



# WELCOME

**DAY 55/100**

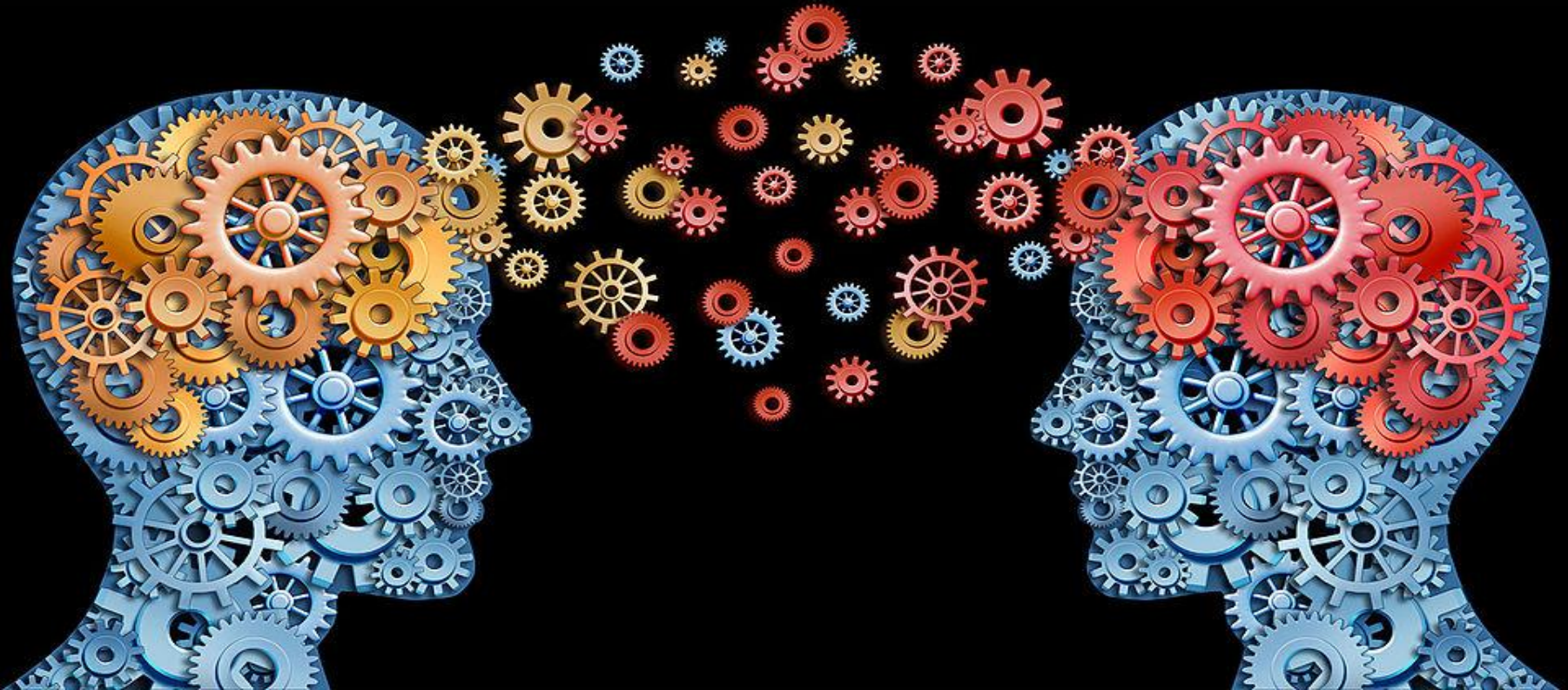
## DIGITAL MASTERY CHALLENGE

**DATE: September 08, 2020, TUESDAY**  
**TIME: 07:00 PM (AST)**  
**LIVE FROM DOHA, QATAR**




# DIGITAL ECONOMY

# KNOWLEDGE ECONOMY



# INTERNET BUSINESS IDEA



**15/100**

A woman wearing a blue dress and a white hat is sitting on a wooden lounge chair by a swimming pool. She is holding a laptop in her left hand and a smartphone in her right hand. The pool water is blue and reflects the sky. The scene is set outdoors on a sunny day.

**What is the easiest and fastest way to work from the poolside**

**And get paid of tons of cash**



**It is the fastest type of online business!  
“Coaching and Mentoring”**





**Online  
Training**



**Why is MENTORING so fantastic?**



**Because it's so simple once you love it**



# You literally just need a net connection and your voice



**Build an online business that gives you  
freedom to work from wherever you want**



# How to build an online MENTORING business





ONLINE LEARNING

LOGIN

# 5 steps for building an online Mentoring business

A young man with dark hair and a beard is sitting on a light-colored sofa, smiling broadly while looking at a laptop. He is wearing a blue long-sleeved shirt. The background is a bright, modern living room with large windows and a green plant. A black banner with white text is overlaid across the middle of the image. There are four grey L-shaped corner brackets: two on the top edge and two on the bottom edge of the banner.

**Step 1: Start with what you know**



- You can start with any training



• Any experience





• You can train based on your education

- **Any training you have attended**





- **Any area you are an expert**



**• You have helped someone to improve their life-  
Even that can be your area!**




**You can start with wealth, health or  
relationships**

**Still if you feel you don't  
have that expert area!**





**DONT WORRY**

A woman with long dark hair, wearing a grey blazer and dark pants, stands on the left side of the frame, gesturing with her hands as if presenting. She is facing a group of people seated at tables. The room has a white brick wall on the left and large windows on the right, letting in bright light. The audience members are seen from behind or in profile, some looking towards the presenter. A dark semi-transparent banner is overlaid across the middle of the image, containing white text.

**You start by getting some type of training in the area that you want to be a mentoring on**





**You can start a course on how to be a therapist**

# How to be an instagrowth coach



Instagram



# Go and attend online courses



# Webinars

Participants

Search

**Speakers**

- Tina Ruiz

**Participants**

- John Porter
- Mervin Black
- Lynne Stephens
- Robert Simon
- Stella Banks
- David Cummings
- Gregory Beasley
- Emma Hampton
- Elizabeth Benson

02:15:49 Seminar TrueConf

02:15:49 Seminar TrueConf

12:32 PM

12:32 PM



**There are so many thing that you can  
become an expert in**



Step 2

Validate your  
startup idea

# Look at the market





**Research on your audience**



# Who going to pay you money



**Use facebook, reddit and google to find similar people who are into your category of coaching**



- If you find other coaches it is a good thing



- **That means market is already validated and there are customers waiting for your coaching services**



- 
- You can ask in your social media community  
“Do you wish to have a coaching on these  
topics, if yes hit a like”



- **So those who like your post follow up them and message individually**

- Find out how you can help them to grow



- **Don't be shy to offer your mentoring service for free**

# FREE





- **This is the perfect way to start to build up results and testimonials**

“



*This is a sample text. Insert your desired text here. This is a sample text. Insert your desired text here. This is a sample text*

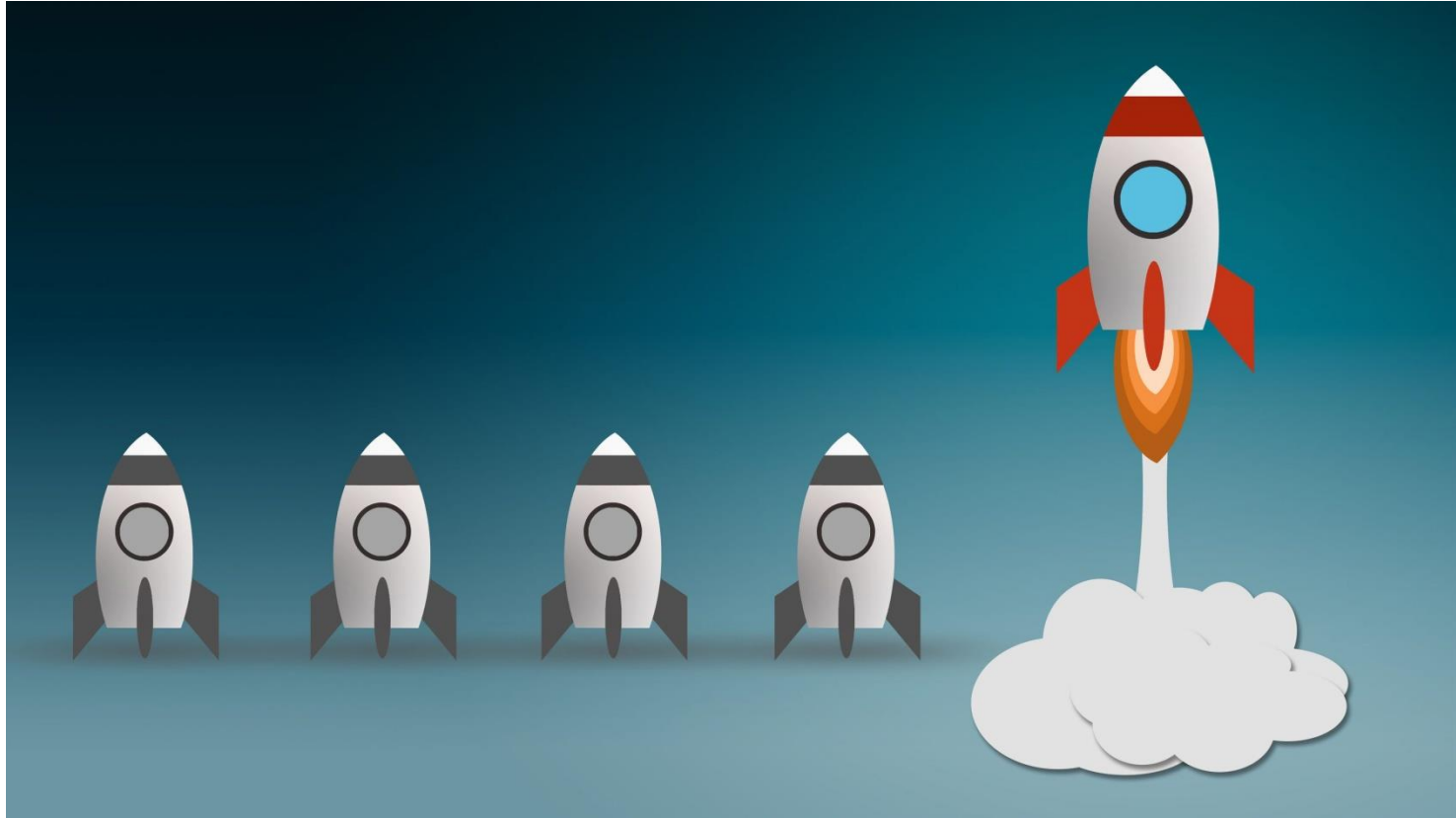
*Name*

**DON'T**

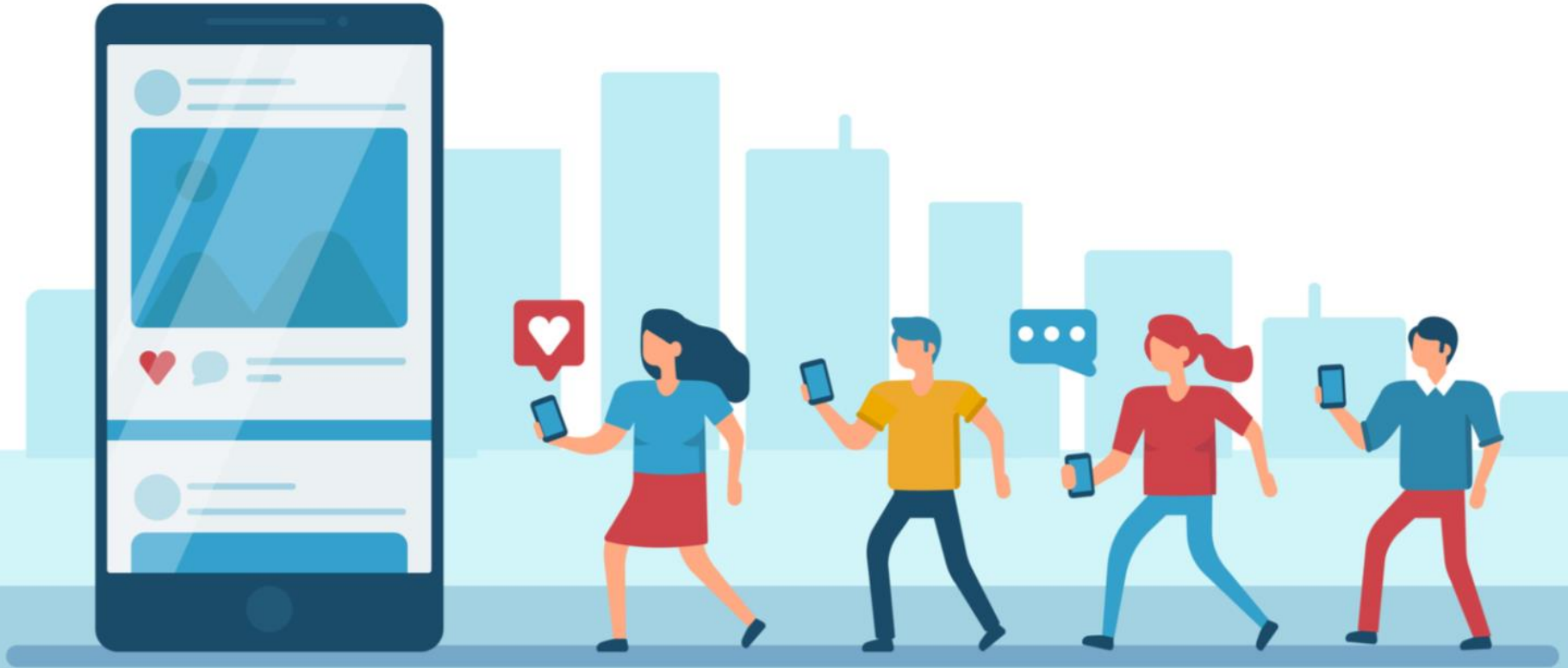
**SKIP >**

This validation step

# Step 3: Soft launching your coaching



**Connect your ideal client through social media  
or phone reach out to them**





- Pitch with your talent and idea

- **Keep refining your offer based on the feedback**






- **If you nailed your offer, this could be the perfect time to book your first client**

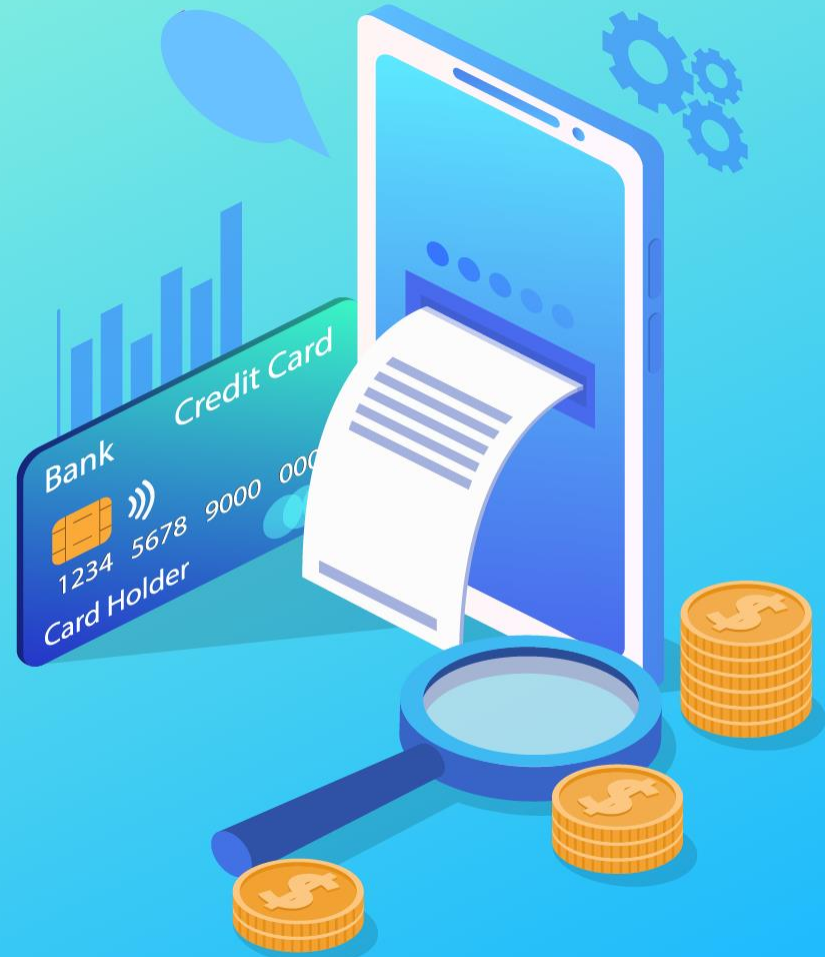
**Make a deal... This is ideal**





- 
- A blurred background image showing two men in dark suits shaking hands in a bright, modern office environment with large windows. The scene is out of focus, emphasizing the gesture of agreement.
- In this step you find someone to say “yes I want to work with you and I am willing to put my money down”

# Set Up Payment Gateways

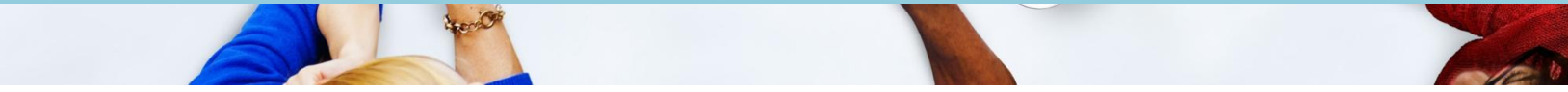




**Set up Paypal and send them a link**




**Step 4: Build your brand or community**

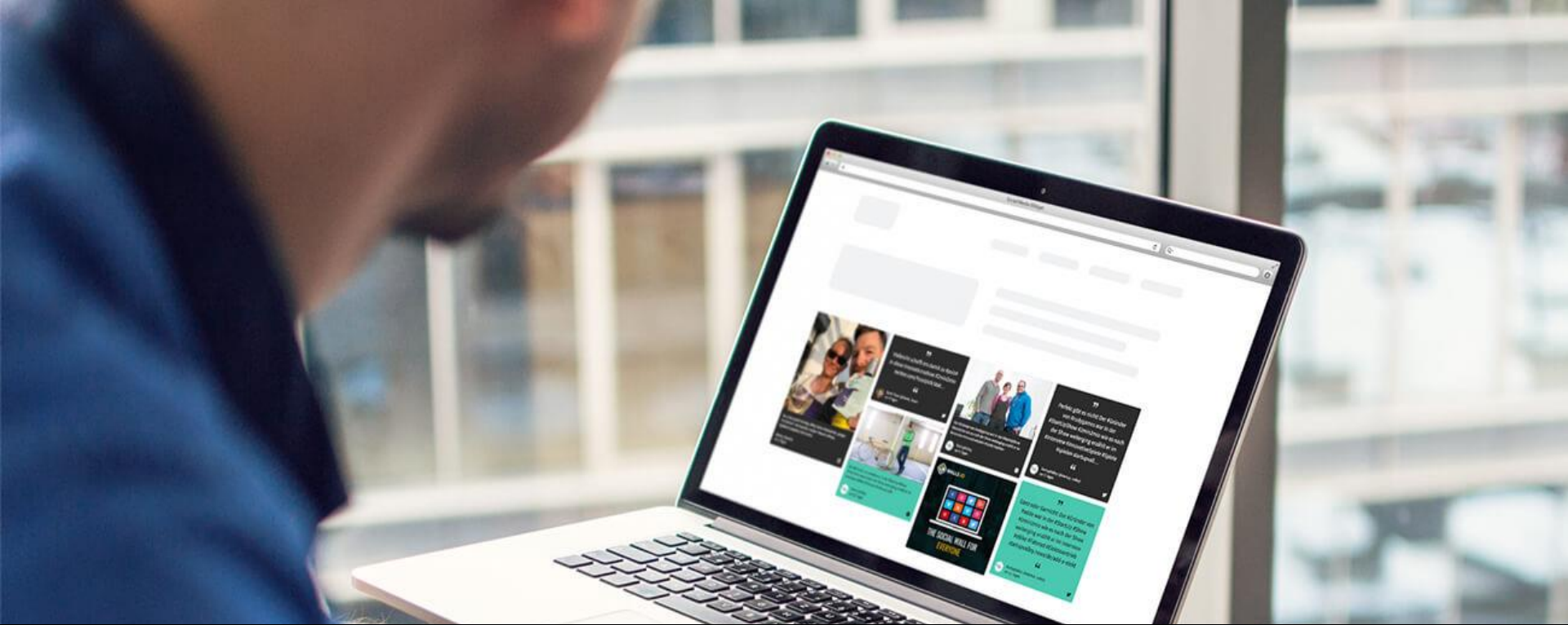




- **So before you going to explore your coaching and mentoring business build a community in instagram or facebook or anything you good at**

A young woman with long blonde hair and a dark sleeveless top is sitting at a desk, looking down at a laptop. An older woman with short grey hair and a light blue button-down shirt is leaning over her shoulder, also looking at the laptop. They are in a bright, modern office with large windows in the background. A small potted plant is on the desk to the left, and a white mug is on the desk to the right. A third person is partially visible on the right side of the frame, holding a tablet.

**Remember the tagline**  
**“who you help and how”**



- **After this step you can decide whether you need to go with website or not**

## Step 5: Get seen

**PUBLIC**





- You can set your self up on public platform



- You pitch other peoples audiences

- **You can get on social media**





# GUEST BLOGGING

- Do guest blog for others websites



- **The key is you want to make a connection over to someone else whose audience are same as yours**



- **Then you search for few tools that makes it super easy for people to book and access**

# Use tools like



# Calendly

My Calendly ▾

Event Types   Scheduled Events


🔍 Filter



Alicja .  
calendly.com/alicia


+ New Event Type






**15-min Product Demo**  
15 mins, One-on-One

/15min [Copy Link](#)



**30 Minute Meeting**  
30 mins, One-on-One

/30min [Copy Link](#) ▾



**60 Minute Meeting**  
1 hr, One-on-One

/60min [Copy Link](#) ▾



# Google Calendar

Calendar

Today

February 2020



Month



B

Create

February 2020

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
1	2	3	4	5	6	7

Search for people

My calendars

- Barbara Krasnoff
- Birthdays
- Reminders
- Tasks

Other calendars

- Holidays in United States

Terms - Privacy

SUN 26	MON 27	TUE 28	WED 29	THU 30	FRI 31	SAT Feb 1
2	3	4	5	6	7	8
9	10	11	12	13	14 Valentine's Day	15
16	17 Presidents' Day (M)	18	19	20	21	22
23	24	25	26	27	28	29



# Acuity scheduling

Recommended by **Vilda** as the 2020 software of choice!

