

FROM EARNING N6,000 MONTHLY TO OWNING A GROUP OF COMPANIES

THE MOTIVATION, IDEAS,
TOOLS, CASE STUDIES AND MY
SUCCESS STRATEGIES

BY

TIAMIYU IBRAHEEM ABIODUN (PLAN B)

Hey friend,

I am super excited to meet you!

In this report, I will be showing you step-by-step how I have been able to move from earning N6,000 per month in salary to owning a group of companies with active businesses that generate revenues for me and my team consistently.

My name is **Ibraheem**, but my friends call me **Plan B** and you can call me that too. Over the next few weeks, as a subscriber on my mailing list, we are going to be learning more about each other. Just before then, let me tell you a bit about myself.

I am a parallel entrepreneur, the Founder and **CEO of Plan B Group** (where I run my various businesses) and the **Publisher of strictlybusiness.ng** (where I publish my thoughts on issues relating to business and entrepreneurship to empower other young and upcoming entrepreneurs)

I am an award winning YALI (**Young African Leadership Initiative**) RLC Cohort 1 Fellow and an highly sought-after speaker and trainer on business, investment, leadership, youth and organisational development.

In this report, I'm going to switch it up a little from what you're probably used to...

You're probably used to popping your name and email into a form to learn something cool from someone, but instead, you get some self-acclaimed 'Gurus' yacking your ear off about themselves for an hour before really telling you what you want to know. Bragging about EVERYTHING they've accomplished and how life is sooooo amazing for them. That's NOT me!

Today, we're going to focus completely on YOU and how you can become a successful entrepreneur too starting from today!

In this report, you will find **the THREE short steps I followed to change my status from a mere N6,000 monthly earner to the status of a CEO in multiple firms.**

Over the years of building my businesses, both online and offline, I've come to learn that there are certain steps that will take us to the TOP. The problem however is, most of us are never told that we have to LEARN and FOLLOW these steps - which leaves us frustrated and wasting a whole bunch of time.

All we're told is to **be motivated and be passionate** about our idea and that the money will follow. Well, that only works for so long and goes so far before we run out of energy.

I'm here to tell you that the faster you learn these 3 STEPS and follow them, the faster you're going to have the SUCCESS that you're looking for in your business!

So let's get to it!

THE THREE STEPS TO BUSINESS AND ENTREPRENEURIAL SUCCESS



Below are the three major steps I have followed to move from earning just N6,000 monthly to owning a group of companies;

1. The Foundation: Finding the 'WHY'
2. Generating Profitable Business Ideas
3. Monetizing and Scaling Business Ideas

PART 1

FINDING THE WHY



This is where it all started for me. Growing up, I didn't set out to be an entrepreneur, but it all happened with a compelling WHY. It always has to! Sincerely, no one can achieve success in any endeavour except the power of their desire for that success is stronger than that of any obstacles they face or whatever excuse they have.

Same is the case when you think of starting a business (either online or offline) as a way out of your current financial predicament. You need to have a compelling why. If you don't, you will quit so soon - that is a guarantee.

**To be successful, something must either be pursuing you or you are pursuing something.
#Simple!**

So, you need to have a compelling WHY in place. This section of the ebook is to show you how I found mine and the steps to take to find yours too in order to be successful as an entrepreneur.

How I Found My Own Why

On that fateful day, as I was in the bus returning from **Lagos State University (LASU)**, Ojo Campus, to break the news to my guardian and other members of the family that I had been denied admission to study **Medicine and Surgery** again (after been denied from 2 other universities earlier) for DE, it became very clear to me (ever than before) that something drastic needed to be done to help myself create a successful future that would not depend on the course I read.

I came to this conclusion after trying year after year and getting rejected for almost 7 years after secondary school to study the course of my dream. In between those 7 years, I bagged an **OND** (SLT) Certificate which I started working with and put in for a **Cambridge A'levels** (medical sciences option). I saw all these as preparation towards studying Medicine and becoming a Medical Doctor. In my mind then, **it had to be medicine or nothing!**

This very last time, I was denied admission because I am not an indigene of Lagos State despite scoring higher than any Lagos State indigene that was offered admission.

As a 24-year old young man then, the financial responsibilities on me were enormous. If you are an African, you will understand what I mean by this. When the family knows you have started working and then decide to earmark some financial responsibilities for you.

In fact, in my own case, they did not need to earmark for me, I had to bring something or send something home for my parents and siblings. At 24, it was that serious! However, it eventually ended up being an opportunity for me as it taught me how to be a man early enough in life, and a responsible one at that.

As I was heading home on this particular day from LASU, with tears rolling down my eyes, I decided to take an account of my life;

- Who am I?
- Where am I coming from?
- Where am I right now?
- Where exactly am I going to?

Reality then set in and I asked myself further questions like:

Even if I get admitted now, who will sponsor me? If I start studying medicine at 24 now as a direct entry student (200L), what age will I finish? At what age will I start earning money? At what age will I settle down to start having a family? When will I start taking care of my parents? While in school, will I ever be able to take care of my siblings? And so on and so forth...

I asked myself so many questions, which led to where I am today and part of the results of my life account taken on that day is this ebook.

The summation of my answers to the numerous questions I asked myself on that day made up my WHY to decide to become an entrepreneur, as it offered me a faster and better option to get to where I wanted to be.



WARNING

Caveat: Do not forget that we are talking about my own life here and not anyone else's. So, that was my own decision and it worked and is still working for me. It may not be the best option for you or anyone else. Consider your situation critically before taking any decision such as this.

That said, you see my friends, there is no limit to what you can achieve as long as you have your WHY intact and it is strong enough such that quitting is not an option.

In fact, I have to tell you that 'WHY pass WHY'! This is what separates the quitters/losers from the winners. My own WHY was so strong enough that I had no other option than to do everything legally within my means to reach my goals.

