

FOREWORD BY DR EMMANUEL OJEAGBASE
PUBLISHER, COMPLETE SPORTS AND SUCCESS DIGEST

HOW TO SELL TO NIGERIANS



**Sell More Of Your Products In The Next 30 Days
Than You Did In The Last 300 Days.**

Guaranteed!

AKIN ALABI

Best selling Author SMALL BUSINESS BIG MONEY

WHAT PEOPLE ARE SAYING ABOUT ME AND THIS BOOK

“Memorize Every Single Sentence in This Book”

If you are someone already in business or have the intention to start one down the road, I recommend you memorize every single sentence in this book or, at least, put it under your pillow and pull it out to read before going to bed and, first thing when you get out of it. Listen, if making money from the business you slaved for in order to become financially free is your goal, Akin Alabi has gifted you with a book that will make that dream come true for you.

That's how indispensable this book is to every small business owner.

Dr. Sunny Ojeagbase

Publisher, Complete Sports and Success Digest

“Written for Maximal Impact in Our Unique Market”

Akin has concisely unraveled proven strategies that guarantee positive marketing results. Through this book, his wealth of experience has been tangibly communicated with practical illustrations that depict his passion to impact knowledge on the new generation of marketing professionals. *How to Sell to Nigerians* is written to inspire innovation to the Nigerian marketer and for maximal impact in our unique market. No one could have written it better.

Moses Babatope

Co-Founder, Filmhouse Cinemas

“Tested Strategies and Tangible Recommendations”

If anyone has proven that they can sell to Nigerians, it's Akin. I'm glad he's taken the time to share his tried and tested strategies and tangible recommendations in this new book. *How to Sell to Nigerians* has been written from principles to inspire innovation and help businesses maximize their impact in our market.

Shola Akinlade

Co-Founder, Paystack

“To Everyone Who Desires A Slice Of The Nigerian Market”

Akin Alabi has shown avidly, his in-depth knowledge of the Nigerian consumer. This book is highly recommended to everyone who desires a slice of the golden pie (Nigerian market space).

Dr. Kennedy Okonkwo

GMD, NedcomOaks Ltd

“Strategy Worked Within 24 Hours”

After reading just a chapter of this book, I immediately summoned an emergency meeting with the customer service department of my company. I asked them to apply the lessons and the next day, one of my customer attendants said "sir, this new strategy is working." This was less than 24 hours after our meeting.

Gaius Chibueze AKA Bitcoin Chief

Founder & CEO, Tatcoin.

“You Won’t Find A Better Book on The Subject”

Akin Alabi is one of the best marketers in the world, and with his first book *Small Business Big Money*, he showed us why. “How to sell to Nigerians” is even more insightful, practical and seeing as we know the author better now from reading his first book, we can now intuit some of his ideas, away from some of the counterintuitive effects of some of his great ideas in the first book. The beauty of this book is that it is much more than a book on selling to Nigerians.

It is a book on the psychology of Nigerians in a way that you can apply it to influence people across different interests. As someone who spent time studying human behaviour, I know this is a book on how to make Nigerians do what you want them to do without making them think you are making them do it...but to the specifics of selling, this is a must have for everyone who’s got something, anything at all to sell to Nigerians. You won’t find a better book on the subject.

J J. Omojuwa

Author, Digital: The New Code of Wealth

“Rich In Information That Helps Business Owners”

Akin Alabi's writing style is unique and communicates rich, impactful messages in simple language. I consider this extremely important because data shows that Nigerians don't really like to read. Akin has found a way to distill powerful business and life messages using simple language and relatable stories which means more people can read and learn from his writings. I personally enjoy reading Akin's books and always recommend them to small business owners and young people with aspirations to own a business. *How to Sell to Nigerians* is rich in information that helps business owners understand how Nigerians arrive at buying decisions and therefore increase sales exponentially. I highly recommend it to everyone in business or with aspirations to start one.

Abiola Kazeem

Founder, Sports Derivatives

“You Have A Lot to Lose by Not Reading This”

Akin Alabi provides a wealth of insight into strategic marketing and business success. One of the virtues I admire about him is his open-minded attitude in helping others to achieve success by sharing his wealth of knowledge.

If selling to Nigerians has always been a puzzle to you, this book is the key to unlock its mysteries. You will learn strategies and techniques to sell to Nigerians successfully and profitably.

You have a lot to gain by reading this book. You also have a lot to lose by not reading it. The choice is yours; but choose wisely, especially if you have products or services to sell to Nigerians.

Adekola Oyategbe

Creative Director, Mrl Productions

“This Book Will Change The Way You See And Do Business”

Doing business in Nigeria can be a tricky adventure. Understanding the mindset of the average Nigerian is key when it comes to doing business here. That is what Akin Alabi has done. Reading this book will change the way you see and do business.

Angela Nwaka

Co-Founder, CasinoCity.NG

“Everyone Doing Business In Nigeria Should Read This Masterpiece”

Akin Alabi is a walking testimony of what he teaches. He swam in the muddy waters, clasped the secret codes of doing business in Nigeria and for Nigerians early, became a success at it, then dedicated his life to teaching it. Everyone intending to do business in or with Nigerians should read this masterpiece of a book.

Ayo Bankole Akintujoye

Convener, Lagos SME Bootcamp

“Great Follow Up To Small Business Big Money”

How to Sell to Nigerians is the perfect book for Nigerian entrepreneurs, and anyone looking to do business in Nigeria.

Akin Alabi taps into his experience as one of Nigerian's most successful entrepreneurs having built a consumer facing business from the scratch. This is a great follow up to Small Business Big Money that will leave you with practical solutions to increasing your customer base and satisfying them.

Ayobami Adekojo

Lead Strategist, Optimum Horizon Ltd

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To my late father, Chief Adediran Alabi.

1934 to 2019

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FOREWORD

Let me start writing the foreword to Akin Alabi's second book, *How To Sell To Nigerians*, by telling two illustrative stories.

When we established our NGO, Success Attitude Development Centre and we started publishing SuccessDigest magazine, we began to attract patrons from all over Nigeria who wanted to own and run their own businesses as we promised we would teach them.

One of the things I was emphasizing to my new converts was that they needed marketing knowledge to succeed in business like they needed oxygen. I could have been talking to deaf and dumb people for all the attention they gave to what I was telling them.

“Teach us how to make soap and snail farming first,” they chorused. “After that we will learn how to market it.”

Not too long afterward, they realized they had made the wrong choice.

The soap and snails they produced were all over the place. But how were they going to fight off competition without marketing knowledge?

The second story is about how I discovered that any business without a strong marketing team (different from a sales team) is doomed to struggle in the marketplace.

Actually, marketing starts from where sales stopped.

We were seven years into starting our sports publishing business, Complete Communications Limited, publisher of Complete Football and later Complete Sports, when it began to occur to me that something was missing.

I didn't figure out what it was until we were almost wound up by a bank to which we owed millions of naira.

In the process of struggling to avoid bankruptcy, I got hold of a book that opened my eyes to the importance of sound marketing knowledge in running a profitable business that is a delight of their founders and the investors they bring into them.

Why did I share these stories?

It's to caution you not to treat this gift from Akin Alabi as a spell binding novel written merely to entertain you.

If you are someone already in business or have the intention to start one down the road, I recommend you memorize every single sentence in the

book or, at least, put it under your pillow and pull it out to read before going to bed and, first thing when you get out of it.

Listen, if making money from the business you slaved for in order to become financially free is your goal, Akin Alabi has gifted you with a book that will make that dream come true for you.

That's how indispensable this book is to every small business owner.

Pastor (Dr) Emmanuel Sunny Ojeagbase

Executive Chairman,

Complete Communications Limited &

Co-Founder, Success Attitude Development Centre

March 9, 2021

INTRODUCTION

I don't know about you, but I absolutely detest it when friends and family try to “force” me to buy what they are selling.

I'm sure you know what I'm talking about. You are on your own “jejely” and a cousin of yours who just opened his clothing line comes to you. He is just starting out and he needs your support. You are a nice guy and you feel you should support him. It doesn't even matter if his clothes are of top quality or not.

Nothing wrong with that. After all, we all need support. No one has reached the top without being assisted by someone one way or the other. No human is an island. So you support. His kinds of clothes are not what you normally wear but you support nonetheless. You get the clothes and give away or keep in your wardrobe or at least wear them once to show your support.

If the clothing are of top quality, you can even tag your cousin on social media so others can see. You mention him and his business to a few of your friends with the hope that they patronize him in future. You help in spreading the word. You have done your bit and you move on with your life.

Few months down the line, your cousin comes back asking you to patronize him again. Heck. Now you are not too happy. You patronized him months earlier because you are a nice guy. You don't like what he is selling.

Besides, you don't have unlimited money. There are other things to buy with your money. You politely turn him down and he sulks away.

Then he's back a few weeks later. You turn him down again. You notice that he is not happy with you. Then he stops communicating with you. You see his posts on social media with quotes saying things like “he is not your family if he is not helping you” and “don't put your hopes in people. Even friends and family will disappoint you”.

The last straw that broke the camel's back for you was when you started hearing from different sources that your cousin has been saying negative things about you behind your back. Things that insinuate that despite your financial stability, you have refused to help him by supporting his business.

Now, many people have gone through this. Different stories and scenarios abound so it's not necessarily exactly how I described it but in a nutshell, getting pressured by friends and family to patronize them. When they do not live up to expectations, they get labelled as bad people.

Now that we can visualize this, I want us to turn the tables. Now, you are the business person. You just started that business. Maybe a clothing line. Maybe you started manufacturing hand sanitizers or you opened a massage parlour. It is time to market but the only marketing idea you have is selling to your family members.

You have a cousin that runs a primary school so you know he needs hand sanitizers and you assume he should patronize. Maybe he even gave you his word that he would patronize you when you start the business. You have a

close friend that loves fashion and you expect him or her to buy your clothes when you start.

That is fine but what expectations are you placing on them? If they do not patronize you, would you label them as bad people? More importantly, do you have a plan of who to sell to apart from your family and friends? Are they your only hope?

If you answered yes to that, you are making a big mistake. A massive one. You are making a mistake because..

Depending On Your Friends And Family To Buy From You Is Not A Good Strategy!

Don't get me wrong. There is nothing wrong with telling your friends and family about your new business and hoping they buy from you. What you should not do is pin the success of your business on their patronage. It is not a wise thing to do. Begging people to buy from you is not a smart thing to do. You see it on social media all the time.

“Please help me retweet”

“My business needs your support”

“My customer may be on your timeline”

Zzzzzzzzzzzzz

You can get lucky doing this but the odds are against you. Rather than going around begging friends, family and strangers to buy from you, what you should do is learn and deploy smart selling and marketing techniques that are guaranteed to work. The kinds of techniques I shared in this book.

Techniques that are tailor made for the Nigerian market. If you are a Nigerian business with Nigerians as customers, this book is for you. Also, if you are a non Nigerian entity but have Nigerians or hope to have Nigerians as customers, this is for you. Nigerians are a peculiar set of people. What we buy and how we buy is different from what and how others buy in other countries. For example, Nigeria is a place where people buy money. Let me say that again.

Nigeria Is A Place Where People Buy Money!

If you are a Nigerian, you will know what I am talking about. You probably have done it before. You buy newer notes of money and pay a commission on it. You buy let's say Twenty Thousand Naira (one hundred notes of two hundred naira). You then pay a percentage on it. There was a time it was ten percent commission. Later, the standard became twenty percent.

Today, I hear it is thirty percent. So you buy one hundred thousand naira with one hundred and thirty thousand naira. Isn't that weird? Do you know what they do with the money they buy? They give it out while dancing at parties!

I have been to many places in this world of ours and I have seen so many kinds of business model but this is totally on another level. How do you deal with customers that buy money but do not pay their rents on time? You need specific knowledge. Knowledge dedicated to that kind of market place. That is what I have served in this book.

Go right ahead and dive into the book. Take note as you read. All I need you to do after reading it is to apply what you learn in your business. Within a short time, the results will be so obvious you will be looking for me to thank me. If the techniques in this book do not work for you, feel free to ask for your money back. It comes with a lifetime money back guarantee.