ACUITY SCHEDULING

HOME

PRICING

HELP

LOG IN

TRY IT

## All you need to do is show up at the right time.

Acuity Scheduling is your online assistant,  
working 24/7 to fill your schedule.

TAKE 2 MINUTES. TRY IT NOW

- **Acuity allow someone to book a time in your calender at the same time that they are actually paying for that time**



**Acuity**  
—  
SCHEDULING

# ADM WEBSITE BUILDER

<https://admwebsitebuilder.com/>



FEATURES    TEMPLATES    PRICING    ABOUT US    LOGIN

GET STARTED

## Get Fully Functional Website In 5 Minutes With AIDA

(AIDA - ARTIFICIAL INTELLIGENCE DESIGN ASSISTANCE)

No coding or design skills needed. AIDA builds a personalized, mobile-friendly website, funnels, e-commerce stores in minutes.

Start Your Online Business Today | Build Business Online...

- 📌 Websites
- 📌 Funnels
- 📌 E-Commerce

LETS GET STARTED

Free Trial. No Credit Card required.



# BE A MENTOR



A wide-angle photograph of a lush green field, possibly a cornfield, stretching towards a line of trees in the distance. A single, large, rounded tree stands prominently in the middle ground. The sky is a pale, hazy blue. The overall scene is peaceful and expansive.

# LIFE IN A MENTORLESS LAND



0.1<sup>m</sup>

Gardner Rd



**NO GPS**



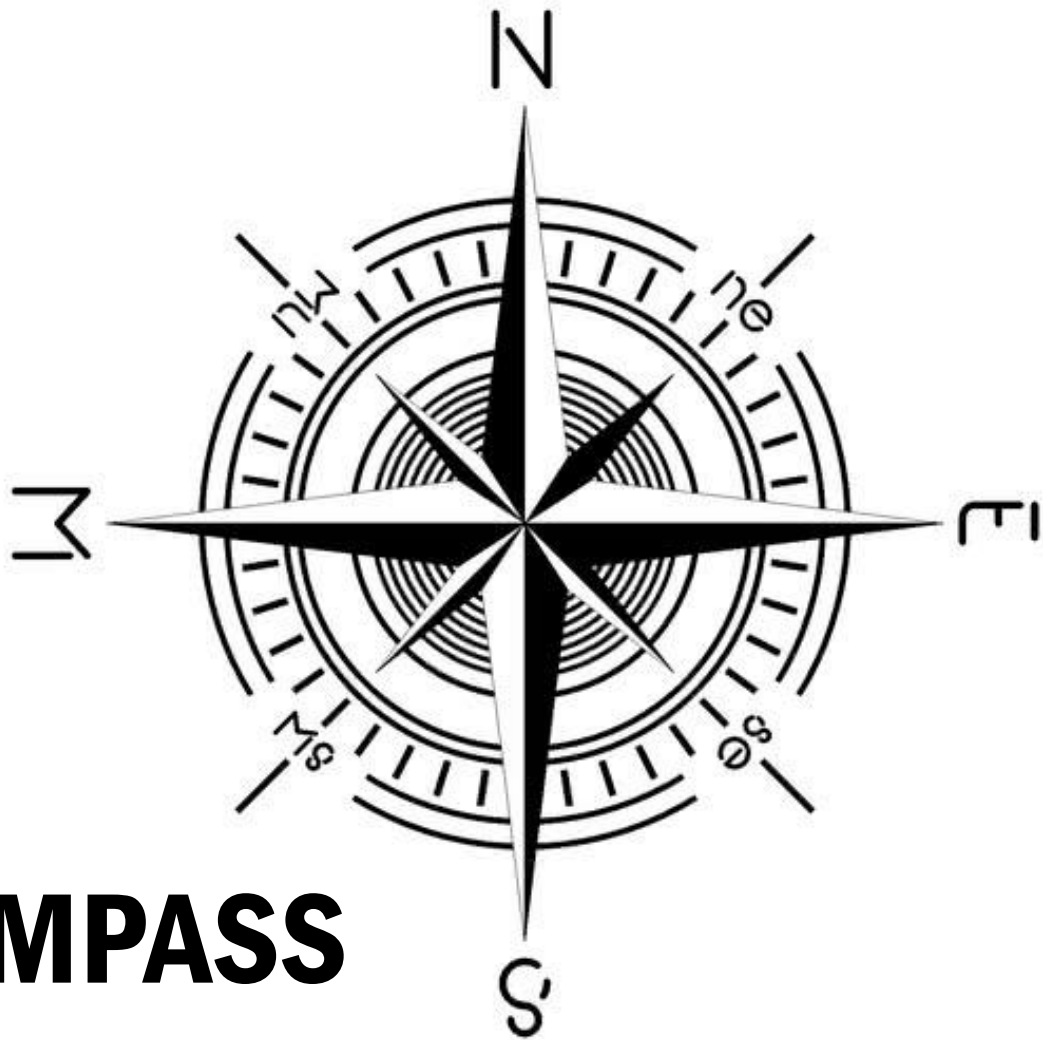
“Turn left  
after the  
Casey’s”

Arrival

**12:42<sup>P</sup><sub>M</sub>**



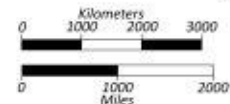
GARMIN



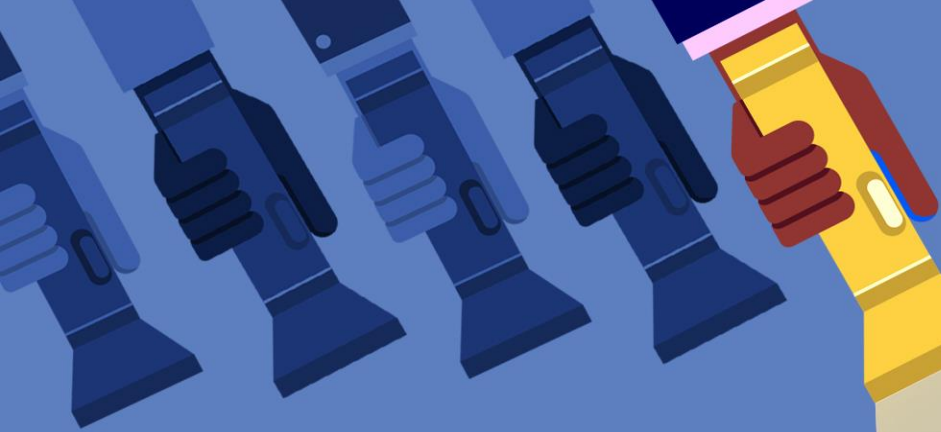
**NO COMPASS**



# World Map



**NO MAPS**



# HOW TO FIND AND WORK WITH A MENTOR?





**CAN YOU BECOME A MENTOR?**

**MENTORING  
PEOPLE WILL  
HELP YOU  
FOCUS ON  
YOUR OWN  
NEXT STEPS**





**MANY PEOPLE AVOID MENTORING BECAUSE  
THEY THINK IT TAKES A LOT OF TIME.**

*It doesn't have to be.*



# WORK PATTERN

THINK

ACT

COMMUNICATE



**TAKE ACTION**



# **BUILDING RELATIONSHIPS**





**BUILDING TRUST**



**SHARING OPPORTUNITIES**



# DIFFERENT TYPES OF MENTORING



# PEER TO PEER MENTORING IN AN ORGANIZATION

A man and a woman in business attire are shown from the chest up, holding large white puzzle pieces. The man, on the left, is wearing a grey suit jacket and a blue shirt. The woman, on the right, is wearing a dark blue blazer over a light-colored striped shirt. They are both smiling and looking at the puzzle pieces they are holding. The background is a bright, out-of-focus office setting with light-colored curtains. In the foreground, a glass-topped table holds a notebook and a pen.

**CROSS GENERATIONAL MENTORING**



# ADULT TO ADOLESCENT MENTORING

A photograph of two men in business suits standing in front of a large glass window. The man on the left is seen from the side, wearing glasses and a dark suit. The man on the right is older, with grey hair and a goatee, wearing a blue pinstriped suit and a red striped tie. He is smiling and gesturing with his hands as if in conversation. A black rectangular box with white text is overlaid on the bottom half of the image.

# NEW HIRE MENTORING



**BECOME A PART OF THE  
DIGITAL ENTREPRENEURSHIP**



# BECOME A M.E.N.T.O.R

**M**

- **Mission**

**E**

- **Engagement**

**N**


- **Network**

**T**

- **Trust**

**O**

- **Opportunities**

A photograph of two men in business attire sitting at a table, looking at a document together. The man on the left is younger, with dark hair, wearing a dark suit jacket, a blue shirt, and a striped tie. The man on the right is older, with glasses and a beard, wearing a dark suit jacket and a white shirt. They are both looking down at a document on the table. In the foreground, there is a white coffee cup on a saucer and a laptop. The background is a blurred indoor setting with white chairs and tables.

# **DIFFERENT MODELS OF MENTORING**

# COACHING AND MENTORING



# CONSULTING AND MENTORING





# **BROKERING AND MENTORING**

# ADVOCATING AND MENTORING



# BEING A ROLE MODEL AND MENTORING



# PROJECT VISION

*Why are we doing this?*



**EDUCATE** – Mentoring  
Program on how to start an  
online business



# PROJECT VISION

*Why are we doing this?*



- EQUIP – Build their skills for practical use

# PROJECT VISION

*Why are we doing this?*



EMPOWER – Show them  
how to make money

# PROJECT VISION

*Why are we doing this?*



ENHANCE – Increase their earning potential

# PROJECT VISION

*Why are we doing this?*

- EXHIBIT – Showcase success



**WHO CAN  
PARTICIPATE  
AS MENTORS?**





**WILLING TO BE TRAINED TO  
TRAIN AND MENTOR**



**CAN WORK PART TIME  
OR FULL TIME.  
REMOTELY**



**PASSION TO SERVE**





**CAN MOTIVATE AND COACH**

# DEDICATED TIME



A woman with curly hair, wearing a white blazer over a teal top, is smiling and pointing her right hand towards a large, teal speech bubble icon with three white horizontal lines inside. The icon is positioned in the upper left quadrant of the image. In the background, a man in a dark suit and red tie is sitting at a desk, looking down at a laptop. Other office workers are visible in the background, and the setting is a modern, open-plan office with wooden desks and exposed ceiling infrastructure.

**BECOME A MENTOR!**




**JOIN OUR DEDICATED MENTORING TEAM AND BE ABLE TO HELP, GUIDE, COACH, MOTIVATE, AND INSPIRE SOMEONE.**



***30 MINUTES  
MENTORING  
EXAMPLE  
FROM ME***

**ARE  
YOU  
READY ?**

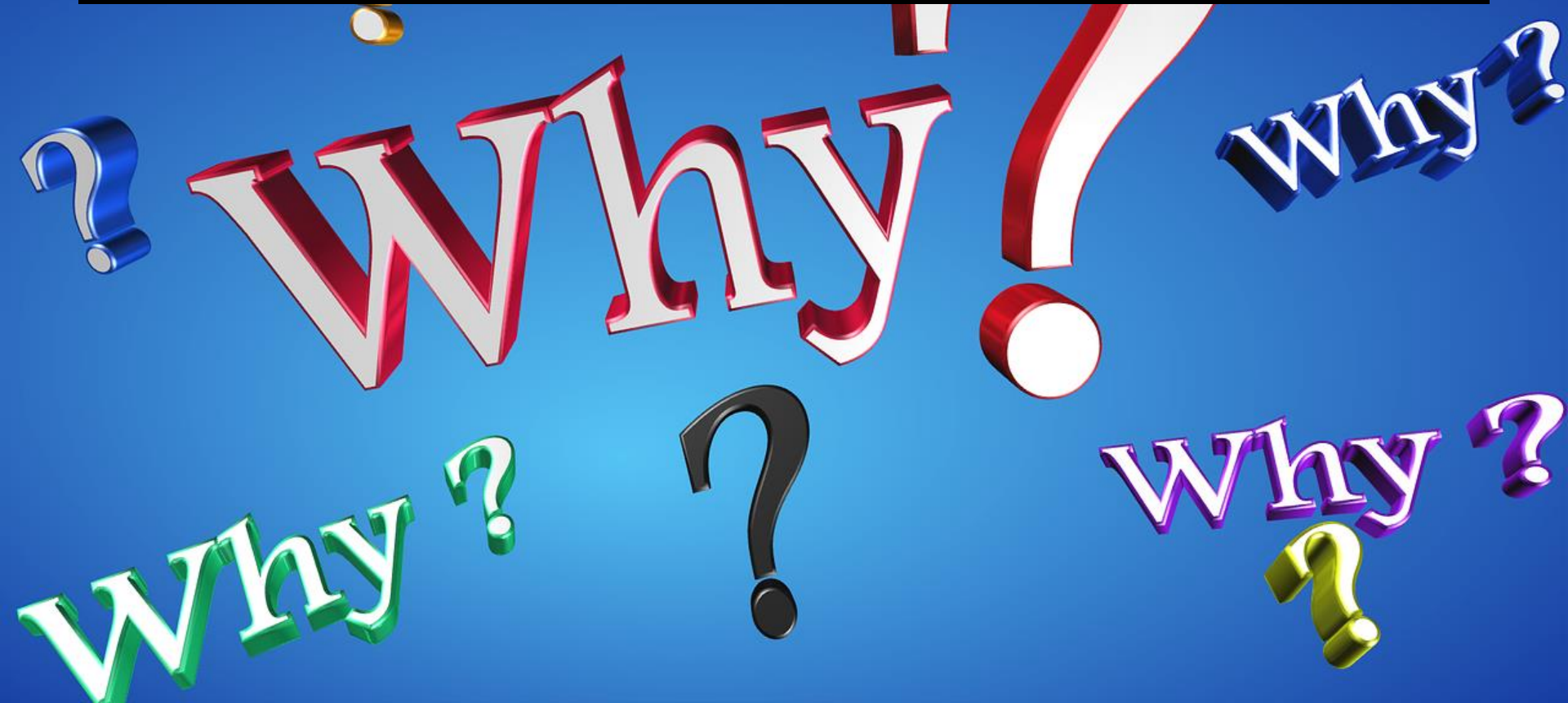




**Where do you start when you have a program that's about integrating lives with passions?**



Well, You start with why?



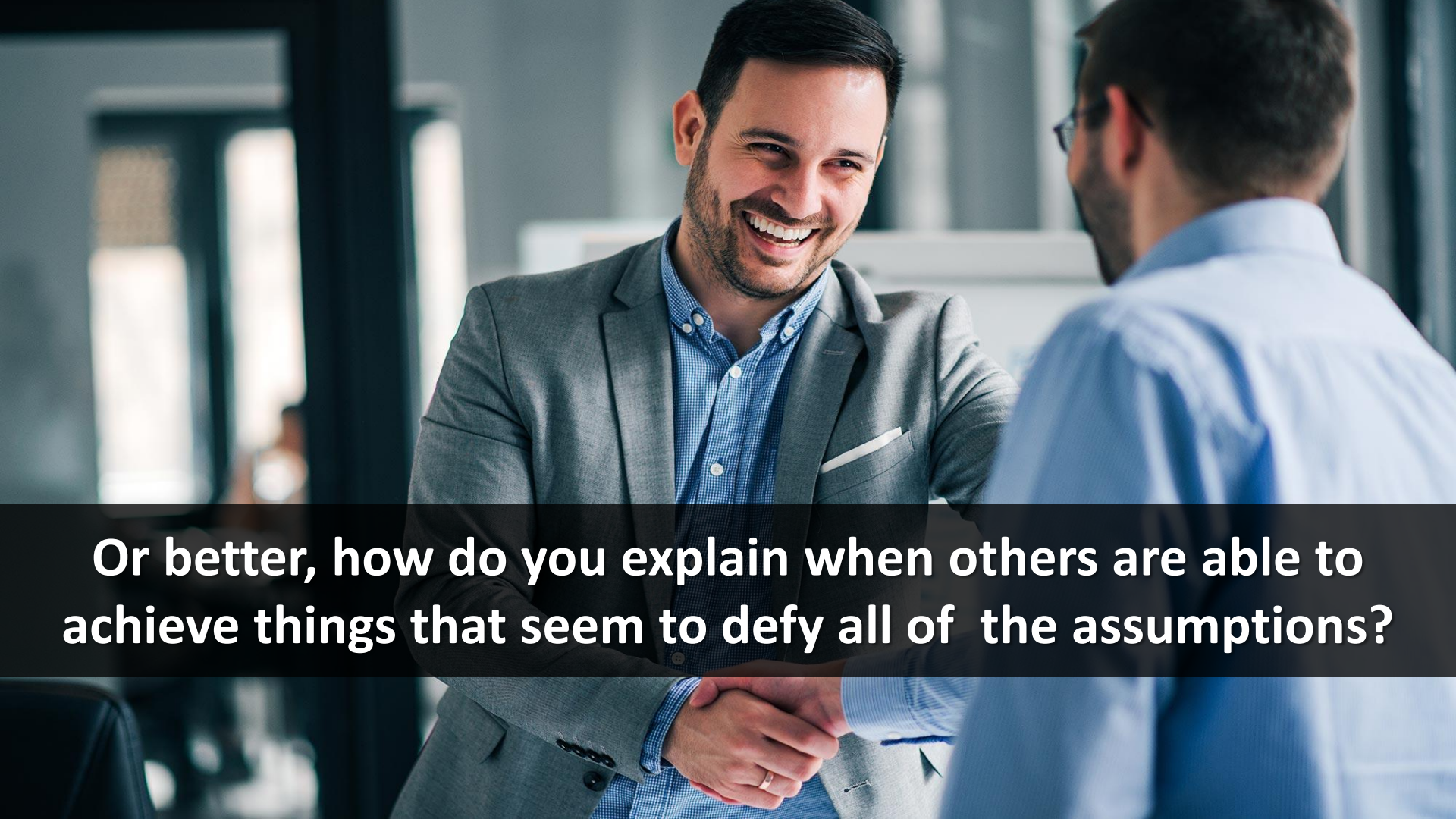
We assume, even, we know why we do what we do



WHY WE  
DO WHAT WE  
DO

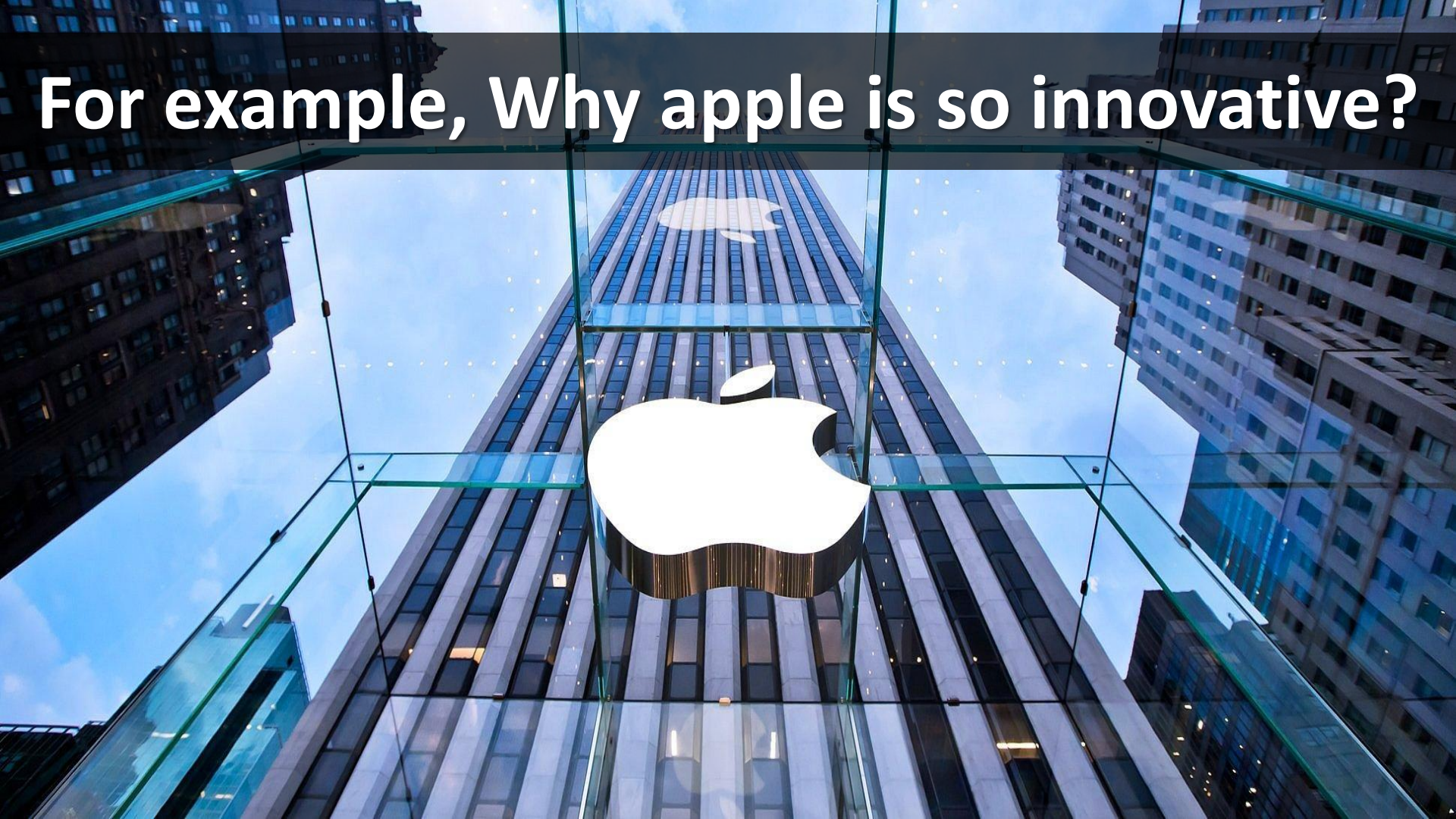
**But then how do  
you explain when  
things don't go as  
we assume?**





