

THE GRAPHOPRENEUR

Business Strategies for earning
MONEY through GRAPHOLOGY

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INDIA • SINGAPORE • MALAYSIA



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Dedication

This Book is dedicated wholeheartedly
to one and only one superpower, the
almighty, the Mahadev, LORD SHIVA.

Table of Contents

Acknowledgement *vii*

Preface *ix*

1. Where to Hide the Dead Body?..... 1
2. Open a Mall, Not a Shop 9
3. Search Engine Vs Social Media
Websites 24
4. Business Acumen..... 30
5. Offers & Discounts 42
6. Ready, Oops, Not Ready! 54

7. Who is Birbal's Teacher?	72
8. Take Fast. Give Faster and Better.....	82
9. My Mistakes Your Learnings	96
10. Who Will Get the Lollipop?....	108
11. Fix the 'FOX'	120
12. Frequently Asked Questions....	129
13. Learn Graphology and Be a Graphologist	150

Acknowledgement

In your eyes,
I have found my home.

In your heart,
I have found my love.

In your soul,
I have found my mate.

With you, I am whole. Full. Alive.

You make me laugh.

You let me cry.

You are my breath.

My every heartbeat.

You are my inspiration.

And my soul's fire.

I am yours. You are mine.

Of this, we are certain.

You are lodged in my heart.

The key is lost. You must stay forever.

I express my sincere gratitude to my love, my wife, and my best friend, Varsha Rupani, who stood by me in every aspect of life while I was busy writing this book and helped me edit this book with complete dedication.

Preface

Graphology is a scientific method of identifying, evaluating, and understanding a person's personality through the strokes and patterns revealed by handwriting.

Handwriting reveals hundreds of elements of the person's "personality and character", which includes glimpses into the subconscious mind, emotional responsiveness, intellect, energy, fears and defences, motivations, imagination, integrity, aptitudes, and even sex drive.

There are over 100 individual traits revealed and an unlimited number of combinations.

Handwriting is often referred to as “brainwriting.” Research scientists in the field of neuroscience have categorized neuromuscular movement tendencies as they are correlated with specific observable personality traits. Each personality trait is represented by a neurological brain pattern. Each neurological brain pattern produces unique neuromuscular movements that are the same for every person who has that personality trait. When writing, these tiny movements occur unconsciously. Each written movement or stroke reveals a specific personality trait. Handwriting analysts

identify these strokes as they appear in handwriting and describe the corresponding personality trait.

Handwriting analysis can be learnt by anyone who has a genuine interest to read and practice the analysis on an ongoing basis. One need not be a psychologist to be a master of graphology. Anyone can master this art if they are serious and dedicated enough.

Bring out the entrepreneur in you. Do not let any fear stop you from taking this excellent skill of analysing handwriting & signatures to the next level. Explore graphology not just as a hobby but take a bold step to make it your parallel source of income.

The sole purpose of this book is to help you build your idea of starting graphology professionally, either in the form of teaching or consultation. The book's author, Varun L. Rupani, shares smart & practical business strategies he has gathered in his 16 years of experience as a graphologist. These business strategies are in the form of stories that you will find helpful if you are already pursuing a career as a graphologist, a student learning graphology, or someone who plans to take this subject any time soon.

If you wish to learn graphology directly from the author, contact the institute World School of Handwriting at +91 9920925666 or visit worldschoolofhandwriting.com for graphology course details.

Chapter 1

Where to Hide the Dead Body?

Yes, the chapter name is shocking, and you will wonder what I am trying to convey. Now, go into your dream world and think wild for some time. Think as if you accidentally killed someone; the dead body is right before you. You are in shock, and your mind has completely stopped working. You have no idea what to do next. You are nervous and shivering with fear. At that moment, you think of the worst scenes

of you getting caught by the police, the court's order to hang you till death, your respect in society flying away, and the pain your family will go through. I know this is not right on my path to make you feel and imagine so bad, but I am just doing my work to make you understand what I want to convey through this chapter. Get back in that zone of a murderer and continue imagining the situation. Now, the dead body is just before you; no one else knows about it. Your fearful mind will try to save you first. Your mind will quickly jump to find ways to hide this dead body.

Now, pause for a minute and think of the best place to hide the dead body. You will have to force your mind to

give you something concrete that should work so strong that no one ever reaches that place and find the dead body in your lifetime. Whatever your answer is, you know it takes a lot of forceful and deep thinking to select a place to hide that dead body.

