

DATE	DAY	PLATFORM	INSTRUCTIONS	CONTENT TYPE	TOPIC
<b>WEEK 1</b>					
31-May-2021	Monday	LinkedIn 1		Post	5 Pointer to Give a Perfect Elevator Pitch
1-June-2021	Tuesday	Instagram 1	Revise LI 1	Carousel	5 Pointer to Give a Perfect Elevator Pitch
2-June-2021	Wednesday	LinkedIn 2		Post	Intricacies of Cold Email
3-June-2021	Thursday	Instagram 2	Revise LI 2	Carousel	Intricacies of Cold Email
4-June-2021	Friday	LinkedIn 3		Post	Positive Selling During Pandemic
5-June-2021	Saturday	Instagram 3	Revise LI 3	Carousel	Positive Selling During Pandemic
6-June-2021	Sunday	<b>Instagram Story</b>		<b>Curated Stories</b>	
<b>WEEK 2</b>					
7-June-2021	Monday	Instagram 4	Revise LI 4	Carousel	Impact of Budget on Indian Start-up Scenario
8-June-2021	Tuesday	LinkedIn 4		Post	Impact of Budget on Indian Start-up Scenario
9-June-2021	Wednesday	Instagram 5	Revise LI 5	Carousel	Marketing Plan on a Shoestring Budget
10-June-2021	Thursday	LinkedIn 5		Post	Marketing Plan on a Shoestring Budget
11-June-2021	Friday	Instagram 6	Revise LI 6	Carousel	Body Language for Founder while Talking to Investors
12-June-2021	Saturday	LinkedIn 6		Post	Body Language for Founder while Talking to Investors
13-June-2021	Sunday	<b>Instagram Story</b>		<b>Curated Stories</b>	
<b>WEEK 3</b>					
14-June-2021	Monday	LinkedIn 7		Post	How to create viral content?
15-June-2021	Tuesday	Instagram 7	Revise LI 7	Carousel	How to create viral content?
16-June-2021	Wednesday	LinkedIn 8		Post	Things I learnt from the 5 Am Club (Robin Sharma)
17-June-2021	Thursday	Instagram 8	Revise LI 8	Carousel	Things I learnt from the 5 Am Club (Robin Sharma)
18-June-2021	Friday	LinkedIn 9		Post	4 Tips to create a killer pitch deck for your prospect
19-June-2021	Saturday	Instagram 9	Revise LI 9	Carousel	4 Tips to create a killer pitch deck for your prospect
20-June-2021	Sunday	<b>Instagram Story</b>		<b>Curated Stories</b>	
<b>WEEK 4</b>					
21-June-2021	Monday	Instagram 10	Revise LI 10	Carousel	Rise of Unicorns: Why is the Indian startup economy growing so quickly?
22-June-2021	Tuesday	LinkedIn 10		Post	Rise of Unicorns: Why is the Indian startup economy growing so quickly?
23-June-2021	Wednesday	Instagram 11	Revise LI 11	Carousel	How To Create Abundance Mindset?
24-June-2021	Thursday	LinkedIn 11		Post	How To Create Abundance Mindset?
25-June-2021	Friday	Instagram 12	Revise LI 12	Carousel	What is fear marketing and how it took root during the pandemic?
26-June-2021	Saturday	LinkedIn 12		Post	What is fear marketing and how it took root during the pandemic?
27-June-2021	Sunday	<b>Instagram Story</b>		<b>Curated Stories</b>	
<b>MONTHLY OVERVIEW</b>					

POST #	TOPIC	POST COPY
LinkedIn 1	5 Pointer to Give a Perfect Elevator Pitch	<p>5 Tips To Prepare a *Perfect* [Convincing] Elevator Pitch</p> <p>You're sitting in a restaurant and run into the up-and-coming venture capitalist. Your new startup is promising and you'll never get a better chance to meet this investor. But...</p> <p>...before you can even open your mouth, you realize you don't know what to say!</p> <p>That's where having an elevator pitch is so essential.</p> <p>What makes a great elevator pitch? It —</p> <ul style="list-style-type: none"> <li>— Is short and simple.</li> <li>— Creates intrigue</li> <li>— Answers the most pressing questions</li> <li>— Leaves an open end for the investor to talk about.</li> </ul> <p>But, what next? Here are 5 tips to rev up your elevator pitch and make that ding:</p> <ol style="list-style-type: none"> <li>1) Make it really short — no longer than 30 seconds.</li> <li>2) Be brief. Focus on your USP. No storytelling. Just use plain words, conveying your idea in simple words.</li> <li>3) Start with a question. Why? 'Coz questions are great hooks to reel the listener in. Ideally, it can be a problem statement.</li> <li>4) Don't just talk about what your company does. Talk about how your company affects customers' lives i.e. provide a solution.</li> <li>5) End with a CTA. Shoot a question, ask them for their business card, email address, or follow them on social media.</li> </ol> <p>Have you ever given an elevator pitch? How did it go? Comment below.</p> <p>#elevatorpitch #business #sales #coach #GopalBatra</p>
LinkedIn 2	Intricacies of Cold Email	<p>Cold mail? More of a cold shoulder ... But, cold mailing is a skill that can be learned. Here are 5 Tips To Master Cold Emails</p> <ol style="list-style-type: none"> <li>1. Personalize <ul style="list-style-type: none"> <li>— It is not just about addressing by first name. Research, identify the missing gaps for your prospect and weave the mail around how you can help.</li> <li>— It also shows the prospect that you're genuinely interested in solving their problem.</li> </ul> </li> <li>2. Work on a Great Subject Line <ul style="list-style-type: none"> <li>— Clickbait might attract attention once but don't go well with business mails. Avoid them. Avoid spam trigger words like Earn \$, Opportunity, Claims, Explode your business, etc.</li> </ul> </li> <li>3. Use CTAs wisely <ul style="list-style-type: none"> <li>— Your mail needs to create interest and leave your prospect asking for more. Guide them with the right call-to-action at the end.</li> <li>— Don't say: Click here (it's spammy). Instead, end with a question (triggering them to answer) or offer them a resource (leading them to your website).</li> </ul> </li> <li>4. Say it aloud! <ul style="list-style-type: none"> <li>— Make your email less spammy by reading it aloud. Ask if you'd say this at a sales conference. If yes, read the next point. If no, trash and rewrite.</li> </ul> </li> <li>5. Avoid being dumped in Spam <ul style="list-style-type: none"> <li>— Use email best practices. Keep it short, scannable, and don't use too many images.</li> <li>— And yeah, proofread before hitting send</li> </ul> </li> </ol> <p>Need more tips? Comment.</p> <p>#sales #email #GopalBatra</p>

