

THE 7 STEP TO BUILD YOUR SECOND SOURCE OF INCOME

(WITHOUT QUITTING YOUR JOB)

A PRACTICAL GUIDE BY MBAX
TO CREATE YOUR SIDE INCOME STREAM



MBAX

Mastering Business Action & Execution

THE 7 STEP SYSTEM TO BUILD A SECOND SOURCE OF INCOME

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Introduction

Why are rich people becoming richer and poor people becoming poorer every day?

Why is one person flying in business class while another has a dream to just fly in an airplane?

Why is one person driving a BMW or Mercedes while another is waiting to purchase a Maruti car in their entire life?

Why can one person buy anything anytime while another waits for the Holi, Eid, or Diwali offers?

Why does one person spend their holidays in different countries while another just has a dream to visit Manali or Shimla one day?

Why does one person just have a dream of purchasing a 1BHK or 2BHK flat on EMIs while another has multiple houses or villas on the beaches in different cities?

There are various curious questions I can ask you but this is the last one...

Why does one person earn money through multiple sources of income while another just depends on a single source of income?

And that income is their job only.

I do believe that you got the answers to all the above-asked questions. The last question itself is the answer to all these questions.

Isn't it?

I belong to a middle-class family. These questions run in my mind every time. It took almost 3 years to figure out why this happens.

But I am happy that I got the answer to all these questions. All these questions bothered me from my childhood because I grew up with limited resources, and when you grow up with limited resources you are forced to think, why is this happening with me, my family, and everywhere around?

I want to talk with you about many other things that are really important for switching from middle class to rich class. What makes us different from rich people? The mindset, habits, vision, mission, and goals. More importantly, how rich people earn money through multiple sources. And of course, how you can build a second source of income using a 7-step system.

Happy reading!
Imtiyaz

Chapter 1: Curiosity, Courage, and the Plane in the Sky

When I was in 7th standard there was a child of a teacher who was also studying in my class. In winters he used to wear different sweaters, and I hardly had a single one. At that time, I told myself that his father is a teacher and they are rich people, that's why he wears new and different clothes.

Then I just started focusing on my studies and working hard because I belong to a farmer's family where there was not enough money to purchase new and different clothes for myself. I hardly had a single uniform for the entire year and a casual dress for occasions like someone's wedding or Eid. Same with footwear.

These circumstances and situations forced me to think from my childhood why some people have more money and others do not. But at that time I was a child, and I made myself satisfied that I have to focus on studying. I thought this is the only way to become rich.

But again that was not the answer to my curiosity that I was looking for. I completed my 10th from my nearby village, 12th from a nearby town, and then BCA from my nearby city. Unknowingly I was curious about money and how to make it and how to become rich. There was a false belief in my mind that after studying, getting a job is the only way to make money. Although I was directionless, I was just going to find my way.

Remember, ***keeping going is the way to find another way to reach your destination even if you are not clear about it.***

I was not clear what to do after BCA and how I would get a job but still I kept going. There was courage from my childhood to do something in my life. And yes, I got that from my situations and circumstances.

From my 6th standard I started doing my stuff on my own. Every Sunday I used to wash my clothes myself and get ready for the entire week, which included washing my clothes, ironing, washing my shoes, cleaning my school bag, and getting ready for the next week.

After my 10th standard, I showed courage to go to the nearby city for higher study to live alone. I was a child who didn't know how to cook food, how to live far from my family, and how to manage things alone. Even my family members were worried about me. How would I live and manage alone?

But again, I showed courage to make it happen. I lived alone. I had to do all the daily activities on my own like preparing breakfast, lunch, dinner, purchasing vegetables from the market, purchasing groceries from the market, washing my clothes, going to school, and self-study.

All these things gave me confidence to live and survive alone in this world. After the completion of my BCA I decided to come to Delhi. Again, it was also a big decision for me and my family. I was not clear how to get a job but yes, there was courage and confidence inside me that I would make it happen.

I am an introverted person and I struggled a lot in Delhi. I didn't know how to talk to people. I was usually hesitant to talk to people. I used to collect job vacancies from newspapers and went to the STD booth and called them one by one in my broken English.

I faced many rejections during interviews but you know what — I was getting better and better every single day. Then the time came when I started cracking interviews on my first attempt. I started frequently switching companies after every 6–7 months. Because I faced so many rejections, I figured out a trick on how to crack an interview.

Then HR started asking me why I switched companies so frequently after every 6–7 months. There was no strong reason to answer them. Then I realized I was making a mistake. Switching companies so frequently is not good for my career. I decided to stay longer in my next company and I stayed in my first product-based company, Jabong, for 3.5 years, which was later acquired by Myntra.

I lived in Palam, Delhi with my friend on rent in a small room without a kitchen. Two families were living in 2-room sets and 2 families were living in a single-room set, and in one room we two friends were living.

One night the electricity went off and we decided to sleep on the roof in the open sky. The 2 other families were also sleeping along with us on the same roof. Then an airplane passed over us because there is an airport nearby in Palam, Delhi.

You know how we middle-class people are excited to see a plane, right?

Because we just have a dream to sit in that plane one day. Then suddenly the neighbor's boy told his father out of curiosity...

"Papa, look at the plane going there." We all were enjoying watching that plane with curiosity like we had never seen it before.

Then the boy said, "Papa, I want to sit in that plane." Then the answer his father gave to his son made me curious and helpless to help the child at that time.

You want to know what his father replied to his son?

"No, son. We can't do that. It's not our cup of tea. Only rich people can fly in planes, not us. We are poor people. How can we sit in a plane?"

I was lying down on the roof next to him but I was not actually sleeping. I was going to sleep, but the conversation between a father and son made me lose my sleep.

The entire night I was just thinking why this happens with people.

Why?

I wanted to help that child but I was just hardly earning 5k–6k per month at that time. It was not possible for me to help the child at that time. But I wished I could help that child to fulfill his dream.

But I couldn't.

This incident made me realize and forced me to think deeper. I will never forget this incident in my life. I started earning decent money to live and survive. Unknowingly I was working in corporate just like free because I was not aware of my strength and potential. I settled for a little whenever I switched my company.

How I realized that I was working just like free for the companies, would you like to know?

At the time of delivery of my first child, there was only 100 rupees in my pocket. That incident made me realize what I was working for FREE. Then I switched into startups. After 8 years of experience, I was earning 8.5 LPA while people were earning just double.

I joined another startup and then I made a little progress in my career, not what I deserved but decent enough to survive. I purchased a house in a good society. I purchased a good car and I started living a better life.

Chapter 2: The Day I Lost My Job — and Found Myself

Then, suddenly something happened. One day I got a call from my company HR.

“Today is your last working day. Please submit your laptop on Monday.”

I was shocked and I asked the HR,

“What happened?”

He just replied, “Come on Monday, I’ll let you know everything,” and the call was disconnected. This incident happened on Friday around 5 o’clock. These two days were very difficult for me and I was waiting for Monday.

I went to the office. Something surprised me. The office where I worked for almost 8 years — now I was too hesitant to enter it.

I don’t know why.

I was hiding from people and I was in a hurry to get out of there as soon as possible. When I was at home I was thinking that I will ask this and that to the HR. But all was lost and I was just thinking how I could get out of there.

I asked just a few questions to the HR and he gave me some unrealistic answers. So, I completed the formalities and signed a few papers which were asked of me and I ran away. I came out and took a deep breath.

I understood there was no point in arguing with HR or anyone else. They already decided to lay me off so there was no point in discussing. I said to myself and came out.

I was earning around 50 LPA but suddenly I was on the road.

I had just started living in my new house which I purchased for above 1 cr.

