

BUSINESS-UNDER SHARIA RULES

# Entrepreneurship Development in Islamic Personality

In today's market, many platforms are centralized, meaning they require people to join and use their system to connect with customers or clients. However, these platforms restrict direct relationships between businesses and their customers.

Instead of relying on large, centralized systems, we train to create small, independent economic circles. A few main aspects of this training include advertising & sales call skills, and developing relationships with clients. On the other end, it's important to hire team members, train them, and build their loyalty.

Whenever a client pitches you a project, ask your team to execute it. Our goal is to develop these small, independent circles, allowing businesses to build direct relationships with their customers without being dependent on centralized control.

Digital Fueling



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INTRODUCTION

# Entrepreneurship Development in Islamic Personality

Launching your own business under Sharia compliance without investment is not difficult. All you need is consistency, basic skills, Ikhlas and the right direction. Your business will not only be profitable but it will also provide opportunities for jobless people to earn halal and financially support their families.

This book covers the mindset and personality traits an entrepreneur should have, as well as topics like sales call training, market research and developing a vision.

Please make sure to read the book and watch all the videos. The information in the videos and the book doesn't always overlap—some concepts are explained in the lectures, while others are covered in the book.

It's better to watch each video and read each chapter without trying to apply anything right away. Once you fully understand the whole idea, go back to the first chapter and start putting it into practice.

You can try to implement it on your own, but if you have any trouble, join our WhatsApp group or Facebook group and ask questions. We'll help you out. In Sha Allah



You can start your business on your own, but Digital Fueling also invites you to join us. To become part of our team, watch all the videos. If you feel aligned with our mission, reach out to any Digital Fueling team member to join this cause.

Download the complete course for free at:  
<https://digitalfueling.pk/download-entrepreneurship-training/>

*Digital Fueling Team*

## CHAPTER 1

# Out Of The Box Thinking

Watch the recorded lecture by clicking below

- [YouTube](#)
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*Entrepreneurs are innovators; they think out of the box, they are problem solvers, they identify paths, they lead.*

یہ لکیر کے فقیر نہیں ہوتے  
جو اپنے راستے خود بناتے ہیں  
جو اپنی منزل خود طے کرتے ہیں  
جو اپنی قسمت خود لکھتے ہیں  
یہ لکیر کے فقیر نہیں ہوتے  
جو دوسروں کی پیروی نہیں کرتے  
جو اپنے اصولوں پر قائم رہتے ہیں  
جو اپنے خوابوں کو پورا کرنے کے لیے لڑتے ہیں  
یہ لکیر کے فقیر نہیں ہوتے  
جو ہمت نہیں ہارتے  
جو مشکلات سے نہیں ڈرتے  
جو اپنی منزل تک ضرور پہنچتے ہیں

## Innovation is

1. A new idea, method, or device
2. The introduction of something new

Almost all of us have the capacity to think out of the box, but our beliefs often keep us from going beyond a certain limit. Only those who have the courage to break free from these limits can truly think outside the box.

This belief system is shaped by our society and the beliefs of people around us. However, not all of these beliefs are true; some are just made-up stories, which we call myths.

**The point behind is** – there are limitations in ones thinking process; one should not limit himself or herself.

**They can think** – that they can launch a business

**They can think** – that they can become the best open heart surgeon in the country

*Once you begin to think or dream, you can start working towards making it a reality. If you can dream it, you can achieve it.*

## You need to start thinking

For example, people in villages often can't imagine going abroad and don't even try to apply for a visa. But in cities like Islamabad or Lahore, many people travel abroad multiple times a year, and some even own houses in the UK or USA.

*You need to break your thinking boundaries*

You can dream big, create a vision, and become a leader. You can guide others too. To do this, you need to understand the limits of your thinking, and then you can push past those limits.

*Analyze the limits of your thinking and break the boundaries – go beyond them*

Your thinking boundaries are your belief systems, the beliefs your society has injected in you. You need to understand that belief and analyze it, whether it's a genuine or a false one,

*A belief that has no reality (myth) or a real belief*

## Second Concept: You can't get what you don't deserve

If you want something different and better, you need to become someone who deserves something different and better.

**Rule:** You can't get what you don't deserve

To become a person who deserves something different, something greater, you need to change your way of thinking. The way your society and people around you are thinking.

*You need to think differently, You need to act differently, and you will deserve a different outcome.*

So, Thinking out of the box is important Ask a question from yourself. Whose belief is true?

### Identify -

#### What lies people believe to be true?

(Read the above line more than ten times and understand the concept behind this line)

So, the first step is to uncover your invisible walls. Identify the belief systems of your family, the Belief systems of your friends and your society.

Next, ask yourself: is this belief true? Does it come from reality or just made-up stories? Once you know, you can choose to keep or break free from those limits.

#### Here's how:

**Challenge your beliefs:** Question it. Maybe it's not always true!

**Think beyond the usual:** Don't be afraid to be bold!

**Learn & grow:** Expand your knowledge to break past old Beliefs.

You have the power to break your own barriers! Think big, develop a vision, believe in yourself, have faith in Allah and go for your dreams!

Allah Pak Ap k Gumman k Mutabiq Faisaly Farmai Gae In Sha Allah !!

اللہ پاک آپ کے گمان کے مطابق فیصلے فرمائے گئے  
انشاء اللہ

May Allah make decisions according to your expectations, Insha'Allah!

Thinking differently does not mean your different thinking is always the right thing; you will fail, and you will fail multiple times, but when once you have identified the different paths to success, people will start following you;

*This book is for leaders who will explore various opportunities and give them to their followers.*

ہم نے طے کی کچھ اس طرح سے منزلیں۔۔۔۔  
گر پڑے، مگر کر اٹھے، اٹھ کر چلے۔۔۔۔



## CHAPTER II

# The Decision Making Process

Watch the recorded lecture by clicking below

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Consistency is the key, Unfortunately, the majority can't stay consistent.

استقامت فوق الكرامه  
استقامت كرامت سے افضل ہے  
استقامت اور اعتدال

Consistency & Balance life (میانہ روی)

So, you need to develop your decision based on the two foundations of balance and consistency. You need to stick to the decision because if you change it, you'll have to start from zero. The decision should be based on balance (i'tidaal) so you can continue it. It's a marathon, not a 100-meter race. Slow and steady wins the race. Don't overload yourself, do istikhara, have belief, and stay consistent.

## Decision making process

**Research:** Do research, Read few articles, books, and any writeup material

**Sharia:** Ask religious scholars whether it is halal in Islam or is prohibited in Islam

**Istekhara:** If it's halal then do istikhara

**Mentor Consultation:** Do Mashwara from the expert as well

Stick to it, have belief in your decision, and you will not face any problems because of the decision-making process, as Shariat, Istakhara, & Mashwara have so much barakaat that...

الٹی بھی سیڑھی ہو جاتی ہے

Stay confident

مشورہ کا حکم: اہم معاملات میں باہمی مشورہ لینا آپ ﷺ اور حضرات صحابہ کرام رضی اللہ تعالیٰ عنہم کی سنت اور دنیا و آخرت میں باعثِ برکت ہے۔ معارف القرآن ۲/۲۱۹

حدیث مبارک میں ہے: جس نے استخارہ کیا وہ نامراد نہیں ہوگا، اور جس نے (کام سے پہلے) مشورہ کیا وہ نادم نہیں ہوگا۔ لہذا دین و دنیا کے اہم معاملات میں مشورہ لینا سنت سے ثابت ہے، اور بہتر عمل ہے۔ لیکن لازم یا واجب نہیں کہ اگر کوئی معاملہ مشورہ کے بغیر طے کر دیا جائے تو اس میں گناہ ہو، ایسی بات نہیں۔

رسول اللہ ﷺ کے زمانے میں عام اور ریاست سے متعلق مشوروں کی جگہ مسجد ہی ہوتی تھی - وہی آپ کی مجلس تھی، وہیں مشورے بھی ہوتے تھے اور فیصلہ بھی ہوتے تھے - لہذا یہ کہنا درست ہے کہ مشورہ کا عمل مساجد میں ہوتا تھا - لیکن خفیہ نوعیت کے مشورے آپ ﷺ خاص جگہوں میں بھی فرماتے تھے، جیسا کہ ہجرت کے موقع پر آپ ﷺ نے حضرت ابوبکر کے گھر جاکر ان سے علیحدگی میں بات کی - صحیح البخاری 21 / 8

If I define the business in one word it would be **consistency**.

People who fail at one launch and quickly move on to another are more likely to fail again. It's like digging a well where water is found at 100 meters, but if we give up after 75 meters, we miss out. When we start another well, there's a high chance we'll abandon it halfway too. Everything we do follows a pattern. This concept of patterns will be discussed in the next chapter.

#### Focus:

Stevie jobs say

"People think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully. I'm actually as proud of the things we haven't done as the things I have done. Innovation is saying no to 1,000 things."

