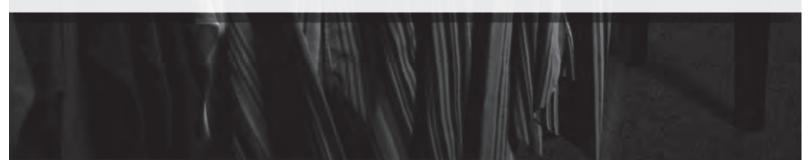
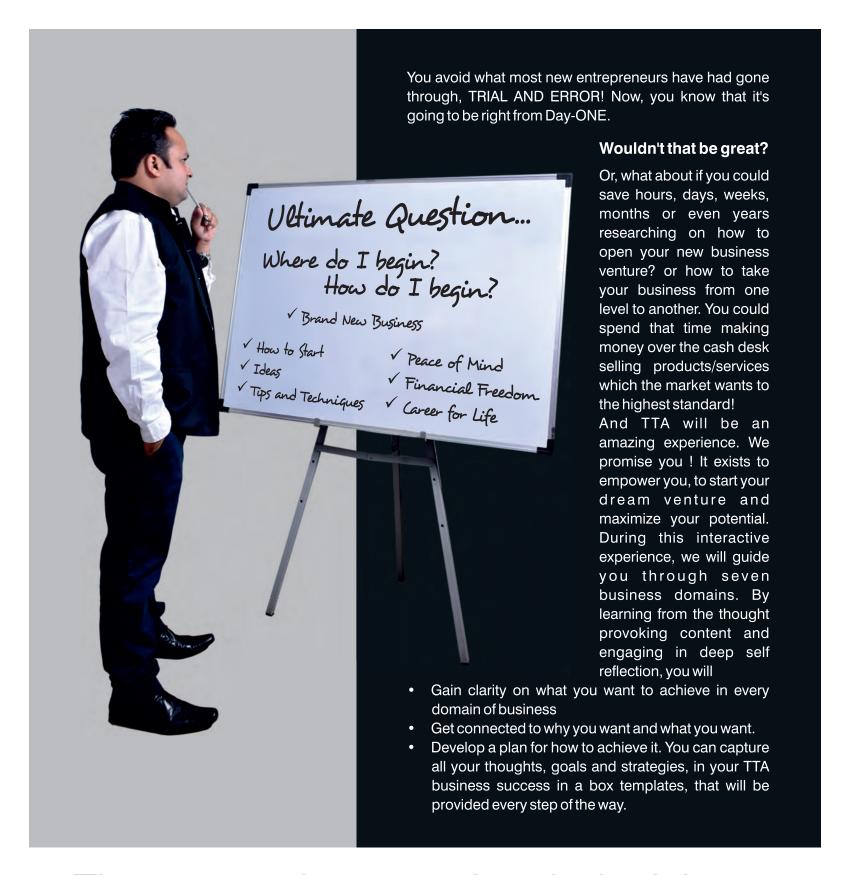


Struggling to open a fashion boutique business? Not even sure where to start?

What If We Tell You... Here's YOUR Chance...



Imagine being able to start a brand **new business** and know you are using **ideas**, **tips** and **techniques** that have already **PROVEN** and worked with other business owners!



This is your ticket to sneak in the backdoor. . .

With the easy to comprehensive training program, here is just a tiny fraction of what you will learn

- Start off with your great idea and turn it into a profitable and easy to use business idea
- Use the simple and easy steps to create a super simple to understand business plan that will set you up for success (This is so your business will continue to thrive and



eam

make profits while those around you fail)

- Understand how much money is needed to start your business and where can you get it from
- Know your customers, trends, collection, signature items, quality standard of the product development stage and more
- Customer service, and how to create raving fans.
- Sourcing of material and products suitable to meet your busniness needs.
- Get a corporate identity -- this works especially well if you want to 'crack' in to the mainstream and sell to hundreds & thousands of your customers (and make loads of money)
- Understanding marketing and branding materials including the press and sales kit
- The secret to sales covering cold calling, seeking appointments, selling to the corporate's & bollywood costume designers, getting the order and above all getting paid
- Easily use the must know legal essentials of copyright and trademarks- if you miss these, you might as well kiss your business goodbye.