I am that confident.

Your Friend,

Akin Alabi

Founder, Akin Alabi Foundation

PS: If you are gender sensitive and political correctness is your thing, I want to warn you before you read this book. I have used “he”, “she”, “him”, “her”, “him or her”, “he or she” at different points in this book without any particular intention. There is a chance I used one more than the other. It was not deliberate and it is definitely not a slight to anyone, only as a convenience. Thank you.

PPS: As much as I could, I used the names of actual companies and individuals and the details of actual case histories and examples. In a few cases, individuals' names have been held on request.

PPPS: If you are a grammar perfectionist, you will not like this book. This is not an academic work and I am not bothered with adhering to grammarian rules. I started some sentences with words like “because”, “and” etc. I also used a few slangs and street lingos. I still haven't figured out the difference between “will” and “would”. Also, I did not give the manuscript to a professional proof reader or editor to make corrections. Pardon me. Just focus on the business lessons.

PPPPS: You have probably seen my copyright note a few pages earlier. In case you missed it, allow me to state it here again, this time, in simpler English. If you copy a single sentence in this book without my permission, I guarantee you will have a terrible legal experience that will give you nightmares forever.

Peace.

CHAPTER 1

HOW TO MAKE NIGERIANS WANT WHAT YOU ARE SELLING

I want to start this book by sharing with you, an experience I had in 2013 when I wanted to buy a house in Lekki, Lagos.

I looked around a particular estate and ended up discussing with two different builders. They both tried to tell me why I should buy from them and not from any other person. The two houses were five bedroom houses with a “boys quarters” at the back.

However, one was priced at One Hundred and Fifteen Million Naira Only while the other was priced at One Hundred and Twenty Million Naira Only.

They both tried to tell me why their own house was better than the other. They both claimed they used top quality building materials while the other used substandard products. Now, I am not an expert when it comes to building materials so I couldn't tell. All I was concerned with was how great it looked. Except a particular part of a building was physically dilapidating, I cannot tell which is which in terms of quality materials.

After about a week of inspection and negotiations, I settled on the house that costs One Hundred and Twenty Million Naira. The more expensive one.

Why?

One day before I made a final decision to buy the house, one of the sellers made me an offer. He noticed I was very concerned about the quality of the building materials and how long they would last. He made me an offer that if any defect comes up within a year, in any part of the house, he would replace it for me and if it is a structural defect, he would return the entire money I paid for the property. He was ready to put it into a contract.

I couldn't believe it. This man was so confident about his building and he was putting his money where his mouth was. Our lawyers came up with the contract and I bought the house. The more expensive house.

Let me tell you another story.

In the year 2004, I advertised a seminar on web designing. I priced it at Fifteen Thousand Naira per attendee. I put out an advert in a major newspaper. I rented a hall at Lagos Airport Hotel, Ikeja, Lagos. I paid the resource person who would teach the attendees upfront. Guess how many people attended?

Zero.

I was disappointed. Naturally. But I did not give up.

I went to learn more about what you will be learning all through this book. I learned about techniques of selling to Nigerians effectively. I reworked the offer. I offered free email consulting for three months for the attendees. I promised a CD Rom containing 10 eBooks on web designing and also a web design software (which I downloaded online for free). I advertised in the same newspaper. I rented the same hall. The only difference this time is...

I Increased The Price To Twenty Five Thousand Naira!

Guess how many people attended? You're right. We sold out and we had people at the door with their money begging us to let them in. What's the lesson so far? I will tell you. Permit me to tell you another story.

Years back, I used to be a member of an association called Association of Information Marketers of Nigeria. As the name implies, it was a group made up of Information Creators and Sellers. In case you are hearing about this for the first time, information marketers is a fancy term used for people who sell knowledge.

I am sure you know people who sell products like masterclasses, tutorials, bootcamps, seminars, audio teachings and so on. It is a very simple but outrageously profitable business if you know how to do it. In fact, I started my business career selling information products. I've told that story over and over again so I won't bore you here.

No. I've changed my mind. I believe there will be many people out there who have not heard my story before and I will be doing them a disservice if I skip it just because I assumed everyone had heard the story before. If you have heard it before, pardon me.

I started my business selling knowledge and information. In September 2002, I attended a 5-day seminar organized by a man who later became my mentor, Dr Sunny Ojeagbase, the publisher of Success Digest and Complete Sports. He taught me (and the other attendees) how to package knowledge and information to sell both offline and online.

Let me digress a bit. I lived with my parents in Ibadan, Oyo state at that point in time. The seminar was being held at Ago Palace Way, Okota, Lagos. I didn't have friends or relations I could stay with in Lagos and I certainly couldn't afford to pay for a hotel. So I did something I think is a crazy thing. 99% of people wouldn't dare do it. I went to Lagos from Ibadan for FIVE DAYS. I would go to Iwo Road and look for the cheapest bus (soole) to Mile 12. I would drop at Cele bus top and walk to Esuola Street, off Ago Palace Way. For FIVE DAYS Nah, fam. That was really crazy.

That is why I laugh when I put up a seminar in a town and people start asking, “when are you coming to our town”? Whenever I organize a seminar in Lagos for example, they will ask, “when are you coming to Calabar”? Or “when are you coming to Aba”? I ignore. I ignore because my belief is that if they find my teaching valuable, they should be able to come to where I am to learn from me.

The hilarious thing is the day you decide to go to another town, those in that town will suddenly “disappear”. When you announce another seminar in another town, you hear them again asking when you are coming to their town?

The most hilarious thing though for me when I put up a seminar in Lekki, Lagos, you wouldn't believe what some people asked me?

When Are You Coming To Ikeja?

Lol.

Those kind of people, even if you bring the seminar to Ikeja, they will ask you when you are bringing it to Opebi, Ikeja. If you take it to Opebi, Ikeja, they will ask you when you are bringing it to Number 10, Opebi, Ikeja. Don't be like such people. Go all out to get the knowledge that can help you.

Anyway, where was I?

Okay. After I learned the business, I decided to launch my first information product. You see, before the seminar, I had tried to relocate abroad like most young Nigerians. I tried to relocate to Canada. I went through most of the steps but stopped when it got to the stage where I had to pay. I can't remember how much it was in 2002 but I know I couldn't afford it.

If you know anyone who has relocated to Canada through their permanent residence immigration scheme, you should know the person is not poor. The

person is not going to Canada for money. Such a person is probably looking for a better standard of living for himself and his family.

Whatever.

After the seminar, I brought out my pen and paper and created a guide on how to relocate to Canada. I went online to add more information and download some forms. I then took a small advert in Success Digest. It cost me N3,500.00 which I consider my business start up capital. Sales came in and I kept repeating the ad.

So I decided to create another information product. I had become quite good in the process of creating and selling information products. The product creation itself, the crafting of adverts and sales letters, the use of automatic email responders, product delivery and so on. So I created an information product...

On How To Create Information Products!

Did I hear you call me smart?

After that I created more and more information products on different topics. I created products on web design, sales letter writing, business registration, girl “toasting”, food making and what have you? I was having fun. Then I stumbled on Sports Betting.

My brother, Ayo, asked me if I had ever heard of sports betting. He asked me if I knew I could bet on football without having to predict the scores. I told him no, but I thought it was interesting. He asked me to look for a Ladbrokes, William Hill or Coral shop around. I was in Milton Keynes and spotted a betting shop at the City Center. I went in, placed a bet and won. Placed another bet and lost. Then I won again, then lost. I found it very exciting.

When I left that shop, I came up with an idea to create an information product on how to bet on sports. I created a 14 paged tutorial, explained what it was all about and how it could be done online. I listed the websites that accepted Nigerian residents. I took out a half page advert in Complete Sports and wrote a “mad ass” sales letter. The product sold and sold. Made millions.

After about a month, some of those who bought my information product came back to me asking me to help them fund the sports betting accounts they opened following my tutorials. They faced some form of restrictions making payments online. That was 2008. Making payments online was not as easy as it is now. I asked them how much they wanted to fund and I got responses like \$100, \$250, \$500, \$1,000 and so on.

Then it hit me.

Why do people need to transfer money abroad to bet? Why can't we have a sports betting portal in Nigeria? Then I started working on how to create one. That's another story for another day. I will write how I pioneered the multi billion Naira sports betting industry in Nigeria. I think I should title it, The NairaBET.com Story. Or what do you think?

Anyway, after I created the website, I sent a message to the database of those who had bought my tutorials on sports betting. It was an instant hit. The market was there. The want was there. All I needed was to provide them the service, which is one of the lessons I shared in my book, *Small Business Big Money*. The lesson was, do not create a product and find a market. Rather, find a market and create a product to satisfy that market. Get the book for more lessons on that.

Onward.

How did I get here?

Okay, I was talking about the association I belonged to, the Association of Information Marketers of Nigeria. Like most voluntary associations and NGOs, we needed money to run the secretariat and the operations. We suggested different ways we could raise money. The obvious suggestion was to “tax” ourselves. Our President, Dr Ojeagbase opposed this. He said since we were all information marketers, why couldn’t we come up with an information product idea and sell?

We went back and forth and came up with a solution. Twenty members (I'm not too sure of the number anymore. I'm getting old) would “donate” their digital information products so we can bundle and sell. We put everything together as one package. The “package” contained twenty information products ranging from how to design a website, to how to attract traffic to your website, to how to write a killer sales letter and so on.

The average price of each of those information products was about N5,000.00. If you want to buy them individually, you would be spending about N100,000.00 but if you buy the “all in one package” you would spend only N4,500.00. Dr Ojeagbase tasked me to write the sales letter. We put out the offer and the result was wild. The association made millions. We didn't need to “tax” each other anymore.

Why did the offer sell? That is the lesson of the three stories I've told you and this chapter in general. The offers in the three stories were too good to refuse. Your job from now is to start creating offers that are so good and powerful people would find it difficult to refuse. Offers they will look at and say to themselves that “I've got to be an idiot not to take this up”.

The three offers are what you can refer to as “awoof”. Nigerians love “awoof”. Nigerians love offers that look like they are ripping you off. Nigerians would rather pay more when they feel they are ripping you off than pay less when they feel you are ripping them off.

Let me emphasize that last statement.

Nigerians would rather pay more when they feel they are ripping you off than pay less when they feel you are ripping them off.

It is not about low prices. It is about crazy offers. Nigerians love awoof. We love offers that are too good to be true. That is why we fall for “funny” investment schemes. Investment schemes you should slap a 10 year old boy for participating in, are being taken up by educated folks. That is why “wonder banks” fleeced a lot of people of their hard earned money in the late 2000s.

Later MMM came. Educated Nigerians fell for it. Those of us who warned that this was a big scam were ridiculed for taking that position. They said we do not want the average man to succeed. They particularly hounded me being a founder of a sports betting company, NairaBET. I explained that when it comes to gambling, you know the risks of what you are getting into. It was never packaged as an investment opportunity. It is purely entertainment.

One would think with the scam of “wonder banks” and MMM, Nigerians would stay away from such schemes. Today (the year 2021), people still fall for them. Just this evening, I read about the cries of some Nigerians who got scammed by an investment scheme called Binomo. While the perpetrators of these crimes should be arrested and jailed, we need to enlighten our people that there is no investment where you can just deposit your money and get guaranteed 300% earnings, which these charlatans promise.

Now, I am not trying to sell you on the idea that you should make outlandish promises you cannot fulfill. Never. I am only telling you to sweeten the deal you are making to your prospective customers. Whenever you are about to put out any form of promotion, be it radio advertising, TV advertising, flier (I do not like fliers anyway, they hardly work), you have to create an offer that will be too good to refuse.

Do not be like most small business owners. What most people do when they advertise is list their products and their prices. That is why most people do not succeed. You can't act like the majority. In business, the majority is always wrong. Create an offer that will entice your target audience.

Rather than just advertising your hotel and room rates and stating the standard things like everyone else, like air conditioned room, adequate security and other mediocre statements, why don't you make offers like, book for two days and get the third day free? Or something like, free taxi all through your stay.