I had just purchased a new car worth around 20 lakh.

My kids were studying in a good school.

All seemed to vanish in front of my eyes and there were a lot of questions running in my mind.

Why, what, and how?

Why did this happen to me?

What will I do now?

How will I manage?

I needed 2–3 lakh just for survival.

To pay the house EMIs, car EMIs, and my kids' education fees.

I was hopeless; various things were running through my mind every day. I was hopeless not because it happened to me but because, having a good skill set and good working experience, I was on the road. And this was not the first time it happened to me but the second time. The first time it happened was during the 2009 recession.

One day I was sitting in my study room. I was thinking what else I could do to earn money for survival. I noted down all the skills I had on a paper. I found various other skills within me apart from the job I was doing for 15–16 years. I noted down where I needed to improve my skills.

I realized the importance of self-development at that time. I remember how I was scared to spend a single rupee on my self-development. Just one year ago my CEO asked me and my fellow colleagues to join a leadership program. But we all refused to join it, including me. Then I felt the importance of skills and self-development.

Then I joined a business development program and I started investing in myself. Whether free or paid, I started learning everything. I was good at technical skills but I was lacking in marketing, sales, leadership, devops, copywriting, communication, and many other skills. I started learning each and everything from scratch. I invested around 7 lakh in my self-development because I really understood the difference between poor and rich people.

I started reading books and within six months I wrote a book *Startup Journey: How to Build, Grow, and Scale a Product*.

Earlier it was very hard to sit and read a book but I started reading books. I read 30–35 books within a year. I started following rich people and started comparing their habits to middle-class people. The questions I asked you above and which were in my mind for long years — I got all the answers.

I found many differences between rich and middle-class or poor people. I am going to tell you a few which are major ones. All the rich people follow the same pattern.

- 👉 They have a good mindset which we call a rich mindset.
- 👉 They have good habits and they stick with them always.
- 👉 They read a lot of books to increase their knowledge.
- 👉 They always keep investing in themselves to grow their businesses.
- 👉 They always keep in touch with the same type of people.

- 👉 They try to keep themselves in a good, healthy, and positive environment to stay positive.
- 👉 They have a never-give-up mindset; that's the reason they always keep going.
- 👉 They always keep themselves away from negative people whether it's their family, friends, or relatives.
- 👉 They are all creative and imaginative people who keep imagining and implementing things.
- 👉 They are ready to face any challenges. They also fail but they do it again and again.

I belong to a middle-class family. If you are reading this, you do too. It's great that we both can understand each other's pain points easily. Whatever I am talking about, I think you are getting it, right?

Now, you understand why we are in the same middle class for decades, not years. Here are the reasons that keep us in the same middle class:

Because...

- 👉 We sleep late at night and wake up late in the morning.
- 👉 We waste a lot of time watching TV and on social media.
- 👉 We live a life with limited resources without thinking how we can do better.
- 👉 We depend on a single source of income without thinking what else we can do.
- 👉 We can purchase thousands of shoes or a saree but can't attend a ₹99 webinar. Forget about ₹99 — we can't even attend a FREE workshop or webinar which can add a lot of value to our lives but we think it's a waste of money.
- 👉 We can spend a lot of money on our children's education but can't spend a single rupee on our personal development.
- 👉 We have only one goal — to get a government job or a private job and get stuck in it for a long time.
- 👉 We think entrepreneurship is not our cup of tea. It's not in our blood — without even trying it.
- 👉 We often do the things which the majority of people do, which in Hindi is called “Bhed Chaall.”

And the list goes on. Due to these reasons, we have still been in the same class for many years. No one has the courage or confidence to break this loop. The people who take the courage and confidence to break this loop are able to switch their class, and the rest keep repeating the same cycle for years.

I took this courage in my family, and in your family you could be the first person who can break this loop. Let's work together to help people get rid of this middle-class mentality.

To become an extraordinary person, you have to build an unstoppable mindset and an unbreakable personality. A person who never stops and never breaks. (Jisko koi rok nahi sakta aur jisko koi tod nahi sakta).

Every human being who was born on this planet has two legs, two hands, two eyes, two ears, a single brain, and the same blood. Then why are there so many differences between them?

One person is flying in business class on a daily basis while another is just dreaming of flying in an airplane.

Why?

Is this not a big difference?

If all humans are the same, then what makes them different?

The people who fly daily in business class or in their own planes have an unstoppable mindset and an unbreakable personality while others do not. They have multiple sources of income and master creating and multiplying it. They already cracked the wealth code that means how to make money instead of depending on a single source of income.

Have you ever seen truly wealthy people running after jobs or collecting endless degrees and certifications?

No, my friend.

You might argue that they don't need a job because they already have so much money. That's true, and I agree with you. But have you ever thought about *why* they have so much money?

It's not luck. They understand the art of making money — and that's why they don't chase degrees or certifications. Instead, top institutions like Harvard, IITs, or IIMs invite them to inspire their students and share success tips. Some of these institutions even award them honorary degrees.

Take Mark Zuckerberg for example. He dropped out of Harvard to build Facebook. Years later, Harvard invited him back — not as a student, but to honor him with a degree and have him deliver the commencement speech.

These people have cracked the **wealth code** — they know how to make money and multiply it in different ways.

👉 Do you really want to know the secret behind the wealth code?

Chapter 3: The Wealth Code

Like communication is a skill, confidence is a skill, and software development is a skill—entrepreneurship is also a skill. And it can be learned easily.

Most people think that to become an entrepreneur you need a lot of money, a pool of investors, or huge funding.

But let me ask you—who says you have to build a unicorn?

For a middle-class person, becoming an entrepreneur is not an easy task. I completely understand that. But what if I give you the right guidance and advice so that you can start your journey of entrepreneurship more easily?

To become an entrepreneur, you do **not** need funding or a lot of money, my friend. What you need first is the right **mindset**—the dedication and determination to say: *“I will become the first entrepreneur in my family.”*

I have seen many people who raised huge funding but wasted it all on showing off, because their primary objective was not to solve a problem—it was just to make money. That mindset never lasts.

Start here:

👉 Repeat this sentence three times a day— *“I want to become the first entrepreneur in my family.”*

👉 Then start thinking: *What problem can I solve for others using my strengths and skills?*

It might take some time to find your purpose, but by sending consistent signals to your subconscious mind, you can build the mindset of an entrepreneur.

Now, let me be clear—I am not stopping you from doing your job. I know it’s hard to leave a job and jump into business directly. That’s why I always advise freshers:

👉 If you’re just starting your career, join startups instead of MNCs. Work in at least three different startups. But join them with the mindset: *“In 10 years, I will become an entrepreneur.”*

👉 In startups, you will learn how businesses are built from scratch. You’ll get opportunities to explore multiple areas, use your energy, and gain real entrepreneurial knowledge.

If you join an MNC straight away, you may get a comfortable life, but you won’t learn enough to build your own venture later.

Here’s the roadmap I recommend:

- First 5 years: Work in startups and learn everything about building businesses.
- After 5 years: Join an MNC. By this time, you already have the mindset and a rough idea for your business. MNCs will give you more free time and stability.
- While working in the MNC, start developing your product or service in parallel.
- Save at least one year's worth of expenses so you can quit your job when the time is right.

I am confident that within six months of going full-time, you will start earning from your idea—because you already built the foundation while working. All you'll need to focus on is **branding and marketing**.

That's how you can become the first entrepreneur in your family.

Yes, you'll face challenges and struggles in the initial years. But after 3–5 years, you can earn more than you made in your past 10 years of working as an employee. You'll become your own boss. You'll give orders instead of taking them. You'll be able to buy multiple houses, travel in business class, own a BMW or Mercedes, see the world, and give your children a life where they don't have to start from zero.