<p><b>LinkedIn 3</b></p>	<p>Positive Selling During Pandemic</p>	<p>The pandemic shook us from the core and transformed us. But, one thing was clear: No matter what, we kept going on — Business, sales, lives, everything. So, here are 3 cues to help you in your sales strategy in 2021:</p> <ol style="list-style-type: none"> <li>1) Make your ideal buyer persona <ul style="list-style-type: none"> <li>— If you go about selling to everyone, you're bound to get stuck in the wrong circles. And thus, low ROI.</li> <li>— Set a target consumer, identify key traits, and build your sales strategy accordingly.</li> </ul> </li> <li>2) Address the pandemic effects <ul style="list-style-type: none"> <li>— COVID-19 has disrupted everything, and there's no denying that. Address it. Talk about how it has affected your consumer's life.</li> <li>— Then, pitch in how your product/service can help solve their problem.</li> </ul> </li> <li>3) Be genuine in your emotions <ul style="list-style-type: none"> <li>— Tapping into heartfelt emotions will help create a powerful impression and connection. Leverage that in a genuine, positive way. Try and be less sales-y here!</li> <li>— Be empathetic. A little kindness will go a long way while selling.</li> </ul> </li> </ol> <p>Remember: COVID's still not gone. The pandemic is still on.</p> <p>Many salespeople may have moved on. Your customers haven't. (Even if they've, it'd take some time for the after-effects to wean off.)</p> <p>Be patient. Be positive. Because:</p> <p>"Sales success is 80% attitude and 20% aptitude." – Brian Tracy</p> <p>Thoughts?</p> <p>#sales #coach #mindset #GopalBatra</p>
<p><b>LinkedIn 4</b></p>	<p>Impact of Budget on Indian Start-up Scenario</p>	<p>The Union Budget 2021 was just declared. And it's projected to have profound effects on the Indian startup scenario. Here's all that's going to change —</p> <ol style="list-style-type: none"> <li>1. The incorporation of One-Person Companies without any restrictions on paid-up limit will give startup founders a breather.</li> <li>2. Renewable energy startups will get a booster shot in the arm with the renewed focus on non-conventional energy sources in the budget.</li> <li>3. A year-long extension of the tax holiday will help keep many startups afloat during the pandemic-influenced times.</li> <li>4. Creation of the FinTech hub in GIFT city will help all FinTech startups link with each other seamlessly.</li> <li>5. INR 1500 crores have been earmarked for incentivization of digital payments. Another boost for FinTech startups.</li> <li>6. Reduction in compulsory margin money from 25% to 15% will help startups scale faster than ever before!</li> </ol> <p>The 2021 budget augurs well for all Indian startups.</p> <p>Hopefully, entrepreneurs will use these opportunities to help India become a \$5 trillion economy by 2025.</p> <p>Have any doubts about how the budget will affect your business? Comment below.</p> <p>#budget2021 #unionbudget2021 #india</p> <p>#startups #business #GopalBatra</p>

<p><b>LinkedIn 5</b></p>	<p>Marketing Plan on a Shoestring Budget</p>	<p>Limited cash flow shouldn't stop your startup from growth — Here are 5 tips to market your startup without any financial budget [FREE Marketing Tips!]</p> <ol style="list-style-type: none"> <li>1. Google My Business — Create a free Google My Business account to list your company on Google's SERPs.</li> <li>2. Employ Social Media — Use social selling to create influence and wield loyalty for an effective strategy.</li> <li>3. Organic Content Marketing — You might not see immediate results but content marketing with the right SEO strategy is a goldmine in the long run.</li> <li>4. Utilize Email Campaigns — Emails are criminally underrated. If your company wants to reach out to potential clients non-intrusively, create an email campaign ASAP!</li> <li>5. Guerilla Marketing — Why Not?! It's one of the most untapped aspects of marketing. All you need is some inspiration, a bout of intense creativity, and thinking out of the box.</li> </ol> <p>Show the world why your company is the best at what it does.</p> <p>.</p> <p>You don't always need huge marketing budgets for nailing your marketing strategy. Sometimes (most of the time, actually!) — it's about taking small steps consistently.</p> <p>And when it's all FREE, what's stopping you from becoming the best?</p> <p>If this post motivated you, comment: Power-Up — and we'll make this into a series!</p> <p>#sales #marketing #linkedin #GopalBatra</p>
<p><b>LinkedIn 6</b></p>	<p>Body Language for Founder while Talking to Investors</p>	<p>You're nervous. Tensed up. Worried But... the secret is to not let the investors know all this — Here are 5 tips to *perfect the art of BODY LANGUAGE* while talking to your investors.</p> <ol style="list-style-type: none"> <li>1. Open up — Keep your arms uncrossed. Keep a one-arm (comfortable) distance while speaking. It appears more inviting and reassuring.</li> <li>2. Show that you're interested — Tilt your head slightly and nod while listening to the investor. This shows that you're keen and understanding.</li> <li>3. Hands Up — Use your hands to support your claims. Talking about growth? Gesture your hands to show the graph. Talking about steps? Use your hands to show the divisions.</li> <li>4. Eye Contact is Key — At all times, ensure you're looking directly towards the investor. Smile and nod. Express emotions and connect with eyes.</li> <li>5. Be inclusive — If there are multiple people, include everyone in the conversation by looking at everyone, turn by turn, for a few seconds.</li> </ol> <p>Body language conveys more than your words will. It can concede or convince your investors.</p> <p>Act confident. Don't be afraid and go pitch your startup like the expert you are! Happy Pitching!</p> <p>#sales #pitch #bodylanguage #attitude #people #leadership</p> <p>Found this helpful? Want more sales tips? Keep following #GopalBatra for more.</p>

