personality development course.

All I have done to improve my public speaking is to watch videos on YouTube from great speakers & watch English movies with subtitles.

**Let me share a real practical story of how I have evolved as a better public speaker:**

In 2012-13, I was doing a call center job and I always used to search on YouTube for videos like "Real-time sales calls," and similar keywords.

That's where I bumped into a video of Grant Cardone titled "Actual Live Sales Call Sales Training" dated "June 11th, 2012".

This was the video: <https://digitalpratik.com/gc>

I wanted to upgrade my sales skills, and this was the best I could do during those days.

Google and YouTube have been my best teachers!!!

So, while watching all these videos, I also came across this video by Vishen Lakhiani, "Why Happiness is the New Productivity (The Story of Mindvalley)," dated "Dec 30th, 2011," and that video connected with me in a very different way.

This is the video: <https://digitalpratik.com/vishen>

In fact, it was his 1st debut video speaking on stage.

There is this part where he just sits on stage and interacts with the audience & I just loved that part especially in 2012 (which is 10 years ago).

Visit this link if you want to see that sitting moment of Vishen:  
<https://digitalpratik.com/931>

So much to learn from just a YouTube video!

And this is why I always say: You don't need any books or courses when it comes to public speaking.

Just watch and observe people who are doing it great, and you will know what to do.

Now this is just my PRACTICAL WAY of learning & applying Public Speaking Strategies.

So no offense to any course creator.

But honestly: It is said that we humans are social animals.

We like to be around people and interact with them.

And the best way to learn anything is by observing others & then applying it for yourself.

I started seeking more and more content since then, and I found Gary Vaynerchuk in 2015.

I was fascinated by his energy levels and the way he speaks.

The 1st video I saw of him was "Monday Morning Motivational Video," dated "Feb 23rd, 2015".

Here's the video: <https://digitalpratik.com/mm>

I remember I was a trainer at DSIM, and I had to demonstrate a case study to the students & that's where I found this video.

I was super inspired by his confidence and, most importantly, how he connected with people via his raw communication style.

So today, when I think of myself as a speaker in 2022, I feel that my vocab is not that VERY AMAZING, but I feel that I have become a good communicator because of my consistent listening, learning & applying it practically within my communication with people.

I might not have read a nonfiction or romantic book kind of novel, but still, I'm a good communicator.

I know how to put things effectively, practically, and contextually!

I know people resonate with me somehow because I have not just consumed people's content but also PRACTICED IT AND EXECUTED IT like a hardcore practitioner of social media communication.

# **PRACTICAL LESSON 03:**

## **BRANDING/MARKETING GUIDE**

In this PL, I am sharing a 5 step framework which I personally use & have been using in everything I do online whether it's for my brand or my client's brand.



There are a few things to keep in mind when thinking about a brand's growth in the social media space of 2022.

Firstly, let's remind ourselves that it's important to understand that the social media landscape is constantly changing and evolving.

What works today may not work tomorrow, so it's important to be flexible and adaptable.

That's why I always focus on branding & marketing which works in the NOW.

So when it comes to my practical recommendations, I would suggest a similar 5 steps framework which I use, i.e.:

- Digital Presence
- Potential Traffic
- Leads and Conversion
- Measuring Data & Analytics
- Community Building

Since we are talking about 2022, let's just consider Instagram as 'THE' platform.

But what if, for some, the Instagram algorithm doesn't work?

What if even Paid ADs don't work!?!

That's where: You might have to strengthen your content and content distribution game!

But what if the brand focuses on the platform where the people have become outdated?

It's basically like targeting the right audience at the right time at the right place.

So as of 2022, since Twitter and Discord are booming into Web3 space, maybe brands should try to be consistent and active on those platforms.

And even if you don't wish to enter the Web 3.0 space in 2022, that's fine; you can at least build your social presence on platforms where the audience is & where the next decade is moving towards as a collective segment which is BLOCKCHAIN.

Tomorrow it might be some other platform vs. just Twitter & Discord.

Remember: BitClout of 2021, today no one is talking about that in 2022.

Remember: The buzz around Clubhouse before Twitter spaces & today a lot of brands are preferring Twitter spaces over Clubhouse.

Similarly, if you feel that you have to be on all the social media platforms, then let me remind you, that's not true!

If you are a video editor, maybe just use Instagram to put in your work and show it as a portfolio.

Don't try to go viral in 30 days with your VIDEO REELS.

Instead, try to upload 30 best REEL videos which you might have done for clients & then pitch that to your 31st client & charge 5x times more because now you have PRACTICAL PORTFOLIO.

Now they will have more trust.

And if you have more money for branding & marketing, run Instagram Swipe ads or Facebook Feed Ads for 30 minute consultation based on these 30 videos portfolio.

**Here's how you should start practically if you are just getting started as a video editor and if you have great video editing skills of FCPX or Adobe Premier Pro:**

Pick up the top 5 NFT projects even if you don't know anything about NFTs.

Once you choose them, whichever you like, try to make videos for them.

Start sharing your Instagram as a portfolio to Indian NFT brands or any NFT brand.

That's how you get clients.

Visit this link <https://digitalpratik.com/getclients> & watch the video how I am getting 2 potential clients for free on Instagram for a lady on a call!

When you have a good portfolio, people will start to trust you with their projects.

This is just one example of utilizing a social media platform for business in 2022 whether you are in Web3 or Web2.

What matters is your PRACTICAL WORK.

What's important is that you understand the changes taking place and be flexible enough to adapt to them.

This is how you will manage the 1st step in the framework which is digital presence.

This digital presence will depend upon who you are.

Next, want to build traffic?

Just use DMs and comments and if you have money, start doing advertisements or pre-roll YouTube ads.

Now if you are not good with the Marketing aspect, you might not make it, so the best is to either learn or maybe hire someone who can do marketing for you & get leads & conversions.

Also, it would help if you were good with your content and should know what the trends are.

Because if you're not active on any platform for a while, people will forget about your brand (if you are consistently doing ads then it's okay) just like, people move on to something new every second.

So be consistent with your content and be patient with your consistency.

That's where you will have success!

Then comes leads and conversion.

Definitely, once you have the traffic, the content, and if you have the audience, it's your turn to convert that audience as your customers.

Start with defining your goal based on who you are & what kinda content you can start with.

Example: Are you a video content creator?

Are you looking to monetize your content?

Are you thinking of YouTube AdSense.

If yes, then definitely you have to start learning and applying YouTube SEO, some YouTube tools like TubeBuddy, VidIQ, etc.

Now let's say, if you're a writer, LinkedIn & Twitter & even Instagram Caption for great crisp REELS are the gateway while I am writing this book in May 2022.

So, when it comes to Web 2.0 in 2022, start asking yourself these kinda self awareness questions.

Who are you, and what are your expectations for monetization?

Are you looking to sell your product?

Are you looking to sell your course, which everybody's doing right now?

Are you trying to build your brand for the next six months, and then you want to launch something and sell that after six months?

And so much more.

Trust me, the more you think and care about likes, comments, views, and shares, the more you will struggle.

Instead, just "DO YOU."

