

# The RebootMBA Guide



Hey, it's Hemant Sharma!

If we've met for the first time, a bit about me before we begin...

From Corporate Employee to Digital Entrepreneur: A Journey of Transformation



In 2017, I took the leap that changed everything. With zero business knowledge and no audience, I started Adschoolmaster. Just my Digital Marketing skills and a burning desire to make an impact.

First lesson learned? You don't need a massive following to start. My clients became my marketers through genuine results and over-delivery. That's when I discovered the most powerful marketing tool - solving real problems so well that people can't help but talk about you.

By 2018, I was transforming careers through hands-on Digital Marketing training. My secret? Teaching from real project experience, not textbooks. While others sold generic courses, I created unique, results-driven programs.

2019 brought Airifier - an e-commerce success story I built single-handedly. Using just SEO, copywriting, and smart content strategy, I proved again that one person with the right skills could build a thriving internet business. The key? Dominating a specific niche (air-purifying indoor plants) rather than competing in a crowded market.

Even my 2021 failure with SEOLeak taught invaluable lessons about research and product development. Every success and failure has shaped my understanding of what it takes to build sustainable online businesses.

Today, after training 200+ students and helping dozens launch successful online ventures, I'm introducing something different - RebootMBA.

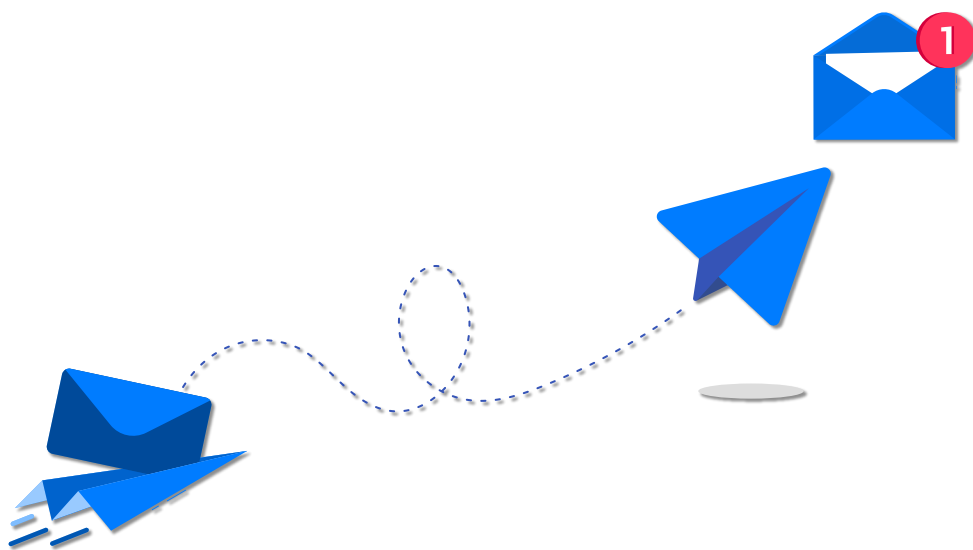
This isn't just another course. It's a transformation program I'm creating WITH you, not FOR you. My mission? To help you build an internet-based micro-business with limited resources, zero employees, while keeping your day job.

Think it's impossible? I've done it. My students have done it. Now, I want to show you how.

Coming to the RebootMBA Guide is your roadmap to launching and scaling your own internet-based micro-business. Whether you're starting from scratch or looking to put your existing business on rocket fuel, this is where your transformation begins.

So let's get started...

*Hemant Sharma*

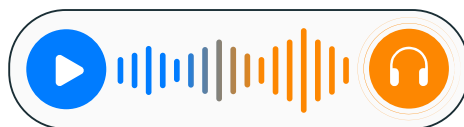


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# 1. What The RebootMBA Guide is about?

Look, I'll tell you exactly what The RebootMBA Guide is about. It's about something that's going to change the way you think about starting a business.

You know how everyone tells you that you need tons of money, a huge following, and years of preparation to start a business? Well, they're wrong.

The RebootMBA Guide is about doing business differently. It's about marketing WITH people, not AT them. Think about it - we're all tired of being sold to, right? Instead, we're going to focus on creating something so valuable for a specific group of people that they can't help but share it.

