

Step-by-Step Guide to Starting a Digital Business in 2025

1. Choose a Profitable Niche

Pick something in demand and aligned with your skills. Hot digital niches in 2025 include:

- Digital products (eBooks, templates, courses)
 - Freelance services (writing, design, marketing)
 - Affiliate marketing
 - Online coaching or consulting
 - E-commerce or dropshipping
 - Subscription newsletters (via Substack, Beehiiv)
-

2. Validate Your Idea

Before investing time/money:

- Use **Google Trends** and **Keyword Planner** to check interest
 - Run a simple Instagram page or landing page to gauge demand
 - Ask potential customers via surveys or DMs
-

3. Build Your Online Presence

You'll need:

- **A website or landing page** (use platforms like WordPress, Wix, Carrd, or Webflow)
 - **A domain name** (₹700–₹1200/year via GoDaddy, Namecheap)
 - **Social media accounts** (Instagram, LinkedIn, YouTube – depending on your target audience)
-

4. Set Up Tools & Infrastructure

- **Payment Gateway:** Razorpay, Stripe, or Instamojo (to accept UPI/cards)
 - **Email Marketing:** ConvertKit, MailerLite, or Mailchimp
 - **CRM/Sales Funnel:** Notion, Trello, or ClickFunnels (for scaling)
-

5. Create a Digital Product or Offer Service

Examples:

- Sell a Canva template, Notion planner, or Excel tracker
 - Launch a paid Zoom class or consultation
 - Start a paid newsletter
 - Offer your freelance service via Fiverr or a personal portfolio
-

6. Drive Traffic

- Start with **organic content**: Instagram Reels, YouTube Shorts, or LinkedIn posts
 - Use **SEO** if you're blogging
 - Consider **paid ads** (Meta Ads, Google Ads) once you get conversions
-

7. Automate & Scale

- Use tools like **Zapier**, **Calendly**, or **ChatGPT** for automation
 - Outsource repetitive tasks (via Upwork or Internshala)
 - Add upsells or subscriptions for recurring revenue
-

📌 Example Business Ideas to Start in 2025:

Business Type	Investment Earning Potential (Monthly)	
Canva Templates Store	📦 2K–5K	📦 30K–📦 1L+
Online Course Creator	📦 0–10K	📦 50K–📦 5L+
Freelance Marketing	📦 0	📦 30K–📦 2L+
Instagram Page + Affiliate	📦 0–5K	📦 10K–📦 1L+

Step-by-Step Guide: Start a Canva Template Store in 2025

☐ Step 1: Choose a Niche (Very Important!)

Don't try to make templates for everyone — pick a clear target market:

- **Small Businesses:** Instagram posts, pricing lists, flyers
- **Coaches & Consultants:** Workbooks, lead magnets, presentation decks
- **Students:** Resume templates, study planners, project PPTs
- **Content Creators:** YouTube thumbnails, Instagram carousel templates
- **E-commerce:** Product labels, thank you cards, packaging inserts

📌 **Tip:** Niche = less competition + targeted marketing.

☐ Step 2: Create High-Quality Canva Templates

Use **Canva Pro** (\$499/month) to unlock premium elements, fonts, and sharing options.

Create:

- Editable, clean, mobile-friendly designs
- Multipage templates (workbooks, planners, carousels)
- Standard sizes (A4, Instagram 1080x1080, etc.)

📌 Save templates as “**Canva share links**” (editable for customers).

☐ Step 3: Organize Your Templates for Sale

For each product:

- Save the **Canva Share Link**
- Create a **Preview Image** (mockup) using Canva
- Bundle with a short **PDF guide** on how to edit the template

📌 Store links in Google Drive, Notion, or a delivery tool like Gumroad.

❑ Step 4: Set Up Your Online Store

You have 3 main options:

Platform	Description	Best For
Gumroad	Free, takes a % per sale, easy to set up	Beginners
Payhip	Similar to Gumroad, global payments	International audience
Shopify/WordPress	Paid, more control over branding	Scaling your store
Etsy	Built-in traffic but takes fees	Creative & global products

Also enable **UPI or Razorpay** if you want to sell directly in India.

❑ Step 5: Market Your Templates

Start with:

- **Instagram:** Show time-lapse reels, before/after posts
- **Pinterest:** Drive traffic with vertical graphics (big for templates)
- **YouTube Shorts or Instagram Reels:** “How to use my template” videos
- **Etsy or Gumroad SEO:** Use keywords like “Instagram carousel for coaches” or “minimal resume template”

Offer a **free sample template** to build an email list via ConvertKit or MailerLite.