As F. M. Alexander said:

“People do not decide their future; they decide their habits, and their habits decide their future.”

John C. Maxwell once said:

“You'll never change your life until you change something you do daily. The secret of your success is found in your daily routine.”

And Sean Covey wrote:

“Depending on what they are, our habits will either make us or break us; we become what we repeatedly do.”

These quotes remind us of a truth: **Good habits play the most important role in every area of life—whether you're a student, a working professional, or a businessman.**

Yet, most of us waste hours on Facebook, Instagram reels, or Netflix—but hesitate to spend even 1–2 hours daily building a meaningful career or purposeful life.

In my 15-year career, I rarely woke up early in the morning. And this isn't just my story—it's the story of most middle-class people.

Let me show you the daily routine of an average professional:

- Sleep late at night (after 12:30–1:00 AM).
- Wake up late (around 8:30–9:00 AM).
- Tea or coffee, quick breakfast (sometimes in the office cafeteria).
- Work, meetings, lunch at 1–2 PM.
- Post-lunch walk or gossip with colleagues.
- Tea or coffee at 5:00–5:30 PM.
- Work until 8:00–8:30 PM.
- Reach home by 9:30–10:00 PM.
- Dinner with family.
- Watch Netflix or scroll reels until 12:30–1:00 AM (sometimes until 3–4 AM on weekends).

And weekends? Friday nights are spent partying, Saturdays and Sundays in hangovers, late wakeups, eating out, and repeating the same cycle.

Now think about it—

- 👉 Where in this routine do we talk about our career growth?
- 👉 Our personal growth?
- 👉 Our goals, vision, or mission?
- 👉 Our dream to become millionaires, billionaires, or entrepreneurs?

We don't. And then we blame rich people for getting richer while the poor stay poor.

The truth is, many people are happy with this cycle. They are not willing to change. And if they don't want to change, no one can help them.

But let me show you what rich people do differently.

They follow the **GIVER Formula**:

- **G** – Gratitude
- **I** – Imagination
- **V** – Visualization
- **E** – Exercise
- **R** – Reading

Here's what their morning looks like:

Often they sleep early and rise between 4:00–5:00 AM. They dedicate at least 30 minutes — if not more — to their daily routine, setting the tone for a powerful and productive day.

- Gratitude & affirmations – 30 minutes
- Morning walk – 30 minutes
- Exercise – 30 minutes
- Write & memorize daily goals – 30 minutes
- Read a book – 30 minutes

That's just 2–2.5 hours a day. But practiced consistently, these habits transform their lives.

That, my friend, is the real difference between rich people and the middle class.

What if the only thing standing between you and financial freedom is a shift in mindset? Let's uncover that together.

In the next chapter, we'll unlock the secrets of building real wealth and shaping an unstoppable mindset — the exact mindset that can help you create a powerful second source of income.

You'll discover the key qualities you must nurture within yourself to rise above the ordinary and perhaps even become the **first entrepreneur in your family**.

I don't just want you to read these words — I want you to *live them*. And as you move forward, remember this: I'll be right here, guiding you at every step of your journey to freedom and success.

Chapter 4: Building a Rich Mindset for a Second Source of Income

We middle-class people often think:

“Oh, doing business is not in my blood.”

“I haven’t graduated from IIM or Harvard.”

“I don’t have a business background.”

Or worse, “I am not even well educated.”

But let me tell you, this is all nonsense.

I have seen many people who studied at IITs, IIMs, or MNITs, yet they are still working as employees. Then what’s the point of investing 40–50 lakhs for an MBA if you’re stuck in a job that barely pays your bills?

Does that make any sense?

Let me give you a real example. In my extended family, some of my cousins earn multiple crores every year through the scrap business.

And guess what?

Their education level will shock you. They couldn’t even clear their 10th class. Yes, you read that right — they are non-matrices.

Now, think about it. If people who didn’t pass school can make crores, and an IIM MBA graduate struggles to earn 40–50 lakhs per year, then who is actually better off?

From this perspective, an IIM graduate should be earning at least 10 times more, isn’t it?

But that’s not happening.

And here’s the truth: An MBA degree holder *can* earn not just 10 times, but even 100 times more than a non-matric businessman. But to do that, they need two things — the right guidance and, most importantly, the right mindset towards business.

Earning money is not about your bloodline, your education, or your background. It’s about mindset, skills, and the courage to take action.

When I lost my job, I realized that my degree, my experience, and even my hard work were not enough to guarantee stability. What kept me going was my mindset—the way I thought about myself, my vision for the future, and the habits I chose to build. That’s when I understood that if

we truly want to create a second source of income and live a fulfilling life, we must first prepare our minds for success.

Let's walk through the foundations together.

Vision, Mission, and Goals

Most people think that vision, mission, and goals belong only to companies. But that's not true, my friend. Every successful individual has a personal vision, a mission, and clear goals. Without them, we drift like a train without a destination.

Your **vision** is the bigger picture of your life.

Your **mission** is the measurable milestone that moves you closer.

Your **goals** are the small steps that make progress possible every day.

When I wrote down my own vision 3 years ago, I had no idea how I would achieve it. But every small step, every daily goal, moved me closer. If you don't have yours yet, start today.

Developing a Positive Mindset

Think about advertisements.

"Kya aapke toothpaste mein namak hai?"

"Thanda matlab Coca Cola."

"Dar ke aage jeet hai."

"Bolo zuban keshri."

We watched and heard them so often that we acted on them without even realizing it. That's the power of repetition.

Now imagine applying this same principle to positivity. If you **listen to positive things, watch positive content, speak positive words, write positively, and even eat and sleep with positivity**, you will naturally build a positive mindset. It's so simple—but it requires consistency.

Continuous Learning and Growth

After we finish school or college, most of us stop learning. We think our degrees are enough. But life changes too fast, and knowledge is the only way to stay ahead.

Jack Ma says: *"In your twenties, learn everything you can."* He's right. Whether you read 50 books a year or just 5, the habit of learning will separate you from the crowd. Personally, I was never a big reader, but once I started, books became my best friends. When I didn't feel like reading, I switched to audiobooks. The point is not how you learn, but that you **never stop learning**.

Building Confidence

Confidence is a superpower. In every interview, in every meeting, in every presentation, confidence is noticed first—sometimes even before your knowledge.

But here's the problem: schools and colleges never teach us how to build it. We are tested on equations and formulas, but never on speaking up or believing in ourselves.

I've seen degree-holders fail while a confident, degree-less person succeeds. That's because **confidence is a skill—and like any skill, it can be learned**. For me, confidence started with small steps: self-talks, asking questions in meetings, speaking up in groups, and practicing communication. Over time, it grew naturally.

Developing Mental Toughness

Life will test you. Breakups, failures, losing a job—these challenges can break weak minds. Unfortunately, our education system doesn't prepare us for these realities.

I'll never forget a colleague who lost his job and went into depression because he wasn't prepared mentally. Struggles don't end us; they shape us. Success is simply the reflection of the challenges we've overcome.

One book that changed my thinking is *"Can't Hurt Me"* by David Goggins. It teaches that mental toughness isn't about being smart; it's about being unbreakable.

Living a Meaningful Life

When I talk about life and purpose, many people think it's spiritual talk meant for old age. But tell me, why should young people not talk about life?

Most people who give up on life do so because they don't understand its meaning. Every single one of us is born with a purpose. Discovering it is our responsibility. When you know your purpose, you gain a willpower so strong that quitting—even in the hardest times—becomes impossible.

Imagination and Dreaming

Our middle-class mentality often treats dreaming as a waste of time. But think about it: every invention—the smartphone, the airplane, the light bulb—was once just someone's dream.

