



People Looking to Diversify Their Income

Objective: Guide individuals to create profitable side businesses.

Step-by-Step Process:

1. Needs Assessment (Day 1-3):

- Administer the “Pehchan Quiz” via app or call to identify skills (e.g., writing, resale) and time availability.
- Deliverable: Skill-fit report.

2. Market Research (Day 4-7):

- Provide a 10-page market report on side hustles (e.g., dropshipping) using the “Market Mastery” step, tailored to Indian trends.
- Deliverable: Market analysis PDF.

3. Business Setup (Week 2):

- Develop a low-investment plan (₹5,000-₹20,000) with GST guidance via “Custom Plan.”
- Deliverable: Startup checklist.

4. Training Session (Week 3):

- Conduct a 2-hour online session on time management and digital marketing.
- Deliverable: Training video and notes.

5. Launch and Tracking (Weeks 4-5):

- Support a digital launch (e.g., Instagram page) and set up a progress tracker for 3 months.
- Deliverable: Launch strategy and tracker access.

6. Scaling Review (Month 3):

- Evaluate performance, suggest scaling (e.g., new products), and offer premium support.
- Deliverable: Scaling proposal.

Tools: Pehchan Quiz, market research database, training modules, progress tracker.

The concepts and guides in this note are for illustrative purposes only and represent a general outlook. Addition provides personalized solutions tailored to each client’s unique needs and circumstances. Individual results may vary."