**Or better, how do you explain when others are able to achieve things that seem to defy all of the assumptions?**

**For example, Why apple is so innovative?**



**Year after year after year, they are more innovative than all their competition.**



**Yet they are just a computer company**



**They are just like everyone else**







**They have the same  
access to the same  
talent**

The same agencies, the same consultants,  
the same media



**THEN WHY IS IT THAT THEY SEEM TO  
HAVE SOMETHING DIFFRENT?**

**different**



**Why is that Martin Luther king led the  
civil rights movement?**





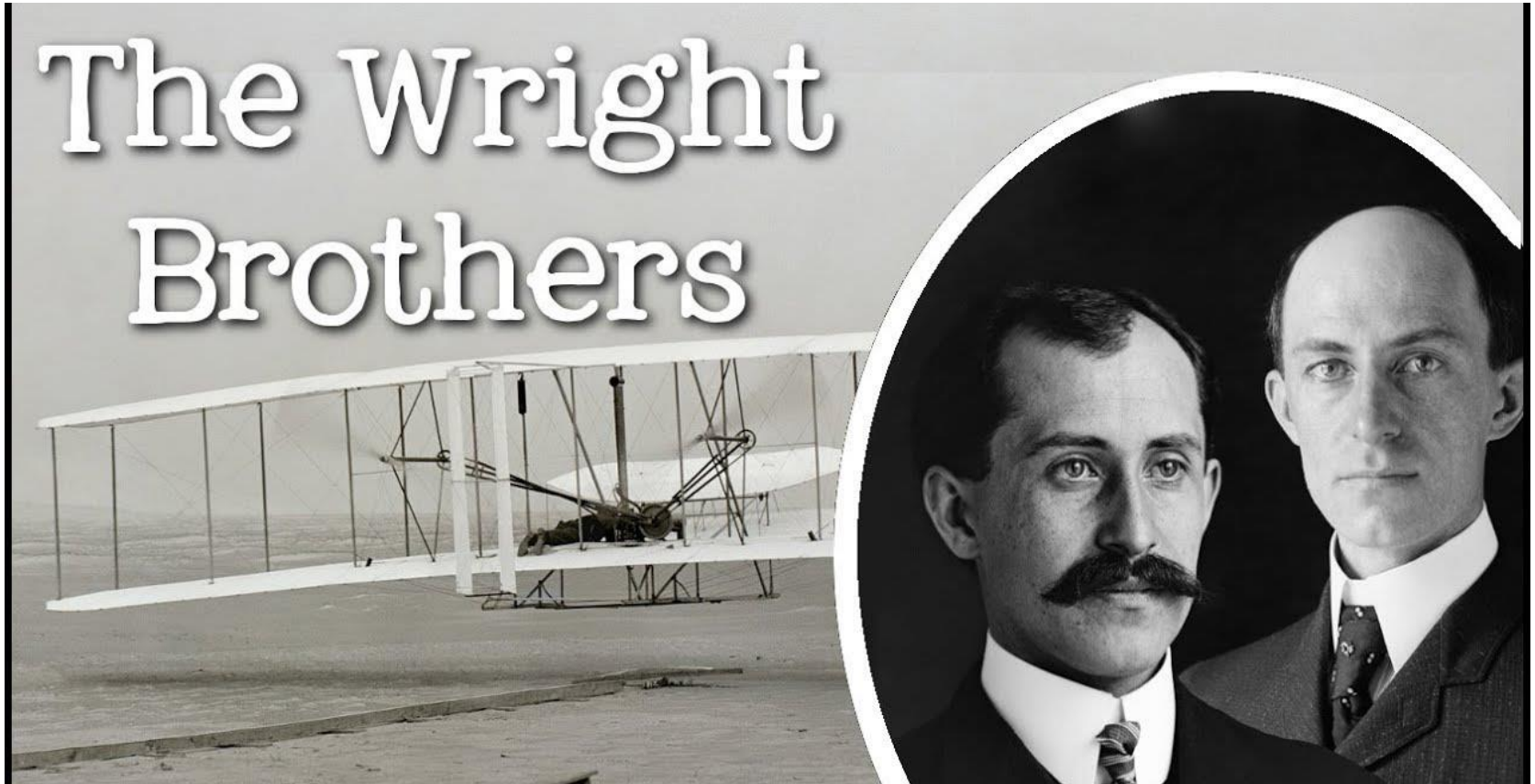
**He wasn't the  
only person  
who suffered  
in a pre-civil  
rights America**

**Why him**



# LOOK AT

## The Wright Brothers



**And why is that the wright brothers were able to figure out controlled, powered man flight when there were certainly other teams who better qualified, better funded and they didn't achieve powered man flight**





**The write brothers beat them to it.**



**There is  
something else  
at play here**



**Few years back I attended online  
training**



# This changed my view



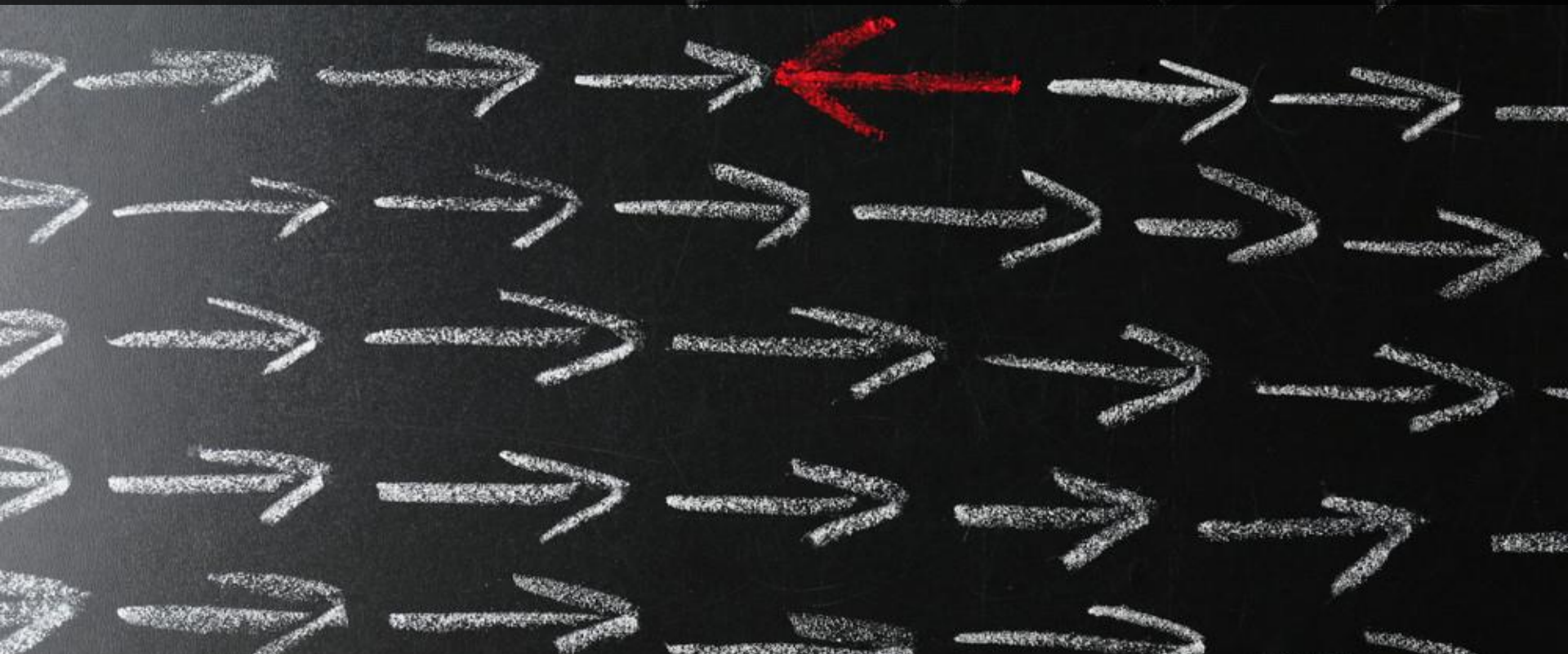
**As it turns out, there is pattern.**



**All the leaders organizations whether is apple or Martin Luther King or the wright brothers They all think, act and communicate the exact same way**



**And it is the complete opposite to  
everyone else.**

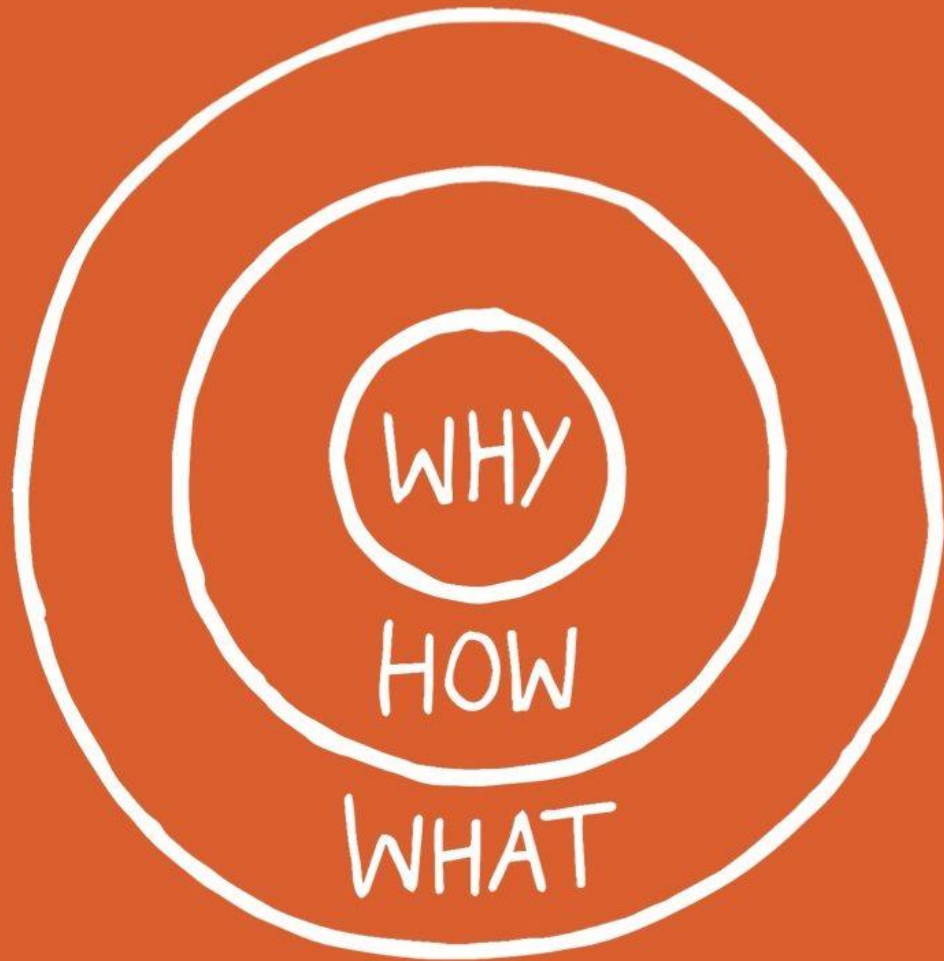


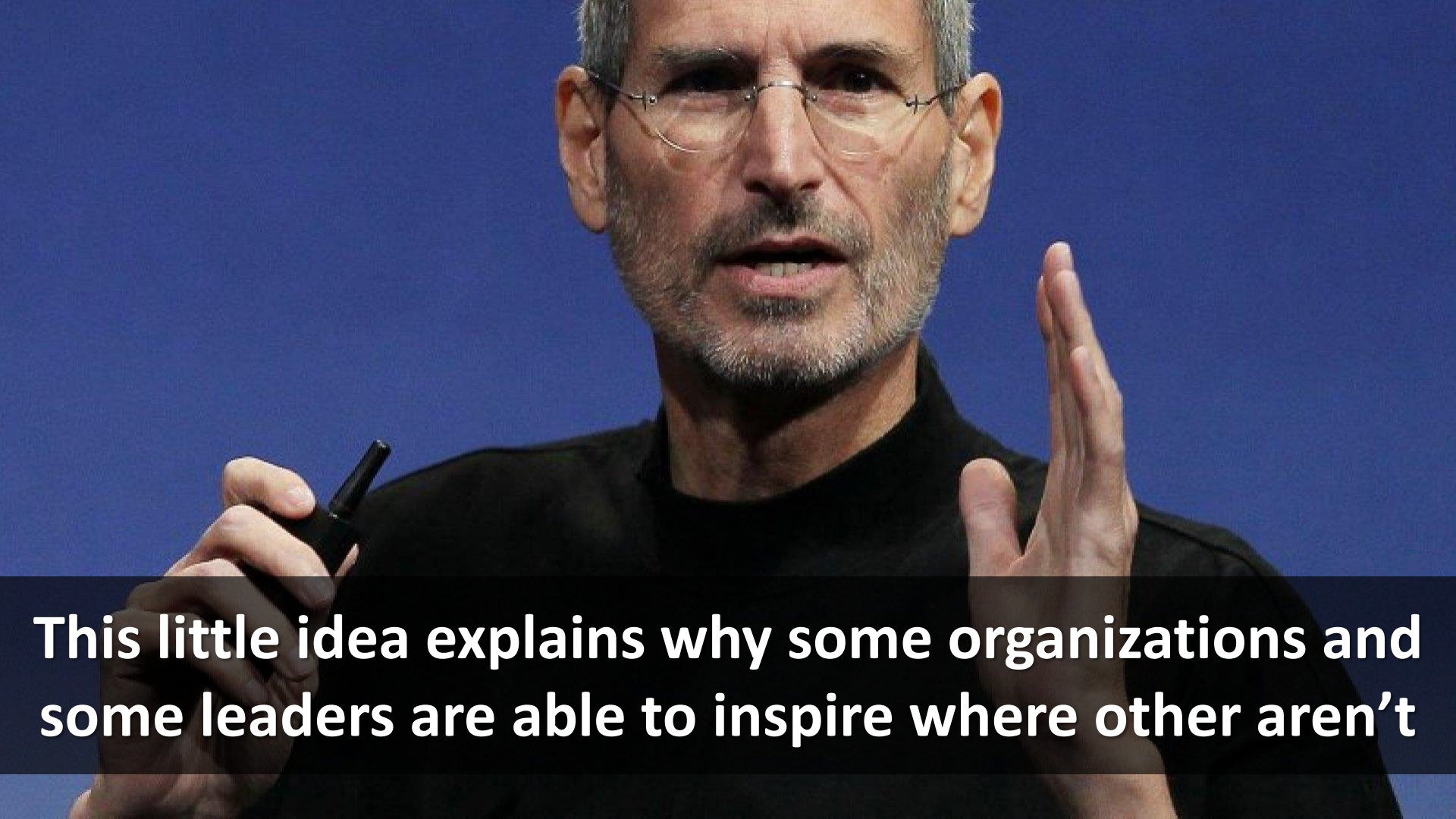
**I WILL  
EXPLAIN  
HOW!**





# The Golden Circle





**This little idea explains why some organizations and some leaders are able to inspire where other aren't**

**Every single person, every single organizations  
on the planet knows what they do**



CTMX	0.45	▲ +0.45
FTR	-0.23	▼ -2.34%
CSCO	-1.01	▼ -1.89%
CHK	0.02	▲ +0.21
AAPL	+2.58	
PRTG	-0.12	
AMZN	0.15	
TSLA	0.18	
AVGO	0.37	
SIRI	-0.65	

