

A UGROWTH CONSULTANCY PLAYBOOK

From Job to *First Client* in 90 Days

The honest Indian roadmap for launching a consulting practice while you still have your salary.

BROCHURE B · EDITION 2026

Written for the stuck professional, the silent side-hustler, the returning homemaker, and the Tier-2 dreamer.



UGROWTH CONSULTANCY
TOWARDS MAKING MILLIONAIRES

ugrowthconsultancy.com

SECTION ONE

Why 90 Days, Not 42

Every founder-course sold in India promises some round, aggressive number. Thirty days to a six-figure month. Six weeks to freedom. We picked ninety because that is the number the country actually runs on.

India does not move at the speed of a US funnel. It moves at the speed of a Chartered Accountant, a GST officer, a bank RM, and a B2B buyer who has a quarter-end to worry about. If you build your launch plan around imported timelines, you will miss every milestone and blame yourself for things the system, not you, slowed down.

Here is what the calendar actually looks like on the ground.

10-15

Days to onboard a CA

Shortlist, reference checks, document exchange, first retainer. A good CA is worth the wait. A rushed one is not.

7-15

Working days for GST registration

Aadhaar-authenticated applications are faster. Officer-verified ones take longer. Plan for the slower path.

1-3

Days for MSME/Udyam

Near-instant online. But gathering the PAN, GST, bank proof, and NIC code takes most people a solid week.

3-7

Days for Razorpay approval

Merchant KYC, website-risk check, settlement-bank verification. Budget a week, be surprised if it is three days.

THE PAYMENT TRUTH NOBODY MENTIONS

B2B payment cycles in India are 45 to 90 days. You can close a client in week ten and still not see the invoice cleared till month five. Anyone promising you a "six-figure first month" is either selling B2C digital products or selling you a story.

Ninety days is honest. Thirty days is theatre.

Ninety days gives you real time to do real things in the right order. It is long enough to register a business properly, build a brand that will not embarrass you in eighteen months, and deliver a first client without cutting corners that will haunt you later. It is short enough to stay urgent. It is the window.

We are going to spend this playbook describing, week by week, what those ninety days look like when you do them well. No surprise upsells. No "the secret is behind the paywall." The whole map is in this document.

What ninety days will not give you

- A crore of revenue. That is not a ninety-day outcome. That is a two-to-four-year outcome for most founders.
- A replacement for your full-time salary. The first paying client is usually smaller than your monthly CTC.
- A finished brand, a finished website, or a finished product. Done is good. Finished is a lie.

What ninety days will give you

- A registered business structure with GST, PAN, and Udyam in place, and a CA on retainer.
- A niche you can describe in one sentence without flinching.
- A rate card, a simple website, a bio that sounds like you, and one pinned post on LinkedIn that actually works.
- A first paying client, a clean invoice with GST, a delivered engagement, a case study in hand, and a referral conversation already underway.

Most founders do not fail because the market is wrong. They fail because the timeline they chose was built for someone else's country.

— THE 90-DAY PRINCIPLE

Before Day One

Three questions you must answer with your own voice, not with the voice of the founder you follow on Instagram.

Most course brochures skip this part. They move you straight into the "what to do." We will not. If you cannot answer these three questions honestly, the next fifty pages will not help you, and neither will the certification.

Take a notebook. Give each question ten minutes. Write the answers by hand. If all three answers are clear, begin. If any of them is fuzzy, you are not ready yet, and the worst thing you can do is pretend you are.

QUESTION ONE · MOTIVE

Do you actually want to be a founder, or do you want the image of one?

Both answers are fine. But you must know which one is yours. The image of a founder is a MacBook at a cafe, a crisp LinkedIn bio, a Shark Tank-shaped fantasy. The actual work of a founder is a CA email at eleven PM, a client who forgot to release payment, and a Sunday spent debugging a landing page nobody is visiting yet.

If what you want is the image, pursue it as a side identity. Keep the job. Run a respectable personal brand. That is a perfectly good life. If what you want is the work, read on.

QUESTION TWO · RUNWAY

Do you have twelve months of reduced-income runway?

Not "savings." Not a vague sense of security. A real number. Sit down with your family and calculate three lines honestly.

- **Non-negotiable monthly outflow.** Rent or EMI. School fees. Groceries. Insurance. Utilities. Parents' support. The number you cannot go below.
- **Reduced-income floor.** Assume your business earns zero in month one, twenty percent of your current salary in month four, and fifty percent by month nine. Multiply by twelve.
- **The gap.** Savings, liquid investments, or a spouse's income that covers the gap. If the gap is uncovered, do not quit yet. Build the business on the side until the numbers change.

Most Indian consultants we mentor keep the salary for the first six months and do the course on evenings and weekends. This is not weakness. This is arithmetic.

RULE OF THUMB

If you do not have twelve months of covered outflow, your business will be run by fear, and fear is a terrible pricing strategy. It undercharges, overpromises, and accepts every client. Fix the runway before you fix the pitch.

QUESTION THREE · EVIDENCE

Which of your skills has someone already paid you for, informally?

Not "what are you good at." That is a trap. Founders who start with "what am I good at" end up with a list of twenty things and no business. Start with "what has someone paid me for" — even if the payment was a small amount, a favour returned, a gift, or a one-time project.

The thing someone has already paid you for is your cheapest proof. It is the market telling you quietly that there is a seed here. Your job as a founder, in the next ninety days, is to water that seed into a repeatable offer.

Examples from real UGrowth learners:

- An HR head in Gurgaon was paid ₹15,000 by a friend's startup to write their interview rubric. She now runs a three-lakh-a-month hiring-systems practice.
- A housewife in Pune was paid ₹500 a month by two neighbours to help their children with English. Today she runs a WhatsApp-first spoken-English school for working mothers.
- A Navy veteran was asked informally to help a civilian firm tighten its disaster-response SOP. That one SOP rewrite became a retainer. That retainer became a compliance-consulting firm.

If all three answers are clear, begin. If any one is fuzzy, the brochure will wait for you. It is more honest to be late by a month than wrong for a year.

— THE READINESS TEST

SECTION THREE

Meet Your Mentor

The ninety-day map that follows is not theory. It is the compressed form of one man's twenty-seven-year apprenticeship in logistics, command, and first-generation entrepreneurship.



CAPT ANKUR KULSHRESTHA (RETD) · MENTOR

What he has done

- **Twenty-seven years in the Indian Navy (1997 to February 2025).** Retired as Captain.
- **MBA Silver Medallist.** Received the Finance Minister's medal for academic excellence.
- **Led the ₹1,000 crore NavMart Delhi retail operation,** serving sixty-five lakh defence personnel and dependents every month.
- **Naval War Room commander.** Ran the operations deck where every ship's movement, every asset, every decision was monitored in real time.
- **Maritime Operations officer** across multiple fleets, ports, and coastal commands.
- **Multi-agency disaster coordination** — cyclone response, civilian evacuation, humanitarian logistics on Indian coasts.

From the quarter-deck to this classroom



CAPT. ANKUR KULSHRESTHA, IN (RETD.)

rich uncle with a spare office.

A short, plain record of where your mentor comes from. Not a pitch. A brief context before the ninety-day map.

The person who will sit across from you on your capstone viva spent twenty-seven years standing watches, running commands, and writing standard operating procedures that held up when the weather did not. He retired as a Captain of the Indian Navy on 28 February 2025.

Before retirement, he was a Commanding Officer of a frontline Indian warship. He ran the Maritime Operations Centre at Naval Headquarters Delhi, coordinating fleet movement, training exercises and deployments across India and abroad. He cleared the NDA entrance at seventeen. That is where the twenty-seven-year record begins.

After uniform, he chose to teach. He could have joined a corporate board. He chose to stand in a classroom for first-generation founders who do not have a father in business and do not have a

A man who has stood watch on a warship does not teach shortcuts. He teaches the things that hold under pressure. That is what ninety days with a Navy-trained mentor feels like.