To WIN in business, as it is in life generally, your WHY must be strong enough such that quitting will NEVER be an option except you want to CHANGE your STRATEGY - Plan B

Take note of the keywords - you may want to read again. If you get this part, you will be able to lay a very good and strong foundation for your business empire.

So, in my entrepreneurial journey to creating a group of companies that are yielding income for me both online and offline consistently, this was the first step I took and I recommend you do the same before you embark on the journey.

How To Find Your Why



Ask yourself the following questions and you **MUST** have the answers written down somewhere you can have access to them regularly and easily. Make sure you are as sincere as possible to yourself. Don't forget it is your life. If you are forming for other people, don't form for your own self o.

So;

- **Why do you want to start a business?**
- **What is currently going on in your life that you don't want anymore?**
- **Design your best life: If you can have everything you wish for in life, what will your life look like?**
Write it down - all of it!

It is funny how dreams do really come true. I am not talking about the dreams you have when you are asleep, I am talking about the dreams that take away your sleep. I don't know if it happens to you but it happens to me regularly. Anytime I am nursing a big dream, the excitement of seeing myself achieving it takes away my sleep.

Such was what happened in my own case with the dreams I had then. I have achieved almost all of them now because I had them all written down (in fact explained in details so that I won't forget) and I will share some with you below.

Whenever you come across highly motivated individuals striving hard to succeed at all cost in their endeavours, just know that there is a very strong WHY behind it that is pushing them.

#Simple!

It could be a very smart and hardworking guy or lady in your office, it could be that young lady or guy in your network marketing business, it could be that boy or girl in your class. In fact, it could be anyone - they are everywhere. When I see them, I recognise them easily because I know the traits to watch out for.

If you do not have a very strong and compelling WHY as the fuel to power your engine, it will be easy for you to quit when the journey becomes tough. And the bad news, my friend, is that the journey will always get tough and rough. I am not telling you this to scare you but so that you can prepare ahead!

After answering the questions above, here is the last one you need to answer and carry around everyday to find your compelling WHY and that is;

- **What scares you?**



Let me explain this. I grew up with a very humble background, hawking for my mum day and night at every opportunity that came up to raise money for the family. When I moved to Lagos, I saw what growing up could be for other children. At least, I saw the children of my boss, my guardian and others.

So, I had a new experience of a better way to enjoy your growing up/childhood and I started getting scared for my younger ones and my unborn children.

So, what I did was to make a list of the experiences that scared me such as;

- **My siblings/children having to hawk to raise money for the family.**
- **Seeing my mum going through such stress as she used to just to raise money ever again.**

These two laid the foundation (before others followed) for me. I could not stand those two situations and I am grateful to God that they have been taken away for me now.

My 2 youngest siblings are doing fine and on my total financial sponsorship. One in higher institution now and the other enjoying his life right in secondary school. He got his first brand new Samsung Tablet from me when entering JSS 1 in 2014 at age 10 or so while no one could afford to buy me a phone even at 21 then.

My mum has also stopped working for over 4 years now and she stays with me playing with her grandchildren. She also had the opportunity to perform Hajj pilgrimage in 2016 as a surprise gift to her - all glory be to God Almighty who has made these and many I can't mention here possible.

I had to just mention few of these things about having your WHY in place and how that has worked for me. In all humility, I did not mention all those things to boast.

Moving on, you've got to find your why too and you can start with the following tips:

- **Do you fear being broke?**
- **Are you scared of losing your job?**
- **Are you scared of a situation where you wont be able to offer your family the best? And so on....**

Even now, anytime I need to take a step further financially, I always create a WHY for it. I can either set a financial goal or create a financial problem that will require me making more money to solve. Each time I remember it, I shoot more for action. It's as simple as that. No WHY, no result!

The comfort zone is not the place you want to be. If you remain in your comfort zone, nothing will change for you.



I recommend that you google Simon Sinek's video on 'Finding Your Why' and watch it. It is on youtube. It will drive home my point and teach you more on why this step is really important in starting a business and becoming a successful entrepreneur.

Now, it does not matter whether you are building an online or an offline business. The system pretty works the same way.

COME LEARN FROM ME LIVE

Will you like to learn how to come up with highly profitable business ideas that can generate huge profit for you within just 30 days or less from me?

Or perhaps you already have your own business idea but need to learn more on how make it profitable, scale it up and sustain it?

If your answer is YES, then register for my upcoming Live Online Training Session tagged

'Idea To Profit (I2P) Online Workshop'

