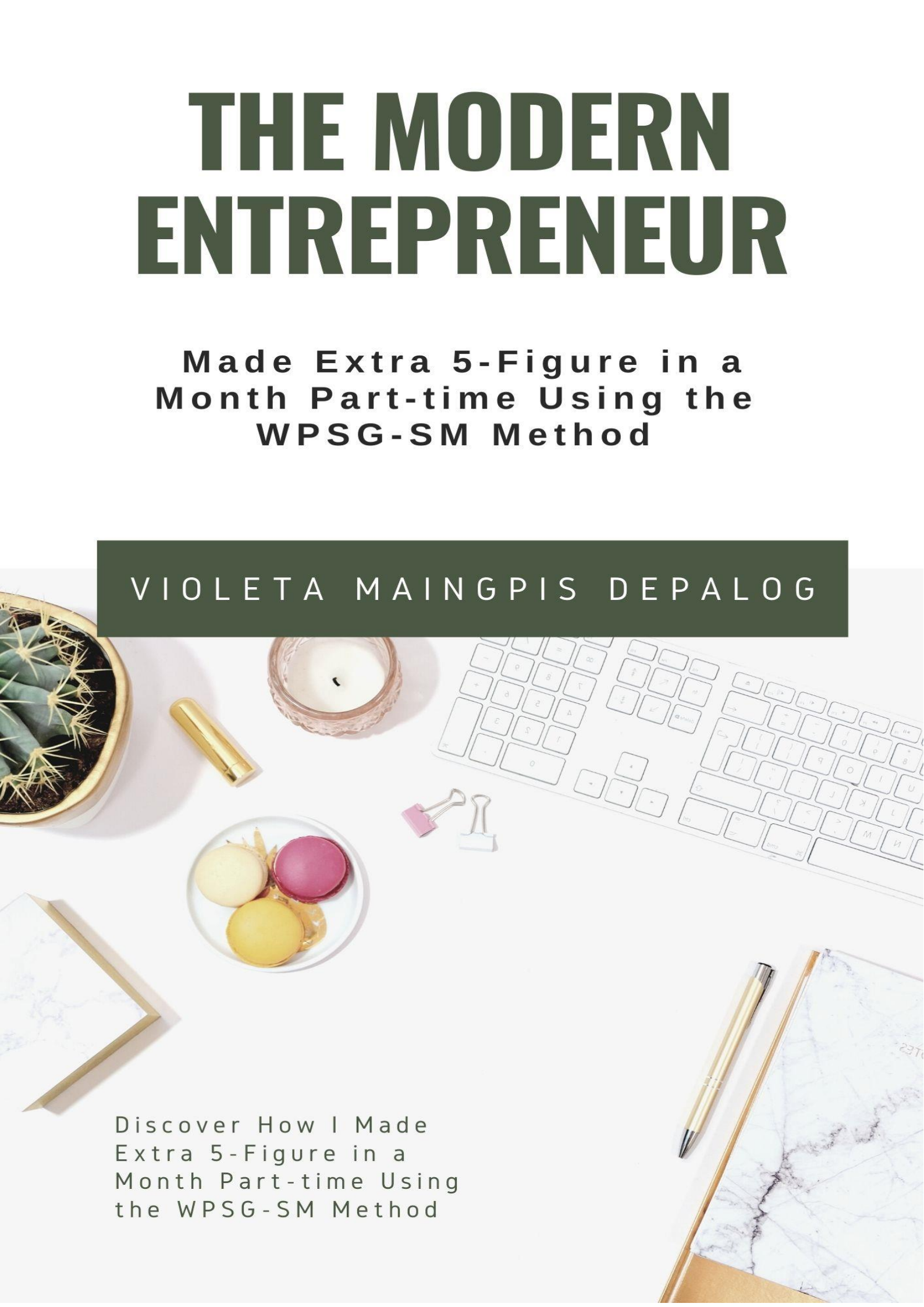


THE MODERN ENTREPRENEUR

**Made Extra 5-Figure in a
Month Part-time Using the
WPSG-SM Method**

VIOLETA MAINGPIS DEPALOG



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Hi! I am VIOLETA MAINGPIS DEPALOG, a licensed teacher, an OFW, an author, a stock market investing coach, a digital entrepreneur, and a professional network marketer. I have been a digital entrepreneur for more than 4 years. As I grow in this industry, I have discovered how to be a modern entrepreneur that made me earn extra income of 5-figure a month.