— WHY UGROWTH EXISTS

Why a naval officer teaches consulting

A naval career and a consulting practice look nothing alike from the outside. Look closer and they rhyme in every way that matters.

01

Commanding retail at scale

NavMart is not a shop. It is a supply chain of crore-level monthly throughput, serving lakhs of customers who cannot be disappointed. Running it is identical to running a consulting pipeline, except the stakes are sharper and the feedback is faster.

02

War Room discipline

A war room runs on SOPs, situational awareness, and radical ownership. Your consulting practice, if you build it right, will run on the same three legs. The calendar you will follow in this playbook is a war-room calendar, translated into civilian time.

03

Multi-agency coordination

Disaster response teaches a very specific skill: aligning people who do not work for you, do not report to you, and do not share your incentives. This is also the exact skill of a consultant serving a client's internal team.

04

Apprenticeship to first-gen founders

Since leaving the service in early 2025, Capt Kulshrestha has dedicated himself to mentoring first-generation Indian consultants — founders who do not have a family business behind them, and who cannot afford to learn this by making every mistake.

WHAT THE MENTORSHIP LOOKS LIKE

Small cohorts. Live lessons. A personal WhatsApp line for genuine questions. A capstone defence where he will push you harder than any viva board, because the real viva is your first client meeting, and you should be over-prepared.

The 90-Day Map

Three phases. One promise per phase. The whole journey on a single page, so you can pin it to your wall.

DAYS 1-30

Foundation

Niche and systems. Leave this phase knowing exactly who you serve and on what infrastructure.

- One-sentence niche statement
- Validated demand, no rupee spent
- Legal structure decided
- CA on retainer, PAN and GST in motion
- Four-tool stack under ₹2,000/month

DAYS 31-60

Presence

Brand and price. Leave this phase with a story, a face, a rate card, and the right to be paid properly.

- Origin story in three paragraphs
- LinkedIn, Instagram, website aligned
- Bio, tagline, one pinned post
- Anchored pricing (₹1,999 and ₹25,000)
- Three-tier rate card, top tier as anchor

DAYS 61-90

Practice

Client and retention. Leave this phase with a first paying client delivered and a second in the pipeline.

- Twenty warm outreach conversations
- Five discovery calls
- First proposal and GST invoice sent
- Delivery with the three memorable moments
- Case study, feedback, referral system

HOW TO READ THE NEXT THIRTY PAGES

Each phase has ten pages of detail: a week-by-week calendar, specific daily actions, and a pull-out framework every three or four pages that we are giving away, free, from the paid certification. Use the calendar as a checklist. Tick the actions you have done. Circle the ones you are stuck on. Bring the circles to your first discovery call with us.

Foundation

Niche plus systems. Nothing glamorous. Everything load-bearing.

Thirty days is enough to decide who you serve, test that decision cheaply, pick a legal structure, and put the four software tools that will run your business into place. It is not enough to launch a brand, sell a product, or close a client. Do not try. The founders who succeed in month three are the ones who spent month one in the unglamorous work.

PHASE ONE MINDSET

Clarity beats hustle. A person who spends four focused hours on the correct problem will beat a person who spends fourteen chaotic hours on ten wrong problems. In these thirty days, your only job is to identify the correct problem.

WEEK 1 Self-audit and niche discovery

Days 1-7

- Day 1** **Write your three-answer readiness sheet.** Motive, runway, evidence. Keep it in the first page of your notebook. Every hard Sunday of the next ninety days, re-read it.
- Day 2** **List every skill you have been paid for informally,** going back five years. Include favours, one-off projects, help for friends' businesses.
- Day 3** **Shortlist five.** The ones where the buyer said "I would have paid more" or came back for a second round.
- Day 4** **For each of the five, write the person you helped,** not the service. "Working mother of two re-entering after a six-year gap." Be that specific.
- Day 5** **Pick the top two customer types.** Not the top two skills. The top two customers. The skill follows the customer.
- Day 6** **Write two draft niche statements** using the formula on the next page. One for each customer.
- Day 7** **Read them aloud to a trusted friend.** The one that makes you smile when you say it is the one. Circle it.

The Niche Statement Formula

"I help [specific who] achieve [specific what] without [specific pain]."

That one line, written honestly, does more marketing work for you than any paid ad. It tells the customer in twelve seconds whether you are for them. It saves you thirty wrong conversations a month. Every consulting practice we have mentored that broke the ten-lakh-a-month ceiling had this line written down, word for word, by month two.

Five worked examples from real UGrowth learners

THE RETURNING HOMEMAKER

"I help mothers returning to work after a three-plus-year break build a premium freelance portfolio in sixty days without having to explain the gap."

THE NAVY VETERAN

"I help mid-sized manufacturing firms in Pune and Nasik tighten their disaster-response and compliance SOPs without hiring a full-time safety officer."

THE SILENT SIDE-HUSTLER

"I help D2C skincare brands on Flipkart and Nykaa recover lost listings and scale to ₹10 lakh monthly without burning ad budget."

THE TIER-2 DREAMER

"I help small restaurants in Kochi and Coimbatore launch on Zomato and Swiggy and hit their first ₹2 lakh month without paying a 'growth agency'."

THE STUCK PROFESSIONAL

"I help HR leaders at Indian IT services firms design fair, legally clean performance-review rubrics without ending up on Glassdoor."

WEEK 2 Test demand in a week, spending zero rupees

Days
8-14

This is the week most founders skip, and the week most businesses later regret skipping. You do not need a landing page. You do not need a brand. You need five real conversations with the person in your niche statement, and one small test of whether they care.

- Day 8** **Write a LinkedIn poll.** One question your ideal customer would answer in ten seconds. Example: "HR leaders at IT services firms — what is the hardest part of running appraisal season? Rubric fairness / manager training / grievance handling / documentation."
- Day 9** **Post the poll.** Pin it. Reply personally to every respondent with a thank-you and a follow-up question.
- Day 10** **Send a WhatsApp survey** to twenty people who fit your niche. Five short questions. Use Google Forms. Promise nothing in return.
- Day 11** **Book five discovery calls** from the warmest poll respondents. Twenty minutes each. No pitch. Only listening.
- Day 12** **Conduct calls one and two.** Ask: "What is the most expensive version of this problem you have today?" Write their answer down verbatim.
- Day 13** **Conduct calls three, four, and five.** Ask the same question. Notice which phrase repeats across calls. That phrase is your headline.
- Day 14** **Sit with your notes.** If three or more of five callers said the same pain in roughly the same words, you have validated demand. If not, widen or re-pick your niche and redo the week. No shame in a redo.

A NOTE ON DISCOVERY CALLS

The temptation at the end of a discovery call is to pitch. Resist. In this phase you are buying information, not selling time. The people you listen to in week two often become the people who pay you in week ten.

WEEK 3 Legal structure and the CA conversation

Days
15-21

This is the paperwork week. The paperwork that feels annoying today is the paperwork that saves you from a tax notice, a lost investor, or a lost client two years from now. Do it while the business is small and the stakes are low.

Sole Prop vs LLP vs Pvt Ltd – the one-minute read

01

Sole Proprietorship

Fastest. Cheapest. Your PAN is your business PAN. Good for solo consultants under ₹40 lakh revenue. Bad if you want co-founders or external funding later.

02

LLP

Good middle ground. Two partners minimum. Limited liability. Annual compliance is lighter than a Pvt Ltd. Works well for two founders or founder-plus-family.

03

Private Limited

Heaviest paperwork, highest credibility with enterprise clients and investors. Required if you plan to raise angel or VC money. Annual compliance cost is meaningful — plan ₹30,000-60,000 a year.