My consistency in content and patience in documenting my journey have helped me bring more presence to my overall brand, which is then helping me in building many business vertical like Digital Pratik,

JorrParivar, Content Production, Client Servicing, Consulting, Brand deals, Merchandise, Public speaking & much more.

In a nutshell, in 2022, if you're an individual or a business and you want to have a digital presence, the best way is to be where your potential customers are.

Rather than jumping on platforms that some articles say are popular, go for the relevant platform for your brand.

If you're a business and your target market is not on any specific platform, then there's no need to be there.

But if you want to have a digital presence as an individual or a business, the best way would be to understand what platforms your target market is using and how you can use those platforms to reach out to them!

Just because LinkedIn has more organic growth for a lot of creators doesn't mean you don't have to use Instagram or Twitter.

Don't fall into the trap of short-term goals.

So, in the macro, once again, the question is, are you looking to build in 2022 only, or are you going to make 2022 your foundation for 2032's exponential + compounding growth?

Be wise enough to answer that for yourself.

# **PRACTICAL LESSON 04:**

## **THE LAS FORMULA**

In this PL, I am sharing why this could be one of the most practical lessons for your career.

Fun Fact: 8 years ago, I was sharing some LIFE CHANGING TIPS with my audience on YouTube.

Eight years ago, I was sharing videos which I used to learn from someone. Basically, they were not really related to me or my executions.

I was just sharing things which I had LEARNED.

That was when I was still struggling in the early days of my career.

Here's one such video: <https://digitalpratik.com/8yearsago>

In 2015, I realized I had been missing the most important thing in my career.

I wasn't investing time in APPLYING my learnings.

I was focusing too much on LEARNINGS.

This was one of the most important things I had realized in my career: The knowledge you have is only as good as your ability to APPLY for it.

This is when I started focusing on applying those lessons to build a bigger audience and community in the next few years.

This helped me begin my journey practically a few years ago.

**And I understood the importance of execution!**

And then, once I shifted my focus to a LEARN, APPLY & SHARE mindset, things started changing.

I started learning from my mistakes and applying the lessons I learned from those mistakes.



I started sharing the lessons and insights with my audience.

And then, I started seeing massive progress in my career.

It's really amazing to see how a shift in mindset can help you reach out there and create a loyal community.

This doesn't mean that I won't continue learning new things, but it does mean that I'll be spending more time "applying" what I've learned.

The first significant Personal Branding success that I had was in 2019.

But was it fast enough?

Not at all.

In 2022, I can proudly say that: it has now been 12 years of hard work, struggle, passion, consistency, patience & much more.

It's never been easy.

It still isn't & it never would be because nothing worth it comes easy.

There are a lot of challenges that come with this work.

But I am grateful for each and every one of them because they have made me stronger and more resilient.

Since 2019, there has been no looking back.

Today, I am a proud 3 times final year engineering college dropout of 2010 turned into a super proud Digital Pratik of 2022.

I am damn proud of my Everyday Practical Living since 2010 & forever.

# **PRACTICAL LESSON 05:**

## **LOYALTY AT WORK PAYS**

In this PL, I am sharing how loyalty rewards you in different phases of life & that too practically.

Let's talk about "MISTAKES" before we go on to loyalty.

And trust me it will all make sense by the end of this PL.

So, we all make mistakes but let's think about how we make mistakes.

It's obviously unintentional.

But let's talk about how the mistakes start!

When we first start out in our careers, we tend to make many mistakes.

This is natural - after all, we would still be learning and gaining experience.

But what's important is that you learn from your mistakes instead of repeating the same ones again and again.

Many people make one common mistake while starting their career or, let's say while starting their job.

As humans, we subconsciously compare our salaries with others, which is the 1st mistake we make when we begin our job.

This negatively impacts our minds because we don't just then compare salaries, but we also start measuring the amount of work given to us.

Let me share a real life scenario.

In the year 2013-14, I had applied at a company called directmobiles.co.uk which was a call center based on UK process, where I was interviewed and appointed as a call center sales executive, and my current job at that time was already paying me Rs. 14,000.

At my new job, i.e. at Direct Mobiles, I asked for Rs. 18,000, and they instantly agreed.

I was happy that I got an increase of almost 40% in my salary as compared to my current one back then, and I was like, wow, college degree is unnecessary, I'll do call center forever now.

Eventually, in the first month itself, I figured out that I was the least paid person at Direct Mobiles.

Everyone else's salary started from Rs. 22,000.

I still remember a few of my colleagues who used to sit next to me or around me like Thumpy Bhai & Bhumil Oza (my colleagues at Direct Mobiles) used to get paid around Rs. 27,000 to Rs. 33,000.

Yes, I still remember those names and salary figures, but I never had that feeling of jealousy.

And hence I am available to recall all these moments, especially for those who start comparing their lives or feel jealous about someone getting ahead of them.

Visit this link to see my colleagues of DirectMobiles.co.uk :

<https://digitalpratik.com/ccs>

So based on this real life practical scenario, trust me, wherever you are just focus on your job, doing more and scaling that job even more because karma is practical & loyal as well.

It will return back & pay you what you desire based on your actions which you deliver in the collective universe.

Look at me now.

Do you think I regret less salary package of 2014?

Not at all.

I don't even regret that I was underpaid because I was busy delivering my best and focusing on my work.

Now, this was towards the angle of work-life/job life.

**Let's try to think for businessmen or entrepreneurs now.**

Assume you are a businessman or an entrepreneur.

When you are just getting started with your startup or entrepreneurial journey, my highest recommendation would be not to let your ego come in between you & your work when & if you fail in the startup or win with some business executions.

If you fail, you should learn from it, get up, and try again.

And not just try again, but also keep your heads held high because that's what makes a man/woman different from others.

If I fail, I just try to think where am I lacking? Do I lack experience? Skillset?

And then it should be my decision to decide how to improve.

If I feel I lack any skillset or I cannot do any business, I would instead find a job at a successful startup or business, to improve the things I need to learn for my business in future.

Let's not complicate things in life.

And I am not saying for the sake of saying.

I have practically done this too in my life by being loyal to my work as someone who started working for his own.

Let me share a real life scenario.

Even though I had a time in my career in 2016 when I left my full job & decided to do something on my own, I started taking clients as a full time freelancer.

But in 6 months, I realized I didn't have that much experience + I also had a few family problems.

Like my dad was not keeping well, I had huge family responsibilities, etc.

I faced financial issues.

And hence, in 2017, again I got a job for myself as the product manager in DigiPerform.

And I didn't even think about what people would say about me if I take a job again & work for somebody.

Or if they will call me a failure & all.

Look, it's good to start your own business, but don't let circumstances get the better of you, and even if they do, there is no harm in accepting them and getting back on track.

Trust me, BE LOYAL TO YOURSELF & YOUR WORK.

Let your true side be out and do your best at your work, job, or business.

That is the only way you'll be able to stay away from envy, jealousy and many other problems that come in life.

Why be loyal at work or business?

Not because your boss will appreciate you or the company will reward you.

But because you should believe in yourself and what you are doing to deliver the best output at work, especially when no one appreciates you for your work/creativity.

So that later, the universe will reward you in some shape or form.

Stop comparing yourself with others, as that can dissolve your success.

