

WHAT
CAN I SELL?

HOW

CAN I SELL ?



IFE ADETONA

ABOUT THE BOOK

This book is a complete book on business. It starts with the basic problem beginners in business usually face and goes ahead to discuss principles that even experienced business people will find useful.

The book is divided into three parts. The first part teaches how to identify what kind of business is best for you and your environment. The principles taught in the first part if followed diligently are certain to help you build your business from the scratch.

The second part exposes you to principles that can make you indispensable in the business world. It will enlighten you on how to stay at the top of your game and be the best stop for potential customers.

The third part is what you can call the School of Marketing. It focuses on how you can sell and sell well as a trader or as a businessperson.

Get set to learn and apply principles that will build your business into an empire!



ABOUT THE AUTHOR

Ife Adetona is an anointed preacher of the gospel. He is the President of the Sons and Daughters of Zion [SADOZ] Global Harvest Ministries. SADOZ is an interdenominational and discipleship ministry which has seen thousands of people baptized in the Holy Ghost with the evidence of speaking in tongues and helped people develop a friend to friend relationship with the Person of the Holy Spirit. SADOZ's daily discipleship and devotional manual called Daily Communion reaches and blesses tens of thousands of people daily to the glory of God.

Ife Adetona is also the president of the Koinonia Bible Institute [KBI], an online training academy of SADOZ which offers over twenty (25) courses that cut across all facets of life. Some of the courses include School of Ministry, School of Purpose, School of Leadership, School of Business, School of Prayer, School of Deliverance, School of Healing, Masterclass on Sex Education, Masterclass on Courtship, School of Mental Health, School of Sex for the married and more.

He is an author of over 40 books that are imparting the body of Christ maximally. He is the husband of Elizabeth Ife-Adetona and their home is blessed with godly seeds.

What Can I Sell: How Can I Sell

Copyright ©2021 by Adetona Ife Damola

ISBN 978-978-966-590-7

Published in Nigeria by:

FOUNTAIN PUBLISHERS AND MEDIA

All rights reserved. No portion of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means- electronic, mechanical, photocopying, recording, scanning or otherwise without the prior written permission of the publisher with the exception of brief excerpts in magazines, articles, reviews, etc.

Published in November, 2021

For further information or permission, contact:

sadozinternational@gmail.com

Facebook: @Sons and Daughters of Zion

YouTube: SADOZ International

Telegram: t.me/sadozite

WhatsApp/call: +2347060916344, +2347032063929

Unless otherwise indicated, all Scriptural quotations in this book are from the King James Version of the Bible.

CONTENTS

What graduands are saying about the School of Business

INTRODUCTION

PART A

- #1 What is your Business?
- #2 Principle of Focus
- #3 Hustling or Business
- #4 Are you an Hustler or a Business Person?
- #5 Examining the Richest Men across the World
- #6 What Can I Sell?
- #7 Monetize your Skills
- #8 Knowledge Product
- #9 A Business Idea
- #10 Monetize Your Interest
- #11 Monetize an Opportunity
- #12 Creating a Need
- #13 We All have Something to Sell
- #14 Don't Be an Hustler, Be A Businessman
- #15 Hustling and Money
- #16 A Hustler and a Business Person
- #17 Principle of Diversion
- #18 Leveraging on Time
- #19 Leveraging on Money
- #20 Leveraging on People
- #21 Leveraging on Information
- #22 Leveraging on Industry
- #23 Leveraging on one-off deals
- #24 Principle of Change
- #25 Drawing Lessons from the Life of Aliko Dangote

PART B:

- #26 Be Good
- #27 Who are you Comparing Yourself With?
- #28 How Often Do You Take Up Challenges?
- #29 To Be Good, You Have To Ask
- #30 The Critical Customer
- #31 Gather Information
- #32 Be an Expert
- #33 Be a Professional
- #34 When Referral Comes Right
- #35 Think In Terms Of Value

PART C:

- #36 Marketing
- #37 A Trader Sells, a CEO seats
- #38 Marketing is a Must
- #39 Think like a Trader
- #40 Think like a Customer
- #41 Customers are Selfish
- #42 Decide to Make it from that Business
- #43 Principle of Stages
- #44 Principle of Cause and Effect
- #45 Evaluate Your Methods
- #46 Record Keeping
- #47 Dynamics Of Time
- #48 External Prime Time
- #49 Be A Believer

CONCLUSION

What our students are saying about the School of Business

The school taught me how to deal with and attract my customers, and how to manage my time. In a nutshell, I've learnt about the things that improve one's business. The lectures enlightened me more about business and also bringing ideas of the kind of business I can engage in, in my environment. **Lawal O.**

It has really been an experience that makes you think big, learn how to promote your business and also motivate you for success, even aside business ventures. **Akinyemi A.**

I have received the knowledge and I'm inspired by new business ideas during the session. I must testify that the Koinonia Bible institute is a fertile ground for learning and knowledge is here. At first, I thought business was just about capital to buy items and then sell but through this school; I have been able to understand business even from God's perspective. **Yanchio P.**

It was a great privilege going through this process. I was actually confused about the do's and don'ts about business, but my confusion is cleared. I don't regret applying to this school. **Silas C.**

I learned a lot of things in school of business. The school has helped my business in the way I tell people what I am into. Now, most people patronize and give me work to carry out on their behalf because of the trust they have in me. **Popoola O.**

The school of business of SADOZ is best of all business schools I have ever enrolled in. It opens students to both the spiritual and physical aspects of business and the courses are well explained and broken down. No other institute can give such package with the token we paid. God bless the president of the institute. God bless SADOZ. **Akindele F.**

This is a great place to learn business. Teachings received were impacting, practical, and they helped water my passion for entrepreneurship and business, making me see more clearly that it is possible. Having gone through this school, I have grown in knowledge on the subject and my businesses will show forth the fruits. **Omokan O.**

My experience here has been amazing. I love all the teachings; they are inspiring and simple to understand. Signing up as a student of KBI SOB has changed my life so much and helped me in different ways in building my business from scratch. **Samuel S.**

INTRODUCTION

If you got this book with a sense of need to discover what to sell and how to sell, then you have picked the right material. The only advice I have for you is that you should be ready to implement the principles and ideas immediately because they will surely work.

The book is divided into three parts. The first part examines "What to sell". Many people who claim to be in business are actually not into business, and that explains why they are always broke. The first part will tell you what kind of business is best for you and your environment.

The second part of this book exposes you to principles that can make you indispensable in the business world. It will enlighten you on how to stay at the top of your game and be the best stop for potential customers.

The third part is what you can call the School of Marketing. It focuses on how you can sell and sell well as a trader or as a businessperson.

This is one book, many things. It is well stuffed and packed with relevant knowledge for your business. I see you making it big as you begin to make adequate changes.

PART A

WHAT CAN I SELL?

#1

What Is Your Business?

The first part of this book focuses on "What can I sell?" Here, we shall discuss several principles of business.

To start with, I have to ask the golden question: what is your business? You need to answer it before we go on. If you have to pause before you give me an answer, it means there is a problem. If you have to think of what to mention among many other things that flash through your mind, then you have a serious problem. If you have to list two, three things, there is a challenge with you.

In our School of Business, the title of the first lecture is *Mind Your Business*. We have to deal with that first because in actual sense, many people don't know what their business is even though they claim to be in business.

What is your business?

What is your trade?

What are you selling?

What service are you rendering?

As simple as this question is, many people who are supposedly in business don't know how to answer it. They don't know which to mention among the several things they are into. And this leads us into the very first principle we shall examine in this section, which is the principle of

focus. You might not have even decided what business you wish to do, and that is why you get this book. Don't feel left out. This book is just for you.

#2

Principle Of Focus

When you lack focus, you are into business and you are not into business.

There is an interesting story in the Bible which is, at the same time, quite hilarious. A war was ongoing, and the commander caught a strategic enemy on the battlefield. Killing that enemy would bring a significant victory. The enemy was then committed to a man to watch closely. The commander told the man that if the enemy escapes; he was going to pay with his life or pay a certain amount of money, which he wouldn't be able to afford. After a few hours, the commander returned and asked for the enemy-soldier. The man's reply was what made the story funny; he said: *"sir, I'm so sorry, while I was busy here and there, the man escaped"*. The man pleaded with the king to come to his rescue so that he wouldn't be killed. The king just told him: *since you were busy here and there, you will be killed or just look for the ransom.*

To lack focus means that you are into business, and you are not into business. To be busy here and there in business means that we don't know the exact thing that you sell or offer as a service. Jesus Christ, the greatest business expert, said that when your *eyes* are single, your whole body would be full of light. That means ***having two eyes doesn't mean that you should look into everything.*** Having two eyes doesn't mean that you should not be focused. Singleness of eyes brings light and the Book of John says that those that walk in light do not record business failure (John 11:9-10 *Paraphrased*).

#3

Hustling Or Business

Having two eyes doesn't mean that you should be looking everywhere.

Of course, several things, interests and businesses will call for your attention. Many people who are into business, especially online businesses, are easily distracted. I see a lot of things on their social media status. Some sell clothes today, shoes tomorrow and mobile data the day after tomorrow. When you are not focused, people will not take you serious. Your potential customers will not believe in you.

This doesn't affect people who are into online business alone. I have seen it happen among artisans and traders as well. Many fashion designers have loaded their shops with a lot of other things so much that you will need to take a closer look to even notice their sewing machine.

If you examine the richest men in the world, you will identify what business each of them is into. It is through that business that they become who they are. Many of them later diversify, but it was a particular business first. ***You have to concentrate on a thing first and build it up before diverting.***

#4

Are You A Hustler Or A Business Person?

If you are busy here and there, it means that you are a hustler and not a smart business man or lady. There was a time a son of mine called and informed me that his business was not doing well. The first question I asked was: *what business are you doing?* He was surprised that I asked such a question. He knew I was supposed to know what business he does and, of course, I knew, but I asked intentionally. I wanted to stir and provoke something in him.

He does a different business every day. One day, he is selling cars, another day he is selling house appliances and another day, he is selling refrigerators. Meanwhile, his business is way different from all that. If you are like that, you are a hustler. People think hustling is a pleasant word that connotes a hardworking person. That is wrong. The dictionary meaning for hustle is "hurry". In business, it means someone who doesn't stay on a trade but moves quickly from trade to trade.

#5

Examining The Richest Men Across The World

When people don't know you for a thing, they don't take you seriously on anything.

When you hear Aliko Dangote, what comes to your mind? Cement.

When you hear Mike Adenuga, what comes to your mind? Telecommunication (Globacom) and Oil & Gas.

When you hear Jeff Bezos, what pops up in your mind? Amazon, an e-commerce site that operates like Jumia but it is the biggest in the world.

When you hear Elon Musk, what do you think of? Electric cars. He has included space technology. I am still going to elaborate on the principles of diversion.

When you hear Mark Zuckerberg, the next thing you think of is Facebook or social media generally.

When you see the name of Bill Gates appear anywhere, Microsoft office or computer is the next thing you will think of.

Nicky Oppenheimer, a South African and 3rd richest man in Africa, is known for Diamond.

So, if I see or hear your name anywhere, what should be the first thing that would come to my mind? When I want to ask people to patronize you, what should I tell them you sell? Forget about what you told me that you sell. By merely observing you, the adverts you run, your social media status and so on, what should I think you sell or what service

should I believe you render? If I can't be sure, then you are a hustler and not a businessperson.