- Day 15** **Shortlist three CAs.** Two referrals from founders you respect. One from your bank's RM. No random Google searches.
-
- Day 16** **Call all three.** Ask: "What is your monthly retainer for a consulting firm doing under ₹50 lakh annual revenue?" If they cannot answer in thirty seconds, move on.
-
- Day 17** **Meet the two who passed the phone screen.** Bring your niche statement. Ask which structure they recommend and why.
-
- Day 18** **Pick one. Sign the retainer.** A good monthly retainer in 2026 is ₹3,000 to ₹8,000 depending on city and GST-filing complexity.
-
- Day 19** **Begin PAN (business PAN if LLP/Pvt Ltd), MSME/Udyam, and GST preparation.** Your CA will drive this. You provide documents.
-
- Day 20** **Open a current account** at a bank your CA trusts. ICICI, HDFC, and Kotak are well-trodden paths for first-time founders.
-
- Day 21** **File the Udyam application.** Near-instant. This gives you MSME status for government tenders, delayed-payment protection, and preferential treatment in several schemes.
-

WHY THE CA IN MONTH ONE IS THE CHEAPEST DECISION YOU WILL EVER MAKE

Most founders wait until their first GST notice to hire a CA. By then the mess is already three months old and expensive to clean. ₹6,000 a month on day fifteen saves you ₹60,000 in penalties by month fifteen. That is not an exaggeration. It is an average.

WEEK 4 Your four-tool operating system *Days 22-30*

A consulting practice does not need ten SaaS subscriptions. It needs four tools that cover money, time, delivery, and communication. Everything else is a distraction dressed up as a productivity app.

GIVEAWAY FRAMEWORK · MODULE 2

The Four Systems Under ₹2,000 a Month Stack

01

Google Workspace

Custom-domain email (you@yourfirm.in), Drive, Calendar, Meet. ₹125 per user per month on the Business Starter plan. Cheapest professionalism upgrade available.

02

Notion

Free personal plan. Client wiki, proposal templates, meeting notes, case-study tracker, rate card. One workspace for the whole business.

03

WhatsApp Business

Free. Separate from your personal number. Catalog, auto-replies, away messages, labels for clients. The only Indian CRM that your client is guaranteed to already have installed.

04

Razorpay

Transaction-fee only, roughly 2% on cards and 1% on UPI. Payment links, subscription billing, GST-ready invoicing. No monthly subscription cost.

Total monthly cost: approximately ₹500 to ₹2,000, depending on how many seats and how much you transact. This is the entire operational spine of a consulting practice earning up to ₹50 lakh a year.

Day 22-23 Set up Google Workspace. Point the MX records. Get your professional email address working. Stop replying to clients from @gmail.com.

Day 24-25 Build your Notion workspace. Four pages minimum: Clients, Proposals, Finances, Content. Keep it boring. Fancy databases are a month-twelve concern.

Day 26 Install WhatsApp Business. Use a second number or your eSIM slot. Write a short greeting and an "away" message.

Day 27-28 Sign up for Razorpay. Complete KYC. Link the current account. Generate a test payment link and send yourself ₹1. Confirm it lands clean.

Day 29 Create your first invoice template. Letterhead. GST number. PAN. Clear payment terms — "Net 15" for B2C, "Net 30" for B2B. Save in Notion.

Day 30 Phase one review. Read your niche statement out loud. Check your CA retainer is active. Confirm your four tools work. Breathe.

What done looks like at the end of day 30

•

A niche statement on paper

One sentence. Readable aloud without flinching. Tested with at least five real conversations.

•

A legal structure chosen

Sole prop, LLP, or Pvt Ltd. Paperwork filed. CA retained. Current account open. Udyam certificate in hand.

•

PAN + GST in motion

If revenue will cross ₹20 lakh in twelve months, GST is compulsory. Either way, the file is with the CA.

•

A four-tool stack live

Google Workspace, Notion, WhatsApp Business, Razorpay. Tested with a real payment link. Under ₹2,000/month.

•

A validation notebook

Five discovery calls written up. One recurring pain phrase identified. This will become your headline in phase two.

•

A calm mind

No launch pressure yet. No pricing anxiety yet. The plumbing is in. Now the story.

If you finish day thirty with those six things, you have already outpaced ninety percent of Indian first-time founders. Most never finish phase one. They skip straight to Instagram.

— PHASE ONE, CLOSING NOTE

The four mistakes of phase one

We have watched, coached, and post-mortem'd hundreds of first-time Indian founders. Four mistakes repeat in phase one. Read them so you do not make them.

Mistake 1 — Picking a niche you are ashamed to say out loud

If your niche statement embarrasses you because it feels "too small," it is probably the right niche. Small niches pay. Big niches brag. Let other people brag.

Mistake 2 — Skipping week two to feel "productive"

Discovery calls are quiet work. They produce no artefact on Instagram. Founders skip them to feel busy. Then they launch to silence and blame the market. The market was not silent. It was never asked.

Mistake 3 — Delaying the CA to save money

A ₹6,000 retainer feels steep when revenue is zero. A ₹60,000 penalty feels much worse when revenue is still zero. Pay the retainer.

Mistake 4 — Buying ten tools instead of four

Calendly, Zapier, Airtable, HubSpot, Slack, Linear, Figma. All excellent. None of them yours in month one. Four tools. Two thousand rupees. Go.

PHASE ONE CLOSING

You do not have a business yet. You have a foundation. That is more than most people have after a year of trying. In phase two, you will put a face on it.

A founder who got phase one right

A former HR lead in Noida, thirty-eight, with fourteen years of experience in Indian IT services, spent the first twenty days of her ninety writing and rewriting her niche statement. She was embarrassed by how narrow it was: "I help mid-sized IT services firms in Noida and Gurgaon write fair, legally-clean appraisal rubrics before April-cycle confusion."

Her friends told her to broaden it. "Why not all of HR?" She did not. She sat with her narrow sentence for two weeks and used it on every discovery call. Three out of five callers said versions of the same sentence back to her: "Our appraisal season is a mess." She knew she was on.

By day thirty she had: an LLP registered, GST application in, Udyam certificate, Razorpay live, a CA in Sector 18, and a Notion page titled "Appraisal Rubric Audit" that would later become her first ₹1.5 lakh engagement.

She did not launch anything in phase one. She did not have a logo. She did not post on LinkedIn. She did the quiet work. That is why her phase two was fast.

THE PATTERN

Every founder we mentor who closed a paying client by day ninety finished phase one without any public launch. The ones who announced themselves in week two almost always had to relaunch in month six.

Phase one: questions you should have by day 30

If you finish phase one with the questions below already answered, the next sixty days become simple execution. If you cannot answer them, phase one is not done yet, no matter what the calendar says.

ABOUT YOUR NICHE

Who, specifically, do you help? What, specifically, changes in their life or business because of you? Which pain, specifically, goes away?

ABOUT YOUR CUSTOMER

What phrase do they use to describe the problem? (Not your phrase. Theirs.)
Where do they spend their time online?
Who do they already pay for related help?

ABOUT YOUR STRUCTURE

Sole prop, LLP, or Pvt Ltd? Do you have a CA? Is your current account open? Are PAN, GST, Udyam in motion or done?

ABOUT YOUR SYSTEMS

Is your Google Workspace live? Your Notion workspace built? WhatsApp Business installed? Razorpay KYC cleared?

IF ANY OF THESE ARE STILL BLURRY

Do not cross into phase two. One more week in phase one is worth three wasted weeks in phase two.

Presence

Brand and price. Thirty days to put a face, a voice, and a number on the foundation you built in phase one.

Phase two is where most Indian founders get stuck. They have a niche and a business structure, but they do not know how to write a bio that sounds like them, how to price without apologising, or how to build a rate card that gets the right client to buy the right tier without a sales call.

Phase two is not about aesthetics. A beautiful brand with a confused offer loses to an average-looking brand with a clear one. Every lesson in this phase is written around that truth.

PHASE TWO MINDSET

People do not buy services. They buy certainty. Your brand and your price, together, are how you sell certainty. Both must say the same thing.