This is the key: you have to leave your job if you want an entrepreneurial career. You can't do two things at a time; you can't continue studying and launch a business in parallel. You need to select one and leave the other.

I am sure 90% of you will not follow the above instructions, but those who do will become what they want, and those who have too many options in the basket will have all and will be in the same position after one year. It's not my prediction; it's what I have observed in my students when I help them become entrepreneurs.

We at Digital Fueling work on projects and business development for a few months, then we pause and assess our workload and the focus we're giving to each task. After that, we cut down on activities that take our focus but aren't aligned with the vision, even if they are profitable. If we try to do everything, we can't grow. It's important to regularly decide what to keep and what to let go of, so we remove extra tasks or "luggage" to stay focused.

#### Responsibility:

You are responsible for what you are right now. You have created it. Your actions, your attitude, and your thinking have developed this situation in which you are right now. You are responsible for this. Not the government, not your college or university, not your parents, not society – it is only you.

You have to take full responsibility for this and accept that you have created this situation - your decisions have created the situation in which you are right now. Now, if you have taken full responsibility for all this situation, then you will be responsible for what is coming in your life in the next few years. You have to take steps and create the next situation in the coming years.

### حرکت میں برکت ہے

خدا نے آج تک اس قوم کی حالت نہیں بدلی  
نہ ہو جس کو خیال آپ اپنی حالت کے بدلنے کا

#### Failure uniform - Don't play victim

The Digital Fueling team can easily identify people who wear failure uniforms, make sure you are not wearing it. People with a failure attitude can't become leaders. They can't own their decisions; they just pass the ball to others.

- They say it is the government's fault that I am poor.
- It's our society that holds me back from becoming what I want to become.
- It's my parents' decision, not mine.
- It's something you can't understand.
- I am late because the car tire got punctured.
- I did not do the work because there is no light or internet
- It's this... It's that...

#### We don't accept reasoning (Loud & Clear)

جو کرنا ہے وہ کرنا ہے، جو نہیں کرنا وہ نہیں کرنا

Don't be a victim of the government, society, or your economic conditions. Develop your vision and work towards achieving it.

#### What should your table include?

- 1 mobile
- 1 laptop
- Pen, diary
- Sunlight
- Laptop and mouse
- Artwork
- Plants are good

Clear everything else from your table. Without the right setup, your focus and efficiency will be affected.

## CHAPTER III

# Personal Development for Entrepreneurs

Watch the recorded lecture by clicking below

- [YouTube](#)
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*There is no difference between Business Life & Personal Life*

Your personal and professional lives are the same; there is no difference. How you behave in your personal life is the way you act in your professional life. If you are bold, a decision-maker, and kind-hearted in your personal life, you will make bold decisions in your business and help your employees and customers.

If your business life is according to Sharia, your personal life will be on Uswa e Hasna. Uswa e Hasna is translated as "the beautiful example" or "the exemplary life of the Prophet (ﷺ)."

اسوۂ حسنہ: رسول اللہ ﷺ کی سیرت مبارکہ کا راستہ

Those who follow Sunnah will be successful in this life and the hereafter. Sunnah is so appealing that when any non-Muslim sees you following it, there is no way they could stop themselves from embracing your religion. The point is – we, as Muslims, are stopping non-Muslims from embracing Islam because we don't follow the Sunnah.

If we practice Islam and follow our Prophet's teachings in everyday life, there is no way a non-Muslim doesn't become impressed with our religion and embrace Islam.

*Living as a true Muslim, following the Prophet's teachings in everyday life, can draw non-Muslims towards Islam. Your good example can break down barriers and inspire others to embrace your religion.*

**You don't get what you don't deserve.**

If you want to achieve something more significant, you must become someone who deserves something different and greater. There is no shortcut to it; you must work on self-development and leave your comfort zone. You need to endure more pain and stress and develop yourself more to deserve better.



*Instead of chasing after what you think you deserve, focus on becoming the kind of person who deserves great things*

There is no other formula; you need to become someone who deserves great things.

*It's not about who you are – but its all about who you want to become*

### **Law of nature**

Natural Law applies to every participant in the universe at all times, regardless of any effort on their behalf. There is simply no escaping Natural Law. No human, government, culture, or force can fight or change it. In simple terms, Natural Law is the ultimate truth of existence.

I believe that those "Natural Laws" are defined by Allah; it's the Sunnah of Allah. We get married and have babies, we exercise and have a slim body, we plant trees and look after them and get fruits.

### **What works & what doesn't work**

As humans, we go through life experiencing challenges, setbacks, wins, and losses. In this process, we only need to identify *what works and what doesn't*.

*Repeating the same mistakes over and over again, expecting a different outcome, and then blaming other people is what failures do all the time. Winners learn from their mistakes; they are in the learning mode 24-7. Winners test, try, experiment, and finally figure out what works and what doesn't work.*

Life is a series of never-ending scientific experiments. We need to understand the patterns and identify what works and what does not. It's our fault if we repeatedly become victims of the same issue; we must identify its solution. Point out the "whys" and "hows" behind it.

### **Understand your patterns**

Whatever happens to us follows a pattern. For example, there is a pattern in how we fight with our spouse, a pattern in getting scolded by our parents, a pattern in feeling highly motivated, and a pattern in having bad days when our mood is off. We are all revolving around these patterns. If you can't find your pattern, zoom out and look at your life over 2 to 3 months. Analyze your patterns, identify the maximum and minimum levels of your energy and motivation. Study yourself. Identify the pattern of maximum friendship with your spouse and the minimum level of love or care. You need to understand the pattern. It's difficult in the beginning, but once you start identifying one, you'll identify another, and then another. Soon, you can easily identify the patterns of people around you.

List a few of your patterns in your diary: The maximum level and the minimum level

1. Maximum level of cash in your account or pocket – and minimum level.
2. Top efficiency level in your day, minimum efficiency level in your day.
3. Think and list more patterns

Once you have identified, work on improvement. Everything revolves around a pattern, and you need to increase the maximum level of your patterns. You will do it by identifying the patterns and then doing experiments based on the law of nature. It will help in your personal development and in developing your business.

## CHAPTER IV

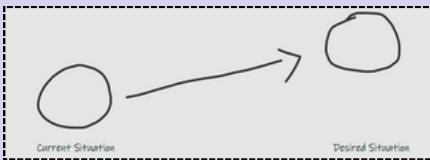
# Introduction to the Business

Watch the recorded lecture by clicking below

- [YouTube](#)
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Variables of Consulting Equation or The Business Equation

- i) *Current Situation* ii) *Desired Situation*  
 iii) *Offer* iv) *Problems / Pain points*



## What is a niche?

A niche is the specific market or group of people an entrepreneur aim to serve, such as lawyers in Pakistan, doctors in Islamabad, exporters in Sialkot, etc.

## Why niche selection?

Instead of trying to be everything to everyone, Select a niche and be a specialist in your niche. You will have a deeper understanding of your niche and can provide better solutions. By focusing on a smaller group, you can understand their current situation, Desired situation, and pain points, and you can develop an offer that truly satisfies your niche. All you need is to help them to reach to their desired situation from the current situation.

[WWW.DIGITALFUELING.PK](http://WWW.DIGITALFUELING.PK)

## How do you select a niche?

1. List down three things you are good at.
2. Choose one and start working on it.
3. Conduct research, seek sharia advisory, perform Istikhara, find a mentor, and launch your business.

*Everyone doubts their niche. It's Natural and common.*

If you want to join digital fueling in the long term, then the company has its niche.

- **Select a niche** – you are not marrying with your niche – you can change it anytime.
- Niche => Offer => Results

## Example:

**Niche:** Exporters of Sialkot

**Offer:** Internet marketing services for Sialkot exporters to attract international customers

**Results:** Increased international customers through platforms like Alibaba or email marketing

I help NICHE to RESULT through OFFER

I help \_\_\_\_\_ to \_\_\_\_\_ through \_\_\_\_\_

For example, "I help Sialkot exporters get international customers through internet marketing."

### Understanding your niche

- **Current situation:** Where is your target audience right now? What are their needs?
- **Desired situation:** What do they want to achieve?
- **Problems/Pain points:** What specific challenges does your niche audience face?
- **Offer:** How does your offer address their pain points and lead your niche towards their desired situation from their current situation?

### Market research

Our laboratory is the market; we will never be afraid of going into the market and asking people about their current situation, problems, and desires. After understanding the market, we will assess whether it is a profitable one or not. We will identify people trying to sell to them (Competition analysis)

### Understanding of competition

**The blue ocean & red ocean** -The blue ocean is where there is no blood, which means there are no sharks and no blood of fish, and the red ocean has blood, which means sharks are present, and they are eating fish. But in the blue ocean, there are no fish as well; if there were fish, there must be sharks.

So, identify your competitors and then develop your offer. Analyze how competitors serve this market and how you can serve it. Initially, identify the market leader and follow the leader.

Once you have the experience and a deeper understanding of the market, you can develop a strategy to surpass your competitors.