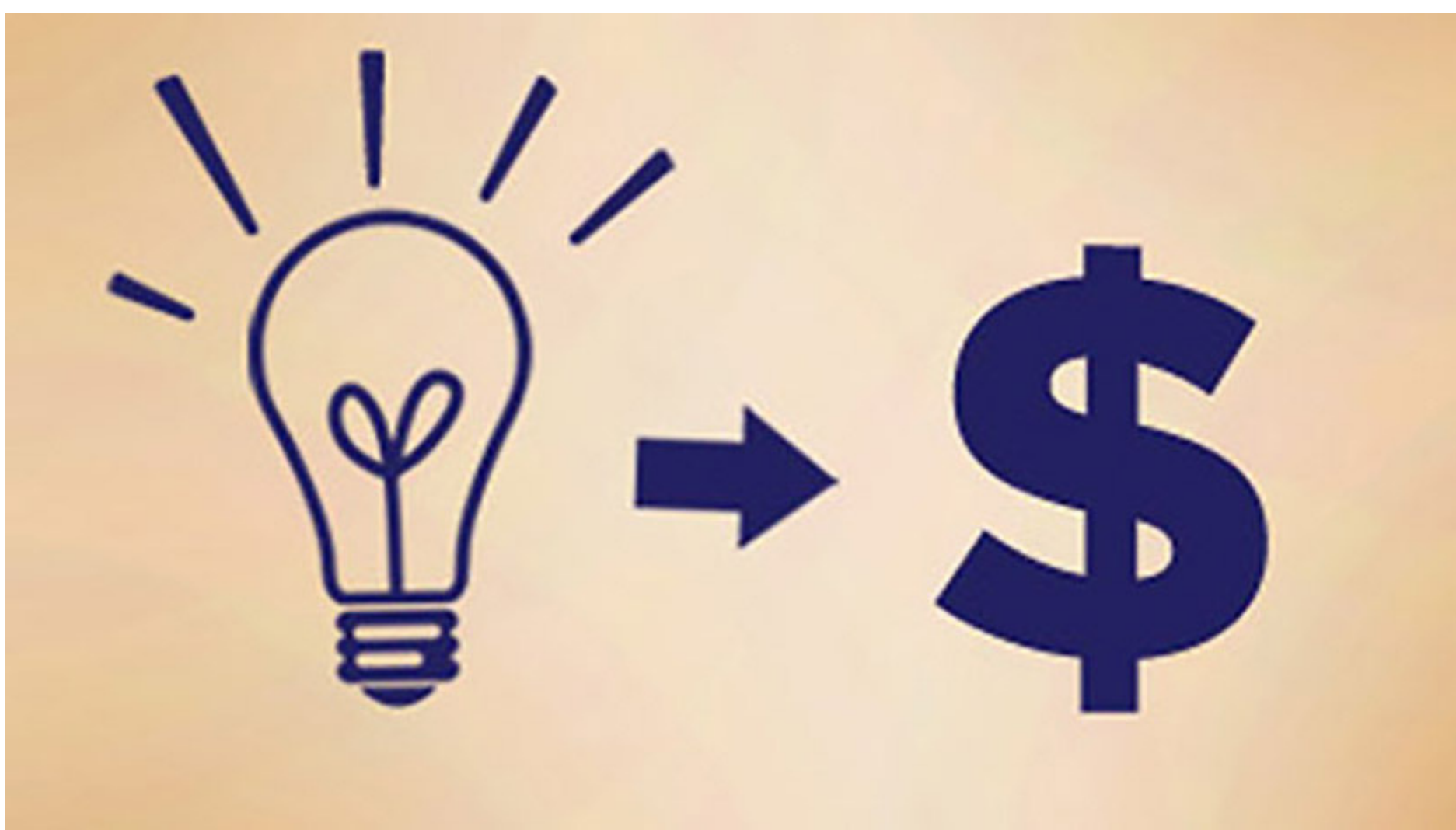
Visit the link below now to see the details of exactly what you will be learning from me and to register instantly;

www.strictlybusiness.ng/i2p

Visit the link now to register because I will be working with just 20 for now as I will not only teach them everything they need to know to make huge profit from their ideas but also guide and mentor them properly to be successful fast!

PART 2

GENERATING PROFITABLE BUSINESS IDEAS



Sincerely, with the situation of the country today, I do not think it will be hard for any Nigerian to find a reason to be successful, especially in business. The stage where a lot of people really do have issues is in what to do to make money.

What business do I do? What do I sell? What service do I render to make money?

These and many more like them are the questions I do receive from people concerning what to do to make money and in this session, I will be showing you just that. Let's go!

In reality, God has given every human being a 'gift' that can be monetised. The challenge however is in your inability to identify what it is for you.

At this point, I will quickly reveal to you a simple secret that will save you at least 5 years of trial and error in building/generating profitable business ideas.

If I had known this secret all along, definitely I should have achieved more. In fact, you should have read this e-book about 6/7 years ago because I have been nursing the idea to run the strictlybusiness.ng platform for that long.

And here is the secret:



Get A Coach!

Yes, it's that simple. You see, the essence of having a coach is to shorten your journey and widen your horizon.

He will show you what has worked for him and guide you towards achieving same success or even more for you.

How To Get Someone To Guide You In Your Entrepreneurial Journey



How do I find a coach/mentor? I don't even have any money to hire one! I know those and probably many more are the questions that will be going through your mind.

The good news is that you can make use of the power of the internet and social media which am sure you have access to.

On your Facebook, Instagram and Twitter pages or any other social media platform you use, there are always these folks that are exactly where you want to be and you follow them online or have a connection with them in one way or the other.

Why don't you craft a message and send to them appreciating who they are and how much you have learnt from them even from afar and then humbly request for their coaching or mentoring services?

If you have the time, request an internship opportunity with them. If you can afford that, the internship strategy works so well.

If sending a message online to this guy wont work, depending on how big/busy the fellow is, look for a mutual connection between the two of you and see if the mutual connection can refer or link you up.

The ways around this are endless.

In fact, a lady used it for me in January 2017 as a young graduate after attending one of my training held earlier in her school while still an undergraduate. She wrote me an email for internship and mentoring opportunity.

After a few exchange of mails, we offered her a chance. She started in February 2017 as an intern/mentee. When it was time for her to go for NYSC, she was already enjoying being with us that she begged that I allowed her serve with us.

She is through with her NYSC already and today, she is a full staff in one of my firms and she is now one of my very trusted and highly skilled staff. She is smarter now and more creative. She will take all the knowledge she has acquired with her wherever she goes.

When she wrote me for internship position and mentoring, I asked her to write everything she would like to learn from me. Today, she has learnt them all and even more and she is happy still being around.

Trying to figure things out on your own is a slow lane to success.

Sure, some people do it but the failure rate is really high. If you want a sure success in business and you want it fast, just get a coach/mentor.

I have recommended this strategy for so many people and it worked for them. It is still working and will continue to work.

If you write to someone and they do not answer you, write to some other people. At least, one of them will answer you and you will be good to go.

Also, your coach can be anyone. Just about anybody but the simplest of the criteria you want to consider is that he/she has achieved what you want to achieve. Even if you are older than the person, hire him/her as your coach/mentor in business.

I know there is a big difference between a coach and a mentor but I have decided to use them interchangeably here to mean almost the same thing.

