

## ChatGpt Prompts:

“You are a business coach now help me to launch my online coaching business of python ,web design , social media marketing course to **Target** college students of virar , vasai and mumbai with 5 problems they are facing and **list 5 reasons for each problems** and also give me **30 days social media content calendar** to promote and generate leads for it give me **course structure ideas** too **with fees**.”

Love this idea—**local + skills + outcomes** is a strong combo. I’ll put on full **business coach mode** and give you a clear, launch-ready plan tailored specifically to **college students in Virar, Vasai & Mumbai** ☐

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## 1 ☐ **Target Audience (Crystal Clear)**

### Who:

- College students (FY–TY)
- Age 18–24
- Commerce / Arts / Science / Engineering
- Living in **Virar, Vasai, Mumbai suburbs**

### What they want (deep down):

- *A job, internship, or freelance income*
  - Skills that actually pay
  - Confidence + guidance (not just theory)
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## 2 Top 5 Problems College Students Are Facing

*(With 5 real reasons for each)*

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### Problem 1: “College is not teaching job-ready skills”

#### **Reasons:**

1. Syllabus is outdated (5–10 years old)
2. No real-world projects
3. No exposure to industry tools
4. Professors lack current industry experience
5. No practical career guidance

#### **Opportunity for you:**

“Industry-ready skills with real projects & mentorship”

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### Problem 2: “They don’t know which skill to learn”

#### **Reasons:**

1. Too many options online (confusion)
2. Influencers give mixed advice
3. No career roadmap
4. Fear of choosing the wrong skill
5. Lack of local mentors

#### **Opportunity for you:**

“Guided career paths: Python / Web / SMM – choose what fits YOU”

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### ☐ **Problem 3: “They can’t afford expensive institutes”**

#### **Reasons:**

1. Institutes charge ₹40k–₹1,50,000
2. Middle-class budget limitations
3. Parents hesitate to invest
4. Online courses feel risky
5. No EMI or local trust factor

#### ☐ **Opportunity for you:**

“Affordable, local, result-oriented coaching with EMI options”

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### ☐ **Problem 4: “No internship or job after learning”**

#### **Reasons:**

1. Courses focus only on theory
2. No portfolio building
3. No interview preparation
4. No internship tie-ups
5. Poor communication skills

#### ☐ **Opportunity for you:**

“Portfolio + internship + interview prep included”

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### ☐ **Problem 5: “Low confidence & English communication issues”**

#### **Reasons:**

1. English medium fear
2. Stage fear / interview anxiety
3. No practice environment
4. Fear of judgment
5. Lack of mentors & peer support

#### ☐ **Opportunity for you:**

“Beginner-friendly + Hinglish + confidence building”

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## 3 Your Coaching Brand Positioning (VERY IMPORTANT)

### **Brand Promise:**

“From college student to earning professional in 3–6 months”

### **Your USP:**

- Local mentor (Virar–Vasai–Mumbai)
- Live + recorded sessions
- Practical projects
- Internship & freelancing guidance
- Affordable fees

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## 4 Course Structure Ideas (Simple & Powerful)

### **PYTHON CAREER TRACK (3–4 Months)**

#### **Module Breakdown:**

1. Python Basics (Beginner friendly)
2. Logic building & problem solving
3. Python for automation
4. Mini projects (calculator, automation scripts)
5. Intro to Data / Backend (optional)
6. Git & GitHub
7. Resume + interview prep

#### **Outcome:**

Internship / Junior developer / Freelancer

### **Fees:**

- ₹12,000 – ₹18,000
  - EMI: ₹2,000–₹3,000/month
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## ☐ **WEB DESIGN & DEVELOPMENT TRACK (3–4 Months)**

### **Modules:**

1. HTML, CSS, Bootstrap
2. JavaScript basics
3. Responsive websites
4. Portfolio website creation
5. Freelancing basics (Fiverr, Upwork)
6. Client handling skills

### **Projects:**

- Personal portfolio
- Business website
- Landing pages

### ☐ **Fees:**

- ₹15,000 – ₹25,000
  - EMI available
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## ☐ **SOCIAL MEDIA MARKETING TRACK (2–3 Months)**

### **Modules:**

1. Instagram & Facebook growth
2. Content strategy
3. Reels & creatives
4. Ads basics
5. Analytics & reporting
6. Freelancing & agency model

### **Live Practice:**

Manage real Instagram pages

### ☐ **Fees:**

- ₹10,000 – ₹18,000
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## ☐ COMBO CAREER PROGRAM (BEST SELLER)

**Python / Web / SMM + Internship + Mentorship**

### ☐ Fees:

- ₹30,000 – ₹45,000
  - EMI: ₹3,000–₹4,000/month
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## 5☐ 30-Day Social Media Content Calendar

*(Instagram + YouTube Shorts + WhatsApp)*

### **Posting Frequency:**

- 1 Reel/Short daily
  - 3–4 Stories daily
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## ☐ WEEK 1 – Awareness (Pain + Relatability)

### **Day 1:**

“Why 90% college students remain unemployed”

### **Day 2:**

“College won’t teach you this skill”

### **Day 3:**

“Virar/Vasai students—this is for you”

### **Day 4:**

Python vs Web vs SMM (which is best?)

