

*Afeen Khan*



# **SEVEN DAY SERIES**

**7 Simple steps to crafting your  
career blueprint**

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# Day 1

## Blueprint of your Career / Business

As a author, trainer, speaker, seminar leader or coach you need to plan and produce a full line of supporting products. What does it mean to have a line of products as opposed to a single product or just a collection of products? The answer is to create a series of products that fill specific price points in what I call as Blueprint of your Career/Business.

I've created Blueprint of your Career/Business, an example of which is shown on the following page.

I recommend you to create your own as well based on your field and niche.

- ✓ **Freebies:** It can be an eBook or a small report.
- ✓ **Rs.500 - 1000:** Your book (It'll be covered on Day 3.)
- ✓ **Rs.5000 - 10,000:** Audio Programs based on a particular topic.  
(It'll be covered on Day 4.)
- ✓ **Rs.10,000 - 25,000:** Video Programs based on a particular topic.  
(It'll be covered on Day 4.)
- ✓ **Rs.25,000 - 50,000:** Seminar, Workshops or Bootcamps.  
(It'll be covered on Day 5 & 6.)
- ✓ **Rs.50,000 - 5,00,000:** Coaching, mentoring or consulting (It'll be covered on Day 7.)



Figure 1: Funnel System of Your Career

Here is a Blueprint of Your Career/Business. It'll turn your marketing efforts from a cost center into a profit center.

## 1) Select a Niche

A cardiologist always makes more than a general practitioner. At least they did before managed care! Generalists don't make nearly as much money as specialists. Target a specific group or market. Select your niche based on your background and/or your interests. Even if you don't love your current field, it may still be the best niche to start with.

## 2) Determine Whether or Not the Niche Has a Sufficient Number of people to buy.

Make sure that your targeted niche has a sufficient number of people in it to make it worth your time. As a general rule, you need at least 20,000 people to make the system work. If your niche doesn't have the minimum of 20,000 people to buy, look for another niche. You might be able to make it work with less, but in most cases, it's not worth it.

### **3) Create a Product Line to Sell to This Niche**

You must sell your knowledge and expertise in a variety of forms. This includes face--to--face interaction with clients, as well as the sale of a variety of other products and services. Using the Funnel System, create a wide variety of ways in which people can buy your knowledge. This includes but is not limited to: books, e--books, Audio programs, Video Programs, seminars/boot camps, Coaching.

### **4) Generate Leads into Your Funnel**

Generate leads, starting with the least expensive means first. If you can generate leads at no cost, even better. Use as many free methods of generating leads as you can before you switch to the paid methods. Perfect your process through testing before spending big bucks on any paid advertising. As a matter of fact, if you can, don't do any paid advertising at all.

### **5) Get Your Leads to Buy Some Product, No Matter How Inexpensive It Maybe.**

Have products at all price points, starting as low as 500rs. Get prospects to buy something so you can get them into the funnel.

### **6) Trade Customers Up the Ladder to More Expensive Products Automated.**

Once people buy something from you, set up a system to get them to buy more expensive items. Create an automated system so that it can upsell your clients with more of your higher priced products.

# Day 2

## Identifying Your Niche

Selecting a niche market is crucial to your success as an Author, Trainer, Speaker, Seminar Leader & Coaches. If you're trying to sell to everyone, you will sell to no one ever. As you consider your niche, the most important thing to remember is that you must find creating Information Products (Books, Audio Programs, Video Programs) And Services for which you have a passion. If you don't, what happens? The work becomes uninteresting soon and you might find you're in it just for the money. This approach might work with you initially, but in the long run, you won't succeed at it because you're doing it strictly for the purpose of money. However, if you are passionate about a topic, it's easier for you to create Information Products/Services with valuable content.

The question then becomes, How do you select your niche? Well, look at your background. What is your personal background? Your social background? Your academic background? Are there areas of your background that make you stand out from the crowd? What about your personal interests, Hobbies? What do you like to do? Answering these questions will help you discover what you already have inside you: your abilities, your interests, and your inclinations- any of which might point to possible niches.