WEEK 5 Your origin story in three paragraphs

Days
31-37

- Day 31** **Write paragraph one: the before.** Who you were before this business. What job, what life, what quiet frustration. Four to six sentences. Keep it human.
- Day 32** **Write paragraph two: the turning point.** The specific moment, conversation, or realisation that made you say "enough." Not dramatic. Specific. Dated if you can.
- Day 33** **Write paragraph three: what you do now and for whom.** Directly lifted from your niche statement, expanded to three sentences.
- Day 34** **Read it aloud.** Cut every adjective you would not use in conversation. Cut every sentence that sounds like a LinkedIn influencer.
- Day 35** **Send it to three trusted readers.** Ask one question: "Does this sound like me?" Not "is it good." Just: "sounds like me, yes or no."
- Day 36** **Revise.** Keep what made them say yes. Cut what made them hesitate.
- Day 37** **Save three versions.** 80-word (LinkedIn), 200-word (website About), 600-word (email nurture sequence, month three).

WEEK 6 Your digital identity, one story across three profiles

Days
38-44

A brand is not what you say. It is what is said about you across three places when someone Googles your name. The three places are LinkedIn, Instagram, and a one-page website. If any one of the three contradicts the other two, trust breaks.

Day 38 **Audit the three.** Open all three in three tabs. Read the bios side by side. Do they tell the same story? Use the same phrases?

Day 39 **Rewrite your LinkedIn bio.** Two lines. Line one: niche statement. Line two: one credential plus one outcome. Pin a post that demonstrates the outcome.

Day 40 **Rewrite your Instagram bio.** Three lines max. Niche. Location. Contact. Pin a reel or carousel that shows you at work.

Day 41 **Set up a one-page website.** Carrd, Wix, Framer, or a plain HTML page on GitHub Pages. Five sections: headline, about, services, proof, contact. Nothing else.

Day 42 **Write your tagline.** Eight words or fewer. Not a slogan. A promise. Test it by reading it at the start of a Meet call and seeing if the listener nods.

Day 43 **Write one pinned post.** A specific client problem, the way you solved it, the result. Three paragraphs. No hashtags at the top. Zero emojis.

Day 44 **Publish.** Share once on LinkedIn. Do not boost. Do not buy an ad. Just publish and watch who saves it.

GIVEAWAY FRAMEWORK · MODULE 3

The One-Story Rule

Your LinkedIn, Instagram, and website must say the same sentence in three different voices.

LinkedIn voice: sober, result-focused. Instagram voice: human, process-focused. Website voice: clean, proof-focused. Same sentence, three dialects. This is the cheapest, most durable brand system we have found for Indian consultants.

WEEK 7 Pricing psychology and the anchoring principle

Days
45-51

This week is the one most founders want to skip because it makes them uncomfortable. Pricing is not a number. It is a message about what you think of yourself and your work. Undercharging is not humility. It is a survival reflex that founders dress up as modesty.

GIVEAWAY FRAMEWORK · MODULE 4 · LESSON 8

The Anchoring Principle

*₹1,999 and ₹25,000 both work because they round cleanly.
₹2,350 does not, because it looks negotiated.*

A round price signals confidence. A slightly-off price signals a spreadsheet. A too-specific price (₹2,347) signals a tired founder who did the math at midnight and wants to cover an exact cost. Customers feel this without being able to name it. Price like someone who has made peace with their number.

Three acceptable price shapes for Indian consulting in 2026:

- **Clean round.** ₹25,000. ₹50,000. ₹1,00,000. Default for B2B engagements.
- **Nine-ending psychological.** ₹1,999. ₹4,999. ₹14,999. Default for B2C digital products and low-ticket cohorts.
- **Premium round.** ₹2,50,000. ₹5,00,000. ₹10,00,000. Default for enterprise retainers and long engagements.

Day 45 **Write your floor price.** The smallest number you would accept without resentment. Be honest. Resentment poisons delivery.

Day 46 **Write your ceiling price.** The largest number you would be willing to defend with a straight face. Not "dream price." Defensible price.

Day 47 **Put your first offer's price halfway between floor and ceiling, rounded up.** This is your opening.

Day 48 **Say the number out loud** in a mirror, ten times. If you laugh, raise it. If you wince, raise it. Only stop when you say it cleanly.

Day 49 **Test it on one discovery-call listener** from phase one. Not to sell. Just to watch their face. A clean "yes" is data. A long silence is data.

Day 50-51 Adjust once, then stop adjusting. You will want to keep tweaking. Do not. Hold the number for thirty days and let the market vote.

A rate card is not a menu. A menu lets the customer browse. A rate card guides the customer to the right choice. The top tier exists to make the middle tier look reasonable. The bottom tier exists to disqualify the wrong client before they waste your time.

GIVEAWAY FRAMEWORK · MODULE 4 · LESSON 9

The Three-Tier Rate Card

Design all three tiers on one page. Same structure. Same font. Same length. The only differences are scope, price, and the phrase under the price.

T1

Starter

Smallest scope. Priced at your floor. The tier that quietly filters out price-shoppers without being rude about it.

T2

Standard

The tier you want most clients to buy. Priced at your opening number. Scope is generous but bounded. Most invoices will read T2.

T3

Premium

Priced at your ceiling. You will sell this one or two out of ten times. Its real job is to make T2 look reasonable by comparison.

Cost-plus vs value-based vs premium

- **Cost-plus** (hours × rate + margin) works for early consultants with little leverage. Ceiling is low. Avoid as your only model.
- **Value-based** (price = percentage of value created) works when you can quantify outcome. Example: "I will recover ₹5 lakh of marketplace sales; my fee is 20% of recovered revenue." Ceiling is high but depends on trust.
- **Premium** (brand-led round-number pricing) works when your positioning is sharp and your case studies are solid. Ceiling is uncapped. Default goal for month twelve onward.

Day 52-54 **Draft all three tiers on one page.** Scope, deliverables, timeline, price, one-line benefit. Keep it symmetric.

Day 55-56 **Upload the rate card to your website** behind a form, or send it as a PDF in proposals. Do not put raw prices in the footer.

Day 57-59 **Show it to three trusted readers.** Ask: "Which tier would you pick?" If two of three pick T2, your card is working.

Day 60

Phase two review. Origin story: done. Three profiles aligned: done. Rate card published: done. You are ready to talk to real clients.

What done looks like at the end of day 60

-

A brand narrative

Origin story in three paragraph lengths (80, 200, 600 words), all reading like one person wrote them: you.

-

Aligned digital identity

LinkedIn, Instagram, and a one-page website that tell the same story, with the same tagline and the same pinned post.

-

One pinned proof

A published post or carousel that shows a specific problem, your method, and the outcome. Saves and DMs are the metric, not likes.

-

A clean price

A number you can say aloud without flinching. Rounded. Defensible. Tested on one real listener.

-

A three-tier rate card

T1 filter, T2 default, T3 anchor. One page. Symmetric. The top tier priced to make the middle tier the obvious choice.

-

A pricing model on paper

Cost-plus, value-based, or premium — picked on purpose for the current quarter, not copied from a US consultant's blog.

By day sixty, you are no longer a person thinking about starting a business. You are a consultant with a brand, a number, and a card. Phase three is where the money starts.

— PHASE TWO, CLOSING NOTE

The four mistakes of phase two

Mistake 1 — Over-designing the logo, under-writing the words

Founders spend three weeks on a logo and twenty minutes on their About page. The About page sells ten times more than the logo. Reverse the time spent.

Mistake 2 — Copying an American consultant's bio

"I help ambitious entrepreneurs scale their 7-figure coaching businesses." This sentence has been copy-pasted onto a thousand Indian LinkedIn bios and means nothing on any of them. Write in the voice your actual clients use. If your clients are Nasik manufacturers, do not write like a Miami coach.

Mistake 3 — Pricing in comparison to others instead of in comparison to your floor

"What does the other consultant charge?" is the wrong anchor. "What is the smallest number I can accept without resentment?" is the right one. Benchmarks are useful. Resentment is fatal.

Mistake 4 — Launching the rate card before the pinned proof

A rate card without proof feels like asking for payment before giving service. Publish one piece of proof first, then the rate card. The order matters.