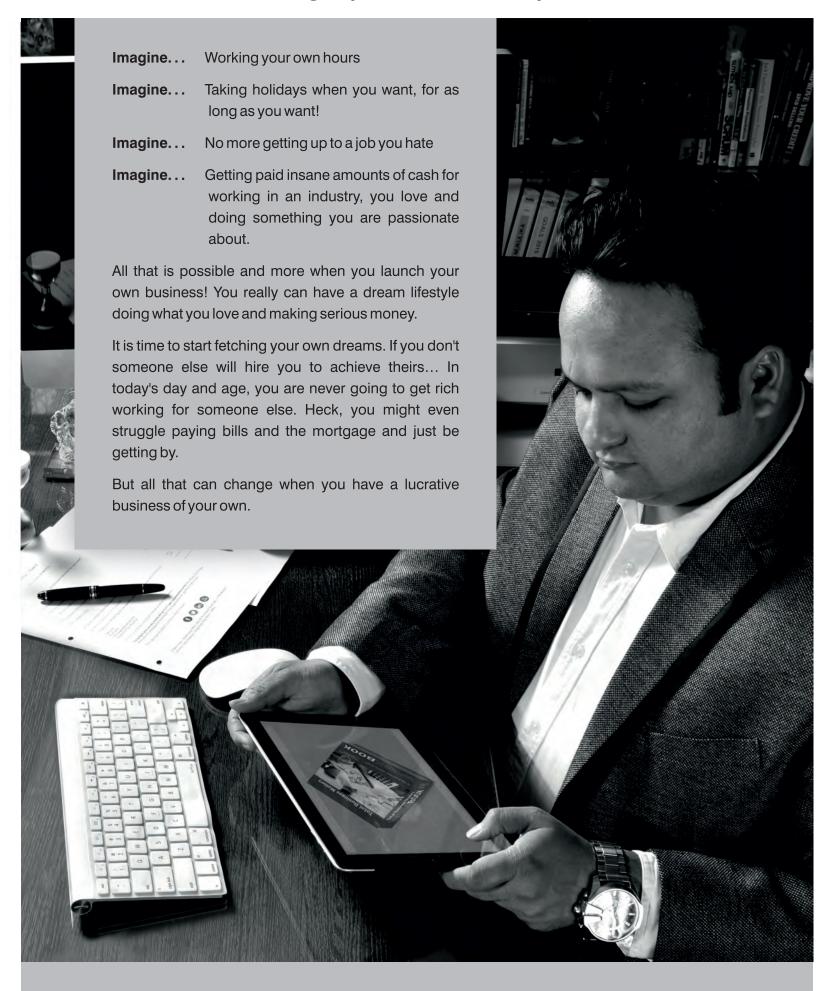
AND MUCH MUCH MORE...

Plus . . .

- How to get your thriving business from the offline world and reach millions of new customers by leveraging FREE techniques on the internet.
- How to expand the business by partnering, consulting or getting investors and start a second line.

Learn everything you need at your fingertips and be confident in opening a business right, the first time.

This is jam packed with information to get you started today!





Program Goal/ Objective:

- To help aspiring entrepreneurs to launch their businesses.
- To teach them to unleash their full potential and think big.
- Enable existing business owners & entrepreneurs to grow their business.
- Get investors for Business Expansions and Growth.

Your Investment :-

The candidate is required to submit a Demand Draft as a one time Tuition Fees in the name of "Times & Trends Academy Pvt. Ltd.", Payable at Pune. The candidate then becomes eligible to attend the Business Transformation Sessions live as well as online through full blown home study course with DVDs, Manuals, CDs, Binders and everything else as your learning aid.

Duration / Training dates

Program duration is of 52 weeks (1 Year)

Live: Once you enrol for this Business Transformation Program, you can immediately start attending sessions from the coming Saturday between 11.00 AM - 4.00 PM. Every Saturday, a new topic related to Business Mastery is covered and the same training session is recorded and the final edited video is then subsequently uploaded on our online learning management portal and life time access is given to you for your future reference.