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Introduction

2020 Has drastically changed many lives not just in the Philippines but all over the world.

Because of the pandemic, naging sikat sa Pilipinas ang mga vocabulary na; ECQ, MECQ, GCQ, new normal, pre-pandemic, curve, wave, mask, face shield, vaccine, and lately lang ay ang community pantry.

Masayahin man tayong mga Pilipino, marami pa rin ang pagkakataong hindi kaya ng mga memes sa social media, mga funny videos, mga jokes na ibsan ang pagkabahala ng bawat isa sa atin dahil sa patuloy na pagtaas ng mga cases ng Covid 19 sa ating bansa and in other parts of the world.

The pandemic has changed the ways we live. It challenged our culture, our faith, our identity.

One of the mostly hit by this pandemic is our economy.

Biglang yung mga stable jobs, naging unstable dahil nagsara na ang company na pinapasukan or nagretrench ang company dahil nagdecline ang sales. It is a challenging time and if we lack financial skills talagang mahihirapan tayo.

One thing I realized is we have to change to adapt to circumstances because I believe that as the world changes and so do we. Otherwise, if we won't adapt, tayo din ang mahihirapan.

As we see, school continues kahit mahirap. From face to face instructions naging online and modular. There are televised lessons and nagkaroon din ng Radyo Eskwela.

Many businesses and even government agencies have to adapt as well. Many leveraged on the internet to continue their operation kahit papaano. That's why naging trend ang Work From Home.

Bill Gates is right when he said, "If your business is not on the internet your business is out of business".

Traditional entrepreneurs must adapt and shift to being Modern Entrepreneurs.

That is why in this eBook, I like to share with you my personal experience as a Modern Entrepreneur doing business from home.

I will share with you how I make Extra 10,562.10, ₱13,555.80, ₱18,227.40, ₱26,482.77 respectively in my first months doing my new business even if I am busy in my fulltime teaching job, lack business background, and have no employee.

In this eBook, I will share with you how I was able to do this using the WPSG-SM Method.

Ready ka na ba?

The Modern Entrepreneur

One evening, I was quickly scrolling my Facebook feeds while waiting for mama to finish boiling her green veggies for ulam when a familiar face popped on a live video feed.

Dahil familiar sya, I stopped scrolling and watched one of my nieces showing several bedsheets and asking her viewers to say “mine” while she was describing the details of each item with its corresponding price.

Nag-enjoy ako actually, and dahil nag-enjoy ako napa-order ako ng dalawang bedsheets. Haha.

Wow, modern.

Who would have thought because of technology, business still goes on di ba?

Baka ikaw, naranasan din maging “miner” this pandemic, or baka ikaw yung nagpapa-mine.

Isn't it amazing na dahil sa technology, maraming nagkaroon ng extra source of income?

Not only that, many of those who lost their jobs have found amazing opportunities online as well na naging tuluyang replacement na ng kanilang trabaho and nagkaroon ng promising monthly income.

Unfortunately, while many have found a new career online by becoming an entrepreneur, marami ring nagfail due to many challenges such as, logistics, unsold and returned products, bogus buyers, competition, lack of marketing skills, lack of support, incorrect tools, lack of system.

These are just few of the many.

This only tells me na hindi enough ang pagbebenta ng items live on Facebook or selling goods online para tuluyang kang maging isang Modern Entrepreneur.

Kailangan din palang marunong kang gumamit ng technology in a proper way to position yourself in front of the right opportunity. Otherwise, there is a greater chance of driving your customers away instead of attracting them.

How To Be A Successful Modern Entrepreneur

1. Find the right niche for you.

Hindi pwedeng lahat na lang na pwedeng ibenta ibebenta mo.

Kailangan palang merong niche ka or yung line in which you are best fitted.

It will not successfully work as well if you want to sell to everybody.

Kailangan palang meron ka ring niche market or target market. Mas effective nga kung meron kang customer avatar.

Why?

Because you are an individual, so the best niche for you has nothing to do with what worked for someone else.

You have your own likes, dislikes, strengths, and weaknesses.

When you're in the right niche, your customers and fellow marketers will connect with you better.

Why?

Because you have many things in common. Because you speak the same language.

Because you are knowledgeable of the world your customers are in, you know their problems, you know their pains.

Your market can relate to you.

So, if they can relate to you, every time you speak to share your products they will be thinking, "Ako yun" "Yeah, that's me", "Oo nga I need that, too."

Isn't that better compared to offering different kinds of things to a mixed crowd persuading them to buy your products but you cannot communicate effectively because you speak different languages kahit mag-sign language ka pa. Di ba?