Someone once chatted with me and she was complaining about how bad her business was doing. So, I checked her WhatsApp status where I saw something entirely different from what she told me she was selling. I called her attention to me not seeing any advert for her business. She told me she came across that business recently and she felt like going into it. At that moment, I knew what her problem was and why she had not been doing well in business.

When people don't know you for a thing, they don't take you seriously on anything. You must imbibe the principle of focus and be specialized.

The question on your mind right now is that *what then can I focus on or how do I know what to focus on among the several interests that I have?* We shall examine some tips or pointers on this on the next page and subsequent ones.

#6

What Can I Sell?

Everyone has something to sell or a particular service to render as an entrepreneur.

Before I tell you how to know what to sell, let me start by emphasizing that everyone has something to sell or a particular service to render as an entrepreneur. I do say jokingly that you buy shoes, bags, clothes, phones, recharge cards and every other thing, but WHAT ARE YOU SELLING? How can you be a buyer all your life and not a seller?

Don't you see that there are only two kinds of people in the world? Those who sell and those they sell to. To make money, you have to be in the first category. And you shouldn't say that you are a salary earner. Those who sell and make money are those who pay salary. You can choose to be an employer too.

How do you know what to sell or focus on?

1. If you are permitted to do or sell just one thing, what would it be?

Say to yourself: *I have a lot of interests and things on my mind, but if I am only allowed to do one business or to build just a particular business, what will I choose?* Pause and answer the question.

2. Monetize your passion. Is there something you can do with ease? Is there something you can do for fun? Is there something that you can do even when you are tired? Is there something you even do for people for

free without flinching? You don't mind if you are paid or not. Why not monetize it?

I have a young man who loves to fix electricity even though that was not what he was studying in the university. If there is any electrical fault in the house, we would rather wait for him to return than to get anyone to do it. Many times, he would labour hard and sweat profusely while working. By the time he is done and I say thank you; he would say he was the one that should thank me for allowing him to do the work, thereby gaining more experience. That is passion.

When they tell me something is someone's passion and I don't see them volunteer or eager to do it, I know it is not their passion.

There is a way you itch when something you are passionate about is lacking in your environment.

When I was working on my third book *Mocking the Devil*, I gave the note to several of my spiritual children to type using their smartphones or any other device. Do you know that they all returned the note to me the same way I gave it to them? They are all wonderful spiritual children who do several things for me joyfully, but in that particular aspect, they were lacking; they couldn't do it. But there is this daughter of mine whom I gave it to. Before I could remind her of the work, I asked her to do, she was through. Up till this moment, she is part of our publishing team as a transcriber. That is the power of passion! That is the difference passion makes.

Even as a Christian, there are certain things that are easier for you to do than others. Some find praying very easy. For some, it is reading, some fasting and so on. It doesn't mean that you should do one and neglect the other. But we are wired in such a way that some things come with much ease. And like I always say, do more of the things you find easy doing, even in your spiritual life.

Of course, do the rest and even learn them if you have to, but do more of what comes to you easier. That is why we were created and made into different parts of the body of Christ. For instance, I pray well to the glory of God, but if I am asked to choose between praying for 24 hours and reading/writing a book for 24 hours; you know the one that I am going to pick. One is far more convenient for me. Just like Apostle Paul rightly said in the book of **Romans 12:4-8**.

For as we have many members in one body, and all members have not the same office: {12:5} So we, [being] many, are one body in Christ, and every one members one of another. {12:6} Having then gifts differing according to the grace that is given to us, whether prophecy, [let us prophesy] according to the proportion of faith; {12:7} Or ministry, [let us wait] on [our] ministering: or he that teacheth, on teaching; {12:8} Or he that exhorteth, on exhortation: he that giveth, [let him do it] with simplicity; he that ruleth, with diligence; he that sheweth mercy, with cheerfulness.

So, in deciding what to sell or what service to render, you can look into the direction of what you find easy and fun doing.

#7

Monetize Your Skills

Another thing you can do is to monetize your skills. A skill can be learnt consciously or unconsciously. A skill can be learnt in a school- formal setting or in a semi-formal setting. By the virtue of the environment some people were born into or the occupation of their parents, they get to gain some skills. Any of those skills can be monetized.

I got to learn about printing because my father is a printer. I could monetize that skill if I wanted to. Even though I didn't monetize it but the skill paved way for me in the publishing aspect of our ministry. I know the processes it involves and so, I can maneuver the market to our favour thereby reducing the costs of our printed materials.

#8

Knowledge Product

You can monetize your knowledge.

There is something that is called knowledge product. The book you are holding in your hands is a knowledge product. The Koinonia Bible Institute of our ministry is another example of knowledge product.

Knowledge product is actually one of the most lucrative and profiting businesses you can ever talk about. When I pick a book to read, I am always tempted to check the year it was first published. Many authors are dead, yet their books are still feeding generations after them.

You can also put what you know into writing or record it into tapes for people to buy. Many people who earn in dollars on YouTube and Facebook are into knowledge product. Akin Alabi, a Nigerian businessman and politician, built his business career by researching and compiling knowledge about how to run certain businesses into journals and handouts and sell directly to those who need it. He said that was how he introduced football betting to Nigeria. Please note that I do not approve of football betting or any form of betting whatsoever. I only cited an instance.

Many people need knowledge; the only problem is that they don't know where to get it. That is why our Koinonia Bible Institute keeps expanding day by day to meet this need to the glory of God the Father.

Another angle through which you can monetize knowledge is by training others. This is very common, and it is commonly referred to as apprenticeship. There is a lot of potential on that side of business which many artisans are yet to tap into. While some people do it as a side business, you can actually build your business in such a way that you major in it. There are fashion schools everywhere today where the only thing they do is to teach and train students in a short period. You, as a fashion designer, may begin to tweak your business in such a way that it would attract more trainees. You don't need an entire house to begin with.

And if there are fashion schools, why don't we have printing schools? What stops you from starting a shoe-making school if that is your line of business? What about a holiday hair-cutting school? Forget about trying to make it standard at the beginning, *a continuous improvement, they say, is better than a delayed perfection.* If you read my book *Understanding Business and Capital Management*, you may probably be encouraged to start this very minute.

#9

A Business Idea

Let me sell this business idea to you. Running online courses is becoming a regular thing today. That's knowledge product as well. You can teach a whole concept or an aspect of it in a short period online.

For instance, you don't have to teach the whole of fashion designing, you can decide to organize a programme where you teach a part or aspect either to beginners or those who are already into it. For example, I can organize training on book publishing. I won't be teaching the whole of book printing and publishing, but an aspect. I hope you are a gaining a business idea already? You can as well do it in a physical setting. Our ministry is probably the first in Nigeria to have an online School of Music that is fully online. Some people said it was impossible to teach any part of music online, but we did it.

Whenever I go to any of our chapters to minister, I love to engage the leaders in discussions. I was at a place and a lady was telling me with excitement how she learnt so many things during the 2020 lockdown over the internet. She told me how she planned to put those things she has learnt to work immediately.

I told her that she has done well but instead of depending solely on generating income from working with the knowledge she has gained, why not put out an advert as well and train people on it. A training of twenty people where you ask them to pay ₦1,000 each is ₦20,000. That's cool

money for starters. You are not buying any material; you are just teaching them what's in your head.

If you have a shop to train apprentices, you will start making your money from the sales of form. For instance, if you are a fashion designer, you can target the period when students just finished writing their WAEC or when they are on a long break. Organize a few weeks training on the basics of tailoring and charge ₦10,000 based on your locality and other factors. Ask them to pay a non-refundable fee for the form which you can charge at ₦1,000 or less. If thirty people are interested, you know the amount you would make already. You can buy a refurbished machine or tool with it.

Within a few weeks of the training, all the thirty trainees would pay at least 50% of the charges, which gives you ₦150,000. You may engage some hands, extend your shop and do other things to make the place more comfortable. Meanwhile, your training must have a duration. It shouldn't be unnecessarily too long. Once the duration of the training lapse, send them forth, but tell them to get certificates with ₦3,000 only. Dismiss that set and take a new set or run various sets simultaneously.

I just gave you that draft as a business idea. It is your duty to adapt it to your present situation and make the best of it. When you do it and it works, remember to pay for my service. Don't say you have paid for the book- that idea is not part of what you paid for. *I'm just joking.*

At this point, some business ideas should pop up in your mind already. If you read this book and engage your mind maximally, as you do so, you will be inspired by the right and best business to do.

Knowledge product could be something you do as "one-off" or that you do "continually". When I say one-off, you do it once and you don't get to do it again until later in the future. For instance, you can write a book and that would be all for the meantime. You can also organize a training and it would be all. But at other times, it could be what you keep doing periodically or throughout the year.

#10

Monetize Your Interest

We are still talking about the kind of business you can do. You can also monetize your area of interest or something you like. It could be something you like using, buying, or a service you like to patronize.

My wife, for example, never wanted to go into fashion but she's a lover of fashion. That aside, she is a fashion critic. She knows how best a cloth should come out. For all of her clothes, she is the one who gives the fashion designer the styles to sew. I mean, she would craft out the style uniquely. All her tailors confessed that sewing for her was their first time of sewing those styles. If she goes out, people would ask if she is a fashion designer and then ask her to sew the same style they saw on her. An unknown person once saw her in the market and brought her materials to her to sew, thinking she sews cloth. If you know my wife, you will attest to what I am saying. It was all those experiences that gave her the impetus to make a business out of fashion.

I have a spiritual son like that as well. He doesn't know how to cut or sew but he is a fashion enthusiast. He started getting jobs from people, then he outsources them to fashion designers and he makes money from it.

Yours may be something different. You can monetize it or start a business around it. When you choose such as a business, it will be fun and you will make money. I read the story of a young man who traveled to all the countries of the world within 10 years. He was 30 years old by the time he had gone to over 190 nations of the earth. He narrated how he made money on the way. He was having fun and earning money.

#11

Monetize An Opportunity

Another pointer to the business you can do is an opportunity around you. You may look around and notice that people need a gas filling station or a POS center in your locality. You can build a business around it. I know a man who exports a particular part of cows to factories. All he has to do is to walk around abattoirs to ask for that part of a cow. It is not every cow that has it, so it is quite scarce. He buys it at cheap prices and sends abroad.

Want or Need?

When we talk about monetizing an opportunity, a major debate that springs out of that is *if you are to sell what people want or what people need.*

For instance, you can argue conveniently that what Senior Secondary School Students preparing for WAEC (final exams) need is a book on "How to pass WAEC and Jamb with ease" but if another book is written on "How to Win the American Visa Lottery" with ease and the two books are sold at the same price, which one do you think would sell faster? You are right. It is the one on visa lottery. What they need is how to pass their imminent exam, but what they want is how to travel out. So, let me put it to you, which one should you sell: what people need or what they want?

I heard a story of a young man in Lagos who was selling books at a location for a very long time. No matter how hard he tried, he sold little.

Suddenly, he started selling food at the same location. I tell you the truth, he wasn't able to control the crowd that patronized him daily. He had to employ more hands and go home late at night. So, I ask you again: would you rather sell what people want or what they need?

The right answer depends on how you look at it. If you are selling to them what they want, you are fulfilling their immediate gratification. You are not concerned about your wish or what you believe to be more needful, but you are concerned about what they want. Game houses are usually built or opened close to Secondary School. That least person to need a game house is a student, but the major customers of game houses are also students. You, as a business person, may feel it isn't right for them to play games but since it is a legitimate business, someone can start a business around it.