**Develop hypothesis** – Convert the market problem into a simple question.

**Example:** Do Sialkot exporters need international customers to increase their sales?

### What else do we need to identify

Identify rational results of your market. Identify the emotional attachments of your market.

### Cause & Effect

Every cause has an effect; You need to focus on your causes; if your actions are in the right direction, you need to keep on doing – Stay consistent, Stay focused on your causes; results are coming, All you need is to show consistency.

Most people launch a business without research, and those who do research can't stay consistent. You have spent four years in your bachelor's without gaining any financial benefits; instead of earning money, you have paid high university fees.

Now it's time to launch your business, and test whether what you have studied is applicable in practical life or not. What you will see is most of what you have studied is not implementable in practical life. You need to learn new things. It's your learning period, and you have stepped into practical life and adopted entrepreneurship as a career. You are not investing money in launching your business; all you are doing is putting all your efforts and focusing on your actions, moving consistently in a direction without knowing whether you will get results or not. At this

point, you need to stay consistent, work harder and harder, and, in a few months, in sha Allah, you will experience and observe that results are coming.

**Causes done four months back have a result today.** This is the point you need to stay focused and consistent. Don't let this small result detract you from the causes that brought this result. Keep doing what has given these results. Stay focused, stay consistent.

*A time will come when you will have developed the momentum, and you will observe the exponential curve of your causes.*



## CHAPTER V

# Nyeat Shariat Istekhara

## (نیت شریعت استخارہ)

Watch the recorded lecture by clicking below

- [YouTube](#)

### Niyat (نیت)

*There is no difference between Deen & Dunya. Both are the same*

Shariah is the set of rules we need to follow while living in Dunya; if we live in Dunya – do business – follow Shariah, and have Ikhlāas (اخلاص). It's not Dunya; it's Deen, and Allah will reward us in this life and the Hereafter.

We need to have a strong belief in Allah. Our intention (نیت) should not be to become a successful rich business person, but our goal is to please Allah.

Do business in such-a-way that Allah become happy with us, forgive us & grant Jannat-Firdos

Allah has given us this life just because Allah wants to see what we do with this opportunity. This is "dhokay ka ghar" (دھوکے کا گھر). Either we become the victim of this dhoka (دھوکا) and start loving our life in this world, or our focus is towards akhirat (آخرت), and understand this is dhoka (دھوکا), and don't do what is demanded by this dhoka (دھوکا). But follow our belief, follow the Messenger SAW who was sent by Allah to tell us what is right and what is wrong, follow his SWA teachings (Shariah), and Follow his SWA Sunnah.

We need to please Allah with this opportunity. We don't know when this opportunity will expire, but we all know that this opportunity will expire, this life that will end soon, and it's confirm. So those who are intelligent will take this life as an opportunity and will try to make all efforts to please Allah.

So, in business, our intentions (نیت) should not be to earn more and more without following Allah's orders. Instead of this, our intention (نیت) should be to follow Allah's orders i.e., Shariah (شریعت) in business, fulfil Nabi SWA sunnah in this business, and have a belief that business does not give us food, or it cannot fulfil our needs, but it's Allah only Allah who is our Rab, and He will fulfil all our needs, He is our Razaq.

All we need is to please Allah, fulfil His orders, seek Maghfirat from Him, and trust Him

**Shariah (شریعت)**

Shariah is orders of Allah. People who tell us Allah's orders are normally Ulama-e-Akram (علماء اکرام). They have studied Shariah from different Madaris, and it's their duty to tell us what is halal and what is haram. This Ummat is collective (اجتماعی) Ummat, and everyone has different responsibilities. Shopkeepers sell everyday products, tailors stitch clothes, entrepreneurs do halal business, and Ulama-e-Akram teach Shariah. It's our duty to support Ulama-e-Akram and their madrasa financially, as it's their duty to tell us what is halal and what is haram.

We need to identify an Alim (عالم). He could be in our city, near our home, and we need to discuss our business with him.

Tell him I need your Shariah's advice only. For business advice, we have our mentors, or I have studied business, and I have knowledge of business, but I don't have Shariah (شریعت) knowledge, and I need your opinion, whether my business is halal or haram; guide me so that I will do halal things to please Allah, and stop doing haram things in my business.

**Istikhara (استخارہ)**

Sahaba says that Nabi SWA taught us Istikhara the same way he taught us the Quran.

Istikhara (استخارہ) is seeking advice from Allah. Asking Him if this work is good for me, please open the doors, and if it is not good for us, close all doors.

اذکارِ مستنونہ

## دُعَاۃُ اسْتِخَارَہ

اَللّٰهُمَّ اِنِّیْ اَسْتَخِیْرُكَ بِعِلْمِكَ وَاسْتَقْدِرُكَ بِقُدْرَتِكَ وَاسْأَلُكَ مِنْ فَضْلِکَ الْعَظِیْمِ

اے اللہ! ہے کلک میں تجھ سے تیرے علم کے ساتھ بھلائی طلب کرتا ہوں اور تجھ سے تیری قدرت کے ساتھ طاقت طلب کرتا ہوں اور میں تجھ سے تیرے فضلِ عظیم کا

فَاتِّکَ تَقْدِیْرٌ وَلَا اَقْدِرُ وَتَعْلَمُ وَلَا اَعْلَمُ وَاَنْتَ عَلٰمُ الْغُیُوْبِ، اَللّٰهُمَّ اِنْ كُنْتَ تَعْلَمُ

سوال کرتا ہوں کیوں کہ تو قدرت رکھتا ہے اور میں قدرت نہیں رکھتا، تو جانتا ہے اور میں نہیں جانتا اور تو ظہور کو خوب جانتا ہے۔ اے اللہ! اگر تو جانتا ہے کہ ہے کلک سے کام (اس کام کا)

اَنَّ هٰذَا الْاَمْرُ خَیْرٌ لِّیْ فِیْ دِیْنِیْ وَمَعَاشِیْ وَعَاقِبَۃِ اَمْرِیْ فَاَقْدُرْ لِّیْ وَکَبِّرْہٗ

ہم سے ہے اور میں دین، میرے معاش اور میرے انجام کار کے لحاظ سے بہتر ہے تو اس کا میرے حق میں فیصلہ کر دے اور اسے میرے لیے آسان کر دے، پھر میرے لیے اس

لِّیْ ثُمَّ بَارِکْ لِّیْ فِیْہِ وَاِنْ کُنْتَ تَعْلَمُ اَنَّ هٰذَا الْاَمْرُ شَرٌّ لِّیْ فِیْ دِیْنِیْ وَمَعَاشِیْ

میں برکت ڈال دے اور اگر تو جانتا ہے کہ ہے کلک سے کام (اس کام کا) ہم سے ہے اور میں دین، میرے معاش اور میرے انجام کار کے لحاظ سے برا ہے تو اسے مجھ سے دور کر دے اور

وَعَاقِبَۃِ اَمْرِیْ فَاَصْرِفْہٗ عَنِّیْ وَاَصْرِفْنِیْ عَنْہٗ وَاَقْدُرْ لِّی الْخَیْرَ حَیْثُ کَانَ ثُمَّ اَرْسِلْنِیْ بِہٖ

مجھے اس سے دور کر دے اور میرے لیے بھلائی کا فیصلہ کر دے جہاں بھی ہو اور پھر مجھے اس پر راضی کر دے۔

حضرت ہادہ بن عبداللہ رضی اللہ عنہما کا بیان ہے کہ رسول اللہ ﷺ ہمیں تمام کاموں میں استخارہ کرنے کی ایسی تعلیم دیتے تھے جیسے قرآن کریم کی کسی سورت کی تعلیم دیتے۔ آپ ﷺ فرماتے: جب تم میں سے کوئی شخص کوئی کام کرنا چاہے تو عرض کے علاوہ 111 بار کھت نہ پڑھے، پھر یہ دعا پڑھے۔

\* هٰذَا الْاَمْرُ (یہ کام) اچھے ہوئے اس کام کا نام بھی ہے

نگینا، حدیث 1162

## CHAPTER VI

# Digital Fueling Foundation

Watch the recorded lecture by clicking below

- [YouTube](#)
- [Facebook](#)

*Digital Fueling aims to develop Entrepreneurs, and then it aims to develop people who can develop entrepreneurs.*

For this we have developed few rules

**Rule one:** No charges for training and education material

**Rule two:** No charges for the platform Digital fueling – its for everyone who is following Sharya in their business

**Rule three:** No investments in business launching

If one person got the formula to develop entrepreneurs: – The person will have the capacity to develop thousands of entrepreneurs alone in sha Allah

*One can develop thousands In sha Allah*

If we follow Sharia in our business & follow Islam in our dealings, we will open an opportunity for non-Muslims to experience Islam.

**Few advices (نصیحت) for the Digital Fueling team**

- Offer Namaz
- Need to Work on how to remove love of dunya and its Greed (لاالچ) from the heart. Ask Digital Fueling senior team to guide you.