<p><b>LinkedIn 7</b></p>	<p>How to create a VIRAL content?</p>	<p>With Cred's Rahul Dravid ad, Pawri Girl meme, Friends' reunion going viral, brands look up to tap into the potential of virality. It's the age of MOMENT MARKETING.</p> <p>Well, why not...when it is the best way to get yourself noticed.</p> <p>I see people and brands come with some tremendously creative moment marketing content that deserves to get attention.</p> <p>But, what goes behind creating such a viral piece of content?</p> <p>While going viral depends on several external factors, here are 3 steps that can increase your chances of becoming the moment marketing pro:</p> <ol style="list-style-type: none"> <li>1) Best way to piggyback on someone else's virality — For instance, creating brand-based memes and other content around trending topics can help you garner attention.</li> <li>2) Leverage meme marketing. — Meme culture has opened the floodgates to virality for all. So, keep your memes rolling.</li> <li>3) Look out for your timing. — Always remember to match your timing to that of the trends, the chances of virality increase.</li> </ol> <p>A little creativity and patience are all that's needed. You might just turn into the next viral meme!</p> <p>What are your tactics to get on the virality wagon and get noticed?</p> <p>#marketing #digitalmarketing #contentmarketing #viralmarketing #businesscoach #GopalBatra</p>
<p><b>LinkedIn 8</b></p>	<p>Learnings from The 5 AM Club</p>	<p>It's not often that a book completely changes your life (or is it?)</p> <p>I have read quite a few books on my journey as a leader. Some really impacted and some were not my cup of tea. But—when I picked up *The 5 AM Club* by Robin Sharma</p> <p>Here's sharing some key takeaways that impacted me the most:</p> <ol style="list-style-type: none"> <li>1) Life is not just about living mired in mediocrity. Chase excellence constantly and keep doing that... persistently—until excellence becomes a daily habit.</li> <li>2) The 5 AM morning routine not only gives you more time throughout the day, but also provides you with a better hold of your life.</li> <li>3) The first hour of the morning is crucial to set the tone for the day. Waking up is just the beginning, what proceeds matters the most.</li> <li>4) Take a break. Unwind. Meditate. Practice Yoga. Run. Play.</li> </ol> <p>.</p> <p>Life is much more than just work and money, and you decide how you want to live it.</p> <p>And even if you decide not to wake up at 5, but at 7—the book does provide you a perspective on how to direct your life, channelize your energy and increase your productivity exponentially.</p> <p>The 5 AM Club was indeed a transformative read for me.</p> <p>Which book impacted your life profoundly? Your favorite line from the book?</p> <p>Comment below.</p> <p>#5amclub #robinsharma #businesscoach #GopalBatra</p>

<p><b>LinkedIn 9</b></p>	<p>How to create a killer pitch deck?</p>	<p>Heading to convert a client with a *Pitch Deck* that has the same template you used for other pitches?</p> <p>Can I tell you something? It probably won't work. Period.</p> <p>Pitch Decks are hard, I understand. But, with just a few tweaks, you can maximize the impact of your deck for each client and CONVERT them. Here's how:</p> <ol style="list-style-type: none"> <li>1) Tell a Story <ul style="list-style-type: none"> <li>— Don't blabber, don't ramble. Tell an intriguing story instead. Keep your reader hooked with your words. Create some tension, and resolve the tension through your pitch.</li> </ul> </li> <li>2) Less is More <ul style="list-style-type: none"> <li>— Text or visual-heavy decks add on to clutter, reducing attention. So, keep it simple &amp; clear with 10-12 slides. Focus on content that adds value. Add visuals only if you need to demonstrate a point better.</li> </ul> </li> <li>3) Create a Comparison <ul style="list-style-type: none"> <li>— Show a world with &amp; without your product. Your prospect would be able to visualize why they absolutely need your product!</li> </ul> </li> <li>4) Social Proof is a MUST <ul style="list-style-type: none"> <li>— Leverage testimonials. Pepper your pitch with social proof to show what your prospects are missing out without your product. Creating FOMO is a huge motivator. Use it to your benefit.</li> </ul> </li> </ol> <p>And remember: ALWAYS personalize your pitch for your prospect</p> <p>#businesscoach #salespitch #pitchdeck #storytelling #GopalBatra</p>
<p><b>LinkedIn 10</b></p>	<p>Rise of Unicorns in the Indian Economy</p>	<p>India has the world's fastest developing startup ecosystems — From 0 unicorns in 2010 to 52 in 2020, India has come a long way.</p> <p>Investors, who have backed these startups since their inception, are looking to push the envelope and create exits that can frutify their efforts.</p> <p>From the reliable giants like Paytm and Byju's to new entrants like Postman and Nykaa, Indian unicorns cover several different sectors.</p> <p>But why has there been a sudden rise in valuations?</p> <ol style="list-style-type: none"> <li>1) The Indian digital economy is peaking. Our government's digitization initiatives have helped propel internet users in India to nearly half a million people.</li> <li>2) The middle class is booming. Barring the jarring effects of the pandemic, the middle class has seen substantial growth in buying power in the last few years.</li> <li>3) Ease of doing business has also vastly improved under our PM Narendra Modi since the government ensured providing all the necessary help needed.</li> </ol> <p>While there are several more factors that come into play, it's India's market size and awakening that has driven the startup economy into overdrive.</p> <p>So, which prospective Indian startup do you think might become a unicorn and why?</p> <p>#startups #economy #businesscoach #unicorns #GopalBatra</p>

