



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!

You avoid what most new entrepreneurs have had gone through, TRIAL AND ERROR! Now, you know that it's going to be right from Day-ONE.

Wouldn't that be great?

Or, what about if you could save hours, days, weeks, months or even years researching on how to open your new business venture? or how to take your business from one level to another. You could spend that time making money over the cash desk selling products/services which the market wants to the highest standard!

And TTA will be an amazing experience. We promise you ! It exists to empower you, to start your dream venture and maximize your potential. During this interactive experience, we will guide you through seven business domains. By learning from the thought provoking content and engaging in deep self reflection, you will

- Gain clarity on what you want to achieve in every domain of business
- Get connected to why you want and what you want.
- Develop a plan for how to achieve it. You can capture all your thoughts, goals and strategies, in your TTA business success in a box templates, that will be provided every step of the way.

Ultimate Question...

Where do I begin?
How do I begin?

✓ Brand New Business

✓ How to Start

✓ Ideas

✓ Tips and Techniques

✓ Peace of Mind

✓ Financial Freedom

✓ Career for Life

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 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 business 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!

- Imagine...** Working your own hours
- Imagine...** Taking holidays when you want, for as long as you want!
- Imagine...** No more getting up to a job you hate
- Imagine...** Getting paid insane amounts of cash for working in an industry, you love and doing something you are passionate about.

All that is possible and more when you launch your own business! You really can have a dream lifestyle doing what you love and making serious money.

It is time to start fetching your own dreams. If you don't someone else will hire you to achieve theirs... In today's day and age, you are never going to get rich working for someone else. Heck, you might even struggle paying bills and the mortgage and just be getting by.

But all that can change when you have a lucrative business of your own.



Program Outline



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.

Program Outline



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.

Program Outline



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.



Begin a Business and Nurture it
without any liabilities,
so that your LIFE is 'Designed' the way you want.

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!

BENEFITS



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
AND CREATE YOUR OWN
DESTINY



**Times & Trends
Academy**

Building Careers & Building The Nation

MODULE

1

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

The *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
10. 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)





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 Freedom*





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

Behind *Management* Curtain





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
11. 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
16. Creating standard operating procedures & manuals (corporate identity manual, human resource manual, operations manual, marketing manual & sales manual)
17. System design and documentation
18. Creating your outsourcing plan
19. Execution

MODULE

7

The Client *Fulfilment*





1. 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