Just focus on working hard and delivering your best to it.

These were the 2 scenarios and mistakes which I would love to suggest to youngsters who are just getting started, whether they are in a job or business.



# **PRACTICAL LESSON 06: THE EXTREME STATE OF SUCCESS**

In this PL, I am sharing how being unsatisfied can make you a happy & a successful person.

Let me ask you this.

What is Success?

Is it a lot of money?

Is it a lot of good health?

Is it a great career?

Or is it “.....”

Actually, it's just a word in the dictionary which everyone has a different definition for.

And I am sure, right now in this moment, you would have a completely different definition of success?

Am I correct?

I know you just said YES & smiled too :)

And if you said NO, that's okay too.

Here's something which will add value to you.

So what is Success for me?

For me, it's honestly just a word.

A word that is so overrated that every second person wants to be successful.

As if it's a shortcut to happiness.

I don't believe in all of that.

For me, success is just doing what you love in the long term.

And if you're doing what you love, money will eventually follow.

Right now if you are not enjoying the work which you are doing, then it's okay.

Consider that as your survival need, just like a call center job was for me.

Today, I am not a call center job person.

But the point is: When I was a call center job person, I still used to enjoy my work day in and day out because I used to think of 10 years down the line.

And that is exactly what I am doing today.

I am doing 100% of the things which I love doing.

Oh in fact, I am also writing my 1st ever book which you are reading right now.

And yeah, dilse thanks for your precious time. I love you more for that.

So for me, it's just a state of mind.

You'll never be successful if you set a goal and always think about reaching it.

Success is the journey, not the destination.

It's about finding joy in where you are.

Not just hoping that someday you'll be further ahead than you are today.

There will be hard times and there will be good times.

But as long as you keep going, you'll eventually get to where you want to be.

Until and unless I am happy and unsatisfied, I guess I am successful every single day.

Unsatisfied?

Yes, unsatisfied you read it right.

I think my dissatisfaction with work and life helps me learn new things, execute on those new things, and apply more and more to my work; I want to grow more, share more, and achieve something more.

And while I am balancing the 'mores' or my unsatisfactory life area, I am also mentally successful in keeping myself calm & patient.

I am always directly or indirectly grateful for whatever I have & whatever I am able to do in the moment.

If I cannot do something, I don't regret it.

Taking it up as a challenge for me, preparing myself to work harder to complete or achieve this task, makes me feel even more happy.

Every day is a new day, and each day, you need to work hard to do things for yourself and your loved one.

And that's how I measure & define my success in life.

If I can maintain a balance between my unsatisfied and happiness levels, I feel I will always be successful in my life, 24x7x365 with EveryDay PracticaLity.

And if I can do it, you guys can too, but be practical about your life.

# **PRACTICAL LESSON 07:**

## **MEANINGFUL STRUGGLES**

In this PL, I am sharing how we all might face struggles in life, whether small or big, but all we need is to find meaning in a life full of struggles.

You know what?

The best way to deal with problems is by acknowledging that we all have problems based on our individual levels.

So just take 100% responsibility, go out & win over your problems.

I mean let's be practical here for a minute.

Life is a constant battle between good and bad, but with the application of some practical long-term thinking, you can always win the war.

So, remember that if you're having problems don't be afraid to face them.

Rise above all of the adversity that comes your way. In time you will prevail through any obstacle.

Success has no fixed date, no fixed time, and no fixed path.

But it definitely has a date, a time & a path.

You can also try to look at your problems from a different perspective.

Try to see if there is anything you can learn from your problems and use that knowledge to avoid future struggles.

Life is full of challenges, but don't forget that you are strong and capable of overcoming anything that comes your way.

Problems are a part of life, but that doesn't mean we have to suffer through them alone.

100% responsibility means taking charge of our lives and facing our problems head-on.

This may seem like a daunting task but remember that you are strong and capable of overcoming any challenge.

Just stay positive and persevere until the end!

When we talk about our work or profession, it's the same perspective when it comes to struggle.

Let me explain:

Every content creator starts creating content with great motivation k ab to bas yeh saal fod dena hai Instagram pe.

Every entrepreneur starts with an idea with great motivation that iss saal million dollars kamaa lenge.

Every other human being starts with something with great motivation that bas yehiij meko successful banayega.

BUT... After working for a night or weeks or few months,

- when the very same motivated content creator finds that he/she is not going viral
- when the very same motivated entrepreneur finds that there are issues with the product
- when the very same human being finds that there are lot of struggles

The content creator might say: Instagram algorithm sucks.



The entrepreneur says: I wish I had more money.

The human being says that: Mere naseeb mein hi nai hai & the other person got lucky.

They forget that all these struggles are a part of WORKING whether you are a content creator, entrepreneur or a human being.

Your struggle is not a failure but it may cause failures if you give up too soon.

But trust me, if you stick around, you will find a way to your success.

Because remember: That is what separates men from boys & women from the girls.

Success is attainable if we continue to learn from our mistakes and use that knowledge to avoid future struggles.

Life may be full of challenges, but don't forget that you have the power to overcome them.

And always remember that you are not alone in this world.

So, taking 100% responsibility for your problems & not complaining about them, and then doing something about overcoming your struggles: is the best way to deal with struggles in your life.

It is a unique practical solution that not many people want to take, but those who do take it always come out on top!

Stay positive and keep moving forward with 100% practicality!

# **PRACTICAL LESSON 08:**

## **POWER OF GRATITUDE**

In this PL, I am sharing how important it is for humans to know about the privileges they have in life vs. their complaining nature for what they don't have.

Every time you have had a bad day, bad week, or a bad year...

**Remember:** you have eyes to read or ears to listen to or money to buy or friend/s to talk to, or you have a roof over your house or or or or or..

**Remember:** you are privileged than somebody else in so many ways.

So wake yourself up and appreciate your life because some people can only dream about having a bad day.

Somebody once said that the grass is always greener on the other side.

But what they forget to mention is that sometimes, the grass is just as green on your side.

It's all about perspective.

We often forget how privileged we are with the things we have around us because we overthink what we can't have, resulting in a bad day, bad week or a bad year.

It's easy to get wrapped up in our own lives and forget how good we have it. We take for granted the little things that make up our everyday routine, like having a bed to sleep in at night or running water when we turn on the faucet.

We get so caught up in wanting what we don't have that we forget to be grateful for what we do have.

But no matter how bad things may seem, remember that there are always ways to turn your situation around.

You have eyes to read or ears to listen, and the ability to connect with others through conversation.

You have a roof over your house and a warm bed to sleep in at night.

And even if you don't have these things, remember that you are privileged in so many other ways – whether it's your health, your family, or just the simple fact that you are alive.

Having a grateful attitude can change all of that.

Gratitude is the quality of being thankful and showing appreciation.

It can be hard to stay positive when you're feeling down, but learning how to practice gratitude will help you change your perspective on life.

Start by remembering the good things that have happened in your life – even the little ones.

These moments may seem insignificant at first, but they make up our day-to-day experiences.

You don't need to wait until something extraordinary happens to be grateful; instead, embrace every moment and make it count.

It's recognizing that we have been given so much in life, even if it doesn't seem like it at times, and feeling thankful for what we do have.