Rather than advertising that car by just posting beautiful pictures, why don't you make an offer that says free servicing for the first 3 months? Rather than just advertising that television set like everyone else, why don't you offer a money back guarantee for any fault that comes up with the television?

Before you advertise your business or any of your products you need to ask yourself, what is the crazy offer you are offering? If you cannot answer yet, do not advertise yet. Everyone is out there selling “normally”. You cannot afford to join them. You have to come up with something different. A special offer.

An example of making a powerful offer is what I did with promoting this book you are reading. This book comes with a money back guarantee. If you are not satisfied with what you learn in this book, ask me for the money you paid for it. It doesn't matter if it is twenty years after you bought it. I will give you your money back. Do you know the best part? After returning your money, I will ask you to keep the book as compensation for wasting your time. How about that for a crazy offer?

How To Create Irresistible Offers That Will Make Nigerians Buy From You

Creating irresistible offers is not as difficult as it looks on the surface. If you follow my teachings or if you have read Small Business Big Money, this will be a familiar territory for you. All you need is some smart thinking. I'm sure you can come up with irresistible offers.. I am going to share with you three techniques which you can use.

Make A Giant Promise

Use FREE

Give A Guarantee

Let's expand on those points.

Make A Giant Promise

One of my teachers (an American) once taught me that the best way to build a business is to under promise and over deliver. What this means is if you have 100 promises for your customers, tell them about 70 of them. After they buy from you, give them more than you promised. He said it will wow your customers and keep them addicted to you.

There is a lot of sense in this. I took this advice to heart and I applied it in my businesses. I however noticed that competitors that made bigger

promises did better than I was doing. Although it is a sensible advice in general, it is a bad idea for the Nigerian market. In Nigeria, people love Giant Promises. Promises that look too good to be true. You should make giant promises to your customers.

Let me give you a personal example. If you know me well, you will know I like to give personal examples and examples I can verify. I like to teach what I have done and not what I read somewhere. You know what most people do these days is read a foreign book and then start teaching you what they learnt. Beware of such people. Before anyone teaches you anything, find out whether he has successfully done what he wants to teach you.

Beware of the fat person selling you weight loss products. Beware of the poor man teaching you how to get rich.

Anyway, in the early days of running NairaBET.com, we used to make manual payments to winners. This took about 2 working days. Later, we automated it and started making almost instant payments. Almost, in the sense that payments would have been instant but because we have to run some checks to prevent fraud, it usually takes a couple of hours and the most suspicious transactions could take up to twelve hours.

Following the advice of my American business teacher, I decided to under promise. I made a promise that payouts would be made, maximum of twenty-four hours. I didn't want to promise instant payments because I knew some transactions would take hours. I thought if I promised twenty-four hours and delivered within a few minutes to an hour or two, customers would be wowed.

But the reverse was the case. Our competitors started promising instant payment. I went ahead to register with our competitors. I created betting accounts with all competing sports betting companies. You should do that as well. You should patronize all your competitors to see what they are doing right and wrong. That's by the way. Sometimes I remember important lessons I feel I should pass across so I chip them in at any point.

After creating, funding and placing bets in these accounts, I made payout requests. Out of the four I tested, I got a credit alert after two hours from one of them. I got two more credit alerts from another two after about 6 hours and then an alert from the last one after twelve hours. All of them promised instant payouts. I said to myself that customers would see through this and know I am the honest one.

Unfortunately, our customers started warning us they would leave us (many of them left) because we did not offer instant payments. We tried to explain the situation to them but they wouldn't budge. All they wanted to hear was that we were promising instant withdrawals. They were swayed by the giant promise. I did not make the claim because I do not lie. What I did was work very hard to ensure we offered instant payments before I started making the giant promise.

My country men love being pumped up with promises. Nigerians will prefer someone that promised 100 and delivered 80 to the person that promised 80 and delivered 100. I have tested this over and over again. I believe this is possible because we have disconnected the buying process from product satisfaction. We see the buying process as a different event. Once the buying is over, we see it as a closed deal. The product satisfaction is another thing entirely. If the product can deliver moderately, most people will be satisfied. This is because people are used to buying products and getting disappointed.

Now, don't get me wrong. I'm not suggesting you deliver less than you promised. You should deliver what you promised. The point I am trying to pass across is that you should not hold back when putting out your promotions. You should be bold with your promises. A product with a gigantic promise will sell better than one with an average or no promise.

No matter what you are selling, you can find a bold promise to make. It is interesting because most times, you don't have to look too far to find a promise. Let's say you make furniture, normally, you would struggle to find a giant promise on the surface. I'm assuming your furniture is beautiful and will last long. Your advert can say something like...

You Wouldn't Be Needing Another Sofa In The Next 20 Years!

(You Then Place The Picture Of The Sofa)

This timeless design combined with durability is all you need till your new born baby graduates from the university.

If the sofa lasts for 10 years, the buyer will be happy. This is better than promising it will last for 5 years but actually lasts for 10 years.

You see how easy it is to find a giant promise? Most good sofas will last long anyway. How come no one is emphasizing on the promise? Business owners just assume people should see it. No. You should make the promise. Let's take a look at some other promises.

- Read This Book And Your Spouse Will Never Think of Divorcing You (A book on marriage)

- Turn Your Child Into A Genius (Home tutors or courses for kids)

- 250% Deposit Bonus (Online Casinos)

- Your Money Back If You Don't Quit Your Job In 90 Days (A business opportunity seminar)

- Any Girl That Visits You Will Drop Her Pants When She Enters Your Apartment (An interior decoration business)

- Six Packs In 90 Days Or Your Money Back (Gym or personal trainer)

- Lose Weight While Still Eating What You Love (A weight loss product)

Don't hold back. Don't be shy. Make that promise. With your FULL CHEST.

Use FREE

Free is the most important word in marketing. You should be using it in your marketing. It does not matter what you are selling or what market you are operating in. You can be selling something as basic as fruits or something as luxurious as Rolls Royce, you can always find a way to use free.

If you take another look at the example about the seminar I held in 2004 you would see that the difference between the offer that failed and the one that succeeded is that one had free bonuses and the other did not. It has been proven over and over again that when you pile on free bonuses for your Nigerian prospects, they are more likely to buy from you.

Now, I am not talking about unrelated bonuses. I'm not talking about bonuses like selling carton of fruit juice and adding bonuses of soap on it. That sounds ridiculous but I see a lot of people doing it. Giving a bonus of T-Shirts for buying a laptop from you does not make much sense. Although I agree that any bonus is better than no bonus, the best way to get results is to offer bonuses complimentary to what you are selling.

Take a look at that seminar offer again. I was offering a seminar on web designing. I didn't offer an unrelated bonus like free T-Shirts. I offered a CD Rom containing resources like software and eBooks that will help them create stunning websites on their own after the seminar. I also offered free email consulting. They could ask me questions about the web design issues they were having.

Take a look at your products and business. What are you selling? What can you offer for free. It doesn't have to cost you a lot of money but it must look valuable to your customers. My email consulting does not cost me money.

It cost me just a bit of my time. The interesting thing is that most of the attendees did not bother me at all for that bonus.

Your duty is to come up with ways you can use free for your offers. Let me give you some ideas.

Free Delivery

Offer to deliver what you are selling to their desired location FREE. Delivery fees sometimes put people off from buying. When a customer sees the price of a product he wants to buy, let's say the product is priced at N5,000.00 and then finds out he has to pay an extra N1,500.00 for delivery, there is a chance he could be put off. In his mind, the price of the product is no longer N5,000.00 but now N6,500.00.

Can you find a way to accommodate this delivery fee? Can you get your own motorbike so what you have to pay for delivery will be less? Or can you even just price that product at N6,500.00 and make the delivery free? Let me ask you. Which one do you think is a better offer? Let's assume you are selling original iPhone chargers on your website or social media page like Instagram and Twitter, or even via WhatsApp broadcast.

Offer 1

Original iPhone Chargers

N5,000

Add N1,500 for delivery.

Offer 2

Original iPhone Chargers

N6,500.00

Delivery is FREE

The second offer will convert better than the first.

Free Servicing

If you are selling serviceable products like cars, air conditions, generators etc, offering free servicing for a period will help make your offers more irresistible. You are only going to do it for a period and since the product is new and of top quality, the servicing won't cost you a lot.

10 KVA Diesel Generator For Sale

If you order today, we will install it for you for free and service it for you for 6 months.

The interesting thing is that free servicing for 6 months for that type of generator will likely be once.

Free Consulting

I like this one. I use it a lot. I like it because it does not cost me money. It can cost a bit of time but it can always be arranged in such a way that it won't take much of your time. You can automate it and you can hire an assistant to take care of your customers' questions and answers.

Here are some other ideas.

Free Webinars

Free Test Drive

Free eBooks

Free members area

Free group (Telegram, WhatsApp etc)

Give A Guarantee

After making a giant promise and loading your potential customers with free benefits, offering a guarantee will tremendously increase your chances of selling your products and services. As I wrote in my book, *Small Business Big Money*, no one wants to buy a product and get stuck with it. A sort of guarantee that they are making the right decisions will put their minds at rest.

In the story I shared earlier about the developers trying to sell me their properties, what swayed me eventually was the guarantee. If you are buying a product and you know there is an iron clad guarantee behind it, you are more likely to buy. Offer your customers a chance to get their money back if things go wrong. Offer a money back guarantee even if it is for a limited time.

I see vendors on social media putting “No Refunds” in their bio. That is a very outrageous and dangerous thing to do. People are already skeptical about buying and you now want to make them more afraid. Never do that. You should always try to find a way to put the minds of your prospects at rest. Let's even imagine you do not offer a guarantee, there should be better ways to communicate this but putting it on your bio is a no no.

But you should offer guarantees. Do not be afraid. Guarantees work. I know some people will take advantage of you but the money your guarantee will help you make will be more than cover up for the idiots trying to take advantage of you. That is why I always tell my students to sell only quality products. If you sell rubbish products, your guarantee offer will backfire big time.

Let's close this chapter by taking a look at some guarantees.

Learn French In 60 Days Or Your Money Back

Custom Duty Fully Paid On Our Cars! Call Us If Customs Officials Stop You On The Road

Do Not Pay Us A Kobo Until You Start Making Money With Our Bitcoin Formula

No Mechanic Worries For One Year When You Buy Cars From Us

Herbal Drink From Osun State That Guarantees Rock Hard Erection Or You Get Your Money Back.

There is so much you can do with the above.

On to the next chapter.

CHAPTER 2

THE SELLING LESSONS BEHIND NIGERIANS AND SEX ON THE FIRST DATE

If you are a man reading this, I want you to imagine yourself stepping into a party full of hundreds of very beautiful women. If you are a woman reading this, assume you are a man and please join me in this imaginary experiment.

Okay.

So there are hundreds of beautiful women at this party. Being the bad guy that you are, you are interested in having an affair with almost all of them if possible. The problem is that you are just an average guy. You are not a celebrity. No one knows you apart from your family members, classmates and those you drink beer with at Mama Joyce cool spot.

You are not great looking. You are just average looking. Granted, you are not ugly but you are just like millions of other men. Plain average. I mean, you don't even have beards. You are of average height and you don't have an athletic build. Six packs is far away from you. Money? You are not rich. Yeah, you work at an old generation bank and earn N180,000.00 monthly. Nothing special. You can feed yourself and also send some money to your parents as “pocket money” every single month. You are thankful for what you have but you pray things get better.

Let's imagine you walk up to these one hundred ladies one after the other and you tell them you want to have sex with them right away. How many of

them do you think would follow you to the toilet or to the car or wherever you planned to carry out your evil thoughts?

Maybe none. Think about it again. You are just an average guy. Maybe one of the ladies? Maybe you can have one or two of them say yes to your crazy proposal. There is a chance one of them would be as naughty as you are. Or maybe one of them wants to get back at an ex and is ready to explore just like you. I reckon that in total you will get between zero and three to say yes to you.

Now let's try another approach. You're still the same guy. Nothing special about you.