Top 10 Profitable Ecommerce Niches

1. Beauty, Health and Wellness Products
2. Online Educational Courses

3. Clothing
4. Art
5. Once-Loved Products
6. Smart Home Products
7. Online Grocery
8. Online Toy Store
9. Eco-friendly Products/Plants
10. Pre-planned Meals Shop

2. Focus on solving problems.

This is your role as an entrepreneur, mapang-traditional or modern.

Ilang beses ka bang na-offeran ng isang business na maganda naman daw ang kitaan?

Have you been offered a business?

Inalokan ka bang magtinda ng kung ano?

Or may sumubok bang bentahan ka ng kung anong product?

One of the challenges of entrepreneurs is that nobody is buying their product.

Why?

It does not solve a problem.

They are just selling it to make money.

But if you focus on solving other people's problem by providing them a solution, this puts you on a better position compared to your competitors and this even gets you more customers because you will get referrals, too.

Why?

People pay money for solutions to their challenges.

Whether it is getting their car fixed or being treated by doctors.

Nearly everything everyone buys solves some sort of problem. Focus your intent there and you'll be rewarded.

3. Focus on providing high value.

In a time when almost every entrepreneur sells similar products or offer similar services, hindi pababaan ng presyo contest and solution.

If you notice many sellers online, they do not reveal prices. Many of them will say. "PM sent" because they are afraid of "sulot". Their customers might go to the next seller who provides the goods or services they are looking for at a cheaper price.

But have a look, bakit marami pa rin ang pumupunta sa Jollibee kahit may McDonalds at KFC na mga international brands pa?

Why can Jollibee compete with these giant fast-food chains?

Why?

Because they keep their customers happy by continuing to give value lalung-lalo na sa mga bata. “Bida ang Saya”.

So, Just like any other business, if your customers aren't happy, you're not going to be happy.

Focus on their needs first and do so to the best of your ability; word gets around.

When someone is really happy with you, it is the best time to ask for referrals pero based on experiences, your happy customers naturally spread the news around.

So, keeping your customers happy also brings in a continual source of new customers.

4. Find the right platform to reach your target customers.

As we now leveraged on the internet to connect with our customers, as a modern entrepreneur mamili ka ng appropriate platform kung saan ka magtitinda.

If it were a traditional business, humanap ka ng pwesto mo or ng outlet mo kung saan pupunta ang mga tao para bumili sa ‘yo.

Since we are now mostly online, you also need to decide kung saan ka pupuwesto and how will you bring your customers sa business mo.

First, is to identify saan ba usually tumatambay or napapadaan ang mga target customers mo?

Are they on social media?

In which platform?

Sa Facebook ba?

Sa Tiktok?

Sa Instragram?

Second, decide a much safer place to position your store.

Will you be posting them on social media?

Will you be putting them on popular online markets like Shopee or Lazada?

Will you be putting them in your personal website?

Personally, I prefer a website because of these **Top 3 Reasons**.

Top 1: Credibility

Your customers will see you as legit and professional.

Credibility is very important for modern entrepreneurs.

You want your target market to Know, Like, and Trust you.

Like what Forbes.com said, *“without a website, people may question your legitimacy as a business. Having a website is an opportunity to make a great first impression and give people comfort that you’re a real business.”*

Isa pa, dahil marami na sigurado ang nag-o-offer ng similar services to yours, one way to stand out is have a website that looks professional and clearly communicate value and information to your customers.

Top 2: Branding

Another reason bakit I personally prefer having a website is that I can position myself and stay in control of my brand.

Showcasing your brand to your prospective customers is one of the most important things that you can do. By clearly establishing who you are, what you represent and what you stand for, you increase the chances of your customers buying from you.

This is also something that can set you apart from your competitors. Without a website, it can be incredibly challenging to do this because people can't easily find quality and reliable information on your business.

Top 3: Leads

Other modern entrepreneurs call this as prospects. These can be your future customers.

One of the most important reasons why I prefer a website is because it can increase my chances to get more leads or potential customers.

Once people find you online, become interested in your product or service and want to know more, they'll know how to contact you and most of the time, they voluntarily leave their contact information so you can message or call them anytime.

As a modern entrepreneur, this gives you the opportunity to increase your sales.

Kahit na sabihin nating may bayad ang website pero if you use it effectively, babalik din sa yo yung expense mo ng maraming beses.

You can create your own website, and ohh don't worry if you are not techie.