<p><b>LinkedIn 11</b></p>	<p>How To Create an Abundance Mindset?</p>	<p>The Abundance Mindset</p> <p>Mindset matters. And how! Our mindset is crucial to succeed in business, family, and life in general. In</p> <p>Research shows: people who looked *positively* towards growing old tend to live up to 7.5 years longer than adults with negative beliefs. Our mindset and thought process affects our lives in more ways than you can imagine.</p> <p>Here's how you can use an abundance mindset to set your life apart:</p> <ol style="list-style-type: none"> <li>1) Look at the Brighter Side <ul style="list-style-type: none"> <li>— Often, in the rat race, we forget what we possess is always better than what we don't. The challenges you have right now would soon turn into experience 10 years down the line.</li> </ul> </li> <li>2) Accompany the Best <ul style="list-style-type: none"> <li>— Choose your people wisely. Having the wrong people around you drains your energy and instills a foreboding sense of fear in you. Find people who like being happy and stick to them.</li> </ul> </li> <li>3) Compete Healthily <ul style="list-style-type: none"> <li>— When competing with someone, don't try and beat them to the finish line. Instead, find a collaborative way to ensure both of you cross the finish line. Sportsmanship goes beyond just sports.</li> </ul> </li> </ol> <p>.</p> <p>An abundance mindset and a positive outlook towards life are the greatest treasures you could ever own.</p> <p>How has the positive mind-shift helped you in life?</p> <p>#mindset #positivemindset #abundancemindset #businesscoach #GopalBatra</p>
<p><b>LinkedIn 12</b></p>	<p>How Fear Marketing rooted during the pandemic?</p>	<p>Marketing is grey — not just pure black or white</p> <p>Marketers employ several ambiguous tactics that aren't necessarily wrong or right, like:</p> <ul style="list-style-type: none"> <li>— Pester power,</li> <li>— Surrogate advertising, and</li> <li>— Fear marketing</li> </ul> <p>.</p> <p>The pandemic brought forth several brands that wanted to cash in on the panic among people.</p> <p>Let's pick up Patanjali for instance, their product Coronil, neither certified nor tested, was marketed as a cure for Coronavirus — without any proof.</p> <p>People, unaware of this fact, bought the product in large numbers simply because they were scared of how the virus would turn out.</p> <p>On the brighter side, there were other brands such as Zomato and Grofers that used more positive marketing tactics to rev up sales and also services.</p> <p>.</p> <p>While I can't vilify fear marketing, I do feel strongly about it.</p> <p>Do you know any other brand used fear marketing to up their sales and how?</p> <p>#fearmarketing #marketing #corona #sales #businesscoach #GopalBatra</p>

POST #	TOPIC	CREATIVE COPY	CAPTION COPY + HASHTAGS
Instagram 1	5 Pointer to Give a Perfect Elevator Pitch	<p>Slide 1 5 Tips for a Perfect Elevator Pitch</p> <p>Slide 2 A great elevator pitch is... — Short — Simple — Intriguing</p> <p>Swipe to know how to ace it!</p> <p>Slide 3 1. Short is sweet Keep it no longer than 30 seconds.</p> <p>Slide 4 2. Showcase your product's USP Convey your unique idea in simplest words.</p> <p>Slide 5 3. Questions are attention grabbers They make a great hook, so start with one!</p> <p>Slide 6 4. Primary Focus = Solution You Provide Tell your prospect: <i>"What's in it for them"</i></p> <p>Slide 7 5. Have a CTA A question, prospect's business card, email address, or even social media handles.</p> <p>Slide 8 Want more tips on aceing sales and marketing? Follow for more!</p> <p>&lt; include like, comment, save button &gt;</p>	<p>So, an investor is interested in your company but you are unable to pitch? Because NO ELEVATOR PITCH!</p> <p>It is an opportunity you missed before even trying to grab. Startups know the pain of losing an investor very well. So, how can you undo it?</p> <p>Simple, just by being prepared! — Your elevator pitch can make or break the deal, so instead of worrying about if it's a yay no nay, let's focus on how you can interest your prospects with a perfect elevator pitch.</p> <p>Swipe to know how to make a perfect elevator pitch</p> <p>#communicationskillstraining #communicationskillsdevelopment #pitchelevator #elevatorpitches #entrepreneurelevatorpitch #communicationcoaching #clientcommunication #businesscommunications #businesscommunicationskills #businessproposal #clientmanagement #makingsales #closingthedeal #salesprofessional #salestactic #clientpitch #gopalbatra #communicationskills #elevatorpitch #networkingtips #communicationcoach #businesscoaches #businessgrowthstrategy #businessconsultant #salespitch #clientrelations #salestips #salesprofessional #salesmarketing #salesstrategy</p>

<p><b>Instagram 2</b></p>	<p>Intricacies of Cold Email</p>	<p>Slide 1 5 Tips to Master Cold Emailing</p> <p>Slide 2 1. Personalize Go beyond the first name. Research, identify the gaps and weave a message around how you can help your prospect.</p> <p>Slide 3 2. Great Subject Line Avoid words like Earn \$, Opportunities, Claims, Explode your business, etc. And no clickbaits.</p> <p>Slide 4 3. Use CTAs Wisely Create interest, and end your email with a compelling question — that'd trigger response!</p> <p>Slide 5 4. Say it aloud! Before hitting send, read out your email loudly. Would you say the same at an in-person sales conference? Yes? Send it. No? Rework.</p> <p>Slide 6 5. Avoid The Spam Box Use email best practices – keep it short, scannable, avoid using too many images, &amp; make sure to proofread.</p> <p>Slide 7 Comment below. What are your challenges with cold emails?</p> <p>&lt; include like, comment, save button &gt;</p>	<p>Cold Emails, when strategized well, can be your best sales strategy. But, did you know every person receives an average of 121 emails every day! — Do you really think they read ALL the emails? No, right!