You walk up to one hundred ladies, one after the other. You ask them if they are having a good time and offer to get them a drink if they need one. Then as you are about to step away, you ask if you can contact them again. You ask for their WhatsApp number or Instagram ID so you can send a direct message or you ask for their details on whatever technology application is working well for you by the time you read this book.

How many of them do you think will agree to this? I reckon about one in two of them wouldn't mind. That will be about fifty of them. This is a conservative estimate because I believe more would actually agree if you were very nice and witty with the ladies. But let's stick with fifty. So you get the contacts of fifty beautiful ladies. The next day you message them asking if they are doing okay. Some would reply, some wouldn't.

You keep up the communication with the fifty of them and you ask them out for drinks or dinner or to the cinema depending on whatever you guys

agree. Later, you show your cards that you are romantically interested in them. After about three to six months, how many of these women do you think you would have “smashed”? Maybe half of them.

That is TWENTY-FIVE of them.

Compare that to the first scenario where your chances of having your way was zero to three percent. Now we are talking about twenty-five percent. That is a huge jump. In the first scenario, you would think you were a smart guy who got one or two of the girls. No you were not. You were just an impatient guy who lost the opportunity to get twenty-five girls.

What has this got to do with business? A lot.

A lot of Nigerian sales people and small business owners are too much in a hurry to make a few sales that they forget about building a long term relationship with people who would buy from them over and over again for years. What they want is a sale today. What they should do is build a list of prospects and customers so they can market to them forever.

Let me replace the “experiment” I shared earlier with a business scenario.

Let's assume you have a website on which you are selling mobile phone chargers. You learned that one of the best ways to drive traffic to your website is through Facebook advertising. You got someone to do it for you. You got traffic for Ten Cents (\$.10) a click. One thousand clicks will cost

you One Hundred Dollars (\$100). Pay One Hundred Dollars, you will have one thousand potential customers on your website.

Side Note: If this sounds like Greek to you, don't worry. Facebook is a powerful way to advertise your website. I am writing this in 2021. You could be reading this in 2075 and maybe Facebook would no longer exist but if it still exists when you read this, you should be using it. Just go online and search for “How to Advertise on Facebook”.

If you send those people to your website, how many do you think will buy immediately? Research shows that with a well optimized website, about 2% will buy from you on their first visit to your website. That is 20 people out of 1,000. What will happen to the other 980 people? Probably gone forever never to come back to your website, except you spend another money to bring them back.

So rather than try to sell to them immediately, why don't you offer them something in return for their contact details? Remember the party scene? Why don't you offer them a short educational piece on how to spot fake chargers that can spoil their phones, cause explosion and endanger their lives?

Imagine you click on an advert about phone chargers and you land on a website where you see this...

Do Not Buy Another Phone Charger In Nigeria Until You Read This..

Discover how to spot fake chargers that can spoil your phones, cause explosion and endanger your life.

Enter Your Email Address In The Box Below.

How many people out of the 1,000 people you attracted from that Facebook advert would sign up for this?

Think about this. They were interested in chargers, that is why they clicked on the advert to come to your page. They now see this. They remember stories they have seen online about how phones spoilt, how chargers blew up and how people have died of electrocution. How many people would sign up.

I can bet more than half would. Let's say half. That is 500 people.

You automatically send the short report to them through an autoresponder but now you have their details. You now send them to your website. Maybe one person buys. The following week you mail them a reminder. Another person buys. During a holiday, you offer them a discount. Maybe another person buys. You still send them other quality information in the process to show you are a good guy. You send them to your social media page. A few of them of them would follow.

Tell me. After about six months, how many people would have bought from you?

A lot.

And many more will buy years down the line. Also, when you have new products, you have a ready made audience to introduce the products to. You don't even need a kobo to promote your new products. You just send an email or SMS bulk message to them. They are a willing audience. They opted to be hearing from you so they are receptive to your message.

Let me give you a personal example. You know me by now that I teach only the things I have done. No theories here. Only things that I have done that you can go ahead and do as well. Actionable tips.

Anyway, when we launched NairaBET.com in 2009, I did not spend a kobo on initial advertising. In chapter one, I told you about how people who had bought my information products on sports betting were asking me to help them fund their sports betting accounts abroad. I had an email list of people that had opted for my free tutorials on sports betting as well as those that have bought the products. All I did when we launched was type an email telling them we now have a Nigerian sports betting website where they can trade in Naira.

Do you get my drift? It is important you build a list of prospects and customers. Once you have a list, you will never go broke in your life again. Just maintain the list well and regularly sell them quality products. The war against poverty has been won in your life.

My friend owns a hotel in Abuja. It is called Mayfair Hotel. It's on Danube Street, Maitama. It is a lovely, small hotel of twenty rooms and it is always sold out. Although there are a few sources that bring him customers,

notably Booking.com, he tells me that anytime he sends an SMS broadcast to his list of customers, there is always a surge of new bookings.

How do you begin to build your own list? Well, I already shared an example earlier with the phone charger business. But what if yours is a totally OFFLINE business, how can you go about it? Calm down. I'm a nice guy. I will show you as I teach you about the kinds of lists we have. But before that, I want to talk about the kinds of lists we have. From my experience, there are basically five kinds of lists you should have.

1. List of Potential Customers

2. List of New Customers

3. List of High Rollers

4. List of Cheap Customers

5. List of Long-Term Customers

List of Potential Customers

This is a list of those who are yet to buy from you but they are people interested in what you are selling in the industry/market you are operating in. In the phone charger example I gave earlier, everyone who clicked on the Facebook advert to come to the website is a potential customer. Find a way of collecting their contacts before you even think of selling to them.

If you own a physical store, everyone that walks into your store is a potential customer. When they walk around, engage them and find out what they really want. If they are not ready to buy or you simply do not have what they are looking for, find a way to get their details. If you are a smooth talker, you can get their phone numbers or you can do the easy thing. Follow them with your business handle on social media and politely ask them to follow you back. Some would not. Some would. Those that follow you will likely buy from you in future.

Sometimes, potential customers are not those that have taken physical actions to come to you. They could be those you met at events like conventions and seminars. Let's say you have a web design business and you attend a seminar of 100 people on web design or you were invited to speak there, you can get the contacts of your fellow attendees or the students in case you were the speaker. They are potential customers. Keep them on a separate list and follow up on them later.

List of New Customers

Many small business owners do not know this but let me tell you right here, right now. The best set of customers are the customers that have bought from you. It is far easier to sell to them again than to look for a new person to sell to. I'm assuming your product and customer service are great. One

mistake business owners make is they assume its better not to “disturb” someone that has already bought from you with similar offers.

Wrong. That is counter productive.

If you sell cars and someone just bought a Toyota Camry from you today, after delivering and making sure he is happy with you, you can follow up with offering him or her another car after a few days. Believe me, he or she is a better candidate than a new person. As soon as he bought that Camry, he would be thinking, “how I wish I can get another car so I can bless my parents or surprise my partner.” He or she is a prime candidate for another purchase.

Make sure you build a list of those that have bought from you. Their emails, phone numbers and every other way you can think of. It is easier to build with a digital business. You can see your data at the back end but it's not that easy in a brick and mortar business like a supermarket or restaurant. It is not easy but it is not impossible.

You can create a special offer for your customers. At the payment point or at the exit of the building, you can tell them you are sending them discount coupons to their WhatsApp for their next visit. You thank them for their patronage and say you want to reward their patronage. You then ask for their WhatsApp numbers so you can send the coupons.

There is no one way to do it. I am sure you can come up with something that will suit you.

List of High Rollers

Pay attention. I'm about to reveal to you a goldmine.

In a lot of businesses, 80% of the money that will be made will come from only 20% of customers. The Pareto Principle works in business.

What is the Pareto Principle?

The Pareto Principle is a theory that 80% of results are as a result of 20% of effort. The connection was noticed by Italian economist Vilfredo Pareto and developed by Joseph Juran, a distinguished management consultant. Pareto showed that approximately 80% of the land in Italy was owned by 20% of the population.

This theory has been proven to work in life and in businesses. Examples abound.

It is believed that 80% of work is completed by 20% of your team

It is believed that 80% of customers only use 20% of software features

It is believed that 80% of sales come from 20% of your products

It is believed that 80% of sales come from 20% of your marketers

It is believed that 80% of your complaints come from 20% of your customers

It is believed that 80% of wealth is owned by 20% of people

It is believed that 80% of sales come from 20% of your clients

Take a look at that last point.

I know that for a fact. Only a handful of percentage of your customers bring most of your sales. That should ring some bells in your head. These customers are like gold. You should take care of them specially. You can have them on a special list. A special list you take care of. A special list you give undivided attention. A special list you attend to any time they have questions and complaints.

You cannot afford to lose your high rollers. You should keep them close. You don't need to tell them they are your high rollers. Just let them know you care about them as customers. They are likely not getting that elsewhere.

List of Cheap Customers

I know I have been raving about the high rollers. That does not mean the cheap customers are not to be taken care of. You need them for three reasons. Firstly, you need their money, it all adds up. Secondly, the so called cheap customer can be a high roller tomorrow. Sometimes, they are just testing your products and services.

Lastly, you need them to make up the statistics. See, a lot of banks do not need the N1,000 you have in your savings account but having you as a customer makes up the numbers that the company can brag to the world and investors about. And of course, they will make the most noise, be it positive or negative about your business.

List of Long Term Customers

These are your cheerleaders. You absolutely must have a list of your long term customers in order to care for them specially. It is hard to keep customers for years. There is too much distraction and competition.

If you have people who have been buying from you for many years, it means you have been doing a super job or they just love you. Do not take that love for granted. Stay in touch with them. Tell them to spread the word about your business if they are not doing it already. Keep them like they are family.

Let me conclude this chapter with some words of advice.

Nothing good comes easy. Success in business does not come easy. You need to continuously work at it. You can make it simply by directing your efforts at the real things that will bring you results. One of such important things is building and nurturing your list.

Please do everything to make sure you do not joke with this. If you can build a sizeable list, you will never be broke again. Just concentrate on growing and nurturing your list, there is no industry where you cannot excel.

Try me.

CHAPTER 3

NIGERIANS LIKE TO BUY FROM THOSE THEY LIKE, TRUST AND RESPECT

Some bank ATMs are absolutely useless.

And this is annoying.

There are some bank ATMs that never work. Some work during the day but would never work outside office hours like evenings and weekends. As you drive into the bank, the security officers on duty would wave at you to let you know that you are wasting your time. It happened to me yesterday evening. I am sure you have experienced this as well and I am also sure you know of at least one of such ATMs. I tweeted about this a few weeks ago and it looked like everyone knew at least one ATM that hardly ever works.

Anyway, after driving around last night, I eventually found an ATM that worked. There were three machines at that particular branch of Access Bank. All I needed was N20,000.00 because I had no cash on me. I like to keep a little cash with me when I'm alone. I don't bother when I'm with my assistants and aides. But I was alone last night.

The machine I used could only dispense N10,000.00 at a time. I collected it and decided I could not wait and left. I then changed my mind. I went back to collect another N10,000.00. This time, I used another machine. As the ATM made that rumbling noise indicating that my cash was about to pop

out, another bank customer came to use the ATM. This guy however did not use the other machines. He stood behind me and waited for me to finish.

I was confused. Is this guy a thief? Why couldn't he use the other machines. The other machines were working. I know I tested one of them. They were working fine. Why didn't he bother to check? My money popped out and I left. He stepped up to use the machine as soon as I left. I wanted to show him he was stupid by using another machine but I changed my mind, and left.

As I drove away, I kept wondering. Why didn't he try to use the other machines? I can understand if multiple people queued at only one machine. That can give off a sign that some people had tested the other machines. This was different. I was the only one there.

When I got to my destination, I talked about this episode with a few friends and funny enough, they had all experienced something similar. Most of the time, people want to queue at the machine that is paying because they can see a PROOF that the machine works. They do not want to waste one minute trying another one. All they care about is the one that is working.

PROOF.

Many people are used to ATMs not working. Some work (you can check your balance etc) but would not dispense cash. Some work and dispense cash but would retract your card for the flimsiest of reasons. People are tired of bad ATM services so when they see one that is working, they stay on queue.