❑ Step 6: Set Pricing & Make Offers

Product Type	Pricing Range
1-pager Instagram Post	❑99–❑199
Resume Templates	❑199–❑399
Full Bundle (20+ designs)	❑499–❑2000

🔗 Bundle = higher value and profits.

☐ Step 7: Scale Your Store

- Add more templates weekly
 - Create bundles by theme (e.g., “Real Estate Social Media Kit”)
 - Start affiliate marketing or partner with influencers
 - Consider making **digital planners** or **Notion templates** later on
-

☐ Tools Checklist:

- ☐ Canva Pro
- ☐ Gumroad / Etsy / Payhip
- ☐ Google Drive (to store links and PDFs)
- ☐ Instagram & Pinterest
- ☐ Freebie Template (for lead generation)

How to Start an Online Coaching Business in 2025

☐ Step 1: Pick Your Niche

Focus on what you're good at + what people will pay for:

- **Skill-Based Coaching:** Coding, Excel, public speaking, design, music, writing
 - **Career Coaching:** Resume help, interview prep, job search
 - **Wellness Coaching:** Fitness, nutrition, mindfulness, mental health
 - **Business/Marketing Coaching:** Social media, content, branding, sales
-

☐ Step 2: Define Your Offer

Create a **clear transformation** — what outcome will the client achieve?

Examples:

- “Land your first job in digital marketing in 60 days”
- “Speak fluent English in 4 weeks with daily 20-minute practice”

Start with 1:1 coaching, then scale to group sessions or pre-recorded courses.

☐ **Step 3: Set Up Basic Tools**

You don’t need fancy tech at first — just these basics:

Tool Type	Recommendation
Video Calls	Zoom, Google Meet, or Microsoft Teams
Booking System	Calendly, TidyCal
Payments	Razorpay, Stripe, or Instamojo
Website	Notion, Carrd, or a one-page WordPress
Marketing	Instagram, LinkedIn, or YouTube

☐ **Step 4: Create Free Content to Attract Clients**

- Post tips, how-tos, mini lessons, and case studies
- Build trust and showcase results
- Use testimonials and success stories (even mock/test clients at first)

Example platforms:

- **LinkedIn** → for career coaching
 - **Instagram** or **YouTube** → for lifestyle/wellness/freelance niches
-

☐ **Step 5: Start Coaching (Even 1–2 Clients!)**

- Offer free or discounted beta sessions to build confidence & gather feedback
 - Use client calls to refine your method
 - Charge per session or create packages (e.g., ₹4999 for 4 sessions/month)
-

☐ **Step 6: Scale Your Coaching**

- Launch group coaching (more scalable)
 - Build a digital product (PDF, workbook, course)
 - Use email marketing (MailerLite, ConvertKit) to nurture leads
 - Set up testimonials and a landing page
-

❑ **Earning Potential:**

Coaching Type	Rate per Client	Monthly Income (Estimates)
1:1 (4 clients)	❑ 5K each	❑ 20K
Group Coaching	❑ 1K x 20	❑ 20K
Premium Package	❑ 10K–❑ 50K/client	❑ 50K–❑ 2L+

How to Start an Online Coaching Business for 11th & 12th Commerce Students in Mumbai

❑ **Step 1: Choose Your Subjects & Boards**

Decide what you'll offer:

- **Subjects:** Accounts, Economics, Business Studies, Maths, OC/SP
- **Boards:** Maharashtra HSC, CBSE, ISC (start with one)

Start with 1–2 subjects you're strong in, then expand or bring in more tutors.

❑ **Step 2: Structure Your Coaching**

You have 3 main formats to choose from:

Format	Pros	Tools Needed
1-on-1 Coaching	Personalized, higher price	Zoom/Meet + Calendar
Group Classes	Scalable, good peer learning	Zoom + WhatsApp
Recorded Course	Passive income, scalable	YouTube/Teachable

Start with **group coaching (5–15 students)** — it’s manageable and profitable.