Here's the thing - you don't need to solve massive problems or reach millions of people. In fact, with limited resources (time + money), you can't. And that's okay! What you need is to find the smallest possible market that can sustain you. Just a small group of people who'll absolutely love what you create.

Let me be crystal clear: The money you have RIGHT NOW is enough. The time you have RIGHT NOW is enough. No more excuses. No waiting for the perfect moment. START. Start today, not tomorrow.

### What makes this different?

- We're not going to interrupt people with ads hoping they'll buy
- We're going to create something they can't imagine living without
- We're going to focus on a tiny, specific market (because that's where the magic happens)
- We're going to make something so helpful that people naturally want to share it



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- We're going to use the internet smartly - not to become an influencer, but to connect with exactly the right people

This isn't about building the next big thing. It's about building YOUR thing. Something sustainable. Something real. Something that serves a specific group of people so well that they become your biggest champions.

That's what The RebootMBA Guide is about - helping you start your internet-based micro-business, with what you have, right where you are. No excuses, no delays, just start.

## **2. Any example you want to talk about that's really worth solving for a particular specific audience?**

Let me share a really interesting example I've been thinking about lately.

Imagine this: You have 12 weeks, and you decide to create something incredibly valuable - a detailed guide about co-working spaces in Delhi NCR. Not just any guide, but the most comprehensive, honest, and helpful resource anyone has ever created about this topic.

Here's what you're going to do: You'll spend 30 days visiting different co-working spaces, taking pictures, shooting videos, talking to people who work there, understanding their experiences. You're going to put together a beautiful 50-page PDF document that tells people exactly what they need to know about the best co-working spaces in Delhi NCR.

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And here's the beautiful part - you're going to give it away for free. Put it on your blog, share it wherever people are searching for co-working spaces in Delhi NCR. When people discover this guide, they won't be able to resist sharing it because it's just so well done, so detailed, so helpful.

**Now, over the next few weeks, you're going to focus obsessively on one thing: earning trust. Trust from two groups of people:**

1. People who are looking for the perfect co-working space in Delhi NCR
2. The co-working spaces themselves who want the right people to find them



See what's happening here? You're becoming the bridge between these two groups. Over 90 days, you'll be engaging with thousands of people online, helping them, answering questions, all for free. Until one day, you become the indispensable middleman.

And that's when the magic happens. Maybe you start making ₹10,000 per day, maybe more. Why? Because people on both sides will come to you saying, "You've never steered me wrong. Can I pay you to help me find the perfect space?" or "Would you review my co-working space? Your opinion matters."

Here's the thing - this position of trusted advisor isn't filled by anyone right now. You can fill it with limited money and time. In just 90 days, you could build an asset that people trust, that generates real cash flow, simply by serving people incredibly well.

And if you're thinking this market is too big? Perfect! Start even smaller. Focus just on freelancers. Or get even more specific - focus only on freelancers who need 24/7 access to a workplace. What feels uncomfortably small at first often turns out to be exactly right.

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Remember, we're not trying to serve everyone. We're trying to serve a specific group of people so well that they can't imagine making these decisions without us.

### 3. How do you market your products/services without having any audience?

Let me tell you something that might surprise you. You know how everyone keeps saying you need a huge marketing budget to start a business? That's just not true. I built my business without spending a single rupee on marketing, and I'll tell you exactly how you can do it too.

Here's the thing - you already have what you need to start. Think about it. You know at least 10-20 people, right? Friends, family, colleagues, that guy you always chat with at the Tea shop. That's your starting point. (And hey, if you truly don't know anyone, that's actually the first thing you need to fix – build relationships before you try to build a business.)

Now, here's the secret: Create something remarkable for a very specific group of people. Not kind of good. Not pretty good. **REMARKABLE.** Something that makes people's eyes light up when they see it.

**Let me make this super practical. Take your product and give it to just 10 people who perfectly fit your target audience. Just 10. Here's what happens next:**



- If they love it so much they can't help but tell others about it - you're onto something special

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- If they don't share it - that's actually fantastic feedback. Now you know you need to make it better. Keep improving until people can't stop talking about it

Let me give you an example. Instead of trying to help "everyone in Delhi NCR looking for co-working spaces" (way too broad!), what if you focused on "parents who need child-friendly co-working spaces"? See what happens there? Parents naturally talk to other parents. They share resources. They help each other out. Your marketing starts happening on its own.