### **Day 5:**

My journey / Why I started this coaching

### **Day 6:**

Mistakes students make while choosing courses

### **Day 7:**

Poll: Which skill do you want to learn?

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## ☐ **WEEK 2 – Education + Trust**

**Day 8:**

What is Python used for in real life

**Day 9:**

How web designers earn ₹50k/month

**Day 10:**

How SMM freelancers get clients

**Day 11:**

Student success stories (even hypothetical initially)

**Day 12:**

Behind the scenes of your coaching

**Day 13:**

Live Q&A announcement

**Day 14:**

Free webinar announcement

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## ☐ **WEEK 3 – Authority + Lead Generation**

**Day 15:**

Free roadmap reel (save-worthy)

**Day 16:**

Top tools students must learn

**Day 17:**

How internships actually work

**Day 18:**

Resume tips for freshers

**Day 19:**

Client/freelancing myths

**Day 20:**

Webinar reminder

**Day 21:**

Webinar highlights

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## ☐ **WEEK 4 – Sales + Conversion**

### **Day 22:**

Course launch announcement

### **Day 23:**

Course curriculum breakdown

### **Day 24:**

Fees + EMI explanation

### **Day 25:**

Bonuses (internship, mentorship)

### **Day 26:**

Limited seats urgency

### **Day 27:**

Student doubts reel

### **Day 28:**

Last 48 hours reminder

### **Day 29:**

Testimonials / social proof

### **Day 30:**

Enrollment closing today

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## **6 ☐ Lead Generation Funnel (Simple)**

1. **Reels** → DM “CAREER”
2. Auto reply with Google Form
3. Free counseling call (10–15 mins)
4. Close enrollment

## **1 ☐ High-Converting Lead Magnet Ideas (Course-Wise)**

### ☐ **PYTHON COURSE – Lead Magnets**

#### ☐ **Lead Magnet 1:**

“Python Beginner Roadmap – From Zero to First Internship” (PDF)



**Why it works:**

Students are confused + scared of coding.

**Contents:**

- What Python is used for
- How long it takes to learn
- Salary & internship roadmap
- Projects beginners should build
- Common mistakes

**CTA:**

☐ DM “PYTHON” to get the roadmap

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☐ **Lead Magnet 2:****Free 60-Minute Live Python Class**

Topic Ideas:

- “Can a non-IT student learn Python?”
- “Build your first Python program live”

**Bonus:**

Certificate of participation (huge trust booster)

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☐ **WEB DESIGN – Lead Magnets**☐ **Lead Magnet 3:**

**“How to Build a Website & Earn ₹25,000/Month as a Student” (Video + PDF)**

**Contents:**

- Tools needed (free)
- Skills breakdown
- Freelancing platforms
- Portfolio example

**CTA:**

☐ Comment “WEBSITE”

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## ☐ **Lead Magnet 4:**

### **Free Website Audit / Portfolio Review**

Ask them:

- Do you have a website?
- Want feedback?

This builds **personal connection + authority**.

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## ☐ **SOCIAL MEDIA MARKETING – Lead Magnets**

### ☐ **Lead Magnet 5:**

#### **“Instagram Growth Checklist for Beginners”**

**Includes:**

- Reel ideas
- Hashtag formula
- Posting frequency
- Content mistakes

**CTA:**

☐ *DM “GROW”*

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### ☐ **Lead Magnet 6:**

#### **Free Instagram Page Growth Challenge (5 Days)**

Daily tasks via WhatsApp:

- Day 1: Profile optimization
- Day 2: Reel posting strategy
- Day 3: Engagement hacks
- Day 4: Content ideas
- Day 5: Monetization basics

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## 2 Universal Lead Magnets (BEST for Scale)

These work for **all 3 courses**.