Were those people extraordinary? No, my friend. They had the same two hands, two legs, two eyes, and one brain like us. The only difference? They **thought differently and acted differently**.

Dreaming isn't bad. Dream with your eyes open, like Dr. A.P.J. Abdul Kalam sir said. Dream with purpose, and then act on it.

To build a second source of income, you don't start with money. You start with a mindset. Your **vision, positivity, confidence, mental toughness, purpose, and imagination** become the soil in which your second source of income grows. Once these roots are strong, money and success naturally follow.

Since childhood, I often wondered: *Why do the rich keep getting richer, while the poor seem to get poorer every day?*

I've asked myself this question countless times because, at almost every step of life, survival feels like a struggle. It's as if we're all stuck in the same loop, generation after generation.

But here's the truth — someone in the family has to break that loop. Someone has to rise, rewrite the story, and create a new path.

👉 The real question is: **Will that person be you?**

Chapter 5: Breaking the Middle-Class Trap

Whether...

- It's about buying our dream house, but we can't afford it.
- It's about purchasing our dream car, but we can't.
- It's about planning a family trip, but we can't make it happen.
- It's about attending someone else's wedding, pretending that we are doing great.
- It's about going out for dinner, yet feeling guilty because we can't let our kids order everything they want.
- It's about buying a special gift for our loved ones on an anniversary or a birthday, but not being able to.
- It's about choosing the best school for our children, but having to settle for less.
- It's about arranging our children's wedding the way we dream of, but being restricted by money.
- It's about visiting malls or markets, looking at things for our family but walking away with regret.

And the list goes on...

Let's be honest. I have faced all these situations in my life, and I believe that at some point, you may have felt the same too.

You know what this is? This is called **lack of abundance**.

We middle-class people are doing good, but not great. We live in the middle—not too poor, not too rich.

Yes, you may have a house. Maybe it's a 1BHK, 2BHK, or even 4BHK. But don't you feel you deserve an independent villa, maybe even a beach house?

Yes, you may have a car, be it a Maruti or a Hyundai. But don't you feel you deserve a BMW or a Mercedes?

Yes, your children may be in a good school. But don't you feel they also deserve to reach IITs, IIMs, or even Harvard for higher education?

Yes, you go on family trips to places like Shimla or Manali. But don't you feel you should be able to travel the world with your family?

Yes, you buy gifts for your loved ones. But don't you feel they deserve something truly precious—diamonds, platinum, or something they will remember forever?

Yes, you dine out with your family. But don't you feel you shouldn't have to stop your kids from ordering their favorite dishes?

Yes, you shop in malls. But don't you feel you shouldn't have to wait for festival discounts or walk past big brands with regret?

The truth is, we are not living a life of **abundance**. We settle for limited choices and convince ourselves that this is "a good life." And that's exactly why we remain stuck in the same middle-class cycle for decades. We proudly call it "better living," but in reality, we have no idea what true abundance is.

Because the truth is—this isn't life at all.

People out there have private jets and yachts. They travel the world, they live abundantly. And remember—they are humans just like you and me. What separates them from us is not their body, but their **mindset**.

We all have two legs, two hands, two eyes, one brain, and the same red blood. Isn't that true?

Yes, each of us is unique—with our own skills, talents, and abilities. God created everyone with a unique purpose.

But here's the problem: most of us never discover or use those skills. Even on the last day of our lives, many of us still don't know *why we were born* or *what our purpose was*.

Without purpose, nothing great happens. If you are reading this book right now, believe me—there's a purpose behind it. And that purpose could change your life.

For me, it took 3 years to discover my purpose. I experimented with career coaching, dropshipping, e-commerce, and digital products. But finally, I realized my true calling:

👉 I help people build a **second source of income**, so they can live a happy, abundant, and fulfilled life by starting businesses based on their skills and experiences.

That's my purpose.

Now, understand this: your purpose must be strong and impactful. For example, when I tried dropshipping, I could make money—but it had no impact on people's lives. So, I quit. Because the true purpose is not just about money, it's about **making a difference**.

Today, my purpose creates two big impacts:

1. I empower and encourage people to start their own businesses, so they don't depend on a single source of income.
2. I aim to see an entrepreneur in every middle-class family, because that's the only way to make our country stronger.

Do you think jobs alone can make a nation strong? No.

Look at countries like China, Japan, or Korea. Everyone there contributes in some way. Even schoolchildren in Korea learn to build things before going to school. In Japan and China, people are creators, serving the world with their products. That's why they're independent and strong.

And what about us? In our country, most people only dream of getting a job in an MNC—for comfort, for security, for a middle-class life.

But my friend, that's not how nations rise—and that's not how we break the cycle. This cycle must be broken. I have to break it for my family, and you have to break it for yours. Together, we can ignite a movement—a movement that awakens people to their true passion and interests. A movement that encourages, empowers, and equips families to create entrepreneurs from within. Because real change doesn't just happen outside—it begins inside every home.

Yes, I know—it's not as easy as it sounds. Breaking this loop will take time, effort, and persistence. But every journey has to start somewhere, doesn't it?

Do you know why it's so hard to break this loop? Why does it feel almost impossible at times?

We'll dive deeper into this in the next chapter... and uncover what's really holding us back.

Chapter 6: What School Never Taught You

We don't want to discover the amazing things we are capable of. We don't want to imagine bigger goals that could serve our country or society. Instead, we keep settling for a comfortable life.

Yes, we are talented. Indians are running some of the top companies in the world. But here's the truth: we are not running them *for India*. We work for the USA, Japan, China, Korea, and other nations—but not for our own.

So, who is responsible for this?

What do you think?

👉 It's our **education system**.

Our system prepares us only for jobs, not for entrepreneurship. We are taught trigonometry, algorithms, Newton's laws, and other complex theories. But we are never taught how to start or run a business in real life. That's why even people with degrees from IITs and IIMs often end up doing jobs.

We are not taught in schools or universities how to handle tough situations. That's why so many people break under pressure—even leading to suicides.

A few years ago, I read a shocking story: a husband and wife, both working in an MNC in the USA with excellent salaries, committed suicide.

Do you know what shocked me the most?

Both of them were IIT graduates from India. Even scientists studied their case. And do you know what they found?

👉 They were not mentally strong enough to handle pressure.

What does that tell you?

It means our top schools and universities never taught us:

- How to deal with life's challenges
- How to be mentally tough
- How to find purpose
- What success and failure really mean

- How to become an entrepreneur
- The importance of positivity
- And most importantly, the meaning of life itself

These lessons are far more important than Newton's laws, trigonometry, or other abstract theories. After all, not everyone wants to be a scientist—and even scientists need these life skills badly.

Let me ask you something honestly.

👉 Is your child excited to go to school every day?

The truth is, very few children are.

Why?

Because the education system and its curriculum don't excite them. Children enjoy doing things they love. If education was designed around their interests, taught through fun and creativity, they would be eager to go to school every morning. But since they don't know what's coming next—and usually it's something they don't enjoy—they feel bored and uninterested.

I truly believe every child can be excited to learn—if they are allowed to follow their passion. But instead, we and the system force them into subjects they don't like.

Our education system is like **antibiotic medicine**.

Do you know why a doctor prescribes an antibiotic?

- If the illness is caused by bacteria, antibiotics are given to kill or stop the bacteria. (For example: Typhoid).
- But if the illness is due to something else, the doctor gives a specific medicine. (For example: Diabetes).

Now, imagine if a doctor prescribed antibiotics for every illness.

👉 Will the patient recover?

Absolutely not.

A good doctor knows the right medicine for the right illness.

Do you agree?

