

BOOTCAMP OUTLINE

1. BOOTSTRAP BUSINESS MODEL

1. How to Create a Business Plan
2. How to Sell Products Without Inventory

2. PRODUCT HUNTING

1. Online and Physical Research
2. Sales Funnel
3. Using Product Research Tools
4. Analyzing Competitor Products
5. Identifying Profitable Niches

3. HOW TO BUILD A SHOPIFY STORE

1. Shopify Account Setup
2. Theme Installation and Configuration
3. Adding Simple Products
4. Variable Products
5. Featured products
6. Coupons
7. Setting Categories and Tags
8. Inventory Management
9. Shipping Settings
10. Installing and Managing Apps
11. Payment Gateway Setup
12. Upselling Strategies
13. Cross-Selling Strategies
14. Cart Abandonment
15. Google Indexing
16. SEO Optimization
17. Whatsapp integration Or Customer support
18. Pixel installation

4. DIGITAL MARKETING SKILLS

Facebook Marketing:

1. Facebook Business Page Creation
2. Facebook Business Page Optimization
3. Catalog Creation
4. Scheduling Posts, Reels, and Stories
5. Connecting Instagram Page
6. Connecting WhatsApp
7. Facebook Pixel Creation

Instagram Marketing:

1. Business Profile Creation
2. Business Profile Optimization
3. Effective Hashtag Strategies
4. Instagram Ad Targeting

Other Marketing Techniques:

1. Meta Ads
2. Creating Audience
3. Creating Ad Campaigns and Ad Sets
4. Retargeting Ads
5. Email Marketing Basics
6. Influencer Marketing Collaboration
7. Analyzing Marketing Metrics

5. BUSINESS STRATEGY AND USEFUL FORMULAS

1. Building a Strong Brand Identity
2. Pricing Strategies for Maximum Profit
3. Loss minimization
4. Customer Retention Strategies
5. Key Business Metrics (ROI, LTV or CLV, AOV, CPA, CR, etc.)
6. Proven Growth Techniques
7. How to Make a Millions Rupee Business with Minimal Investment