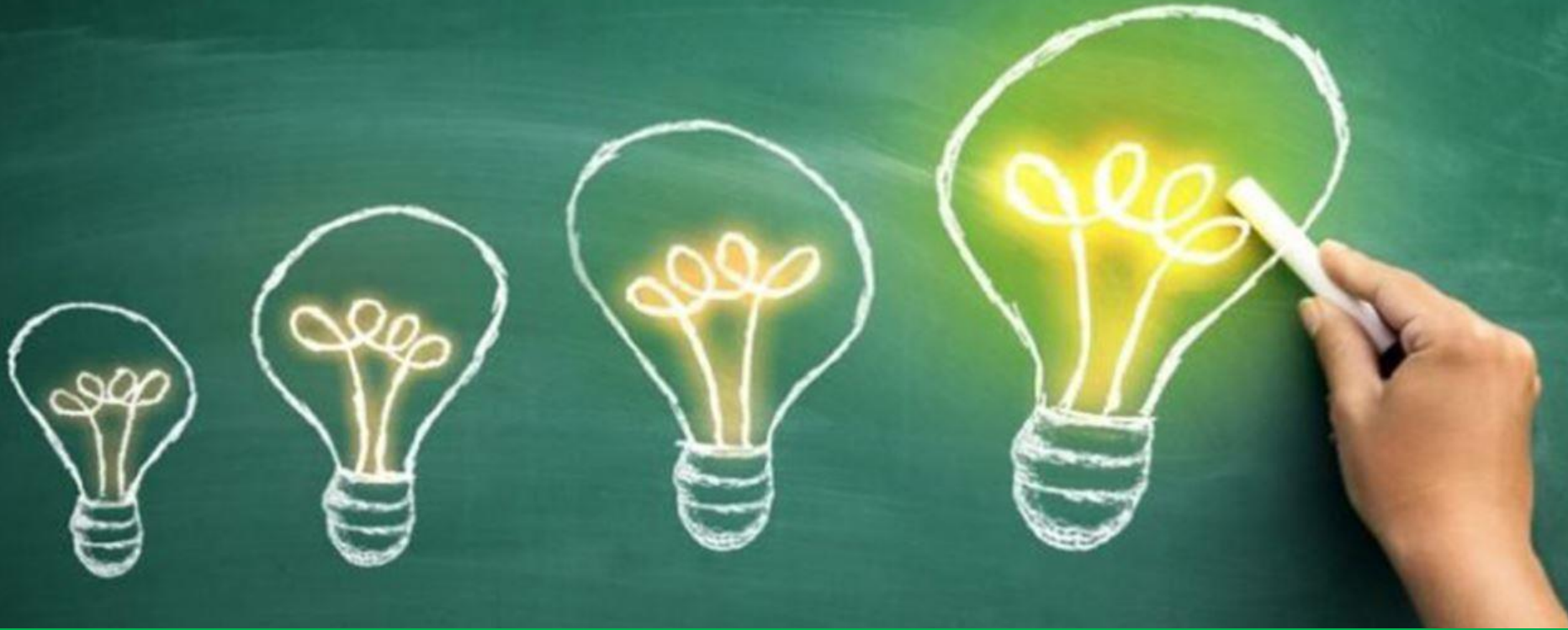


**100%**



**Some know  
how  
they do it**





**Whether you call it your differentiated value proposition or your proprietary process or your USP**



**Very, very few people or organizations know  
why they do what they do**



**Making Money ? That's a result  
It's always a result**



# What's your purpose



# What's your cause?





**What's your belief**





**Why does your organization exist?**

**All the leaders and organization all think  
act and communicate from the inside out**

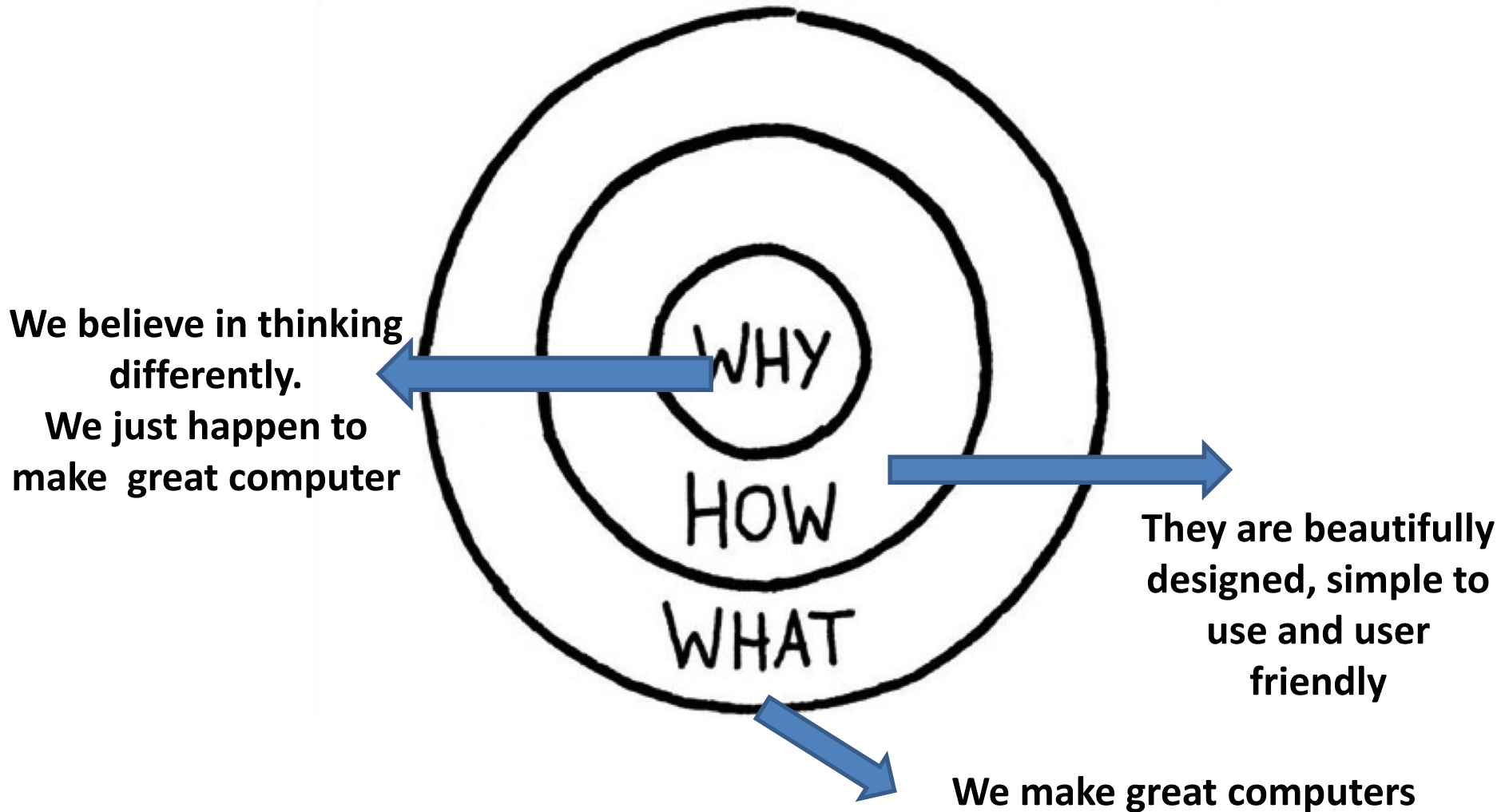


I use apple because they're easy to understand and everybody gets it



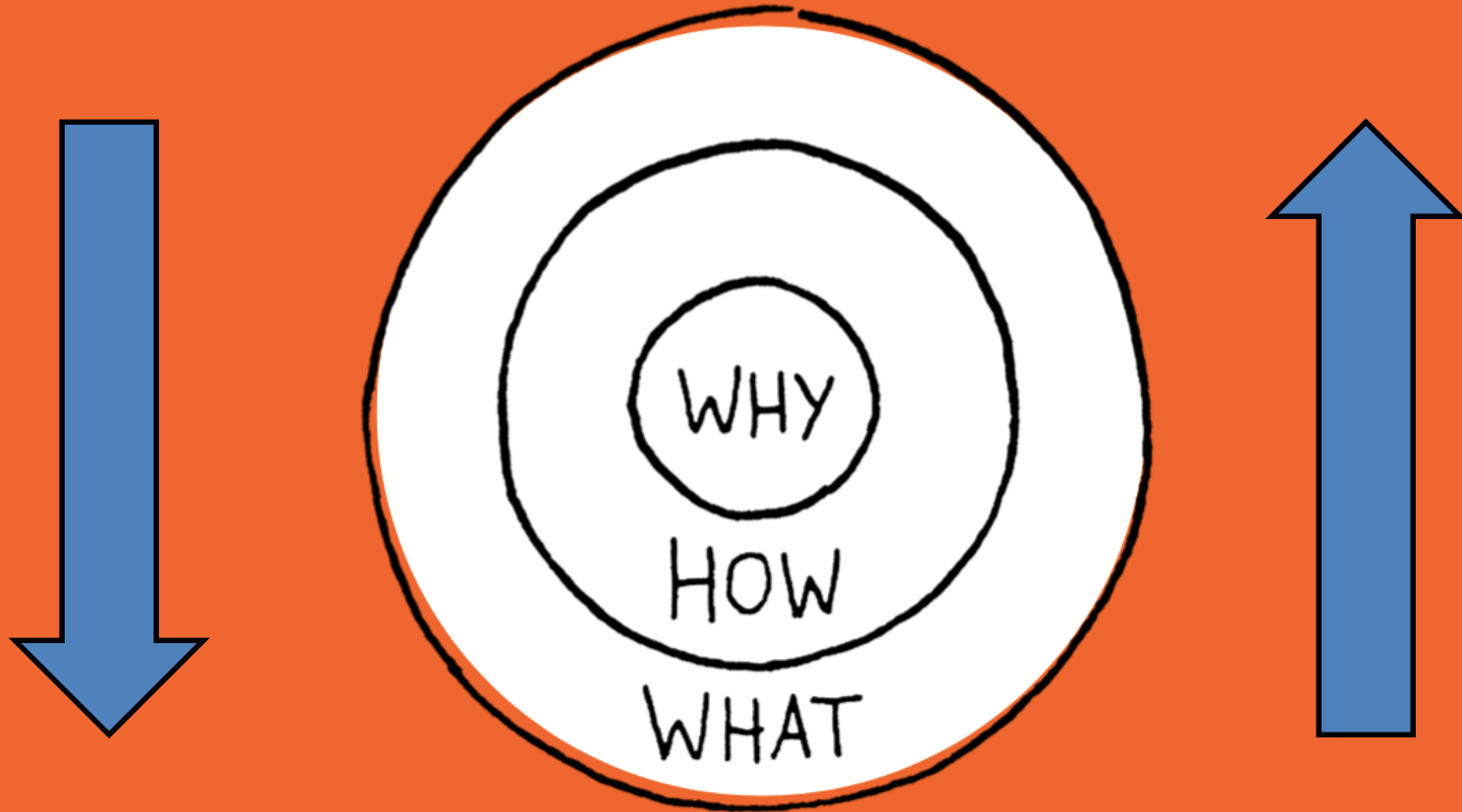


**A marketing  
message from  
Apples might  
sounds like this**





All I did was reverse the order of the information



**People don't buy what you  
do they buy why you do it**





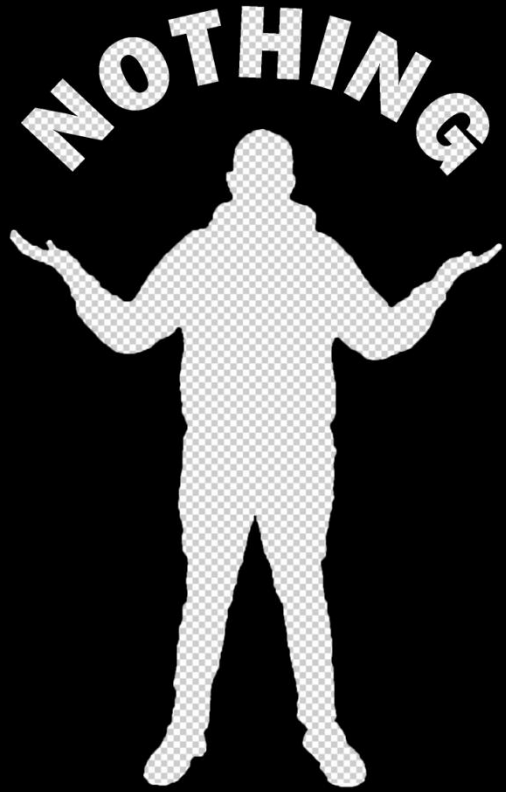
**This is the reason  
every single person  
buying a computer  
from apple**



**We are also perfectly comfortable buying an MP3 player from apple.**



**Or phone from apple,**



**There is nothing that distinguishes them structurally from any of their competitors**

**Their competitors are equally  
qualified to make all other products**



# But we do every day

Morbi consequat nisl sit amet justo gravida. Et curabitur nec a venenatis. Fusce justo massa, egestas quis ante ut dignissim nec nisi. Sed nisl augue, fermentum sed rhoncus sed, condimentum ut. Praesent quis fella rutrum, scelerisque libero vitae. Sed curabitur nunc. Quisquam consectetur lacus laoreet laoreet. Vivamus magna. Sed nunc lacina vitae, placerat eu enim. Nulla facilis. Consequat vel dignissim. Praesent vel oro, dignissim vel dolor in, dapibus accumsan. Sed nunc condimentum volutpat. In quis placerat. Mauris eu lacus rutrum. Quisquam consectetur elit nec porttitor. Maecenas praesent venenatis. Sed lobortis dignissim eros sit amet ultricies. Cras lobortis. Sed nunc lacus. Suspendisse aliquam elementum elit. Sed suscipit. Sed nunc.

Vivamus suscipit imperdiet hendrerit. Pellentesque condimentum odio, vestibulum lobortis dolor porttitor. In fella eu dolor laoreet ultricies. Cras suscipit at eros nec nunc. Sed nunc congue magna id bibendum lacus. Donec suscipit vel. Fusce rutrum ligula. Suspendisse interdum tempor tunc. Sed nunc imperdiet blandit eros quis fella auctor, at finibus urna curabitur. Maecenas praesent at odio accumsan volutpat. Fusce eu nunc interdum. Praesent nunc tempus, lacus purus. Praesent facilis feugiat elit, vestibulum nunc. Sed nunc elementum sit amet. Phasellus a suscipit nisl.

Sed nunc amet nunc. Sed commodo, tempus urna vel, viverra ligula. Aliquam in. Sed nunc nunc. Aliquet nulla vel, tristique vel. Nulla facilis. Etiam interdum.



Month	Factor 1	Factor 2	Factor 3	Factor 4
Jan	\$ 21,992.00	\$ 29,710.00	\$ 29,930.00	\$ 21,992.00
Feb	\$ 56,032.00	\$ 43,655.00	\$ 37,428.00	\$ 14,003.00
Mar	\$ 28,732.00	\$ 24,949.00	\$ 22,802.00	\$ 19,202.00
Apr	\$ 27,862.00	\$ 15,001.00	\$ 7,307.00	\$ 28,764.00
May	\$ 21,752.00	\$ 9,800.00	\$ 10,000.00	\$ 28,320.00
Jun	\$ 53,225.00	\$ 30,359.00	\$ 29,905.00	\$ 12,281.00
Jul	\$ 19,912.00	\$ 22,116.00	\$ 22,500.00	\$ 58,929.00
Aug	\$ 47,572.00	\$ 15,818.00	\$ 42,296.00	\$ 79,164.00
Sep	\$ 13,312.00	\$ 2,200.00	\$ 2,200.00	\$ 82,003.00
Oct	\$ 71,259.00	\$ 82,336.00	\$ 43,820.00	\$ 36,418.00
Nov	\$ 24,317.00	\$ 2,200.00	\$ 2,200.00	\$ 46,982.00
Dec	\$ 23,056.00	\$ 66,076.00	\$ 7,004.00	\$ 44,820.00

Ut enim ipsam dolor sit amet, consetetur adipiscing elit. Nullam molestie odio nec urna suscipit, quis vulputate mi consetetur. Nullam risus odio, eleifend et libero nec, lacus imperdiet tunc. Ut in volutpat. Aliquam. Nunc ultricies felis et libero gravida ornare. Nullam nec lacus sit justo luctus egestas vel, quis diam. Praesent et vestibulum lacus. Vestibulum feugiat feugiat leo vitae hendrerit. In nunc leo dolor. Cras et, elementum sapien at tempus venenatis. Curabitur pulvinar leo quis luctus gravida. Nulla lacus elit nunc, in tempus magna dictum sed. Amet nunc ligula eu magna auctor ultricies a quis magna.

Duis aliquam feugiat nunc, at tristique orci dignissim. Ut curabitur. Fusce accumsan accumsan nibh eu ut tristique. In eu luctus urna, nec finibus dolor. Mauris aliquam est eget nisl lobortis, lobortis imperdiet lacus tristique. Mauris egestas nulla vel magna consetetur rutrum. Sed lacus ligula neque, in bibendum orci imperdiet vel. In lacus nunc quis massa lobortis interdum. Morbi blandit urna at augue pretium, ut sollicitudin augue finibus. Sed nec sem erat. Nulla non libero elit. Cras id velit tristique, ornare enim eget, blandit vel. Phasellus finibus sagittis fermentum.

Morbi consequat nisl sit amet justo gravida, at volut.







- **People don't buy what you do, they buy why you do it**

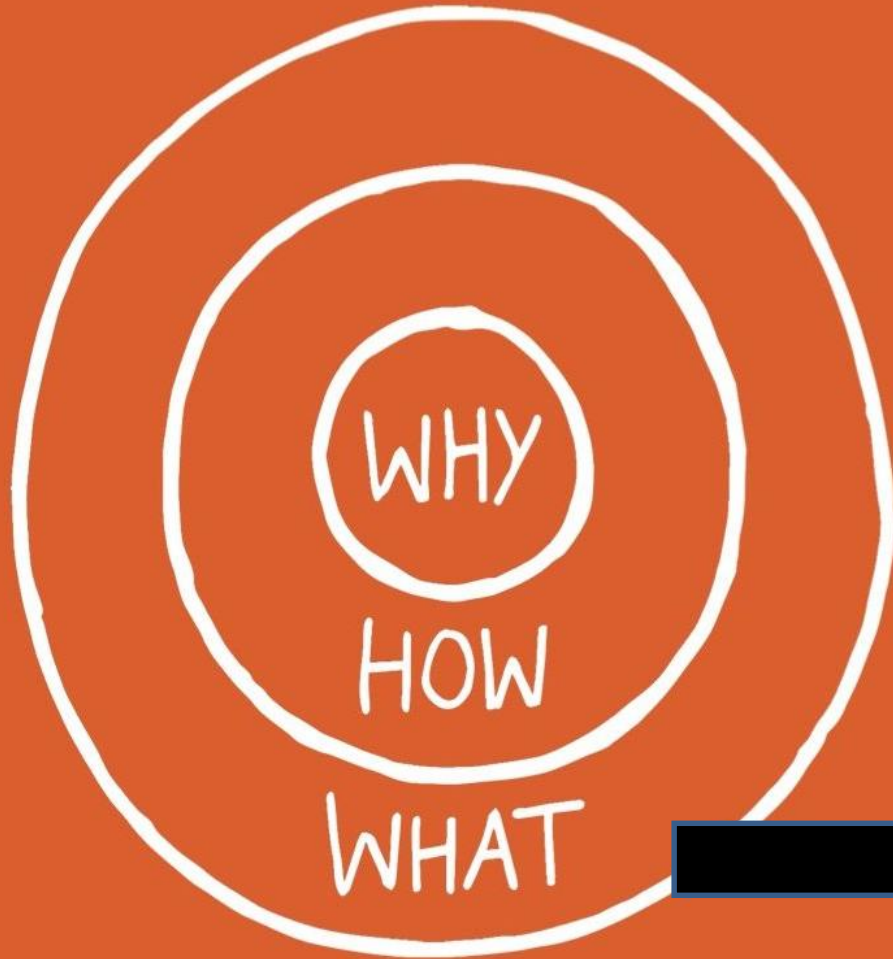


- The goal is not to do business with everybody who needs what you love

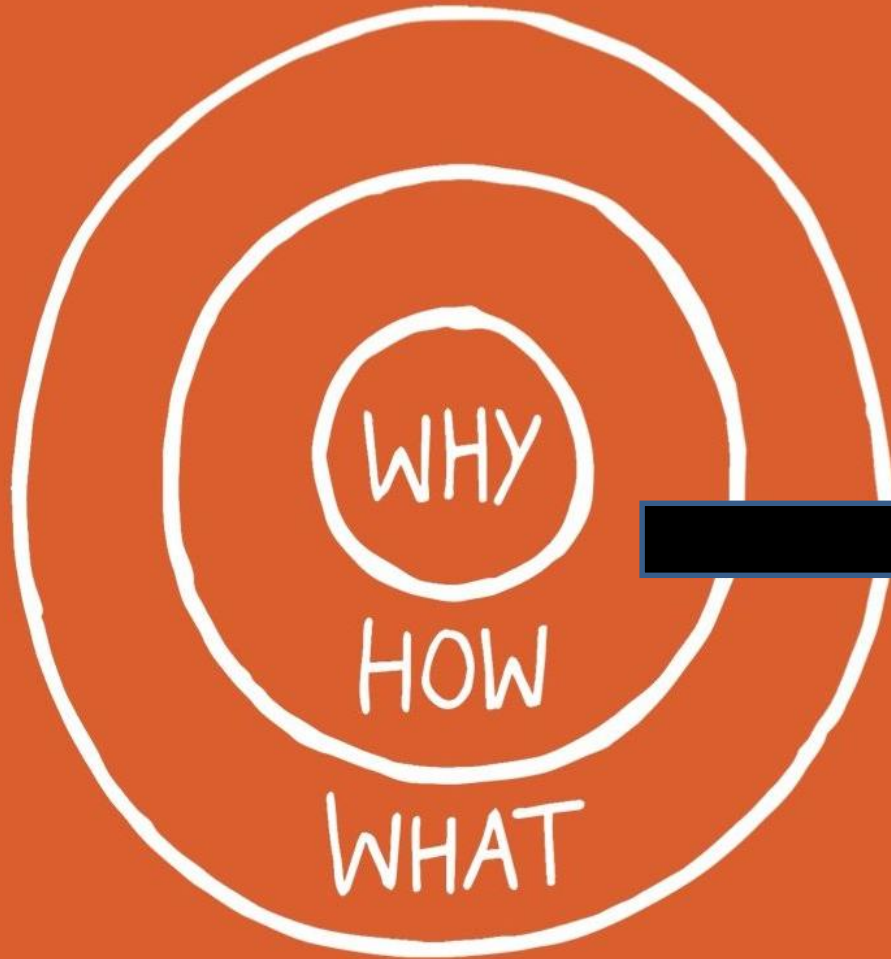


- **The goal is to do business with people who believe what you believe**





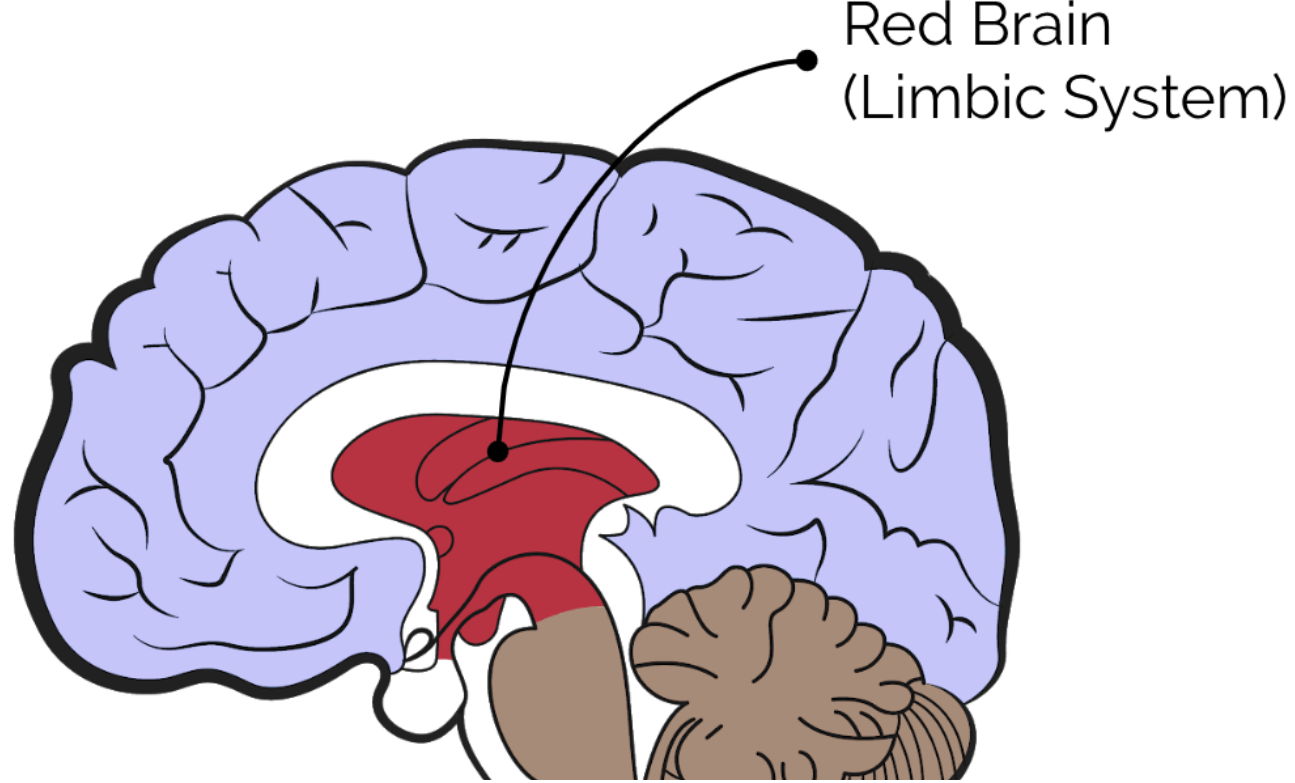
**Our new brain the  
homosapiance  
brain our neocortex  
corresponds with  
the what level**



**HOW SECTION** Make  
up our limbic brain  
are responsible for  
all our feelings, like  
trust and loyalty

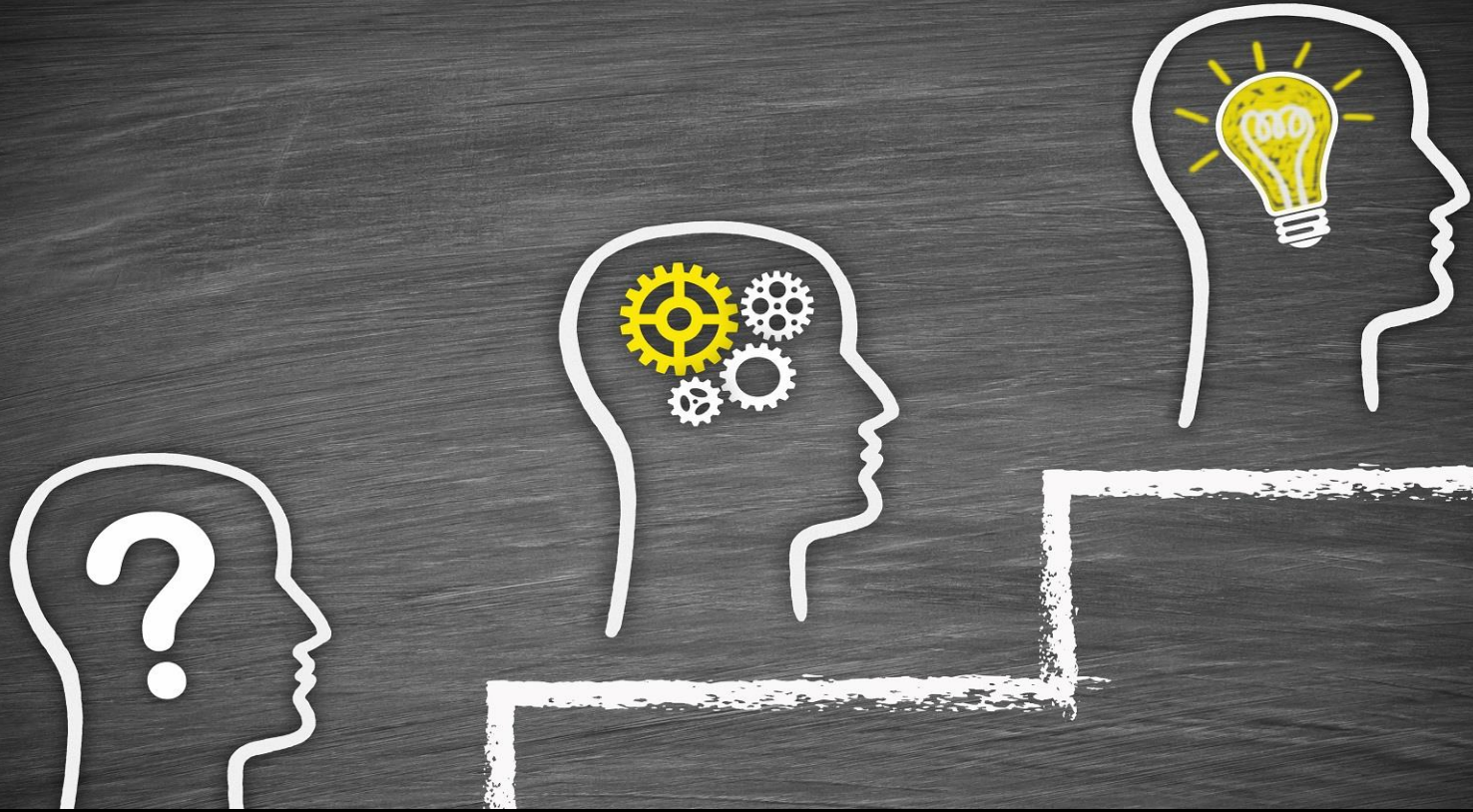


- **Sometimes you say you're leading with your heart or you're leading with your soul**