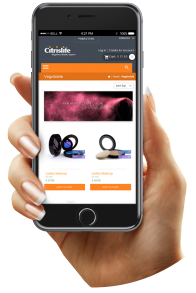
### **Two rules you absolutely must follow:**

1. Choose a goal you can actually achieve in 90 days or 180 days (or whatever timeline makes sense for you)
2. Pick an audience where people naturally network with others like them

Here's the brutal truth - most marketing feels pushy because the product isn't good enough. It's that simple. When you make something truly valuable for a specific group of people, marketing becomes almost effortless. Your early customers become your marketing team.

Remember this: You don't need clever marketing tricks. You need to make something so good, for such a specific group of people, that they can't help but tell others about it. That's it. That's the whole secret.

Stop worrying about marketing strategies. Start focusing on making something worth talking about. The rest will follow.



# 4. How do you create and sell products/services people actually like?

Let me tell you something that might change how you think about selling forever. In today's world, where everyone's sceptical and trust is rare, you know what people are really looking for? Someone they can trust.

When you become someone people trust (and I mean really trust), something magical happens. Those people who got value from your free content? They'll start reaching out to you. They'll dig through that PDF you shared just to find your email address. They'll send you messages saying, "Hey, I loved what you shared. Can we talk more?"

So you offer them 30 minutes of your time, completely free. During that conversation, if they need something more specific, something tailored just for them, they'll actually ask if they can pay you for it. And because you've built that trust, agreeing on a price feels natural. No hard selling needed.

The secret? Make your initial free content (like that PDF guide) so incredibly valuable, so packed with insights, so perfectly targeted to your specific audience that people can't help but think, "Wow, if their free stuff is this good, imagine what their paid stuff must be like!"

Every time someone reaches out with a question, be helpful. Be kind. Take the time to really understand their problem. You're not just answering questions – you're building relationships. And when people trust you, when they see how much you truly care about solving their problems, they're usually more than happy to pay for something bigger, something more personalised.

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Think about those parents looking for child-friendly co-working spaces. If you've made something remarkable just for them, if you've really understood their struggles and challenges, the selling part becomes natural. They'll come to you because they trust you understand what they need.

The bottom line? Focus on being incredibly valuable to those few right people first. Make something so good they can't ignore it. Be so helpful they can't forget you. Do that, and the sales will follow naturally.

Because in the end, people don't just buy products or services. They invest in people they trust.

## 5. How do you scale this business, should we invest in ads?

Listen, first things first – take whatever money you make from those initial sales and pump it right back into making your process better. That's where you start.



Yeah, you're playing in a big market, but remember how we picked that tiny audience? That's your strength right now. Don't rush to make it bigger.

**About ads** – you don't need them yet. What you need is to give the people who already trust you a damn good reason to tell their friends about you.

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**Think about it** – how did you hear about Instagram? Bet it wasn't from some fancy ad campaign. Nah, you probably heard about it from someone who was already using it and thought, "Hey, this would be better if my friends were on it too."

That's the secret sauce right there. Build something that makes your users want to spread the word. Something that actually gets better when more people in their circle use it.



Look at **Google, ChatGPT, Microsoft Office** – people share these because they're genuinely useful, and having others use them makes their own experience better. That's what you're aiming for.

Your job isn't to reach everyone right now. It's to make something so good for your small group that they can't help but tell others just like them. When you do that right, the growth takes care of itself.

Remember: The people who are rushing to run ads usually haven't made something worth talking about in the first place.

## 6. Why do marketers have such a bad reputation in general?

Let me tell you a hard truth about marketing - one that might make you uncomfortable, but it's something we need to talk about.

There are two sides to this story, and neither one is pretty.

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First, let's be brutally honest about marketers. Most of us deserve our bad reputation. We really do. Too many of us think our job is to trick people into buying stuff they don't need. We use manipulation instead of honesty. We chase quick sales instead of building trust. It's ugly, but it's true.

But here's the thing - we're not the only ones at fault. As consumers, we're part of this dance too. We say we hate being manipulated, but then we chase after get-rich-quick schemes and miracle solutions. Deep down, we know better, but we still want to believe in magic wands.