There is a very simple way to create your own website kahit hindi ka marunong ng mga nakakalitong coding.

If you go and visit my website www.isavenvestify.com you will be amazed how it was professionally and neatly done. Parang gawa din siya ng isang professional website designer.

If you want to discover how to create your own website para magkaroon ka ng pwesto online, I highly recommend DSUT. You can [click here](#) to have look.

WPSG-SM *Method*

In the first quarter of 2020, before President Duterte announced the Enhanced Community Quarantine, nag-umpisa nang sunud-sunod na nagsisara ang mga international borders limiting international travels.

Kaya naman ang short vacation ko sana ay napahaba ng wala sa plano. And because of the border closures, I was already getting ready for the worst na baka magtatagal pa akong makabalik sa trabaho ko dito sa China. To prepare for the worst, I found more ways to make money and sinubukan ko ang e-commerce.

Let me share with you the steps I took that made me realized the importance of the **WPSG-SM** Method.

1. I identified the need of the time.

Nakita ko na marami nang schools ang unti-unting nag-eembrace ng online teaching. I myself was already giving online lessons to my students sa China.

Kaya, naisipan kong magbenta ng mga online teaching tools tulad ng noise reduction headsets at graphic tablets para madali lang magsulat si teacher sa kanyang computer monitor.

2. I looked for good suppliers online.

Dahil familiar ako sa Alibaba, I found supplier from this online market until nakahanap ako ng supplier.

I then ordered yung mga goods then pinadala na sa akin.

3. I created an e-commerce website

With the help of my coach, we set up my e-com store then started marketing it on social media.

It was good but there were so many challenges.

One of them is the logistics.

After makapag order ang customer sa website, I have to arrange yung padala myself.

There were those times na yung courier na ang pumick up sa amin.

There were those times as well na kailangang pumila sa courier outlet.

Another is limited lang yung reach ko.

Although I can ship the product nationwide, within the Philippines lang sya.

And meron pa.

I realized that when a customer buys 1 headset, hindi na sila bumabalik para bumili pa ulit ng another headset which is logical because hindi naman nauubos yung headset na binili niya.

Given the chance na maingat sya sa gamit, she can use the product for months.

Although may mga umulit pang umorder because their colleagues saw the product and nagustuhan, and because of the good feedback and review, their friends bought as well.

But see...although the product solves their problem, most of them are 1 time customer lang.

I am Grateful.

When this happened to my new and first e-commerce business, I am still thankful to God because He taught me lessons that helped me get better.

From it, I learned to have a method para mas maging maganda ang outcome and maiwasan ang mga struggles ko.

Dito ko natutunan ang **WPSG-SM** Method.

What is WPSG-SM

WP – Winning Product

Natutunan ko na to have a business that will thrive long, yung hindi panandalian lang it is important to find a winning product.

How can you tell if you find a winning product?

1. It is a need, and it provides solution to a problem

It is important to identify whether the product is needed because it solves people's existing problems.

2. It is a need of a lifetime or it is a recurring need

This is important.

Why?

Because if your product is a need of a lifetime, you will have more repeat buyers.

Parang yung mga tindahan ng bigas.
May pandemic man o wala hindi nalalaos and bigas.

Why?

Because it is an essential need.
Everyday Filipinos eat rice.

Kaya kapag naubos yung bigas, bibili ulit and the cycle goes on.

3. It has a competitive advantage over similar products

Competition is always there in a business.
Kakambal na nag Negosyo ang competition.
If your business has no competition, dapat kabahan ka.

Why?

Dahil it shows that your business may not have a market.
If you compare your product to others, will it have an edge?

Maganda ba sya?

Quality ba sya?

Ano ang pride nya na wala ang iba.

Ano ang benefits na maibibigay nya sa mga customer mo?

SG – Sell Globally

Since a Modern Marketer leverages on the internet, it is also important to maximize this technology to get momentum on your business.

When choosing your winning product, it is especially important to consider its market reach.

Why?

Because if you reach more, you can help more.

If you can help more, you can earn mo.

Your wide service will be greatly rewarded.

How do you know if you have found a product that sells globally

1. Is the product a universal need

Mga nasa Pilipinas lang ba ang nangangailangan nito?

Fiipinos lang ba ang nangangailangan nito?

If your answer is no, then you have found a product that you can sell outside the Philippines.

2. Can the product be shipped globally

Pwede bang ipadala sa ibang bansa ang product?

If your answer is yes, then again, there is no doubt that you have found your winning product.