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### ☐ **Lead Magnet 7:**

### ☐ **“Career Clarity Test for College Students”**

Google Form with:

- Interest-based questions
- Skills assessment
- Result:
  - ☐ *Python / Web / SMM recommended*

After submission →

“Book free career counseling call”

### ☐ **High conversion**

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### ☐ **Lead Magnet 8:**

### ☐ **“3 Career Roadmaps Every College Student Must Know” (PDF)**

Includes:

- Job roadmap
  - Freelancing roadmap
  - Internship roadmap
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## 3 Lead Generation Channels (Local + Online)

## ❑ Instagram (Main Platform)

### Daily Strategy:

- Reels → Pain + solution
  - CTA → DM keyword
  - Auto reply → Google Form
  - WhatsApp follow-up
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## ❑ WhatsApp (Highest Conversion)

### Ideas:

- Free WhatsApp community
  - Daily tips
  - Webinar reminders
  - Limited seat urgency
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## ❑ College-Focused Lead Sources

1. College WhatsApp groups
  2. Friends referrals (₹500 referral bonus)
  3. Posters near colleges (QR code to lead magnet)
  4. Local Instagram pages (Virar/Vasai memes)
  5. College fest stalls / seminars
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## 4❑ Full Lead Funnel (Simple & Deadly)

### Step 1:

Instagram Reel

➡❑ “DM ‘CAREER’”

### Step 2:

Auto DM message:

“Here’s your free career roadmap. Fill this form ❑”

**Step 3:**

Google Form collects:

- Name
- College
- Year
- Interest
- WhatsApp number

**Step 4:**

Free 10–15 min counseling call

**Step 5:**

Course pitch + enrollment

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## 5 Lead Magnet Promotion Content Ideas (Examples)

Use these as Reel hooks:

- “College won’t tell you this career truth”
- “Stop wasting money on random courses”
- “Virar & Vasai students—watch this”
- “If you’re confused about your career, this is for you”
- “This roadmap can save you 2 years”

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## 6 BONUS: Lead Magnet Delivery Stack (Simple Tools)

- **Google Forms** – lead capture
- **Google Drive** – PDFs
- **WhatsApp Business** – follow-ups
- **Instagram Auto Replies** – DM keywords
- **Zoom / Google Meet** – webinars

# 📄 SEQUENCE 1: After Lead Magnet Download

*(Day 0–Day 3)*

**Goal:** Build trust + start conversation

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## ☐ Day 0 (Immediately after form fill)

Hi {{Name}} ☐

Thanks for downloading the **Career Roadmap** ☐

Quick question:

☐ Are you currently in **college or recently passed out?**

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## ☐ Day 1

Hey {{Name}} ☐

Most students from **Virar/Vasai/Mumbai** tell me they're confused between **Python, Web Design & Social Media Marketing**

Which one sounds interesting to you right now?

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## ☐ Day 2

{{Name}}, honest truth ☐

Skills + proper guidance = internship / income

College alone is not enough anymore.

Would you like a **FREE 10-minute career clarity call?**  
(No sales, only guidance)

Reply **YES** ☐

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☐ **Day 3 (Soft urgency)**

I'm scheduling only **5 free calls today** for students.

If you want one, reply **CALL**

I'll help you choose the *right skill* so you don't waste time or money ☐

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☐ **SEQUENCE 2: After Free Webinar / Free Class**

**Goal:** Convert warm leads into enrollments

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☐ **After Webinar (Same Day)**

Hi {{Name}} ☐

Glad you joined today's session ☐

One quick question:

☐ What did you like most – **Python / Web / SMM?**

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☐ **Next Day**

{{Name}}, based on today's market, students who

☐ build projects

☐ get mentorship

☐ prepare for interviews

get results much faster.

That's exactly what we do in our **career programs**.

Would you like full details?

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## ☐ Day 2 (Course intro)

Here's what our students get ☐

- ✓ Live classes
- ✓ Beginner-friendly teaching
- ✓ Projects + portfolio
- ✓ Internship & freelancing guidance
- ✓ EMI option

Want me to explain **fees & duration**?

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## ☐ Day 3 (Limited seats)

Only **limited seats** available this batch so everyone gets personal attention.

Next batch starts soon.

Should I **reserve a seat** for you temporarily?

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# ☐ SEQUENCE 3: Cold Lead / No Response Follow-Up

*(Very important)*

**Goal:** Re-activate silent leads

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## ☐ Message 1

Hi {{Name}} ☐

Just checking in ☐

Were you able to go through the roadmap I shared?

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☐ **Message 2 (After 1 day)**

{{Name}}, quick update ☐

Many students from your area are joining this batch for **internships & freelancing opportunities**.

Are you still exploring options or already learning something?

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☐ **Message 3 (Final nudge)**

I won't disturb you after this message ☐

If you ever need **career guidance or skill roadmap**, just reply **HELP** anytime.

Wishing you success ☐

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## ☐ **SEQUENCE 4: Enrollment Closing / Urgency**

**Goal:** Push decision respectfully

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☐ **48 Hours Left**

{{Name}} ☐

Enrollment for this batch closes in **48 hours**.

Next batch fees will increase.

Let me know if you want to join now or later ☐

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☐ **24 Hours Left**

Last reminder {{Name}} ☐

Today is the **final day** to enroll with current fees + bonuses.

Reply **JOIN** if you want the payment details.

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### ☐ **After Closing**

Batch is now **closed** ☐

I'll inform you first when the **next batch opens**.

Keep learning & growing ☐