Online: All the lectures and training sessions are recorded and uploaded in the members area and once you enroll with 'Times & Trends Academy', you will immediately receive a welcome email with details pertaining to access to Module 1. Each of the additional modules will be released to you one every week for the next 52 weeks. You will always have access to the previously released modules along with the current module released. Similarly pre-recorded videos and training material shall be handed over to interested participants in the form of DVDs every month to facilitate learning for people who don't have access to internet.



How often are the videos uploaded?

You will immediately receive a welcome email with details pertaining to access to Module 1. Each of the additional videos will be released to you once every week, for the next 52 weeks. You will always have access to the previously released videos along with the current video released.

Criteria's for selection of Aspiring Entrepreneurs

We at Times & Trends Academy are welcoming all young individuals who aspire to launch their own fashion business and become a Highly Paid and Successful Entrepreneur. Determination is the key to join Times & Trends Academy.

Few minimum criterions for admissions are as follows

- The aspiring entrepreneur should be able to understand English & Hindi as a listening attribute. The ability of understand basic English & Hindi is sufficient to gain the maximum out of this program
- The aspiring entrepreneur should be either a graduate or must be pursuing a graduation course (in any discipline)
- The aspiring student should be determined to launch his / her own brand
- The existing entrepreneurs who want to scale up their business and take it from one level to another

How do I join Times & Trends Academy – "Take Charge Of Your Business & Create Your Own Destiny" Comprehensive 52 Weeks Training Program

You may fill in the Online Registration form or visit any of our TTA Academy. Our expert career consultants would assist you with the registration procedure.



How many modules are there in this program?

The total program is divided into two parts consisting of 14 modules. The first part of the program (7 modules) is where the laws & business shall be taught. Just like whatever thing you hold & leave it will eventually come down. That's law of gravity. Similarly there are laws of business. If you do the basics right, you work on the foundation, chances of you and your business being successful will be much higher. And in the second part (7 modules), Fashion Domain Business Knowledge and insights shall be shared with you.

How long is each module and when is it conducted?

Every Saturday we are going to conduct one new module between 11.00 AM - 4.00 PM and this will continue for 52 weeks. So, each module would be around 5 Hours and like this there would be 52 modules in total, that means 260 + Hours of in-depth business transformation knowledge.

Do you provide additional reference material and notes apart from the videos?

Yes, we do provide 1) a printed action book in the physical training kit for every module with a detailed summary of each step 2) handouts and worksheets to help you implement each step. These are actually very effective as they summarize the most important points, give examples and list the exercises for your convenience.

How much time does Times & Trends Academy take each week?

This is a program that will only take you 5 hours per week into classroom training, but we strongly recommend taking action immediately after attending each and every module (Every Saturday :)), and the amount of time you invest implementing the learning`s and taking action will vary by the scope of your vision and the format of deliverables to plan to create and produce.

Is this course available in any other languages?

At this time the course is available only in English/Hindi.

Okay? So you really can't lose! The knowledge gained is yours no matter what.



This process of developing a 'Robust Business' will teach you to:-

- Chase your dreams and awake the 'Entrepreneur' in you.
- Imbibe the right skills to run the business.
- Learn how other entrepreneurs often make lacs & crores of rupees with their products and offerings simultaneously improving the lives of others around them.
- Bank and rely on your business to prosper more.
- Evolution from Employee to Entrepreneur.
- Meticulously pick an appropriate idea and convert it into a thriving business opportunity that suits your dreams and potential.
- Drafting the Blueprint, that covers all important 'Dimensions.'
- Create great team & retain them.
- How to get funded? Find 'Investment Pools.'
- Compliance with 'Law and Order.'
- Identifying best media for marketing and advertisements.
- Converting Leads into Clients. Clients into 'Loyal' Clients.
- Engage Customers, build Relationships.
- Drafting mails and other materials that will hit the bull's eye.
- Empower the Marketing teams and techniques, so that sales are never-ending.

 And other add-ons!





Business Success In A Box

What would happen if you are able to start, run and grow your business profitably and successfully right in the first place??