May mas madaling paraan how to sell globally without experiencing the hassle of shipping.

This is the concept of drop shipping.

Marami na ang gumagawa nito. I myself enjoy this.

How does Drop shipping work

1. Look for a supplier or a company that offers drop shipping services.

If you want to discover a company that offers this service and how they work, you can join my Exclusive FB Group, Health and Wealth Savvies to know more or you can send me an email at healthandwealthsavvies@gmail.com

2. Share your website or online store to your target customers strategically.
3. When a customer buys from your online store, your online store will automatically transfer the information to your supplier.
4. The supplier then prepare the item, ship the item to the buyer, then transfer your money or commission to your bank account.

SM – Social Media

Sa panahon natin ngayon, social media platforms are being maximized by tons of entrepreneurs to introduce their products to their potential customers.

The good thing about social media is it becomes an equalizer to both big business and start ups.

Anyone can put their advertisements on Facebook or Instagram.

Imagine if you nagtitinda ka ng burger, may equal opportunity ka to showcase your product in public even without paying an advertising fee.

But here is the challenge.

Sa dami ngayon ng gumagamit ng social media to sell, how will you stand out?

Here are the few things that I have discovered that you can use it as well in your business or future business as you transition to becoming a modern entrepreneur.

1. Be You

You don't need to imitate someone.

Be original.

Build your brand from your own identity.

Bakit?

Because you are unique.

You are your own brand.

Meaning, you can stand out in the social media by building your own brand.

You can start by asking these questions.

What message would you like your customer get from you?

How would you like your potential customers see you?

What do you advocate?

2. Post to inspire not to sell

This is one of the biggest mistakes many entrepreneurs are doing.

If you want to be a modern entrepreneur, you should understand that people on social media are there to be entertained, to connect to people, to get inspiration, to pass the time.

Hindi naman Shopee or Lazada ang Facebook para punuin mo ng paninda ang newsfeed mo, haha at i-share ito sa wall ng lahat ng FB friends mo.

Post purposefully.

Re-align your posts with your brand.

Doing this help you stand out, unti-unting mapapansin ka ng mga tao na authority as they start to be inspired, be curious of what you are doing.

3. Be mindful of your posts

How many “nakikipag away” posts have you already seen of Facebook?

How many “parinig” posts have you already read?

How many below the belt or ad hominem attacks na ang dumaaan sa newsfeed mo?

My question...

Do you want to associate with these people?

Araw araw na lang may kaaway sa Facebook

Araw araw na lang nagrereklamo

Syempre, hindi.

People want to associate themselves with winners, with positive people.

If we utilize social media like Facebook wisely and properly in connecting with people, it can be a great resource in growing your business.

By following this WPSG-SM Method, I was able to earn more than ₱10,000 Pesos monthly by doing my new business part time at home.

As I grow in my homebased business, my monthly income also grows from ₱10,562.10 up to ₱26,482.77 monthly.

The Business of A Modern Entrepreneur

After revealing to you my WPSG-SM Method na isa sa mga reasons why I start earning extra additional 5 figures monthly income, I would like to share with you a business that you can do at the comfort of your home.

Pero bago yan, alam mo ba minsan may nagtanong sa akin. Ang sabi, *“Bakit ka ba nagpapamayaman masyado, wala ka namang anak na pinapakain?”*

Alam mo, gustung-gusto ko rin sana syang tanungin.

Alam mo ba kung ano sana yung itatanong ko?

Tatanungin ko sana. *“Oo nga, wala pa akong anak na pinapakain pero nagpapayaman na ako. Bakit ikaw, may mga anak kana pero hindi ka pa rin nagpapayaman?”*

Pero dahil I am a naturally shy person, I just smiled and sabi ko...

“Naku kailangan ko ring magpayaman dahil pagod na ako sa pagiging empleyado. Gusto ko rin kasing magkaroon ng freedom para magawa ko yung mga gustong gawin na hindi ko magawa dahil I am limited by my current financial situation, tulad na lang ng tuluyan nang pagreretire as an OFW para maka-uwi na rin ako at makasama rin si mama”.

Ito naman talaga ang reason why I am doing homebased businesses on top of my busy schedule as a fulltime teacher because I realized that if I will keep depending on my income as a teacher, once I stop working, mag-stop din ang income ko.

How about you?

If you have an additional business right now on top of your fulltime job, what is your main reason why are you doing it?

If wala ka pang side hustle and nag-iisip ka to start one, what is your main reason why you want to have an additional source of income?