On the other hand, you can decide to give people what they need if you see a prospect for it. As long as it is needed, at the end; they would come for it especially when you are in the right environment. A person who wrote a book on how to get a visa may sell faster but does that mean that those who wrote on how to pass exams would not sell? Of course, they will. A person operating a game house and those selling food items close to school areas may have patronage but stationery sellers would also make their own sales.

You can decide on which you want to do either what they want or what they need based on the environment you are. The man that switched from books to food had two choices, either to change his environment or to change what he sells. He chose the latter.

#12

Creating A Need

You may never know that you are thirsty until you see a person selling water.

Sometimes, you will find the need already waiting for you in the environment, but at other times, you can invent, create or generate a need which people aren't even aware of all along.

For instance, nobody needed a selfie stick until selfie stick was invented by whoever first invented it. It was when people saw it they realized they needed it and therefore wanted it. Many people did not know that they needed a desktop charger until someone conceived the idea. When people started watching movies on their mobile phones, someone had the idea of making a stand so that watching movies on phones would be easier. Nobody was on Facebook until Facebook started. These needs were not essentially created but were discovered, and the inventors created something new around it.

Manufacturing a double SIM phone was a need that was discovered as well. So, you can also invent or discover a need in your environment that can form a business for you. ***People have needs they don't know about until they see a product that satisfies it.*** For instance, you may never know that you are thirsty until you see a person selling water.

#12

Monetize Privileged Information

We are still on monetizing opportunities. Another opportunity that you may monetize is privileged information. For instance, at the emergence of Covid-19 in Nigeria and around the world, many people made money from facemasks and hand sanitizers. And even till now, people are still making money from those items. That is an opportunity that was monetized.

If you had gotten the privileged information a week before, wearing of facemask was made mandatory? Or you probably got an expert who told you that with the trajectory of things, the Federal Government would make it compulsory. What would you have done? I am sure you would have bought a lot of facemasks and hand sanitizers materials ahead of time. That is you making a business as a result of privileged information.

What newsmen and blogsites sell is privileged information. It is all about who breaks the news first. There are several government agencies and private institutions where information is leaked to those who are ready to make a business out of it. This may not be legal at all times, but there are industries where what determines the direction of profit is access to information.

#13

We All Have Something To Sell

You don't have to jump on every train of trade. Be focused!

So far in this book, I started with the principle of focus before giving you tips on how to determine what to sell or focus on.

Here, I want to re-emphasize that we all have something we can sell. It could be knowledge, a skill, a service or a product. There is something that you can put out there and give to people in exchange for money. And I am not talking about working for someone but being an entrepreneur or a business owner.

However, you must beware of the hustling spirit. Some people don't even mind calling themselves hustlers. Do not be a hustler, be a businessman. Do not go into everything you see.

I have discussed monetizing an opportunity. That doesn't mean that you should go with every opportunity that comes your way. Years ago, the Holy Spirit told me that *not all opportunities are useable*. For instance, if I am travelling to Abuja, and I get a free flight ticket to Portharcourt, should I abandon my trip to Abuja and then jump on the flight to Portharcourt? Not all opportunities are useable. It is not wise to take up an opportunity that will take you away or distract you from the business you are building.

When facemasks and hand sanitizers became the order of the day, did I go into it? Of course not! You also probably didn't go into it. But I also

found an opportunity in my own area of business as a ministry. It was at that time that we made a lot of money through the Koinonia Bible Institute. Since our courses were (and still) online and many people were at home, we could take advantage of it. We just resumed a new session when the government announced a lockdown. The moment the two weeks lock down was announced, I quickly informed the management of KBI- Koinonia Bible Institute to announce a special admission. We called it "*Xpress Session*". We told students they could start and finish a course in two weeks. Some people applied. That was the first time we added lots of courses at once. We added 9 fresh courses in 2020 which was more than all the courses we were running from 2017 till that point. That was possible because I was available to work on it. I also wrote 15 books that year. For me and the ministry as a whole it was a year of a great opportunity to the glory of God.

I am telling you all this for you to know that if you think in the direction of your business, you will see opportunities. ***You don't have to jump on every train of trade. Be focused!***

The tech company, Zoom leveraged on the Covid-19 lockdown to make a lot of money. Many billionaires became centi-billionaires during that period.

#14

Don't Be A Hustler, Be A Business Person

Your time input in a business determines your value output

Hustling can give you quick money, but it is business that can establish you. ***Hustling will meet your immediate and petty needs, but it is a business you build by focus that will meet your lasting need.*** You will make real money and not just peanuts with business. Hustling means to be in a hurry or to rush. In the context of business, it means to go into a business or trade, make some money off it and move on to another trade. When you hear that something is selling or available, you move on it again. This is what many people do that they call business. Some are into too many unrelated businesses.

Effects of hustling

- Customers will not take you serious. If you are not known for a particular thing but for too many things, your potential customers, especially the serious ones, will not trust you.
- You cannot build the business. In my book *Understanding Business And Capital Management*, I wrote on "making money or making business". Every business requires concentrated time for it to grow. And whatever you spend time with grows. You may argue that you are not being distracted from your business and that you are good at combining so many businesses. But look at it this way: what if you spend all time you are sharing on a singular thing, what effect will it have on it? If you invest the time you spend on so many

things on a single thing, you will see the difference. That is why you will always see a difference between the ministry of full-time pastors and part-time pastors. *Your time input in a business determines your value output.*

- You will not be able to build professionalism. Things are evolving. For you to keep abreast of the latest technology in your business, trade or industry, you have to be engrossed in it. You need to be devoted to it. That is the only way to build expertise and make good money.

The man who cuts my hair also claims to be a photographer. He cuts my hair so well but I can't trust him to take my photograph. There was a day we needed a photographer urgently. I asked people around the area and I was directed to him. I was reluctant, but I was told that he was the only one I could get in the area.

Left with no other choice, I went to his shop. There was no proper background to use, so we invited him home. The plan was that he would change the background on his computer. When he printed the pictures, it was as though we were floating in the air. He couldn't synchronize the background with the picture. That is what you get when you think you can do two different things. If he needed extra sources of income, he can build expertise on his barbing, extend his shop or open other branches.

- Customer satisfaction. You can't serve two masters and not displease one. With business, you will end up displeasing

customers on both sides. You will forget appointments and delivery dates easily. It won't be possible for you to follow up on your customers' contacts. You will spend time thinking about how to develop all the things you do, but you won't get to develop any.

I was at my barber's shop one Sunday afternoon when he told me he was about to close his shop to meet up with a photography appointment. If I had met his shop closed, there was every tendency that I would go elsewhere and if I had done that, I may not patronize him again. He was in a hurry that day and so he couldn't do a proper job with my hair cut and he was still late for the appointment. That means he has displeased two customers.

#15

Hustling And Money

Hustling pays quickly, but building a business pays better

Talking about money, many think hustling pays quickly- yes, it does. ***Hustling pays quickly but building a business pays better.*** For instance, I could decide to leave the book I am writing and go to do a quick job somewhere outside my career just to be paid a few thousands. But if I stay in this book, I won't get that money immediately. I may even go hungry as a result, but by the time this book is out, the money I could have gotten for a whole day's job could be what I will get from just two to three buyers. By and large, I would make much more than hustling can give.

#16

A Hustler And A Business Person

You can compare a hustler and a business person with the gestation period of an elephant and that of a rabbit. Both of them may become pregnant on the same day. By the time the Rabbit gives birth in 30 days, the Elephant may not even know that it is pregnant. The Rabbit would even make fun of the elephant because it would take in and give birth several times before the elephant would put to bed. This is because the gestation period of an elephant is almost 2 years. But by the time the elephant gives birth, it would, however, birth a giant! That is the way it is. *Hustling will give you several peanuts. You would feel okay and fine for a while but business would give you a breakthrough.*

The rabbit can only live for 9 years, but an elephant can last for as long as 70 years. A time would come when you will no longer be satisfied with the money you make from hustling. Even the strength will not be there to run around. But a man in business would just begin to harvest his cash crops. The Bible says that the vision is for an appointed time, at the end, it shall speak. Hustling speaks in the beginning and goes mute before long, but a business speaks only at the end.

Many claim that they went into hustling because they were broke. You are not broke because you are in business, but because you are a hustler. A hustler is always broke. A person who is trying to build a business is already broken and so, he is building up. He won't go lower but will keep going higher.

A business person could make ₦2,500 today in his business while a hustler could make a ₦7,000. If the businessperson returns the ₦2,500 to the business, it would yield more, but that is where the problem is. One major mistake entrepreneurs make is that they don't return money into the business, rather they spend it all and that is why they fall back to hustling. You only build a business by returning money into it and paying yourself a salary from the profit. If the business person returns the ₦2,500 back to the business, the business would grow. A time would come when the least amount of profit he would make would be ₦10,000. From there, his profit would continue to grow.

In summary, if you build your business step by step, you will make money gradually. At first, you won't make as much as you make from hustling, but with time, your minimum profit will supersede what a hustling job would give you. And the word "*broke*" would be off your dictionary. Meanwhile, this takes patience.

#17

Principle Of Diversion

There will always be a need or urge to diversify in every business person.

By the help of the Spirit of the Lord, we have touched so many areas. Starting with the principle of focus to tips on types of business you can do and then to the emphasis on why you should dump the idea of hustling and focus on building your business.

There will always be a need or urge to diversify in every business person. You will want to do another business or add another source of income. Every rich man diversifies. And of a truth, there is a limit to how rich you can be in business if you do not lay hands on some other things.

In this section and subsequent ones, I will give you tips on things you should consider before you diversify. I call them leverages. They will help you not to lose your business in a bid to go into other businesses.

#18

Leveraging on Time

If your business can run effectively in your absence and you have the resources, you can go into another business

Aliko Dangote as at the time of writing this book, is constructing the largest crude oil refinery in Africa and the world's biggest single-train facility. He started by selling sweet then he moved into rebranding of sugar and flour, then he went into manufacturing of sugar, flour and pasta. Afterwards, he built a cement manufacturing plant which is the largest in Sub-Sahara Africa and now he is going into oil and gas on a large scale, but unlike many young entrepreneurs today, he didn't move rashly.

He was established in one before moving to the other. That is why, despite his transition, none of his businesses crashed. He probably doesn't even have to visit any of his plants in years, yet he makes profits. He doesn't have to stress himself over those companies and so; he has the time to venture into other things. **So, if your business can run effectively in your absence and you have the resources, you can go into another business.** That is leveraging on time.

People who know me and our ministry closely marvel at how I can do many things at the same time. But it is not about me, it is really not about me at all. We have great people in the ministry who handle various departments of the ministry. Take KBI, for instance, if you have gone through any of our courses, you will realize that you only get to hear my voice but you don't have contact with me. I recorded all the lectures of

many of the courses. I also set many of the exams but that is all I have to do. From the admission to the graduation, I have no real business in the process than to get reports. As I am working on this book, some students are in session and admission into four newly introduced courses is on to the glory of God. I don't have to bother about it. Other departments of our ministry are also running effectively simultaneously. And here I am concentrating on writing four books on business at the same time.

Meanwhile, I couldn't do that a few years ago. When KBI was at the infant stage, I was involved in all the stages. I didn't record the lectures and go to sleep or do another thing. I ensured that it got built up before I could concentrate on other things. Many young men see our ministry and want to follow in our footsteps, running several arms. They also want to run an institute and have Bible study sessions like we do yet, they don't have a stable executive. Many of them put out advert only to close few months later. I am not making fun of them; I just want you to see what you are doing to your business and career when you jump foolishly around in the name of business opportunities. You are killing it instead of building it.