- **It is all happening here in your limbic brain**





- The part of the brain that controls decision-making and not language





**But if you don't know why you do and what you do**



**People choose why you do not what you do**

**Then how will you ever get people to  
vote or buy something from you**



**So the goal is to sell to people who  
believe what you believe**



# Don't Hire people who need a job



**Hire people who believe what you believe**



**They will work for you with blood and tears**



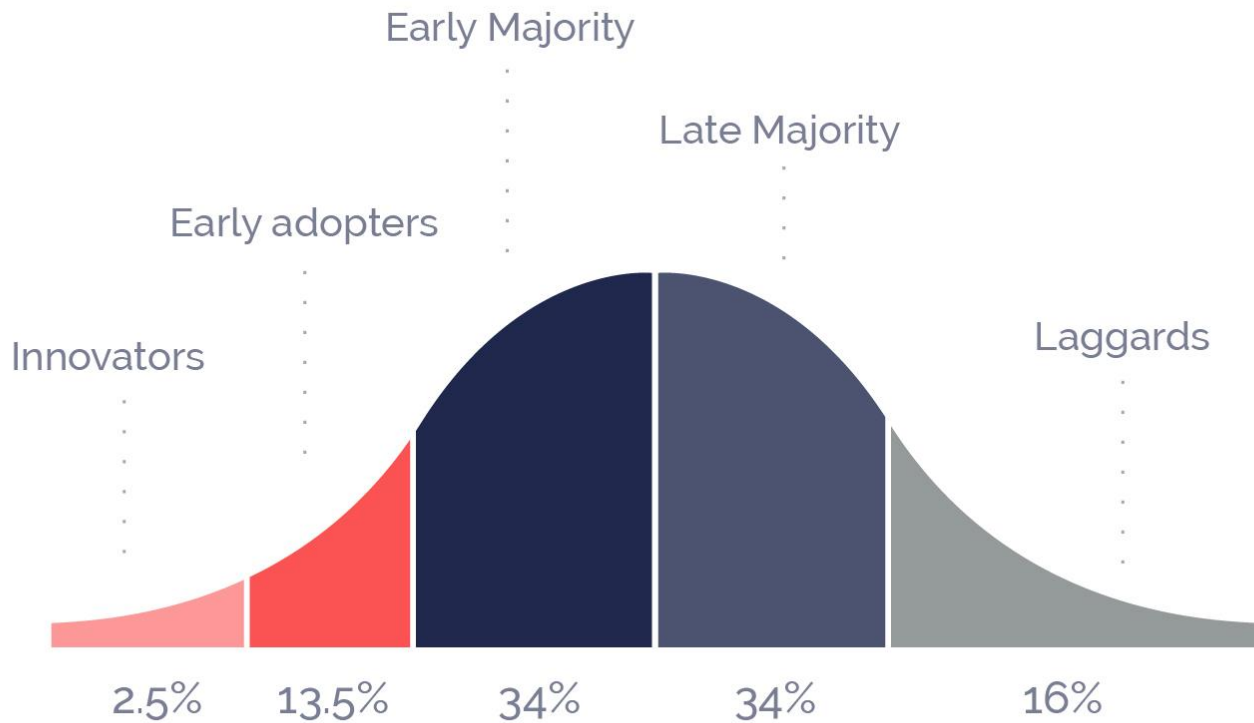
# LAW OF DIFFUSION INNOVATION



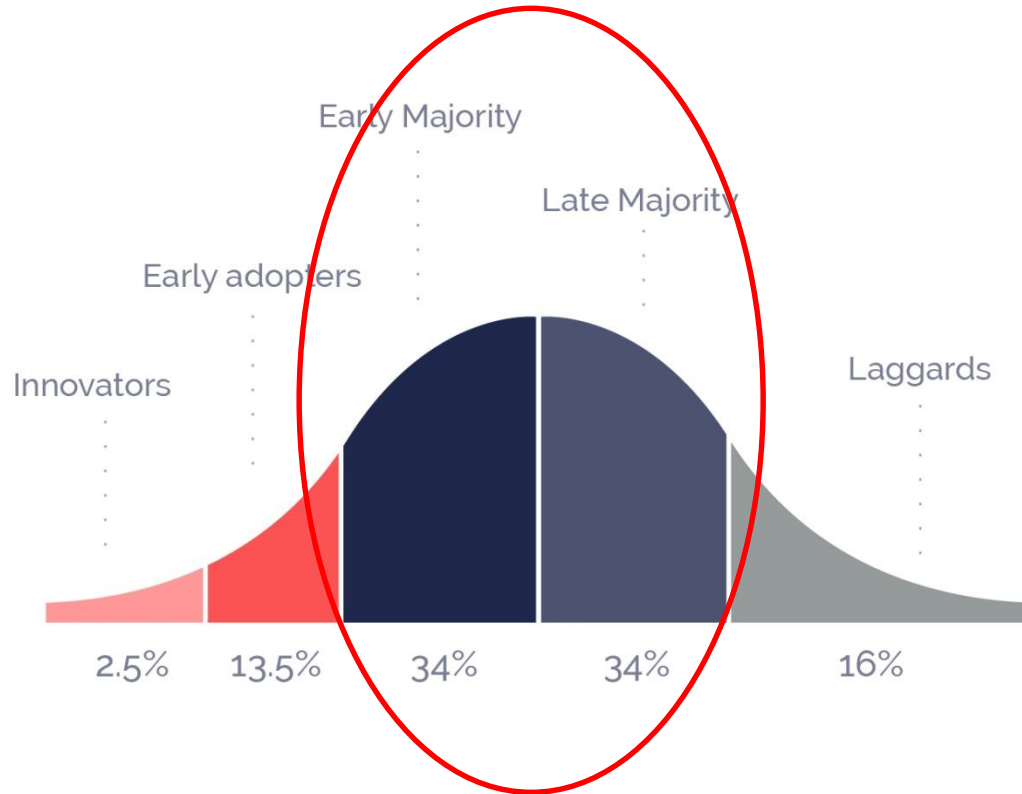


# We all sit various places of the graph

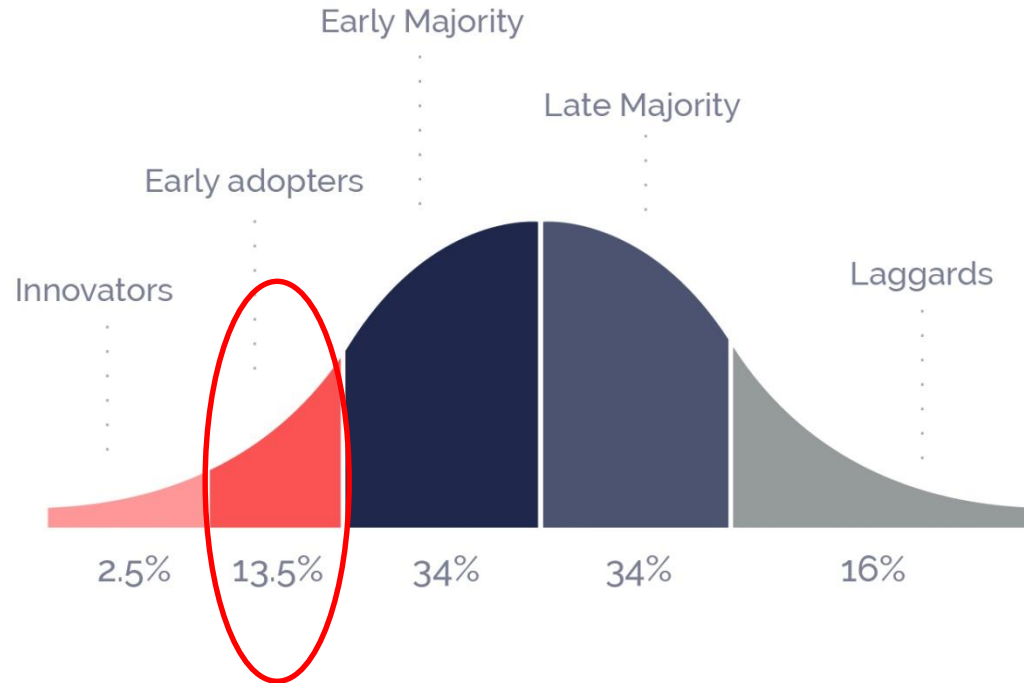




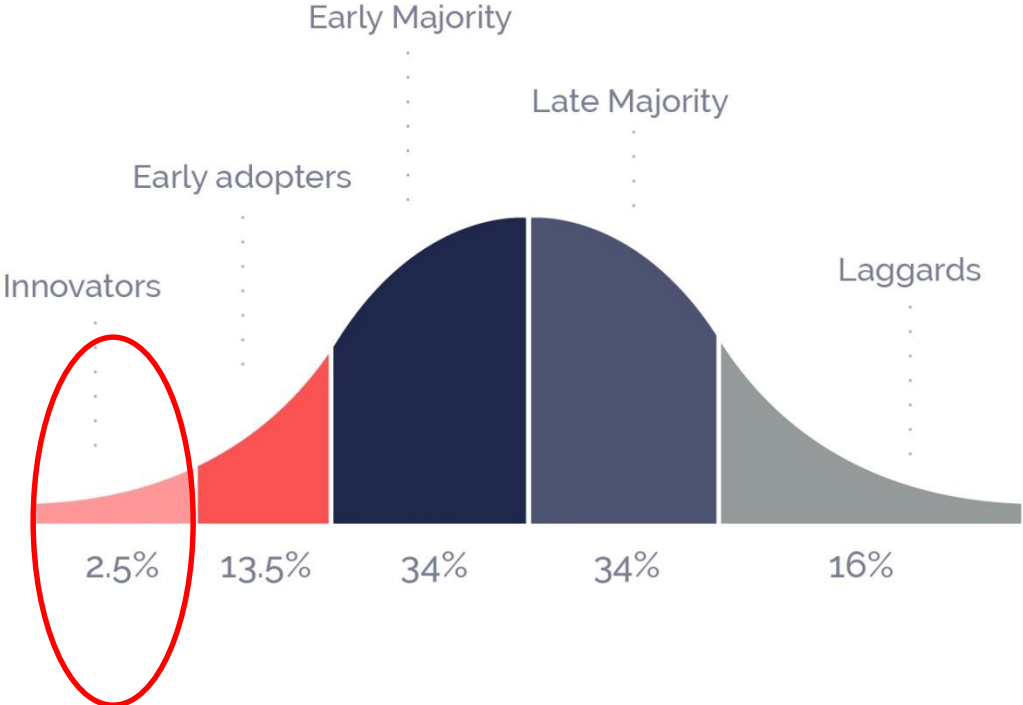
# If you want massive success rate in the market you will be sitting at this place



**If you are a person spend more than 7 hours for finding new things about technology you sit here**



# If someone has a proof with they believe they will sit at the first category- Innovators





**WHY DIGIMENTORING?**



TECHNOLOGIES

**WE CAN SHOP  
ONLINE.**





# COMMUNICATE ONLINE



# Online Banking

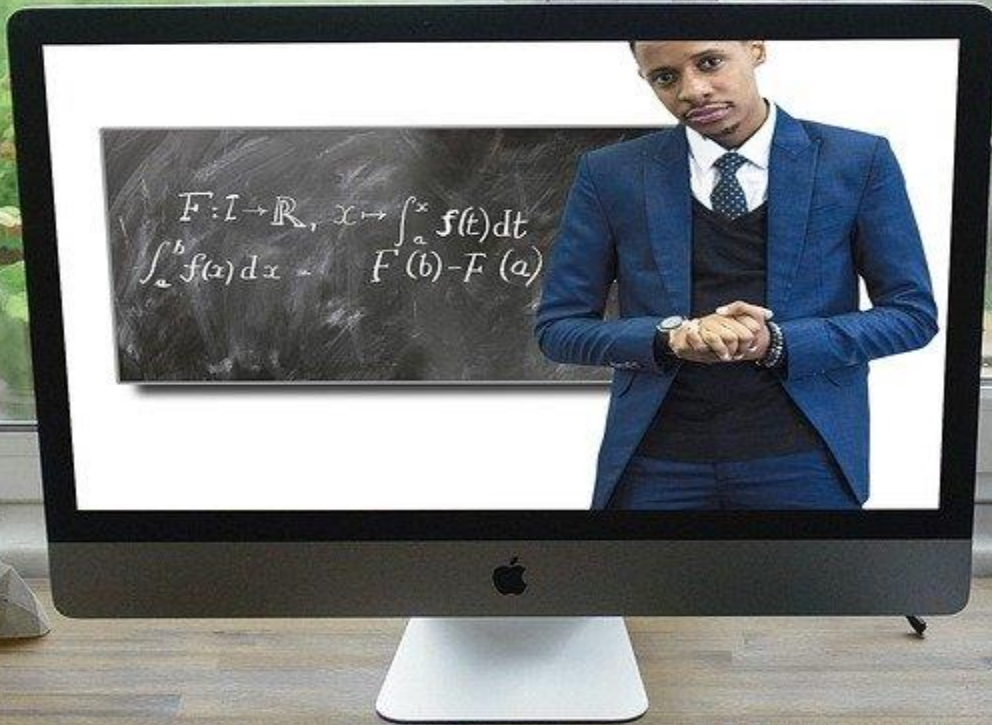
 Username

 Password

Login

MacBook Pro





ONLINE SCHOOLS



||| —||| —||| —|||  
□ ||| —|||

#T#T#T #T 44#04 #T



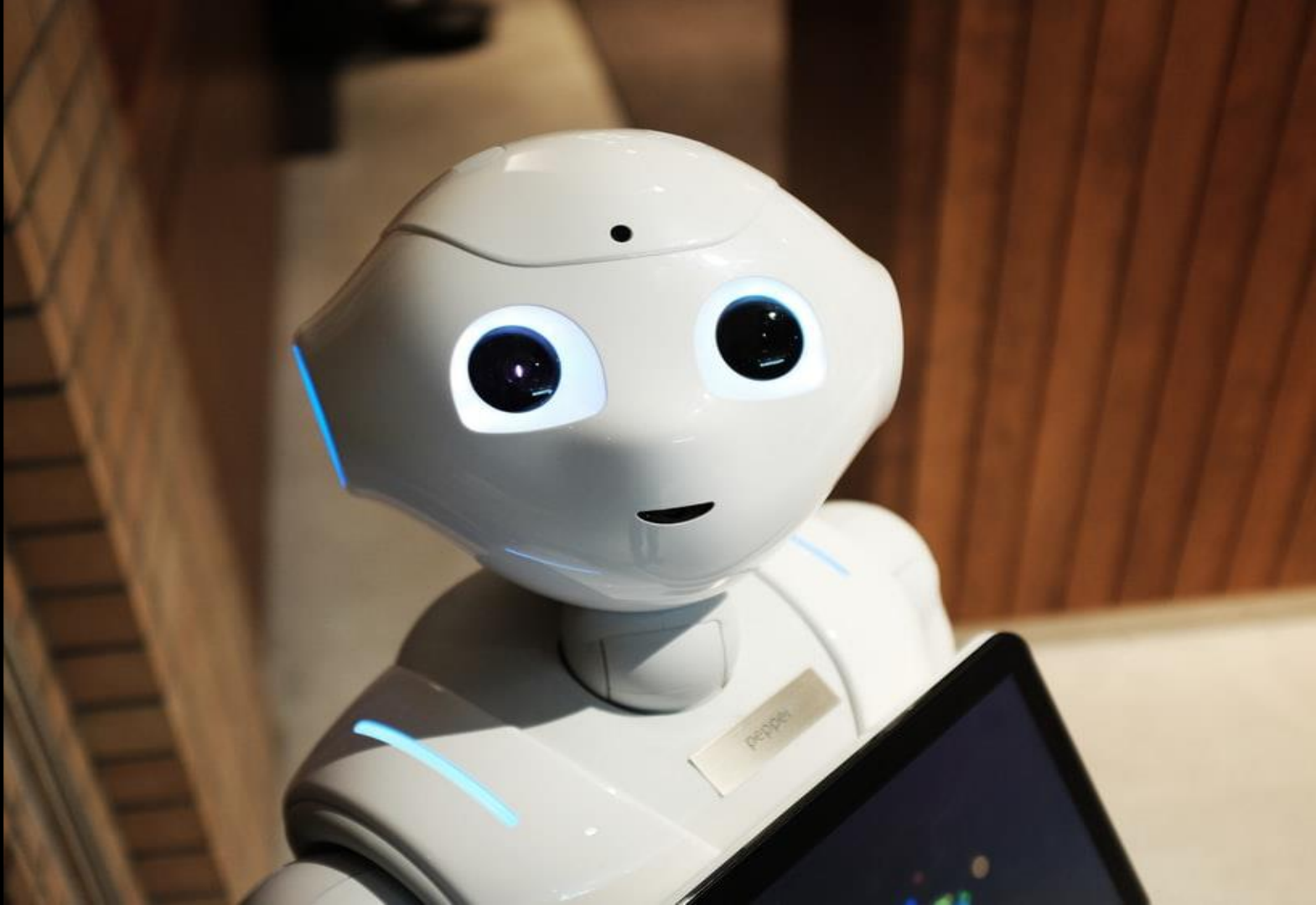


#= # # # # # # # #

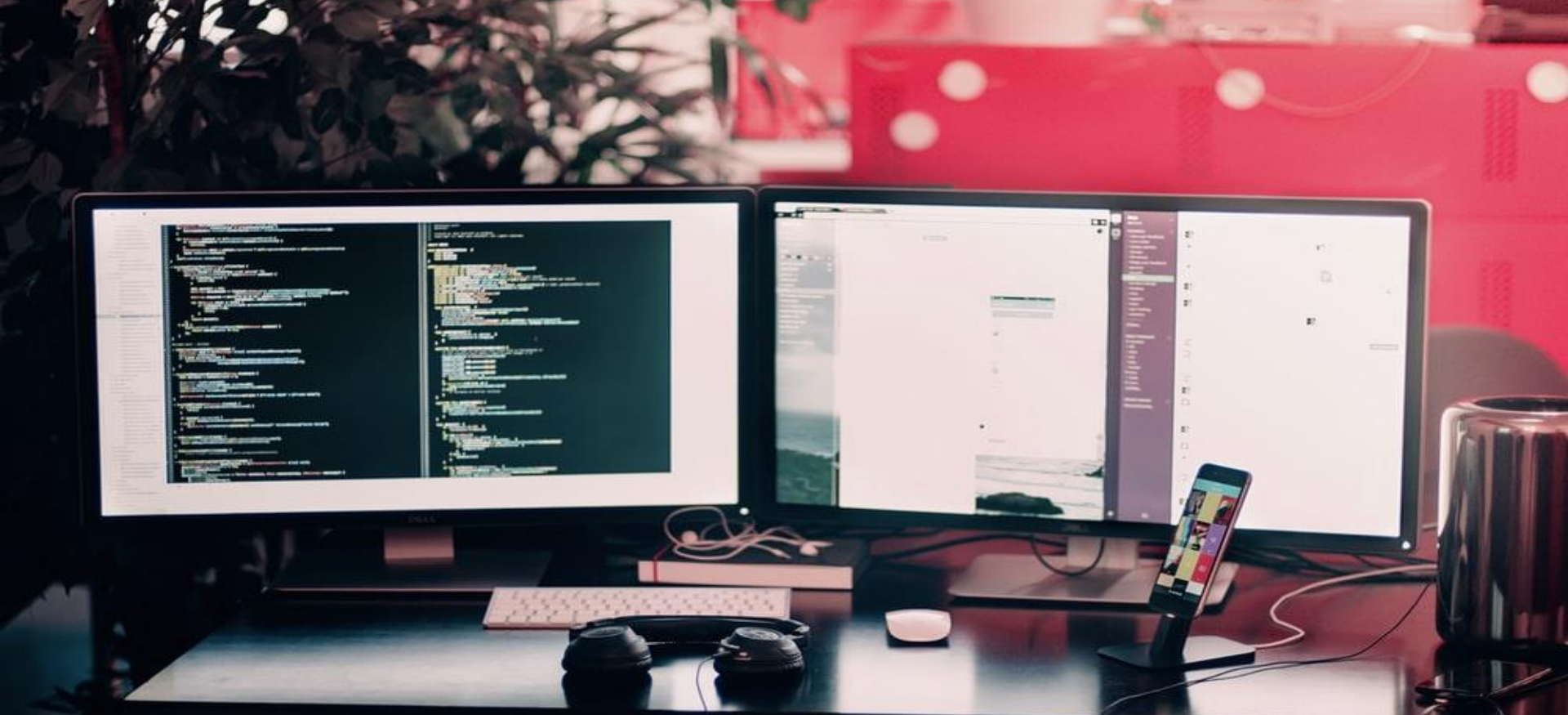
A close-up photograph of a wooden gavel with a brass band, resting on a laptop keyboard. The gavel is positioned diagonally across the frame, with its handle pointing towards the bottom left and its head towards the top right. The keyboard keys are visible in the background, slightly out of focus. A black rectangular box with white text is overlaid on the lower-left portion of the image.

