

# Gold Membership

## Objective and Mission

In the era when our Industry is experiencing fastest and highest growth, very strict rules and regulations by our moderators, Decreasing commissions, Threat of direct plans, Robo advisors and some big companies selling direct plans online like anything. Now it seems very difficult for individual advisors to sustain or survive....isn't it?

We have thought a lot on this and finally came out with a unique solution. We have noticed that in the near future only those will survive, who have TEAM and TECHNOLOGY. So here is an idea, let's make a team, use all the latest technology, do maximum use of social media and beat our competitors.

Introducing "ARTHMITRA GURUKULAM" a team of likeminded ifas from all over INDIA who have decided to work together as a team. Under the banner of "ARTHMITRA GURUKULAM" We are launching a project "CHALO NIVESHAK". Here are the list of things we are suppose to do under the banner of "CHALO NIVESHAK"

## What we will do

- Common Website
- Common Blog (investor awareness blog)
- Common Facebook page
- Common Twitter handler
- Common Instagram business account
- Common LinkedIn Page
- Common YouTube channel
- Registered brand name and common logo
- Common Profile
- Common Marketing Material ( in future)
- Common Toll-Free number ( in future)
- Common Just Dial account ( in future)

## Who Can Join

- Member must be fulltime into this business
- Member must have his website
- Member must have his professional email ID
- He must have his google Profile

- He must have his Facebook business page
- He must have his twitter handler
- Must be using any online platform for transaction
- He must be techno savvy
- He must be contributor to the community

Any members fulfilling above conditions and by paying registration charges, he or she can be our silver and gold category members.

### **What Members will Get?**

- We will do paid marketing on above mentioned social media tools, and will develop our brand at national level. So all members will get the benefit of big brands.
- We all will work under one brand "CHALO NIVESHAK" just like a franchise. By doing so our own brand will remain intact. ( ex: swadeshi money is proud to be associated with CHALO NIVESHAK)
- Registered Member can use our brand name in all his business correspondence, in his office, in his visiting card, and all in his marketing materials. (prior written approval required) until he is our registered member.
- We will have our own images and videos to promote our brand and product.
- We will tie up with various products, software vendors and for other products required for developing our business
- We will have maximum one (1) member from each pincode, so we all have monopoly in our area.
- By doing paid marketing, we will have many leads with us ....it will directly send to members as per their pincode numbers.....
- All followers and customers will be diverted to our website ...and he can only access our website after entering his pincode and mobile number.

Note: we are not giving any guarantee of providing sales leads. But we r sure that by promoting our business on social media leads are bound to come.

**We will get benefit of one nation one brand**