We may have different reasons of starting a side hustle. Kung ano man ang mga yan, I am sure of one thing and that is we all want to improve kung ano mang financial status meron tayo ngayon.

So let me share with you an opportunity na pwde mo ring aralin.

If you want to see more opportunities, I have presented them in my book [My Buckets That books My Bucks](#).

But now, let me share with you this money-making machine na tinalakay na rin ni Robert Kiyosaki sa kanyang librong, **“The Business of The 21st Century”**.

Leveraged Income Through Network Marketing

Unfortunately, the ugly truth is napakapangit sa paningin ng maraming tao ang network marketing. Many associates it with pyramid scheme or scam. This is the reason why many network marketing professionals fail.

I do not entirely blame these people. Maari rin kasing may mga experiences sila in the past from network marketer na naturuan ng wrong system or way to

market and sell their products. Kaya pati mga family and friends nila, they develop this wrong mindset or negative view about network marketing.

Because of these negative thoughts, marami sa atin ang hindi na kinoconsider and leveraged income and naging kontento na lang sa ating monthly income thinking na we are way much better than leveraged income earner.

Why do I know that?

I have been there, haha.

Everytime I see a network marketer, I was not sure what I used to feel about them. Was it pity or feeling of superiority? Dahil I used to think na mga desperadong tao na gustong magkapera ang gumagawa ng mga ganitong business.

That's why when someone offers a business with networking as a mode of moving the product to the consumers from manufacturers, agad kong dinedecline without listening about it first.

I'm not sure if you are also close minded when it comes to network marketing like I used to.

But here is what I have learned from my feeling superior and ignorant.

I wasted an opportunity that has been knocking on my door several times in the past.

Fortunately, it is not too late.

Who would have thought na yung pilit ko palang iniwas-iwasan, sya rin pala ang sagot na matagal ko nang hinahanap.

My dream na makapagretire na as an OFW at makauwi na rin para makasama si mama is happening soon because of network marketing.

Let me end by giving you these 5 elements of business by Eric Worre that you should be looking for when finding a company that offers a great opportunity of a leveraged income.

Five Elements To Look For In A Business

1. Product

- a. Is there a need for the product
- b. Does the product meet the need
- c. Will the product sell
- d. Can the product provide profit to entrepreneurs

2. Company

Does the company have a good leadership? This can be easily identified by the number of years of operation, awards and recognition, people's feedback.

3. Compensation

Can entrepreneurs recoup or gain back their capital in a short period of time?

Can someone who want to give part time effort can earn a reasonable part time income?

Can someone who wants to go all in, as in fulltime na gawin ang business can earn a reasonable fulltime income?

4. Support

Are there support available that the company provides for the entrepreneurs.

Examples of support are free website, back-office inventory, secured payment system, shipping services like drop shipping service, free trainings.

5. Timing

Is it timely to start the business right now?

Research about the company's years of operations.

Check on the world trend as well.

Alam mo, becoming a modern entrepreneur earning leveraged income will help educate people about ethical network marketing. I actively teach people in my team na HINDI na nila kailangan ng mga deceptive tactics na ginagawa ng mga ibang network marketers na nakakasira sa industriya ng networking para lang makabenta.

Narealize ko na wala namang mali sa networking, kasi halos lahat naman ng mga business ganito ang ginagawang paraan ng pagmamarket. Iniiba iba lng ang pangalan. Others call it referral program. Some refer to it as affiliate marketing. Pero iisa lng naman ang goal, which is to earn commission from every sale.

I realized na if we can do this business properly, with greatest professionalism, yung hindi mo kailangang magsinungaling, magdecieve, we can change how people see this industry.

Actually, right now, in my business, mahaba na ang listahan ng mga professionals doing this. Some are even lawyers and judges, accountants, doctors, ship captains and pilots.

Right now, in my team, I am starting to teach them these:

1. Pagkuha ng pangalan at contact information ng mga prospect mo kahit hindi kayo magkapamilya, magkaibigan o magka-anu-ano.
2. Pamimili sa mga prospects para ang sasali na lamang sa iyo ay mga taong motivated at may common goal with you.
3. Mag sponsor ng tao at magbenta ng iyong produkto ng hindi ka namimilit

You have discovered how to be a modern entrepreneur. You have discovered ways to build wealth even in challenging times like this.

To learn more, be with us in our exclusive Facebook Group Health and Wealth Savvies <https://www.facebook.com/groups/hwsavvies>