Well, whichever one works for you or that you get eventually, grab it and run with it. This is not an English Language ebook or training.

How to Generate/Get Business Ideas that Churn Out Money Fast

(Case Studies Inside)

Around 2010 and 2013, I tried so hard trying to really make a big business out of my FOREX trading venture which had earned me good money and a lot of followers both online and offline then but it won't just happen.

I love FOREX trading so much because it offers an opportunity to make money without interacting with humans - just you, your computer and your charts. But for one reason or the other, it won't just work as I wanted for me and everything started going down.

However, a friend offered me another opportunity where I would have to interact regularly with people and I said no because I did not want to change my business orientation and strategy.

Meanwhile, I was getting broke the more by the day. It was like everything just started working against me suddenly but when I could not take it any longer, I said YES to the opportunity from my friend.

It involved marketing and selling of health products which I did not like because I had tried some in the past with no success. But one way or the other, I introduced my knowledge of internet marketing to it this time around and **I moved from just a blog to market and sell those products in 2014 into a fully registered natural health and wellness company today.**

It is called **Plan B Wellness Nigeria Limited** (check it out at **www.planbwellness.com**) that churns out millions of Naira in revenue on an annual basis.

So, what do you take out from here and how will it help you generate your own ideas that you can make money with?

You see, 'idea' as a term for me does not have a definite definition (except when you really invent or create something entirely new) and I will explain what I mean.

When I turned a mere blogging venture to sell some natural health products just to make commission sales online into a full natural health and wellness company, what will you call my business idea?

I have a **training entity** now that was established from my mere seminars and local trainings then for my team members.

I have an **SME consultancy business** which I kick-started after been able to gather working ideas/strategies I use to run my own businesses successfully and which I use to help others succeed in their businesses through mentoring and advisory services.

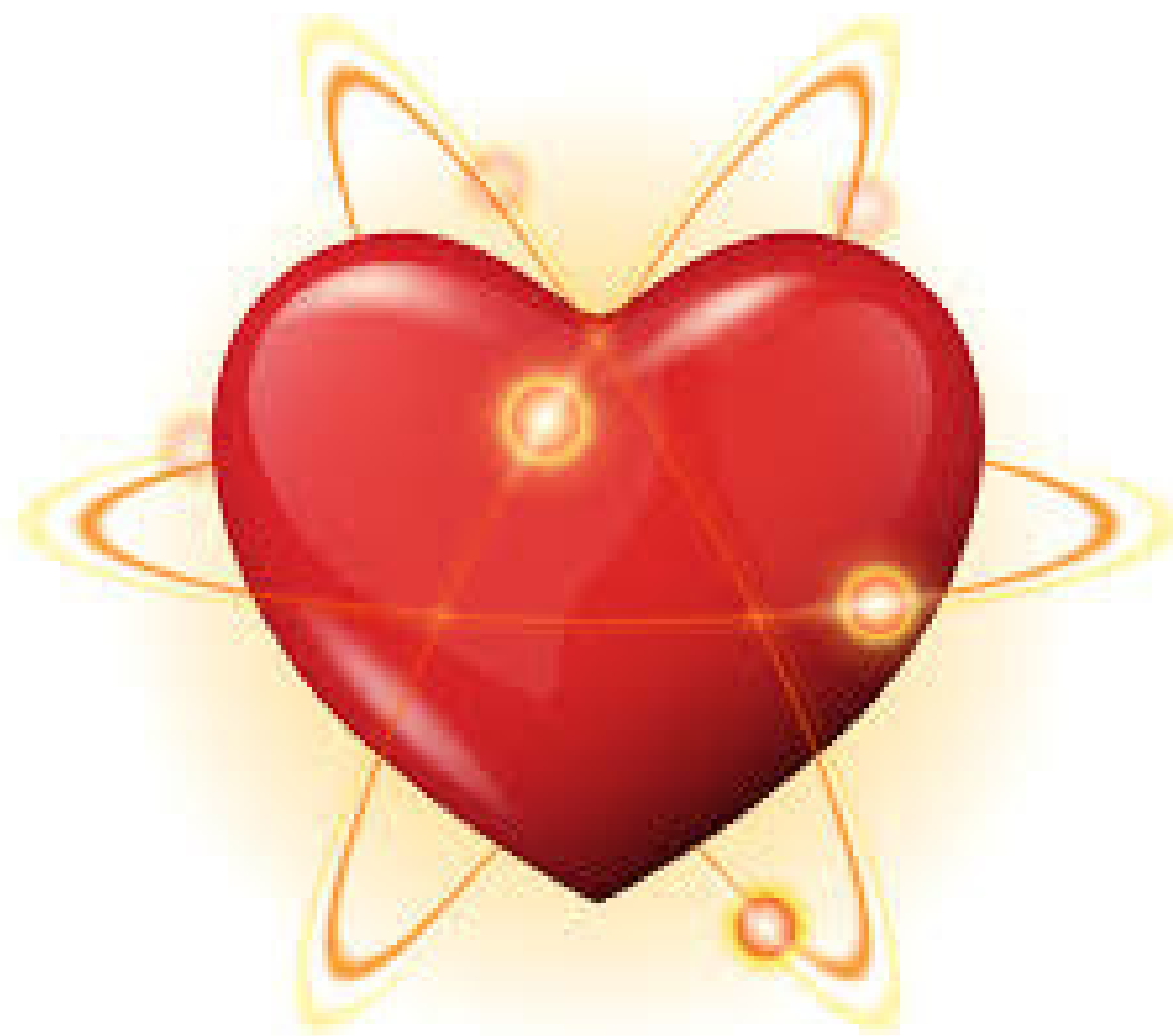
After sometime, I just turned it into a full SME Consultancy Business. Same thing goes for my Digital Business too and so on.

So, the thing I am referring to as an 'idea' here is that unique thing, stuff, talent, gift, passion, you are bringing as an addition to something or an opportunity that is already in existence in order to give it more value and make more money for yourself.