That is how the mind of the average Nigerian works. Nigerians have experienced so much bad service, from both the government and private businesses. Nigerians believe only in proof. They will love and respect you because you have got proof. That is what your customers want. No stories.

They want proof that your product works.

They want proof that your product will work for them.

They want proof that your products have worked for other people.

They want ASSURANCE.

I remember when we opened the first set of shops for Nairabet.com. Because sports betting was still new, a lot of customers needed education on how it was done so we mandated our shop cashiers to walk up to every new customer to put him or her through. The funny thing was that the customers were not listening to the cashiers. They preferred to learn from their friends who understood how it was placed. They felt we would hide the winning secrets from them (there is no winning secret in sports betting) so they felt it was better to listen to “colleagues”.

Simply put, they want PROOF AND ASSURANCE. And the proof and assurance can only be gotten from those who have played the game and won. 99% of your customers want this. The question is...

Are You Giving It To Them?

This lesson can turn your business around so hark unto me. I want you to learn how to give your customers assurance and proof. They will respect you for this. Once you have this, they will be begging you to keep their money. Even when you run out of stock, they will want to pay you in advance. Because they believe you die.

I am going to show you SIX techniques of providing TRUST and ASSURANCE. They are easy to do.

1. Nigerians Judge By Looks

I travel a lot. I spend a lot of time away from my family in the process. When I am around, I like to spend as much time as possible with them. One thing I like doing is taking my kids to school in the morning and if I can, pick them up in the afternoon. I love the discussions. The gists about their classmates and their teachers. I enjoy this a lot.

One day, as I was about to drop them off at their school gate, I saw an old neighbour who I know runs a school. I am certain she still runs that school because the vehicle she came in on that day was branded with her school's name, colour and logo. What was she doing in another school? She came to drop off her own kids. In another school.

A competing school.

I was very surprised. It got me thinking. How can you own and run a school but your own kids do not attend that school? Is that an admittance that your own school was crap? Don't get me wrong. I didn't judge her. There could be a reason why she is doing that. I cannot really say.

But it got me thinking about people who sell products but the "result" of the products they are selling is not evident in their lives. You are selling slimming products but you are extremely overweight. I mean, if you come to me pitching slimming products and you are overweight, the word scam would come to my head.

How you look can make a potential customer trust you or not trust you. A potential customer has an idea of what he or she wants to see when patronizing a business and it is better for you to look like that for him or her to trust you. If you do not look like what the customer is expecting, you will have to make up with other factors, which is extra work. It is easier to give them what they want from the get go.

Imagine visiting a "native doctor", aka babalawo and you see him putting on jeans and football jersey. Lol. You will be disappointed. Thanks to Nollywood, you will expect a babalawo to look a certain type of way. You wouldn't expect him to live in Banana Island, Ikoyi, Lagos. You would expect him to live in a remote part of South West Nigeria.

When I visit a doctor, I will prefer if he is old and with a bald head. For real. I will feel safer in his care. I would prefer it if he has a stethoscope around his neck. If you take your dog to the vet, you will be happy if the vet is putting on a lab coat. It shows they know what they are doing.

If I sell cars and you ask for a meeting and I come to you in an Uber, that would not inspire you. You would feel better if I come in an unregistered car. Or if I am a dealer in luxury cars, you wouldn't expect to see me driving a Toyota Corolla. If you are selling weight loss products, you cannot be fat. If you are fat, you should be behind the scenes. Hire sales people who are slim. You cannot be a gym instructor and have a beer belly like mine. Get fit or hire fit people.

I cannot patronize your tattoo shop if you do not have a lot of ink on your body. A woman selling gold chains would not look convincing if all she uses is beads. You have to look the part. People want to be like the seller.

I have been in the seminar business for fifteen years. A lot of the topics I teach are on wealth, business success and marketing. I advise young ones doing such businesses never to show up at such seminars on an "okada". Come on. You cannot be teaching wealth and you appear in an okada. You have to look "sharp". You do not have to put on a suit or a tie. In fact, the casual the better. Loads of people attending seminars on wealth, money and business are people who are looking for "freedom". Successful young entrepreneurs these days tend to look casual.

Whatever you are trying to sell, please look the part. When people see you, (sometimes not you personally as it could be your sales people) and you fit the dreams and imagination they had, they will likely trust you. How you look matters to the average Nigerian.

2. Nigerians Love Those Who Show Knowledge And Authority

For many years, I was not a fan of building wealth through the stock market. I was more focused on building my own businesses and also investing (read saving) in real estate. As I grew older in business, I realized the importance of paper investments. The era of doing it alone was gone for me.

As I began to invest in other businesses and received investments from others, I was naturally drawn into the stock market. Not just in Nigeria but in every major country in the world. I decided to start investing passively in the stock market. I asked a lot of questions online and offline. A lot of stock brokers approached me promising to give me quality tips to help me grow my money. They flooded my emails and social media timelines with different sales pitches explaining why they were the best.

At the end of the day, I met a great guy who runs a stockbroking firm. He came to my office and did not make a single sales pitch. All he did was answer all my questions about the stock market. From how to start, to how to buy and sell shares, to explaining the difference between Equity and Premium Boards and so on. I was excited and felt like I had a PhD in the stock market.

Let me ask you, when I was ready to invest, which stockbroking firm do you think I hired? You are right. I went to him. I went to him because I had come to trust him. He loaded me with quality information without trying to

take money from me. He demonstrated that he knew the industry well. I have gone from hiring him to recommending him to my family and friends.

People love to learn from experts. They are seen as mini gods. They love to learn from their pastors. They love to learn from business experts. They love to learn from people who give out quality content. What you should do is find a way to start giving quality content on the kind of product you are selling.

You can do this in many ways. Let's briefly look at a few.

You can write a book

Write a book on the topic and you automatically become an expert. The title of an author will forever be respected. Even if you hate writing, you can speak into a voice recorder and get someone to transcribe it for you.

Spoiler Alert: Very soon, I will write a book on how to become a best selling author.

Start a show

You can start a radio show where people will call in to ask questions. If you are versed in that industry and you provide quality answers. You will be viewed as an expert. You can also start a TV show. If all these are expensive, you can start a podcast. It is free. If you have a phone, you can have a podcast.

Demonstrate your expertise on social media

As at today, Twitter, LinkedIn and Instagram are the best social media platforms to use. You should provide information, solutions and answer questions on Twitter and Instagram about your market. You can go viral easily. When new platforms come up, jump on them because no platform lasts forever.

Organize free events

Organizing free events like seminars, workshops and conferences can position you as an authority. Teaching people about the peculiarities of an industry will make them trust you and ultimately buy from you. The person who organizes free web design seminars will likely turn attendees into paying customers.

So we have talked about Looking the part and Showing Knowledge And Authority. The next is...

3. Nigerians Love Those Who Can Provide Testimonials

I wrote in Small Business Big Money that what you say about your business is not as important as what people say about you. You need to get people to talk about your business. Use the positive testimonials in your promotions and use the negative ones as feedback to improve your products and service.

Whenever you see someone talking glowingly about your products, maybe on social media, save it and use for testimonials. I do this a lot to promote my books. Apart from that, you can solicit for testimonials. Ask your customers to talk about your products.

But what if your business is new?

Not a problem. Give selected people your product or service for free. Let's say you own a spa. Give about three to ten people free sessions. Or you just wrote a book. Give a few people copies to read and collect their testimonials. It is very powerful.

4. Nigerians Love Those Who Welcome Them With Joy & Offer World Class

Customer Service

From the moment customers walk into your business, be it a physical location, a website or even over the phone, be the sweetest business they have ever had to deal with. “Kill” them with wonderful services. Do everything within your power to make them always smile.

I want to assume that your product or service is super. Now back it up with customer service. Let people know that they are safe with you. If they have any issue whatsoever, step in to help them genuinely. Any form of issues whatsoever, you should help. Late delivery, faulty products, dissatisfaction etc.

Once you always show up when they reach out, they will trust you and will forever buy from you. It wouldn't matter if there are competitors, they would queue to buy from you...

Like That Guy At The ATM!

5. Many Nigerians Trust And Respect Foreigners (Or Someone With A Foreign Accent)

I do not like to talk about this because as a proud Nigerian, I always feel bad when I think about the fact that this works. My job in this book is to teach you what works. It is up to you to moralize it.

The truth of the matter is that Nigerians respect foreigners a lot, especially Europeans and Americans. We respect Asians as well. If you go for a presentation and there is a foreigner in your team, there is a good chance you would get through the door and you would be favourably attended to. If the Managing Director of a company is looking at his CCTV to see who is waiting for him, he would take a closer look if he spots foreigners.

The interesting thing is the foreigner doesn't have to be the brain in the team. Anyone can be the brain in the team. The foreigner can just be looking and nodding. The brain in the team can refer to him once in a while. His or her presence is enough.

Personally, I do not hire foreigners because of this. In my business career, I have hired and fired foreigners from the United Kingdom, South Africa, Armenia, Ukraine and what have you. I hire and fire based on ability but I must confess that I have asked them to be a part of my team when I go for some meetings simply because of this.

People with foreign accents are also respected. When someone with a foreign accent calls, you will pause for a few seconds to hear what the person wants to say. I have had some of my students who relocated from Europe come to me, saying that they feel out of place because they have foreign accents. I tell them it is an asset. They should maximize it. We love the foreign touch.

6. Nigerians Love Foreigners With A Nigerian Connection

This point is for foreign individuals and foreign companies hoping to sell to Nigerians. It is important to have or create a Nigerian connection so Nigerians can be at ease with you.

If you do not have a Nigerian in your team and you want to sell to Nigerians, it is better if you can establish a connection. There are many ways to do this. One way is by reading a lot about Nigeria. Read about Nigerian politics, music, movies and so on. When you are chatting with a potential client in Nigeria and you ask him where he lives and he says Lagos, you can reply with “is it Lagos Island or Mainland” or you can ask whether Ambode is still the governor.

This is 2021 and Babajide Sanwo-Olu is the governor but you asking about the immediate past governor shows that even though you are not a Nigerian, you know what is going on the country. You can ask about our musicians as well and ask about the debate as to who is the greatest musician.

One thing that gives Nigerians pride is foreigners talking about Nigerian exports especially in the area of sports and entertainment. I was at Ipswich in the United Kingdom a few years ago and once my hosts found out I was from Nigeria, they asked me if I knew Finidi George.

Finidi George is a retired Nigerian footballer who at a time played at Ipswich FC. He was highly revered. My hosts kept going on and on about

him. They sang the songs they composed for him. I was grinning from ear to ear. I felt proud as a Nigerian and I was more relaxed to relate with them.

TRUST and ASSURANCE.

These six techniques can help you gain trust. Once you have these and sustain it, a Nigerian will buy from you forever

CHAPTER 4

FEAR SELLS

The year 2020 was a mess.

Never in my wildest imaginations did I think 2020 would go the way it went. I made a lot of plans. But God had other plans. Covid 19 struck and all that mattered was our safety. Countless people died worldwide. Businesses suffered. Jobs lost. Many businesses will never recover from this.

As I am typing this, many kinds of businesses (in Nigeria at least) are not allowed to open yet. Cinemas and Nightclubs for example. They have been shut down for months. How are they expected to survive? Of course they can't pay their staff. Rents and leases keep running. The landlord does not care. I am not blaming the government. I just feel bad for them.

It is a different ball game if you had planned to shut down your business for a period for a different reason. This was totally out of the blues. Some just took loans to repay in six months. I am really bothered. Maybe I am bothered because I am an entrepreneur myself. It has been a very rugged year. As media personality, Daddy Freeze famously said months ago...

This Year Go Rugged o...

Sigh. It was really rugged. Economies round the world are trying to open up but we will not be able to get to normal without a cure for Covid 19. We now have a vaccine and hopefully things will return to normal very soon.

Is there a marketing lesson to this? Yes, there is.

