High income skills program

1. **Business ideas (choosing product or service)**
   a. Marketing agency
   b. Video editing & graphic designing
   c. YouTube Automation
   d. Become an influencer

2. **Business set up – Online**
   a. Website, Domain, Hosting
   b. Business profile set up (FB, IG, LinkedIn, YouTube) for India

3. **Contents planning & types for Brand creation & influencer.**
   a. Facebook & Instagram
   b. YouTube
   c. Website
   d. Landing pages

4. **Contents hunting, creation**
   a. Hunting contents
   b. Creation (Canva)

5. **<u>Graphic designing & video editing</u>**
   a. Premier Pro
   b. Installation
   c. Video details & Project window
   d. Source window
   e. New sequence & Timeline
   f. Editing 1 & 2
   g. Transition effects
   h. Pen tool, masking & type tool
   i. Export / Rendering

6. **Marketing & Sales**
   a. **<u>Digital marketing</u>**
      i. What, why?
      ii. What platforms are available for advertising?
      iii. Setting up ad account
         1. Facebook & Instagram
         2. Google ad account
         3. WhatsApp business account
      iv. In depth of Facebook
         1. Types of ads
         2. Lead generation
      v. Google ads
   b. Instagram – Powerful tool for business
         1. Account set up

2. Stories (powerful sales tool)
3. Instagram ads
4. Lead generation

c. Ads creation/ types & format
d. Sales funnels & strategies
   i. Creatives for funnels
   ii. Major funnels for business
   iii. Lead life cycle & lead management
e. Sales closing techniques
   i. Chat script
   ii. Follow up types
   iii. 10 sales closing techniques
   iv. Branding
   v. Call script

YouTube Automation Program

1. **Introduction**

2. **Types of Income you can generate with YouTube.**
   a. Ad revenue
   b. Affiliate Income
   c. Influencer & Brand tie up
   d. Selling your own merchandise

3. **Selecting a Niche & Channel name**
   a. Guidelines to select profitable niche
   b. Niche types
   c. Name generator
   d. Logo creation & banner
   e. Channel description

4. **YouTube Studio tour & Useful extension**

5. **Contents hunt for videos**
   a. Types of contents & hunting
   b. Format of the video
   c. Key points
   d. Important components
   e. Video features

6. **Video Production – Self made**
   a. Selecting topics
   b. Script
   c. Voice over + Video editing
   d. Video types
   e. Thumbnail

      f.   SEO of the video

7. **Video Production – Automation method**
   a. Introduction
   b. Script
   c. Voice over + video editing
   d. SEO + TN

8. **SEO + Video Upload Tricks + After uploading task**
   a. Title
   b. Description
   c. Tags
   d. Important upload settings

9. **Getting channel Monetized**
10. **AdSense Account creation & Linking**
11. **Growth hacks**
    a. Fast views & Subscribers
    b. Playlist
    c. Branding video
    d. Giveaway strategy
    e. Community posting hacks.
12. Applying for Affiliates + Generating revenue

Note: Nothing is perfect, there is always room for improvement, some new modules will also be added with time & notification will be given when we add new sessions.