</p> <p>So, an average cold mail cannot make the cut. Try clickbaiting, and worse-case scenario — you are either trashed or put under spam</p> <p>But... if done right — emailing and cold outreach can be your best lead generation strategy. Here are the 5 basic tips you can follow for writing a successful cold email</p> <p>Now go and land your first and many more clients through these strategies.</p> <p>#coldemail #coldemailing #coldemails #coldoutreach #emailtips #emailwriting #emailsubjectlines #salesemail #email etiquette #emailcopywriting #emailstrategy #salestipsandtricks #salestips101 #prospectingskills #marketingandsales #leadgenerationtips #salestipsoftheday #coachingsales #salescoachingtraining #gopalbatra #coldcalling #emailmarketingtips #emailmarketing #emaillist #salesexpert #leadgeneration #salestips #salestraining #businesstips #coachsales</p>
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<p><b>Instagram 3</b></p>	<p>Positive Selling During Pandemic</p>	<p>Slide 1 3 Tips To Improve Your Sales Strategy in 2021</p> <p>Slide 2 1. Create a Buyer Persona Set a target consumer, identify key traits, and build your sales strategy accordingly.</p> <p>Slide 3 2. Address the Pandemic Effects Talk about how pandemic has affected your consumer's life and pitch in how your product/service can help solve their problem.</p> <p>Slide 4 3. Be Genuine and Empathetic Tap into the heartfelt emotions, make a connection, and be authentic — Try and be less sales-y here!</p> <p>Slide 5 Remember: COVID's still not over.  Many salespeople may have moved on. Your customers haven't. So...  Be patient. Be positive.  To WIN AT SALES.</p> <p>Slide 6 What strategies are you opting to keep your sales up?</p> <p>Comment below.</p> <p>&lt; include like, comment, save button &gt;</p>	<p>Pandemic is so 2020. People and life are getting back in business now in 2021. And with the changing scenarios, the best business practices have shifted as well. Even those who were operating with older ways of 'doing things' transitioned and moved digital — adapting their strategies according to the current scenario.</p> <p>And with this, the way of doing business and consequently, the sales strategies have shifted as well. Here are 3 cues you can use to improve your sales games in 2021. Read on</p> <p>#businessinpandemic #targetaudiences #salesstrategies #clientservices #businessproblemsolution #businessproblems #businessmindsetcoach #businessmindsetcoaching #salestechniques #tipsforbusiness #gopalbatra #businessgrowthstrategies #businessgrowthcoach #coachsales #salestips101 #salestips #salescoaching #salesandmarketing #salestraining #salesstrategy #businesstips #problemsolving #problemsolver #problemsolvingskills #businessmindset101 #businessmindsets #businesssales #businessconsultancy #businessconsultants #bizcoaching</p>
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<p><b>Instagram 4</b></p>	<p>Impact of Budget on Indian Start-up Scenario</p>	<p>Slide 1 How has the Budget Impacted Indian Start-Ups?</p> <p>Slide 2 1. The One-Person Company (OPC) concept without any restrictions on paid-up limit will give startup founders a breather.</p> <p>Slide 3 2. Renewable energy startups get a booster with the renewed focus on non-conventional energy sources in the budget.</p> <p>Slide 4 3. The extension of tax holiday for 1 more year is a relief to start-ups in these uncertain times.</p> <p>Slide 5 4. FinTech hub in GIFT city will help all FinTech startups link with each other seamlessly.</p> <p>Slide 6 5. INR 1500 Cr. have been earmarked for incentivization of digital payments for FinTech startups.</p> <p>Slide 7 6. The compulsory margin money reduced to 15% from 25% – will help startups scale faster than before.</p> <p>Slide 8 Have any doubts about how the budget will affect your business? Comment below.</p> <p>&lt; include like, comment, save button &gt;</p>	<p>In the budget 2021, India govt. proposed numerous benefits for startups and helping them in all possible ways to have comparatively easier growth.</p> <p>It's projected to have profound effects on the Indian startup scenario.</p> <p>Hopefully, entrepreneurs will use these opportunities to help India become a \$5 trillion economy by 2025 by leveraging these 6 benefits —</p> <p>SAVE the post &amp; leverage the benefits FOLLOW for more!</p> <p>#startuptipsdaily #gopalbatra #startuplaw #indianlawnews #fintechstartups #onepersoncompany #opcregistration #companiesact2013 #giftcity #giftcitygandhinagar #starupbusiness #businesscoach #startupindia #startups #startupideas #startupadvice #startupcompany #startuptips #indianlaw #indianlawupdates #startupnews #startupnewsindia #fintechstartup #fintech #fintechnews #budget2021 #unionbudget2021 #unionbudget #indianeconomy #staruplife</p>
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<p><b>Instagram 5</b></p>	<p>Marketing Plan on a Shoestring Budget</p>	<p>Slide 1 5 Strategies to Market your Startup for FREE</p> <p>Slide 2 1. Google My Business List your startup on Google's SERPs for free — and use this tool for an SEO boost.</p> <p>Slide 3 2. Leverage Social Media Use social selling to create influence and wield loyalty for an effective strategy.</p> <p>Slide 4 3. Organic Content Marketing The right SEO strategy can turn out to be a goldmine for you – not immediately but definitely.</p> <p>Slide 5 4. Utilize Email Campaigns Underrated, but super-important! Reach out to clients with emails with a pinch of personalization.</p> <p>Slide 6 5. Guerilla Marketing An unconventional yet effective way to stand out from the competitors and make an everlasting impression on the audience.</p> <p>Slide 7 You don't need a huge budget, you just need the right marketing strategy to make that impact. And when it's all FREE, what's stopping you from becoming the best?