- Zero tolerance for projects outside of Sharia compliance. Learn from Digital Fueling senior team – how to deal with (haram) projects. In my experience, approximately 90% of projects are Halal, and only 10% have Harm involvement.

The key is to deal with clients with wisdom. We need to sign up for the halal part and avoid Haram. Your seniors will guide you, so contact them if you face such situation.

- **Work on Tawakkul (تَوَكَّل)**– Increase tawakkul –"trusting in God's plan"
- Have a faith in Allah, don't trust money in your pocket or in your account, do an exercise, don't hold money , clean up your account, empty your wallet, spent last ten rupee and then ask from Allah to refill it, you will experience if you are earning halal, and spending in halal masarif (مصارف) then your pockets wont stay empty for long.

Do a practice of offering two rakat nafil – and make dwa – Tell Allah your needs, and ask him to fulfill it. Have a faith

- دل کی صفائی اور نیت کی صفائی پر کام کریں، جو دل میں ہو وہ ظاہر میں بھی ہو

- Limit the use of your mobile phone, develop a timetable for mobile use, don't use it all the time, it's very dangerous. Your mind don't work if you use the phone, and business requires innovations, innovations comes from focus, and mobile phone don't allow you to focus.

آپ اپنے موبائل کا نوکر نہ بنائیں، بلکہ آپ کا موبائل آپ کا نوکر ہونا چاہیے۔ جب چاہیے آپ کا موبائل آپ کی توجہ لے لے، ایسا نہیں ہونا چاہیے، جب آپ کو ضرورت ہو تب ہی آپ نے موبائل کو استعمال کرنا ہے

- Try to minimize your expenses, Earning more doesn't mean you have to spend more, you should spend on your needs, don't over spend. Spend All extra money in the path of Allah. Do business with Allah.
- Whatever you learn, try to teach it to others. Spend time and effort in teaching others with ikhlaas.
- We should use Pakistani products, no matter if the quality is slightly lower than imported products but should use our Pakistani made products. If we won't help our industry to flourish and we won't help each other to flourish how would we flourish?

یہ بہود و نصاری ساری بدمعاشی مسلمانوں سے کمائی ہوئے مال کی وجہ سے کرتے ہیں

*Who will take the first step? We the digital Fueling team will In Sha Allah*

- Stay sincere with your clients: Identify their desired situation, and if it's allowed in shariah give your 100% to take him from his current situation to desired situation. The client will never let you go, and will be floating projects again and again. Focus on client relationship development, invest time and effort on relationship development – be open and ask questions. Relationships are maintained on the biases of mutual trust, and in order to gain trust you have to be transparent and honest.
- There are times when you are excited or aggressive, eg., your employee has cheated and you want to fire him immediately. Or you secure a great business opportunity and want to dive in ASAP, at that moment don't make any decision. Give yourself 3 days. Just 3 days before making any decision, do istikhara, Ask advice from your mentor and then do what your heart says after 3 days. No immediate decisions
- Never hire someone without doing istikhara
- Keep offering 2 rakat nafil (Salat e hajat) for your needs, problems and accomplishment of your vision.

- وابستہ رہ شجر سے، امید بہار رکھ
- معاف کرنا سیکھیں
- معافی مانگنا سیکھیں، غلطی ہو گئی تو کہہ دیں یہ میری غلطی ہے
- کانوں کا ہلکا نہ ہوں، کسی سے کچھ بھی سن لیں اور اس پر یقین کر لیں، ایسا نہیں ہونا چاہیے۔



## CHAPTER VII

# Vision 2023 & 2024

Watch the Vision 2023 by clicking below

- [YouTube](#)
- [Facebook](#)

Watch the Vision 2024 by clicking below

- [YouTube](#)
- [Facebook](#)

Watch both videos to understand Digital Fueling direction

Understand the purpose and then join the team of entrepreneurs that follow sharia and help others to launch their business

## Problem

- 1) Unemployment is on its verge, the average education level is increasing, & the youth-only mindset is to get a job, preferably a government job.
- 2) Business is just for earning money. Without following Sharia rules
- 3) Launching a business needs capital
- 4) Don't know where to start the business

## Vision

- 1) Develop an entrepreneur's mindset
- 2) Help & train to launch 1st business without investment
- 3) Every business person should learn about Sharia and implement Sharia in their business to please Allah
- 4) Our business opens the door for non-muslims to embrace Islam

## Mission

To help Muslims to step into business by training them regarding basic business techniques and ways to implement Sharia in business with ikhlas.

## Digital Fueling Philosophy

Digital Fueling works with people. We don't get projects from Fiverr, Upwork, or freelancing websites. We prefer direct interaction with our clients and aim to develop relationships with them.

We prioritize promoting our brand and do not focus on promoting profiles on third-party websites such as Freelancer.com.

## We work with people

- Our team
- Our client

## Our Team

We want our team to grow. We want each team member to complete a task successfully three times independently.

After achieving this, we expect them to identify a younger team member and train them as their replacement.

*Develop replacement/successors after successfully completing a task three times in a row without senior member assistance.*

### Proof of concept: 3 successful executions

You have completed a task successfully three times. You need to find a team member and develop them for your replacement. Simultaneously, you should develop yourself for the higher level of the hierarchy.

### Our Clients

For pricing, we should charge low. No extra service charges for small tasks. We are not an expensive internet marketing company.

Focus on the client's desired situation and work on achieving it.

Don't take multiple projects at a time; take them one by one. It will confuse your client, and you won't get sign-ups even for a single project.

### Digital Fueling Purpose

Purpose of doing business should be to please Allah, We do business not only to get profits but to get successful in life after death

*You need to develop a vision, and make an effort on your team to own the vision.*

*This group of people with similar vision will act like well oiled machine parts moving towards the same direction, then you need to develop momentum. And will see outstanding results*

You won't get any extraordinary individual in your team if your vision is to earn more and more money, extraordinary people don't go for the money.

### Vision 2024

Develop at least 100 entrepreneurs who follow everything in described in this training

سب سے اچھی کمائی ان تاجروں کی ہے جو بات کریں تو جھوٹ نہ بولیں، امین بنائے جائیں تو خیانت نہ کریں، وعدہ کریں تو خلاف ورزی نہ کریں، (دوسروں سے) کوئی چیز خریدیں تو اس کی مذمت نہ کریں، (اپنی چیز) جب فروخت کریں تو اس کی بیجا تعریف نہ کریں اور جب ان پر قرض ہو تو (اس کی ادائیگی میں) ٹال مٹول نہ کریں اور ان کا کسی پر قرض ہو تو اس پر (وصولی میں) تنگی نہ کریں۔ (شعب الایمان، ج 4، ص 221، حدیث: 4854)

سچا اور امانت دار تاجر (قیامت کے دن) انبیائے کرام عَلَیْهِمُ الصَّلَاةُ وَالسَّلَامُ، صدیقین اور شہداء کے ساتھ ہو گا۔ (ترمذی، ج 3، ص 5، حدیث: 1213)

### The four principles

#### 1) Wordly Charms

Love of dunya makes you cowardly. You can't take bold decisions. Shaytan tells you stories that you will face starvation and will not have anything if you give all your money or empty your pockets.

*It's Shaytani suggestion (وسوسہ) that we should have savings.*

If we have extra, then save it with Allah, Allah will give you back when you need it. Trust Allah, have belief in Allah. Open an account with Allah. Give your extras to the poor, support Madariss, or anyone serving deen. Do spend on your spouse, children, and dependents, as it's the best Sadqa

ہمارا مقصد ہر معاملے میں اللہ پاک کو راضی کرنا ہے۔ ہم اللہ پاک سے ہی لینے والے ہیں، اور اللہ پاک کے لیے ہی ہر کام کرنے والے ہیں۔

Fazail e Sadqaat (فضائل صدقات) By Maulana Zakariya it's very Beneficial in removing Love of Dunya (دنیا کی مَحَبَّت) from the heart.

- We are not in business to earn more and more;
- We are in the business to fulfill Allah's orders in business
- Earn halal, support our family, develop people around us
- Preach the sunnah of business
- Bring those sunnah in business again that Muslims have forgotten, or they are rare.
- We deem that if sunnah becomes common in our markets, non-Muslims will be attracted towards Islam.

## 2) Mobile Manners

Everything needs to be in its limits; if your love for your child is not within bounds, it will harm you and your child. Everything needs to be in balance (اعتدال).