How do you know if you have such idea that I talked about earlier in you? To know that, you should ask yourself the following questions and answer them appropriately. I will also take my time to explain them each below and you can generate ideas to make money with them as you like;

- **What am I passionate about?**
- **What problem do people call on or come to me for solution?**
- **What do people complain about around me?**
- **What do people lack around me?**
- **How strong is my WHY for wanting to change my financial situation now?**

What Am I Passionate About?



You can generate money-making business ideas around your passion if you are creative enough.

Here, I am not talking about your hobbies. I am talking about things that can keep you awake for long hours and you will not even be tired.

Example;

I was once in an Leadership Academy session somewhere in 2017 for some undergraduate students and I ran an exercise around passion where a lady studying **Estate Management** detected right there and then that her passion was actually caring for people (**Nursing**).

When I invited her out for proper questioning, she said she actually wanted to be a nurse. All her friends at the Academy testified to how good she is in caring for people health-wise and so on.

For this lady, it would be easier for her to build a business around Nursing than probably the Estate Management she's studying except she develops a strong passion for that in the long run too.

So, determine what you are passionate about now and look for opportunities around it in town to make money with.

If you like sport so much, you can consider to be a sport blogger.

That is still a money-spinning opportunity that a lot of our football lovers are not tapping into in Nigeria yet. We still rely on reading foreign blogs and we export our riches and financial prosperities to them.

Passion does not have anything to do with the course you read in school or the career that circumstance is forcing you to build now.

You can be a Doctor and be a sport blogger or writer. You can be a banker and be a newsblogger.

A Medical Doctor friend of mine calls himself Medicaster. He started casting news in Oyo State as an undergraduate in medical school (UCH) then. Today, he does MC and radio programs all around and he is happy doing it.

You can be doing or studying one thing and have passion for another. If what you have passion for is profitable coupled with the fact that you enjoy doing it, then go for it. Your success will be easier with that.

This is one sure way of generating profitable business ideas.

Now, think of what and what you are passionate about and how to turn them into profitable business ideas.

What Problem Do People Call On Or Come To Me For Solution?

In 2007 when I started reading about entrepreneurship and started using the internet to scout for opportunities, the way I talked when with my friends started changing. **I always drew them to talk about how we could make money, what business we could do and so on.**

Suddenly, everyone started calling me for advice about businesses and entrepreneurship. In fact, I have a brother that would refer anyone interested in online business to me then even if I did not know about that thing. He believed in me that much!

That time, I started getting contracts and supply offers through referrals because some people just believed I could do anything that involved business and money.

So, I decided to further my learning on entrepreneurship and I started offering advice on my Facebook wall. I started running a seminar series in Lagos and Ibadan. Small me then o. And people were really following me and were seeking my advice on issues relating to business and entrepreneurship. I started getting referrals.

Today, that has metamorphosed into a full SME and Business Development Consultancy Services.

So, my friend, what problem do people bring to you thinking that you have a solution? Have you ever thought of developing yourself more on it and positioning yourself to cash in on those problems and challenges by making people pay whenever you offer a solution?

Because that is what entrepreneurs do - we solve problems for people and get paid doing it.

What Do People Complain About Around Me?

Here, I will use my natural health business again as an example.

When I was coming out of my first recession as an entrepreneur in 2013 as I mentioned earlier, a friend just introduced me to some health products and invited me to listen to a presentation about those products in the company's office in Lagos.

While the training was going on, the presenter mentioned that over 30 million Nigerian women have a particular medical condition and medically, surgery is the only solution. Meanwhile, many Nigerian women are afraid of surgery but the company has some natural health products that work well to treat this condition.

Haha!

Shey e fe ma whyne mi ni...

(meaning: are you kidding me?) LMAO.

Quickly, I started making mental calculations of how much I could make if actually they're saying the truth.

Luckily for me then, I just finished reading a book titled '**The Millionaire Fastlane**' by **MJ DeMarco** and the lessons were still fresh in my head about making it big in business by serving a large number of customers who are ready to pay you...chai!!! See money!

So, I first had to call my friend by the side to confirm if they were not lying that those products work. His answers were in affirmative. I asked some other people and they confirmed it too. Then, I moved.

I went online to start researching about what the presenter said about the issue and what I saw amazed me.

There were actually a lot of women online looking for natural solution to that health challenge even from all over the world. **This is a classical case of 'what do people complain about around you'.**

Even if they do not complain it to you directly, if you know about it and providing a solution will help you make some money, then go for it.

Again here, it is all about providing solution to a problem. Adding values, making live better for people, taking away some pains and worries for people and so on.

As a student, what do people complain about in your school or hostel?

Is it recharge card? Is it data? Is it bad internet connection? Is it withdrawing money from ATM? Is it laundry services? Is it barbing? Is it making-up or sewing? Is it shopping? Is it cooking? Whatever it is, you can turn it into a profitable business idea and make money from it.

All you need to do is to.

Think!!!

In your place of worship, what do your members complain about?

Is it security issue? Is it health? Is it unemployment?

In your neighbourhood, what are the complaints you can monetise?

In your office, what are the issues you can provide solutions to and turn your co-workers and even your bosses to customers while still working with them?

As a lady working in the bank for instance, can you provide cooking services to serve lunch in your office? You don't need to be the one to serve it. Use your siblings or other people to assist.

If you have just 5-10 people patronising you for 5 days in a week and you make extra N200 from each of them per day serving them quality meals, it can be the beginning of something really good in your life. Think!!!

Think about it or shoot me an email via **planb@strictlybusiness.ng** for more insight on any of these and many more ideas/opportunities that may be unique to you based on who you are right now.

The opportunities are endless and limitless. No one can do everything. That's why I am sharing them with you here. Grab whichever one that is applicable to you and run with it. Just don't forget to send me an email of your testimony/success story.