Also look at your experiences. Even if you hate your job or some part of it, consider turning it into Information Products/Services for a start. For example, I have one client who is a doctor. He likes what he does, but wants to reduce the number of hours he works in a week. So, I'm helping him design a series of Information Products/Services for other doctors who are equally frustrated with the amount of hours they have to work in a week. After it gets completed, he will reduce the number of hours he works in a week, but stay in the field he loves. You can even take a mass-market topic and narrow it down. For example, let's say you wanted to create a book on Dating.

Well, “Dating” is a huge mass--market topic. You might consider something like “Dating for Men”. You can create a generic title for your information product, but shape your message to a specific audience by narrowing it down. For example, I’m coaching a gentleman who’s working on selling a product. His background is in technology, so he’s specifically targeting his title for his products to that field. He took a mass--market field (selling) and targeted it to a specific niche by narrowing it down: technology. Don’t rule out anything you are interested in or if it is your hobby. I’m never surprised by niche market possibilities. Interested in animals? There’s a great opportunity in it. You’re also not limited to just one niche. Although the numbers may not be as big as something like the marketing (a huge niche), it is certainly less risky. This way you are diversifying. When one market turns down a little you have several additional ones left to fall back on. Pursue multiple small markets for diversity and a few big markets for the possibility of making it big.

### Calculating the Number of Buyers

You have to determine whether or not the niche can sustain you. For that, you need to look at two things: the total number of buyers and their ability to pay. You can research the number of buyers for an industry by statistics collected by industry trade associations. To summarize, the key number to help you determine a viable niche is the number of buyers in your market. How many people can buy your product or service? If the number is low, it may not be an economically viable market. My rule of thumb is to get involved with a market that has at least 20,000 buyers.

### Is Your Niche Potential Enough?

After you determine the number of buyers, you need to determine their ability to pay for your products and services. Do the

people you've targeted demonstrate a strong ability and willingness to pay for your products and services? Do they have the means and the interest to buy what you're offering or going to offer? Be careful with this process. Don't base your decisions on opinions; base it on tests and results. The next thing you need to do is determine whether your target niche has an upward or downward trend. In other words, is this niche shrinking or expanding? In the next three to five years, do you see more or less people entering into this niche? If it's not expanding, be careful! Another thing to look at is whether the niche has a good turnover rate. Are new people coming into the niche? This is different from the direction the niche is headed because the niche could have a relatively flat trend line, but has a relatively large number of fresh people entering the niche to offset those leaving. Other factors to consider:

- ✓ How easy is to find them?
- ✓ Are they buying information products?
- ✓ What is their geographic location?
- ✓ Also look at the competition.



On the other hand, a large niche (like Stock Market) may have many buyers, but also many competitors making it difficult to break into. The other option is to seek a niche where there is little or no competition. However, if there are literally no competitors, it could mean there are not a sufficient number of buyers in that niche. Let's look at some examples of markets with large and small number of buying units. Let's say I decided to go into stock market. There may be as many as 900,000 buying units making it a huge market. It appears I could gross around \$15 million in this market. Not bad, but this is not an accurate count of the buying units. Why? Because I didn't factor in the fact that there is fierce competition in the field.

The trick is to find a small but not tiny niche with minimal competition and at least 20,000 buyers. A larger more popular niche will have too much competition, forcing you to spend much more to market your products and services. A smaller niche with fewer buying units forces you to sell at higher price points and convince a larger percentage of the market to buy from you.

So now, as you know how important it is to identify your niche and I'm sure by now you must have got an idea of how to do that. However while doing that, keep in mind that moneymaking and self-satisfaction should go hand in hand.

See you tomorrow with a new lesson.!

Arfeen Khan.

# Day 3

## Yes, your own best-selling book.! (In 90 Days)

This topic will provide a brief overview on how to write and create your own book. Your book is one of the most important and least expensive front end product from your product line. Although it could be one of the hardest product to create from your product line but at the same time it would be the most effective one for promotions. Imagine when someone says to you “Send me some of your work.” You can then respond with “Would a copy of my book be sufficient?”

One might think that how can a book can be the most important product in your list? Well, a book can get you on a radio talk show. It gets difficult to get that kind of popularity with audio programs, e-- books, and videos. Audio, e--books, and videos are all information products that can make you million bucks, but they cannot create the level of creditability a book does. With your book you are perceived as an expert in your field and it's the best business card you can ever have.