**ONLINE COURT**

# ROBOTS







**TECHNOLOGY MAKES ALL OF THIS POSSIBLE**

# BECAUSE OF THE INTERNET





咀香園餅家

BUT COMPANIES ARE CLOSING DOWN

# FINANCIAL CRISIS

The image is a digital graphic with a dark blue background. It features a world map in a light blue grid pattern. Overlaid on the map is a candlestick chart with red and green bars. A large, bright yellow arrow points downwards from the top right towards the bottom center. In the top right corner, the word 'Index' is written in white, followed by a green upward-pointing triangle and the number '1.56', and a red downward-pointing triangle and the number '0.78'. The overall aesthetic is high-tech and data-driven.

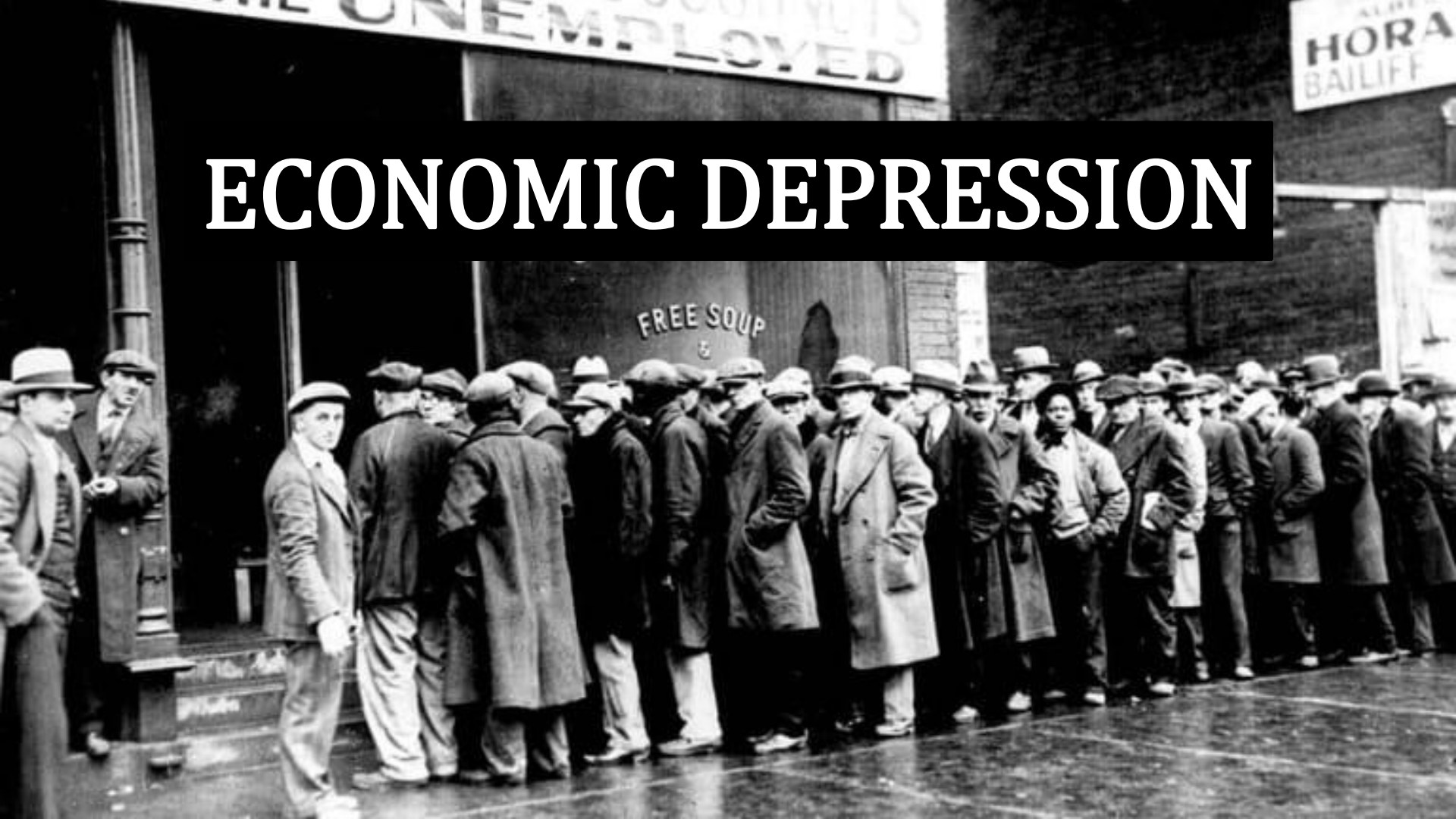
Index ▲ 1.56 ▼ 0.78

**ECONOMIC**

**RECESSION**



# ECONOMIC DEPRESSION



-  
**15%GDP**  
OF THE  
WORLD  
WILL GO  
DOWN.



**APPROXIMATELY  
1  
BILLION  
PEOPLE**



**THREATENED TO  
LOSE THEIR JOB,  
REDUCED SALARY  
AND HIGH  
UNEMPLOYMENT  
RATE**



# BEFORE COVID- 19



A top-down view of a wooden desk cluttered with various items. In the upper left, there's a white laptop, a blue notebook, a brown leather bag, and a smartphone. In the upper right, a person's hands are typing on a silver laptop. The center of the desk features a dark teapot, a glass of water, a coffee cup, and a small bowl of snacks. In the lower left, a person is holding a smartphone. In the lower center, a silver laptop is open. In the lower right, a person is holding a smartphone over a document with charts. A black banner with white text is centered across the middle of the image.

**TECHNOLOGY PLAYS A MAJOR ROLE**



*CONNECTION*



**CHANGE**

A photograph of two men in a control room. The man on the left is younger, with a beard, wearing a blue and white checkered shirt. The man on the right is older, with a grey beard, wearing a tan shirt. They are both looking at a large console with many buttons and lights. In the background, there are several large monitors displaying various data and graphics. The word "TRANSFORMATION" is overlaid in large white letters across the center of the image.

**TRANSFORMATION**

# ONLINE CLASSES



**ORDER  
FOOD ONLINE**



**GROCERY**

**ONLINE**





PEOPLE ARE NOW  
MAKING THEIR OWN  
WEBSITES



# MAKING THEIR OWN VIDEOS AND UPLOADING ONLINE



# DRONES





**AFTER COVID-19**



# E-COMMERCE

# MOBILE COMMERCE

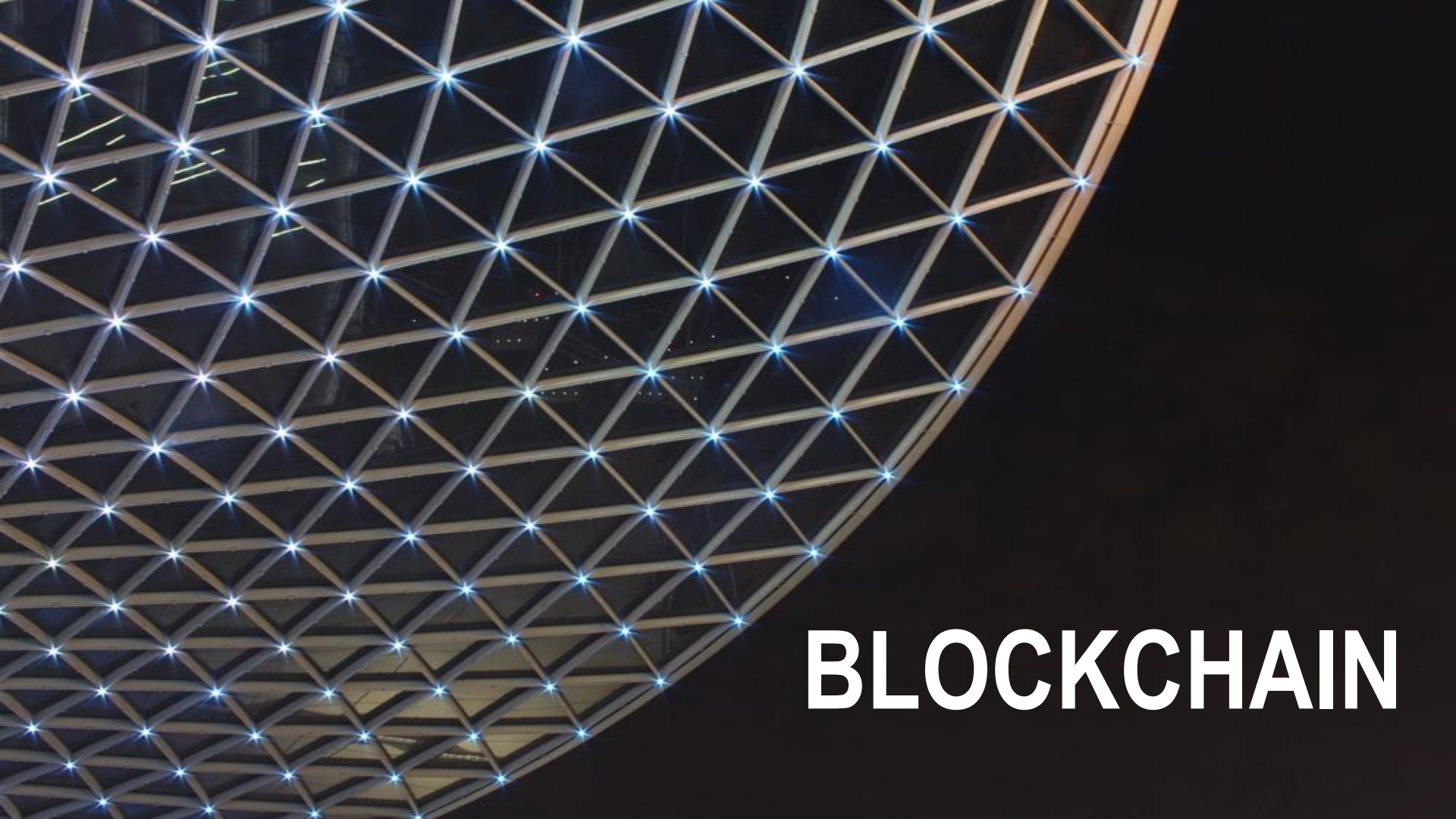




INTERNET OF THINGS



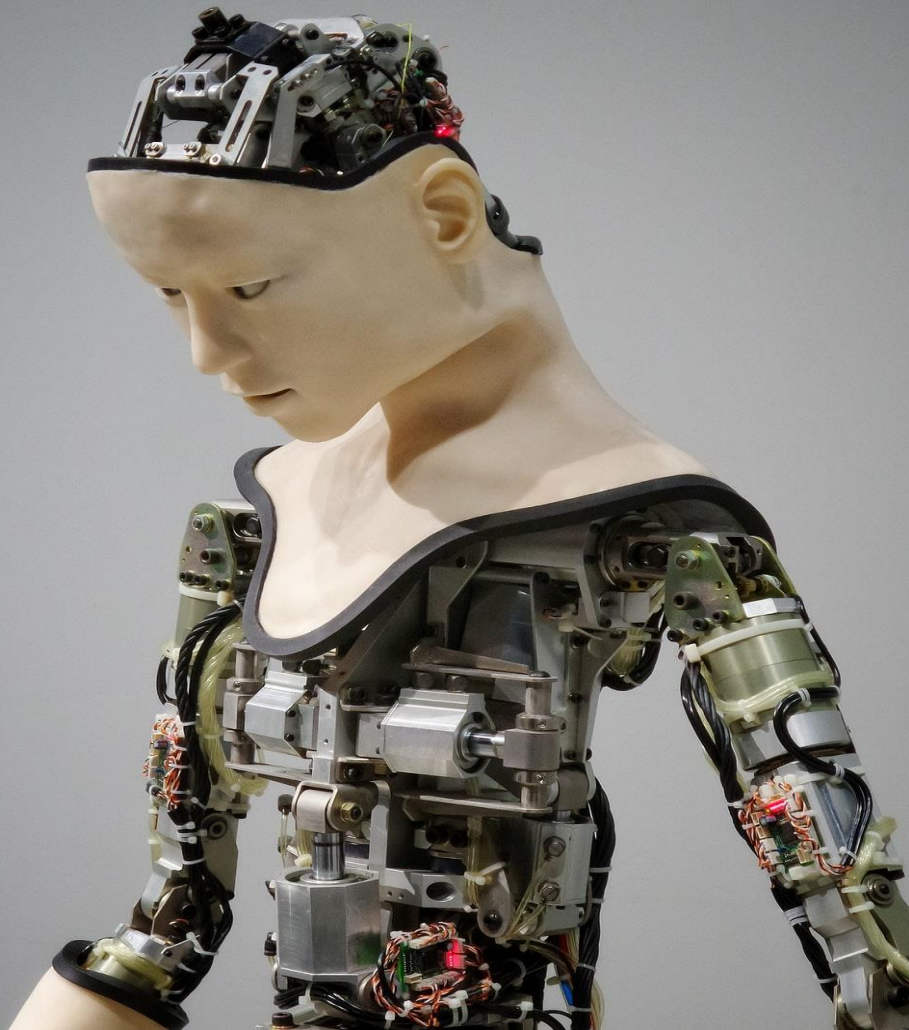




**BLOCKCHAIN**



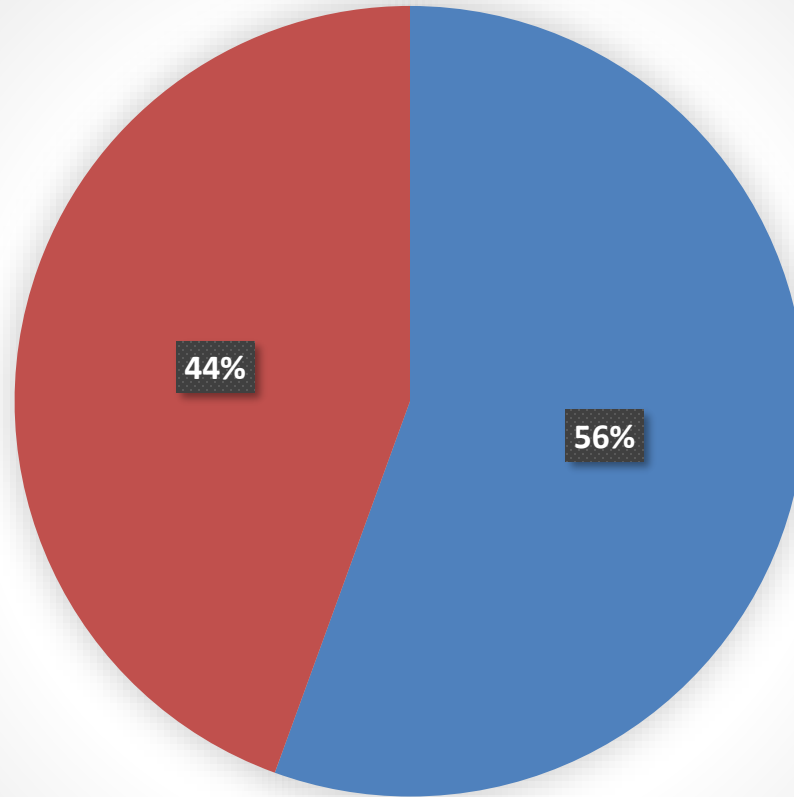
**WHAT KIND OF JOB WILL THE DIGITAL SPACE PROVIDE THE MOST?**



# ARTIFICIAL INTELLIGENCE

*ESTIMATED 500,000 AI  
JOBS WILL EMERGE AFTER  
COVID-19.*

## PERCENTAGE



■ INTERNET USERS

■ SOCIAL MEDIA USERS



WORK FROM HOME



# REMOTE JOBS

# ONLINE BUSINESS





**GAIN SKILLS**

**GAIN KNOWLEDGE**

**GAIN EXPERIENCE**

**THROUGH THE  
DIGITAL SPACE**



A person is shown from the chest up, holding a laptop and a tablet. The scene is overlaid with a complex digital interface. A central globe is surrounded by a network of glowing blue lines and nodes. Various digital icons are scattered around, including a globe, a camera, a mail icon, and a document. The overall color palette is dominated by blues and whites, creating a high-tech, futuristic atmosphere. The text 'DIGITAL MASTERY PROGRAM' is prominently displayed across the center in a bold, white, sans-serif font.

# DIGITAL MASTERY PROGRAM

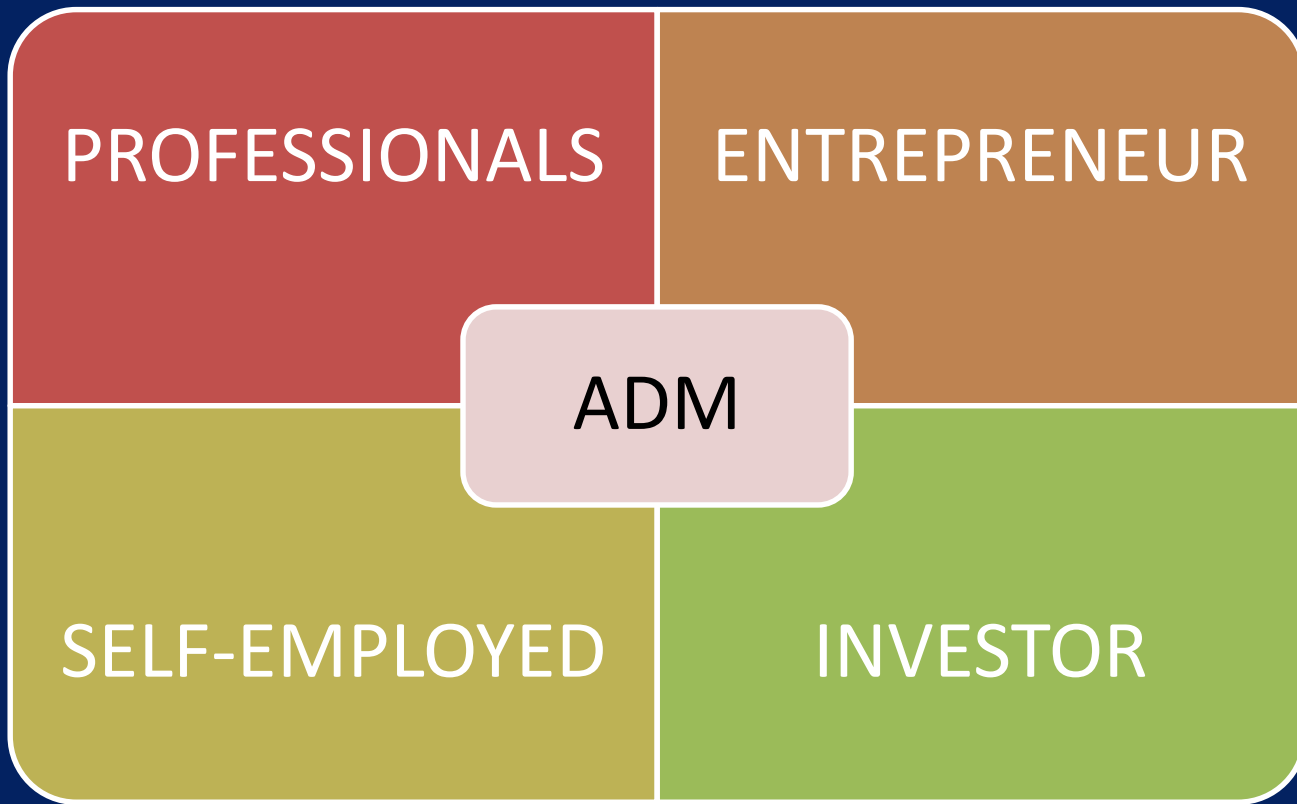


أشيقر<sup>®</sup>  
DIGIMENTORS

MENTORING

CONSULTING

TRAINING



**ADM WILL MENTOR YOU BASED  
ON THE CATEGORY YOU ARE IN.**

Professionals

Business  
Owners

Self-  
Employed

Investors



**HOW CAN YOU GET  
INTO THE DIGITAL**

A man in a grey suit jacket, white shirt, and dark trousers is walking on a gravel path. He is carrying a brown leather messenger bag and holding a book or folder in his right hand. The background is a blurred outdoor setting with trees and a path.

**PROFESSIONALS**



**WORKS IN  
COMPANIES**

# SOLOPRENEURS

A man in a dark suit and glasses stands with his back to the camera, looking towards the entrance of a modern building at night. The building has large glass windows and doors, and the scene is illuminated by streetlights and building lights. The overall atmosphere is professional and contemplative.