I talked about the vaccine for Covid 19 and as it is today (January 2021), countries are in a mad rush for it. Why? The reason is simple. There are deaths and sicknesses as a result of Covid 19. When you turn on the news, statistics of infections and deaths would stare at you. The gloomy statistics are there. There is fear in the land. And when there is fear, people look for solutions and are ready to spend money on the solution.

I mean, if you are about to die and you find a solution that can stop it and all it takes is for you to spend money, you will go to extreme lengths to find that money. We know people have exhausted their life savings and sold assets to save themselves and loved ones. It is a natural human feeling. Fear is a very strong emotion. We love to avoid disaster and discomfort.

Imagine you have been saving some money for the interior decoration of your house then overnight, a strong wind removes your roof. Your discussion in the morning will not be with your interior decorator. It will be with your carpenter so you can fix your roof. This emotion is why we spend more money on cure rather than prevention. No one needs to persuade us to spend money on malaria treatment when we get infected, but they have to convince us to buy insecticides or mosquito nets. We don't like to spend money on prevention, that is why insurance is difficult to sell.

To be honest, all human beings, not just Nigerians are influenced by fear. However, I have never come across a group of people that are as fearful as Nigerians. Every problem to a lot of Nigerians is caused by the enemy. We believe there is always someone trying to do something terrible to us. We always look over our shoulders.

You still do not understand how this relates to YOUR business?

Hark unto me.

Because people buy when they are afraid, you can find a way to change your selling strategies to include the "fear factor" so they can buy more, buy without thinking about the price and buy very quickly. When there is fear, it is easier to achieve these things. No matter what you are selling, you can always find an angle through which you can bring in the fear factor. I am going to teach you with examples as I like to do. It will be easier that way.

If you are selling mobile phone chargers (I am using this example again because I know a couple of people that have been making a killing with this business using my marketing techniques), normal advertising will read something along these lines...

Original Charger From USA

Stop buying fake chargers. Buy your chargers only from reputable shops. We stock original chargers, shipped directly from the USA.

Order while stock lasts.

Call 080 blah blah

That is a normal ad. A pretty decent one at that.

But we are not talking about normal ads. We are talking about ads that will sell out all your products and have customers begging you to hold their money until you have a new stock. Those are the kinds of ads I like to write and teach. That is one of the reasons why you bought (or maybe borrowed) this book.

So how can we use the fear factor for that ad? We are selling original chargers. The question is, if they do not buy original chargers, what are they buying? Fake chargers right? So what are the bad things that can happen to a man that buys and uses fake chargers?

- He won't enjoy his money because the fake charger will spoil quickly

- He will spend more money because he has to keep buying new chargers all the time
- The charger can spoil his phone
- The charger can cause an explosion and he might get injured or die.

You can create an advert using any of these factors. Out of all of them, I think the last factor is the most fearful. If you buy and use a fake charger, there can be an explosion and you can get injured or die. Let us try and create an advert out of that fear.

19 Year Old Student Suffers Second Degree Burns After Phone Charger Explodes (Punch, August 8, 2020. Page 8)

**WARNING: Do Not Buy Any Mobile Phone
Charger Until You Read This**

**Our Chargers come with 100% money back
guarantee. If it spoils within 6 months, we will
return your money to you.**

Wowzer...

Side note: You can always find a real story to quote. Just do some googling. My example is fake obviously.

Or say something like...

Stop Putting The Lives of Your Family Members In Danger With Your Fake Chargers!

They can cause explosions and death!

You see the difference?

Let's take a look at another example. Let's say you are a real estate agent in Lagos and you want to advertise your little hustle. How can you advertise using the fear factor? You need to think of the worst thing that can happen to a house buyer that is not buying from you and is buying from unscrupulous agents.

He can get scammed. Lots of land and house deals go badly in Lagos state, Nigeria. Too many scam artists out there. No one wants to get scammed so

that is a good fear factor you can use. You can create an advert along these lines.

PROTECT YOURSELF! 65% of Land and House Deals In Lagos Are Scam.

You like that house? You like that land? It might be a scam. There are questions you need to ask. Go through only reputable agents. Buy through us. We will show you how to avoid scams.

Bingo...

I am too good. I am so good I begin to ask myself where I got this brain from. Sometimes when I read my own write ups, I begin to admire myself. No be small thing.

Let's get back to selling with fear. You get the gist now. In the course of my research about this topic, I stumbled on an advert by an international organization that used fear to sell successfully. The World Wildlife Fund is known for raising awareness about changes in our environment. They are an NGO and require donations from the public. They wanted people to donate money in their efforts against Climate Change. That is a difficult advert to create. How do you even use fear factor to do this?

They created the advert below. It is a very brilliant ad. They know people have watched a lot of movies and they have this fear for the end-of-the-world. Like there would be an apocalypse and we would all turn into zombies. The ad portrays that Climate Change can end the world (they are right) if we are not up and doing.



Source: <https://www.worldwildlife.org>

Can you compare this to "normal" ads where they will say something like...

Climate Change Is Real

Let us save our planet. It is the responsible thing to do.

Bleehhhhh.

No matter what you are selling, you can come up with the fear angle. I will look around me right now as I sit in my son's room typing this and pick random products and then come up with fear factors one can use to sell them.

Toothpaste/Mouthwash: Bad breadth. A girl refuses your proposal. You fail to get a job because you mouth smelled bad at the interview.

Headline: Avoid Embarrassments

Internet Connection: Slow Internet connection. Miss school assignments. Miss work deadline. Child is upset because he can't play his game

Headline: Slow Connection Can Ruin Your Career

Business Book: No money. Business attempt fails. Stuck at a job you hate. Suffering pensioners.

Headline: Retire Poor?

Extension Box: Explosion. Electrocution.

Headline: A Bad Extension Box Can Electrocute You

Bin With A Foot Pad: Avoid germs others get when they touch the bins trying to open them.

Headline: Deadly Germs Are Everywhere. Open Them With Your Legs, Not Hands

The FIVE examples I gave up there were unplanned for this chapter. I just looked around me in my son's room for random products. I can see a tube of tooth paste and a bottle of mouthwash. I have my Internet connection modem with me. My book, Small Business Big Money is right beside me. There is an extension box here and there is a dustbin. It shows how easy it is to coin out a fear angle for the product you are selling. Imagine if I spend quality time churning better selling messages.

I am going to end this chapter with what is referred to in direct marketing circles as the greatest sales letter ever written. It was written to sell the subscription of the Wall Street Journal. This ad grossed in...

Two Billion Dollars!

Here goes...

Dear Reader,

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both – as young college graduates are – were filled with ambitious dreams for the future.

Recently, these two men returned to college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

What Made The Difference?

Have you ever wondered, as I have, what makes this kind of difference in people's lives? It isn't always a native intelligence or talent or dedication. It isn't that one person wants success and the other doesn't.

The difference lies in what each person knows and how he or she makes use of that knowledge.

And that is why I am writing to you and to people like you about The Wall Street Journal.

I will cut the advert here.

Did you get the fear factor there? One was a reader of The Wall Street Journal. One was not. See the life of the one that was not a reader.

Find a way to add fear to your advertising.

CHAPTER 5

DEALING WITH POTENTIAL AND EXISTING NIGERIAN CUSTOMERS

O

ne day, I made a post on Twitter about my bestselling book, Small Business Big Money. The tweet was basically about how to buy the book. I cannot remember the exact words I used but it was along these lines...

If you are interested in buying my business and marketing book, Small Business Big Money, text your name and address to 0703 723 7906. We will bring it to you and you can pay the delivery man. Get it at a discounted price of N3,500.00

Can you guess what the first reply to the post was? You wouldn't believe it if I told you. The reply was a question. The question was...

How Can I Buy The Book?

I mean, the tweet is basically about how to order the book and yet the question you are asking is about how you can buy the book. I thought that was a one off. Within an hour, I got the same question from about 50

people. I was shocked at the level of dumbness and laziness. I then posted the same instructions on Instagram and Facebook. Same results. They were all asking for information on how they could buy it.

The next most asked question I got, especially from Facebook was “what kind of business is it?”. That I didn't understand. I mean, the instruction was clear. Text this number if you want to buy my book. What do you mean by “what kind of business is it?”. Another set of dumb people.

After a few days, I decided to change gear. I convinced myself that the instruction was not clear enough. I decided to be more elaborate. So I came up with what we call a thread on twitter. It is a series of tweets. In the thread, I wrote all the available options of buying the book. The names and phone numbers of agents selling it, the bookstores selling it, the websites selling it in Nigeria, the websites selling it abroad, the apps selling the digital copies in Nigeria and abroad. I listed EVERYTHING.

I took the thread to Facebook and made a post about it with links to all buying options. I posted the picture of the book on Instagram and used the place for caption as the ordering instructions. I went to my blog to do the same thing. Clear and explicit instructions. Despite all these, can you guess what the most asked question was? That's right. The most asked question was...

How Can I Buy The Book?

Sigh.

1. Nigerians Are Impatient And Do Not Like To Pay Attention To Details

When you are selling to Nigerians, you must understand that we are an impatient set of people and we do not pay attention to details. If you have ever been to Nigeria, you would have noticed how impatient we are. From the driver on the roads to the customer at the bank.

We know what we want and the end results but we are very impatient to look at the details involved. The driver on the road knows where he is going but ignores the road signs and other road users on his way to his destination. The customer at the bank wants an issue sorted and does not care whether there are 100 customers before him. We just look at the end goal and act.

Be prepared so you don't get unnecessarily upset. In fact, be prepared for the laziest and dumbest requests ever. You will sell more that way. Don't try to point out this obvious flaw. Do go around telling customers “but I already mentioned that to you”. No. Just repeat the information if you have to. When I post my book for sale and such questions are asked, I politely reply every single post with the correct reply and explanations. Be patient. That is the way to go about it.

A lot of times, business owners tend to assume that every potential customer is an A Student. Most people fall into the “C Student” category. Even after explaining with every information available, a lot of people still wouldn't understand you. Do not worry. Those are often the best customers. Treat them well. Educate them. Be patient. Thank them for their question

even when they ask the dumbest questions. Smile even when you are burning inside.

What usually happens is that a lot of vendors cannot tolerate their dumbness and it shows. Either they get rude or just dismiss the potential customer as a time waster. Those customers will feel the difference when you treat them with sweetness and they will stick with you.

2. Many Of Your Potential Customers Are Rude and Aggressive

A few years ago, I was on a Delta flight from Atlanta, USA to Lagos, Nigeria. I got talking to the flight attendant. She talked a lot about Nigerians because she frequents the Atlanta-Lagos route. By virtue of this, she spends about 50 days in Nigeria in a year. She knows many parts of Lagos and frequents Lagos night clubs and hangouts more than the regular Lagos guy. And of course, she has dated quite a few Nigerians.

I asked her to give me her honest opinion about Nigerians. I told her not to hold anything back and that I do not want answers laced with political correctness. I assured her that her responses were safe with me. So she gave me her opinion. She said...

Nigerians Are Rude And Aggressive As F*ck!

Then she continued. She said “beyond that rudeness and aggression, you guys are the sweetest and most caring humans on planet earth.” She said the way to “handle” Nigerians is to not care about the aggression. Be patient to get past that “wall”, after that you will see sweetness you have never seen before.

I absolutely agree with her. Let's start with the nice part.

Nigerians are extremely nice people. We are very caring. We can give our last savings to a hungry stranger. A Nigerian can borrow money from someone to lend someone else. We take other people's problems as ours. We often leave our own bills unpaid to sort other people's bills. We are an awesome specie.

But the ugly part. A lot of us can be rude, uncouth and aggressive. To say thank you and please (the two most common polite gestures) is hard for many Nigerians. We bark instructions to those expected to serve us like they are slaves. I remember a day I told a taxi driver thank you for taking me to my destination, my friend wondered why I would say that to the person I paid for the service.

That's me. I say thank you to my driver, to my assistants, to my cleaner. I say thank you to everyone when they do something for me. It doesn't matter if I am paying. But not everyone is like that. The truth is that your potential customers will not be like me. Be prepared to hear things like...

“I sent you an email but you have not replied. You people are useless”.

Note: The customer probably misspelled the email address.

