

INTERNET ENTREPRENEUR

NISHANI

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YOUR  
OPPORTUNITY  
TO END "DEFAULT LIFE"

START YOUR JOURNEY TOWARDS  
"FINANCIAL FREEDOM"

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# INTRODUCTION

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What is money? It's the result of work, a way of rewarding the job done. All aspects of our life depend on money: health, politics, technical progress, standard of living, anything you can think of comes back to this basic factor. Unfortunately, it is impossible to destroy this system. If you want to live - you must earn, and if you want to live well you must earn a lot. That is the way the world works and we can't do anything to change that.

No matter who you are; a shop assistant who is at the check-out every day, or the office manager who sits behind a desk from 9 to 5, everyone feels that life can sometimes be unfair. What do we get for our hard work? Ask yourself honestly what you get from a grueling weeks work. Here are some of the great *benefits* possible; health problems, depression, and a salary that barely allows you to get to the next paycheck. Do you enjoy this life: the day-to-day grind to make it from one salary to the next? I'm sure you've thought about changing it before.

A negative perspective of the world is constantly telling you that this is the way it goes, that it is impossible to change your day-to-day life. You are being lied to. When people lie to themselves (consciously or subconsciously) it can be for a variety of reasons: fear, self-doubt, and lack of knowledge are just a few examples. One common fact that is endlessly overlooked is that our opportunities and power are boundless. Don't deny this concept; try to put aside all your fears and accept *your* potential for greatness.

While you're spending just another day at work, others are trying to go against their negative mindset and break this unjust system. They want to get money from labor they love, to travel the world and meet new people. The way you live your life depends on *you*. You just have to make that decision and start a new life. A better life does not depend on your employer.

The road to success isn't easy. If you live in a world without difficulties it means one of two things; you're dead or you're satisfied by following the crowd and accepting your life the way that it is. It's hard to find a good job, to sit in the office day after day getting a nice fixed salary every month. I know how difficult it can be to leave your comfort zone, to make revolutionary decisions for a better future; unemployment, lack of money, searching for new opportunities and energy, enough energy to change yourself, can be some of the most recurrent limiting factors.

I'm here to guide you, to help you find answers and make decisions, to find the job of your dreams. Don't wait for miracles; your life won't be better until *you* change it. Let's work together and create a miracle ourselves!

## CHAPTER 1

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# HOW TO ESCAPE "DEFAULT LIFE "

Haven't decided yet?

Time matters! All you need is the desire to change yourself and your life.

Start by answering the following question: Have you ever thought about the opportunities open to you?

We pass-by hidden opportunities every day. After working in the same job year after year our view of life loses its sharpness. This isn't your fault. Don't think to yourself "I'm too absentminded and stupid to think of an idea or alternative option", this is not the case. Thinking in a negative way will only make your situation worse and put you in low spirits. Depression will be your deadliest enemy on the way to success.

Life blunts your view of the world. To be more specific, your daily routine (money problems, family problems, work) and other factors blind you to the opportunities which surround you every day. These parts of life drain us and distract us from using our energy to pursue our hopes and dreams as well as a job we enjoy.



## Steve Jobs

American entrepreneur, marketer, inventor, ex-CEO of Apple

*"You've got to find what you love. And that is as true for your work as it is for your lovers."*

Remember - it's **never** too late!

I got through it, and know how difficult it can be to start. In fact, it's the most difficult part of the process.

There is no "one size fits all" approach, so a lot of options are open to you. It's not as hard as you think to find a profitable, enjoyable, and simple online business. Examples vary from personal blogs or using Google AdSense, to online advertising and e-commerce and that's just the tip of the iceberg. Online business opportunities really are boundless, and new ways of earning money through the internet appear yearly.

Before going into detail, let's consider some advice from Henry Ford:



## Henry Ford

**American industrialist, the founder of the Ford Motor Company.**

*"...We teach children to save their money. As an attempt to counteract thoughtless and selfish expenditure, that has value. But it is not positive; it does not lead the child into the safe and useful avenues of self-expression or self-expenditure. To teach a child to invest and use is better than to teach him to save..."*

Just as Henry Ford said, I hope that you don't save your money! Your money should work for you just as you had to work for it. A small sum of money, invested correctly will be enough to start your business so make sure you think about how to use every penny.