I have Infinite Love & Unlimited Gratitude for everything I have had around me since 1989, i.e. the year I was born :)

# **PRACTICAL LESSON 09:**

## **LUCK &/OR WORK**

In this PL, I am sharing the real meaning of being lucky so that you don't get disappointed when you feel unlucky.

This is for people searching “Monday Motivation” on every social media platform.

Here’s a ONE LINER motivation for you: Your luck won’t work unless you work.

You can't just rely on luck to get ahead in life.

If you sit around waiting for things to happen, you'll be waiting forever.

It would be best to put in the hard work to make your own luck.

To be honest, I never needed (or need) Monday Motivation, just like whenever I start something; I don’t need a registered company or big or a clear vision.

Because I have seen many companies that are successful today are successful because they didn't have a plan.

They just went with an idea, took it as far as possible, and then ended up on the front page of business magazines, talking about their wild success.

But no matter what business book you read or website you visit, you'll find a strong case for having a clear vision and using it to measure your progress and your future success.

However, this bigger vision might also be too structured and solid, causing you to miss out on opportunities to show your customers something special.

Bigger visions allow you to get started.

You can look at your dream, see if you're taking steps to move towards it, and then pat yourself on the back each time you succeed.

In the meantime, you might be missing out on opportunities right now.

You might be missing out on the chance to do something truly unique and unforgettable, all because you don't want to upset the status quo.

Remember, luck is what happens when preparation meets opportunity.

If you don't put in the work to prepare for opportunities, you can't expect to get lucky.

So start putting in the effort and see how your luck improves!

You might get lucky and stumble upon a great idea, but unless you're willing to put in the long hours to make it a reality, your business will never get off the ground.

Even if you do have a great idea, there are no guarantees in business.

Things can always go wrong, and no matter how much preparation you do, there will always be some element of luck involved.

The bottom line is that your business won't succeed unless you're willing to work hard for it.

If you're not, then luck won't be enough to save you.

So, if you're serious about making your business a success, roll up your sleeves and get to work!

Don't let yourself become a victim of complacency!

There's so much more to explore, and it's all waiting for you to take the first step.

So what are you waiting for?

Get out there and seize every opportunity that comes your way! You never know where it might lead you.

You might stop being relevant to your customers because only focusing on the bigger picture doesn't necessarily consider customers' needs today.

Therefore, we need to shift our focus and consider their importance.

By understanding what's important to customers today, we can provide them with the things they need.

It's okay to have blurred vision when you are just getting started.

Keep pushing yourself by trying millions of things & I am sure you will figure out your lovely thing in the process.



# **PRACTICAL LESSON 10:**

## **EARLY ADOPTER**

In this PL, I am sharing how being an early adopter can help you learn new things while taking calculated risks in your business.

Let's admit it; social media is getting crowded. In almost every niche, some people dominate with their brands.

It's tough to compete with the big players out there. With the increasing integration of technology into our day-to-day life, relying on traditional media for marketing your business is not as effective as 10-15 years ago.

And now, since we are entering the web 3.0 space, things might get more technical and competitive.

So how can you make your brand or brand name stand out from your competition using current techniques?

Always remember, it's not always about winning.

1st get set on the path onto which you are going to run!

Learn..then... apply!

Innovate, or you will die.

This may seem like a harsh statement, but it is true.

Those who do not innovate will be left behind in today's world.

Those who are content with the status quo will struggle to keep up with the pace of change.

Innovation is not just about developing new products or services.

It is about finding new ways to do things. It is about reinventing yourself and your business.

It is about constantly challenging the status quo and looking for ways to improve.

So, no matter how many skills you have right now.

You will pass over a period if you don't innovate with your marketing strategies.

So, get on the pull of your new socks and get on the track!

As soon as I learned about Web 3.0 and NFTs, I jumped into that track and pushed myself harder to innovate, and now I have proudly built India's 1st ever community-driven NFT Project, JorrParivar.

There's no question that being an early adopter can have its benefits.

By definition, you're getting in on something before it becomes mainstream, which means you get to enjoy all the perks that come with being a pioneer.

But there are also some challenges that come along with being an early adopter. For one, you're often taking a risk on something that may not pan out.

And even if it does become successful, you may have to deal with some growing pains as the thing you're adopting matures.

So, no matter how much value I deliver concerning Digital marketing or Branding strategies, whether I have N number of followers on Instagram, Twitter, or any other social media platform...!

My goal will drown soon if I don't execute over these 90 days within whatever I learn.

No matter what you learn: Instagram, LinkedIn, Facebook ads, Instagram ads, Content creation, or even NFTs for that matter of fact, if you are not applying, you won't be able to share that contextually for your audience for getting leads and sales for your brand/business in 2022.

**Oh & remember:** YOU ARE AWESOME... So just SMILE for your own AWESOME SELF.

# **PRACTICAL LESSON 11:**

## **THE PAC RECIPE**

In this PL, I am sharing how these 3 things have helped me achieve what I have achieved in my life till date & how they will be the foundation to much more future success.

For this Practical Lesson, I decided to refer to the current state of the Internet.

NFTs.

Yes, while I am writing this book in May 2022, there are a lot of PAC recipes needed in NFT space.

Wait Digital Pratik. Can you tell us what is PAC?

**PAC = Patience + Authenticity + Consistency.**

Let me explain:

If you want to launch an NFT project but think that NFTs are in ETH, it would be costly in India & all then wait.

What if I say that it's not about the dollars, instead, it's about changing your perception/mindset.

If you genuinely want to build your NFT project & extend a lasting community, then why not have patience & keep executing.

It's okay to experiment, but if you're waiting for a magical ETH or \$\$\$\$ , there possibly will be no progress.

You just have to keep building your project without expectation especially when it's your dream project.

Why not build an NFT project just like any other business brand?

Why not build an NFT project just like any other community building project?

Why not build an NFT project with all the patience in the world?

Because if you do that, people who genuinely believe in your executions will save money & buy your NFTs in a few months & which would build a JorrDaar (amazingly awesome) loyal community.

The key is to focus on the work & journey, not the destination only.

At JorrParivar, we are doing the same thing.

Let me share a real story of a JorrParivar hodler.

Sumit, one of our token holders of JorrParivar, saved money from his earnings to buy a JorrParivar token.

And many others like him are joining JorrParivar & buying NFTs by saving money!

Just like how we save money to buy a home, car, or other investment.

Don't focus on selling out your NFTs.

Patience is the key here because your executions will definitely show that if you lack patience.

This is why at JorrParivar, we are taking the long route.

We want to build a solid and lasting community that believes in our executions.

So even if it takes a little longer, we are okay with it because we know that the result will be worth it!

Focus on actual community-driven executions for the long term & you will automatically keep selling your NFTs.

This is how you will maintain a healthy ecosystem around your NFTs.

In the world of NFTs, it's easy to get caught up in the hype of selling your NFTs for a quick profit.

However, this isn't sustainable in the long run and will ultimately lead to a decline in the value of your NFTs.

Instead, focus on executing community-driven initiatives that will maintain the value of your NFTs over time.

There is a marketing saying: Stop selling, start helping.