Nowadays that there are even internet and social media platforms, you can be very rich quickly. You can resign from your day job to pursue your new dream fully so soon.

I have numerous examples of my mentees and people around me that have achieved this. I am a living testimony too myself.

Once again, if you need my help on generating ideas here, shoot me a mail.

What I really like about building a business around what people are already complaining and willing to pay for is that it is a sure market. You are not forcing a product or service on them, they are already yearning and ready to pay for it.

That guy in your office is already complaining about how hard it is to get good and affordable food for lunch. Some people are already complaining online about some particular health conditions.

All you need to do is to be creative and offer a solution. A good solution for that matter and you will make money. In fact, they will still thank you for providing such a service or product after paying you.

This is one of the things I enjoy in my health business. At times, you will just wake up to a message or call from one happy customer who will rain prayers and blessings on you. That's what you get when you offer solution to what people are already complaining about.

What Do People Lack Around Me?

Building a business idea around this requires you to research, carry out a survey or simply ask people.

At times, you may be thinking some people lack something, they should have it and you are thinking of providing it but they do not want it in reality. Even if they want it, they don't want to pay for it because they can probably do without it.

So, you will want to do your home work properly in this area before launching your business idea. A lot of young entrepreneurs fall into this trap.

In fact, big brands and businesses do too. They will introduce something they think people need into the market and people will just press ignore button...lol.

A typical example is a company called **GoMyway**. They wanted to do something similar to **Uber** but tweaked a bit and consumers simply rejected it. They did not use their mouth to reject, they simply rejected by not patronising or the patronage was not enough to sustain **GoMyway's business**.

Meanwhile, **Taxify** came much later after Uber too and they are doing well based on the numbers we see. I hope you get the point I am making here.

Another tweak to this is...

...trying to sell what you lack yourself and you think there will be other people like you who lack it and will be ready to pay for it.

A typical example was sometimes in 2016 when I was trying to check out an herbal remedy recipe at home and I needed to encapsulate the formula.

After watching videos on youtube, I got the ingredients. Now, there is a problem! Getting empty capsules to buy online or even anywhere becomes an issue.

After spending days searching on all Nigerian online stores with no success, I started searching for independent sellers. I was able to find some but their prices were either too high or they wont just pick their calls or they did not have as at that time.

Eventually, I got from a guy in Ikeja who sells at a very expensive rate for me but I have no choice.

I did not want to import because I needed it so urgently. I didn't want the motivation to try that formula to die before getting the capsules down here.

Due to this experience, I started thinking of other people like me that fall in this category.

How about if they could just do a search on google and get somewhere to easily buy empty capsules online without having to wait for several days to import?

This is an opportunity for us to create additional source of income - I told one of my staff and gbam, we went to work!

I created a store on Jumia, went for their training and uploaded a picture of the capsules online. For days, we did not get any order and I even forgot I placed anything on Jumia.

But on one faithful day after about 2 weeks, I got a mail from Jumia that someone made an order. Hahahaha...is there any other definition for '**passive income**' other than that?

Jumia did the marketing, the closing and the delivery but I made the money.

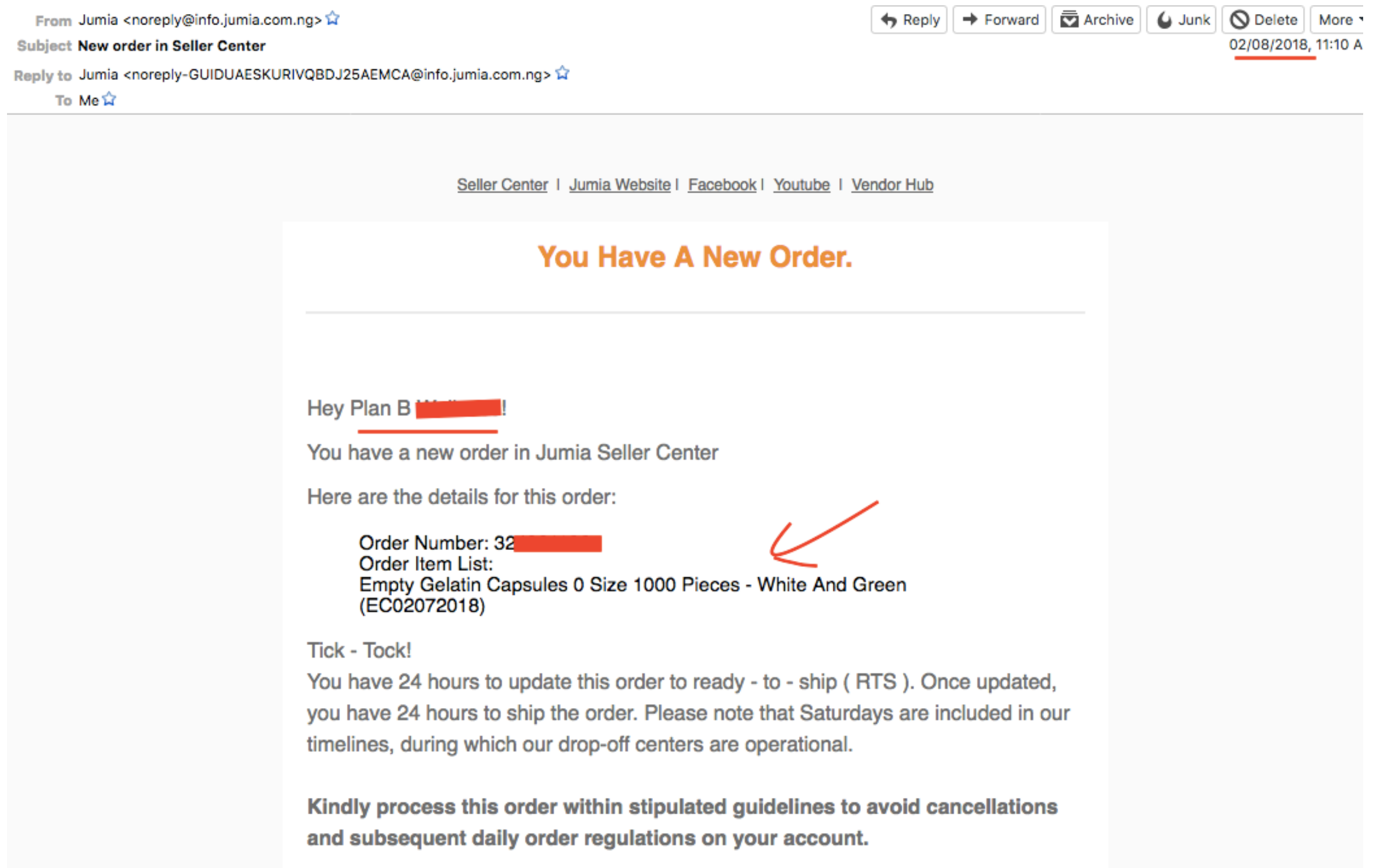
Though, they charge me for helping me to sell but that isn't a problem as long as I don't have to spend my own time doing the marketing and the selling.