What would happen if you were able to lay your head at night, at peace, knowing that you're building the right business, an intelligent business, knowing that your marketing is handled, knowing that your messaging is intelligent, knowing the structure of what you're building along the way will support your lifestyle and your revenue growth?

Those are the things that are going to happen or be possible for you once you understand the strategies, the philosophies, the tools, the way of thinking presented in the "Take Charge Of Your Business & Create Your Own Destiny" Training Program.

This is about business transformation, this is about the next level of success in terms of your wealth, your legacy, your business building. This is the time to join, just go ahead and take a decision to enrol today, get registered for this course, and we shall see you on the inside. Until then, let`s work together and achieve Peace of Mind, Financial Freedom And A Career For Life.

This **BRAND NEW** never before released Business Transformation Program is your golden ticket into an industry that usually takes years of hard work to get into. . .

It has everything you need to get started and make serious money in an industry you have a passion for.



It takes zero courage to kill an idea. Nothing's easier than coming up with rationalizations for why your hopes and dreams are unachievable. On the surface, these rationalizations might sound reasonable, but most of the time they're just fear and doubt and a justification for quitting - or not even starting in the first place. That mentality can kill a great opportunity before it even has a chance to be born. What if they're wrong? What if your dream career is possible? What if you could make it work? One thing's for sure: others have made it work, in much much more difficult circumstances than you or I are facing right now. So why not you?

PROGRAM OVERVIEW

TAKE CHARGE OF YOUR BUSINESS BUSINESS AND CREATE YOUR OWN DESTINY



Building Careers & Building The Nation

The Entrepreneur Lifestyle





- 1. Accelerate your business by 10x
- 2. The offer grid: 5 big strategies for massive success
- 3. The confidence-competence loop
- 4. 3 steps to effective decision making
- 5. Work on your business, not just in it
- 6. The entrepreneurial roller-coaster ride
- 7. Launch your dream business along with motivating your team
- 8. 10 drivers to unlocking human & business potential
- 9. Translate your idea into a compelling business model
- 10. Become the leader your business demands
- 11. Start with Why: Your primary aim
- 12. Your brand commitment & promise

- 12. Company values, dream, vision, mission & purpose
- 14. Start the right business for right reason
- 15. Choosing when you have so many passions and ideas
- 16. How to know which idea will make money
- 17. The framework of leadership
- 18. Leading through conflict: 4 Conflict management tools to pursue
- 19. Unlocking the power of decision making
- 20. Walking through the door: First impression counts
- 21. Four Cornerstones of Black Belt Leadership
- 22. Climb the mountain: Assess your strategy
- 23. Off the mat theory & on the mat practice

Brand Mastery



- 1. First mover vs fast mover
- 2. 5 steps to launch your dream career/business/ brand
- 3. 3 stages to build a brand fast
- 4. Your brand USP's
- 5. Growth & branding strategies for the emerging market
- 6. Market segmentation & research
- 7. Branding your business product/service offering
- 8. Online brand marketing for experts
- 9. The eyes have it: the biggest mistakes everyone makes while presenting
- 10. Getting emotionally close to the heart of your prospect.
- 11. Creating an effective online brand presence strategy & content plan.

- 12. Create a content marketing editorial calender
- 13. Producing a corporate brochure as per brand guidelines
- 14. Creating a company website that delivers real value
- 15. Implementing an effective search process for a website
- 16. Real-life examples of great brands and results
- 17. Template for goal setting and results tracking success
- 18. 11 Never changing laws of branding
- 19. Study what great brands do
- 20. A comprehensive guide to challenge the big fishes
- 21. Positioning: The battle of mind