Now, let me take you back to the world of graphology. Imagine that you are now an expert graphologist on the path of establishing your graphology consultancy firm or an institute for teaching graphology to others. You create your website to make it easy for people to access all of your services in one place. In today's world, business without a website is just unimaginable. I am assuming you already have a website for your business, and you

have added all the essential details on that website. This website works like the soul of your business because in today's world if any person unknown to you and your work wants to reach you for your graphology service, they will contact you by searching for that service on a search engine. Everyone now has access to their smartphones and searching for anything on Google is just seconds away.

Let us reverse the situation for the time being. Put yourself in your client's shoes. Imagine a situation where you want to either learn graphology or get a consultation done, and you search for a graphology institute or a graphologist for consultation on Google. What do you think will happen? You will get

thousands and lakhs of searches in seconds by hitting Google's 'SEARCH' button. The first page of Google will show you the best possible website options, and there are very high chances that you will click on the first website that shows up in the search. You will go through the website, and if you find everything on the website that you are looking for, you will end up connecting with the graphologist or the institute for the services. The story ends happily here. What could be the second possible scenario in this happy story? If you did not find the first website that great, hit the 'BACK' button and reach the search page again. What will you do next? Select the second option and then go through the website. Furthermore, there are two possibilities; you will

either go for their services or return to the searches and select the third option. You will continue until you reach the website, where you will find what you are searching for.

Now, leave this client's role and get back into the zone of a graphologist with your institute or consultancy services. What happens with everyone searching for graphology classes or graphologists on Google? Instead of you making a wild guess, let me first share some more facts from the latest data found on the Forbes website. In 2017, Forbes.com shared a post written by Kelly Shelton, VP of Marketing at Boostability and champion for SMBs. This post mentioned clearly that according to Moz.com, the first page of

Google captures 71% of search traffic clicks and has claims to be as high as 92% in recent years. Second-page results are far from a close second, coming in at below 6% of all website clicks.

Furthermore, it also shockingly revealed something scarier. Being on the first page of the Google search is not enough because only the first five search results receive 67.6% of clicks, whereas the remaining inquiries below them receive 3.73%. Now, here I know where I will hide that dead body. The clear answer is 'On the second page of Google Searches'. If the soul of your business, the business website, is not listed on the first page of a google search, it is nothing less than a dead body. No one will reach you for your

service, and you will keep wondering that even after having the best of the best website design with the best-listed services, why is the business not growing? My dear graphologist, my dear entrepreneur, you need to give life to that body to make it work for you. You will need to put much effort into making your business website reach not just the first page of Google searches but also make it go right at the top or at least in the first 5 top positions of google searches. That is where the real magic begins for an entrepreneur. The list of business inquiries will shoot up drastically, and if your work has the quality and all the aspects that the client is looking for, then there will be nothing that will stop you from taking graphology to the next level of success.

Chapter 2

Open a Mall, Not a Shop

A man in a village opened a shop for daily essentials. He sold bread, biscuits, vegetables, pulses, rice, everyday use products like soaps, toothbrushes, toothpaste and all that you can imagine getting in a local shop selling daily essentials. The first few days, business was scary as people already had fixed local shops they used to buy the products from; hence, people only walked by the shop, not buying anything. For any business, the initial

days are difficult. One cannot expect miracles immediately after starting the business unless you heavily advertise and market your business and products or when there is no other competitor in the market with no other option for people but to rely entirely on your shop. Days passed by, and people started showing interest in the shop. It was likely that people would come and buy things from the shop in the next few days. Now think of the situation where this new shop I am talking about has opened in your area. Will you buy bread from this new shop? The first thing that will come to your mind is the shop from which you currently buy the bread. Your mind will find no reason to switch to the new shop, and you will continue buying from the

current shop. The new shop owner will find it challenging to gather customers and much more difficult to make them his regular customers.

Now, here is the twist in the story. One day you go to the shop you regularly buy bread from and ask the shopkeeper for multigrain bread. However, he says he only has regular Maida bread and no other type of bread. Here is when you think of searching for multigrain bread, and in search of it, you go to this new shop. You ask this shopkeeper, and he shows you a variety of bread, including whole wheat, multigrain and many more. You buy the multigrain bread and glance at other things on the shelves. Your mind gets blown away by the variety of items

available in the shop. Your mind is now finding new products and brands, and you decide to buy a few more products. At this point, your mind is happy to find variety and is open to accepting the new shop completely. What will happen next? Of course, you will keep coming to this shop and soon be a regular customer. Success! ‘Variety’ of products did it for him. Next time you go to the shop, this shopkeeper introduces you to a coffee machine that he has placed in the shop, and you try it for the first time. Wow! the coffee tasted superb. It was just an excellent coffee for you, but did you see this shopkeeper’s new business strategy influencing you? The coffee added extra money to his pocket. With this tasty coffee, you immediately cut off your link with the local coffee