You will sell even more.

Creators who understand that deeply will win big in the next decade.

I want the same for the NFT ecosystem.

After all, our passion for creating can't be limited to just a few months.

We have to think long-term because it's worth it!



# **PRACTICAL LESSON 12:**

## **SHEET LIFE = SHIT LIFE**

In this PL, I am sharing how being respectful to others' work can create a major impact in your life and help you be responsible for the things you do.

Recently in a flight from Mumbai to Ahmedabad, a professional was working on some excel sheets during the entire flight, but at the time of landing after the announcement, he was not shutting off the laptop & tray table while landing.

The Air hostess (cabin crew member) came twice & showed all the patience in the world, but this professional was just nodding at her but not closing.

Finally, the 3rd time, she came & stood like a caring, daring, responsible cabin crew & made him feel guilty for not shutting down the laptop.

That's where that professional closed his sheets & laptop too with an embarrassing smile & then that kind, caring, daring air hostess must have surely got that satisfaction of doing her authentic work.

For me, she showed her kindness to that guy and acted accordingly.

Let's look at it from a learning perspective.

She approached the situation with patience and kindness, utilizing firm but respectful language and body language to try & resolve the situation amicably.

By doing so, the cabin crew will likely earn respect from both the passenger in question as well as other passengers on board the flight.

Ultimately, showing kindness and compassion in these difficult situations will help ensure that all parties involved remain calm, safe, and satisfied.

When you are respectful to others at work, it creates a positive ripple effect that can be felt throughout the entire workplace.

Let's start respecting everyone's work & be responsible for our actions in day-to-day life.

At the end of the day, it is important to remember that showing kindness and compassion in our daily interactions can not only help foster positive relationships with others but can also bring about real change within ourselves and our communities as a whole.

Whether it be through our words, actions, or simply just by being present, let us all strive to show kindness and compassion towards one another each and every day.

After all, what truly matters most in life is how we treat one another.

So let us always choose to be kind!

# **PRACTICAL LESSON 13:**

## **BETTER LEADERSHIP**

In this PL, I am sharing 5 practical ways to become a solid leader.

There is great potential inside of everyone, and great leaders help bring it out in 5 ways: mentoring, challenging, engaging, connecting & most importantly, UNDERSTANDING.

Let me share how I do this:

### **1.) MENTORING:**

I keep sharing my practical life/work experiences with my gang (team) because I indeed have more experiences if you are a leader in true sense.

Let's take a recent example when one of my gangsters was having a conversation inside a WhatsApp group with a client in an informal way.

I immediately texted him and made him understand how he could have replied and what he could improve.

Also, I gave some ideas on why we must use professional words while talking with clients.

To be honest, when my gang (team) speaks with me, I don't care how they talk.

Because I understand they consider me as their big brother. And for me as well, they are like my family, who work with me to execute on some crazy ideas everyday!

### **2.) CHALLENGING:**

I always tell my gang (team) to beat me in some work (overall not based on the individual skill work) to unleash their hidden potential.

In other words, I keep challenging them to deliver the best job ever.

To be honest, they can feel free and share their passion with me while doing some content creation.

They get enough support from me. I want them not to be a 'video editor' or 'content writer'; I just want them to be JorrDaar (amazingly awesome) 'SOCIAL MEDIA COMMUNICATORS.'

### **3.) ENGAGING:**

I keep chatting with them on WhatsApp if I get an idea just like any other gangster (employee) of the company.

Whatever it is, I always try to reply to them as quickly as possible. I understand the value of time and their work for me.

They also might have clients whom they work for.

And hence me being active on WhatsApp and engaging with them helps also might help them generate ideas. Trust me, on a daily basis; there is a LOT of brainstorming going on.

### **4.) CONNECTING:**

I keep appreciating without them asking for things they might not even think of.

Many times, based on their collective work & a lot of times on personal ethics & values of theirs

I also motivate them by saying, "You guys are the best," or "I trust you, gang." Appreciating your gang must be any company's culture!

When I started my NFT journey, I still remember I surprised my gang by giving them their .eth domain for free!

I have given each of my gangsters NFTs as gifts worth \$\$\$\$.

## **5.) UNDERSTANDING:**

This is a BIG ONE. I mean, my gangsters are humans too.

And when I am the leader on the front line of my brand, I always try to take 100% responsibility for my brand's work, no matter what. If something goes wrong, it is my fault.

If something good happens, I try to share the credit with them. Also, if they make any mistakes, I try to help them learn from them so that they don't repeat them in the future.

These are the 5 ways I try to bring out the hidden potential in my team members: by mentoring them, challenging them, engaging with them, connecting with them, and most importantly, understanding them.

By doing these things, I believe that I can help my team members reach their full potential and be the best that they can be.

And in return, this will help me improve and be a caring, daring, focused leader.

After all, I believe in inspiring my gang to do their best and succeed. And that is exactly what I strive to do every day as the leader of my gang.

# **PRACTICAL LESSON 14:**

## **THE BETTER YOU**

In this PL, I am sharing 3 practical tips to learn from your life and become a better version of yourself.



A straightforward practical lesson!

3 tips to become the best life learner.

### **1. Focus on executing right things fast, not everything fast:**

We all know the feeling of being overwhelmed by a never-ending to-do list.

It seems like no matter how much we try; we can't seem to make any progress.

Trying to do too many things at once can actually lead to slower progress overall.

It's better to focus on a few key things and get them done quickly and efficiently.

This will help you make the most progress in the long run.

Our lives become a series of rushed tasks and unfinished projects.

The problem is that we often try to do too much at once.

We think that if we just work a little harder, we can get it all done.

But the truth is, we can't.

It's about knowing what's important and what isn't and executing the right things quickly.

### **2. Learn from your mistakes**

Making mistakes is fine but don't make the same mistake again and again.

Always learn from your mistakes.

We all make mistakes, and it's only human.

In Fact we all should make mistakes.

But sometimes, we can be our own worst enemy by making the same mistake over and over again.

If you don't learn from your mistakes then it means that you are not interested in growing and improving yourself.

It is okay to make mistakes but don't repeat them.

Learn from your mistakes so that you can become a better person.

When you make a mistake, take some time to analyze what went wrong.

If you find yourself in this situation, it's important to take a step back and learn from your mistakes so that you don't continue repeating them.

Let me share a practical story:

One guy had a great time in his career in 2016 as a full time Sr. digital marketing trainer at a digital marketing institute.

But he left that full job & decided to do something on his own.

He started taking clients as a full time freelancer.

But in 6 months, he realized that he didn't have that much experience + he also had few family problems.

Like his dad was not keeping well & he had huge family responsibilities.

And he faced financial issues.

And hence, in 2017, he again took a full time job for himself.

He didn't even think about what people would say about him if he takes a job again & works for somebody.

What he did was he didn't let his ego come in his way to "learnings from mistake" & finally after few months he left this job too to pursue his full time personal branding career.

This time he didn't make the same mistakes.

That guy is: YOURS TRULY, AUTHOR OF THIS PRACTICAL BOOK:  
DIGITAL PRATIK :)

### **3. Always stay curious**

No matter how much you know, there is always more to learn.