</p> <p>Slide 8 Found this helpful? Comment: Power-Up — and we'll make this into a series! &lt; include like, comment, save button &gt;</p>	<p>What is the secret of making a business successful? MARKETING! But... spending tons of dollars for that ... Nope!</p> <p>What if I tell you that — You can MARKET your BUSINESS for FREE.</p> <p>Surprised? Well, don't be. Having worked closely with more than a dozen startups (which transformed into flourishing companies) — I have known a thing or two about marketing.</p> <p>[1] Marketing is essential. If you do not market a product well, you are doing injustice to yourself. [2] Marketing does NOT need half of your budget — all you need is some persistence, some personalization, and some pump — from the right mentor.</p> <p>So, here's kicking off our marketing series with — 5 Strategies to Market Your Startup — at no cost (No clickbaits, I promise!)</p> <p>#businessmarketingstrategy #businessmarketingplan #googlemybusinesslisting #googlemybusinesstips #socialmediamarketing #socialmediamarketingmanagement #socialmediamarketing #contentmarketingtraining #emailmarketingsolutions #emailmarketingstrategies #emailmarketingservices #emailmarketingcampaigns #emailmarketingcampaign #onlinemarketingstrategie #onlinemarketingservices #freemarketingtips #freemarketingtools #businessmarketing #businessmarketingtips #googlemybusiness #contentmarketingstrategies #contentmarketingtips #seomarketingstrategy #seomarketingtips #guerillamarketing #onlinemarketingsuccess #businesscoach #freemarketing #gopalbatra</p>
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<p><b>Instagram 6</b></p>	<p>Body Language for Founder while Talking to Investors</p>	<p>Slide 1 5 Tips to Enhance Body Language While Pitching</p> <p>Slide 2 1. Open Up Keep your arms uncrossed and stand at a distance that's comfortable while speaking. It appears more inviting and reassuring.</p> <p>Slide 3 2. Show Interest Tilt your head slightly and nod while listening to the investor, this gives an impress of genuine interest.</p> <p>Slide 4 3. Use Your Hands Making gestures according to your statement supports your claim. Talking about growth? Gesture your hands to show the graph.</p> <p>Slide 5 4. Eye Contact is Key Making eye contact shows confidence. Ensure you're looking directly towards the investor, also smile and nod.</p> <p>Slide 6 5. Be Inclusive If there are multiple people, include everyone in the conversation by looking at everyone, turn by turn, for a few seconds.</p> <p>Slide 7 Body language conveys more than your words will. It can concede or convince your investors.</p> <p>Slide 8 Found this helpful? Want more sales tips?</p> <p>Keep following #GopalBatra for more.</p> <p>&lt; include like, comment, save button &gt;</p>	<p>Your body language says everything about you. Slouch walking indicates you are tired, sleepy, or just lazy. Imagine going to an investor's meeting in that manner — will you be able to seal the deal? — Chest up, chin up and you ooze confidence!</p> <p>Body language is of utmost when you're a businessperson and pitching in front of an investor.</p> <p>Have you ever analysed your body language — how you sit, stand, or walk in front of family, friends, or employees? If not, then you should analyse and better it for your businesses' sake.</p> <p>Here are my top 5 tips to enhance body language and ace that investor's meeting. Swipe and find out.</p> <p>SAVE the post &amp; implement the tips.</p> <p>#bodylanguagetraining #bodylanguage101 #bodylanguageexpert #bodylanguageexpert #conversationtips #businessetiquettetraining #etiquettetraining #professionaletiquette #gopalbatra #personalitydevelopmenttraining #businesscoach #bodylanguage #publicspeakingtips #publicspeakingtraining #selfimprovementdaily #improveyourselfdaily #leadershipcoaching #leadershiptips #leadershipmindset #businessetiquette #businessetiquette #skillstraining #communicationskills #softskillstraining #skilldevelopment #businessstrainer #businessstrainers #businessmotivation #leadershipskills</p>
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<p><b>Instagram 7</b></p>	<p>How to create Viral Content?</p>	<p>Slide 1 How To Create Viral Content? [OR The Magic of Moment Marketing]</p> <p>Slide 2 CRED's Rahul Dravid Ad Pawri Girl Meme Friends' reunion</p> <p>It's the age of MOMENT MARKETING.</p> <p>Slide 3 But, what goes behind creating such a viral piece of content?</p> <ul style="list-style-type: none"> <li>✓ Unpredictable external factors</li> <li>✓ Predictable internal tips</li> </ul> <p>Swipe to know...</p> <p>Slide 4 1 Piggyback on someone else's virality</p> <p>Creating brand-based memes and other content around trending topics can help you garner attention.</p> <p>Slide 5 2 Leverage meme marketing</p> <p>Meme culture has opened the floodgates to virality for all. So, keep your memes rolling.</p> <p>Slide 6 3 Timing is everything</p> <p>When you match your timing to that of the trends, the chances of virality increase.</p> <p>Slide 7 A little creativity and patience are all that's needed. You might just turn into the next viral meme!</p> <p>Slide 8 What are your tactics to get on the virality wagon and get noticed? Comment below!</p> <p>#GopalBatra</p> <p>&lt; include like, comment, save button &gt;</p>	<p>What is so special about content that they go viral? — MOMENT MARKETING is, indeed, magical!</p> <p>Some viral pieces like the Suez canal, Coffin Boys, Rasode me kaun tha, and so on are viral because of a simple reason — it is relatable. Since the piece is relatable it is shareable, and hence eventually goes viral.</p> <p>But, the most speculating part is seeing other brands jumping on the bandwagon. The unthinkable creativity gives them a path to get noticed through moment marketing.</p> <p>While going viral depends on several external factors, here are 3 steps that can increase your chances of becoming the moment marketing pro.</p> <p>Swipe to know the secrets</p> <p>#viralcontent #viralcontentmarketing #mememarketing #mememarketingdigital #mememarketingtips #mememarketing2021 #memeculture #viralmarketing #momentmarketing #momentmarketing2021 #socialmediamarketing2021 #socialmediamarketingtips #socialmediamarketingstrategy #businesscoach #businesscoaches #businesscoaching101 #businesscoachingonline #creativemarketing #creativemarketingideas #creativemarketingstrategy #creativemarketingstrategist #contentmarketingtips #contentmarketingstrategy #contentmarketing101 #contentmarketingtip #marketingideas #marketingstrategies #businesscoach #gopalbatra #incubr</p>