What I believe is that no technology has damaged Muslims more than the excessive use of mobile phones. Not atomic bombs, drone attacks, or any other form of ammunition; no other technology has harmed Muslims more than the mobile phone. We need to follow mobile manners:

- Use it on your table, the way you use your PC.
- Develop a timetable for when you connect it to the internet.
- Buy a simple button mobile phone to stay in touch with your family and a few important people, not exceeding 25 contacts. Keep an extra SIM and give it to people around you, again, not exceeding 25 people.
- The maximum use of a smartphone should be 8 hours. Here's a rough timetable: Connect it when you're doing business and sitting at your business table. For me, it's from 8:30 am to 4 pm. Then, you can connect it to the internet at around 8 pm to check messages. Once you've replied to all messages, turn it off and turn it back on at 8 in the morning.
- Remove all apps specially social media apps from your mobile phone; you don't need them. I only have WhatsApp, email, banking app, and Chrome.
- We don't work with technology; we work with people. Humans are social animals, and this technology is isolating them. We, the digital fueling team, are social, and we love people. We work with people. We give attention to people. Mobile phones should not isolate us from the people around us: our family, our team, our friends, our society.
- Take a pen and a notebook, write these lines, and place them on your business table for a few months until you have firmly controlled your mobile usage:

*I have a mobile phone to serve me; I am not the servant of the mobile phone. I won't allow my phone to demand attention and distract me. I will not allow it to control my focus; I am the master of my mobile, and I will use it only when I need.*

### 3) Avoid Unnecessary Purchases

Live on minimum; everything that is minimum is good. We don't need to follow fashion; instead, we should wear what suits us and falls within the boundaries of Sharia. You can design your dress according to how you want to look and then stick to that design. Choose what suits you best, regardless of what others may say about you wearing the same outfit repeatedly. Focus on wearing what is comfortable and suits your personality. Stick to one design. Similarly, when it comes to shoes, select a design that suits you and stick to it.

Our dressing should adhere to Sharia boundaries, and it's recommended for boys to follow the dressing of Prophet Muhammad (صلى الله عليه وسلم), who often wore white attire.

For girls, you can study the lives of exemplary women such as Hazrat Khadija-tul-Qubra (RA), Hazrat Aisha (RA), Hazrat Fatima (RA), Hazrat Zainab (RA), Hazrat Hajra (RA), Hazrat Maryam (AS), and the daughters of Hazrat Sohaib (AS).

Allah praised in Quran for daughter of Hazrat Sohaib (AS) In Surah Al-Qasas, verse 25,

*“that she walks with shyness”*

This quality of haya (modesty) for women is praised by Allah in the Quran

Having one smartphone is sufficient; there's no need for two. Similarly, one efficient laptop, one mouse, one headphone.

*Avoid excess and focus on living simply and efficiently.*

Check your cupboards and try to remove all extra stuff. It's tough but it's worth it. Try it !! Remove All unnecessary things, give it to needy ones.

### 4) Social Media News

These news are fake, there is no proof of it. We will not listen to the news that has no proof. We need to focus on the logic behind the information. If the logic makes sense, we will trust it, and if it does not, we won't.

Secondly, Social media is in the hands of people who are enemies of Muslims. We as Muslims will take all news as the propaganda of our enemies, and the best option is to stay away.

Moreover, social media is a time killer, and our time is very precious. We need to spend it wisely as based on this we will be given reward in Akhirah.

On social media, there are non-mahram (نامحرم) images which are a source of sin, and it has many other drawbacks. So, we won't use social media for our personal use or scroll through it to get news.

You need to understand – you don't need to know everything; just know what is relevant. Don't learn everything;

*Don't become a Jack of all, master of none.*

Be a specialist; no need to watch YouTube video trainings, no need to read books on different topics; just select your direction and be a specialist in that.

Nowadays, everyone has access to every skill and wants to learn everything.

*Hire people of other skills and become a master of your own skill*

You don't need to learn and do things that are easily available around you. Spend money and hire people; give them tasks.

You don't need to know every single thing happening in the world or in Pakistan or in your spouse's life.

*Be within your limits; focus on your direction and become a specialist*



## CHAPTER VIII

# Setting Up Foundations

Watch the recorded lecture by clicking below

- [YouTube](#)
- [Facebook \(better audio quality\)](#)

Business is to earn money – no, businesses to fulfill Allah Orders in the business,

**Ways to increase Rizq include:**

- 1) Clean your plates after eating from them. Additionally, a recommended Sunnah is to take the Dastarkhawn first. Once you have taken it out, move away, but do not move away while the Dastarkhawn is being set.
- 2) Recite Surah Al-Waqiah at night
- 3) Recite Surah Yaseen in the morning

Launching a business under Shariah rules without investment requires effort, focus, and consistency. You need to have a strong faith in Allah and develop the habit of making dua and addressing all issues by praying to Allah.

دعاوں کے ذریعے اپنے مسائل حل کرنا سیکھیں۔

## CHAPTER IX

# Sales

Click on the link to download the complete course, & the sales folder contains material related to these three sales videos.

<https://digitalfueling.pk/download-entrepreneurship-training/>

*These three videos are the most difficult to understand & will be the hardest to implement. Watch these three videos multiple times & understand them fully, then start implementing them to become a good salesperson.*

## 1) Introduction to Sales

- [YouTube](#)
- [Facebook](#)

## 2) The Art of Persuasion

- [YouTube](#)
- [Facebook](#)

## 3) Sales Script

- [YouTube](#)
- [Facebook](#)

### Identify your Strengths & Weaknesses

I'm attending a training program that's helping me figure out my own unique abilities and the person who is directing the training encouraged us to ask a close friend to provide some feedback on what you believe I'm skilled at and not skilled at.

Here's the questions:

1. What are my strengths? What can you count on me for? (Please state 3-4 things)
2. What are my weaknesses? What can you not count on me for? (Please state 3-4 things)
3. What is my unique ability? What am I the best at in the world?

JazakAllah !!

This one page contains links to three videos. These three videos are the crux of selling things online. There is a difference in online sales and physical sales. Online, you need to have more knowledge, more trust, and better signing up skills. These three videos will explain:

- 1) How people sell online.
- 2) The thought process behind buying decision-making, and the process to convince someone through a sales call to buy your product and service.
- 3) A step-by-step guide - a complete sales script that has a 20% conversion rate.



## CHAPTER X

# Entering a Market - Market Research &. Organic Advertising

Watch the recorded lecture by clicking below

- [YouTube](#)
- [Facebook](#)

## Story: "The World of Mad People"

Once a Najoomi (نجومی) came to the king and said,

*"In a few days, a wind will blow, and anyone who gets touched by the wind will become mad."*

The king relayed this to his minister.

They asked the Najoomi (نجومی) how they could survive the wind without going mad.

The Najoomi (نجومی) replied,

*"Go to the basement; when wind will blow, you will survive."*

So the king and minister went into the basement and were saved from the wind; their minds remained intact.

However, they noticed that everyone around had torn their clothes and became mad.

When the mad people saw the king and his minister behaving normally, they started clapping and laughing, thinking the king and his minister were mad they are not from us.

Feeling cramped (تنگ آ گئے), after a few days, they asked the Najoomi (نجومی),

*"We want to become mad as well. Is there any way?"*

The Najoomi (نجومی) replied,

*"Yes, if there is water available in the clay pot (مٹکا) from the day the wind blew and made everyone mad. If you drink that water, you will become mad too."*

The king and minister managed to find the water and drank it.

Both became mad and tore their clothes.

When other people saw them, they became happy and reinstated them as their king and minister again.



وَالْعَصْرِ - إِنَّ الْإِنْسَانَ لَفِي خُسْرٍ - إِلَّا الَّذِينَ آمَنُوا وَعَمِلُوا الصَّالِحَاتِ وَتَوَّصُوا بِالنَّحَقِّ وَتَوَّصُوا بِالصَّبْرِ

وقت کی قسم کھا کر - بیشک آدمی ضرور خسارے میں ہے - مگر وہ لوگ نہیں جو ایمان لائے اور نیکیاں کرتے رہے اور ایک دوسرے کو حق کی نصیحت کرتے رہے اور جو ایک دوسرے کو صبر کی ترغیب دیتے ہیں۔

*Unfortunately, most people around us have misunderstood why Allah sent them to this world.*

Most people around us are lost and are in loss, as said in Surah Al-Asr (-بیشک آدمی ضرور خسارے میں ہے۔)

Intelligent people know why Allah sends us to the world, and they take this life as an opportunity to do three things according to the above Surah:

1) Believe in Allah, His Prophet and his teachings.

2) Do good deeds, i.e., follow Sharia and Sunnah in every aspect of life. Intelligent people take all circumstances as a test from Allah, and they focus on fulfilling Allah's orders in each circumstance to pass the test. For example, the circumstance of marriage of their daughter is a test, and intelligent people will follow Sunnah to pass the test. Similarly, in business, there are times when the client demands running an ad campaign with the image of a female. Intelligent people take it as - not the client's demand but the circumstance developed by Allah to test whether His servant follows Allah's orders and has belief in Allah that He will provide Rizq, or if he fails the test.

3) Stand with the truth and preach it as well.

4) The last is to have patience.

If we do the first three things, Allah will reward us. The door of reward is the fourth thing. What is the reward? It's not only Jannat-ul-Firdos or the blessings of Allah only, but if we do all three things, Allah said, "I will be with you."