PHASE TWO CLOSING

You now have a face, a voice, and a number. None of them are final. All of them are usable. That is enough to open a conversation with a paying client. Which is exactly what phase three is for.

A founder who got phase two right

A thirty-four-year-old D2C marketer in Bangalore, previously a senior performance-marketing lead at a listed company, spent phase two rewriting her LinkedIn bio eleven times. Each version sounded slightly less like a LinkedIn influencer and slightly more like her. The final version read: *"I help Indian skincare and wellness D2C brands recover suspended Flipkart and Nykaa listings and scale past ₹10 lakh monthly without burning ad budget. Previously ran growth at a listed D2C firm. Bangalore-based."*

Her pinned post was a 400-word case study of how she recovered a client's suspended listing in ten days. It did not go viral. It got forty-seven saves from exactly the people who would later become her pipeline.

Her rate card had three tiers: ₹25,000 one-time audit (T1), ₹1,50,000 quarterly retainer (T2), ₹5,00,000 three-brand portfolio retainer (T3). T3 was priced to make T2 feel like a bargain. Seven out of her first ten clients bought T2. That was the design working.

THE PATTERN

Founders who get phase two right almost always rewrite their bio many more times than they redesign their logo. The words do the heavy lifting. The logo is decoration.

Phase two: questions you should have by day 60

ABOUT YOUR VOICE

Does your LinkedIn read like you or like a coach you follow? Would someone who knows you recognise the writing as yours?

ABOUT YOUR VISIBILITY

If someone Googles your full name, do the first three results agree on who you serve? Do they contradict?

ABOUT YOUR NUMBER

What is your T2 price? Can you say it out loud without apologising, justifying, or immediately offering a discount?

ABOUT YOUR PROOF

Do you have one published piece of work that demonstrates the outcome you promise? One is enough. Ten is better, but one is the minimum.

IF ANY OF THESE ARE STILL BLURRY

Phase three will punish you for it. Discovery calls without a clear price, a clear story, or a clear proof become free consulting sessions. Finish phase two before you open phase three.

Practice

Client and retention. The month the invoice gets sent, the work gets delivered, and the referral gets asked for.

Phase three is where the first two phases stop being preparation and start being evidence. You now have a niche, a structure, a face, a voice, and a number. This month, all five of those things go to work at the same time.

The mistake most founders make in phase three is treating it like a sales month. It is not. It is a relationship month. Sales is a byproduct.

PHASE THREE MINDSET

Sales open the door. Relationships keep it open. Every new founder is obsessed with acquisition. Every experienced one will tell you the money is in retention. Your first client is not a transaction. It is the seed of your next three.

WEEK 9 **Twenty warm conversations, five discovery calls** *Days 61-67*

Day 61 **List twenty warm contacts.** People who already know you, respect you, and fit your niche or know someone who does. No cold contacts. Not yet.

Day 62-63 **Send twenty personal messages.** One paragraph each. No pitch. Re-introduce yourself, share the niche statement, ask if they know one person who has the problem.

Day 64 **Follow up.** Half will not reply. Of those who do, about ten will be polite. About five will say "yes, I know someone." Those five are gold.

Day 65 **Get five discovery calls booked.** Not "coffee chats." A specific thirty-minute call with a specific problem owner.

Day 66 **Prepare for each.** Read their LinkedIn. Read their website. Find one specific thing you can speak to that is not in your bio.

Day 67 **Run the first two calls.** Structure: five minutes of their story, fifteen minutes of diagnosis, ten minutes of "here is what I would do." Never close on the call. Say: "Let me send you a short proposal by Tuesday."

This is the week of the first real invoice. Slow down. Do not rush the proposal. A confused proposal will cost you the deal. A clean proposal will often sell itself.

GIVEAWAY FRAMEWORK · MODULE 5**The One-Page Proposal Skeleton**

- **The problem, in their words.** The phrase they used on the discovery call. Verbatim.
- **What success looks like in 90 days.** Three measurable outcomes, not five.
- **What I will do.** Three to five bullet points. Clear verbs. No consulting jargon.
- **Timeline.** Milestones with week numbers.
- **Price.** One tier from your rate card, stated cleanly. "Fee: ₹1,50,000 plus GST. Payable 50% advance, 50% on milestone two."
- **What happens next.** "Reply 'yes' to this email and I will send the engagement letter and invoice within 24 hours."

- Day 68** **Run the remaining three discovery calls** from week nine.
-
- Day 69** **Write one one-page proposal** for the most likely client from your five calls.
-
- Day 70** **Send it.** With a short email. "Based on our call on Tuesday, here is a one-page proposal. Happy to answer any questions. No rush."
-
- Day 71** **If they ask to negotiate, do not drop price.** Drop scope. Always scope, never price. This protects your brand and your rate card.
-
- Day 72** **Send the engagement letter.** One page. Signed both ways. Scope, timeline, price, payment terms, confidentiality clause, termination clause. Your CA can give you a template.
-
- Day 73** **Raise the first GST invoice via Razorpay.** Fifty percent advance. Payment link in WhatsApp. Receipt auto-generated.
-
- Day 74** **When the payment hits, send a short "thank you" note.** Not a gushing one. A professional one. The tone of your first payment email sets the tone of the engagement.

WEEK 11 Deliver the work. Three memorable moments.

Days
75-81

A client engagement is not remembered as a continuous experience. It is remembered as three specific moments. If you design those three moments well, you build a referral engine. If you do not, you did the work for nothing.

GIVEAWAY FRAMEWORK · MODULE 5 · LESSON 10

The Three Memorable Moments

01

First message

The first thing they see after saying yes. A welcome note, a kick-off pack, a brief that names the problem back to them in the first line.

02

Mid-delivery surprise

Halfway through, deliver one thing you did not promise. A small artefact. A relevant link. A piece of related analysis. Two hours of your time. This is the moment clients tell their friends about.

03

Final handover

Not a dump of deliverables. A short live session where you walk them through what was done, what was learned, and what they should do next. Recorded. Shared. Clean.

Day 75 **Send the kick-off pack.** One page. Problem, scope, timeline, how they should reach you, what will happen this week. Professional, not corporate.

Day 76-77 **Do the work.** Deep work blocks, not meetings. Most of the meetings you think you need are avoidable with a good written update.

Day 78 **Send the mid-delivery surprise.** Not at the end. In the middle. A moment of generosity when the client was not expecting one.

Day 79-80 **Prepare the final handover.** Deck, recording link, written summary, next-steps list. All in one Notion page or one PDF.

Day 81 **Do the handover live.** Forty-five minutes. Recorded. End with "do you need anything else before we wrap?" Raise the final invoice within twenty-four hours.

WEEK 12 Feedback, referral, case study, system

Days
82-90

The last week of ninety is not a rest week. It is the week that determines whether you have a business or a one-off engagement. Do it with care.

GIVEAWAY FRAMEWORK · MODULE 5 · LESSON 10-11

The Referral System, in Four Moves

- **Ask for feedback before you ask for a referral.** Feedback puts the client in a reflective frame. Referral-asks in a different frame fall flat.
- **Ask for one specific name, not "anyone you know."** "Do you know one other person at a similar firm with a similar problem?" Specific asks get specific answers.
- **Make the introduction easy.** Send a short paragraph the client can forward. Not a long pitch. A clean paragraph.
- **Close the loop.** When the referral converts, thank the original client in writing. When it does not, still thank them. The referrer is investing reputation; honour that.

Day 82 **Send the feedback form.** Four questions. Google Forms. Not a Net Promoter Score. Plain language. "What worked? What did not? What would you tell a peer about the engagement? Would you hire us again?"

Day 83-84 **Read the responses carefully.** Cold. No ego. One criticism is data. Three is a pattern. Act on the patterns before the next engagement.

Day 85 **Ask for the referral.** Specific name. Easy intro paragraph attached.

Day 86-87 **Write the case study.** 500 words. The before, the method, the after. The client's name, with their written permission. Publish on your one-page website and LinkedIn.