But our education system works differently. It prescribes the *same antibiotic*—the same subjects, the same path—for everyone, whether they like it or not. Till the 10th standard, all children are forced to study everything. After the 10th, there's a small attempt to diversify, but it still doesn't work for most.

By the time they reach 12th grade, only a few students know what they truly like. The rest simply follow the herd—“*Bhed Chaal*.”

If Rohan becomes a software engineer, I'll also become an engineer.

If Nalwa wants to be a scientist, I'll also become a scientist.

Is that really their fault?

Not at all. Neither parents, nor children are to blame. The truth is, even after 12 years of schooling, they still don't know what they like or what they want to become. So, they follow the herd because they need to do *something* to survive.

And after wasting 12 years of study, if our children still don't know what they want to become, then what's the point?

Imagine instead if, from childhood, we taught them one skill—or a mix of skills—they loved.

They would become masters at it.

Do you agree or not?

But instead, after 10th, after 12th, even after B.Tech or MBA degrees, most of our children remain directionless. They don't know what to do, how to do it, or what they want in life.

I feel helpless when I see students investing 15–20 lakhs on a B.Tech degree, another 30–40 lakhs on an MBA, and then ending up in jobs that pay only 40–50k per month.

👉 Is this justice with our children?

Absolutely not.

Think about it. After 16–17 years of study and more than 50 lakhs invested, if a student agrees to work for less than 1 lakh per month, what's the point?

Ideally, their mindset should be: “*I've spent 16–17 years learning and invested 40-50 lakhs—I should build something of my own, create value, and become an entrepreneur.*”

Even if they want job experience for a few years, they should be valued at least 5–6 lakhs per month—not 40–50k.

But sadly, our education system never encourages us to start our own business, think like entrepreneurs, or build something great.

Many times, I find myself wishing that “**The 7-Step System to Build a Second Source of Income**” had been taught in our schools and colleges. Imagine where we could be today if it had!

I really want to share these insights so you can also understand what's missing in our education system.

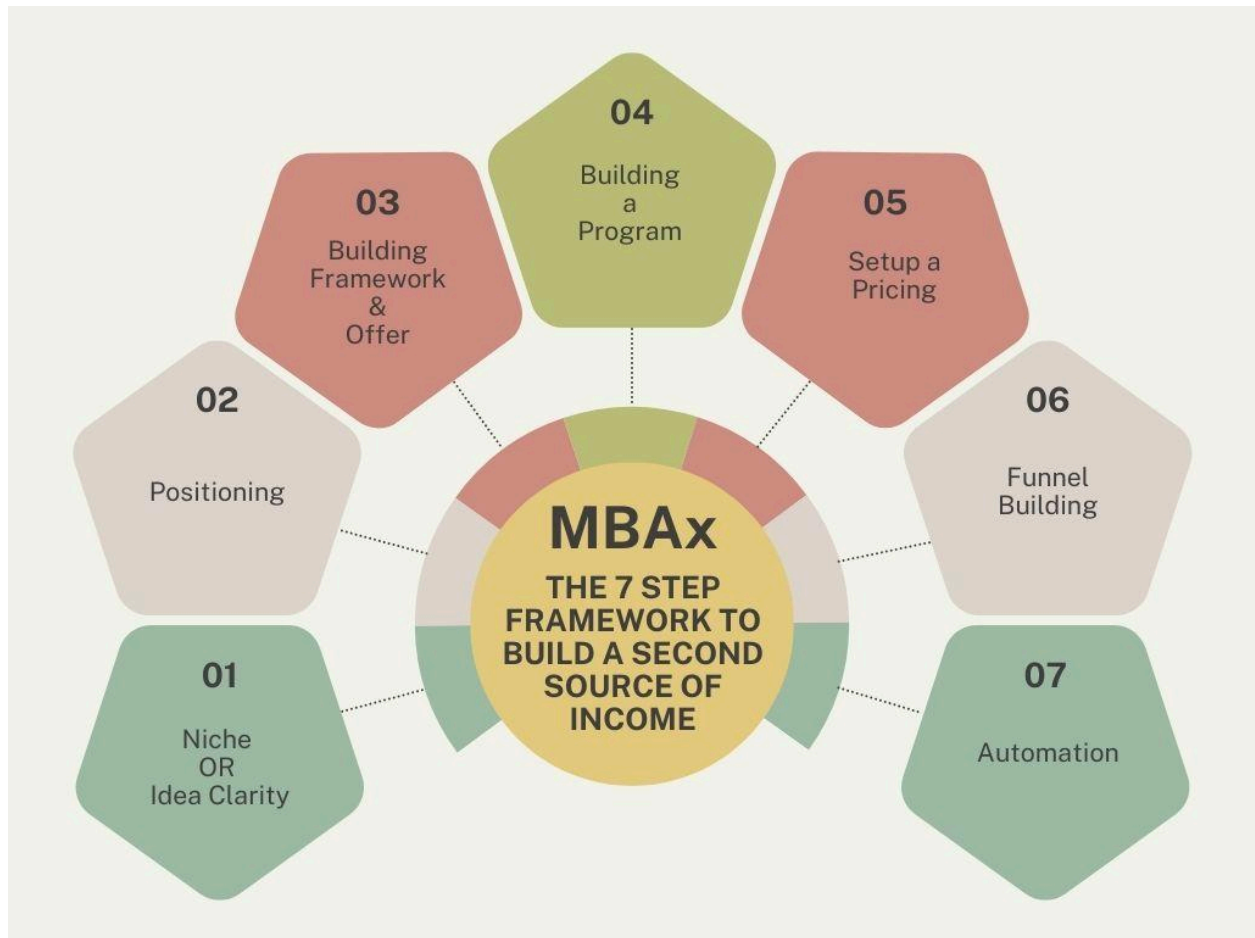
But let's not dwell on what we can't change. Instead, let's focus on what we **can** control—starting with **how you can build a second source of income**, which we'll dive into in the next chapter.

Chapter 7: The 7 Step System to Build Your Second Source of Income

Have you ever wondered why some people keep finding new opportunities, creating extra income streams, while others remain stuck in the same financial loop for years?

It's not luck. It's not magic. It's about following a system — a proven roadmap that takes you from confusion to clarity, and from “just an idea” to a steady second income stream.

When I first started my own journey, I didn't have a roadmap. I tried random things — freelancing here, a side hustle there — but nothing stuck. It wasn't until I discovered and refined this **7-Step System** that everything clicked.



And today, I want to walk you through it — not as a theory, but as a story that could easily be yours.

Step 1: Niche or Idea Clarity

Imagine standing at a busy marketplace. Everyone is shouting, selling their products, fighting for attention. If you start shouting too, no one will hear you.

That's exactly what happens if you don't have niche clarity. You must know **what you stand for, who you serve, and why you're different.**

When I found my niche, everything became easier — content creation, marketing, even sales. Instead of chasing everyone, I started attracting the right people.

Your journey begins the same way: with clarity. Once you know your niche, you stop being “just another voice” and start becoming *the voice your audience has been waiting for.*

Step 2: Positioning Yourself

Now that you have clarity, it's time to answer a powerful question: **Why should people choose you?**

Think of it this way: two restaurants sell the same food. One positions itself as “fast and cheap,” the other as “premium and healthy.” Both attract different customers.

Your positioning is your **promise to the market**. It tells people what to expect and why you're worth their trust.

I still remember the first time I shifted my positioning. Instead of trying to be “everything for everyone,” I became “the guide for people who want to build a second income stream.” That one decision made people say, *“This is exactly what I've been looking for!”*

Step 3: Build Your Framework

Here's a secret: people don't buy knowledge. They buy **clarity**.