Let me give you a perfect example: real estate in India. We all complain about how messy and dishonest it is. But why does it stay that way? Because we, the buyers, play along. We try to be clever with under-the-table deals and cash payments. Think about it - we buy dal and rice without all this drama. But with real estate? We think we can outsmart the system.

This pattern is everywhere. Look at plastic waste. We love pointing fingers at companies, but who keeps buying all those plastic products? We do. We know it's bad, but we do it anyway.

**It's the same with car dealers, fast food, weight loss products - you name it. Both sides think they're being clever:**

- Marketers think they're smart by manipulating people
- Consumers think they're smart by trying to game the system

And you know what? We all end up losing. It's like we're stuck in this toxic dance where everyone's trying to outsmart everyone else, and we're all just making things worse.

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The solution? It starts with honesty - from both sides. We need marketers who focus on creating real value, and consumers who are willing to face reality instead of chasing magical solutions.

Because at the end of the day, good marketing isn't about tricking people. It's about solving real problems for real people.

## 7. What is marketing?

Let me tell you what's wrong with marketing today, and then I'll tell you why I'm still excited about it.

**Most marketers are stuck in a terrible cycle. They think their job is just about getting eyeballs - you know, attention - as cheaply as possible. So what do they do? They:**

- Track people's data like stalkers
- Push out endless clickbait content
- Play games with social media algorithms
- Make everything dumber just to get more clicks



And you know why? Because they believe this crazy idea that all attention is the same and trust doesn't matter.

But it gets worse. Look at what's happening around us. Everyone's making these insane promises they know they can't keep. "Lose 10 kg in 10 days!" "Get rich overnight!" Why do they do this? Because their competition is doing it, so they feel they have to make even bigger promises. It's this endless race to the bottom.

But here's why I love marketing - there's another race happening. A race to the top. And guess what? It actually works better in the long run. It's harder, yes, but it's worth it.

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Instead of asking "How can we trick more people?" the real questions should be:

- "How do we become the most trusted?"
- "How do we stand out by being genuinely better?"
- "How do we do this ethically?"

Is it easy? No. Is it obvious how to get there? Definitely not. It requires real thinking and hard work.

But here's the truth: When you focus on building trust instead of just grabbing attention, you win. Maybe not overnight, but reliably and for the long term.

That's real marketing. Not the tricks. Not the hacks. Just creating real value and building genuine trust.

## 8. How do you create a remarkable product in such a high competition market?

Let me tell you the secret to creating something remarkable - it has to be different. Not just a little different. Really different.

But here's the part most people mess up - you need to focus on the smallest possible audience. And I mean really focus. This is harder than it sounds because our instinct is always to go bigger.

Let me explain with something we all understand - telecom companies. What's their real business? Connecting people. That's it. It's something we're all desperate for. But there are only two ways to play this game:

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**Way #1:** Do what everyone else does

- Connect people the same old way
- Compete on price
- Race to the bottom
- Yawn... boring, right?



**Way #2:** Do something different (this is where it gets exciting)

- Connect people in a new way
- Connect them to people they can't reach elsewhere
- Build something unique

Think about Facebook. Here's what's genius about it - anyone could copy their software. Give some smart developers a month, they'll build you a Facebook clone. But who cares? The people you want to connect with aren't on your clone - they're on Facebook.

This is your opportunity. Find a specific group of people who are dying to connect in a new way. Give them exactly what they need. They'll join because they don't want to miss out. And guess what? That small circle starts growing naturally.

Look at Happn. They didn't try to be the dating app for everyone. They started specifically. They started differently. And it worked.

Here's the bottom line: Don't try to be average for everyone. That's a losing game. Be remarkable for a few. That's how you win.

## 9. How do you identify trends?

Trends are good.

But let me tell you something surprising - you don't need to identify trends.

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You can be there before the trend even exists.

Here's the secret: Listen to the people everyone thinks are crazy. Why? Because these "**crazy**" people are usually the first ones talking about important changes, long before anyone else catches on.

But here's the real challenge - most people won't support new ideas because they're not actually looking to learn. They want confirmation of what they already believe. They want to stay comfortable in what they know.

### Think about it like this:

- When you read or watch something new
- Something that challenges what you know
- Something that sounds a bit crazy...

You have to be willing to change your mind.