Books can prove to be one of the best ways to generate opt--in and get more people into your funnel. Don't get overwhelmed by this task. For a start even a 100 page book would do. Better to have a short book than no book at all. Better to have an imperfect shorter book out sooner rather than a perfect longer book out later. Title of your book plays a vital role in this process. Your title must be directed to your specific market group and it must address the biggest problem(s) that your market faces. For example, here are the titles for three of my books: The Secret Millionaire Blueprint, Become Rich Now And You Can, You Will It's Your Choice! Who is going to publish your book? You are. You will self-publish your book. The cost of your book depends on how many copies you print, how many pages it contains and how fancy your cover, back cover and binding is. Depending on all the factors above, it may cost you anywhere from 100rs to 300rs a copy.

### To create a book you have to:

1. Research it(Internet, Interview, Books and Magazines.)
2. Write it
3. Print it.
4. Sell it.
5. Back end it (i.e. include a “bounce back” where you offer a gift to get the reader to give you their name and email address).

## The Easiest Way To Write Your Book

Although I know many authors that had locked themselves up in a room for a week or so and came out with a 185--200 pages book, it will probably take you longer to complete the book with above process, specifically for your first title. Before you start writing your book, you need to complete step 1 properly i.e.You need to conduct research and gather as much data as possible. Initially, don't bother about where you are going to use the information—just get as much information as you can on your subject. After you gather all the data, you need to create a very detailed outline and write your book. The Easiest Way to write your book is explained below.

## The Easiest System For Writing Your Book

Using this system, you take your topic of expertise and ask yourself “What are the 20 main topics which have utmost importance in your niche?” Then allow yourself to come up with approximately five subtopics for your 20 main topics. Then write three pages per night on each of these subtopics. Using this system, you will end up with a 300--page book in just over 90 days.

Index Cards can be very helpful for organizing your main topics. This is where you take all the main topics (chapter headings) and place each of them on individual index card. Then you write the

subheadings below the heading you put on every index card. On each card write any stories, quotes, or statistics that you can use to support your points. Don't try to adjust the sequence now because it will obstruct your brainstorming process. When you finally start writing, this system will make the task of writing your book much easier.

No matter how good your book is, its success or failure will depend upon how you market it. Here is a key thing to understand: having a book alone is not going to make you wealthy if you don't have a backend to support it. (which will be covered tomorrow)

Now that you are aware of the process of writing a book, begin now and don't wait until it's perfect. Perfect it in the next edition with the help of your clients/readers.

See you tomorrow with a new lesson..!

Arfeen Khan.

# Day 4

## Convey Your Information and Convert it into a Product (Audio & Video) for Automation

### Audio Products

To get you started with your information products, audios are the cheapest and the easiest way. Creation and selling of your audio products will remarkably increase your margins, which will help you make a lot more money. Your aim is to reach a cost-to-sales ratio of at least 1 to 15 or 1 to 20. If you are targeting a niche market, the numbers are even better than the general market. For instance, when I sell a generic marketing audio program, I would sell it for 5000rs. (Six tapes), whereas when I sell my niche audio program, I would sell it for even more. The reason why my niche audio product is costlier is because it's a highly targeted and customized product for a particular market. When you target a niche market, you can repeatedly get three or four times what you would get for a generic product. Providing a manual with the recording enables you to charge even more.

### Easy Steps for producing Audio courses

1. Purchase a USB Microphone.
2. Plugged it into a computer. And record it through various Recording software's.
3. Now record your teachings following a simple outline for what you want to teach. Six 1-hr sessions can be recorded in a weekend. (Each CD of a 6-disc audio program holds about 60 minutes of audio). Then export the audio into MP3 format and email them to an audio editor you can get for around Rs. 2500.
4. Choose a design template for your audio program from various product manufactures you will find on internet.
5. You can create a video and a website, to sell your audio program. You can shoot the video with a simple HD camera and post it on your website. There are plenty website builders out there to create your own website within hours.

## Video Products

Videos can be the most expressive medium to sell your product. Three fundamental reasons to create video products are as follows.