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<p><b>Instagram 8</b></p>	<p>Takeaways from The 5 AM Club</p>	<p>Slide 1 Takeaways from Robin Sharma's The 5 AM CLUB</p> <p>Slide 2 ① Life is not just about living mired in mediocrity.  Chase excellence constantly and keep doing that... persistently—until excellence becomes a daily habit.</p> <p>Slide 3 ② The 5 AM morning routine not only gives you more time throughout the day, but also provides you with a better hold of your life.</p> <p>Slide 4 ③ The first hour of the morning is crucial to set the tone for the day.  Waking up is just the beginning, what proceeds matters the most.</p> <p>Slide 5 ④ Take a break. Unwind. Meditate. Practice Yoga. Run. Play.  “Vacation is not a luxury. It is a necessity.”</p> <p>Slide 6 And even if you decide not to wake up at 5, but at 7—the book provides you a deep perspective on: — how to direct your life, — channelize your energy, and — increase your productivity exponentially.</p> <p>Slide 7 Which book impacted your life profoundly? Your favorite line from the book?</p> <p>Comment below!</p> <p>#GopalBatra</p> <p>&lt; include like, comment, save button &gt;</p>	<p>Honestly, I don't resonate with all the books I read but this one changed the course of my life. The 5 A.M Club by Robin Sharma it is.</p> <p>Although, I have read a lot of Robin Sharma but this one impacted my life in a different way. But, my life didn't change by merely reading the book but implementing the teaching.</p> <p>I believe during these uncertain times if you are looking to read some books. 5 A.M Club should definitely be on your list.</p> <p>Let me give you ④ reasons why this should be on your reading list.</p> <p>Swipe left to discover</p> <p>#motivationalbook #robinsharma #robinsharmaquotes #robinsharma5amclub #5amclub #5amclub #5amclub #motivationalbook #motivationalbooks #booklover #booknerd #bookclub #bookcommunity #booklearning #booklearnings #robinsharmabooks #robinsharma5amclub #selfhelpbooks #selfdevelopmentbooks #selfimprovementbooks #selfimprovement #selfimprovementbooks #selfimprovementdaily #selfimprovementquotes #businesscoaching #businesscoaching101 #businesscoachingskills #businesscoach #gopalbatra #incubr</p>
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<p><b>Instagram 9</b></p>	<p>How to create a killer pitch deck?</p>	<p>Slide 1 4 Tips To Create A Killer Pitch Deck</p> <p>Slide 2 1 Tell a Story</p> <p>Don't blabber, don't ramble.</p> <p>Tell an intriguing story to keep your prospect hooked with your words. Create some tension, and resolve the tension through your pitch.</p> <p>Slide 3 2 Less is More</p> <p>Text or visual-heavy decks add on to clutter, reducing attention. Keep it simple &amp; clear with 10-12 slides with content that adds value.</p> <p>[Add visuals only if you need to demonstrate a point better.]</p> <p>Slide 4 3 Create a Comparison</p> <p>Show a world with &amp; without your product. Your prospect would be able to visualize why they absolutely need your product!</p> <p>Slide 5 4 Social Proof is a MUST</p> <p>Leverage testimonials &amp; social proof. This shows what your prospects are missing out without your product.</p> <p>Slide 6 And remember: ALWAYS personalize your pitch for your prospect</p> <p>#GopalBatra</p> <p>&lt; include like, comment, save button &gt;</p>	<p>So, you are ready to bag another client for your company as you have previously done, but with the same old pitching deck.</p> <p>Here is the harsh truth — the same old pitching deck will not get you, clients.</p> <p>The times have changed, and we should too. Gone are the times when we used the same deck to pitch all the clients in the old format. Today, each of your clients wants to feel special and it's our responsibility to make them feel so.</p> <p>But don't worry, I have got you covered. Here are 4 tips to create a killer pitch deck and bag the biggest client for your company.</p> <p>Swipe to know</p> <p>#pitchdeck #pitchdecks #pitchdecktips #presentationiseverything #presentationtips #presentationmatters #presentationiskey #elevatorpitch #elevatorpitches #presentationdeck #pitching #pitchinglessons #pitchingtips #pitchingideas #salespitch #salespitches #salespitching #salespitchtips #visualstorytelling #storytellingforbusiness #clientpitching #clientpitch #clientpresentation #pitchdeckwriting #businesspitchdeck #clientpitch #clientpitching #businesscoach #gopalbatra #incubr</p>