Since then, we have been getting regular orders for it on Jumia and the sweetest part of this deal is that I make over 800% profit on each sale because I now get good deals from my seller abroad and I put the business on autopilot with Jumia.

In fact, this experience made me to create one more store on Jumia and I have been adding more products for more passive income.

I created a business out of what I lacked and thought other people around could lack and want it too.

Yesterday, we still got another order from Jumia for the empty capsule;



You can repeat this strategy for any product, service or idea. You can build your own online store or decide to sell as a vendor on third-party e-commerce stores like Jumia and Konga or even do both.

How STRONG Is My WHY For Wanting To Change My Financial Situation Now?

Again, for an uncountable time in this report, I am here talking about your WHY. You see, even if you get all the other steps on generating profitable business ideas right but get this wrong, you wont go far. You will really quit so soon and go home.

So, you really want to do the 'WHY' exercise up there and have them written down.

Your WHY will be your motivation to keep going when the journey becomes rough and tough.

I hope you have been able to gain one or two lessons from this section. If there is anything you need further clarification on, just shoot me a mail -

planb@strictlybusiness.ng

The last part of this report is where you will be learning how to monetize and scale up your business ideas. Lets go there...

COME LEARN FROM ME LIVE

Will you like to learn how to come up with highly profitable business ideas that can generate huge profit for you within just 30 days or less from me?

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PART 3

MONETIZING AND SCALING YOUR BUSINESS IDEAS



We are getting deeper now in our journey to make you a successful entrepreneur and this is the part where you will learn how to turn the idea you have come up with in the last chapter into big money.

You see,

A lot of Nigerians, especially young people, are afraid of money and success.

Yeah! Forget the lip services we pay to it. I want more money, I want promotion, I want this , I want that. In reality, it starts and ends right there!

People are really afraid of money and success because we see successful people or rich people as bad people.

Someone somewhere has preached to you that the love of money is the root of all evils. You also don't want to be seen as a bad person. You don't want to be talked about negatively. You don't want to stand out and be different from the others.

You just want to align and be like everyone else. That's how you and majority are! I used to be like that too.

In fact, at a time, I was hiding the fact that I was making so much money (from my businesses) from people. I was afraid of what they would say.

Would they not say I have started doing **'yahoo'** because they always see me with laptop or talking to someone on the phone about money and so on?

See, once you sign up for entrepreneurship, be ready for some real drastic positive change in your life and a financial change is one that is sure if you play your game right.

I have seen a lot of people that sought my help in their businesses but eventually found out they were not having any challenges other than the fact that they were scared of growth.

They do not want to build that factory because that seems too big for them to handle emotionally and psychologically.

They do not want to move to a bigger office because people will start perceiving them as being rich now.

They do not want to launch a new product, they do not want to hire more people or start another business and so on.

Once you get your WHY right and a profitable business idea in place, monetising it and scaling up fast is the next thing.

Scaling up is what separates the men from the boys. This is where the real money is and there are very simple strategies and steps to follow to achieve it easily.

I have done it over and over again for my businesses and I will teach you how to do the same.

Sometimes in 2015, a company I partnered with to sell their products on one of my health e-commerce websites was slowing down and was really messing up.

Then, I thought of scaling up to a level of probably producing my own products but I was scared. Really scared!

How do I scale from a marketer to a producer just like that? I would need a factory, need certifications, join an association, need this and that machine and so on...those were my thoughts.

I was really scared of becoming that big. So, I continued playing my small boy game. At least, I was making money and I was fine.

When I could not take it any longer, I had to grab the bull by the horn. Fast forward to 2017, **we started producing and nothing really changed except that taking the step boosted our income and business confidence the more.**

At least, I started gaining more experience as an entrepreneur in the area of production.

At any stage in your business, think of other things you can offer to add more values to make more money.

What can you do better in packaging, labeling, naming, marketing, branding, producing and so on?

All these things require just little extra effort from you to the existing business/idea but the returns are so huge in profit.

The challenge here however is that we all like our comfort zones. As long as something is coming in, we don't want to alter the system.

Monetising your idea simply means you should start charging for it if really people gain some values from it.

That advice people come to you for, start charging for it. Don't be afraid of what they will say. Get a business name and register it. Formalize it!

As a young lady, that food you cook for your brothers and his friends that everyone says you are a good cook, monetize it. Charge them for it

Tell that uncle Kunle or Uncle Plan B that if he can pay you 3k or 4k, you can cook a kind of soup he can eat in his house for 2/3 days. If you do that for him, tell him to tell his friends too.

If he tells 3/4 friends and they place an order, give him discount on his next order or he gets it for free if you can afford it.