- ✓ Some people learn faster and better by watching videos than by reading or listening.
- ✓ As I mentioned earlier videos are more expressive. Customers have a perception that videos are more difficult to produce and hence they will only be created by a high level expert.
- ✓ You can charge a more money for videos. Any video product is considered as a high value product. You also have to make sure that the content of the video is something that your particular niche will want information about and that itself to a video rather than an audio or any other type of information product. Only make a video when you need visuals to make your point, there is no point in making a video when all you need to do id communicate simple information that someone can easily listen to.

Once you have made up your mind to make a video product. You should have an outline as you would not have a script in a live event.

### Easy Steps for producing Audio courses

1. Buy an HD video camera.
2. Buy a flipchart.
3. Stand in front of the camera and next to the flipchart teach your stuff. You can break the content up into five lessons or modules, with basically 1-3 hours of teaching for each module.
4. Post all the videos on a membership site. You can even host a live Q&A call each week where you can take questions on a conference call with all the students.

## Packaging

Your packaging should be decent and appropriate for the price you charge, while keeping it simple. Remember that people are paying for the content, and not for the packaging. Don't try and overspend on fancy packaging rather keep it simple and attractive. I believe if you make your packaging look too fancy will only raise suspicion and hamper the elegance that comes with presenting a product that is giving the customer the "inside story."

Information products can be an excellent medium to reach your market. However, it is also essential that you create these products with efficiency.

See you tomorrow with a new lesson.

Arfeen Khan.

# Day 5

## How to Get Room Heaving With People

I started as a speaker by giving public seminars. In seminars you are responsible for both administrative and financial aspects of the event so it happens to be the riskiest way to make a living. On the brighter side, you are the master of your own destiny and no one else.

When you market and promote your public seminars correctly they can be very lucrative. As there are many ways to make money with seminars by combining the revenue from the seminar, sales of your information products and your future business. Depending on the size of the group and your selling ability from stage, you may want to just break even on the registration revenue and then make a small amount by selling products from stage.

The formula you must understand before any serious discussion of seminars is  $NP = SR + SIP + FB$ . Net Profit is the aggregate of Seminar Registration, Selling information products and Future Business. This formula is the difference between profit and loss in many cases.

Thinking that the number of registrants is the formula for success is not enough as we are not considering the two additional factors that are so crucial to your long--term success. You're not considering the sale of information products and the future business that will undoubtedly result from the seminar. Registration revenue comes in immediately. Registrations of selling information products also come in immediately. Future business revenue is something that comes in over a much longer period of time. It can also be your biggest revenue source. Not long ago, someone attended a 15,000rs seminar of mine. Then they bought the 40,000rs information product at the seminar. Three months later the same person called and asked how much it would be for me to consult for two hours every month.

Initially, you wouldn't be able to compute your profitability because you wouldn't have sufficient data on your sales of information products and future business. Eventually these numbers will become clearer to you. Only then, will you be able to compute seminar profitability and the total number of registrants it really takes to break even.

Planning a successful seminar includes creating a great seminar title, designing the seminar, organizing and marketing it.

Getting a great title for your speaking event is critical to your marketing success. So, you need to come up with great titles for all of your live events.

What topics you should cover in the seminar? The first thing you need to do is write down the top 20 or 25 major topics of your field. This will create your seminar outline almost immediately. Index Cards can be very helpful form organizing your main topics. If you think you have heard this before you're right. It is similar to what you might do when writing your book. Fill up the index cards with at least four subheadings under each of the major topics on each index card. Then, decide on the order of the topics. Go back and look at each of the major topics (each index card) and ask yourself some additional questions. After you create your index cards, brainstorm on it. Come up with a great Start and a great end.



## Promoting & Marketing Your Seminar

### **Seminars are usually promoted using two primary ways:**

Newspaper and direct mail. There are some people who promote using radio and TV, but they are usually people with big budgets. Some people are also trying to promote seminars on the Web. The most effective way to do this is by using your in-house email list.

You have to give people some incentive to call right away when they find out about your seminar. When I gave my first seminar, I gave people Rs1000 off if they registered before the day of the seminar. This helped get people to sign up immediately.

## Advertising Your Seminar

There are two primary ways of advertising your seminars. One is through direct mail, and the other is through print ads in the newspaper and magazines.

When you advertise in the newspaper or in trade publications, your goal is to make your ad look as much like an article as possible. Try and match the format of the publication in terms of typestyle and even column size. Remember, most people skip the ads to read the articles.