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<p><b>Instagram 10</b></p>	<p>Indian Startups: Unicorns</p>	<p>Slide 1 Indian Start-Up Scenario — The Unicorns An Observation</p> <p>Slide 2 India has the world's fastest developing startup ecosystems.</p> <p>From 0 unicorns in 2010 to 52 in 2020, we've come a long way.</p> <p>Slide 3 From the reliable giants like Paytm and Byju's... ...to new entrants like Postman and Nykaa</p> <p>Indian unicorns cover several different sectors.</p> <p>But why has there been a sudden rise in valuations?</p> <p>Slide 4 1 The Indian digital economy is peaking.</p> <p>Our government's digitization initiatives have helped propel internet users in India to nearly half a million people.</p> <p>Slide 5 2 The middle class is booming.</p> <p>Barring the pandemic effects, the middle class has seen substantial growth in buying power in the last few years.</p> <p>Slide 6 3 Ease of doing business.</p> <p>Under our PM Narendra Modi, the government ensured all the necessary help needed to improve businesses.</p> <p>Slide 7 Which Indian startup do you think might become a unicorn? Why? Comment below.</p> <p>#GopalBatra</p> <p>&lt; include like, comment, save button &gt;</p>	<p>India has the world's fastest developing startup ecosystems.</p> <p>The rate at which the number of unicorns is increasing in India is tremendous. It states that investors trust our Indian startups and see their growth as India's growth.</p> <p>In the past decade, India has come with the most unique startups — ByJus, WhiteHat Jr., Paytm, and Zomato, to name a few. But, have you wondered how the Indian startup economy is growing so quickly?</p> <p>Honestly, I have thought about it quite a few times, and let me share with you what I have discovered.</p> <p>Swipe to know, how Indian startups are marking their footprints</p> <p>#startup #startupbusiness #startups #startuplelife #startupindia #startupadvice #startupsuccess #startupculture #startupstory #startupfunding #startupworld #startupfounder #startupinvestors #investors #investorshub #indianstartups #indianstartupcommunity #indianunicorns #startupunicorns #digitaleconomy #nykaa #byjus #startupventure #startupculture #indianeconomy #upgrad #zomato #businesscoach #gopalbatra #incubr</p>
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<p><b>Instagram 11</b></p>	<p>The Abundance Mindset</p>	<p>Slide 1 3 Ways Create An ABUNDANCE Mindset</p> <p>Slide 2 1 Look at the Brighter Side</p> <p>We often forget what we possess is better than what we don't. The challenges you have right now would soon turn into experience 10 years down the line.</p> <p>Slide 3 2 Accompany the Best</p> <p>Choose your company wisely. Having the wrong people around you drains your energy and instills a foreboding sense of fear in you.</p> <p>Slide 4 3 Compete Healthily</p> <p>When competing with someone, don't try and beat them to the finish line.</p> <p>Instead, find a collaborative way to ensure both of you cross the finish line. Sportsmanship goes beyond just sports.</p> <p>Slide 5 Mindset matters. Always.</p> <p>A mindset of abundance attracts more abundance in your life.</p> <p>Slide 6 Do you believe in the law of attraction? Comment below.</p> <p>#GopalBatra</p> <p>&lt; include like, comment, save button &gt;</p>	<p>Your mindset is your asset.</p> <p>Often, when we feel everything is haywired, a tiny mindset shift goes a long way. And today, where we live in such an uncertain world — mindset shift is a savior because our mindset and thought process affect our lives in more ways than you can imagine.</p> <p>These mind shifts don't happen magically or overnight. It takes patients, practice, and never give up attitude.</p> <p>Trust me it is everyone's cup of tea; you don't have to be extraordinary or brilliant to have a mind shift.</p> <p>So, here is how I create an abundance mindset to channel positive energy into every aspect of my life.</p> <p>Swipe!</p> <p>#mindset #mindsetmatters #mindsetcoach #mindsetshift #mindsetreset #successmindset #growthmindset #mindsetiskey #mindsetchange #positivemindset100 #positivemindsetswin #abundancemindset #abundancemindset #positiveoutlook #positiveoutlooks #positiveoutlookonlife #positivecompany #mindsetshifts #mindsetshifting #positiveapproach #positiveapproachtoday #healthycompetition #successmindsetmotivation #businesscoaches #businesscoaching101 #businesscoachingskills #businesscoachonline #businesscoach #gopalbatra #incubr</p>
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<p><b>Instagram 12</b></p>	<p>Fear Marketing &amp; Pandemic</p>	<p>Slide 1 How Fear Marketing Rooted During The Pandemic?</p> <p>Slide 2 Marketing is grey. Not just pure black or white.</p> <p>Slide 3 Marketers employ several ambiguous tactics that aren't necessarily wrong or right, like: — Pester power — Surrogate advertising — Fear marketing</p> <p>The pandemic brought forth several brands that wanted to cash in on the panic among people.</p> <p>Slide 4 For instance: Patanjali</p> <p>Their product Coronil, neither certified nor tested, was marketed as a cure for Coronavirus — without any proof.</p> <p>Slide 5 Yet, people bought the product in large numbers simply because... they were scared of how the virus would turn out.</p> <p>Slide 6 While, brands like Zomato and Grofers used more positive marketing tactics to rev up sales and also services.</p> <p>Slide 7 While I can't vilify fear marketing, I do feel strongly about it. What do you think? Comment below.</p> <p>#GopalBatra</p> <p>&lt; include like, comment, save button &gt;</p>	<p>O P P O R T U N I T Y — It just takes a tiny opportunity to make yourself in the world.</p> <p>Just like Patanjali did, amidst the surging pandemic, saw an opportunity, leveraged it, and sold its product. This is *fear marketing*.</p> <p>When people were at the most vulnerable point, Patanjali took advantage of it. Is it a good practice? We can't judge it.</p> <p>That company is just an example, there are numerous other brands that did so in a good or in a persuasive way.</p> <p>Here, I would like to present my bit on the whole scenario.</p> <p>Swipe to read and share your thoughts</p> <p>#marketing #marketingtips #marketingdigital #marketingonline #fearmarketing #salesmarketing #salesandmarketing #sales #salespeople #surrogateadvertising #advertising #advertisingandmarketing #digitaladvertising #panicmarketing #panicbuying #panicbuyingsales #fearbasedmarketing #patanjali #patanjaliproducts #patanjalicoronil #zomato #grofers #sales #marketingstrategy #marketingstrategy2021 #coronasales #pandemicmarketing #businesscoach #gopalbatra #incubr</p>
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