Stay curious and continue learning throughout your life, and you'll be sure to achieve great things.

Of course, learning new things can be difficult and sometimes it may seem like you're not making any progress.

But if you keep at it and stay curious, eventually, you'll get there.

The most successful people are those who never stop learning.

They are curious about the world around them and they want to know more.

So if you want to be successful, always stay curious.

Be curious about the world around you. Be curious about how things work.

Be curious about what other people know. And never stop learning.

So don't give up – keep learning and expanding your horizons, and you'll be sure to achieve great things.

# **PRACTICAL LESSON 15:**

## **NFTs FOR MARKETERS**

In this PL, I am sharing how NFTs are going to change how we see and do things, especially in the branding and marketing space.

As the marketing world continues to change and evolve, so too do the strategies and tactics that marketers need to use to stay ahead of the curve.

One of the most important emerging trends in marketing is the use of non-fungible tokens or NFTs.

In this lesson, I am listing down my **TOP 3** Reasons why marketers need NFTs for their business, brand or entrepreneurship.

1. Just like businesses have a website and a social media presence, companies will be expected to incorporate NFTs into their client transactions.
2. NFTs are the future of business and are disrupting how we conduct transactions. NFTs create an opportunity to eliminate the middleman.
3. Implementing an NFT strategy can create endless opportunities for a brand and a business.

NFTs can potentially change the way we interact with digital content and experiences.

So don't sleep on this!

Be intelligent with your investments and get knowledge before you put your money out there.

They could also potentially revolutionize how we buy and sell physical goods and services.

Businesses have already begun to adopt NFTs and are using them in various ways.

For example, some companies use NFTs to create digital collectibles, while others use them to represent ownership of physical assets.

So indeed NFTs should be something which every marketer should explore for their brand this year.

NFTs are a new and exciting way to do business.

They have the potential to revolutionize how we interact with digital content and experiences.

Be intelligent with your investments and get knowledge before you put your money out there.

# **PRACTICAL LESSON 16:**

## **CP FOR LIFE**

In this PL, I am sharing how one video has changed my perspective towards hard work & smart work.



CP = Consistent + Patient.

Let me share a real incident from 2015.

It was December 2016 when one of my friends told me about a motivational video on YouTube while I was gathering a case study for some Twitter marketing thing.

That video was from Gary Vaynerchuk!!!

Visit this to watch the video: <https://digitalpratik.com/mm>

Suddenly, something kicked inside my mind & body & soul & I was able to relate 100% with him in every single word.

That was the day I changed how I used to live my life. That was the day I changed how I used to think about my career.

That was the day I changed the way I started thinking about becoming the following:

- Hardworking as Madhu Makkhee
- Patient as Kachhuaa
- Consistent as Cheentee

and so much more...

Hence, it's important to understand that there is nothing like Smart work for 99% of the people.

Because 99% of the people become smart at their work by doing more hard work consistently.

Not just hard work, but also patient & consistent hard work.

If you're Consistent with your patience, then only you will get the chance to see the magic that this world has in store for you.

Trust me on this!!!

When you look at your life, it's easy to see how far you've come.

But the hard part is to see how far you have yet to go.

When you start building your patience, it's easy to take a step back and think about where you want your life to advance towards next.

When you truly believe in yourself & practice patience, there's nothing that can stop you from becoming an amazing human being!!!

In conclusion, I would like to say that if we work consistently on our goals and remain patient at all times, then anything is possible in this world because success can never be achieved easily.

We just need to believe in ourselves and keep moving forward. But don't forget the importance of consistency.

Consistency gets you through the tough times and allows you to keep moving forward.

So, here's a Consistent Cheentee Reminder for my peeps out there: Be consistent with your patience & have the patience to see yourself as consistent.

Will you?

# **PRACTICAL LESSON 17:**

## **NETWORKING IN 2022**

In this PL, I am sharing how to network with people the right way, whether it's an IRL (in-real-life) or a social media platform.

Assume that you are at an offline marketing event at a 5-star hotel for the whole day.

There would be 50 speakers speaking at different slots parallel.

And you are successfully able to attend 27 slots & for the remaining time, you were trying to shake hands & say hello & trying to get to know each other.

Now stop & think. If you were doing that:

“Will you instantly show your business card to a new professional & say that you are XYZ from ABC doing this & would you like my service?”

No right?

You will network with them for a while, hang around & then talk business if you feel the moment.

Also, will you stop going to more events because you have networked with 23 people?

No right?

You will attend more events & keep on networking till you do business.

So now relate everything that you have read above with YOU TRYING TO NETWORK ON INSTAGRAM OR LINKEDIN OR ANY SOCIAL PLATFORM. Often enough, youngsters & even working professionals are not working with the same mindset online.

When they try to network, they try to copy-paste the same script to 100 people in their DMs & if no one reverts positively, they think that social media is not working for them.

Ask yourself, will you copy-paste the same tone & words to those 23 people in the offline event?

Will you stop attending marketing events if no one gives you business or work out of those 23?

That's your answer to the "Right way of doing social media networking."

The way to do social media networking is by connecting with people and having genuine conversations.

Don't just copy and paste the same message to everyone because it won't lead to anything productive.

Instead, focus on building relationships and you will eventually see results.

It would be best to contextualize your networking messages based on the people you target or approach.

You can't just copy & paste & then sit & pray.

It would help if you were engaging and interesting & make it easy for people to want to connect with you.

It's not enough to just have a presence on social media these days - you need to be active and engaging if you want to make any real connections.

That means taking the time to understand who your target audience is and what kind of messaging will resonate with them.

It can be tempting to just copy and paste the same message to everyone, but that will not get you very far.

You need to be interesting and personalised if you want people to connect with you.

Make it easy for them, and they'll be more likely to reciprocate. It's a never-ending process.

And while you are at it, **remember this:** Focus on building real human connections, not just social media connections.

# **PRACTICAL LESSON 18:**

## **PRACTICAL FITNESS**

In this PL, I am sharing how you can make sure to have a fit lifestyle not just physically but also mentally.

I read an interesting analysis on mental fitness.

It said: Your mental health is more important than your job title, salary, the event you got an invite from, other's mood or all combined.

And if taking care of yourself is letting someone down, then it's okay if you are letting someone down.

Because at the end of the day, you only have yourself.

You can be anything or anyone you want, but if your mental state is not in a good place, then it doesn't matter.

It's important to remember that your mental health is more important than anything else in your life.

So if you need to take a step back and focus on your mental health, don't feel guilty about it.

You're doing what's best for yourself, and that's the most important thing.

The more you realize this, the happier you will be.

Sooner you learn, the better :)

I have been pounding 2 messages since the pandemic started.

### **1.) Mental health:**

No matter what, always keep smiling & be happy.



We all should train our minds to seek happiness every day, whether it's a BIG celebration/news or a SMALL event.

Whether it's you celebrating your promotion or feeling happy seeing a child.

If for 2 hours things go wrong, still we should try to chase happiness for the remaining 22 hours.

It'll make the world a little bit brighter.

## **2.) Physical health:**

If your profession makes you sit on your bum with your mobile or laptop for 30 minutes straight, then do this to make your posture and body fit:

Stand up & stretch your hamstrings, and hip flexors

Maybe 5 pushups

Maybe 5 squats

Maybe just a random 50 step walk

Please...

don't sit for hours & hours in one place.