Startups

Middle level  
Corporate

Large  
Corporate

Venture  
Capital



# INVESTORS

DIGITAL  
ASSETS

WEBSITE  
ASSETS

SOCIAL MEDIA  
PROFILE  
ASSETS

BLOCKCHAIN

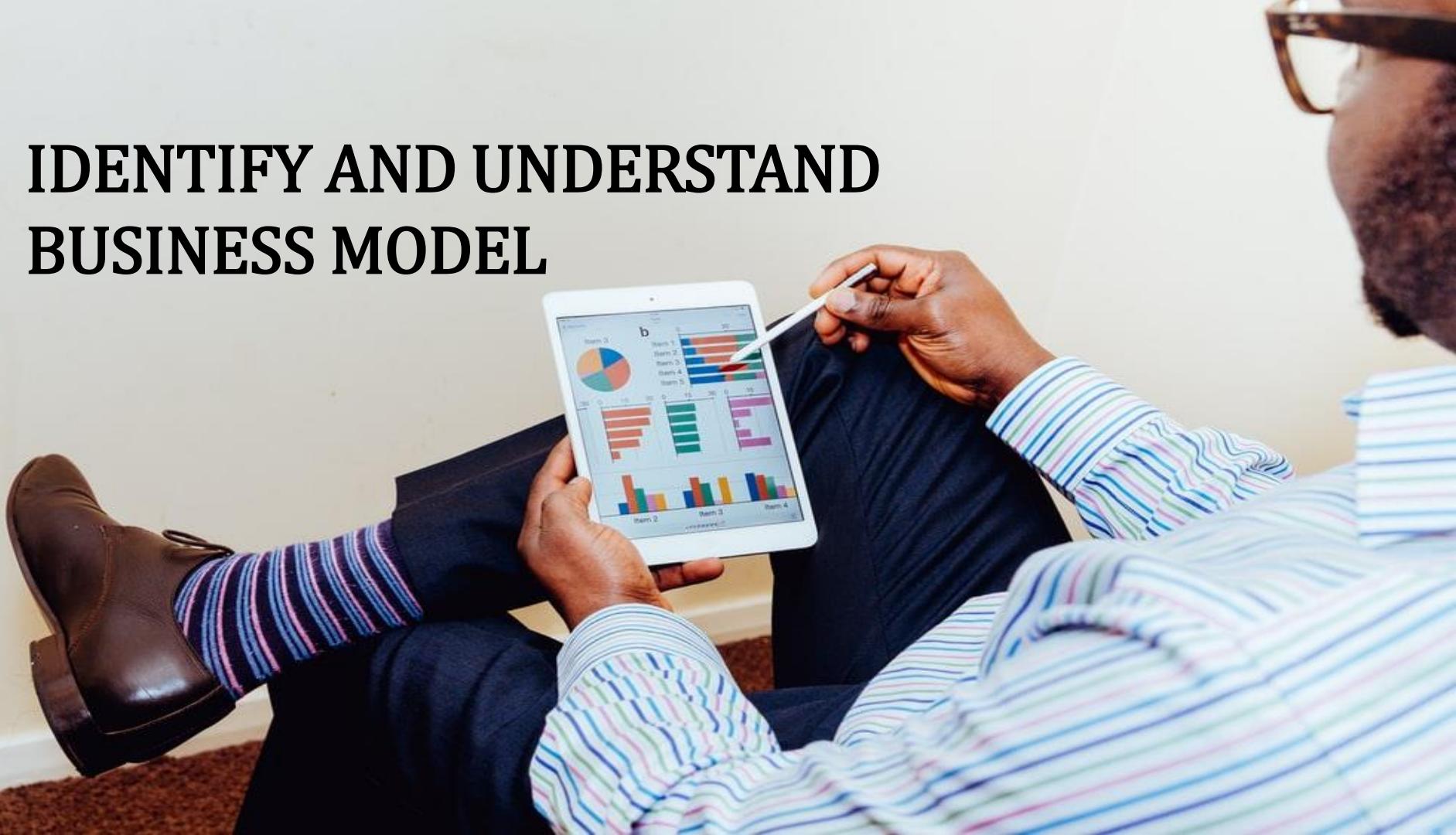
CRYPTO



# HOW WILL YOU GET INTO THIS CATEGORY?



# IDENTIFY AND UNDERSTAND BUSINESS MODEL



# BUSINESS MODELS

B2B

B2C

PRODUCT  
SELLING  
MODEL

SERVICE  
PROVIDING  
MODEL

MARKET  
PLACE MODEL

MONETIZING  
MODEL

CONTENT  
PROVIDING  
MODEL

# Your Internet Business Model

Strategy

**Business  
Model**

Organization

Technology

**CHOOSE THE MODEL  
SUITABLE FOR YOU**







**DROPSHIP**

# ADM WEBSITE BUILDER

<https://admwebsitebuilder.com/>



FEATURES    TEMPLATES    PRICING    ABOUT US    LOGIN

GET STARTED

## Get Fully Functional Website In 5 Minutes With AIDA

(AIDA - ARTIFICIAL INTELLIGENCE DESIGN ASSISTANCE)

No coding or design skills needed. AIDA builds a personalized, mobile-friendly website, funnels, e-commerce stores in minutes.

Start Your Online Business Today | Build Business Online...

📌 Websites    📌 Funnels    📌 E-Commerce

LETS GET STARTED

Free Trial. No Credit Card required.





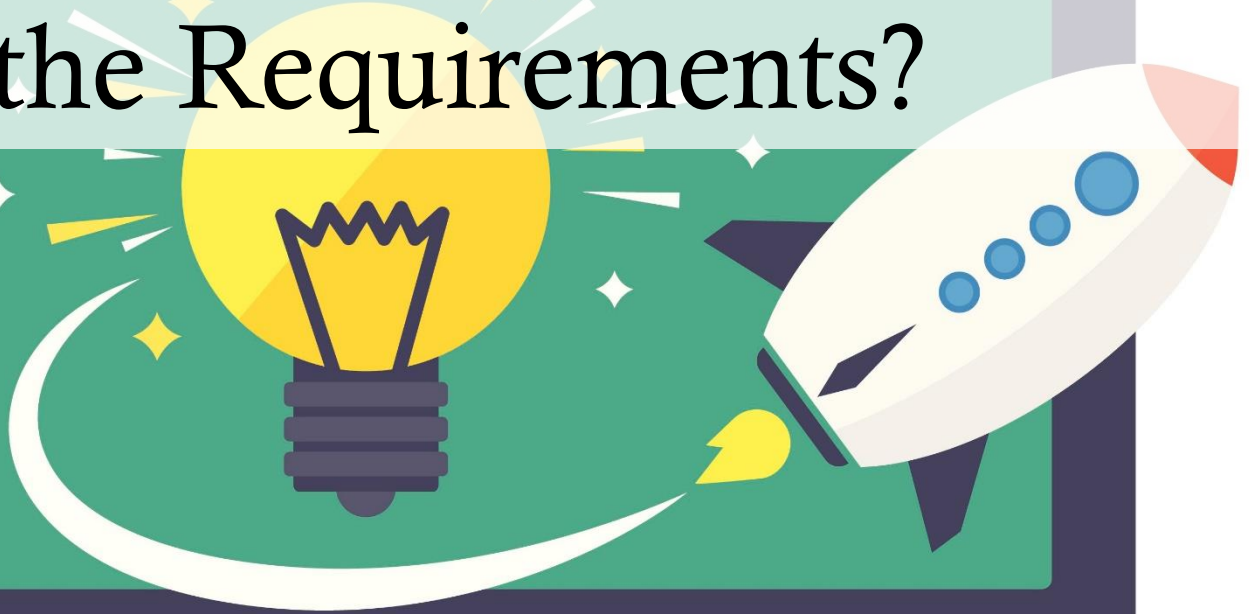


# DROP SERVICE

**SELF-EMPLOYED**



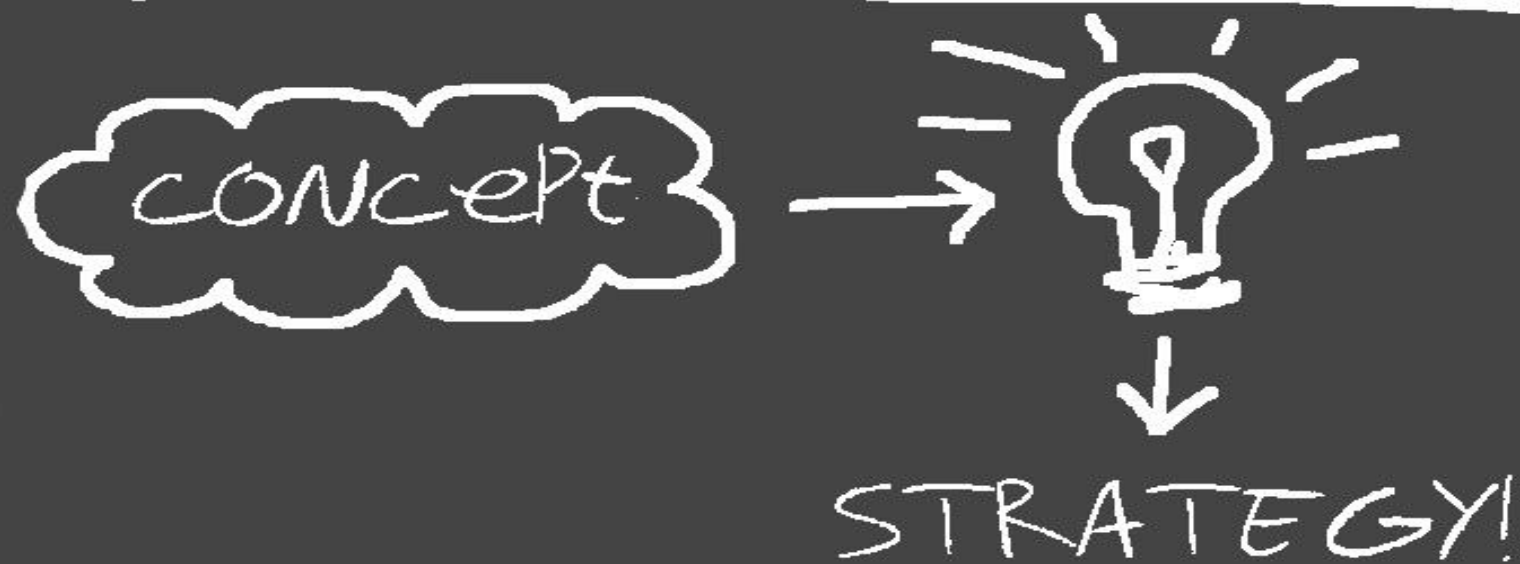
To start an online business, What are the Requirements?





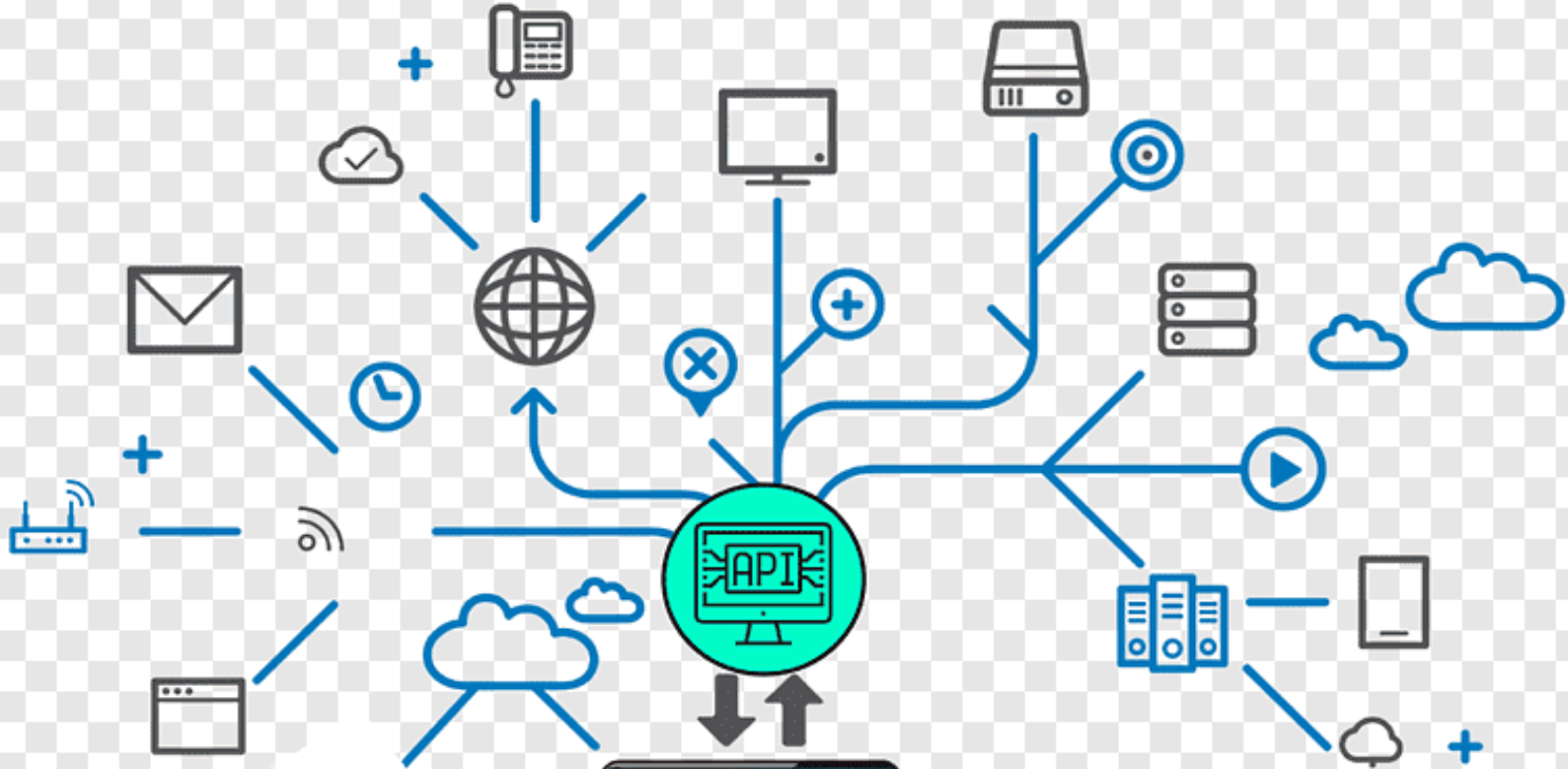
# Concepts of Online Business Models

# BUSINESS PLAN



A hand holding a piece of white chalk is positioned on the right side of a chalkboard. The word "STRATEGY" is written in white, uppercase letters across the center of the board. A large, thick yellow arrow is drawn around the word, pointing from the top right towards the bottom left. In the background, there are faint white lines and arrows, including a large white arrow pointing downwards from the top left and another white arrow pointing downwards from the bottom left.

STRATEGY



# TECHNICAL INFRASTRUCTURE



**ORGANIZATION/LEGAL ENTITY**





**RESOURCES**



**SETTING UP YOUR OWN  
WEBSITE/MOBILE APP**



**Promotions**

Q



PRODUCT

**SOURCING**



# PAYMENT GATEWAYS



# **Logistic Arrangement**



# GARAGE/WAREHOUSE

# PACKAGING MATERIALS





A hand is shown holding a large, white, 3D block letter 'C'. The background is a vibrant blue with various geometric patterns, including a large circle at the top, a vertical dotted line, and several thin white lines forming squares and diamonds. The lighting is soft, casting a slight shadow from the letter onto the surface below.

C

R

M

TOOLS

# PROMOTION OF THE BUSINESS



KNOWLE  
DGE

EXPERIE  
NCE



SKIL

**WHY AREN'T  
SOME PEOPLE  
NOT STARTING  
THEIR OWN  
BUSINESS?**

Huge Start

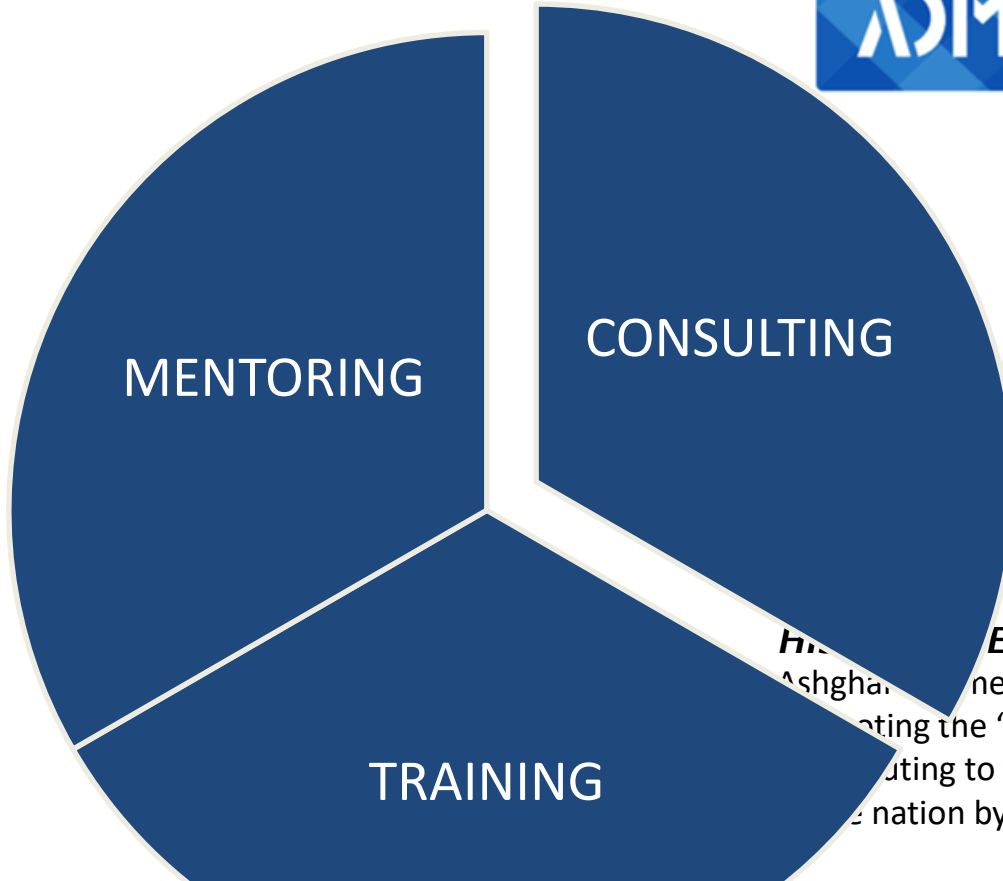
Product Inv

Set up of the

Payment G



أشيقر<sup>®</sup>  
DIGIMENTORS



**Haniya Sheikha Jassim Al Thani**  
H.E. Haniya Sheikha Jassim Al Thani, Director of Ashghar, stated that launching Ashghar Mentors is our next step and commitment to supporting the “Qatar Economic Vision 2030” by contributing to the future growth, success, and prosperity of the nation by creating digital entrepreneurs .



# THE ONLINE SHOPPING MALL

*World's Most Comprehensive, Advanced, and Integrated Technological Platform for E-commerce*

*Developed in Qatar  
Global in Scale*

**SEVERAL  
COMPANIES  
WILL OFFER  
WORK-FROM  
HOME  
OPPORTUNITIE  
S AND REMOTE  
JOBS**



# ***WHAT KIND OF WORK-FROM HOME OPPORTUNITIES ARE AVAILABLE?***

SOCIAL MEDIA  
INFLUENCER

SEO  
SPECIALIST

DIGITAL  
MARKETING  
SPECIALIST

AFFILIATE  
MARKETER

GRAPHIC  
DESIGNER

WEB  
DESIGNER

CONTENT  
WRITER

VIRTUAL  
ASSISTANT

PRIVATE BETA

BETA TESTER

SOFT  
LAUNCHER



# ***REQUIREMENTS TO JOIN THE WORK- FROM-HOME OPPORTUNITIES***

PC/LAPTOP  
WITH INTERNET  
CONNECTION

KNOWLEDGE

EXPERIENCE

SKILLS

# ADM WILL PROVIDE:

KNOWLEDGE

TACTIC

TECHNIQUES

STRATEGIES

METHODS

SKILLS

*HOW IS THIS CONDUCTED?*



# WORK-FROM-HOME OPPORTUNITIES

<https://onlinejobworkfromhome.com/>

✉ info@adm.qa ☎ + (974) 66824638

Search for...



HOME ABOUT US OPPORTUNITIES HOW IT WORKS APPLY NOW EVENTS CONTACT US

## Get an Online Job and Work-From-Home and Get Paid Monthly.

Asheghar Digimentors are offering remote job opportunities for our global projects.

Apply Now





# 30 MINUTE CONSULTATION



# ADM WEBSITE BUILDER

<https://admwebsitebuilder.com/>



FEATURES    TEMPLATES    PRICING    ABOUT US    LOGIN

GET STARTED

## Get Fully Functional Website In 5 Minutes With AIDA

(AIDA - ARTIFICIAL INTELLIGENCE DESIGN ASSISTANCE)

No coding or design skills needed. AIDA builds a personalized, mobile-friendly website, funnels, e-commerce stores in minutes.

Start Your Online Business Today | Build Business Online...

- 📌 Websites
- 📌 Funnels
- 📌 E-Commerce

LETS GET STARTED

Free Trial. No Credit Card required.



Activate Windows  
Go to Settings to activate Windows.


A young woman with long brown hair, wearing a light pink shirt, is sitting at a desk and looking at a laptop. An older woman with short white hair and black-rimmed glasses, wearing a white shirt, is sitting next to her, also looking at the laptop. They are both smiling and appear to be in a collaborative work environment. The background shows a blurred office setting with shelves and a whiteboard.

# WHO IS A MENTOR?



**AT ADM MENTOR IS  
A PROFESSIONAL  
WHO PROVIDES  
PROFESSIONAL OR  
EXPERT ADVICE IN  
THE DIGITAL WORLD**





**A highly paid professional  
and prestigious profession  
that will earn self-esteem,  
admiration and respect.**

# WHAT DOES A MENTOR DO?



**HELP DIGITAL  
ENTREPRENEURS  
NAVIGATE THEIR  
JOURNEY TO SUCCESS**



A person in a dark suit is walking up a long, wide staircase that leads towards a bright, glowing horizon. The background features a city skyline at night, with several tall buildings illuminated. The scene is framed by two large, white, triangular shapes that converge towards the top of the image, creating a sense of depth and focus on the person climbing the stairs.