Day 88 **Build the referral system.** A Notion page listing every client, every introduction received, every introduction given. A quarterly "thank you" ritual. This is the retention backbone.

Day 89 **Book your next two discovery calls** from the referral(s) received. Phase three is already feeding phase four.

Day 90 **Close the ninety.** Sit with a notebook. Write down what changed in you over three months. That change is the real deliverable.

What done looks like at the end of day 90



One paying client, delivered

Full scope, on time, with a clean final handover. Not in progress. Finished.



Two GST invoices raised

Advance and final. Both paid. Both reconciled by your CA. Clean books from invoice one.



One published case study

Client-approved. 500 words. Live on your website and LinkedIn. Saves itself for every future proposal.



Written feedback in hand

Specific. Useful. A mix of positive and improvement notes. Logged for next engagement's improvement.



Second client in the pipeline

Referred by the first. A discovery call booked. Proposal not yet sent, but the conversation is live.



A changed operator

The person who started day one is not the person who finished day ninety. The business is the external result. You are the internal one.

First paying client delivered. Case study in hand. Second client already in the pipeline. That is the end-of-90 outcome. That is what we mean by "from job to first client."

— PHASE THREE, CLOSING NOTE

The four mistakes of phase three

Mistake 1 — Cold outreach before warm outreach

Founders cold-email fifty strangers before messaging twenty warm contacts. The warm list almost always converts better. Start there. Cold is a month-five tactic.

Mistake 2 — Dropping price to close

The first paying client sets your floor forever. If you drop 30% to close them, your rate card is now 30% lower in your own mind. Drop scope, never price.

Mistake 3 — Skipping the mid-delivery surprise

The surprise is the moment of the referral. Without it, the engagement is satisfactory. With it, the engagement is memorable. Memorable gets talked about. Satisfactory does not.

Mistake 4 — Asking for a referral before the feedback

Order matters. Feedback first. Let the client reflect. Then ask. The same question in a different order gets a different answer.

PHASE THREE CLOSING

By day ninety, you are not "trying to start a business." You are a consultant with a client, a case study, and a waiting list of one. The rest of the year is about turning that one into ten, without losing the discipline of phase one.

A founder who got phase three right

A forty-one-year-old former ops head in Chennai, previously at a listed logistics firm, spent week nine sending exactly twenty warm messages. Fourteen replied. Five became discovery calls. Two became proposals. One became a client: a ₹2,25,000 three-month engagement auditing a mid-sized 3PL's route-optimisation process.

He built the proposal in one page. He delivered with three memorable moments: a kick-off pack that mapped every depot on day one, a mid-delivery surprise in the form of a fuel-consumption analysis he was not asked for, and a live ninety-minute handover that was recorded and sent to four internal stakeholders, not one.

Two weeks later, he closed his second client by referral from the first — without a pitch deck, without a cold email, without Instagram ads. One engagement, delivered with care, fed the next. That is the ninety-day model working at speed.

THE PATTERN

Every founder who closes a second client by referral before month four has the same common factor: they over-invested in the first engagement. The work was better than necessary. The referral followed naturally.

Three Real Founders Who Did This

Three Indian operators, three different industries, one common principle: narrow the aim, deepen the craft, respect the timeline.

The case studies that follow are not composites. They are not "names changed." They are three real businesses you can look up tonight, run by three real people we admire and, in two cases, have worked alongside. We include them because the brochure-industry habit of anonymising case studies makes every claim feel slippery, and we want the opposite.

Read them with a notebook. In each, ask yourself: what bet did this founder place that most others would not have had the patience to place?

Dr Jhoumer

Founder & CMD, IICTN (iictn.org) · Indian Institute of Cosmetology & Trichology · Since 2005

In 2005, Dr Jhoumer founded IICTN with one quiet bet: India would need a formal, government-recognised skilling pipeline for cosmetology, aesthetics, and trichology long before the industry admitted it. She did not start ten verticals. She started one.

Twenty-plus years later, IICTN operates across **eight Indian cities** — Mumbai, Pune, Nasik, Bhopal, Delhi, Ahmedabad, Hyderabad, and Bangalore. The institute is **government-recognised, NSQF-aligned**, and a formal partner with **MEPSC**, the Management & Entrepreneurship and Professional Skills Council.

Had she diversified in year two — adding nutrition, adding wellness coaching, adding a spa brand — she would probably have a reasonable business. Because she did not diversify, she has an institution.

THE LESSON

Pick one sector and spend twenty years compounding into it. One clarity bet beats a hundred bets.

How Dr Jhoumer's 90-day logic still applies

IICTN is twenty-plus years old. But the founder principle that built it is exactly the principle this brochure teaches you to apply in ninety days.

PHASE ONE MIRROR

She did not pick "beauty." She picked cosmetology, aesthetics, and trichology skilling specifically, with a preference for first-generation women learners. That is a niche statement dressed in different words.

PHASE TWO MIRROR

The IICTN brand has not chased trend aesthetics. It has built a voice of clinical rigour and patient craft. Twenty years of consistency has compounded into reputation that no competitor can buy.

PHASE THREE MIRROR

Every graduate of IICTN becomes an unpaid ambassador. Retention and referral, at scale, over decades. That is what a real phase-three system looks like when it is played out to its conclusion.

THE COMPOUNDING

Eight cities. Government recognition. NSQF alignment. A formal partnership with MEPSC. None of these are ninety-day outcomes. All of them are what happens when the ninety-day logic is repeated for eighty quarters.

One clarity bet, sustained for twenty years, becomes an institution. The first ninety days of that institution's story looked very much like the ninety days you are about to begin.

— DR JHOUMER, IICTN

CASE STUDY TWO · PERSONAL BRAND & OFFER LADDER

Bhavna Srivastava

Founder, BH Wellness Group (bhwellnessgroup.com) · Transformational Wellness Coach

Bhavna Srivastava has **touched more than 50,000 lives** through her coaching, workshops, and retreats. She is an **international speaker** at major wellness expos, a **best-selling author**, and the founder of a brand that runs on a clean ladder of offers.

The ladder is worth studying: **free guided meditations**, followed by **paid masterclasses**, followed by **longer coaching programmes**, followed by **in-person retreats**, with her **books** threading through all four as durable trust-builders.

The genius is not the number of offers. The genius is the rung spacing: each level is a natural next step from the last, so the customer graduates up instead of being upsold. It feels like progression, not like pressure.

THE LESSON

Build a personal brand where the mentor IS the product, with a clean offer ladder from free to premium.

How Bhavna's ladder translates into your ninety days

A ladder does not get built in ninety days. But the first rung — the free offer that teaches the reader one real thing — can and should be built in phase two. The rest is time.

RUNG ZERO · FREE

A short guide, a meditation, a checklist, a one-page framework. Gives real value. Not a sales brochure dressed up as a gift. In your ninety days, this is the pinned-post week of phase two.

RUNG ONE · LOW-TICKET PAID

A ₹1,999 or ₹4,999 workshop, template pack, or cohort. Priced with the anchoring principle. In your ninety days, this becomes live around day sixty.

RUNG TWO · ENGAGEMENT

A ₹25,000 to ₹1,50,000 consulting or coaching engagement. This is your T2 rate card sale. Around day seventy-five of your ninety.

RUNG THREE · PREMIUM

A ₹5,00,000+ retainer, a private intensive, a retreat, a long-form contract. Sold one or two out of ten times. Makes T2 look inevitable.

The mentor is the product. The offers are ladders, not a catalogue. The customer climbs because each rung earns the next one.

— BHAVNA SRIVASTAVA, BH WELLNESS GROUP

Ruchii

Founder, The Sales Knob (thesalesknob.com) · D2C & eCommerce Scaling Agency

Ruchii runs The Sales Knob, a specialist agency for D2C and eCommerce growth across **Amazon, Flipkart, Myntra, Nykaa**, and the **Indian quick-commerce stack**. Google Partner certified. No generalist marketing promises. One job: making listings work and making sales grow.