Your framework is the structured path you create for your audience. It's like the bridge that takes them from where they are now to where they want to be.

When I first created my framework, I thought it was “too simple.” But guess what? Simplicity sells. People want step-by-step guidance, not complicated theory.

Your framework becomes your signature method — the reason people believe in you.

Step 4: Create Your Program

This is where things start getting real. You take your framework and package it into a **program** — an online course, a coaching system, a membership, or a workshop.

Think of it as building your product on the shelf. Without it, your customers can't experience your transformation.

I still remember creating my first program — it wasn't perfect, but it worked because it solved a real problem. Don't wait for perfection. Launch, and then improve.

Step 5: Pricing and Selling Formats

Now comes the scary part for most people: **pricing**.

I've seen people undercharge out of fear, and others overcharge without providing enough value. Both approaches fail.

Here's what I learned: pricing is less about numbers and more about positioning. If your value is clear, people will happily pay.

You also need the right **selling formats** — one-on-one, group programs, or digital products. Each format has its place, and together, they create multiple streams within your second income source.

Step 6: Build Your Funnel

Imagine meeting a stranger today and asking them to marry you. Chances are, they'll run away.

But if you build trust step by step — coffee, conversations, connection — the relationship grows. That's what a **sales funnel** does.

It takes your audience from stranger to follower, from follower to believer, and from believer to paying client.

I used to think funnels were too technical, but when I broke them down, I realized: a funnel is just a relationship-building journey. And when you design it right, sales start happening naturally.

Step 7: Automation

Here's the magic word: **freedom**.

Your second income stream should not feel like a second full-time job. That's where automation comes in.

From email sequences to payment systems to follow-up reminders, automation ensures your business keeps running even when you're not working.

The first time I made a sale in my sleep, I realized automation isn't just a tool — it's the key to scaling your time and income.

✨ Your 7-Step Journey

So there you have it — the **7 steps** that can take you from confusion to clarity, from struggling with ideas to building a second income stream that actually works.

But here's the truth: **reading about the steps is one thing, walking through them is another.**

That's why in the next chapter, I'll share **how I can personally hand-hold you** through these 7 steps — guiding you, supporting you, and helping you overcome both the technical and non-technical challenges.

Because success doesn't come from just knowing the way... it comes from walking the way, together.

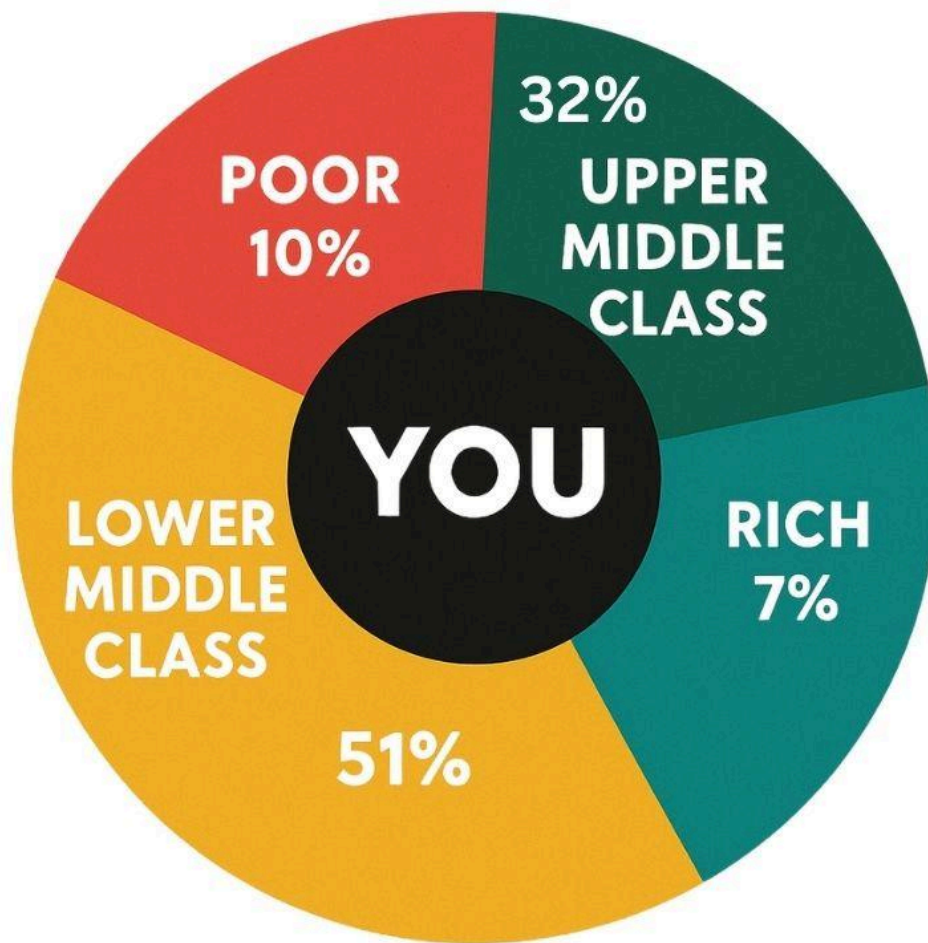
Do You Think Knowledge is Power?

Many people believe that knowledge is power. But I don't completely agree.

We live in a world driven by technology and the digital age, where everything is literally at our fingertips. There's endless knowledge available on YouTube, social media, blogs, and AI tools like ChatGPT. If you feel you don't know something, you can just ask, and within seconds you'll have not only the information but also a detailed explanation.

So, is knowledge really power?

You already know that building good habits leads to success. Waking up early is a good habit. Exercising daily is a good habit. And when it comes to wealth, you may have heard that millionaires and billionaires never rely on a single source of income. Instead, they build multiple streams—6, 7, or more.



You know this. In fact, most people know this. Studies say that more than 80% of middle-class people are aware of such facts. Yet only about 7–8% of people control the majority of the world's wealth.

Why is that? Why does such a small group hold the wealth of the rest of the world?

Think about it. Where do you and I stand in this picture? We know the truth, but we rarely act on it.

Here's the reality:

Having knowledge and applying knowledge are two very different things. That's the real gap.

I've shared with you the framework. But implementing it will be your challenge. And yes—you can do it. But if you delay action, it will take you much longer to reach success.

That's the key difference between the middle class and the wealthy. The wealthy don't just ask "Can I do this?" They ask "How can I do this faster?" They are willing to invest money, time, and

resources to speed up success. They know the formula: money invested smartly creates more money quickly.

Meanwhile, the middle class tends to overthink every decision. We hesitate, delay, and second-guess ourselves. Eventually, we may take action—but only after wasting precious time and energy.

And that's why knowledge alone isn't power. The real power lies in **implementation**.

In the next chapter, I'll share with you the different types of people, how they earn, and how much they earn—so you can identify where you stand and how to move closer to the wealth-creating mindset.

I hope you're enjoying this journey so far.

Chapter 8: The Missing Link Between Learning and Earning

Technology has made our lives easier, but on the other side, it has also created countless distractions.

Do you remember the earlier days? If you don't, let me share from my own childhood.

As I've told you, I belong to a farmer's family from a small village. I know the lifestyle, the struggles, and also the beauty of village life. People in villages truly care for one another. If one family is hurt, the entire village gathers—even for the smallest incident.

Do you agree or not?

I still remember when my grandfather was alive. Every day, many people used to gather at our house for a *baithak* or *chaupal*. They would smoke *hukka*, not once but multiple times a day. But it wasn't just about smoking—it was about connection. They shared their personal problems, supported one another, and even found solutions together. That bond was powerful.