Before we ventured into KBI, other arms of the ministry also took all my time. It got to a point where I could shift my attention elsewhere without fear before I attempted it. And now, my attention is shifting into setting up the ministry's publishing house and an e-bookshop. Our ministry grew into all these things; we didn't jump into them.

Leveraging on time doesn't necessarily mean that you need to wait until the time where you can fully pay attention to something else. As long as

you can shift your attention to up to 80% then, you can diversify into other things.

#19

Leveraging on Money

You can be involved in another business, or industry without being involved in it. You only have to send your money. I don't believe that Aliko Dangote was not involved in oil & gas before he started building his refinery. He might have been an investor all along and then when he found it most appropriate, he went directly into it.

So, if you are established in your business and you have the resources to invest in another business, you can do so without necessary getting involved directly. When you invest your money, you need to be smart about it so you don't hurt your business in the process. And please, I am not talking about Ponzi schemes here. Investments to many young entrepreneurs are a quick money or money-doubling venture. That is what is called "*pennywise turned penny foolish*".

#20

Leveraging on People

This is closely related to leveraging on money, but with a minor difference. When you leverage on money, it is a full investment. You don't need to concern yourself with running the business or the risks in the business or organization you invest in. You just get reports and your dividends. But when you leverage on people, a degree of monitoring is required and it can have an adverse effect on you and your business if you attempt it wrongly.

For instance, you can buy a car and get a driver to work with it and in turn, he makes weekly or monthly returns. Many people do this even though it is not the best as far as transportation business in Nigeria is concerned. What is best, or let me say better, is to give it to a driver on a hired purchase agreement. This type gives a rest of mind. When you do this, you are leveraging on people to work with your money and you would be directly involved, but the time and attention it requires is minimal compared to doing the driving yourself.

When you leverage on time, you leave your business to do other things, but when you leverage on people, you are in the business, but you do other things through people. When you are leveraged on money, you only receive profit without getting involved in the business.

#21

Leveraging On Information

Let me illustrate this by referring to one of our graduates in the School of Business. She got some business information that she could buy palm oil in a town at a very cheap rate, keep it and sell it at a higher rate later when it would become scarce. Luckily for her, she has a relative living in that town who could help her buy, and keep the products and even help her sell them when it's time.

That's a cool deal, isn't it? She didn't even need to set her eyes on the goods. She didn't have to monitor the person in charge, either.

I talked about privileged information earlier. Many people actually rise by information. You can get information about a company that is yet to go public and buy shares or properties with them. When it goes public and attracts investors, it would mean profit for you. Information, as such leaks to the public from time to time.

A young man was telling me about his mobile application. The application started doing well recently. He said he had been trying to get partners all along, but he thank God that he couldn't get any partner because if he had gotten any, the person would share from his profit now that the app is doing well. If he decides to move his application to a higher level, and get it listed on the Nigerian Stock Exchange, he may inform people who may invest in it with their resources and with that, the business would yield more income and those who invested in it would start making money. That is what applies to most of the big tech companies around. When you get useful information like that which will not distract or affect your business, you can divert to it.

#22

Leveraging on Industry

Another basis of diversion is industry. First, you must identify that your business belongs to an industry. For instance, if you are a fashion designer, you are in the fashion industry. The industry is large and entails several things. So, instead of diversifying to another industry, you can just go deeper into your industry by absorbing other aspects of it.

As a fashion designer, you can start selling sewing materials alongside fashion designing. You can monetize your fashion skill by organizing trainings or even go deeper into knowledge products like I have mentioned earlier. Meanwhile, going deeper in the industry will be easier if you are already well established in an aspect before you gradually diversify into other areas.

For instance, if you intend to run a fashion blogsite alongside sewing without being well established in sewing, you may bite more than you can chew unless you wish to change business entirely.

#23

Leveraging on One-off deals

I have talked about this earlier when I discussed knowledge product. If you see a one-off deal that you just need to do in a day or two and be back in your business, you can go for it. However, you should be careful advertising your one-off deals using the same platforms or channels you use in advertising to your customers else. You may lose their confidence most especially if the one-off deal is in an entirely different industry. You also need to be careful and ensure that a one-off deal does not turn to a continuous deal unless you are considering a change of business. I will talk about the principle of change on the next page.

Make sure that when you are diverting, it is based on these principles. Don't think that you can multi-task. You will only delude yourself. What many people are doing is not multi-tasking, but task shifting. Think of putting all the strength and efforts you are shifting around into one thing or according to what we have discussed so far and you will see the magic it will perform in your business.

#24

Principle of Change

I have shown you various factors you can leverage on while contemplating diversifying. However, you may come to a point where you wish to change your business entirely. Maybe you want to move from an industry to the other or that you want to move from an aspect in the same industry to another aspect. This is very possible, and it is not harmful.

I know a lady who went from sewing of clothes into selling of clothing materials. It started from trying to diversify into selling of materials but she found it more lucrative and convenient than the other and so she went fully into it. There are few things you need to note while changing business.

1. First, it should be in line with the tips I gave in choosing a business to engage in.
2. You should also be the type that has learnt the principle of focus and consistency. Many people have a challenge with being consistent and that is why they easily move from A to B.
3. Take note of what I said about not jumping on every opportunity you come across.
4. When you are changing, change clearly. For whatever reason you are changing business, ensure that you don't end up hanging in the middle. So that you don't end up chasing two rats and losing both.

I believe that if you go by the principles I have explained in the sections on principles of diversion and change, you will be able to make the best decision for your business both today and in the future. The truth about diversion is that it doesn't have to occupy your thought. When the time comes to diversify, you will know. It is something you naturally grow into if you embrace the principle of focus.

#25

Drawing Lessons From The Life Of Aliko Dangote

In this section, I will tell a brief story about the richest man in Africa and the richest black man in the world. I want to show you how the various principles we have discussed in this book worked together to enable him to emerge as who he is today.

Dangote Group of Companies is into a lot of industries including oil and gas, consumer goods and manufacturing. However, Dangote Cement makes up most of the conglomerate revenue. Like I said earlier, it is the largest cement company in Sub-Sahara Africa. He also owns the world's second largest sugar refinery. One-quarter of Nigeria's stocks exchange belongs to Dangote.

He was born in 1957 and grew up in a family (the Dantata family) who were all into business. His maternal great grandfather was a rich man; he was the richest West African as at the time he died.

Now, you do not say: "*Oh, it was all because he was from a rich home*". Many people also had access to the kind of wealth Dangote had access to, which he used to start his business, but they spent it on other things. With the kind of spirit Dangote has, even if he didn't have access to that wealth, he will still be a millionaire today if not a billionaire. You can start your own race from wherever point you are and you will be limitless.

When he was in primary school, he said "*I'll go and buy cartons of sweets and sell them just to make money. I was so interested in business even at that time*". That is a trading spirit. He was so interested in business, even from that tender age that he was not just a consumer but also a seller. Even though he was from a rich home, he sold sweets in school.

At 21, he graduated from the University, after graduating he could convince his uncle to borrow him money to start a business. He borrowed \$3,000 (which was worth approximately ₦300,000 as at then) which he invested into wholesale business. He was importing rice from Thailand and sugar from Brazil. After repackaging the goods, he would sell them. The business boomed, and he was recording a profit of about \$10,000 in a year. He paid back his uncle's debt in three months.

You may not have access to the kind of money Dangote had access to when he started, but what have you done with what you have. That same \$3,000 (₦1,200,000 in today's value) is what many people spend on vacation, on phones and electronics. I know someone at the time of writing this book who wanted to get a loan of ₦2,000,000 on the premise of using it for her business. However, she planned to use it to buy a car and then a landed property. So, the advantage Dangote had was not money but a trading spirit.

After a while, Aliko Dangote noticed that if he's buying and reselling, he won't make much off it and that birthed the dream of manufacturing, which led to a change in his career even though he was still in the same industry.

After importing for 20 years, he started producing some goods such as Pasta, Flour, Sugar and salt. After sometime, he diversified into other industries including, Cement. But it was at the point when his business as regards production of pasta and other goods didn't require his presence to grow that he moved into cement. He started the cement company in 2005 and invested \$219 million from his own money into it. He also got a loan of \$479 million from an international organization.

One thing Aliko Dangote once said, and which I do like to reiterate, is that he had always re-invested his profits into the business. And this is one major reason the empire has grown so much since inception. The problem we have in Africa is that people, especially the start-ups, spend their profits. Dangote said that he doesn't even keep money in banks. I believe it was when he realized he doesn't need to put more money than necessary into his cement factory that he took up a new challenge by building the largest crude oil refinery.

In his own words, he said; *"we, the Dangote Group, are not doing like other Africans. We do not keep money in the bank. We fully invest whatever we have and we keep on investing."*

PART B:
BUSINESS GROWTH

The second part of this book focuses on the underlying principles that will help a business person grow their businesses and maximize their profits.

#26

Be Good

You have no business doing that business if you are not good at it

By now, you must have established in your heart what you want to sell or the service that you wish to render. In the part B of this book, we will look at things that can influence your level of profit in that business.

Be good. I always say that ***you have no business doing that business if you are not good at it***. For God's sake, why will you call a thing your business and you are not good at it? Then, it shouldn't be your business at all. I remember seeing an advert on Facebook some years ago. My wife was by my side at then. The woman was a dressmaker. She uploaded a picture of herself wearing a cloth and wrote: *"if you are interested, contact me."* The first person that commented wrote: *"in you or in the cloth?"*

It was very funny and at the same time, it was not funny. The cloth she sewed for herself was nothing to write home about. It would have been better if she had written: *"I would never again patronize the person who made this cloth"*.

There was another advert I saw and again my wife was with me. She was even the one that called my attention to it. This lady was also a fashion designer. She uploaded a picture of herself with someone and it seems she was the one that made the dresses they were wearing. She wrote: *"you can trust me with your outfit"*. My wife said: *"Pardon? Trust who? Can I even trust you to sew a cloth for you?"* It was so poor that if I wanted to gift that lady (the fashion designer) a dress, I wouldn't contract her to

make it. If I want to gift her mum a cloth, I cannot trust her with it as well. How much more trusting her to make a cloth for me?

So, if you are not good, you really don't have any business under heaven doing that business. And when I am talking about being good, it is not left for you to say to yourself that you are good. I believe those people I cited and many people like them also tell themselves regularly that they are good, but they are not. To know if you are good or not, you need a third party.

In subsequent pages, I am going to show you how to know if you are good or not.

#27

Whom Are You Comparing Yourself With?

The word good is an adjective with a comparative and superlative- it is good, better and best. So, you can't just assume that you are good when there is no one to compare you with. And the first person you should compare yourself with is your mentor. As a pastor, I compare myself all the time with my mentor. I have said it repeatedly that every time I look at the mirror, I don't see myself, I see my mentor. I keep checking how close I am to him in appearance.

#28

How Often Do You Take Up Challenges?

If my mentor preaches a message, I ask myself if I have ever spoken on such topic. Or if I can teach on the same topic then, I go ahead to study and teach it. I mean, I literally teach it because I see him teach it. If he preaches from a passage that I haven't preached from, I note it and also use it as my reference as soon as I can.

So, as a fashion designer (for example), if you see any style on the internet and it is applauded, don't just assume or say to yourself that you can sew it. Go to buy material and sew it and see.

Recently, my wife was seeking to engage fashion designers from people who are close to us. I tried to caution her because of experiences. She told me she knew what to do. She asked all those who showed interest to go sew a "polo" with a particular material, snap and send it to her. Among those who showed up, only two of them attempted it. One was a bit ok, and the other was bad. While she engaged the person who sewed it fairly, she commended her intelligence because she successfully explained why her sample didn't come out the way my wife wanted it on. My wife gave her a trial, and she performed well.