The Marketing Messenger

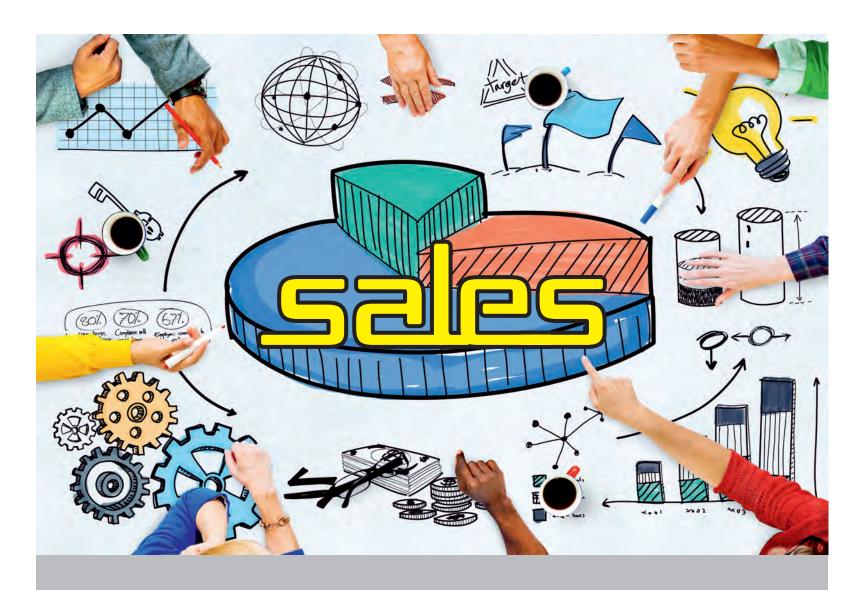




- 1. Education based marketing
- 2. Elevator pitch-style statement
- 3. OVO-VVVVSUDV
- 4. 8 components for framework mastery
- 5. Marketing your product/program/service
- 6. Mastering industry data
- 7. Find and know your competitors
- 8. Secrets of the super successful marketing strategist
- 9. How to effectively promote your brand on the basis of industry data
- Get upto 10 times more results and impact from every marketing activity you do
- 11. Customer mindset: perceptions & behaviour
- 12. Positioning and differentiating your business

- 13. Image and sensory package
- 14. High performance environment
- 15. How to build a powerful brand platform using social media
- 16. Understanding the significance of having joint ventures & marketing affiliates
- 17. Delivering the benefits of affiliate marketing to associates
- 18. Adding value to associates
- 19. What is a niche? Why is it important and how can you identify yours
- 20. What is a customer avatar? Why do you need to create one?
- 21. Create ideal customer avatar profile, along with 3 offerings in your niche
- 22. Brainstorm offering that you can create for your ideal customers
- 23. Creating your launch plan outline using a template & launch guide checklist

The Sales Funnel (Simplified) III Y II Y T 746 IIY T UY TO III T



- 1. What is sales funnel and how can you use one?
- 2. Phases of sales funnel and how you can apply this?
- 3. Sales funnel in action including ours
- 4. Checklist to identify 5 ways to drive traffic to your business and website
- 5. Identify 3 ways to capture leads and convert them into sales
- 6. Critical mindset shifts for dramatic sales growth
- 7. Proactive selling versus reactive selling
- 8. Plan driven versus inquiry driven sale strategy
- 9. Step by step & day by day strategies to get your dream clients
- 10. Best practises for smart entrepreneurs
- 11. Sales messaging

- 12. Detailing & giving finishing touches to the sales process
- 13. The quickest and the least expensive way to 10x your sales & the high art of getting the best buyers
- 14. Secret sauce of getting appointments with anyone
- 15. Create raving fans by keeping your clients closer and magically increase your profits forever.
- 16. The selling boldly toolkit: planners and downloads
- 17. Build a complete turnkey sales organisation
- 18. Find more conversion opportunities
- 19. Lead conversion: making it 'easy'
- 20. Stay in touch after sell too
- 21. Create a business love story you want the world to buy