GUIDE

COACH

MOTIVATE

INSPIRE

**Help a business owner  
succeed and grow with them.**



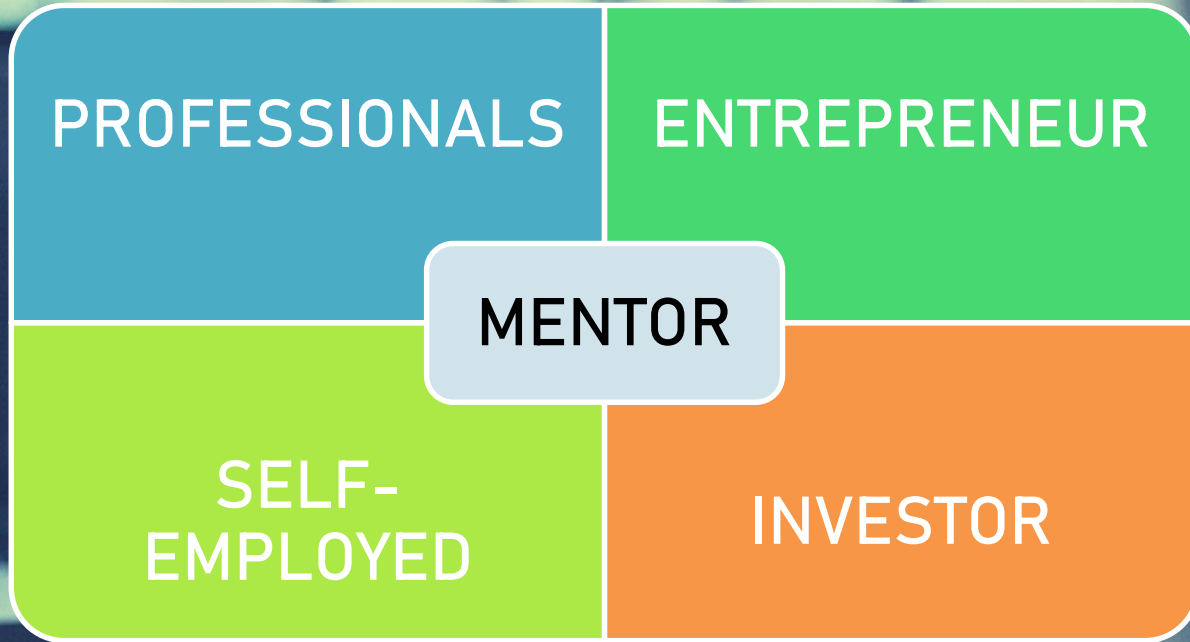


HELP  
SOMEONE  
START AN  
ONLINE  
BUSINESS



**HELP TAKE AN EXISTING BUSINESS ONLINE.**

# ASSIST:



# TO THE DIGITAL WORLD



A large, ornate ballroom with a stage and chandeliers, set for a formal event. The room is filled with round tables covered in black cloths, each with white tableware and a tall, silver, spherical centerpiece. The ceiling is high and features several large, multi-tiered chandeliers. A stage is visible at the far end of the room, with a large screen displaying a bright, abstract image. The overall atmosphere is elegant and sophisticated.

**BE A WORLD-CLASS  
DIGI MENTOR**



# **BUSINESS COLLABORATORS.**



**JOIN OUR MENTORING TEAM AND GROW  
YOUR SKILLS!**



A photograph of a business meeting. In the foreground, a man with a beard and a dark suit is shaking hands with another man whose back is to the camera. In the background, a woman in a dark suit is clapping her hands. The scene is set in a modern office with a wooden table, a laptop, and a glass of water. The word "DIGIMENTOR" is overlaid in large, white, outlined letters across the center of the image.

# DIGIMENTOR

# BE A MENTOR



# BECOME A M.E.N.T.O.R

**M**

- **Mission**

**E**

- **Engagement**

**N**

- **Network**

**T**

- **Trust**

**O**

- **Opportunities**

# PROJECT VISION

*Why are we doing this?*



**EDUCATE** – Mentoring  
Program on how to start an  
online business

# PROJECT VISION

*Why are we doing this?*



- EQUIP – Build their skills for practical use



# PROJECT VISION

*Why are we doing this?*



EMPOWER – Show them  
how to make money

# PROJECT VISION

*Why are we doing this?*



ENHANCE – Increase their earning potential

# PROJECT VISION

*Why are we doing this?*

- EXHIBIT – Showcase success



**WHO CAN  
PARTICIPATE  
AS MENTORS?**





**WILLING TO BE TRAINED TO  
TRAIN AND MENTOR**



**CAN WORK PART TIME  
OR FULL TIME.  
REMOTELY**



**PASSION TO SERVE**



**CAN MOTIVATE AND COACH**



# DEDICATED TIME



A woman with curly hair, wearing a white blazer over a teal top, is smiling and pointing her right hand towards a large, teal speech bubble icon with three white horizontal lines inside. The icon is positioned in the upper left quadrant of the image. In the background, a man in a dark suit and tie is sitting at a desk, looking down at a laptop. Other office workers are visible in the background, and the setting is a modern, open-plan office with wooden desks and exposed ceiling infrastructure.

**BECOME A MENTOR!**



**JOIN OUR DEDICATED MENTORING TEAM AND BE ABLE TO HELP, GUIDE, COACH, MOTIVATE, AND INSPIRE SOMEONE.**



**BECOME AN EXPERT  
OVER THE FOLLOWING:**

# Internet Business Mentoring





# DIGITAL MARKETING

**NEWSLETTERS**



**SETUP  
STORES**



**SSL  
INTEGRATION**

**REVIEWS**



**BANNER**



**PPC  
CAMPAIGNS**

# **E - COMMERCE MARKETING**



**SOCIAL MEDIA  
EXPOSURE**



**SPEED  
OPTIMIZATION**



**SEO  
STRATEGY**



**COUPONS AND  
DISCOUNTS**

**PROMOTE**

**JOIN**



**EARN**



# Affiliate Marketing





# BUSINESS DEVELOPMENT ACTIVITES






SEARCH ENGINE OPTIMIZATION

# SOCIAL MEDIA MARKETING EXPERT



# Extraordinary Public Speaking Skill

A woman with long blonde hair, wearing a dark blue blazer and black skirt, stands on a stage facing an audience. She is gesturing with her right hand. The audience is seated at round tables with white tablecloths, and the background is a dimly lit room with warm lights and a green exit sign.



# LEAD GENERATION

- ✓ analysis
- ✓ Content
- ✓ Research

WWW.

Research



Target



# CONTENT MARKETING



Analysis

Feedback



Content



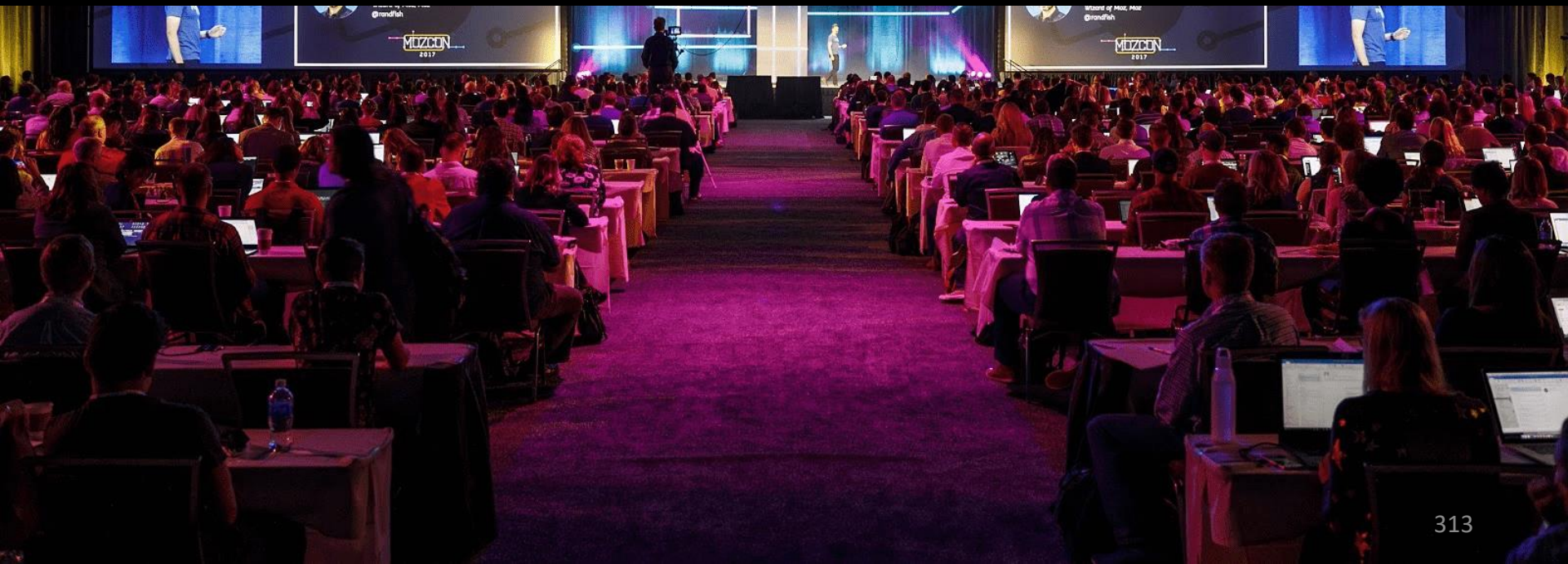


# EVENT PLANNING





# PROJECT LAUNCH





# PROJECT LAUNCH WITH DIGITAL MASTERY





# WORK PATTERN

THINK

ACT

COMMUNICATE

**VMGOSA**

V

- VISION

M

- MISSION

G

- GOAL

O

- OBJECTIVES

S

- STRATEGY

**VMGOSA**

# OBJECTIVES:





## 1. Concept To Reality



## 3. Branding

## 2. Expansion To The 100 Countries



## 4. Sales



**5. Showing to the world that online shopping mall works**



**6. Showing Evidence to the world**



**7. Online Shopping Mall Up and Running**



**8. Niche Store Up and Running**<sup>320</sup>





**9. Individual Store Up and Running.**



**10. Sales Is Happening And Making Money**



**11. People Make Money**



**12. Why Is It Clubbed With Digital Mastery?**



## **13. NICHE STORE OWNERS GETS A BRANDING AND CAPACITY BUILDING**



**14: ROLL-OUT OF THE  
BLOCKCHAIN PROJECT**



**15. SOCIAL MEDIA INFLUENCER  
RECRUITMENT**



**16. CTE GROOM-UP**

# PROMOTE CAPABILITY BUILDING WORKSHOPS

Build your  
Business  
online  
Bootcamp

Mentor-  
Mentee  
Bootcamp

Visioning  
and Goal-  
setting  
Workshop

Public  
Speaking  
Workshop

Business  
Plan and  
Financial  
Training

**POTENTIAL:**

**Become a Digital  
Entrepreneur**

**Become a Highly Paid  
Professional**

**Become a Successful  
Social Media  
Influencer**



**POTENTIAL TO ACQUIRE:**

**Own a Niche Store from  
Online Shopping Mall**



**Own an Independent  
E-commerce Platform**

**POTENTIAL TO ACQUIRE:**

**Affiliate  
Website**

**Drop Service  
Website**



**Targeted  
SEO Strategies to drive  
traffic to their website**





**Email Marketing  
Campaign based on  
Target Audience**



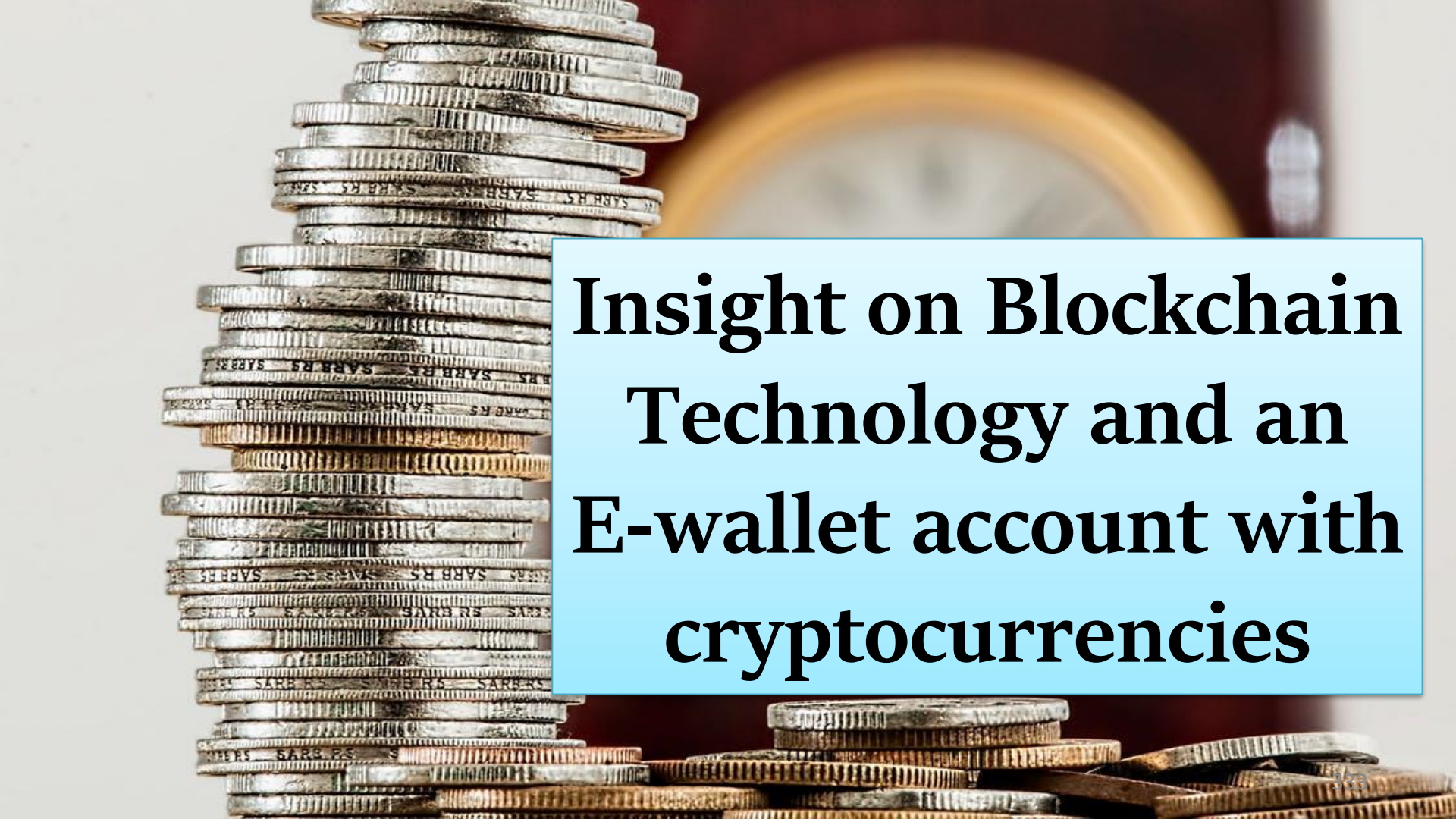
# Strong Social Media Presence



# Earn Revenue from YouTube

A woman with blonde hair, wearing a dark grey sweater and blue jeans, is sitting cross-legged on a wooden floor. She is looking down at a laptop computer that is open on her lap. She is positioned next to a large window with multiple panes, through which bright sunlight is streaming, creating long shadows on the floor. The background wall is light-colored with vertical wood paneling.

# **Become a Successful Affiliate Marketer**



# Insight on Blockchain Technology and an E-wallet account with cryptocurrencies

# Become a High-Earning Miner





**Co-founder**

**WITH RUNNING  
BUSINESSES**

**Empowering  
Co-founder**



**C.E.O.**

**WITH RUNNING  
BUSINESSES**

**Vice President**





**Capable to attract  
INVESTORS**



**Fundamentals of Digital  
Entrepreneurship**

**Modelling Principles**

**Choosing Profit-making  
Niche**

**Terminologies & Edium**

**E-Commerce Workshop**



**Effective  
Email Marketing**

**Mobile Commerce**

**How to get Google Top 10  
Ranking**

**Search Engine Optimization**

**Business Planning**

**Finding Investors & getting  
funded**

**Tools, Techniques, and  
Tactics**

**Strategy Implementations**

**Conversion Rate  
Optimization (CRO)**

**Campaign Budget  
Optimization**

**Payment Gateway Systems**





**Monetization Planning**

**Drop shipping and Drop Service**

**Revenue Generation through YouTube**

**Social Media Optimization**

**Discovery to Analytics**

**Social Media Optimization**

# **Revolutionary Blockchain Concepts**

**Introduction to IoT**

**Understanding A.I.**

**High-earning  
Cryptocurrencies**

**Acquiring Digital Assets**

**Acquiring Online Assets**

# LEARN HOW TO GET CERTIFIED

## CERTIFICATES



This acknowledges that

**JOÃO VITOR RODRIGUES BAPTISTA**

has successfully completed all the requirements to be recognized as a

GOOGLE CLOUD CERTIFIED

**PROFESSIONAL DATA ENGINEER**

Thomas Kurian  
CEO, Google Cloud



Series ID: 7372  
Issue Date: 30 Jan 2020  
Expiration Date: 30 Jan 2022  
Certification ID: xo0vBw  
Certified As: João Vitor Baptista



**Syed Mohsin Raja**

HAS COMPLETED

**Audience Insights**

AS PART OF THE

**BLUEPRINT eLEARNING PROGRAM**

ON June 26, 2017

facebook  
blueprint | eLearning



# MENTORS' FINANCIAL BENEFITS





# MENTORING FEE

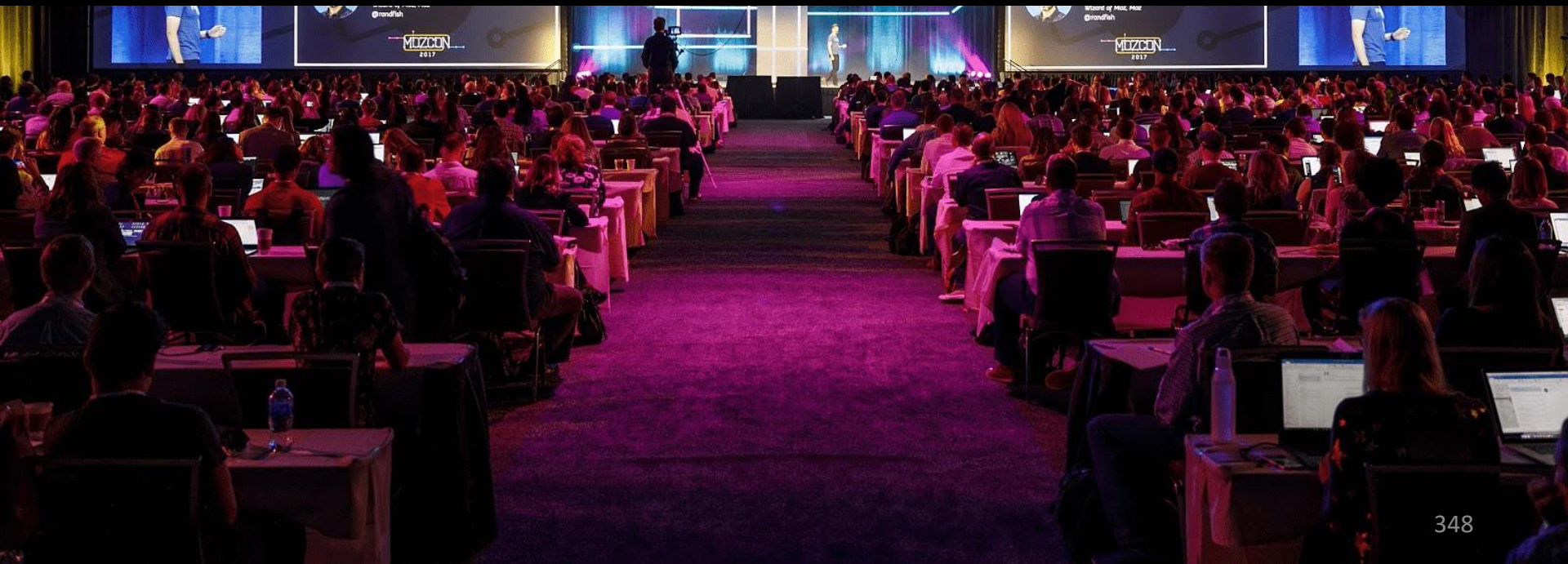


# PERFORMANCE FEE



**WHEN YOUR CLIENT GETS CONVERTED TO A NICHE STORE OWNER, WEBSITE OWNER, MINER, & OTHER SERVICES, YOU EARN MONEY THROUGH REMUNERATION AND PERFORMANCE FEE**

# PROJECT LAUNCH



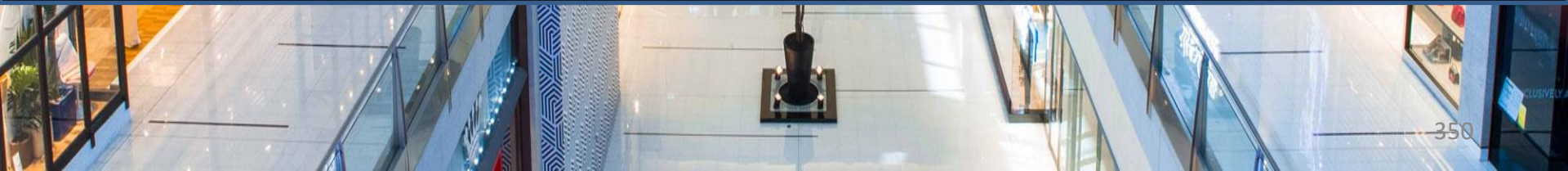


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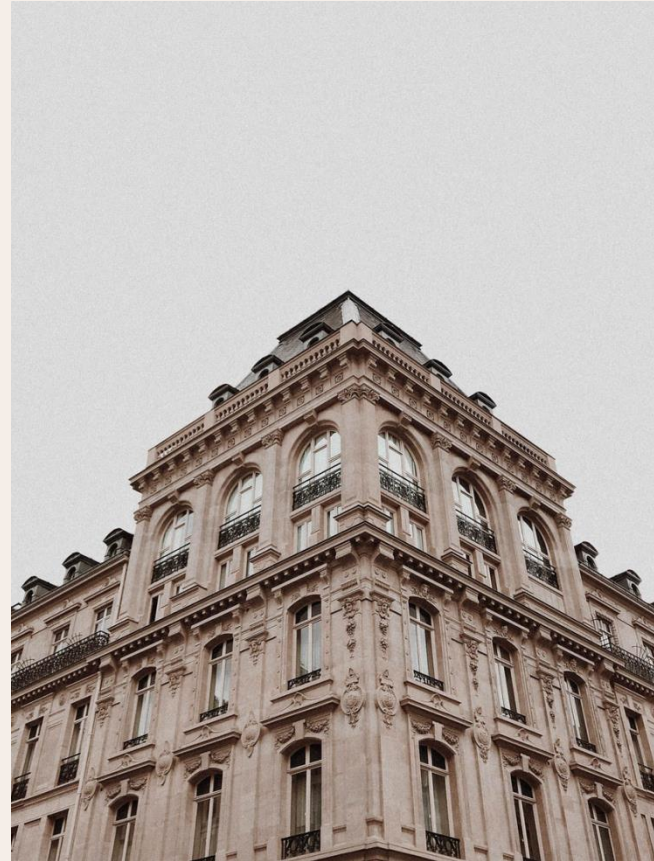
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