But today, everything has changed. Technology and mobile phones have created invisible walls. Even when people sit together, they don't talk—they're busy scrolling reels, watching shorts, and living in their own little screen-world.

Even at family gatherings—birthdays, weddings, anniversaries—instead of asking “*How are you doing?*” or “*What are you working on?*” We spend hours staring at phones. We’ve stopped learning from one another, and that’s a big loss.

Because the truth is—sharing knowledge and experiences is one of the best ways to grow.

When someone shares their journey—their struggles, their challenges, and how they overcame them—it inspires others. It gives confidence, motivation, and sometimes even the missing spark to take action.

This is why I want to remind you: when we stop talking and sharing, we lose opportunities to grow together.



The Four Levels of People in the World

Do you know that people generally live at four different levels?

1. **Workers / Labourers**
2. **Managers**
3. **Leaders / Communicators**
4. **Imaginators / Legends**

1. Workers / Labourers

This is the first and most common level. Workers focus only on doing tasks, following orders, and completing the work given to them. They rarely use their own thinking or creativity.

Over time, they become used to just taking instructions and working like machines. They work the hardest, yet earn the least—usually between ₹0–35k per month.

Example: If you ask such a person to bring fruits and vegetables, they might bring only fruits—even if they know vegetables are finished—because they wait for direct instructions instead of using common sense.

2. Managers

Managers are born to manage workers. They plan, instruct, and strategize so workers can be more productive.

They use their brains, but only within certain boundaries. Their income usually ranges between ₹35k–3 lakhs per month.

Among managers, only a few take the extra step to lead, inspire, and communicate effectively. These few rise to the next level.

3. Leaders / Communicators

This level includes people who lead large organizations and inspire others with their vision. They don't just manage—they influence, motivate, and build movements.

These are the leaders of companies like Google, Meta, Tesla, Amazon, and Microsoft. Their incomes range from ₹3 lakhs to ₹10 crores or multiple crores..

But even leaders work for someone at the highest level—the imaginers.

4. Imaginators / Legends

These are the visionaries, the people who change the world. They hold the majority of the world's wealth and influence. They spend most of their time imagining what doesn't exist yet—and then they turn it into reality.

Airplanes, rockets, smartphones, artificial intelligence—all of these were once “impossible” ideas until someone imagined and implemented them.

Bill Gates, Elon Musk, Jeff Bezos, Mark Zuckerberg—they are examples of imaginers. They didn't just dream, they created.

Indian Stories of Imagination and Growth

But let's not just look at global examples. India has its own legends too.

- **Dhirubhai Ambani** started as a small-time yarn trader. With imagination and courage, he built Reliance, one of the biggest business empires in India. He didn't just follow what others were doing—he dreamed big and created something different.
- **Sachin Bansal and Binny Bansal**, founders of Flipkart, imagined an Indian e-commerce platform when people were still hesitant to shop online. Today, Flipkart is one of the biggest success stories in India.
- **Byju Raveendran**, the founder of BYJU'S, saw a new way of teaching through digital learning when traditional coaching centers ruled. He turned that imagination into a billion-dollar education empire.

These people started small, just like you and me. But what made them different was their ability to **imagine the impossible and then take action**.

Why Can't Everyone Reach That Level?

Because not everyone dares to imagine the impossible.

Imagination is the mother of invention. Every business, every startup, every success begins with imagination. You, me, anyone—we all have the power to imagine. The question is: do we use it?

Remember, you don't have to become the next Elon Musk or Bill Gates. You are the **CEO of your own life and career**. You don't need to start at the top, but you must start somewhere.

Why Most Startups Fail

Most startups fail because their founders don't imagine or visualize differently. They simply copy what others are already doing.

Business is all about imagination—finding a new angle, a fresh approach, a unique way of doing things.

Example – Grocery Shops:

There are thousands of grocery stores. If you do exactly what others do, you'll either fail or remain average. But if you think differently, you can succeed. For example:

- Sell unique items other shops don't stock.
- Create bundle offers and discounts.
- Provide home delivery or on-call orders.
- Build a website and sell online + offline.

These small imaginative steps can make a huge difference.

No business is built overnight. Every success takes time. But if you start small, keep imagining, and take consistent action—you, too, can rise to the legendary level.

So now, ask yourself:

- 👉 Are you stuck as a **worker**, just following instructions?
- 👉 Are you a **manager**, planning and controlling but still within limits?
- 👉 Are you a **leader**, inspiring others but working for someone else's dream?
- 👉 Or will you dare to be an **imaginator**, creating something new, something impossible, something that can change lives—including your own?

The choice is yours.

Because the truth is—your life, your career, and your success are waiting for the level you decide to play at.

Chapter 9: My Story - From Survival to Freedom



I was born into a humble family in a small village. As a shy and unconfident kid, self-doubt grew alongside me. I didn't fully understand how it was shaping my self-image, but deep down, I carried an unshakable desire to move to a city and do something extraordinary with my life.

For a kid who had never stepped out of his village, entering a metro city like Delhi was terrifying. I still remember a senior friend's words:

"Imtiyaz, it won't work like this. These city folks will eat you alive."

As I entered the corporate world, I realized he was right. It felt like a jungle—full of wolves, lions, and sharks. Everyone was out to grow, often at the expense of others. Emotions were missing, compassion was rare, and survival was the only rule.

I worked in about ten different organizations, met countless professionals, and yet, I rarely found anyone who truly cared about others.

And deep inside, questions kept haunting me:

- 👉 Is a job the only way to survive?
- 👉 Was I born to be a slave to a 9-to-5?
- 👉 Is there something bigger I can do with my life?

I tried to ignore them, but they wouldn't go away. Sometimes I felt helpless because I couldn't find the answers. But the truth is, the answers were already within me. It just takes time, effort, and persistence to uncover them.

Then life hit me hard.

One day, I got a call from my office:

"Today is your last working day. Please submit your laptop on Monday."

I was shocked. I was scared. I was broken. For 2–3 days, I couldn't sleep. My mind was flooded with negative thoughts — *What if this... What if that...*

Why was I so worried?

Because I had just shifted into a new house. I had bought a new car. Both were on heavy EMIs. Add to that the monthly expenses of my kids' education and daily household needs.

Just a day ago, life felt beautiful. And within minutes, it all came crashing down. My dreams felt like they were slipping away right in front of my eyes.

To survive, I needed at least 1.5–2 lakhs a month. The biggest fear eating me alive was — *How will I pay my home loan and car loan EMIs?*

But I have always believed one thing:

👉 **"Everything happens for good."**

At that moment, I had two choices:

1. Cry over my situation and keep blaming life.
2. Or take control, dig deep, and find out what else I could do.

I chose the second path.

I took a deep breath, sat down with a notebook, and listed every skill I had gathered over the years. I categorized them into:

- Beginner
- Good
- Expert

And guess what? I discovered I had over **25 valuable skills** that I had been ignoring for years.

That day, I made a decision: **to invest in myself.**

I spent nearly 7–8 lakhs on self-development. I joined business coaching programs, one of which cost me 4 lakhs for just 4 months. I took online courses, attended workshops, bought tools — anything that could help me grow.

And slowly, I understood the importance of self-development. I realized the true price of self-improvement.

I started following successful people, learning about their routines, habits, and mindsets. I understood the power of consistency and habits.

👉 To become successful, first follow successful people.

👉 Then, build the habits they practice daily.

That's when I discovered my **GIVER Formula for Success** — a formula I started applying every single day.

I even developed a love for books. The same person who once hated reading now couldn't stop! That year alone, I read 30–35 books.

Not only did I start reading — I also started writing. Within 6 months, I completed my first book. In 8–9 months, I launched it with my family and that was one of the proudest days of my life.