If you know your seminar dates way in advance, a magazine may be an ideal way. To advertise on magazines closing dates are often 60 to 90 days before that month's issue. The best thing about magazines, particularly trade magazines, is they are often read thorough. People usually keep them around at least until the next issue arrives.

If you are doing seminars in a niche market, there are at least one or two trade publications you should choose to advertise your seminar. These often provide the best return.

## Direct Mail

Direct mail is one of the primary means of promoting seminars. It is in many ways more efficient than using any other advertising.

When using direct mail, you will have much less waste because you will be able to target the exact group of people that you think are ideal prospects. The elements in your direct mail piece should be the same ones that you use in your newspaper ads. The difference is that you put them in letter form.

## Comparison: One Step & Two Step Seminar Marketing.

There are two basic ways to market your seminars. You can create ads and other promotional ads, which ask people to call and register for the seminar itself. This is called the one--step process. The two-- step marketing process asks people to come to a free mini--seminar. The mini--seminar is really a disguised sales pitch.

The purpose of this topic was to teach you how to get your seminars filled with people and the stuff discussed above was the easiest and best way to do that. Now that you've learned to get people in the seminars. So the next step would be to learn "How to control energy in the room."

See you tomorrow with a new lesson.

Arfeen Khan.

# Day 6

## How To Control The Energy In The Room

Registering attendees for your seminar is just the start. You can ensure a smooth event with thorough preparation. This includes preparation of great seminar materials and your presentation space.

Key seminar materials that you should have include name tags, workbooks and evaluations for your attendees.

Always have a workbook with you, no matter how short or long your presentation is. There are two reasons for it: First, to give your audience usable content and information. The second reason is marketing. You need to give people a way to get in touch with you after the event. So naturally, your contact information will be on the workbook.

### Starting the Seminar

You should always be punctual about starting your seminar on time. Do not keep the other attendees waiting who came on time by starting late. I make this very clear that we'll start and end exactly on time. People will respect you for doing this, even those who come late.

### Encouraging Audience Participation

With any presentation you give, even a keynote speech, you want to engage your audience. Response is always good when the audience has gotten engaged. For example, one of the attendee from my "Train The Trainer" program didn't know how crucial it was to engage the audience in seminars. After attending "Train The Trainer" he learned the art of engaging with his audience which created a positive impact on his sales and evaluations.

When you do seminars, there is always a tendency on your part to give people the information that you have, rather than letting them discover it themselves. Use exercises to help people “discover” what you want them to know. It may not make you look quite as impressive, but it does have a much stronger impact on the members of your audience.

Do not spend too much time of the seminar as a speaker by answering the question that is way off the topic. Many times this pulls the seminar off schedule and makes it impossible to cover information that was promised to cover. You need to make sure you don't leave out material that people expect you to cover by staying too far off the course. So, as a seminar leader and speaker, you need to know what questions you should and shouldn't answer. A polite way to keep on track with the group and not alienate the individual asking the question is to let him know that you'll answer the question in the next break. Here's the best way to handle this situation. Put post-it notes on every table at your seminar. When people have a question that you don't want to answer at that particular point in time, ask them to write the question on a post-it and then put it up on the board that you call the “Later” board or some other clever name. As the speaker, you should learn to repeat questions asked by your audience before you answer them.

In a seminar of any length give short breaks after every hour. Never go more than 90 minutes at a stretch as it is in going to affect the ability of your audience to concentrate, that's why college classes run 50 minutes. If you have to give a lot of information into a short period of time, that's fine. Just make sure that you have enough short breaks in order to keep people's attention. Ignoring this rule will hurt your evaluations and product sales. Take breaks and keep people comfortable.

When you add a “hot seat” segment to your session, you set aside time to bring a certain number of people up in front of the entire group. You ask them to briefly introduce themselves and ask them to share their biggest problem with the group. Then, you and the rest of the group give your best suggestions to the person in front. The reason for doing this is because it addresses specific questions from your audience and increases the value of your session. It is almost as if you are giving people individual business coaching in a seminar setting. Getting the room filled with people is important but at the same time controlling the energy in the room is also equally important. My motive was to cover this in today's topic.

See you tomorrow with a new lesson.!

Arfeen Khan.