joint and subconsciously connect with this vending machine coffee. In this story, we, of course, need to understand that the quality of the product sold by this shop owner is high class and that coffee seriously tastes superb. So, now not just variety but also the quality of all products is playing the trick. And I am sure you would not have imagined that the shopkeeper would start selling coffee in a few days. But in this story, my main character - the shopkeeper who opened this new shop is a hero - he is creative and knows how to sell more to one customer. At the same time, he also introduced you to a small counter with many latest books and magazines. You purchased a few books and asked for a particular book launched recently. He said yes, he could manage to bring

it for you in a couple of days and even told you to pay some advance payment for it. You gladly paid him the advance payment for the book and left the shop. Now think, why did this shopkeeper ask you for the advance payment? Is it that he doesn't have money to buy the book from the wholesale market and then sell it to you? No, of course, that is not the reason. This superhero shopkeeper knows how to hold on to the customer. What if, after leaving the shop, you get busy with your life and drop the idea of buying that book from him? Now, with the advance payment, the chances of you dropping the plan of purchasing the book are pretty less. Only in a scenario where you get the book from someone else will you return to him to get your advance payment

back. But did you realise something? All this is not just to make you buy the book, but it is mainly to bring you back to the shop. If you enter the shop after a couple of days to get the book from him, there are high chances that you will have coffee and buy some more things from him. Even if you don't buy the book, in a scenario where you have already got the book from somewhere else, you will at least go back to the shop to get your advance from him. In this case, too, there are chances that you will have coffee and buy a few things from him. In both situations, he wins as a shopkeeper.

It is just a small story of how you can add businesses that complement your graphology business and make it a mall

for your client. If you are a graphologist planning to start your consultancy firm, you can, of course, take steps towards it but parallel to it, if you have teaching skills, you can think of teaching graphology to others. Parallel to consultancy and teaching business, you can write books on graphology and start your blog on graphology. Why not create a podcast on graphology if you have a good voice? All these add-on services can generate parallel income if you introduce them for free for a few days or make a part of these services accessible and later charge for the significant chunk of the knowledge you will provide through blog articles and podcasts. When specifically talking about blog articles and podcasts, they

may generate little business income but will give variety to your clients.

Don't stop here. If you are already teaching graphology and also open to graphology consultancy services, plan to take up some other courses that complement or add a second course to graphology.

In my journey as a graphologist, I added numerology as my second course. I soon realised that people who came to me for their signature analysis asked me questions like, do I need to add any letter to my signature, or is my name lucky for me? Graphology has no answers to such questions, but numerology has. I had the option of sending my clients to a numerologist

and ignoring this opportunity knocking on my door. I chose a different path, invested my time and money in learning and gaining numerology knowledge, and applied it initially to myself and my family. Gradually my belief in numerology grew stronger when I saw positive changes happening in my life. Whether the changes were because of numerology or was I already destined to see positive energy ahead, we cannot debate or reach the final answer.

After applying knowledge to my name, I got opportunities out of the blue.

The numerology knowledge I had gained rightly said that my name if I used it with my father's initials,

would help me gain fame and a name in the business world. Soon, opportunities started showing up, and I began receiving calls from newspaper companies within a year. My newspaper articles on graphology made me famous, and then came one huge opportunity, TEDx. It was a huge platform; out of the blue, this opportunity knocked on my door, and I grabbed it with open arms. I don't give complete credit to luck or numerological changes because hard work and dedication too played a significant role in executing all opportunities efficiently. It was like all good things were happening within and around me.

So, with the experience from my life journey, I suggest you think of

courses like numerology, face reading, body language or any short course that requires minimum time to study and practice, and in 6 months to 1 year time, you can add them to the list of courses you teach. Courses like face reading have less demand for consultation as no therapy is attached to it. On the other hand, graphology has graphotherapy, and numerology has name correction as a therapy for your clients. So, graphology, numerology and even tarot reading can have a teaching and consultation business, whereas courses like face reading and body language are suitable for teaching alone. If you are thinking, why am I diverting your mind to other courses? The answer is simple; if you have managed to learn

graphology, you can put more effort into learning other courses too. If you succeed in adding more courses to your business, it will allow your clients to take up other courses with you soon after they complete learning graphology. In the consultation business, adding new consultation services will also help you earn more from your existing graphology clients. The clients intending to get just a graphology consultation may take up a numerology consultation or tarot reading session too. This way, don't just sit with graphology as a subject because it's a niche market, and it will take time for your business to gain momentum. In this slow journey of developing a business, you will go through emotional ups and downs and