If you work at a desk all day, it is important to take breaks and move around to keep your body active and healthy.

So get up, stretch a little and move around.

This will keep your body fit and make you feel good about yourself. I hope these messages are helpful to everyone.

We all need to remember that our mental and physical health is of utmost importance, no matter what's going on in the world.

We must take care of ourselves during this time, so let's do everything we can to stay healthy!

I tell this mostly to kids in their 20s because they don't know that biological changes post 30 are inevitable...

And remember that school lesson?

Prevention is better than cure.

So, no matter what age you are, be it your 20s or 40s, take care of yourself and your health.

I hope everyone stays healthy and happy during these challenging times!

Well, yes, this is me showing my non-digital side.

# **PRACTICAL LESSON 19:**

## **STARTING WITHOUT SUPPORT**

In this PL, I am sharing how you can be independent and yet build a successful business online with full determination.

Say, for example, suddenly you had to start from the start, what would you do?

How would you react?

If I talk about myself, I will do the same as in 2010, i.e., start by doing the job.

Yes, even If I know that eventually, I would be able to build a successful personal brand, my 1st step would be earning money that I can save and invest.

When I started my business, there was no one to help me or guide me.

I had to do everything by myself and without any support.

It was a challenge, but I was determined to make it work.

Many would teach you different ways to Earn Money Online, and those ways would involve you investing some money, BUT nobody teaches how to earn money ACTUALLY.

But let me tell you the answer is simple....

**GET A JOB!**

If you're looking for ways to make money online, the best thing you can do is to get started and be willing to put in the hard work.

There's no magic formula for making money online.

It takes time, effort, and dedication to build a successful online business. But when I say it takes time that doesn't mean you procrastinate.

That doesn't mean you forget about executing or innovating. Be quick but with quality, be energetic but with dedication, and be like a cheetah.

The ability to take quick decisive action is one of the most important skills you can have in business.

It's also one of the hardest to master.

When an opportunity arises, you need to be able to act quickly and decisively.

This means not only being able to recognize an opportunity when it presents itself, but also having the courage to take action on it.

And that's where many people fail.

They either can't see the opportunity or they're too afraid to take action on it.

And when you are starting from Scratch.

Save some money, invest time, start with a personal brand, and invest the money you earned in Ads. Why make life complicated?

And that is what exactly even I would have done if I had to start from the start.

And to be honest, I had done this in April 2021 when I started my Web 3.0 journey.

I invested my Time and Money to learn Web 3.0- whether NFTs, crypto, .eth domains, etc.

It was all about my learning, applying that knowledge and sharing it with you guys.

In the end, it's all about being patient again when you are starting something again from the start.

The reason I was able to get into NFTs and Web 3.0 was because of my quick execution and my quick idea to innovate on new things.

# **PRACTICAL LESSON 20:**

## **SMART WORK OR HARD WORK**

In this PL, I am sharing how to really do smart work & not just hard work which will practically help you perfect your execution.

I always hear people talking about always being smart at their work.

It's natural because we human beings are trained, or maybe we subconsciously think about making money quickly or finding hacks for success or anything.

There is no harm in feeling that way.

But if you see you are wasting your time, being unproductive and focusing on what you actually should do, i.e. HARD WORK.

The 'work' in hard or smart work is important here.

Because it is not about finding ways of making your work easier, it's about putting in the extra effort to make your work better.

In search of perfect things, you delay your executions.

Hence, I always say Execution > Perfection!

So, to everyone searching for hacks, simple ways, or smart work, try and do MORE work... work..work..work...

How we practice....practice .....practice....practice we need to understand the importance of more work which indirectly leads to hard work.

That will take us to our goal—the Hard Core Practitioner.

The term 'hard work' is often associated with negative connotations.

It's seen as something that's difficult, tedious and unenjoyable.

However, I believe that hard work is essential for success.



It's the willingness to push yourself to your limits and go beyond what's comfortable.

It requires dedication, discipline and determination.

Hard work is what separates the best from the rest. It's what takes you from mediocrity to greatness.

Think about the outstanding people you admire and respect – those who've achieved incredible things in their lives.

They didn't get to that level without putting in the hard work.

To give an example, during my call center days.

My floor manager used to provide me with targets, and I always tried hard to achieve those targets because those targets affect my NPS, i.e. net promoter score.

And if the NPS goes down, I might not get incentives.

So I was, by default, working more + than hard.

But while doing continuous hard work, I realized that I was sending a specific phrase to most of the customers I was talking to.

So, next time I copied that phrase so I can paste it and save time.

That was me evolving my smart work by doing hard work.

Hence there needs to be a bridge between smart and hard work, so you don't rely on smart work and also work hard to find ways to work smart.

# **PRACTICAL LESSON 21:**

## **STOP RUINING YOUR WINS**

In this PL, I am sharing how this monster mindset vs. practical mindset, would badly affect your life.

Jealousy is the most common feeling we could have, but the fun fact is, so is happiness ;).

Whenever I think about 'Jealousy,' I remember a friend of mine whom I saw recently, and he was in his BMW car. His name is Sahil Vyas.

And I was so happy seeing him after so many years after school.

Since it was like a crossroad, I could not pull the car off and talk to him.

He is indeed from a well-to-do family financial background.

He was the kid who used to come on Activa in school and high school.

And I used to go to school by auto or cycle.

I never had an activa.

I know it sounds weird, but having an Activa was also a big thing back then.

Remember this stunt we generally do when we are on a bicycle and grab someone's shoulder, who is on an Activa, and that used to become like an automatic ride!!

Well, I indeed don't recommend anyone doing that, but I had done that a few times with him when he was on his Activa (during school days).

And even as a kid, I was never jealous of him having an activa.

I was, in fact, feeling very happy for him having an activa and I riding with him indirectly lol.

Trust me, it's all about showing Empathy and being empathetic.

It doesn't matter what you have or don't have. It only matters how you look at things and how you want others to feel.

I know it's not that easy, but being happy about someone else's achievement is the best feeling in the world.

Feel Jealous? Try to empathize with that person.

Empathy is the best way to overcome jealousy.

Whenever you feel jealous of someone, try to put yourself in their shoes and imagine how they must feel.

This will help you understand them better and also make you feel more positive toward them.

Now, I never felt jealous because I always used to find something positive from that feeling of not having something in my life.

And I have trained my mind since then accordingly.

Well, yes, as a kid, I never thought about my feelings of jealousy.

Maybe because being happy for others was and still is in my nature.

Being happy for others doesn't mean that you will not have what you deserve.

It just means that you are okay with what you have and whatever is happening in your life, and you are open to receiving more.

Jealousy is a feeling of insecurity, self-doubt, and comparison.

But as an adult, now, when I look back, I realize I was naturally like this, and I was or have naturally trained myself to look at things from a different perspective.

And now, when we talk about today's scenario....

I, the author of this book, the founder of JorrParivar, and digital marketer and business personnel with a brand image and high-ticket clients, can also buy these cars and have a good standard of living lifestyle.