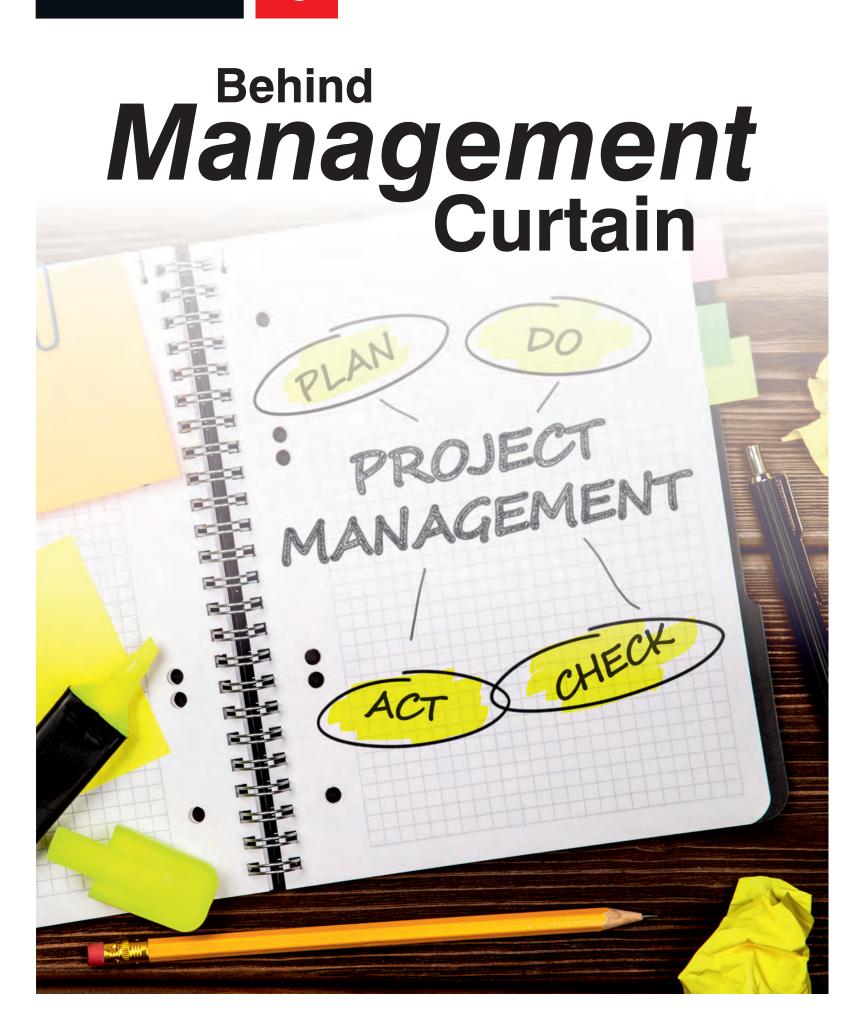
Money & Your Financial Fredom





- 1. Financial strategies to set you on the right path
- 2. 8 ways to increase revenue
- 3. Entrepreneur's money map that supports your strategic objective
- 4. Accounting system
- 5. Financial documentation and reports
- 6. Budget plan
- 7. Cash management system
- 8. Collections system
- 9. Business control systems
- 10. Key financial indicators
- 11. Maximum cash
- 12. Bottom-line pricing grid