Get a feedback from those guys and post on your Facebook and other social media platform. **My sister, that is the beginning of your business as a professional cook.**

This is a sort of home business. You will use the same resources you already have at home to cook. What may cost you money will be the ingredients you are getting based on what you are cooking.

So, who can do this? Ehn?

Who can do it?

ANYBODY!!!

Anybody can do it. And it does not require so much money to start. You can start with no money even. You can start with your friends and family members first and scale up.

Register a company or get a brand name and consistently use social media to promote yourself.

Start with your free account on Facebook and other social media platforms. When you have more work and feedback to show, open a Facebook Fanpage and go big with paid adverts on other social media platforms too.

You will be getting more orders by now. Partner with a courier company for easy delivery of your stuffs all over the country.

Scaling Up for BIG Profit



To scale up big, **you need to find a way to make more money from your idea other than offering the primary product or service.** How do you do that?

You can earn more money from the knowledge you have gained in starting and running your business successfully now by launching an Academy or Training to teach people how to do the same.

Start first with online training such as whatsapp, Telegram, email, webinar and so on. In fact, you can start an online platform and write an ebook.

Don't worry if you think you are not a good writer, trainer or speaker. Once you are successful and have stories to tell about how you did what you have done, that's all.

The inspiration to speak, train or write will come. It is natural! If you want to prove me wrong, go and succeed first and come back to tell me if it's hard to teach people how to do what you have done to succeed!

You can go physical/offline with your training once you have more followers that are willing to attend and pay for it. Charge them money for it. At least, you are a pro. Your success now speaks for you.

An example here is me wanting **to teach people how to move from a natural health blogger to a natural health and wellness business owner**. Won't I have something to teach them after running the business successfully for over 4 years now?

I will tell them about my failures so that they can avoid them. I will tell them about the products that sell most to save them time finding out what sells and what doesn't. I will teach them the tools to use to build their blog and maintain it. I will teach them customer service strategies that have worked for me. I will teach them my delivery system and all money-making strategies from the business.

Now tell me, do I have content or not? Will I still say I am not a good writer, speaker or trainer when the need to be one arises? NO!

Same thing will happen to you when you succeed with that your make-up, tailoring, blogging, recharge-card business or any other business you are building now when you eventually succeed with it.

Once you start the Academy/Training, you will start getting speaking invitations to share your stories and you will be getting richer and famous.

The next level of scaling is becoming a consultant.

You will start offering consultancy services to upcoming businesses in your field/niche because you are now an authority.

You have the knowledge. You know the shortcuts and the nitty-gritty. You have the experience.

For example, just;

imagine a Tara Fela-Durotoye wanting to offer you a one-on-one consultancy service for your make-up business...you know that's priceless!

You can apply this strategy to any business. Name it - photography, cooking, sewing, make-up business, barbing, hair-dressing, nursing, videography, graphics designing, website designing, blogging - and so on and on.

Just name it and I will show you how to go about it. I have done it for myself, my mentees and other people before.

On a final note, **when you start to monetize what you used to do for free for people, they will give you different names like 'Iya/baba ijebu', 'stingy woman/man' and so on.**

Don't worry and don't be bothered about that. Just focus on the value you are delivering and the money you are making.

All of them calling you names now will be proud of you later. They will be taking selfie with you when you become a celebrity entrepreneur and you tell your sweet success stories of how you started and got to where you are.

I don't know if you have heard or read about;

Ijeoma, the pap seller who started her pap business in her kitchen with just N200 and a blackberry some years back. Today, she tells the story with pride because she is making millions and has a factory now too. You see that? From her kitchen with N200 to million-naira factory!

You see, impossible is nothing if you have a strong WHY to make it happen.

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CONCLUSION

With the ideas I have shared with you in this ebook, you would have learnt how to;

Prepare your mind for entrepreneurship.

Generate profitable business ideas.

Monetizing and scale your business Ideas

And I also believe you would have been inspired enough to want to give it a shot. If I and the various examples of young people I have mentioned in this report can do it, you can do it as well and even better.

Just do it and be rest assured you have a support in me in your journey to entrepreneurial greatness.

Final Thought

When should you start?

If you ask me, the answer is **NOW!**

Do not add this to the list of the reports/ebooks in your archive which you never did anything about.

Do not procrastinate. Do not wait till you get all the resources you need to get started. With whatever you have right now, you should get started.

Nature has a way of making a way when we do our part and what is our part that we need to do? It is taking ACTION. When we take action, everything will start falling in place. But if you do not act, nothing will change for you.

Thinking you do not have what it takes or what you need now means your WHY is not strong enough. You do not want and desire a change in your life badly enough. If you do, you won't postpone your action time till tomorrow or next week or new year. Today should be it man!



After all is said and done, it is still up to you to make it happen. The decision on whether you think you can achieve greatness as an entrepreneur or not is yours. You are right whether you think you can do it or not.

But if you think you can and you want to give it a shot, trust me that you are not alone. I will be with you throughout the journey because your success is my joy...I am just an e-mail away!

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LET ME TRAIN YOU FOR FREE!

Have you gained anything from this report? If yes, take just 2 minutes now to send me your feedback directly to my mail planb@strictlybusiness.ng.

I will not only reply you personally, you will also have the chance to win a FREE training slot with me. If your feedback is chosen by my team to be among the BEST 3.

You WILL have the opportunity to attend my

**'Idea To Profit (I2P)
Online Workshop'**

for FREE!!!

Where I will teach you how to become a smart and successful entrepreneur.

Take a break now to send the feedback before it's too late!

I remain your friend in your journey to
entrepreneurial greatness!



Tiamiyu Ibraheem Abiodun (Plan B)
planb@strictlybusiness.ng

You can connect with me on social media as follows;

 Facebook : www.facebook.com/planbbiz

 Instagram: @plannbiz

 Twitter: @planbbiz

 Skype: planbbiz

Most importantly, visit my blog @ www.strictlybusiness.ng
for more life-changing lessons like this every day and **sign up for my newsletters too.**

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