Two real outcomes from the firm's client base:

- **Client Anglic** went from zero to **₹2 lakh a month** in three months from a standing start.
- A second client recovered **₹5 lakh a month in sales within ten days** of a marketplace suspension — the kind of account crisis that sinks most D2C brands.

The business does not run ads. It runs results. Every new engagement comes from the last one, because a recovered listing is a thing the client tells their founder peer group about in the next WhatsApp group they are in.

THE LESSON

*Go narrow (marketplace growth for D2C) and deep (every platform quirk).
Specialist always beats generalist.*

How The Sales Knob's model is a ninety-day pattern in motion

The Sales Knob is what a phase-three engine looks like when the phase-one niche is truly narrow. Every part of it is repeatable in ninety days, at smaller scale.

NARROW BY PLATFORM

Not "marketing." Not "D2C marketing."
"Marketplace growth on Flipkart, Amazon, Myntra, Nykaa, and quick commerce." That is a week-one niche statement, not a year-five repositioning.

CASE-STUDY LED SALES

Two public outcomes (Anglic, suspension recovery) do the sales work that ten glossy brochures would not. This is the pinned post of phase two, scaled.

CERTIFIED TRUST

Google Partner status is the "pinned proof" of phase two, at agency scale. In your ninety days, it is the NSQF Level 5 certificate, for your own consulting practice.

REFERRAL ENGINE

Every client recovery is a story that travels across WhatsApp founder groups. This is the "three memorable moments" framework operating at steady state.

Specialist always beats generalist. A founder who knows every quirk of one platform will out-earn a founder who knows "marketing" in general. The narrower the aim, the longer the runway.

— RUCHII, THE SALES KNOB

The Compliance Wall

Three pages on the paperwork that breaks unprepared founders. No scare tactics. Just the actual timelines.

Compliance is the single most underestimated part of starting a consulting practice in India. Most first-time founders do three things wrong. They wait too long to register. They hire a cheap CA. They ignore TDS and professional tax until the first notice arrives.

Here is the real sequence we recommend. None of this is optional for a serious consulting practice. All of it is doable in the first thirty days if you start on day fifteen with a decent CA.

The real sequence, step by step

01

PAN

If sole prop, your personal PAN is your business PAN. If LLP or Pvt Ltd, apply for a fresh entity PAN after incorporation. Timeline: 3-7 working days for a new entity PAN.

02

Incorporation

If LLP: Name reservation (RUN-LLP), DIN for partners, FiLLiP. 10-15 days end-to-end. If Pvt Ltd: SPICe+ form. 10-20 days end-to-end. Sole prop: no incorporation needed. Fastest.

03

MSME / Udyam

Free. Online. Aadhaar-based. Near-instant once your PAN, GST, and bank proof are in hand. Gives you delayed-payment protection under the MSMED Act. Non-negotiable.

04

GST Registration

Compulsory if annual turnover will cross ₹20 lakh (₹10 lakh for special-category states). Voluntary below that. 7-15 working days. Aadhaar-authenticated path is faster than officer-verified.

05

Current Account

ICICI, HDFC, Kotak, SBI — all well-trodden for first-time founders. Bring PAN, GST, Udyam certificate, incorporation proof, and a rental agreement. 3-7 working days to activate.

06

Razorpay Merchant KYC

Starts only after the current account is live. 3-7 working days to go from sign-up to first live payment link. Budget a week for edge-case verification.

Ongoing compliance, not just launch compliance

Registration is the easy part. The harder part is the monthly and quarterly rhythm that keeps you out of trouble. Your CA will handle most of it. Your job is to respect the calendar.

GST RETURNS

GSTR-1 (outward supplies) and GSTR-3B (summary + payment) every month, typically by the 11th and 20th. Quarterly option (QRMP) available for smaller taxpayers. Miss a deadline: ₹50/day late fee plus interest.

TDS

If you pay a contractor or professional more than ₹30,000 in a year, TDS applies. Monthly deposit. Quarterly returns. Clients will also deduct TDS on your invoices, usually at 10% (Section 194J). Track Form 26AS quarterly.

PROFESSIONAL TAX

State-specific. Maharashtra, Karnataka, West Bengal, Telangana, Tamil Nadu and others. Both enrolment (for the business) and registration (for employees). ₹2,500/year in most states for the founder.

ANNUAL FILINGS

LLP: Form 8 + Form 11. Pvt Ltd: AOC-4 + MGT-7 + DIR-3 KYC. Sole prop: income tax return only, usually ITR-3 or ITR-4. Your CA handles all of this. You sign.

WHAT YOUR CA SHOULD COST

For a first-year consulting practice doing under ₹50 lakh revenue, a fair CA retainer in 2026 is ₹3,000-8,000 per month, inclusive of GST returns, TDS compliance, and one annual filing cycle. Anything under ₹3,000 is usually too good to be true. Anything over ₹10,000 is usually a Big Firm rate that a first-year founder does not need yet.

The four compliance landmines we see most

Landmine 1 — Voluntary GST when you should not have

Some founders register for GST in month one "because it looks professional." If your turnover will stay under ₹20 lakh for a year, this is premature. It creates monthly filing overhead, and if you miss, penalties start. Wait till you are close to the threshold, unless you are selling to enterprise clients who need your GST number on invoices.

Landmine 2 — Mixing personal and business accounts

Paying for a client lunch from your personal account. Receiving payment into your personal UPI. Even once. Your CA will find it in year-end reconciliation and spend three hours sorting it out, which you will pay for. Discipline in month one is cheap. Discipline in month twelve is expensive.

Landmine 3 — Ignoring client TDS deductions

Enterprise clients will deduct 10% TDS on your professional fees. That money is not lost — it sits against your PAN in Form 26AS and you claim it at year end. But if you do not reconcile, you will not know the client forgot to deposit it, and you will lose the credit. Check 26AS every quarter.

Landmine 4 — Late Udyam

Udyam is free, near-instant, and gives you MSME Act protection against payment delays. Every month you delay it, you are uninsured against a client who pays late. File it in week three, not in month six.

The paperwork that feels annoying today is the paperwork that saves you from a tax notice, a lost investor, or a lost client two years from now.

— MODULE 2, LESSON 4

What Happens After Day 90

Month four to month twelve. The engine, not the ignition.

If the ninety-day playbook worked for you, by day ninety-one you have one paying client delivered and a second in the pipeline. The next nine months are not about starting a business. They are about building the engine that lets it run without you holding every part of it up by hand.

Months 4-6 · From one to three clients

The first referral converts. You sign your second paying client. A third arrives, usually from a surprising place — a LinkedIn post you almost did not publish, a WhatsApp group you had forgotten about. Revenue is still lumpy. That is normal. Do not panic-discount.

Months 6-9 · From manual delivery to first automation

You notice three specific tasks that consume four hours a week without growing the business. Write them down. Pick the most painful. Automate it, delegate it, or drop it. Most founders pick the first tool here — usually a proposal template engine, a CRM, or a light bookkeeping workflow.

Months 9-12 · From solo to first freelancer help

You hire your first freelancer. Not a full-time employee. A specific, scope-bound contractor for a specific recurring task. Writing, research, design, assistant work — whichever is cheapest for you to outsource and most expensive for you to keep doing.

The month-twelve picture, if you execute well

-

Five to eight delivered engagements

A portfolio, not a trial. Clean books across all of them. Case studies for at least three.

-

First ₹1 lakh month, at least once

Not "every month" yet. The first time you cross ₹1 lakh in revenue-from-consulting will happen somewhere between month five and month nine for most learners.

-

One automation or delegation

One task that used to eat your Sunday now runs without you. That single hour returned to you per week compounds into an extra month of strategic work per year.

-

A written growth philosophy

One honest line, starting with "I will scale when..." Truthful, not trendy. Pinned above your desk for the next five years.

The ninety days is the ignition. What you build in the next nine months is the engine.

