

Starting your own business can be exciting.

A simple way to begin is:

1. Choose a Business Idea

Pick something that:

- You enjoy doing
- Solves a problem for people
- Has customers willing to pay

Solve a specific problem: Find a unique gap in the market or a common customer frustration that your expertise can fix.

Define your target audience: Profile your ideal buyer based on their challenges, budget limitations, and purchasing habits.

Build an MVP: Create a Minimum Viable Product to test market interest with minimal upfront spending ("कम से कम शुरुआती खर्च में एक बेसिक (बुनियादी) प्रोडक्ट बनाकर यह चेक करना कि लोग उसे खरीदने में रुचि (इंटरेस्ट) रखते हैं या नहीं।")

Examples:

- Online store
- Food business
- Digital marketing service
- Freelancing (design, writing, programming)
- Repair or maintenance services

You can teach:

- Live online via Zoom or Google Meet
- Offline batches if you have local demand
- One-on-one mentoring (higher fees)

Example pricing:

- Group batch (10 students $\times$ ₹3,000) = ₹30,000 per batch
- One-on-one coaching = ₹500–₹1,500 per hour

Website Design Agency

Target:

- Local shops
- Doctors
- Restaurants
- Coaches
- Small businesses

Offer packages like:

- Basic website: ₹10,000–₹15,000
- Business website: ₹20,000–₹40,000
- Maintenance: ₹1,000–₹3,000/month

Even landing one or two clients each month can provide a solid income.

2. Research the Market

Ask:

- Who are my customers?
- What do competitors offer?
- How can I be different or better?

3. Create a Simple Business Plan

Write down:

- What you will sell
- Who will buy it
- How much it will cost to start
- How you will make money

Estimate startup costs: Calculate your total overhead expenses, including software licenses, equipment, inventory, and legal fees.

4. Start Small

Avoid spending too much money at first.

- Test your idea with a few customers.
- Get feedback and improve.

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5. Register Your Business

Check your local government requirements for:

- Business registration
- Licenses
- Taxes

Legal & Branding Setup

- **Choose a legal structure:** Select a structure like a Sole Proprietorship, LLC, or Corporation depending on your liability needs.
- **Register your entity:** File for legal registration with your local government and obtain a federal tax ID or EIN.
- **Acquire licenses:** Apply for the local zoning permits, health permits, or professional licenses required for your industry.
- **Build a brand identity:** Secure your custom web domain, design a clean logo, and set up your primary marketing channels.

6. Build an Online Presence

- Create social media pages
- Make a simple website
- List your business on local directories
- **Launch an online presence:** Build a responsive website or storefront using flexible platforms like Shopify or Wix , wordpress.com.
- **Deploy organic marketing:** Use search engine optimization, email newsletters, and content marketing to reach your audience without costly ad spend.

7. Market Your Business

- Tell friends and family
- Use social media
- Offer promotions
- Ask happy customers for referrals

8. Manage Your Money

- Keep business and personal finances separate
- Track income and expenses
- Reinvest profits to grow