# Day 7

## Coach People With Your Expertise and Grow Your Income

If you follow my advice as I've detailed it in this course, consulting will come to you almost automatically. That doesn't mean you won't have to sell your services, but you'll get a lot more prospects because your information products will help pre--sell them on your expertise. One of the big benefits to selling information products is that you will inevitably get consulting work as a result because by selling information products, customers see you and you become a known entity in your given market niche.

Here's an example from the coaching business. At a recent seminar, a gentleman came by my booth and bought my book *THE SECRET MILLIONAIRE BLUEPRINT*. Along with the book, I gave him a free audio program regarding a specific aspect of the *Psychology of Money*. One week later he called me to do some coaching. If I didn't have the book or the free audio program, my chances of getting him to pay me for my coaching would have been almost zero.

Whenever I do a seminar for those starting out as a consultant, the most frequently asked questions is how one should set their fees. You need to have a fee--setting method that makes sense to your prospects and niche. Before we start, let me tell you my point of view. I would rather price on the high end of the range rather than on the low end as a consultant.

I offer the most outrageous guarantees in my industry as well as all the industries I am involved with. I offer such great guarantees because first, it helps to differentiate my product/services and second, it increases my sales. I use a risk reversal strategy with my guarantees. For example, my train the trainer guarantee states that unless people make at least 5 to 6 times what they paid for the seminar over the course of the next year, they get a complete and unconditional money--back guarantee. I guarantee consulting in a similar manner. Most of my consulting is done with a minimum fee and a piece of the upside. I want to take the risk off the customer and put the entire burden on me to perform at my best. You will generate far more sales as a result of offering a strong guarantee. So, offer strong guarantees, but first make sure you have great products and services or you will be flooded with refund requests.

Be prepared to give out a fair amount of information to the client by educating them before you make a sale. This is part and parcel of the philosophy, "Sell by Educating." Make sure you provide real, usable content whenever you are educating your customers and prospects. Naturally, you don't want to give away trade secrets, but you want to give them enough to make them buy from you.

When people call you and sound interested in having you consult with them, make sure you follow-up with them by educating them about your niche and your product. After all, they have already expressed interest and are per-qualified as a potential customer. I think you need to walk a line between being persistent and being pushy by following up. It's impossible for me to tell you exactly where that line is, but listen to your customers and do what makes sense by their response.

The two most powerful pieces of promotional material you can develop are your book and your client testimonial letters file. Writing proposals as a coach is an interesting exercise. You must tell your prospective clients what you will do, but leave out the specifics of how you will do it. This is because the "how" part is what you get paid for. What you should give a prospective client is your testimonial letters file and your book. Beyond this, you don't need anything else for an impressive proposal.

You must always have a contract and a deposit before you start your work as a consultant. On a few occasions I have done otherwise and I have paid heavily for it. I like the idea of using a simple contract. Try to put everything on one page and call it a "Agreement Letter." It is still a valid legal document, but it just looks a less intimidating. However, remember, never work without one, no matter how small the job is.

There are many creative arrangements you can make for clients to purchase consulting with you. You can base your fee on performance or make a subscription one with a client. When necessary, you can reduce your deliverables and discount your fees. Subscription based clients are the bread and butter of the coaching business. When you have a number of coaching clients as subscription based, life gets a lot easier. This situation not only contributes to your emotional well-being but also to your level of confidence when you deal with everyone. However, despite all your best efforts, there may be times when you should walk away from some clients.

## These are few keys to developing repeat business with clients once you have worked with them:

- ✓ Deliver value and prove it. To get repeat business from a Client, you need to deliver much more value than what they pay you for.
- ✓ Look for additional opportunities. If you want an existing client to ask you back, you have to show them that it is worth their money to call on you again.
- ✓ Stay in touch after the fact. Once you have done a consulting assignment, you need to maintain regular contact with your clients.

By now you have clear idea about how to grow your income as an author by writing a bestselling book, by conveying your information through info-products, by getting your room filled with people as a speaker, seminar leader & trainer and now as a coach.

With this I conclude the Seven Day Series. I appreciate your participation in this. Let me know how did you find the course and I would love to hear suggestions from your side.

I'm also planning to do a video series and a live training program, which will go in much more details covering some more topics. Reply to me if you are interested.

Arfeen Khan.