Right now, your mind is filled with things you know work. The familiar. The comfortable. The proven. But real opportunities? They often start by sounding completely insane.

### So here's what you do:

1. Listen to those "**crazy**" ideas
2. Explore them with an open mind
3. If you find something valuable, start talking about it in a way that makes sense to others

The real key isn't spotting trends - it's having the courage to listen to ideas that sound crazy today but might be obvious tomorrow.

Remember: Every big change started with someone saying something that everyone else thought was nuts.

# 10. How do you find crazy people?

The ones who live in the grey zone—not in black or white, proven or unproven, but in the zone of possibility.

Here's the thing: in this zone, you're wrong. A lot. That's why people think you're crazy.



### But here's the truth:

Being wrong doesn't matter. People won't remember the failures—they'll remember the one time you were spectacularly right.

Think about electricity—people once feared it. The internet? They called it a fad. AI? No one believed machines could think or create.

### Now, Elon Musk is talking about ultra-fast travel:

Delhi to San Francisco in 30 minutes. It feels too good to be true, doesn't it? But so did reusable rockets and electric cars.

### The key is this:

Find the ones who keep risking, keep dreaming, and aren't afraid to be wrong.

Because when they're right, they change the world.

# 11. How to choose a digital platform without getting overwhelmed?

When you're building trust, the key is connection.

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It doesn't matter "which" platform you choose at first—what matters is that it allows you to maintain direct contact with your audience.

Here's the thing: while being on multiple platforms can help, it's far more important to start strong on "one" platform.

Make it your fortress. Build it so strong and unique that people look at it and think, "I could never replicate that." Invest deeply in your chosen platform so your audience knows you're serious and feels confident putting their trust in you.

If you're targeting a niche audience, think about where they spend their time. Many hyper-targeted users might lean toward specific platforms like Facebook, Pinterest, or YouTube. You don't need to be everywhere—just be exactly where your audience is.

Focus, connect, and build something they can't ignore.

## 12. I have zero ideas about business and marketing. Can I still start an online business?

Absolutely! The best way to learn business and marketing is by doing.

Starting an online business today only needs three things:

1. A product/service that solves a real problem
2. Customers willing to pay
3. A platform where you get paid

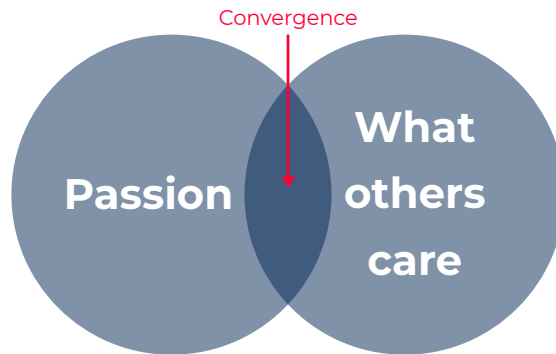
Everything else is optional.

**Remember:** Customers won't pay for everything you're passionate about.

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Think about it - you might love eating pizza, but no one will pay you just for that passion. You need to find the sweet spot where your skills or interests intersect with what people actually need and will pay for.

### Your Business Opportunity



**Circle 1:** Your Passion/Skills

**Circle 2:** What Others Will Pay For

Intersection: Your Business Opportunity

Note: If your passions or skills don't match, try learning new ones that interest you and are easy to learn.

Begin with something you genuinely believe in, but ensure it solves real problems people face. Share your vision. Test ideas. Don't wait for permission—just start.

#### **Two core principles for success:**

1. Humility – Stay open to learning
2. Empathy – Truly understand who you want to serve

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**And if you need a professional guidance? RebootMBA helps you:**

- Create your product/service
- Find your smallest possible market
- Market effectively
- Choose the right platform
- Design systems and processes
- Automate tasks
- Scale your business
- Build network

RebootMBA provides step-by-step mentorship to launch your internet-based micro-business, even with limited time and money. Stop dreaming, start building today!

If you're reading this before 31th December 2024, claim your FREE 30-minute one-on-one session with me!

**Together, we'll:**

- ✓ Pinpoint your first product idea
- ✓ Define your smallest, most profitable market
- ✓ Build simple systems to turn your dream business into reality
- ✓ Feel empowered to start small and achieve big!

And even if you're not sure about any of this...

**Book Your FREE Discovery Session NOW**

