

Day 1 - Video 2

Treating Blogging Like a Business



Job Vs. Business Mindset

- Job...

I work. I want money in return. (Self Focused)

- Business...

I create valuable products and services - customers will buy it. (Value Creation Focused)



Job Vs. Business Mindset

- Job...

$X \text{ hours of work} = \$Y \text{ money}$

- Business...

More value creation = more money
(Even if you do not work extra hours).
How much your ideas helps others?



Job Vs. Business Mindset

- Job...

No investment (except education)

- Business...

Investment... Break Even... Profits

More investment = more profits

Leverage (Time, People, Intellect)



Blogging as a Business



- A business will have expenses (office, services, employees).
- Employee salary is an expense.
- Treat yourself as an expense and pay a salary for yourself.
- Maintain proper accounts - an Excel sheet or Google Sheet is enough. (I will show you how I do it)



Blogging as a Business



- 1 Lakh revenue
- 50,000 INR profit.
- Rs.10,000 salary for yourself (Assume 10%)
- Reinvest Rs.40,000 in profit to make 1.5 Lakh revenue next month.
- With 1.5 Lakh in revenue you can withdraw Rs.15,000 salary.



Blogging as a Business



- Build assets in your business:
 - Email list
 - SEO Ranking
 - The Domain Name & The Brand
 - The Content (Articles, Videos etc.)
 - The Products & Services



DigitalDeepak's Assets

- Email list: 1,80,000
- Facebook Group: 50,000 members
- Facebook Page: 1,60,000 likes
- The relationship and good brand I have with my followers.
- Content on the blog and products I've made
- SEO ranking and traffic.



**With so many assets, I have power
to make more revenue with product
launches.**

**But I do not take home the money. I
take 10% and reinvest 90% - to
grow the assets.**

**Bigger asset =
More revenue =
More salary for yourself.**

**If you want to make money online
with ZERO investment, try
freelance work first, then invest
money in blogging.**