"إِنَّ اللَّهَ مَعَ الصَّابِرِينَ" "بے شک اللہ صبر کرنے والوں کے ساتھ ہے۔"

The fourth thing is to have patience. When a person does the first three things, Allah promises to reward him and creates circumstances where the person only needs to have patience, nothing else, and then the door of patience leads towards Allah.

When Allah is with you, then you don't need to worry about your life in the dunya, your time in the grave, or on the Day of Judgment. No worries.

The above four things are for intelligent people, and now something about mad people.

Mad people will be the victim of these worldly deception (دھوکا) and think this life is for entertainment.

Their center of attention and their focus is life before death. They have forgotten that Allah wants them to go to Jannat, and this life is to judge who passes and manages to get to Jannat, and who fails and is sent to Hell.

We will only get what is written in our destiny, and Allah made this dunya with means. This concept is explained in more detail in Chapter XIII: Vision Development.

This life in dunya is full of hardships, for mad people and for intelligent people both. The point is that we can't find satisfaction and happiness in this world. No one's life in this world is full of happiness and satisfaction. Those who are intelligent will not seek "Sakoon" (سکون) "peace" in this life but will be actively involved in activities that make the life hereafter successful and full of "Sakoon" (سکون) "peace" and enjoyment.

So, there are two types of people:

One is mad, and the other one is intelligent.

Both mad people and intelligent people face hardships in this life.

Mad people face hardships because of sins, and to judge whether the hardship is due to sin, they need to see if their good deeds are decreasing, then the hardship is a punishment from Allah.

Intelligent people face hardships to increase their level. Hazrat Muhammad (صلی اللہ علیہ وسلم) faced hardships that no other person faced; his hardships were more than all other humans.

If their good deeds, remembrance of Allah, and prayers are increasing during the hardship, then it means it is from Allah and He destined (مقدر) it to increase their level.

### **Niche: Group of people you want to serve.**

If you zoom out a bit, your niche and their characteristics are the same. If you do the market research correctly, you will notice that most of the market is facing similar problems. Many of them have similar desires and are stuck in similar types of issues. Do the market research and develop your client avatar.

### **Client Avatar**

A client avatar is a detailed profile representing an ideal customer for a business. It includes demographic information, interests, challenges, and goals. Businesses use client avatars to understand their target audience better, tailor marketing strategies, and improve customer satisfaction.

مارکیٹ نیچ کی رگ رگ سے واقف ہو جائیں۔

Get familiar with the market niche inside out. Do your market research before starting to sell it.

*Our laboratory is the market; we will ask questions from the market.*

### **How to do market research:**

- 1) Select the niche.
- 2) Develop a sample for your market research.
- 3) Select 30 people only for your sample group.
- 4) Call your sample group and ask them questions.
- 5) Inform them that you are conducting research and request a short phone call for an interview. People will agree to the interview In Sha Allah.

**Sample** is a subset of individuals or entities selected from a larger population for research or survey purposes.

Steps to launch a business from zero to a brand

- Step 1) Select a niche.
- Step 2) Do market research & competitor analysis.
- Step 3) Develop Client Avatar.
- Step 4) Develop your service or product to satisfy market need.
- Step 5) Organic or paid Advertisement.
- Step 6) Sales Call.
- Step 7) Client sign up, service execution, and client handling.
- Step 8) Team Development.
- Step 9) Develop momentum.
- Step 10) Develop your brand.

### Relationships: Our philosophy

*Read this part very carefully, and multiple times to understand the philosophy of relationships.*

### Understand B2B and B2C

**B2B stands for "Business to Business,"** which means transactions or interactions between businesses. For example, when a company sells products or services to another company for their use in operations or resale.

**B2C stands for "Business to Consumer,"** which involves transactions or interactions between a business and individual consumers. This occurs when a company sells products or services directly to end-users or customers for their personal use.

### All businesses are under the control of a limited number of individuals

What is currently happening is there are just a few big companies that ask people to sell their products and services through their platform. These companies have invested in platform development and they have attracted buyers to come to their platform and buy whatever is required, and have attracted sellers to develop their seller profiles and sell their products and services to the buyers. These platforms have all the power; they change their policy regularly, and anyone who doesn't follow their policy, they ban them.

### Few disadvantages for sellers:

- Sellers need to follow the policy of the platform.
- Sellers don't have any power in hand; whenever the platform wishes, they ban sellers' profiles.
- These platforms are in the hands of non-Muslims, especially in the hands of Dajjal-e-Payorakaar (دجال پیورکار).
- In businesses, we make mistakes all the time, but one small mistake will convert our profitable profile into a banned one.

Few examples of these platforms are:

**B2B: Service Industry;** All freelancing websites e.g., Upwork, Fiverr, Freelancer.com, etc.

**Products:** Wholesale market: Alibaba

**B2C: For selling products:** Amazon, eBay, Shopify, AliExpress, ETSY, TikTok shop, Facebook marketplace.

*We invite you to sell your products and services without the help of these platforms.*

### Solution for B2B businesses

**B2B businesses**, especially in the service industry: Select your niche and do market research. All training is available in the videos, and you have mentors who can guide you if you are stuck at any step. Then, through organic advertisement methods, contact your niche and convince them for a phone call. Do the phone call; it's a sales call. Sign up and serve.

According to my experience, you need just 30 B2B clients only. Just 30 is all you need, 30 B2B Clients, that's it, and you need to be honest with them, serve them, satisfy them.

A few will become your regular monthly clients, and a few will refer their friends to you.

After signing up 30 clients, you don't need to do any advertisement to acquire new clients, just focus on the service and client relationship.

### Client relationship

If you have 30 clients, it means one phone call to one client in one month. Just make it a habit to make a phone call to your client, ask them regarding their health and updates, ask about their current situation, and ask about their desired situation, trends occurring in their life and business. No need to pitch any service, just a chit chat and relationship development. Be honest with the client. Be sincere with your client.

### Focus on desired situation

Another tip is when you get the project, and you understand the client's desired situation, just fulfill the client's desired situation.

Don't think the client will be more beneficial and more profitable if he follows plan B. Just understand the client's desired situation, understand his plan, and work on achieving the client's desired situation.

At times, we don't know the vision of our client, and we need to do what is being told to us. If you have a million-dollar idea, then you can suggest it once, and if the client agrees, then okay; otherwise, follow his desired situation and work on achieving it through your service.

We have seen very honest sincere people losing clients because of their foolishness. Whatever you have been asked to do, do it if it falls under Sharia.

زیادہ سیانا بننے کی ضرورت نہیں ہے۔

### Solution for B2C businesses:

Identify the niche you want to sell your products. E.g., aunties of Lahore who buy clothes for their early teenage children.

*Identify the products they want to buy.*

Attract aunties through organic advertisement methods and also through targeted paid advertisement campaigns (Paid ads in Pakistan are very cheap). Your team lead will guide you regarding advertisements. Sell them with cash on delivery options.

**Few tips:**

- You need to sell 500 products to 500 aunties only.
- No need to focus on the profit margin of the product; all you need is to convince the auntie to save your number.
- Save auntie numbers so that you can sell to them again by uploading WhatsApp statuses.
- Develop Excel sheets of your clients; it's very important. Maintain Excel sheets of customer information. This Excel sheet is your profit.
- Offer a money-back guarantee.
- Never compromise on the quality of your product.
- Don't go for extra profit margins.
- After serving a few aunties, upload 2 statuses a week and sell your products through WhatsApp statuses.
- Run SMS advertisement campaigns twice a month. Take contact details from your excel sheet.
- Develop relationships; keep studying your niche and understand their needs. You will find a lot more opportunities to sell them more things that will have more profit margins.

**Note:** I don't have much experience in B2C businesses, but I have served a few clients who sell their products through WhatsApp status. The target of 500 overall B2C customers is for the safe side. I am confident that your business will be sustainable with 300 customers, but I have written 500 to be on the safe side.

**Develop a hypothesis. Develop a question.**

*Write the problem in one sentence.*

For clear understanding just write this sentence in ChatGPT, and you will get a few examples of hypotheses and problems.

Give me Examples of problems and hypothesis in the lawyer niche of Lahore for an internet marketing company.

**Copywriting:**

**Learn copywriting** – watch YouTube videos, dedicate 5–8 hours to understanding copywriting, and grasp the concept. Practice it; you need to be a good copywriter and a good salesperson to become an entrepreneur.

**Initial offer :**

There are two types of services that an internet marketing company delivers.

**One-time services**

One-time services, such as logo development, website development, and company profile development. In this type, the company does not increase the revenue of its client; they simply deliver what is required by the client. Once the client is satisfied, the service is closed.

### Long-term Result Oriented Service

The other type is long-term services, such as managing social media ads or working on SEO to get customers for the client. For such services, the company charges on a monthly basis. These are long-term clients, and they require results for what they are paying. It's difficult to manage.

So initially, we have decided to attract website development clients for yourself and assign your website development team to execute the service. Your task is to manage the client, and the website development team will develop the website. It's just for those who are working with digital fueling; otherwise, everyone can develop any services according to their market needs and wants.