But because I don't compare my life and have a different focus in life, I am okay with living a low-profile life with the high-profile executions for my community.

# **PRACTICAL LESSON 22:**

## **SCORE 33/100**

In this PL, I am sharing the practical roller coaster ride of my career and why it has never been a fixed profession & why I chose marketing as a career.

If you see me (Digital Pratik) now, one might think that I have chosen a perfect career path, i.e., branding and marketing.

But let me tell you that I never thought I would be Digital Pratik; it all just happened.

I was always unintentionally practicing about Life = Macro Niche and was always trying different things in life.

It just came to me. I come from a middle-class family where, to this date, my mom doesn't have a bank account.

I just had Rs. 300/- in my bank account in 2010 when I started working after taking college drop.

I didn't have much support and had to do things by myself.

And today, I could say that I am taking 100% responsibility for my family.

So, the only thing I could do in the year 2009-10 without a degree was to do a job.

And during those days, call center jobs were hot in the market. Kind of like the quickest way to earn money.

It was all hard work; I know it might sound weird. What kind of hard work does one need for interviews?

But Call Center jobs, at least back then, had multiple rounds of interviews, which I cleared without any reference or anything.

For 4 years, I did this call center job.

And while I was working at this call center job, I came across this banner about 'how to make money online,' 'how to make an additional \$5000 a month', and just like a normal human being, I was amazed to see those ADs.

My salary was 14,000/- per month, and I could make an additional 3-5 lakhs additional? Just by doing some online stuff.

Wow!

I then clicked on the banner, and it took me to empower network's website; it was the biggest online network marketing company which revolutionized the Internet at that time.

But many scams happened, founders, separated, etc.

But yes, that was the steppingstone for me!

Yet, whatever I was doing in the marketing space, I still had to continue with my job because I had no clue or direction in my life.

I was my teacher.

Hence, I started learning blogging, affiliate marketing, etc.

There was a point when people were doing SEO SEO SEO.

There was an SEO trend.

But I was focusing on building my portfolio.

I did not have clients, but I was always trying to apply things I learned and built a portfolio.



For example, I learned to create landing pages through Optimize Press and then presented that as a part of my portfolio.

Because in my opinion, that was the perfect and practical way to show your work and crack an interview.

That's where I got a job as a digital marketing executive with a salary of around Rs 17,000/- in late 2014 at this company called Echo, Innovate IT, which was a mobile app development company.

I built a landing page for them for free in an interview. And that's how it all started!

Now let's think, what if I hadn't taken any action to go to the website or learn the SEO things on my own?

My journey started by learning something from Google and YouTube, and that's how it is going!

That's the power of taking action.

It allows you to keep moving forward despite the situation you are in.

If you want to achieve something, you have to take action towards it.

Just because something is hard or takes time, that is not a valid excuse not to try.

There will always be obstacles and challenges along the way, but it is up to you to push through and keep moving forward.

Whether you are trying to build a new career, learn a new skill, or start your own business, taking action is the key to success.

You can achieve amazing things by refusing to give up and pressing on despite setbacks and challenges.

So have I!

I haven't stopped, and nor will I.

This was just one example of me taking action for my career.

Now, think how hard I am also building JorrParivar.

Whenever I have ideas for JorrParivar, I have tried and executed them well.

Whether it was JorrKey or JorrBox or even JorrAnthem, all those things didn't exist until I put things together and made them happen.

If you want to achieve something in your life, you have to be willing to take action and put in the hard work.

It's not going to be easy, but it will be worth it! So, what are you waiting for?

Get out there!

# CONCLUSION:

Yeh toh 10% JorrDaar Book ka trailer tha, 100% JorrDaar Book ka picture abhi baaki hai mere dost.

English Translation:

This is just 10% of the entire JorrDaar Book which is coming soon.

[Subscribe to my newsletter here >>](#) to be the first one to know when it's released!

# **ACKNOWLEDGEMENTS:**

First, I want to thank my own struggles, without whom I would not have lived my past 12 years with 24x7x365 EVERYDAY PRACTICALITY.


Second, I want to thank Rashi Modi: my writer for this practical book, my backbone for this book project. This book could have never happened without her.

Third, thank you to the entire Digital Pratik GANG, I so much love them for their invisible efforts during this book project.

# ABOUT THE AUTHOR:

**Digital Pratik** is the founder, creator & operator at JorrParivar where Digital Pratik & his gang are building original IPs by implementing Branding & Marketing which works in the now.

Apart from being the best employee (hard working CEO/Operator) of JorrParivar, Digital Pratik is a 33-year-old, smiling practical dude, 3 times college dropout, forever turned into a practical practitioner of “Personal Branding using Social Media” & “Consumer Blockchain using NFTs”.

 He has been a podcast host since October 2017 for “Digital Pratik Show” on Branding, Marketing & NFTs with more than 800 episodes & 500,000+ downloads.

He started working at the age of 21 as a college dropout at a call center job. After 12 years of WORK EXPERIENCE into various different segments, he has successfully broken some bullshit rules = BRULES of the society.

These bullshit rules are like traditional deadlines based on the previous generations and honestly are kinda cultural myths too.

**Here are a few of them:**

- get a degree before 22 (he still has none)
- get a masters before 25 (he can't even apply)
- get married before 27 (he is still unmarried at 33)
- have kids before 29 (definitely, he doesn't have any)

- get a good savings before 30 (he started saving at the age of 29, extreme late)

and so much more.

While breaking all these brules, he started as an online chat representative at a call center as an undergraduate in 2010 for just Rs. 9700 per month!

After working happily & hard achieved the position of customer service head for one of the call centers for the UK process by 2014.

👍 In 2014, he got his 1st ever digital marketing job.

During his digital marketing job career, he has been a Sr. Digital Marketing Trainer at DSIM during 2015 -2016 & Product Manager for Digiperform during 2017 - 2018.

Finally in June 2018, left the corporate job culture & focused on his Personal Brand, Digital Pratik, full time & the journey continues.

🙏 From 2010 - 2018, while he was busy with my full-time job, he always used to figure out 3-4 extra hours for his side hustle, which now is his full-time WORK which he loves!

Since then, he has trained 50,000+ students, mentored thousands of individuals & hundreds of brands who are generating lacs per month starting from scratch, consulted few big personal brands in the closed groups from health & fitness industry, real estate, club membership, digital agency world & a lot of social media influencers too.

He has been successfully delivering keynotes & Q/A panels since 2019 which eventually led him to being a TEDx speaker on World Entrepreneurship Day 2022.

All and all, he is constantly experimenting around practicalities of life & business so that he can live an awesomely, extra-ordinary, JorrDaar life with zero/minimum regrets!

24x7x365 EveryDay PracticaLity is his 1st book & he believes this is like a daily dose of PracticaLity in so many areas of an individual's life.

This is a collection of the most PracticaL ever answers to many questions of today's generation trying to achieve their goals in life.

The reason why the name of this book is 24x7x365 EveryDay PracticaLity is because Digital Pratik has been living & breathing it since past 12 years & he hopes that this book can be read anytime, anywhere by anyone who is trying to live an awesomely, extra-ordinary, JorrDaar life with zero/minimum regrets!



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