To be good, you don't have to wait till customers request for a particular design or style. You should have tried it out yourself. Just as I was working on this book, someone sent me a message on social media asking how he can improve his teaching and preaching. He may not like my answer, but I haven't replied yet. I developed the art of teaching and

preaching through what we call *morning cry*. I would go out into the street as early as 5 am, stand on a spot and preach to the empty air, hoping that someone just waking from their bed would hear me. For thirteen years, I continued in that. And I can still do it today.

I love those times because no one gave me a topic to preach or told me when to stop. I would preach at a spot and move to another spot. I preached without a microphone or megaphone 99% of those times. Together with some folks on campus, we once stood in front of an empty house screaming out our lungs thinking someone was around hearing us. We got there around 6 am, so everywhere was dark. By the time it was 7 am, we discovered we had been preaching to an abandoned building. A part of it had even crumbled.

To be good, you have to be given to lot of practice sessions and you don't have to wait for an audience.

#29

To Be Good, You Have To Ask

Your customers are your most accessible judge

You can ask your mentor, your boss that trained you or your customers. ***Your customers are your most accessible judge.*** To get the truth from them, don't ask if they like the cloth. Ask them what area they think you should adjust or improve. You can meet with a customer who you have not seen in a while to ask for the reason they have not been patronizing you.

#30

The Critical Customer

90% of customers don't know what they want

There are some set of people referred to as *critical* customers. If you are not good at all, you may not come across any of them in your career as a businessperson, but if you come across them, you should be grateful. They are the hardest to please and nothing ever seems to satisfy them. What seems to be okay to others often seems not good enough to them. But whatever seems good to them is always good to everyone. That is the positive side of them. If any of them show interest in you and you are committed to serving them, they will force the best out of you. They can be frustrating but they will bring gold out of you. If they certify you as good, then you are not only good, but you will be commended as very good by every other person.

I remember a lady who worked with my wife at a time. She said her boss told her that ***90% of customers don't know what they want. And the remaining 10% are the critical customers.*** The remaining 90 percent would tell you whatever you make for them is good until others see it on them and lament, and then they will stop patronizing you.

One of those *critical* people is my wife. And I think I belong to the other ninety percent. We can all take a picture and everyone except my wife would commend the photographer. She would point out what is wrong with the photograph without thinking twice and once she does, any reasonable person would agree with her.

Recently, we had an event and an upcoming entrepreneur was contracted to make the food. Out of about 20 people who ate the food, my wife was the only one who complained. I was even commending the food when she pointed out what was wrong with the meal and meat and we all agreed with her because she was right. The host of the event mentioned it to the lady that made the food. The lady did something that amazed me. She sent a complimentary pack to the host that contracted her and sent two packs of everything she sells to my wife including chicken, fish, moi-moi and the rice itself. She won the approval of my wife afterwards.

Until you win the approval of a *critical* customer, you are not good.

They are the type that will ask 250 questions before they buy one item. If you do well with their questions, you will be able to satisfy every other customer that comes to you.

#31

Gather Information

To be a better entrepreneur, you need to keep gathering information and continually follow the trend in your industry. That is why Google and social media platforms are there for you. You should also ask questions from colleagues and experts on how you can better improve your trade or business.

You must believe that there is a better, faster, finer and more effective way to do anything.

#32

Be an Expert

You are an expert only when you become a consultant

This is a step further from just being good. You should grow into becoming an expert in your field. And how do you know that you are an expert? **It is when you become a consultant.** As a consultant, clients do not come for your product, but for your knowledge. You are a consultant when people in the same field with you learn from you. You are also an expert when you train people to do what you do.

This was the suggestion I gave to our students in Masterclass in Business Marketing. If nobody is coming to you for advice or to consult with you in your field or industry, start giving out free counsel on your Facebook page and social media platforms. Start to give tips as information.

For instance, if you are into cake baking, you can give tips on colour selections for children's birthdays. You can take a picture of a cake and analyze why such is best in terms of colour and the accessories used for a year-old baby birthday. Those who see such on your status will believe that you are an expert. They will say: "Oh! this person knows what she's doing".

As a fashion designer, you can recommend what is best for people to wear based on their stature or the occasion. You can talk on material identification. A video can be used to back up your point. You can pick a style or a complex part of cloth and just teach how to cut it. You will

agree with me that if you see that on anyone's status or social media page, you will label the person as an expert. But what I see today's generation of entrepreneur display on their status is their friends' birthday, different ministry handbills and comedy videos. I once asked some of them if they are photographers or promotion agents for churches and ministries. I have not said it is bad to upload handbills, but ***your social media of all things is expected to first reflect your business at all times.***

When you put out such information, it is knowledge product. They may not come to you at first but you are taking it to them. It won't put direct or immediate money into your pocket but with time, it would bring in great customers for you. With the things I write on my social media handles, I get several inbox messages from pastors.

Another way to present yourself as an expert is to meet with people and recommend what is best for them. Someone once came to me and suggested a better way to run our KBI courses. At the end of the day, he told me that the service he suggested was what he does. You can see someone with a beautiful phone but a rough phone pad and tell her how to identify a quality phone pad and the best to go for. What such a person will ask before you introduce your business to them is if you can help them get such.

Meanwhile, as you release information, you must know what to release and the ones to keep back. Some information may make you lose instead of winning. You should also beware not to reveal all your cards. Hide some things that would bring them to you.

#33

Be A Professional

You are a professional when people stop expecting free products or services from you.

How do you know when you are a professional? **This is when your first customers no longer expect you to sell or render services to them for free.** Who are your first customers? They are the first set of people to patronize you when you start a business, and those are your friends and family members. If they still bringing their torn clothes to you as a fashion designer or they expect you to render free services to them, you are yet to become a professional.

You are a professional when people stop expecting free products/services from you. You can't expect a teacher to teach you for free, you cannot expect an automobile mechanic to fix your car for free. You can't expect a lawyer to render a free service for you. Why? Because they are professionals! And it doesn't take a long time to become a professional. You just need to present yourself as one.

How do you become a professional?

Create awareness about your business with a price tag. The truth is that many people around you don't even know what you do. Or they don't know that you have monetized that skill or interest which you used to do for free. The day you begin to make awareness, you will be surprised at people's response.

There was a time I told someone that people don't know that she does that business. She argued with me. I simply asked those who know her and were around at that time. She was surprised when people were asking her if she really does that business.

I remember when I was working on my first book. I needed an editor and so I thought of an old school mate. He was very good in English. I met him and told him what I wanted. I was actually expecting that he was going to do it for free. In the process of our discussion, he made me to understand that, that was what he does professionally. When he mentioned that, I was left with the choice to either withdraw my job or be ready to pay him.

Even before they get to you, you should have put up a front that affirms that you charge for your services. That way, they will not think that you are targeting them. You may even have to advertise your service to them before they come to you.

For an example, there is a spiritual daughter of mine who buys foodstuff for us from the market. It is very convenient for her because she also sells things in the market. One day, she told me that people do ask her to buy one or two things for them since they know that she works in the biggest foodstuff market in the state. I asked why she has not monetized it.

Another good daughter of mine loves cooking and always assists my wife in making meals that would last for weeks. I also advised her to monetize it.

If they should monetize that skill or passion, people won't notice the transition until they inform them. They may start by painting their social media handles red with the advert. They can print fliers or business cards. They can also tell people around, especially those they used to run errands for. And friends and family can help them spread the news.

You really have to say it when you are really expecting to be paid.

There was a young man who rendered a service for me a long time ago. He is my spiritual son, and he doesn't charge me for his services. But that time, he was disturbing me for payment. I didn't feel comfortable with his action because he didn't tell me that I would be paying before he rendered the service. If he had told me, I would have loved to also negotiate and specify what I was expecting.

If you wish to charge but the person is someone you cannot charge directly, you can ask for a token in terms of transport fare and to pay for the material you will use. Meanwhile, you shouldn't tell lies. If you are charging, tell them you are charging. To make them feel that you are doing them a favour whereas you are not will be discomfoting when they find out.

#34

When Referral Comes Right

You are not a professional if, when people refer you, they paint a picture that you will render your service for free or cheaply. Most times, it is not their fault when they do that. It is the picture you painted to them. And I have seen this happen several times.

When you are recommended that way, you are to open your mouth and charge the person. Your fee doesn't have to be exorbitant, but you have to state what you are expecting. They will go back to the person who referred them to you and tell them you asked to be paid. When they hear that, they will also put it to heart to pay you for your service in the future. Just ensure that you are good. That will make you indispensable or difficult to be replaced.

#35

Think In Terms Of Value

While saying that you shouldn't do things for free for anyone, there are some people you need to handle with value in mind. When you do a thing for them for free or at a reduced cost, what you will get from them in terms of referral or blessings can go a long way. It could mean more to you and your business. But if you feel that what you need from someone is immediate money, please do not hesitate to ask for it. They choose to either patronize you or to move on.

There is a son of mine who started a business after graduating from our School of Purpose. He asked me for how he should charge. I told him not to start by charging but to render free services first. That time, he was just starting up. He needed platforms to test his capability. I told him that the first set of people he renders the service to wouldn't mind because it is free. They will give him the stage and the fame. He followed my advice, and it paid off for him.

In KBI, we have free courses. We put in those free courses to reach out to people but also to attract the "*Thomases*". It was when they tasted our free courses that applied for more the paid courses. Many of them are outstanding leaders in our ministry today. What brought them were the freebies. So, as important as money is, everything should not be about money.

There are people who have also done things money cannot buy in your life. You shouldn't charge them like you charge others. And when you choose to charge them, you should, in turn buy gifts for them. You can even do things for them that are outside the scope of your service. That way, they will have a regard for your business.

Personally, I love to pay members who offer services to me or for the ministry. When one of them was rejecting his payment, I asked that his fees be sent into his bank account and then told him that we have paid him as we ought to. If he feels like giving to the ministry, the ministry account is available for him to pay into.

Last, experts and professionals don't shift blames. Stop shifting blame. I have encountered too many artisans who do this, especially tailors. They blame the materials or the style you ask them to sew for you. I expect that as an expert, when I come to you, you should be able to tell me what is best for me. You should have dealt with that material and know how to handle it.

There was a man who didn't even allow me to finish complaining before he shifted the blame. Alas, the complaint wasn't what he thought it was. When I finally told him what the complaint was, he had another thing to blame except himself.

As a customer, I don't care what is at fault. If my job didn't come out well, it is your fault. And if my job comes out well, I don't care what helped you, the praise is all yours as well.

PART C:
HOW CAN I SELL?

#36

Marketing

Marketing is the bridge between the seller and the buyer

Everybody has something he can sell and people always have something to buy, and marketing is the bridge. If you have any goods to sell and any service to render and there are people who use that goods or need that service, I tell you, marketing is the bridge to it.

The reason you are not selling well is that you are not marketing well. Take, for instance, if I sell handkerchiefs and I am not making sales although people use handkerchiefs every day, what is my problem? My problem is not prayer, my problem is not fasting. Did I say that a believer shouldn't pray or fast? No.

My problem is not capital either. We are too quick to blame capital as the reason for not selling well or the reason we don't have something to sell at all. You would see people saying that, if only they have a shop... A shop is not the issue. It is said that 7 out of 10 shops close indefinitely after a year. That is one of the reasons agents and shop owners demand an advance payment of two years in Nigeria. They know that, once that rent is due, it becomes a problem to renew it.