### Organic Advertisement Methods:

1. Google Maps Extractor
2. Organic Facebook Marketing
3. Organic LinkedIn Marketing
4. Organic Instagram Marketing
5. Organic WhatsApp Marketing
6. Organic Email Marketing
7. Website Comments and Filling Contact Us Form

Overview of organic client attraction methods is presented in this video; however, organic methods change from time to time, and you need to stay in touch with your mentors or stay updated on our social media platforms. We will be sharing tips and techniques for advertising

### Enhancing Relationships

Misunderstandings often arise in remote online relations. Since we don't meet our clients and team in person and rely on internet communication, we miss out on facial expressions and body language cues that aid understanding. Thus, the likelihood of misunderstanding in our scenario is high. To mitigate this, it's essential to communicate repeatedly to resolve any misunderstandings and negative thoughts. We should be open and honest with our team members and clients, explaining things thoroughly. If we misinterpret something, allow the other person to clarify, and

*If they are correct, apologize and acknowledge the mistake.*

You know what Allah likes? Doing things right and having right relationships without fighting and having a smooth relationship with your family, team, or anyone around you? It's not that makes Allah more happy.

Allah gets happy when He sees His banday (بندے) misunderstand each other, have differences of opinion, get angry with each other, shout at each other, scold each other.

And then – they delete all negativity from their hearts, remove all negative feelings, and come together again for the sake of Allah or to make Allah happy.

*This is what Allah likes, and this action makes Allah happy.*

## CHAPTER XI

# Balance

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## Process of personal & team development

At Digital Fueling, we use the term "replacement". We work on our replacements.

This is how it works:

- Step 1) Learn a skill from your seniors.
- Step 2) Execute the skill with your senior.
- Step 3) Execute it on your own and do it successfully three times.

After three successful executions, select your junior and develop them as your replacement.

### To explain this process:

**Example:** Start by learning SEO skills and gaining hands-on experience with your team lead. Then, you will attempt to complete three SEO projects successfully on your own and satisfy the client through positive results three times.

Once you achieve this, search for the best person available among your juniors to be your replacement. Help them to develop further.

Then, Also, ask your senior, who is dealing with clients, to start training you on sales calls. This way, you can replace the person who deals with clients, and the client dealer can shift from sales calls to long-term client management, where they don't have to sign up new clients themselves as they have developed their replacement.

## Balance – letadaal – Myanarawi!

A buzurg says,

اللہ ہم سے کیا چاہتے ہیں، حال کا امر پہچانو۔

**We all fall into this;** we can't follow a balanced life. If we have children, our prime focus and center of attention are our children. We love them and then destroy our spouse relationships just because we can't give time to them.

For businesspersons, their focus is the business, and they can't give time to their family. They can't achieve balance. Then, after spending 20 years in business without balance, they realize the need for their family and love. This is the time when children don't have time for the father who spent all his life developing the business empire.

We need to see what Allah wants from us at this moment. This is letadaal – balance – miana rawi.

In the morning, we will do work, in Ramadan, we will offer Taraweeh. When the wife is ill, we will take her to the hospital. We will go to children's school and meet their teachers regularly. We will spend time on exercise. We will do all activities in a balanced mode. This is required.

You know what happens if you don't maintain balance? The thing you have focused more on, for example, business, the other neglected things, such as family, will start damaging you. And when you work to repair the family damage, your business will damage you, as you didn't follow a balanced life from the beginning.

### Concept of Information Synchronization

We face a problem that our surroundings and beliefs of our society have brainwashed us, and we have developed few beliefs, and we don't know why we feel those beliefs are true.

See, people around you have a strong belief that a political party is right, its leaders are sincere, etc., and on the other hand, you will see people of the same society believing the opponent political party is loyal and has the ability to lead the country.

Ask one question? Are both wrong or both are right?

*People don't even listen and digest the information that is against their belief.*

The concept you need to understand for these beliefs is:

*There is no true right, no true wrong.*

**For religious beliefs,** the concept is

Sama'an wa Ata'an" (سمِعًا وَأَطَاعَةً)  
(listening and obeying),

But for these contrary worldly beliefs, the concept is:

*There is no true right, no true wrong.*

The point is we only synchronize the information we think is true; we don't listen to the other's point of view.

*In business, it's very dangerous. You need to understand your client's vision, and most of the time, your client's desired situation is different from what you were thinking.*

So listen to other people carefully and be open. Don't have a belief that whatever you know and whatever you believe is right; the rest are all wrong.

**Hazrat Tufail Dosi (RA)** saw Hazrat Muhammad (صلى الله عليه وسلم) in Khana Kaba, and his belief was that the Prophet (صلى الله عليه وسلم) tells wrong things, and I should not hear his teachings, so he put cotton in his ears.

But then he thought let's be neutral and see what he says, and when he heard Quran from the the Prophet (صلى الله عليه وسلم), he accepted Islam.

Another example is **Hazrat Saad bin Maaz (RA)** from Madina who came to know that a person,

Musab bin Umair (RA), was sent by Hazrat Muhammad (صلى الله عليه وسلم) to Madina and he lived in the garden of Hazrat Asaad bin Zurara (RA) and preached Islam.

So Hazrat Saad took his sword and went to kill Hazrat Musab (RA) but Hazrat Musab said -

listen to what I am preaching. If you feel it's right, then accept it; else, do whatever you want to do.

So Hazrat Saad (RA) listened to it and entered into Islam.



## CHAPTER XII

# Purpose Vision Values Routine

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Individuals who perform well in this life have a purpose. They have developed the purpose of their life, or the vision of their life. If we don't have any vision or purpose, we will be doing generic things and will be performing generically, and results will be generic, as generic as our surroundings.

So, we need to develop a vision, give direction to ourselves, develop professional goals, personal goals, and then write them down. Place them on the walls, on your business table, or anywhere you can see them and read them again and again. It is essential to develop a vision and set your direction.

For this, we need to see what our religion says, and then we can connect our vision with our religion, and then write it down and start executing it.

Why did Allah send us to this World?

We need to recall that Allah made Adam AS and asked all angels and Iblees to do sajda. All did except Iblees, and Allah sent him out and gave time till Qayamat. Iblees was angry and swore to misguide Hazrat Adam and his generations.

Hazrat Adam was sent to Jannat and from his rib, Allah created Hazrat Hawa.

Since the rib is curved, girls have a natural grace, no need to make them straight, else they will break.

Iblees planned and succeeded in bringing Hazrat Adam and Hazrat Hawa to the earth from Jannat.

We need to see that Hazrat Adam and all his generations came to the earth because of the mistake that happened in Jannat. Our place to live is Jannat; we are here for a test.

So we need to keep this in mind before developing the vision of the time Allah gave us to live in this world.

**Allah told the purposes of life in the Quran.**

1) Path of Hazrat Muhammad SAW and his followers:

قُلْ هَذِهِ سَبِيلِي أَدْعُوا إِلَى اللَّهِ عَلَىٰ بَصِيرَةٍ أَنَا وَمَنِ اتَّبَعَنِي  
وَسُبْحَانَ اللَّهِ ۖ وَمَا أَنَا مِنَ الْمُشْرِكِينَ

کہہ دے یہی میرا راستہ ہے، میں اللہ کی طرف بلاتا ہوں، پوری بصیرت پر، میں اور وہ بھی جنہوں نے میری پیروی کی ہے اور اللہ پاک ہے اور میں شریک بنانے والوں سے نہیں ہوں۔

Why Allah created Humans and Jin:

وَمَا خَلَقْتُ الْجِنَّ وَالْإِنْسَ إِلَّا لِيَعْبُدُونِ

اور میں نے جنوں اور انسانوں کو اس لئے پیدا کیا ہے کہ میری بندگی کریں

Why Allah Send us in the Ummat of Hazrat Muhammad SAW:

كُنْتُمْ حَيْرٌ أُمَّةٍ أُخْرِجَتْ لِلنَّاسِ تَأْمُرُونَ بِالْمَعْرُوفِ وَنَهَوْنَ عَنِ الْمُنْكَرِ وَتُؤْمِنُونَ بِاللَّهِ

(مسلمانو) تم وہ بہترین امت ہو جو لوگوں کے فائدے کے لیے وجود میں لائی گئی ہے، تم نیکی کی تلقین کرتے ہو، برائی سے روکتے ہو اور اللہ پر ایمان رکھتے ہو

Why Allah sent Ambya AS?