“Another business should come and take the market from you. I paid but I'm yet to receive my order”,

Note: He paid 3 hours ago but instruction says delivery will be within 24 hours.

“I paid with my card on your website, it said failed but I was debited. You people are scam”.

Note: We all know this is a banking issue.

“Guys, do not patronize ABC Company, my friend said they are scam”.

Note: No proof. Nothing. He joined the bandwagon.

You are going to get a lot of rude and aggressive customers. Some of them are ready to come to your office or shop to cause a fight, even when you are not wrong. The normal thing here is to be angry and give it back to them hot. Do not do that. It is not personal. Under that aggression are some of the nicest and loyal customers you would ever have.

A lot of people will not take their nonsense. Be the one to take it. When a customer says “I paid with my card on your website, it said failed but I was debited. You people are scam.” you should say “sir, I'm so sorry about that. We just contacted our bank but they said the money did not come in. Can you do us a favour please? Can you contact your bank for a reversal? I'm sure they will sort it for you”.

Let me take it a bit further. Let us assume you are selling a product, your cost price is not heavy, a product you can give away. After the explanation above you can say “sir, meanwhile, we can send you the product, when your bank refunds the money to you, kindly send it to us”.

Wow! That customer would be wowed and all the aggression would go. They will become very loyal. The truth is that a lot of customers are only aggressive online, they are usually meek in real life. Be patient. You will win them over.

3. A Lot of Your Potential Customers Are Lazy

One of my business teachers, John Carlton would tell you to imagine all your potential customers are lazy people sitting all day on their couch watching TV with the remote control in one hand and a can of beer in the other hand. I know it's not a nice way to think about your potential customers but the truth is that we are all like that.

You probably want to eat Suya or Shawarma right now but you need someone to pick you up and take you there or you want someone to go and pick it up for you. Even though you have the money to buy the Suya or

Sharwama, you will end up NOT buying it because you are just a lazy human being. Because of this...

Suya or Shawarma Sellers Around Would Not Know They Just Lost A Potential Sale.

If you want to sell to the typical Nigerian, you have to think about this deeply. Many people need and want your products and services but are too lazy or are big procrastinators to get up to order. Knowing this however, what you should try to do is to take your products to them. Here are some ideas.

Take it to them: Do not wait for them to come to your business location. Tell them you will deliver to them. Home delivery and service should be an important part of your business. Today, a lot of people prefer to have their pedicure, massage and other services in the comfort of their homes.

This is why cab hailing services like Uber got accepted immediately in Nigeria. People were skeptical whether this tech service would be accepted in a country like Nigeria but we all saw the results. The driver will come to where you are to pick you up rather than going to the main road to hail a taxi.

Pay on delivery: When I put out the offer to deliver my book to those interested before they pay, we got more sales. They do not have anything to lose. That is what made e-commerce platforms popular in Nigeria.

Minimize Buying Layers: Make buying as simple as possible. Click here, sign up here then call this number. Arrrrghhhh. Buying should not be hard work. Make it extremely easy.

4. Many Customers Are Entitled And Want To Bully You. Allow Them

I took a break from writing this book to put up a teaser of this book online to whet people's appetite. Most comments were great but there were a few entitled people in the comment section. I saw comments like “make it digital so it can be free to download” and “you are a member of the house of representatives, give us for free or do not write at all”.

This is entitlement of the highest order. I wrote Small Business Big Money in 2017. Four years later, I am about to release another one. Four years of hard work and these guys want me to give it out for free. I was not happy to read that but I understand my countrymen.

Your potential customers like to ask for the impossible. Rather than get upset, find a way to keep them happy. This set of people for example, I can give them two free chapters. Some of them will end up buying the full copy. Another interesting angle is that if you indulge them, many of them, even if they do not buy from you, they will make great comments about you and I'm sure you know by now that what people say about you to others is crucial.

5. Nigerian Customers Love To Deal With Individuals Not The Company

Let me ask you a question. If you are looking for maybe a phone seller or a plumber or a real estate agent and you go online or buy a related magazine for options and see two different adverts. One with a landline like 016256279 and one with a GSM line like 080352672899, which one would you call?

I've asked over 1,000 people this question and eight out of ten times people tell me they prefer to call GSM lines. The truth of the matter is that the average Nigerian prefers to call mobile phones because it has a personal touch. People want to talk to other human beings like them. They do not want to deal with companies. They do not trust businesses but can trust individuals in the business. It is weird.

A few years ago, I was at a bank and was waiting for my turn to be attended to by the customer service personnel on duty. The man in front of me had just been attended to. He wanted to activate his Internet banking service and he was told everything had been sorted and would become active within 24 hours. He was told to call if things didn't go as expected.

The man asked for a number to call and the staff handed him the number of the branch. He said he didn't want that. He wanted the staff's personal number. You have probably been like that as well. You want to talk to that staff directly. Companies understand this so they make their customer service numbers look like GSM lines.

With this understanding, you have to continuously make your relationship with your customers look very personal. Work with your staff to create personal relationships with customers. That is why banks appointed account officers for every customer. Account officers will talk to you with their personal lines. You can talk to them at the weekend. They act like they love you. Na lie. Na scope.

You should find a way to do this with your customers as well.

CHAPTER 6

HOW TO SELL TO NIGERIANS USING INFLUENCERS

My 10 year old son has a YouTube channel. He “disturbed” his mother and I for a couple of years before we granted his request. He was excited to create one so he could post the videos of himself playing his favourite games on his computer.

He went on to work hard on his page, told his classmates and everyone he came across, about the page. After over a year, he was able to amass...

A Grand Total of FOUR Subscribers!

His seven year old sister, who I think has a “bad mouth” like me, was not impressed. Anytime he went around boasting to everyone that he has a YouTube channel with four followers, his younger sister would quip in with a grin on her face and say...

“Technically, You Have Three Subscribers Because I am One of Those Four Subscribers”

Anyway, last month (December 2020) he made a video thanking his four subscribers for subscribing. He said he appreciates them and that he has an

ambition. The ambition is that before the end of the month, he wants to have ten subscribers. What an ambition that was. I found it funny so I decided to talk about it on twitter.

Now, if you know me on social media, you would have noticed that I do not like to share the details of my private life. I don't show my kids. I don't want my family to be judged based on their association with me. I want to keep my parents, siblings, missus and children away from my social media issues. They can build their own their own way.

Whatever.

I wanted to talk about my son's YouTube page just for fun without revealing the page. I wasn't looking for subscribers for him. So I made a post talking about the video he made appreciating his four followers and how he is gunning for ten followers. I did not put the link in the tweet. It was deliberate. I didn't want anyone to go there looking for him.

I said to myself that without the link, they wouldn't be able to find him. His name on YouTube is not his real name. He named the channel after a cartoon character you would never guess. There is no Alabi in it. His page does not follow mine. This would be a nice tweet and at the same time, his identity would be protected.

So I tweeted this...



Oloye Akin Alabi
@akinalabi

...

My son has a YouTube channel. He has 4 subscribers. He made a video today thanking the 4 subscribers. He says his aim for the page is to have 10 subscribers. What kind of ambition is that? 😊

8:43 PM · Dec 24, 2020 · Twitter for iPhone

||| [View Tweet activity](#)

901 Retweets **154** Quote Tweets **7.3K** Likes

I sent that tweet at 8:43pm. I stayed at the office for about an hour more and went home. When I got home, they (my son and his sister) were still awake. They were on holidays and their regular 8pm bedtime was not being strictly enforced. I went to his room and he jumped up excitedly to tell me he now had 280 subscribers.

For someone who was excited about four subscribers (three, according to his sister), you can imagine how excited he would have been. I was pleasantly happy for him and at this time, I didn't think my tweet had anything to do with it. I felt that the schoolmates, family and friends that he sent the link to shared the link and somehow it went a little bit viral.

By the next morning, his subscriber base had grown to over 1,000. That was when I began to suspect that my tweet must be connected to the sudden rise in his subscription rate and volume, so I went back to the tweet. Under the response, a lot of people were asking me to post the link of his YouTube channel. I ignored. Then I saw that someone had gone ahead to post it. How the person found it, I am not sure. He probably went to my own page, saw the channels I was subscribed to, looked at the one that looked like it was run by a kid, checked it out and saw the video where he was thankful for four subscribers.

Others saw the video and went to his page to subscribe. Within 48 hours, he was on 2,000 subscribers. He was excited. I was excited for him because in all honesty, I did not hope for this when I tweeted about him but since it had happened, we just had to take the positives and manage the negatives.

Now I encourage him to make more videos but he is now acting like an adult seeking to make the perfect video. I told him to just be natural and make as many videos as possible but his mother or I must review the videos before posting. Another check I put in place was that comments must be disabled. I am not ready to expose him to the evil people out there who are out to comment rubbish.

Anyway, what's my point? Let's get back to it. How did a ten year old boy, with four subscribers on YouTube grow his subscription in less than two days to 2,000? From my story above, the answer is obvious. It is simply because of...

The Help of An Influencer!

Well, let's start by trying to define who an influencer is. My apt definition of an influencer is someone who has a followership and audience that reacts to the content put out by that influencer.

If you are a columnist on a popular blog or in a newspaper and you have an audience that reads your articles religiously and responds to what you put out, then you are an influencer. If you put out an article and tell people to come out and attend an event and people take you up on your offer, you are an influencer.

If you have thousands of followers on social media and there is good engagement when you put out content, then you are an influencer. If you have a YouTube channel with a lot of subscribers who love you and engage with your content, you are influencer. If you have a podcast with rabid listeners, you are an influencer.

And so on.

Listen up.

If you want to quickly sell your products or build your business and brand from ground floor up, your best bet is to use the services of an influencer. An influencer will make people hear about you or your product almost instantly. If well done, you can start making sales almost immediately. But that is if you do it right. What do I mean? You see, if you do not know how to go about it, you will only waste money. You will spend too much money and you will not get your desired result. To get it right, you need to do the following.

Determine Your Motive

Before you talk to any influencer or do anything whatsoever, you need to make a fundamental decision. You should be able to determine what your aim is. Now that sounds basic but hark unto me, I will explain. You see, there are two main reasons why you will be needing an influencer to promote your products. The first reason is because you want to create awareness for your product/business and the second reason is because you want to sell.

There is a difference between the two. If you are a big brand and you have a lot of money, you can just hire influencers to keep the name of your brand out there. However, if you are a small business with a little budget, your aim should be to make straight sales.

You do not have the financial abilities to play the "brand awareness" game because it is a long term game. You will go broke before the results come in. You should concentrate on the "instant sales" game. As you make money, put it back into more advertising. When you have good money in the bank, you can also begin to talk about awareness.

Select The Right Influencer

This is a crucial aspect for me but most people get this wrong but it is easy when you know what you are doing as discussed above. If you are looking for just awareness and you have the money, go for the "biggest" celebrities

out there. Sign up the biggest musicians, actors and comedians. Pay them good money and they will put out your brand.

If you sign up Davido, Wizkid and Burna Boy, you can rest assured that people will take a closer look at your brand. As I write this, Wizkid is currently an influencer/ambassador for United Bank For Africa Plc. When a UBA advert featuring Wizkid comes on air, with one of his hit tracks playing, you would take a second look.

Despite this exposure, we cannot say for sure how many people have opened accounts with UBA because of Wizkid. Maybe there are loads, I am not in a position to say but I don't think UBA really cares. They have money, spent it on Wizkid and got great exposure. Everyone is happy.

But I am not sure you have that kind of budget. You are probably a small business. Even if you have money, your plan might not be for exposure. Your plan can be to make sales. If this is what you are looking for, it is better to hire those I call "mini influencers". Today is the thirteenth day of January, 2021. Social media has made it possible these days to find people with an audience ready to listen to them. Everywhere you turn to on social media, Instagram and Twitter especially, you can easily find someone, who will not charge you too much but is ready to help you promote your products.

The reason I put the date above is because I have no idea of the year you will be reading this. You could be reading this in the year 2051 and who knows, Instagram and Twitter could be irrelevant or dead by then. It doesn't matter. There would always be another technology application and there will always be people who have the audience.