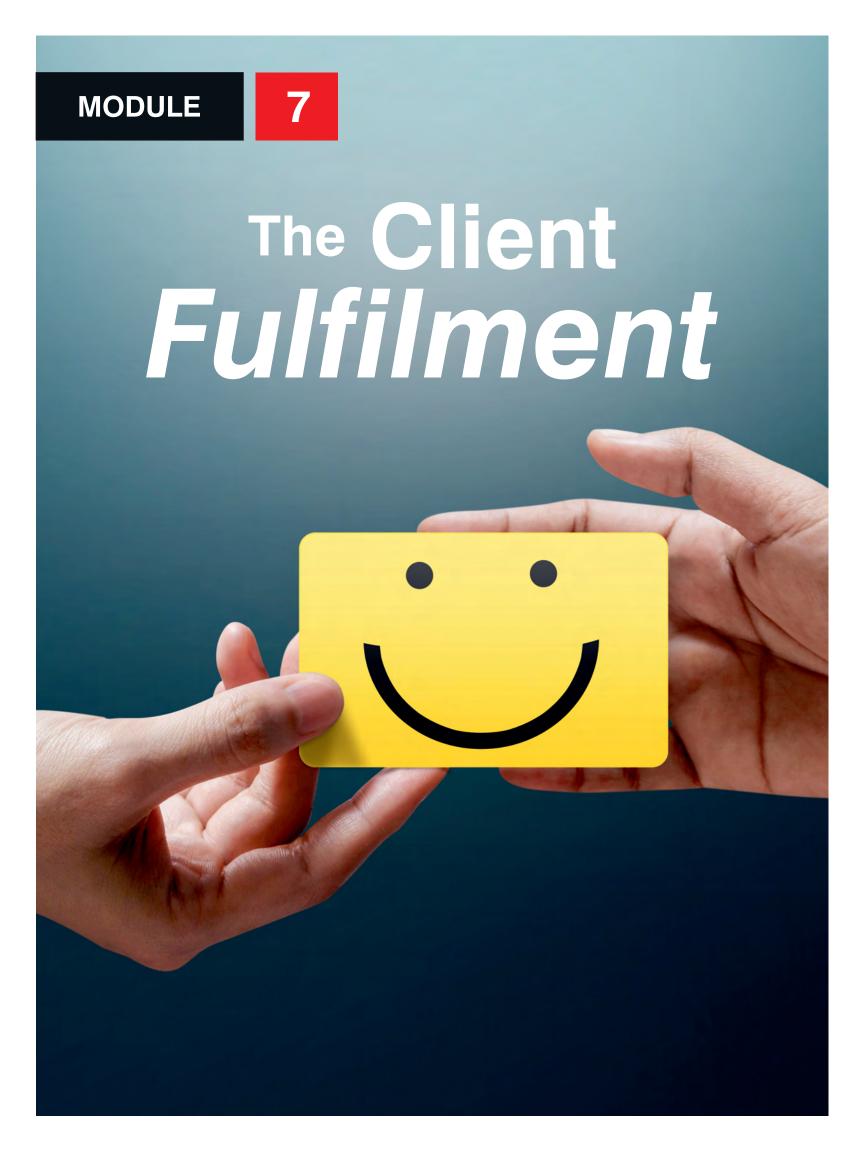
- 13. External sources of funds
- 14. Financial controller and key ratios
- 15. Flirting with your balance sheet
- 16. Day to day economics
- 17. Money matters: difference between spending & investing
- 18. Cash flow quadrant
- 19. Wealth building secrets of investing
- 20. 7 ways of achieving financial freedom
- 21. Lords of finance: entrepreneurs who conquered the world
- 22. Laws of Copyright Protection
- 23. Laws of Trademark Protection
- 24. Licensing for Experts





- 1. Standard prototype systems
- 2. Activate your master plan by setting accurate goals & measuring its effectiveness on the go
- 3. Finding & keeping top talent
- 4. Planning the recruitment process
- 5. Preparing & using job descriptions & creating position contracts
- 6. Maximize your performance & productivity
- 7. Developing the best training curriculum for you
- 8. Elevate your teammates by continuous training & set higher standards
- 9. Conducting a performance appraisal: using performance management system& 360 degree feedback mechanism
- 10. Implementing kaizen

- Meet up for workshop training & brainstorm
- 12. Critical factors that build or break teams
- 13. Productivity hacks for creating daily momentum
- 14. The 10 must have components of an effective business plan that works
- 15. Managing meetings effectively
- Creating standard operating procedures & manuals (corporate identity manual, human resourse manual, operations manual, marketing manual & sales manual)
- 17. System design and documentation
- 18. Creating your outsourcing plan
- 19. Execution





- Under commitment over delivery : monitoring the product/services you have promised
- 2. Design a product strategy
- 3. Customer fulfilment: gearing up for growth
- 4. Most powerful customer-acquisition technique ever discovered
- 5. Position yourself for future sales from the first contact
- 6. Vital keys of getting referrals from everyone you know
- 7. Build customer loyalty with everything you do
- 8. The seven rules for creating customers for life

- 9. Craft your ideal customer experience
- 10. Scale your customer experience
- 11. Systems evaluation
- 12. Systems innovation
- 13. Creating raving fans by exceeding customer expectations
- 14. Capacity planning
- 15. Handling customer problems
- 16. Handling customer enquiries
- 17. Increasing customer lifetime value
- 18. Building a mailing list
- 19. The influential customers
- 20. Culture