How many traders can boast that it was the turnover of their shops that they used to renew the rent of the shop each year? Many renew their rent with loans or they get their husbands to pay for them.

My wife always makes reference to a relative of hers who was always complaining about that her lack of a shop and even of capital for her hairdressing business. She believed that was her problem. After many years of singing the same song, the husband decided to open a shop for her. What did she do? She would get to the shop late and then leave the shop to go around gossiping. She would return home in the evening and complain that the market was dry. It was capital she blamed initially and later, she shifted the blame to customers who refused to patronize her. **Those that blame circumstances always have a circumstance to blame.**

I was teaching at a place some years ago and I kept emphasizing that the problem of people is not capital. **I am not a motivational speaker, I am a fact speaker.** Practical and workable ways to achieve your goals are what I give you. While I was saying repeatedly that the problem was not capital, a lady asked question. She said she was a hairdresser, and she needed some equipment as well as a shop. Since I said her problem was not capital, she asked what she should do. **I told her what she needed was not capital, it was customers.** The biggest equipment of a hairdresser is her hands. If she advertises to people and they request for her home service, she will make money, save up and begin to improve her business.

Yes, some people will take her for granted because she doesn't have a shop, but if she is good, I mean very good. She will breakthrough. She will get referrals. She may even have the privilege of getting someone that will be willing to invest in her. But, if she seats back and keep blaming capital, she would make no progress.

If your problem is not fasting or praying or capital, then what is your problem? Your problem is marketing. What you need is the right marketing skills to attract those who need your goods and services. From today, you need to begin to think this way: I have what they need, they need what I have. If they are not buying from me, it means we are not connecting with each other and what can connect us is marketing. That is why I say marketing is a BRIDGE.

#37

BE A TRADER

To make it in business, you must find trading and marketing interesting

The common thing today is that everyone is a CEO. You started selling clothes, shoes and bags online and then you began to call yourself a CEO. Calling yourself or aspiring to become a CEO is not the problem. The problem is the unnoticed negative effective it is having on your business.

A CEO means a Chief Executive Officer. To be a CEO means that you have people working for you and working with you. It means that you have personnel handling different aspects of the business. For example, someone is in charge of sales, another is in charge of production and you are then the chief of all the officers.

But now that you are the only one doing the job, or most of the job, you shouldn't classify yourself as a CEO. Yes, you have a wonderful dream. Yes, you will become it. And in fact, you are a CEO by faith, but to get to that point and achieve your dream, the correct route is to see yourself as a trader, and a marketer.

I laugh when some people who are in business say that their only challenge is marketing. As a business person, *how can your challenge be trading? How can your challenge be marketing? HOW?* It is like a student saying that his challenge is reading. Then, he shouldn't be a

student. He should be any other thing but a student. If your child tells you that, what will you do?

If you see yourself as a trader, then you will not say that your challenge is trading. What inspired me to start the course, *Mastersclass in Business Marketing* was because of this complaint that I hear all the time from my spiritual children who are into business. **To make it in business, you must find trading and marketing interesting.**

#37

A Trader Sells, A CEO seats

Your challenge is marketing because it seems to be the hardest part of your job. One thing you should know today is that ***no matter how much you like or enjoy doing a thing; there is always a part of it that appears to be the most difficult or most challenging.*** Yet, it is that part that determines the direction of your business; it determines how much you make. If you're able to conquer that area, you'll make more money. Every profession has that area and for you as a businessperson, that area is marketing! It's trading!

When you hear the word "trader", what comes to your mind? Is it a person who sells clothes or pepper? No! It's not what a person sells that comes to your mind first, but rather, you picture someone who is urging people to come and buy what he or she sells.

Have you visited an open market and observe how market men and women behave? Regardless of what they sell, they all behave the same way. The enthusiasm and shameless persuasion are the same. They have only one motive; they want to get you to buy. Those are traders.

The first time I was in the market as a young adult, I felt as though I was being assaulted. Those guys literally dirtied my clothes with the way they were pulling me to buy from them. If you look at a stall for up to 30 seconds, everyone selling similar stuff will come for you. That is the spirit of a marketer.

What a trader does is to persuade and convince. But if you present yourself as a chief, you will seem too big to be a trader. To call yourself: "CEO Tiks Fashion Hub" or "CEO Rew Cakes" and even put those titles on your social media bio-data is great but remember, it is what you make at the end of the day that matters the most and only trading can get you that.

#38

Marketing Is A Must

If you don't see yourself as a trader, you are either out of business or on your way out.

If you want to be a chief at the present stage of your business, be the chief marketer or the chief trader. ***If you don't see yourself that way, you are either out of business or on your way out.*** It got to a point in our ministry that I stopped seeing myself as the president but as the chief marketer. I started seeing our ministry as a marketing ministry.

As anointed as our Lord Jesus was, the Bible reported that for the three and a half years of his ministry, He was going about. He was moving up and down. The Yoruba rendition portrayed Jesus as a hawker of the Good news. He knew that He must hawk what He was selling. Only an evangelizing-pastor does that and not a president-pastor.

The book of Isaiah presented Jesus as a trader shouting: come and buy. That's a hawking trader to the core who goes out to call on customers? ***Every growing business is a marketing business and every dying business is a non-marketing business.*** That's why I said that you are either marketing or you are out of business.

You need to step down from that high table of being a CEO and step into real time business which is trading. ***Your first business in business is trading and marketing.*** If you bake cakes, for instance, your first job is to look for customers and not to bake cake. A time will come in your

business when you don't produce or go to deliver jobs. The only thing you do is to get contracts and bring in customers. When you keep growing and your brand becomes a household name, you won't even need to meet with customers, you just manage the staff. That is when you become a manager or a CEO but for now, be a trader.

#39

Think Like A Trader

Your first business in business is trading and marketing

Thinking is said to be the most valuable asset in the world. If you think right, you will sell right. Like I have emphasized again and again in this section of the book, you must think like a trader and not as a CEO. Even as an established CEO, if your marketing line is faulty, you will soon be out of business.

A CEO sits, a trader stands.

A CEO relaxes, a trader sells.

A CEO waits for customers to walk into the shop and buy, a trader walks to the potential customer and urge them to buy.

I see many people who are into business on WhatsApp. They forward several items to their status and go to sleep. They are waiting for the people that will follow their status or advert and come to their DM. But at the end of the day, they don't get many sales.

A trader would advertise, but will not stay at that. He would go to meet potential customers or even old time customers and show their new goods.

In our ministry, what we do is what you can call two stage marketing. First, we put out the advert and wait for those who will voluntarily follow the advert to us. The second stage is to persuade those who saw the

advert and didn't respond. We even go as far as meeting those who didn't see the advert at all and bring them in. You ask what are we selling. Our first product is the gospel. We have a dedicated day that is meant for no other thing but marketing of the gospel. Another thing we sell is knowledge product: this book in your hand and our courses in the Koinonia Bible Institute.

You have to begin to think like that woman who sells pepper in the market. Think like that cloth seller. A young lady in our ministry narrated her experience in the market. She said she prized a cloth and though she didn't want to buy it but the woman insisted that she must buy it and she found herself buying it.

I also had a similar experience. My wife called me to ask if I would go to the market on my way home and buy live fowls. There are people who deal with selling of live fowls throughout the year. You point to the one you want. They will slaughter and cut it for you on the spot. I couldn't find my way around the market as it was described, but I found a woman. She was the only one I saw around that place. Her stock was more expensive than I budgeted, but because I was at her place, she tried to tell me I wouldn't get it at a cheaper rate anywhere. I was almost buying from her, but decided to speak to my wife on the phone. By the time I turned sideways to speak to her privately; I discovered that just behind her was an array of fowl sellers. I didn't patronize her, but I was impressed at her audacity. The persuasive force of a trader works just like an enchantment.

At another time, I and my wife wanted to buy a type of dress. We visited the open market. The audacity of those guys was quite amazing to me. You tell them exactly what you want, they would tell you they have it only for you to get into the shop and they show you another thing. That day, we ended up in a shop and we didn't find what we were looking for, but we ended up buying what the trader had. We exhausted our budget. While we were going home, we checked another place to see if we will get what we actually wanted. That was how we came by a place that was fully stocked with what we had in mind. But that young man had convinced us to buy what he had.

A CEO doesn't think or act that way. He is the "*oga*" (boss) or the madam of the place. If possible, he wants customers to respect him and speak to him politely. But a trader or marketer doesn't care. All he wants to do is to sell. And a customer loves a trader. A customer loves a trader because he is respected and honoured. He is politely persuaded and so he feels good spending some of his money in return.

I once bumped into a CEO turned trader. We were at a computer business complex to repair a laptop. The engineer said we would need superglue and so I decided to buy it. I was shown a shop within the complex. When I got there, she wanted to sell superglue in a turn pack to me. I saw her placing the product back into the pack and then jokingly, I said that I saw what she was doing, but it's not a problem, I can still have it. She got angry and said she wasn't selling.

On my way, I was thinking how a person could be allowed to sell such stuff in that complex in the first place. The cost of rent in that place is

too high for someone who only sells such items. I had to even walk a distance to get the glue. When I returned to the engineer, I was asked why it took so long. I narrated my experience with the woman. To my surprise, I was told that she is the owner of the whole complex. That means she's a millionaire! For reasons best known to her, she decided not to sit at home and so reserved a space for herself to sell such items.

She is already established, and that explains her attitude. Note, I didn't say that justifies her attitude, but it explains it. If you are not yet at that level and you are comparing yourself with a CEO instead of being a trader, you will be at the losing end.

#39

Think Like A Trader

Every growing business is a marketing business and every dying business is a non-marketing business.

It is one thing to be a trader; it is another thing to be a hawker. I have been the two and I know the difference. A CEO seats inside her office or shop and doesn't really care if people walk in to buy or not. They are either overly confident that people would surely buy or they don't need the money from the sales to survive like that woman I encountered. However, a trader cares. A trader doesn't seat or relax; he stands and calls for customers who left their homes to check out if they can get things in the market.

A hawker differs from all of that. A hawker doesn't seat or stand, he walks. Our Lord Jesus Christ is a perfect example. He hawked the gospel so much that He once said He didn't have a house to sleep but wherever he is when it becomes dark is where He sleeps.

A hawker puts his goods on his head shamelessly. As a teenager, I hawked a lot of things. I started hawking when I was in Junior secondary school till my penultimate year in the senior secondary school. I hawked oranges, banana and *fufu* depending on the season of the year.

You can describe a hawker in one sentence: he who goes out with his tray loaded with goods and returns with an empty tray. A hawker wants to sell everything he goes out with and religiously pursue it. There

is a joy that comes from returning home with an empty tray. As a boy, I would put the cloth I used in carrying the heavy tray inside the empty tray while returning home as a sign of victory. A hawker would count his money twenty times before reaching home because he is happy that he "sold out" that day.

You must have that same mindset and mentality. You must carry your goods on your head. You must go from house to house or from DM to DM. And you must be able to use your voice in calling on customers. The most tough part for me when I was hawking was announcing my arrival as the "orange boy" as I walk through the streets and houses, but that is the only way to have good sales.

As a business person, especially when you are just starting, register it at the back of your mind that you will not sell if you don't hawk and you cannot make money if you don't sell. Carry your goods on your head by letting everyone identify you with that product. Before they know your name, let them know your product. Go from house to house just as Jesus Christ told His disciples, despite anointing them.