That book, *“Startup Journey: How to Build, Grow, and Scale a Product”*, made me a published author.

For me, that wasn't just a book launch — it was proof that I could turn my dreams into reality.

That's when I discovered my 3S Framework



When I look back at my own journey, I realize everything started with the **first S: Self-Learning**. For a long time, I wasn't focused on learning beyond what was given to me. I didn't read much, I didn't explore, and I had no idea what was really happening in the outside world. The moment I embraced self-learning, a new door opened—I began to see opportunities and possibilities I had never noticed before.

Then came the **second S: Self-Awareness**. And this one hit me hard. I realized that most people—nearly 90%—don't truly know themselves. They don't know who they are, what they want, what their purpose is, or why they were even born. I was no different. But the day I started asking myself these questions, my life began to change. Because if you don't know yourself, how can you ever serve the world?

And finally, the **third S: Self-Development**. Once I became more self-aware, I understood that clarity alone wasn't enough. I had to polish my skills, improve myself, and work on my weaknesses. That's when I began investing in courses, coaching, and programs. At first, I hesitated—spending on myself felt risky. But soon I realized: even the richest people in the world never stop investing in their own growth. That's one of the biggest reasons they stay ahead.

Slowly, clarity started coming into my life. I discovered my purpose:

👉 **“Simplifying the College-to-Corporate Journey.”**

I started helping people with career guidance, resume writing, counseling, and coaching. I trained them in leadership, communication, mindset, and technical skills. People began loving my programs, and I felt immense joy in giving back to society.

But one day, while sitting in my study, another thought hit me.

"Imtiyaz, you are preparing people for the same corporate slavery you yourself wanted to escape. Is this really what you want for them?"

And my heart said — **No**.

I realized something bigger:

Our middle-class society is trapped. We are earning enough to survive, but not enough to live freely. And any day, just like what happened to me, a single layoff can destroy everything.

That day, I decided to change my mission.

👉 My new mission became: **To help middle-class people build a second source of income without quitting their jobs.**

And that's how **MBAx – Mastering Business Action & Execution** was born.

I worked tirelessly for 5–6 months, creating a step-by-step program. I built the framework, designed the process, structured the program, created landing pages, funnels, and everything in between.

The result?

A **simple 7-step system** that allows even absolute beginners to start their own business in just 3–4 months — without leaving their job.

I invested years of effort and lakhs of rupees to figure out this system. But for you, I don't want it to take that much money or time.

👉 All you need is the right mindset.

👉 And I'll guide you through the journey.

Together, we'll build your second source of income and maybe even make you the **first entrepreneur in your family**.

🔥 **Are you ready to take the first step?**

This is your moment. Don't wait until life forces you to take action, like it did with me.

Join me in my MBAX program, and let's build your freedom together.

Chapter 10: Don't Just Learn — Implement with MBAX

By now, you've seen the exact 7-step system that can help you build your second source of income. You already know the roadmap works. But here's the truth: **knowing the steps is not the same as walking the path**.

This is where most people get stuck.

- Some can't decide which niche or idea to focus on.
- Others lose momentum while creating their program, offer, designing their landing pages, or figuring out the tech.
- Many simply need someone to guide them, keep them motivated, and hold them accountable until they reach the finish line.

That's exactly why I created **MBAX** — not to give you more information, but to **personally hand-hold you through the process**.

Imagine having me right by your side:

- 👉 Helping you clarify your niche.
- 👉 Guiding you in positioning your offer.
- 👉 Showing you how to design your program and landing page.
- 👉 Supporting you with sales, marketing, and automation.

Instead of wasting months (or years) trying to figure it all out, you'll get step-by-step guidance, clear direction, and the confidence that you are never walking this journey alone.

Why Most People Fail (and How MBAX Fixes It)

Most people don't fail because the system doesn't work. They fail because:

- ❌ They get stuck choosing their niche.
- ❌ They don't know how to stand out in the market.
- ❌ They struggle with program design, offer creation, frameworks, and pricing.
- ❌ Funnels and automation feel "too technical."
- ❌ And worst of all, they try to do everything alone... until they lose momentum.

MBAX is built to solve these exact challenges.

What You'll Get with MBAX Hand-Holding

Here's how I'll guide you through all 7 steps:

- ✅ **Step 1: Niche Clarity** – Together, we'll pick your profitable idea and align it with your strengths, passion, your skills and experience.
- ✅ **Step 2: Positioning** – Craft your personal brand so people see you as the go-to authority.
- ✅ **Step 3: Build Your Offer** – Create a simple, unique, and irresistible offer.
- ✅ **Step 4: Program Creation** – Structure your program so it delivers transformation and real value.
- ✅ **Step 5: Pricing & Selling** – Set the right pricing and packaging that makes it easy for clients to say "yes."
- ✅ **Step 6: Funnel Setup** – No tech worries; I'll walk you through building a high-converting funnel.
- ✅ **Step 7: Automation** – Set up systems so your income works even when you're sleeping.

Why MBAX is Different

There are thousands of courses, YouTube videos, and eBooks. But information alone doesn't create transformation.

What makes **MBAX different** is the **hand-holding approach**. You won't just "learn the steps" — you'll actually **implement them with me and my team guiding you at every stage**.

This isn't about filling your head with knowledge.
It's about taking **guided action** that leads to real results.

Your Next Step

If you're serious about building your second income stream and don't want to waste months figuring it all out alone, this is your moment.



My offer is simple:

Join **MBAX**, and I'll personally guide you from idea to execution — from confusion to clarity — from learning to earning.



Click here to [Book Your Free Strategy Call](#) and let's discuss how I can help you build your second income stream.

[Click here](#)

Or simply **scan the QR code** to get started right now.



Don't wait for "someday." The best time to start is today. And the best way is together.

✨ With MBAX, your second source of income stops being just an idea — and becomes your reality.

How to Connect?



I'm building a community where professionals feel empowered, not helpless, with purpose in their businesses, careers—not just jobs. Together, we can make the corporate world a better place.

A strong lifelong community has power. You will stay connected with like-minded people and your community members for a lifetime. This way, you will also stay connected with me. From time to time, I conduct webinars and meetings with all my community members.

When you join any community, you stay motivated all the time because there is a similar mindset among people. You stay updated on what's going on in the market, what technologies are trending, and what's new is coming soon.

When I started my career journey, there were no resources available at that time. No one was ready to help me—no mentor, no private coaching, no community, and no free webinars. Many times I felt helpless during my career. Comparing that time to now, you

are the lucky one, my friend. There are plenty of options available for you, so there's no need to feel helpless.

How can you help?

I ask for your support and suggestions to make this community stronger. If my journey resonates with you. Join the community by clicking the link given below.

Thank you for being a part of this mission.

Let's become a part of the MBAX community.

LinkedIn:

<https://www.linkedin.com/groups/9272640/>

Facebook:

<https://www.facebook.com/profile.php?id=100089330157437>

Let's learn and grow together.

Mobile Number: +91 920 580 1748

Email : support@imtiyaazkhan.com, imtiyaazkhan@gmail.com

Website : <https://www.imtiyaazkhan.com>

LinkedIn : www.linkedin.com/in/imtiyaazkhan

YouTube : www.youtube.com/channel/UCMkBAAhOfJdzgygmK5wIzCzA

Facebook : www.facebook.com/imtiyaz83

Twitter : www.twitter.com/imtiyaazkhan

Instagram : www.instagram.com/imtiyazkhan10x

Medium : <https://medium.com/@imtiyaazkhan>

There are various ways to connect with me. You can drop me an email, call me, or DM me on social media. I am just one click away from getting in touch with you.

Let's connect to learn and grow together, making a difference and contributing to our society.