

As a **digital marketing and coding trainer**, you're already well-positioned to scale your income to ₹1 lakh/month and beyond. Let's break this into **realistic strategies** tailored to your profile.

□ **GOAL: Earn ₹1 Lakh/month**

□ **Your Current Strengths:**

- **Digital Marketing expertise**
 - **Frontend Web Development (HTML, CSS, JavaScript)**
 - **Python coding**
 - **Training/Teaching experience**
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□ **Strategy to Reach ₹1L/Month**

1. Start Your Own Online Course or Training Program

- **Create structured courses** (e.g., "Full-Stack Web Dev for Beginners", "Digital Marketing Mastery")
- **Host on:**
 - Your own website (via WordPress + LearnDash/Teachable)
 - Platforms like **Udemy**, **Graphy**, or **Skillshare**
- **Price:** ₹499 to ₹5,000 depending on course
- **Goal:** 30–50 students per month = ₹50k–₹1L+

2. Freelance on the Side

Use your skills to earn via:

- **Freelancing platforms** (Upwork, Fiverr, Freelancer)
 - Digital marketing: SEO, social media, Google Ads
 - Web development: small business websites, landing pages
- **Typical monthly potential:** ₹20k–₹50k

3. YouTube Channel or Instagram Page

- **Niche:** "Coding for Beginners", "Digital Marketing Tips"
- Post regular **short videos, tutorials, tips**
- **Monetization:**
 - AdSense

- Affiliate marketing (e.g., tools like Hostinger, Canva, SEMrush)
 - Course promotion
- Time to scale: 6–12 months, but can add ₹20k–₹1L+/month long-term

4. Corporate Training / Workshops

- Offer workshops to companies, colleges, or coaching centers
- Target:
 - IT companies (for coding upskilling)
 - Marketing agencies (for DM training)
- Rate: ₹2k–₹10k per session
- Monthly: 5–10 sessions = ₹25k–₹50k

5. Freelance Teaching Platforms

- Join as a mentor/instructor on:
 - **Scaler, UpGrad, Newton School, Unacademy**
- Pays well for subject experts
- Potential: ₹30k–₹80k per month

□ Tools to Help You Start

Need	Tool/Platform
Course hosting	Graphy, Teachable, Thinkific
Website building	WordPress + Elementor
Freelancing	Upwork, Fiverr, Freelancer
YouTube growth	Canva, TubeBuddy, OBS Studio
Payments (India)	Razorpay, Instamojo, UPI

□ Action Plan (Next 30 Days)

Week	Task
1	Finalize a course topic (Python basics, DM crash course)
2	Start building content and recording videos
3	Set up website or upload course to Graphy/Udemy
4	Promote via LinkedIn, WhatsApp, YouTube