In your own case, you may have to go from DM to DM if you sell mostly online. Then, make it a habit to always announce your arrival. Each time you have a new stock, go to meet your old customers and potential customers. You should even make them see your old stock as new.

Have you not noticed how established businesses advertise? Telecommunication companies come up with new adverts all the time. Everywhere you turn to, you see newer adverts of drink companies.

Satellite TV companies have something new to show you everywhere. You probably have even received calls from their agents. They know that the day they stop announcing their products; they stop selling.

#40

Think Like A Customer

This is one major principle that will make you to stay at the top of the competition in any business that you do. It is also one thing that has helped me a lot in the preaching ministry. When I am preparing my messages, I don't think like a preacher; I think like a member of the congregation. I usually ask myself a simple question: *as a listener, how would I love this message to be preached to me?* That is why my messages and books are not unnecessarily complex.

The Bible explains that *with many stories, Jesus taught the people*. Who teaches with stories if not a preacher or teacher who wants to ensure that his listeners understand the message? The popular ones among Jesus' messages today are the stories.

In the same vein, as a businessperson, you need to think like your customers and ask yourself questions like: *how will my customers like this product to be marketed to them? How will they like this product to be introduced to them?* See yourself as a customer and ask: *what can somebody say that will make me to buy this item?*

After making several researches before writing a book or introducing a course, I pause to ask myself: how best would I love to listen to these lectures as a student or how best would I enjoy reading this book as a reader. I usually say that even if we run 100 courses today in our institution, none of it can be overlooked. I mean none of it. There are

people who have attended virtually all our courses and they still ask for the latest course. No matter how many books I write, there is none that can be seen as a substitute to the other or as a waste of time. And it is because of the thought process that goes into it to the glory of God.

I spend days meditating and ruminating with the Holy Spirit on the title to give to our books. *I make it a habit of asking myself that if I am visiting a bookshop, what title would attract me as it concerns the content of the book?*

In the same vein, you must always see yourself as the customer all the time and *ask, what would I want? What would I like? How would I want it presented? What would attract me?*

#41

Customers Are Selfish

Customers are always thinking WIFM- What Is in it For Me

I will tell you some interesting discoveries about the attitude of customers on this page and the next. The knowledge of this will equip you to adequately to win their love over and sell to them easily.

The first thing you should know about a customer is that a customer is selfish. A customer wants to buy a product because of its benefit. This is what is called **WIFM** which means: **What Is in it For Me?** A customer is always asking WIFM. They want to know what is in it for them. If they don't see a benefit in it, they don't want it. And in fact, they don't care if that benefit has a positive effect on you or not. And that is why Ponzi schemes still sell.

The Bible explains that a customer will haggle over the price of a thing and buy it as though he doesn't want it but he will go about boasting about having gotten a good deal.

Customers always want to know what they stand to gain by purchasing your goods or services. Therefore, you need to market that product to them in a way that will make them **want to buy**. I once posted something on my Facebook status with the aim of getting the readers to download a particular sermon. After typing for a while, I deleted all I had written and sat down to think of a better approach to reach them. I reframed and posted it.

After a while, comments started pouring in. One of the foremost comments reads thus: *The way I read this, I feel like downloading the message already.* Then I smiled and said to myself: it worked. I could have just told them to go download the message, but that wouldn't have been as effective as telling them what they stand to gain by doing so.

Let me tell you this fact, people always buy things. If they're not buying from you, that means they do not find you appealing. You have to be appealing to them! You can say the market is dull, and the economy is bad, but does that mean that people no longer buy those goods you sell? Does it mean that your previous customers are no longer buying that product? Then why are you not the one selling it to them? They simply did not find you appealing.

The second thing to know about a customer is that ***A Customer likes to buy and not to be sold to.*** Customers want to buy and not feel bad that they bought. They want to purchase the product not because you made them purchase it but simply because THEY WANT TO. So you have to make them want to buy, make them decide to purchase for their own sake. If I buy a thing for your sake, that will be the last time I would buy from you. But if I buy from my personal interest, then you will see me return all the time. When you are face to face with a customer, let them want to buy and let them buy from you.

#42

Decide To Make It From That Business

As long as you have something to sell and you are selling it, you will surely make profit and the profit can become a fortune

There are many in business who are not actually in it so that they can make money, just like the woman I told you earlier. And there are some in a business who want to make just enough to get their stomach filled. I know many people like that and they make up for 80% of those that are into business.

I don't have an issue if you are in a business not to make money. Some are actually in it for the fun of it or for leisure- I know quite several people like that. But it pains me to see those who think they are in a business to make it but all their actions speak otherwise. They need the business. They need the profit but their actions say something else.

I should ask you; do you want to make a career out of that business? I often say that there is no business that doesn't have the potential to lead to prosperity. There is no business that cannot turn you into a millionaire. In Nigeria, especially here in the South West, many houses in the cities and towns are built by petty traders. Everyone knows at least one Pepper Seller or Leaf Seller or a Pap Seller or a Charcoal Seller that has a house or that is building a house.

Their houses may not be the very fancy ones, but they have a complete building. And no matter what you used in building your house in this

dispensation, there is no house that you will spend less than two million naira to build and that doesn't include what is spent to acquire the land.

Those petty traders built their houses from no other source than from their businesses. Many of them are single mothers and their children attend private basic schools. They have children in the higher institutions too.

As long as you have something to sell and you are selling it, you will surely make a profit and the profit can become a fortune. The Scripture says that there is no man who is diligent in his business or in whatsoever that he sells that would not stand before kings. Note that the Scripture doesn't mention a particular business.

I was at the printing hub in the city I live. I was amazed at the kind of cars those shop owners you can refer to as petty printers ride. They pay as much as half a million naira per annum for some of their room-sized shops. You will be amazed if a person running a photocopy business in higher institutions tells you how much they go home with daily.

It is all about how you handle your business. If you handle it like someone who wants to make a fortune from it, your approach and diligence will be different and in a matter of time, you will see the result.

Whenever I talk about this aspect, the common question people ask is what they can do when their personal expenses are more than the profit. There is one thing that you can do, get my book, **Understanding**

Business And Capital Management. In it, I wrote about how to raise money and multiply your profit.

Until you decide to make a living off it, you will not get serious about marketing. There's a saying that to sell a thing without marketing it is like winking at a girl in the dark. It's only you that knows what you are doing. If you have what people need or want or what they buy all the time then, why are they not buying from you? It is because you are not seriously engaging them in marketing.

#43

Principle of Stages

What I have been doing in this book is to hand to you proven principles for success in your business. You may even be familiar with some of these principles. You may even be used to some of them, but you have not fully maximized their potentials. I tell you, the combination of these principles will bring about a dramatic turnaround in your business and marketing endeavors.

Meanwhile, you must understand that *life is in stages and men are in sizes*. Those principles will work, but they require patience. Those who are quick to say it doesn't work are those who do not patiently digest and practice it.

You must have short term and long-term goals for your business and that is why record keeping is as important as your sales effort. You must follow up on your growth in terms of sales, profit, customers and even customer satisfaction. If you stay on a spot for too long, you need to examine yourself and look at what you are not doing at all or what you are not doing well.

#44

Principle of Cause and Effect

Things don't just happen; things make things happen

Principle of cause and effect says that anything that happens is caused by something. In life, ***things don't just happen; it is some people who move things***. The law of motion explains that an object will remain on a spot for life unless an external force acts on it.

The question is: what are you moving that will make you to have more customers? What are you moving to realize that dream you have? You have to be moving something. You have to cause some things to happen before your desired goal can take effect. You must always move something.

It is not about whether or not your business is working, it is about what you are working on to make your business work. For you to have sales, you must cause it.

#45

Evaluate Your Methods

If you don't know what works best for you, how do you want to work it the more?

Nobody wants to agree with you that he is not doing anything to record higher sales in their business. In fact, what you often hear is that *I have done everything; it is not just working for me*. One thing I believe personally is that if a thing is not working, it is either because I haven't done what I am supposed to do or that I am not doing it well.

You need to always reflect and evaluate all your marketing methods.

I know people who sell through WhatsApp. Their only marketing structure is to showcase their goods on their Whatsapp status. Have they paused to evaluate if that method actually works well or not? Have they realized that people view their pictures more but only few people view their goods? Have they asked for the reason of the disparity? Have they thought about the number of those who view their status and the percentage of those that come to ask them about the goods?

It is when you make those findings that you can then ask yourself: what can I do about it? At times, you just need to adjust in the way you go about it or use that method alongside another method to get a maximum result. But it all starts with evaluation.

There was a time we were preparing for a programme in the ministry and the mobilization team reported the number of people that have pre-

registered. I was alarmed at the low turnout but they defended themselves by saying they have done all they needed to do, including one of our most effective methods but still had low yields. When we looked into it critically, we realized that their implementation of that method was poor.

There was a time we were to admit new students into the Koinonia Bible Institute. I tested all our advertising methods one by one. Instead of putting all the methods into use at once, we spaced it and measure the responses from it. In the process, we could determine the effectiveness of each method.

There are some that we believe should work well but didn't work as it should. We checked for what we were not doing well and re-strategized. We also realized that some methods that take more money were not worth it and so we stopped using them. If we had not evaluated, we wouldn't have known about those things.

A young entrepreneur was with me, and he heartily told me how well his tech product was doing. I was thrilled about the service he is rendering to the body of Christ and so I asked him what he thought was responsible for the sudden rise in his patronage. I won't be sincere if I said that I was surprise that he hadn't really thought about it before I asked. It was at that point that he thought and gave me answers. I advised him not to leave the success of his business to the winds.

If you don't know what works best for you, how do you want to work it more? Remember the principle of cause and effect. There was a time I

was told to put some of our books on some websites. I knew what the outcome would be. Nevertheless, I tried it out. We placed advert and gave people the options to purchase via the regular medium or via the website. As expected, the regular medium yielded more than the website. If we needed the website to work well, we would target a set of audience and put the required structure in place.

#46

Record Keeping

Evaluation and growth will remain a mirage if there is no proper record keeping. As a business owner, record keeping is very crucial to your business and you shouldn't trivialize it. It is as good as saying; if you can't keep records, don't be in business.

Your sales records and customers' data are very important. If you stop seeing a regular customer, check up on them. You might send them a season's greetings in form of an SMS or a regular message even when there is no festivity. Just ensure that you are always in touch with them. That they patronize you once and didn't show up again doesn't mean that they have stopped using that product or that service; it is just that they aren't patronizing you.

There's a young man that once made clothes for me when he did not see me for a while, He left a message for me on WhatsApp asking why I have not been patronizing him. Out of sight, they say, is out of mind. Upon receiving that message, I told him I am not the type that sews special clothes for festive seasons (it was a festive season). But I assured him I would call him soon, and I did. He could reach me because he had a record.

There was a business man that told me how well his business was doing one month and it suddenly went bad the following month. He expected that I would pray some powerful prayers over him but I simply asked

him: where is your sales record? How about calling those customers that reached out to you massively the previous month? Alas, he had no record.

By merely keeping records, you will discover a lot of amazing things in your business. You will let go of many of your assumptions and you will see a new thing entirely. I have handled many excuses given by our leaders in the ministry just by asking them to show their records. They were surprised when record says the exact opposite of their assumptions and excuses.

When people complain to me they don't know how they spend money, the first solution I recommend to such people is to write down what they spend. At the end of the month, they will see everything plainly there. At least if it is a spirit, you will be sure. I usually add that with that record, they can decide, evaluate and improve on their spending habits and that is the way it works in business too.