One of the most popular ways of earning money online is based on the idea of importing cheaply and selling for a higher price. For example, if you import goods cheaply from China, you can sell them in the USA, Canada, Europe or India via Amazon, eBay or snapdeal. When you buy goods from China they are at cost price, allowing you to mark-up the price from 100% to 500%! For example, if the cost price in China is \$10 and you mark up the item 250% you sell it for \$35. Supposing you make two sales per day, you earn \$50 (3,200 rupees). This is a low selling scenario; if you are experienced in sales, you could earn over \$150 (10,000 rupees) per day!

Having vast experience in many online business fields, I can tell you that all options have their pros and cons. Everything depends on your desires and interests, on the courage you have to muster to turn your way of living upside down and take the risk of starting on your own.

Are you ready to choose another way? To get out of your default life? If the answer is yes then keep reading.

## CHAPTER 2

# ABOUT ME

All people love themselves to some degree. Every one of us has their weak and strong points, we're all different but some traits remain common. I can't help but accept that some people have more advantages, thanks to rich relatives and influential friends or parents, but every person has moral resources and a view of life. Why is this relevant? Because you can be who you want to be. I did it, and you my dear readers, can do it too, you just have to believe in yourself.

Before I start my story, I'd like to say that I didn't want to write this chapter. Maybe you will think that I am a megalomaniac or enjoy talking about myself but that is not the case. I had to do it as a way of showing that we are the same. I wrote this chapter to show you that your life is your hands, just as mine was, and you can change it for the better. We don't know what the future holds. I never anticipated being an online businessperson and entrepreneur but now I can say with a smile that I am not disappointed, I am happy.

So we begin with my full name, Nishanth Muraleedharan aka "Nishani". I was born into a normal family full of love and encouragement. My school life was bright and interesting; I spent most of this time with my grandparents because my father was constantly moving around the country due to his employment in a big bank. My grandfather had a busy life in the textile industry and my maternal uncles had their own business.

Since childhood, I have met many people in diverse occupations but I cannot say that this had a profound influence on me. As I grew up I began to think about my future, destiny, and occupation. When school finished I did a Bachelor of Commerce in Trivandrum, then I graduated with a Master of Computer Applications from RCET in Madurai in 2002.

This was a turning point in my life; I understood that the life I wanted had to be built in a different way, not as other people were doing. A typical job wouldn't provide any prospects, money or the new meetings that I wanted. That's why I moved to Bangalore, the IT hub of India and took an IT engineering position in ITC - this was my starting point. In this position, I was able to travel all over the India, which began to inspire me.

In 2006 I had another significant change of perspective in my life. While working at Oracle, I understood that I needed to change something and it was this year that I decided on some new ideas, strategies and plans as well as new knowledge. Having made the decision to dramatically change my life, I started a web-based business. It was a part-time job, just the beginning on my way to future victories.

I built websites and earned money using Google AdSense; it was clear to me that this kind of work was only one of many ways to bring in great money. I went on building websites and sold them on Flippa. I was also fortunate enough to have a very supportive wife who also worked as an entrepreneur and with whom I am able to discuss my ideas, options and on whom I can always rely.

Ten years of an ideal job and interesting events. All things are as they are, and I don't have anything to regret: frequent business trips, free time, meeting new people. In this role I feel these powerful positive emotions due to the financial strength I have gained and the

ability to help other people who want to gain their own financial freedom in the same way that I have done.



## **Tony Robbins**

**American motivational speaker, personal finance instructor, self-help author**

*"...Your life changes the moment you make a new, congruent, and committed decision..."*

## CHAPTER 3

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# WHY YOU NEED THIS

Why do we work? While it may not only be due to the need for money this is undoubtedly a significant factor: without an occupation and the resulting money it is impossible to survive. However, passion and devotion are the ways to *succeed* in your occupation and life. You must be ready to engage in earnest in order to obtain the results. But you can do it.

Online business turned my life around. It gave me more opportunities and time and made my life better. If you follow the golden ideas laid out below you can train and equip yourself to start your own business successfully.