☐ Step 3: Set Up the Basics

Tech Setup:

- **Zoom/Google Meet** for live classes
- **WhatsApp Group** for updates & doubt solving
- **Google Drive or Notion** for notes, PDFs, assignments
- **Payment:** Razorpay, Instamojo, or UPI

Branding:

- Business name (e.g., “CommerceCrack”, “Mumbai Commerce Academy”)
 - Logo (optional) – use Canva
 - Simple one-page website or even a Google Form to start
-

☐ Step 4: Start Promotion (Local & Online)

Target **Mumbai students and parents:**

- Create an **Instagram page + WhatsApp business account**
- Post tips, mini-lessons, and testimonials
- Join **local Facebook/WhatsApp groups** (school/tuition communities)
- Offer **1 free demo class** to attract leads
- List your services on platforms like **UrbanPro, Superprof, LearnPick**

Also try **offline referrals** through schools, existing students, or junior college networks.

□ Step 5: Decide Your Pricing

Model	Price Range (per student)
1-on-1 Classes	□1500–□4000/month
Group Coaching	□500–□2000/month
Full Course (recorded)	□3000–□8000 one-time

Start with a **discounted batch** (early bird offer) to build your first testimonials.

□ Step 6: Legal & Operational

- Register as a sole proprietor if you're earning regularly
 - Use a current account if scaling
 - Keep attendance, track fees, and issue simple receipts (Google Sheets works)
-

□ Bonus Tips:

- Partner with junior colleges for leads
- Record your Zoom classes and repurpose for YouTube (build organic reach)
- Offer crash courses before board exams or commerce entrance tests (CUET, etc.)

Step-by-Step Guide: Start Online Maths Coaching (9th & 12th – Mumbai Focus)

□ Step 1: Pick Your Focus

Decide exactly what you'll teach:

- **Grades:** 9th and 12th
- **Boards:** Maharashtra SSC (9th), HSC (12th), or also CBSE/ICSE
- **Subjects:** Core Maths only, or Maths + Logical Reasoning (for 12th Commerce)
- **Medium:** English, Hindi, or Marathi (based on target students)

📌 **Tip:** Focus on one board and one grade initially — e.g., HSC 12th Maths (Commerce/Sci).

☐ **Step 2: Create Your Course Structure**

Build a clear plan:

- **Topics to Cover** (as per syllabus)
- **Class Format:** 2–4 live classes/week
- **Support:** WhatsApp group for doubts
- **Tests & Feedback:** Weekly MCQs, Board-type questions

Use:

- **Zoom / Google Meet** for live teaching
 - **Google Drive / Notion** for notes and recorded classes
 - **Google Forms / Kahoot** for quizzes
-

☐ **Step 3: Setup Tools (Low Cost to Start)**

Task	Tools
Teaching	Zoom, Google Meet
Note Sharing	Google Drive, Notion
Registration & Forms	Google Forms
Scheduling	Calendly or simply Google Calendar
Payment Collection	Razorpay, Instamojo, UPI
Doubt Solving	WhatsApp Group, Telegram

You don't need a website to start — just a **Google Form + WhatsApp number** works.

□ Step 4: Pricing Strategy

Offer affordable pricing to start, then scale up with demand.

Format	Pricing (per student/month)
Group Class (5–15)	₹ 800–₹ 2000
1-on-1 Tutoring	₹ 2500–₹ 6000
Crash Course	₹ 2000–₹ 5000 (for 2–3 months)

📌 Offer 1 free demo class to attract students.

□ Step 5: Start Marketing & Getting Students

📌 *Local Promotion (specific to Mumbai):*

- Join **local school/tuition WhatsApp & Facebook groups**
- Post in **parent groups**, coaching forums, and Telegram channels
- Use **JustDial, UrbanPro, SuperProf** to list your service

📌 *Social Media Strategy:*

- Start an **Instagram Page** or **YouTube Channel**:
 - Post short math tricks, solutions, chapter tips
 - Use hashtags like #HSCMaths #9thMathsMumbai
- Ask for **student referrals** (reward them with discounts)

📌 Tip: Make a free PDF like "Top 20 Board Exam Questions in Maths" and offer it in exchange for WhatsApp leads.

□ Step 6: Run, Review, and Grow

- Track attendance, performance, and feedback monthly
- Collect testimonials (text or video)
- Later: Build a basic website and offer recorded courses

□ **Example Plan to Start (1st Month):**

Action	Tools/Platform
Create syllabus plan	Google Docs/Excel
Setup Google Form + UPI	Google Forms + PhonePe
Teach 2 demo sessions	Zoom
Market in 5 local WhatsApp groups	WhatsApp + PosterMyWall
Enroll first 5–10 students	Zoom/Google Meet