#47

Dynamics Of Time

Time is very crucial to any business, however; it is wide and complicated than people think. In this section, I will explain the different aspects it entails to you.

The first question is: *how many minutes do you spend with your customers daily?* Yes, that is the question. *How many minutes do you spend interacting with a customer daily?* If you sell goods, *how many minutes do you spend face to face or online discussing with a customer or a potential customer in relation to your business each day?* When you know how many minutes you spend each day on the average, then, you will know how many minutes you spend in a week, a month and ultimately in a year.

Brian Tracy went to deliver a lecture at a place during recession. The management had predicted that they were going to lose up to 30% of their sales that year. He then asked why they were thinking of 30% loss and not 30% increase. They were amazed at his question and couldn't bring themselves to agree that they could make more profit instead of loss. So, he told them that all they had to do was to increase the number of time spent with their customers each day. Again, they were puzzled. He added that after all, their sales persons were actually spending an average of 90 minutes with the customers per day and all they had to do was to increase it.

The Vice President of the organization disagreed with the statistics, maintaining the fact that their sales personnel were diligent. So Tracy proposed a way to find out. He advised that each sales personnel should go out each day with a stopwatch and record how many minutes they spend with customers. They realized that they spent an average of 90 minutes 42 seconds each day for an entire month. That day, the management made the strangest discovery of their lifetime. They realized that the company was paying sales personnel for 90 minutes whereas they claim to resume by 9am and close by 5pm. That's why evaluation is very important to any growing business.

By the time you set out to evaluate the number of minutes you spend with your customers, you shouldn't be surprised if you realize that you are not even spending up to 10 minutes on the average in direct talk with them.

You might wonder; "*but I don't have customers, who then will I spend time with?*" In a bid to increase the number of time you spend with your customers per day, you will be pushed to increase your marketing strategies. By the time you decide to increase the number of time you spend with your customers every day, it will bring about a change in your approach to business as a whole.

#48

External Prime Time

External prime time refers to the best time you can get in touch with your customers

There is something called external prime time. ***External prime time refers to the best time you can get in touch with your customers.*** And this varies from business to business. Some business experience most sales in the morning time and for some it is the evening. It could also be a season of the year. You need to pay attention to that time and be available to attend to your customer.

A shop owner with a good sense of time management should have an opening time and closing time. For some businesses, you ought to be there as early as 7 am and close late at night. Your shop must always be open if you will have your projected sales. You have to believe that every passing minute your shop is closed, is a sales loss.

If you close your shop once in a week, that is 52 days in a year. If it is closed twice in a week, which is Sunday and any other day, it means your business is closed for about four months in the year. By now, as a shop owner, you know why you are not selling.

With an organization, where you are not directly involved with the customers, then you are to understand that the amount of time you spend with your officials directly and indirectly has a lot to do with the

productivity of your organization. If you increase the time you spend with them, your sales or productivity will also go up.

Have you realized that whenever the boss of an establishment is around, the staff members concentrate on their work? Imagine how productive they will be if that boss is always around?

If you increase the number of your face-to-face interactions with customers, even if some of them do not buy, it will eventually increase your sales. You may not make a sale with everyone you talk to, but you will know why you didn't make a sale and improve on it. As a trader and hawker, you shouldn't wait for customers; you should go to them.

#49

Be A Believer

Not slothful in business; fervent in spirit; serving the Lord-

Romans 12:11

The last principle I shall discuss with you is that you must approach your business as a believer. There was a woman and shop owner who complained about her business. I gave her two principles to use alongside what she has been doing before. I told her to be a tither and to be an honest trader. Prior to that time, she sold stolen goods and yet she was getting poorer. She delivers less than what is requested by customers and yet she was in debt. She changed her way and her sales grew.

Do not compromise your Christian standards because you are in the market world. You are not into witchcraft or voodoo. You said you are a believer, then you should be a full-time believer. Others can make money and sales through other ways, but since you have decided to make your money in Christ's way then, you should stick to it wholly.

Be a good Christian and a prayerful one. Pay your tithes. Be honest in your dealings. Be diligent.

Conclusion

This book is a book of principles. Principles are like laws and they always work. They work because they are not determined; they were discovered. They were discovered and propounded after a series of event that has proven their reliability.

You are to look into the principles I have introduced to you and apply them to your business immediately. You may not need all of them at once, but you will surely need a combination of some for maximum effect. **They will surely work if you work it accordingly, because they always work.**

I see you in high places.

BUSINESS SERIES



INDEX

Receiving Salvation

You were born a sinner condemned to hell but Jesus Christ died for your sins, gave you power to sin no more and to enjoy life here on earth and hereafter. All you need to do is to believe and accept His works by declaring Him as your LORD and Saviour. Do you believe this? Say: Lord Jesus Christ, I accept that you died and resurrected for the remission of my sins, I declare you as my LORD and Saviour. Amen.

Steps to Receive the Baptism of the Holy Ghost

1. You are not to ask or beg God for it, just expect it.
2. Believe He has given you and you will manifest it.
3. Don't hate tongues. That some people misuse it doesn't mean it has lost its power.
4. Don't pretend not to need it. Holy Ghost baptism is not just about tongues, it is about empowerment but tongues is the initial sign that you are baptized.
5. Clear your minds of doubts. God will give you but if you think that any sin can hinder you, ask for forgiveness now and now. (Isa 1:18 *Come now, and let us reason together, saith the LORD: though your sins be as scarlet, they shall be as white as snow; though they be red like crimson, they shall be as wool*). And forgive everyone in your heart.
6. As I pray for you, you will be baptized and you will speak in new tongues.

7. As I pray for you, the Holy Spirit will give you utterances and you will speak it out. Note that utterance means any sound produced with the mouth. That means the utterance could be one syllable or two. It could be one word or more. Understand that you are the one that will pronounce the utterance in anyway it comes to your mind as the Holy Spirit gives you utterance.
8. When I pray for you, the utterance would come. Don't think you are the one thinking it, it is not you. Don't think you will be unconscious or lost, it is not so. Don't be bothered if you don't know the meaning just speak it. And keep repeating whatever comes to your mind.
9. Daddy thank you because you are a faithful God, you always hear me and you are eager to give us more than we are eager to ask. I pray for you: receive the Holy Spirit right now in Jesus Name.
10. Open your mouth and began to speak those tongues.

Steps to Receive Healing

1. **1Peter 2:24 says:** *He personally bore our sins in His [own] body on the tree [as on an altar and offered Himself on it], that we might die (cease to exist) to sin and live to righteousness. **By His wounds you have been healed.***
2. You have been healed. You have been healed even before you had that illness, what I'm about to do by praying with you is to proclaim your healing.
3. As I do that, the pains and symptoms will be no more.
4. After I pray for you move that part of your body just as though it was healed already because it is an instant healing.

5. I proclaim you healed and whole right now in Jesus Name. The last time you had that illness is the last you will ever have in Jesus Name.
6. Check it out and share your testimonies.

BOOKS FROM FOUNTAIN PUBLISHERS:

1. Mocking the Devil
2. The Pentecost Volume: Speaking in Tongues
3. The Communion of the Holy Spirit
4. Prayer that Works
5. Roaring Faith
6. Beyond Purpose Discovery
7. CDA: Unlocking the Supernatural
8. Time and Task Management
9. Understanding the Call and the Five Fold Offices
10. Money and Human Management
11. Impartation for the Gift of Prophecy
12. Impartation for the Spiritual Gifts
13. Healing Mantle
14. Healing Power
15. Living Without Drugs
16. Anointed to Heal
17. Ultimate Purpose Finder
18. Discover Your Purpose in 2 minutes
19. You Are Not A Bonus
20. Clarifying Purpose And Ministry

21. Purpose Fulfillment Guidebook
22. Human and Resource Management
23. Christian Leadership
24. Arousing the Leader in You
25. Developing the Leader in You
26. Exceptional Leadership
27. Secrets of Successful Business
28. Understanding Business and Capital Management
29. Tithing Testament
30. Biblical Business Sense
31. What Can I Sell: How Can I Sell
32. Ending Low Sales
33. Winning Customers Always
34. Extraordinary Marketing
35. Selling Fast with Pricing Techniques
36. More Profits With Freebies Marketing
37. Biblical Route to Mental Health
38. Cultivating Healthy Emotions: *Self Esteem, Assertiveness, Coping with Stress, Purpose & more*
39. Defeating Negative Emotions: *Anger management, Guilt, Suicide, Fear & more.*
40. Healing for Depression

CONCEPTS

41. The Office of the Prophet and The Teacher
42. The Office of the Apostle and The Evangelist
43. The Office of the Pastor and The Help Ministry

44. The Revelational Gifts
45. The Utterance Gift
46. The Power Gifts
47. Discerning of Spirits
48. The System of Prayer
49. New Testament Review On Prayer
50. Getting All Your Prayers Answered
51. Anger Self Control
52. Coping with Stress: *Physical, Psychological and Emotional Stress*
53. Curing A Depressed Mind
54. Dealing with Mental Health Spiritually
55. Developing Self Esteem
56. Faith Boosters
57. Faith Killers: *Worry, Anxiety, Doubt*
58. Overcoming Anxiety and Worry
59. Overcoming Fear and Guilt
60. What Faith Is What Faith Is Not
61. CDAPlus: Commanding the Supernatural

Books by Elizabeth Ife-Adetona

62. You Can't Pay the Price of Missing God's Will
63. Breaking the Yoke of Wrong Relationship
64. Dream Spouse at your Doorstep
65. Proper Relationship Approach

- 66. Finding God's Will
- 67. The Opposite Sex and I
- 68. Beyond I Do: What Next After Proposing
- 69. Communication, Conflicts and Courtship
- 70. Dealing with Challenges in Your Courtship
- 71. Principles of Courtship

Books by Abegunde Damola Samson

- 72. Fortified Health
- 73. My Bible, My Friend
- 74. Prayer Energia
- 75. Discipleship Mandate

Fountain Series (Mini Books)

- 76. Romantic Romans (Exposition on the book of Romans)
- 77. Ojuju (Dealing with Bad Dreams)
- 78. Immortal Kombat (Understanding Christian Warfare)
- 79. Every Name Named (Unveiling the Power in the Name of Jesus)

KOINONIA BIBLE INSTITUTE- KBI

We offer specialized courses in:

1. SOP- School of Prayer
2. SOH- School of Healing
3. SOD- School of Deliverance
4. SOF- School of Faith
5. SOM- School of Ministry
6. SOPP- School of Purpose

7. SOB- School of Business
8. SOL- School of Leadership
9. SOTP- School of the Prophetic
10. SPG- School of Spiritual Grooming
11. SFTM- School of Full Time Ministry
12. SSG- School of Spiritual Gifts
13. SKT- School of Koinonia & Tongues
14. SFS- School of Financial Success
15. MSE- Masterclass on Sex Education
16. MCR- Masterclass on Relationship
17. MCC- Masterclass on Courtship
18. SOX- School of Sex (for the married)
19. MED- Marital School for the Engaged
20. MEC- Masterclass on English Communication
21. MBM- Masterclass in Business Marketing
22. TOTM- Training the Trainers Against Masturbation, Pornography
etc
23. FSC- Foundation School for Believers and Muslim Converts
24. SMH- School of Mental Health
25. SMC- School of Music
26. MSC- Miraculous School of Conception
27. ESS- Encounter School for Singles

Classes and lectures are held online and it is highly interactive and efficient. Course registration is affordable and we also have free courses as well as scholarship programmes. Contact Peace for details:
09024430243.