### Plan your time

Do you enjoy your everyday problems; the orders at work from superiors, full dependence on your employer, deadlines, and waiting for your tax-deducted salary? I doubt it.

Remember that *you* own your time. Spend time as *you* want to and need to: travel, work, read, meet friends. Time is yours and yours alone!

### Full money independence

Achieving mountains but being paid for molehills? It is time to stop being exploited. You have to recognize that there are no limits to your earning. Having your own online business, you get paid in accordance with the work you do. How much time you spend working and thus the limit to your earning is up to *you*.

### Freedom of movement and travel

There is no need to sit at the office from dusk till dawn. With an online business you can work wherever and whenever you want; at home, in the cafe, in the library or maybe while travelling. All you need is to be sure that your laptop is on hand and you have a stable internet connection available.

### Your business operates without you

Money earns itself 24 hours a day, 365 days a year. Yes, that's right; money can be earned even while you're sleeping. If you optimize your blog, or payment gateway (for selling goods) you can sit back, relax, and enjoy while the wages come flowing in.

### Business without boundaries

No matter where you are in the UK, the USA or the world; your goods will be sold in every country due to the international internet based community. There are no land borders or boundaries for online business.

## Financial strength

In a large corporation, the senior members are likely to abandon their workers in times of hardship or bankruptcy. If your company goes bankrupt no one will look after you. But that is the rule of life, no one will take care of you in either case, and if you have an online business your position is more secure and will never disappear entirely.

## Unlimited opportunities for developing

You can develop several online business areas simultaneously, or stop one and try another at any time. Keep a blog, sell your goods and traffic, promote people via your Twitter profile or choose another area. The opportunities are limitless; don't waste time on one idea, try expanding into something new!

## No matter who you are, everyone can start

There are no limits based on your age, sex or skin color online. Everyone can start an online business if they work hard, and put in the necessary effort.

Just imagine how your life can change! Time, money, freedom of movement - you'll get all these things! Having these attributes in your job are priceless and allow you the flexibility to plan your own life. The struggle is worth it!

But know that if you talk the talk, you'd better walk the walk! Don't start making valueless promises or compromises, make a decision and do it. Many people don't have enough determination or courage to take the first step. That's why I'm here to help. You need somebody who won't let you down, who will show you the world of online business, somebody who will help you to avoid mistakes and find your calling.

Are you ready to take the step?



### **Robert Kiyosaki**

**American investor, entrepreneur, self-help author, motivational speaker**

*"The poor, the unsuccessful, the unhappy, the unhealthy are the ones who use the word tomorrow the most"*

## CHAPTER 4

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### THE WAY TO A BETTER LIFE

This book is packed with ideas which could be explored for hours. As you may have noticed, this is a topic that is close to my heart and I can talk for hours on how, why and where to start your journey.

I am available to discuss all these ideas and options face-to-face in a relaxing atmosphere so we can establish the best ways to solve your problems and provide the necessary energy-boost to change your life.

In a meeting like this we will talk about business, analyze your career, look for contact points and discuss your favorite activities in order to plan a future business. I'll give you professional recommendations and help you to plan your online business strategy.

In this relaxing and surprisingly normal atmosphere I will help you to choose the best way of earning online for you, allowing you to increase your income and providing you with more time to enjoy life. Only clear answers and solutions for your job and income problems will be presented.

I have a variety of excellent experience in the online business areas listed below. In these sessions you will have access to all of my knowledge and all the help and advice to avoid the mistakes frequently made by those attempting to start their own online business.

Web traffic & lead generation	Dropshipping
Web design & development	Items importing
E-mail Marketing	Selling goods via Amazon, eBay, Flipkart Snapdeal
E-commerce	Online cashback offers
Online Advertising	Earning on digital currencies
Earning on Google Adsense	

Thank you for your time!  
Let's do business together!

*Nishani*

*Contact me on*



[www.nishani.in](http://www.nishani.in)



[nishanth.muralee@gmail.com](mailto:nishanth.muralee@gmail.com)  
[support@dreamzteam.com](mailto:support@dreamzteam.com)



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