

How to Start a Business When You Have No Money

"If You No Get Money, No Wahala!"

| 7hubent Tech

Introduction: If You're Broke, You're Not Hopeless

So, you want to start a business, but the bank account is just as dry as the harmattan breeze? No worries, you're not alone. Most people think you need millions before you can even think of calling yourself an "entrepreneur." But let me tell you a little secret, my brother, my sister—some of the biggest businesses in Nigeria today started without kobo! Eh! No lie, I tell you.

So how do you even begin to hustle your way to that kind of success when there's no "capital?" Let's break it down. No be by force to have money to start o, na by having sense and strategy. In this article, I'll take you through practical, no-money-down ways to start a business, sprinkle in a little bit of my own journey, and most importantly, show you how 7hubent Tech can open doors for you.

1. Leverage What You Already Have

Before you start shouting, “I don’t have anything!” take a deep breath and think well. Everybody has something they can use as a resource. Maybe you’re good at braiding hair, cooking, or fixing phones. Use that skill to generate small, small income. When I started my own hustle, I didn’t have millions—I was doing freelance work from my little laptop, and believe me, it’s not easy. But I stayed consistent.

Your resources can also be your knowledge. Even if you have no physical product, you can sell your expertise. Are you good at tutoring kids? Start a lesson business in your neighborhood. Do you know how to sew? Begin with small repairs. There’s always something in your hand—ask yourself, “What am I good at?” Then run with it.

Scriptural back-up? Matthew 25:14-30—the Parable of the Talents. Use what you have, no matter how small, and multiply it.

2. Make Social Media Your Best Friend

Look, if you’re not utilizing social media to push your business or service in this 2024, you’re missing! These days, you don’t even need to rent a shop or hire people to start selling. All you need is your phone and data. Just last week, I saw a lady in Kano selling local

snacks like puff-puff and akara—guess what? She has over 10k followers on Instagram. How? Consistency!

And when we talk about social media marketing, abeg, no forget WhatsApp! 7hubent Tech offers you a golden opportunity to advertise your business for FREE through WhatsApp groups dedicated to promoting Nigerian small businesses. With 7hubent, you don't need to spend money on ads—you simply post your product or service and watch people rush you. Imagine joining a WhatsApp TV platform that already has thousands of people ready to buy from you. My people, na pure jackpot be that o!

3. Start Small and Grow Gradually

Everybody wants to blow overnight, but let's face it, the thing no be like that. Starting small is how you gain experience, learn what works, and avoid massive failure when things don't go as planned. If you can bake, for example, you don't need to open a bakery immediately. Start by taking orders from friends and neighbors.

When I started my freelance business, I wasn't making the big bucks, but I was learning. With each new client, I was growing my network, my skills, and my

confidence. Na so e dey be o. With time, your small business will grow if you stay faithful.

4. Networking Like Your Life Depends On It

Here's one thing I learned very early: Who you know matters. Relationships are everything. Make sure you're networking with people who can support and help grow your business. Attend local events, join online groups, and most importantly, don't forget about the power of 7hubent Tech WhatsApp groups. They are one of the most reliable platforms for connecting you with other business owners and potential customers without any cost.

The more you network, the more opportunities you create for yourself. Your future investor, mentor, or even your first big client may just be a contact away.

5. Barter Your Skills

Don't get it twisted—money isn't the only currency. You can exchange your skills for services that would normally cost you money. For example, if you're good at graphic design but need a website, find someone who designs websites and offer to create a logo for them in exchange for their help.

When I started out, I couldn't afford to pay for advertising or branding, so I offered to help other people with writing content in exchange for shout-outs. This barter system helped me grow faster than I could've on my own. So, think about how you can offer value in exchange for what you need.

6. Take Advantage of Free Advertising Opportunities

In today's business climate, plenty of platforms offer free advertising—7hubent Tech being one of the most trusted. Why spend money you don't have when you can advertise your products and services on 7hubent Tech WhatsApp groups?

Here's how it works: 7hubent is essentially a giant marketing network with multiple WhatsApp groups filled with people interested in Nigerian businesses. You join, post your services or products, and bam! You're already reaching thousands of potential customers without paying a dime. Na this one be the koko, my people. I wish I had known about this when I started o!

7. Persistence Is Key

Let me tell you now, starting a business with no money is not for the faint of heart. You'll face challenges. You'll want to give up. But guess what? If

you persist, you will succeed. I remember several nights when I wanted to throw in the towel because I felt like things were not moving. But I pressed on. I kept going, even when nobody was buying what I was selling.

This persistence eventually paid off, and today, I'm happy to say I've built a successful business from scratch. Yours can be the same.

FAQs

Q: Can I start a business without any capital at all?

A: Yes, it's possible! Start with what you have—whether it's a skill, knowledge, or even just your phone. The most important thing is to take the first step.

Q: How can 7hubent Tech help me advertise my business for free?

A: 7hubent Tech is a WhatsApp TV platform where you can join groups dedicated to Nigerian businesses. You can advertise your products or services to thousands of people, without spending a kobo.

Q: What kind of businesses can I start with no money?

A: Service-based businesses like tutoring, consulting, and freelancing are great because they don't require upfront capital. You can also sell products that you already have at home, like food or handmade crafts.

Conclusion: Don't Let Money Hold You Back!

There you have it—starting a business with no money is not just a pipe dream. It is entirely doable, but it requires strategy, patience, and persistence. Leverage what you already have, take advantage of free platforms like 7hubent Tech, and don't be afraid to start small. Remember, the road to success may be tough, but it's absolutely worth it.

Now, over to you: What skill or resource do you have that you can turn into a business today? Let's talk about it in the comments. Or better still, join the 7hubent WhatsApp group and let's make magic happen!