— THE UGROWTH MODEL

THE HONEST TRUTH ABOUT THE LONG ARC

Most Indian consultants we mentor cross ₹5 lakh a month in steady recurring revenue somewhere between month eighteen and month thirty. Not month twelve. If you want faster, keep a job on the side. If you want stable, do not skip months four through nine.

Why This Is Hard to Do Alone

Most attempts fail not for lack of information, but for lack of scaffolding.

Everything you have read in this brochure is freely findable on the internet. You could, in principle, piece it together yourself from fifty blog posts and twenty YouTube videos. We know. We wrote some of the blog posts.

And yet, of the thousand people who attempt a solo launch in India each year, most do not finish phase one. Not because the information is hidden. Because information is not the bottleneck.

The three things that actually stop founders

01

No scaffolding

Without a calendar someone else enforces, day four becomes day fourteen. Without a cohort watching, week two slips into week five. Information without structure collapses into procrastination.

02

No accountability

There is no boss saying "what happened to the niche statement?" There is no one to be honest with when you skipped discovery calls because they felt awkward. Left alone, we are infinitely creative at finding reasons to wait.

03

No walked-the-path mentor

The difference between a book and a mentor is that the mentor can see which specific mistake you are about to make, and name it before you make it. That is worth more than any module.

What a proper certification adds

We have watched hundreds of first-generation consultants try this alone and with support. The ones with support finish phase one twice as often, launch a paying engagement three times as often by day ninety, and cross the ₹1 lakh month twice as fast on average.

It is not because they read better. It is because they do not have to design the calendar, enforce the calendar, or interpret the calendar alone.

STRUCTURED CALENDAR

Eleven lessons, a five-module arc, a capstone. You never have to decide what to do next week — the course already did.

LIVE COHORT

Small groups. Weekly calls. Peers who see your draft niche statement before it is perfect and tell you the truth about it before the market does.

MENTOR ACCESS

Capt Ankur Kulshrestha on a personal WhatsApp line for genuine questions. Not a ticket system. Not a chatbot.

GOVERNMENT-RECOGNISED CREDENTIAL

MEPSC-affiliated, NSQF Level 5 certification. Useful for enterprise pitches, visa interviews, and your own quiet confidence.

AN HONEST BRIDGE

If this brochure gave you everything you need, use it alone. That is why we wrote it as a complete ninety-day map and not a tease. If, after reading it, you know you want scaffolding, a cohort, and a mentor — the next three pages describe exactly what we offer.

The UGrowth MEPSC Certification

Five modules. Eleven lessons. A capstone blueprint. A twenty-minute viva. An NSQF Level 5 certificate.

The certification is aligned to **MEPSC QP MEP/MCr-0008 — Fundamentals of Business Consulting**. It is government-recognised, mapped to **NSQF Level 5**, and built around the exact ninety-day arc you have just read, extended into a twelve-week teaching programme with live sessions, personal review, and a defended capstone.

The structure in one page

M1

Business Specialisation & Niche Selection

Lessons 1-3. The truth about being a founder. Mindset and motivation. Finding your niche and ideal customer. You exit this module with a defined niche and a positioning statement.

M2

Business Systems & Setup

Lessons 4-5. Legal structures, GST/TDS basics, CA and banking hygiene. The four-system stack under ₹2,000/month. Compliance calendar. You exit with a registered, operating business.

M3

Branding & Digital Marketing

Lessons 6-7. Brand narrative, origin story, digital identity across LinkedIn, Instagram, and website. Content rhythm. You exit with a published, unified digital identity.

M4

Pricing & Profit Strategy

Lessons 8-9. Anchoring principle. Cost-plus, value-based, premium. Three-tier rate card. You exit with a rate card you can defend without flinching.

M5

Customer Acquisition & Growth Management

Lessons 10-11. Stranger-to-superfan journey. Three memorable moments. Retention and referral systems. Scale philosophy. You exit with a retention playbook and a growth philosophy.

CP

Capstone Blueprint + Viva

Ten-page business blueprint covering all five modules. Trainer review. A twenty-minute defence. Pass and earn the NSQF Level 5 certificate.

What each module gives you, concretely

This is not a theory dump. Each module ends with an artefact you can show a stranger. That is how MEPSC requires outcomes to be demonstrable, and it is how we prefer to teach.

MODULE 1 ARTEFACT

A one-sentence niche statement. A one-page ideal customer profile. A tested opening pitch you can say aloud in a lift.

MODULE 2 ARTEFACT

A registered business structure. A compliance calendar for the next twelve months. A working tool stack. A CA on retainer.

MODULE 3 ARTEFACT

A brand narrative in three versions. An aligned LinkedIn, Instagram, and website. One pinned post of real proof.

MODULE 4 ARTEFACT

A three-tier rate card. A chosen pricing model. A pricing script you have said aloud enough times that it no longer trembles.

MODULE 5 ARTEFACT

A stranger-to-superfan customer journey on one page. A three-memorable-moments delivery playbook. A referral system in Notion.

CAPSTONE ARTEFACT

A ten-page Business and Consulting Blueprint. Defended in a twenty-minute viva. Your capstone is something you can hand to your next client.

What this certification is not

Let us be honest about what the certification is not. This is the same list that has been in every version of the syllabus since we wrote it.

- It is not a get-rich-quick programme. Anyone promising you a lakh in thirty days is selling a different thing.
- It is not a pitch-deck workshop for investors. This is about building a business, not raising money.
- It is not a generic digital marketing course. It is founder-first and full-stack.
- It is not for passive learners. Every lesson has an assignment. If you skip them, the course stops working.

What you walk out with

- A niche you can describe in one sentence to a stranger in a lift.
- A registered business structure with the legal, tax, and banking basics in place.
- A brand voice and digital identity that sound like you across LinkedIn, Instagram, and your website.
- A pricing model you can quote without apology.
- A client system that turns first-time buyers into referrals.
- An MEPSC-recognised certificate at NSQF Level 5, officially qualified to consult, advise, and build.
- The quiet confidence of someone who stopped waiting for permission.

By the end, you walk away with four things no job will ever give you: the mindset of a founder, the systems of a professional, the voice of a storyteller, and the discipline of a lifelong learner.

— SYLLABUS, FINAL NOTE

Your Next Step

Three moves, in order. No upsell chain. No surprise pricing. Take the first one when the time is right.

01

Book a free twenty-minute discovery call

With Capt Ankur Kulshrestha directly. Not a sales deck. A diagnostic. We will ask you the three readiness questions and tell you honestly whether the certification is the right next step for you this quarter.

02

Sit in on a live lesson

By invitation, after the discovery call. Attend one live module session as an observer. Watch the cohort, the pace, and the teaching style. Decide whether this room feels like your kind of room.

03

Enroll in the full certification

If the discovery call and the live lesson both feel right, we will share the full programme structure, the next cohort's dates, and the investment. Payment via Razorpay, GST invoice included, EMI available.

WHY WE DO IT IN THIS ORDER

Because we do not want you to buy a certification you do not need, and we do not want to teach a learner who is not ready. Both sides lose in that trade. The three-step funnel is the filter. It is meant to.

How to reach us

TO BOOK THE DISCOVERY CALL

Phone / WhatsApp: +91 92117 63337

Email: ceo@ugrowthconsultancy.com

Web: ugrowthconsultancy.com

A team member will respond within one working day. If you have read this brochure end-to-end, mention "Brochure B" in your first message — it shortens the call.

IF YOU ARE NOT READY FOR THE CALL YET

Keep this brochure. Work through the ninety-day map on your own. Come back when you have your niche statement, your runway number, and your three informally paid skills written down. We will be here.

The ninety days is the ignition. The certification is the engine room. The decision to begin is yours, and only yours. Whenever you are ready, we are here.

— UGROWTH CONSULTANCY

A FINAL, HUMAN NOTE

This brochure took a long time to write, because we wanted every page to be useful even if you never enroll. If it has been useful, forward it to one friend who needs it. That one forward is the highest compliment you can pay this work.



UGROWTH CONSULTANCY

TOWARDS MAKING MILLIONAIRES

EST 2024

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