لَا قَدَّ مَنَّ اللَّهُ عَلَى الْمُؤْمِنِينَ إِذْ بَعَثَ فِيهِمْ رَسُولًا مِّنْ أَنفُسِهِمْ يَتْلُو عَلَيْهِمْ آيَاتِهِ وَيُزَكِّيهِمْ وَيُعَلِّمُهُمُ الْكِتَابَ وَالْحِكْمَةَ وَإِن كَانُوا مِن قَبْلُ لَئِي ضَلَالٍ مُّبِينٍ

بیشک اللہ نے ایمان والوں پر بڑا احسان فرمایا جب ان میں ایک رسول مبعوث فرمایا جو انہی میں سے ہے - وہ ان کے سامنے اللہ کی آیتیں تلاوت فرماتا ہے اور انہیں پاک کرتا ہے اور انہیں کتاب اور حکمت کی تعلیم دیتا ہے اگرچہ یہ لوگ اس سے پہلے یقیناً کھلی گمراہی میں پڑے ہوئے تھے۔

**Do Market Research:**

I see people focusing on the service, for example, focusing on a skill like SEO skill or website development. Their entire focus is to acquire the skill.

Now, when they have the skill, they ask others to give them projects; they can't sign up themselves.

The problem is across the road; there is an uncle who is hungry. And I want to sell him food. Now the question is whether he needs biryani or falooda?

All I need to do is to cross the road and ask the uncle what he needs.

And then work on cooking the food according to his needs.

So, the uncle is the market.

And we need to do market research before getting the skill.

Market research is simple: call 30 people and ask them questions available in a market research template, and then develop your client avatar.

**Identify Your Values:**

You should identify your grounds, the rules you want to follow.

*Your rules, your values, your personality.*

You need to write down the values. This book and the lectures are explaining Digital Fueling's rules and values; you can copy them and use them as well.

**Develop a Routine:**

There are times when we don't feel like working or the momentum has braked, and we are not motivated to work. We have a bad day, etc.

For successful people, there is no such thing. They develop a routine and follow it.

## CHAPTER XIII

# Vision Development

Watch the recorded lecture by clicking below

- [YouTube](#)
- [Facebook](#)

This is an important lecture explaining how to develop vision. Just watch it multiple times.

## CHAPTER XIV

# Shariah Vision Market Research

Watch the recorded lecture by clicking below

- [YouTube](#)
- [Facebook](#)

We all need to understand that life is a test. Sometimes, things don't go as expected, and we need to do things that go against our observations or perceptions, known as "Mushaida" (مشاهده) in Urdu.

**Mushaida** (مشاهده) in Urdu refers to "observation" or "perception." It denotes the act of seeing or witnessing something.

For example, if we have 100 rupees and give 50 as Sadqa (charity), it seems like we are left with only 50 rupees. However, Allah Says; Sadqa will exceed your Money.

Allah sent a lot of fish on a specific day of the week and instructed this Nabi to advise his ummah not to go fishing on the day when there are more fish than usual.

Allah has given us this life to see what choices we make—whether we follow the demands of this world or follow the Sunnah (teachings) of our Prophet Muhammad (صلى الله عليه وسلم).

If we put 100 rupees in the bank and earn 10% interest, we would have 110 rupees after a while. This seems like an increase in money, but Allah says that interest actually decreases our wealth.

If there are two people in a house with food only enough for one, logically, if one person leaves, the food will be sufficient for the remaining person. However, Prophet Muhammad (صلى الله عليه وسلم) advised his companions in such situations to marry another woman. Now there are three, but have enough food.

I can give you hundreds of examples. You can read "Hayat Us Sahaba" by Shaykh Muhammad Yusuf Kandhelvi to see how the Sahaba (companions of the Prophet) acted. The Sahaba did not follow what was actually demanded by the asbaab (اسباب), but they adhered to the Sunnah and Shariah. At times, asbaab demanded the opposite action, but the Sahaba remained steadfast in following the Sunnah. Even when asbaab and Sunnah overlapped, the Sahaba still adhered to the Sunnah. The point is that we need to follow on the Sunnah and Shariah in business and in personal life.

Asbaab (اسباب): denotes causes or reasons that contribute to a particular outcome or situation

Hazrat Musa AS did not hit Firon or his soldiers from his stick but he hit the water, He fulfilled Allah's order. & Allah saved him

We need to understand that we must follow the Sunnah & Shariah, and Asbaab (the causes and circumstances) are part of our test.

In life, we face many tests, and the only way to pass them is by following Shariah and the Sunnah.

*Those who follow Shariah will succeed, and those who don't will fail.*

**Deen:** Allah's commandments, the practices of Prophet Muhammad (peace be upon him), and sincerity (اخلاص).

**Dunya:** Anything that distracts your focus from Allah.

### The Consequences of Cheating

When people lie or cheat at work, they often put themselves in a position where others take advantage of them.

For instance, if an employee takes 10 rupees dishonestly, he might feel guilty. This guilt could prevent him from standing up for himself if his boss is unfairly withholding something worth 100 rupees.

By being honest and straightforward, you build courage. Business needs brave people who make bold decisions. Be honest and clear, and you'll become braver.

So, avoid cheating and safeguard yourself from exploitation.

#### All you need is:

- A skill (e.g., web development, SEO, etc.)
- Vision/Purpose
- Market Research/Competitor Analysis
- Advertising/Sales/Clients
- Team Management/Training

With these, you can launch your business without investment.

### Market Research

Why are you afraid of going into the market?

Don't need to think about the service you want to offer, or skills, or clients. Do the opposite.

Select a niche that you like, you have the interest, and that niche is aligned with your vision.

Now do the market research, no skills, nothing, market research, understand their desires and problems. Write it down.

Do competitor analysis and write it down.

Now it's the time for skill. It's always better to gain the skill. It won't be more than 6 weeks, get basic skills and then try to serve the market, if it has potential to hire skillful people for the execution, hire them, minimize your profit, just develop a business structure on no profit no loss, do the causes and wait for the effects.

## CHAPTER XV

# Join the cause

Watch the recorded lecture by clicking below

- [YouTube](#)
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## Roadmap:

- 1) Entrepreneurship training and basic skills training
- 2) Work on projects with team lead on an internship stipend, whatever is decided between you and your team lead.
- 3) Learn sales calls, do sales, and start client dealings. It's recommended to share your first 3 long-term clients with your team lead for 50% profit and loss sharing, as the team lead will teach you to handle clients and keep them for the long term.

4) Then go for team development, hire employees, conduct interviews, and pay them a share of what you are getting from your clients.

5) Develop your personality based on the following four pillars:

- Routine/discipline
- Purpose of Life/Vision
- Values
- Honesty (Ikhlas) Your inner self aligns with your outer actions

**On average, individuals complete this roadmap in 3 years if they do two things:**

**1) Do whatever is said by seniors without understanding.** A time will come when you understand that the senior gave this direction because of this specific wisdom.

You can't understand the depth of water without diving into it. Trust and dive.

**2) Please stay consistent.** Please stay focused. I tell you, you will achieve all this in less than 2 years if you stay focused and stay consistent from day one.

## What we do:

1) **We develop skills** that are in demand in the market.

2) **We deploy marketing strategies** to get clients who need people to execute their projects.

3) **We develop a team:** our team makes sales, trains their juniors, and executes client projects.

*The weightage of all three tasks in Digital Fueling is 33% each.*

## Few wazaif for you:

For **overthinking or Waswasa** (intrusive thoughts - وسوسه)

Recite 100 times daily with concentration:

لا حول ولا قوة إلا بالله

**If you have anxiety or depression:**

Recite 100 times daily with concentration:

يا حَيُّ يا قَيُّوْمُ بِرَحْمَتِكَ أَسْتَغِيْثُ

For everyone, recite Darood Sharif 100 times with the visualization of the Holy Prophet's blessed feet (قدمين کا تصور), Watch the video for clarity, and recite Astaghfar 100 times, seeking forgiveness for your sins.

## CONCLUSION

**We will teach and guide only.** You have to carry your own weight; we won't carry it for you.

*You have to develop your own muscles.*

This is the process where people earn what they have made effort for.

Those who don't make effort and don't grow won't be getting a share of those who earned profit.

*No one will carry the weight of any other person.*

Those who work will get the reward. Those who become victims of circumstances will be the victims of losses. They don't deserve success.

**Secondly:** We have seen students trying to teach their mentor,

For example Students says: Sir, you don't understand. Please try to understand and allow me to keep my mobile 24/7 in my pocket. Sir, you don't understand.

Or I have to do my job, complete my studies, and have to step into entrepreneurship with you. I want to do entrepreneurship and take it as my career, but you don't understand. I can't sacrifice my studies, and I can't quit my job. Sir, you don't understand. Please allow me to do all in parallel.

**I want to ask one thing:** Who is the trainer? The one who has developed the process or the one who enters for the sake of learning? Digital Fueling team or you guys?

*We are the teachers, and you are trying to make us understand that we don't understand?*

We want to set you free from these things, and you don't want to take this step as you don't want to leave your comfort zone.

You want to do the same things and expect different outcomes.

In order to develop you as an entrepreneur, we need your focus, your sincerity, and consistency.

تم شوق سے کالج میں پڑھو، پارک میں کھیلو جائز ہے غباروں میں اڑو، چرخ پہ جھولو

پر ایک سخن بندہ عاجز کی رہے یاد اللہ کو اور اپنی کی حقیقت کو نا بھولو

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*Digital Fueling Team*