There was a time that if you had a column in a newspaper, you were the ultimate influencer. Times have changed and technology will continue to change. However, the concept will never change as long as there are human beings in this world. When one technology fades out, people move on to the next.

Know The Influencer's Audience Size & Engagement

When selecting an influencer, you should check the size of the audience, the engagement and the history of the influencer. The size in the sense that how many people are following the influencer on Twitter or Instagram? How many people are watching his or her videos online? How many people are listening to his or her podcast? How many people are reading his or her newspaper column? How many people are commenting on his or her blog? How many people are listening to his or her radio show?

Whatever the technology application the potential influencer is using, how well is he or she doing there? The person does not have to be a celebrity. He or she just needs to have a loyal audience. A loyal audience of 10,000 people is better than a dormant audience of 100,000 people. Those who have used the services of influencers will tell you this is a fact.

Check The Influencer's Relatability

Around the year 2007 or so, I created an online course on how to sell other people's products for a commission. Not too many people knew me in the marketing community abroad. The product was targeted at Americans. I needed an influencer so I contacted a marketer who had an email list of about 30,000 subscribers. I paid him to recommend my product to his email list. He did. The response was immediate.

The response was immediate because his subscribers were people who wanted to learn marketing. If I take that kind of product to a comedian, it is unlikely the marketing campaign would succeed. You need to hire influencers whose audience would like your product.

A beautiful make up artist with 10,000 YouTube subscribers will not work for a sports betting website as much as a Twitter influencer with 1,000 followers interested in betting tips. Do not look at just the volume. Is the influencer likely to use that product? People look at these things. If you are looking for just exposure though, you should not worry about this point.

Have The Right Marketing Plan

When you have chosen an influencer, you must come up with a marketing plan. Do not hire an influencer and task him or her to just go to town to promote your business. No. You must have a deliberate plan.

Do you have a plan to acquire new customers? Do you have a plan to give out free samples so you can follow up on the people who respond? Do you have a plan to get people to come to your own platform to follow you so you

can follow up on them? You must have a plan. That plan is what will determine what you will ask the influencer to do.

For example, if you are planning to give out free samples of your perfume, you should discuss with your influencer on the modalities for the giveaway. Should we say something like the influencer loves the perfume so much he or she wants to gift some followers/readers/listeners? Should they call or send an email? Should they come physically to the shop or launch event? You must come up with a workable plan. Work with your influencer.

Carry Out A Cost vs Results Analysis

Start with just one influencer. That way, you will be able to track effectiveness easily. I know there are smart ways of tracking the results of different marketing campaigns but I won't want you to bother with that at the beginning. Start with just one. Negotiate as hard as you can and let him or her go to work.

After a few days, you should do a review. How many people responded? How many people called in? How many people emailed? How many people bought? How much did you spend? Is this marketing effort worth it? Should you repeat it or hire another influencer? Ask yourself hard questions and answer honestly. Make a decision and progress from there.

That's it. Do not take this with levity. You can move from obscurity to prominence using this strategy. It worked for my son. It will work for you.

CHAPTER 7

SELLING WITH SALES LETTERS

The day I discovered how to write a sales letter from my mentor, Dr Emmanuel Ojeagbase, is the day I said bye bye to poverty forever. I mean every word of what I just typed. I am going to tell you this right now and I want you to take it to the bank for safekeeping. If you know how to write a powerful sales letter, you can never be poor for the rest of your life.

What Is A Sales Letter?

A sales letter is a salesman in writing. It is a long form of written advertising. You have probably seen them online and in newspapers. Some of them look “hyepy”. In the last ten years or so, some of my friends and I have used sales letters to sell products and services worth billions of Naira.

I want to teach you how to do it as well in this chapter so you can make bucket loads of money. This is a selling technique that works well with Nigerians and you should be using it. It remains one of the few remaining ways the little guys can sell effectively.

Listen up, I want to say this again.

Knowing how to write a sales letter is a skill that guarantees you can never be poor again for the rest of your life. Once you know how to write a sales

letter, all you need to do is to find a product, write a “killer” sales letter, get a lot of eyeballs to see your sales letter and you will make money. What I just said is a sure path to money. It is the simplest selling formula ever devised by man. It is a 3 step formula.

- Find A Product

- Find A Platform

- Write A Sales Letter

It is important I explain this so you can understand the importance of what you are about to learn.

Finding a product to sell is easy. You can sell your own products or resell another person's products. When I say you can sell your own products, it could be anything. It can be a book you wrote. It can be a video tutorial you created. It can be a jar of body cream you produced. It could be a herbal tea you put together. It can be a mosquito repellent you ordered from an ecommerce platform like AliExpress.

Anything.

It is the same with selling other people's products. It could be anything. The video course you are promoting as an amazon affiliate or that back pack you

collected from a friend's shop. Once you have chosen a product or service to sell, the next is to look for a platform where you will place your sales letter.

As I mentioned earlier, people need to see your sales letter. If people do not see your sales letter, they will not read it. If they do not read your sales letter, it will not make money for you. My point is, it is not only important to write a powerful sales letter, it is important to understand that people need to read it. Having this in mind should start to give you ideas on what to do.

Let me tell you a personal story.

In 2008, I decided to move to Lagos. I was coming from Ibadan to speak at seminars and meet with clients too often so it made more sense to move to Lagos. Besides, my then girlfriend, who later became my wife, was living in Lagos. So I started house hunting. I wanted to rent a 3 bed room flat. I couldn't afford to buy a house in Lagos yet. I didn't buy my first Lagos home until 2011.

Anyway, the house I wanted was priced at Two Million Naira. I didn't want to spend out of the cash I had so I decided to make some money very quickly to pay for the rent. I did what I am teaching you now. I wrote...

A Killer Sales Letter.

I wrote a killer sales letter to sell a manual on how to set up a business online. I then placed the sales letter as a full page advert in Success Digest

Newspaper. Success Digest was a print newspaper with articles on marketing, small business, success etc. You know by now that, that publication is the foundation of my business success.

For a topic like “how to set up a business online”, Success Digest was the perfect choice. It was a well read weekly publication. I paid for the advert (it was priced at N145,000.00 then) and sent in my sales letter. Within 3 days, I had made the money I needed for my rent.

I have repeated the process over and over again over the years and it has never failed me. I have placed sales sellers in Punch, Complete Sports, Guardian, websites, blogs and even on social media. What I am teaching you is what I have experienced personally. You know me. That is the way I teach. Personal examples.

If I am to push out a sales letter in this age, I will not use a print publication because no one reads them anymore. What I would do today is to create a one page website and put my sales letter on it and then go all out to get people to that page so they can see and read the sales letter. I will go to Facebook, google and other platforms and run ads that will bring people to the website.

That is what I am currently doing with my book, Small Business Big Money. You can go to www.smallbusinessbigmoney.ng to see a sales letter in action.

As at today (January 30, 2020), this is a very simple way anyone can do it. Technology changes but the principle remains. If you read the books of legendary direct response marketers, they talked a lot about how they sent sales letters to people's homes. They would get a list of addresses from list

brokers and they would send physical letters to them. Did you get that? They would type out the sales letters, make thousands of copies, fold them into envelopes, stick postage stamps on them and take to the post office.

Some people will read such books and say the lessons are obsolete. What I simply did was learn the principle and change the technology. I changed it to full page ads as well as the Internet. If you are reading this when technology must have changed as it always does, you can adapt to the new technology. You can have your sales letter as a Facebook post and then pay Facebook to boost the post. That will ensure that a lot of people sees it. You can also write your sales letter, put it in a PDF format and share with people on WhatsApp. The concept remains the same. Write a sales letter to sell a product and get a lot of eye balls to see it.

Finito.

Now that we have that out of the way, let us talk about how you can create your first sales letter. Do not worry. Your first sales letter will not be perfect. My first sales letter was not perfect. I wrote it in early 2003 to sell an information guide I created. When I took a look at the sales letter about a year ago, I cringed. Do not worry. You will get there as well.

Quick Warning: This is the longest chapter in this book but it is arguably the most important. Don't joke with it.

So here we go... Here are the steps to writing a cash pulling sales letter.

The Headline

If you have read Small Business Big Money, I stressed the importance of the headline when creating any kind of advert. Since sales letters are like adverts, the same principle applies here. You must have a powerful headline for your sales letter. A headline serves as the advert for your sales letter. The headline must hook people into reading the sales letter. If you do not get this right, your sales letter is dead.

Legendary direct response marketer, Ted Nicholas said the headline accounts for 80% of the success of your sales letter. He suggests that you should spend 80% of your time on it. It is that important. The headline has to be powerful. You should learn how to write it. There are many methods of writing it and I will share FOUR techniques with you.

How To Technique

The Ultimate Dream Technique

The Crazy Offer Technique

The Swiping Technique

Let's start with the How To Technique.

This is the simplest technique in headline writing. All you need to say is How To... and then add what you are selling. For example, if you are selling a herbal cream that clears pimples, you can easily come up with something that sounds like this...

How To Have A Clear Skin.

It is that simple. You can add to it though. Something relatable. To add to the above, you can say...

How To Have A Clear Skin That Will Make You Glow

How To Have A Clear Skin You Will Be Proud Of

How To Have A Clear Skin Your Friends Will Be Jealous Of

Sometimes, you can start with some attention grabbing words and phrases like “Discover”, “At Last”, “Attention” etc.

Discover How To Have A Clear Skin Your Friends Will Be Jealous Of

At Last... Here Is How To Have A Clear Skin That Will Amaze Your Friends

Attention... Discover How To Have A Clear Skin Your Friends Will Be Jealous Of

Even If Factor

The How To technique can also be more powerful if you add the “even if” element. This is a point you will add to your headline that will make people who would want to be skeptical to listen to you. Let's assume you are selling a consultancy service on helping people relocate to Canada. The normal “How To” headline will be something like this...

Discover How To Inexpensively Relocate To Canada As A Skilled Worker.

If you want to add the “even if” element, you will say...

Discover How To Inexpensively Relocate To Canada As A Skilled Worker Even If You Do Not Currently Have A Passport.

And of course, you will show them how to get a passport. Here is another “even if” effect.

Discover How To Create A Set Up A Website In 60 Minutes Even If You Hate Computers.

Do you get it?

Let's move to The Ultimate Dream Technique.

This technique involves coming up with the dreams customers have when buying. The interesting thing here is that the dream a customer has when buying a product is different from what the average guy thinks. Take for instance, the selling of luxury cars. On the surface, the reason for having a car is to ride in a comfortable, safe and maybe fast car. But let us be honest. When a young man buys a car, there is a big tendency that impressing girls is a dream he has.

She Will Drop Her Pants Once She Sees You In This Car.

What do you think about that headline?

Be One of The Funky Kids In Town (A headline selling AirPods)

Amaze Your Friends And Family During Arguments (A headline selling encyclopedia)

Find the ultimate dream and use it as your headline.

The Crazy Offer Technique

Is there a crazy or outrageous benefit your buyers will get when they buy your product? If you can come up with something heavy, you can use it as your headline. I told you to check out the sales page where I am selling my book, Small Business Big Money.

The most incredible offer ever..

“If You Buy Small Business Big Money
And You Are Not 100% Convinced It Can Turn
Your Small Business Into Your Personal ATM,
We Will Refund Your Money And Ask You
To Keep The Book For Wasting Your Time”

A lifetime guarantee is a crazy offer. And you will even get to keep the book.

Let me give you a few more.

Book A Room For A Day And Get FOUR days For FREE

Attend My \$5,000 Seminar For Free. Pay Only After You Start Making Money

Own A Flat In Lekki With N100k Down Payment.

Do you get?

By the way, those examples are real examples.

The Swiping Technique

Do you remember the song, 03 Bonnie & Clyde by Jay Z and his then girlfriend, now wife, Beyonce Knowles? He sampled the beat from the late Tupac Shakur's 1996 song "Me and My Girlfriend", paraphrasing its chorus.

When you listen to Nigerian music these days, you can't help but notice that they were inspired by the songs of older musicians. If you listen to some of Burna Boy's music, you can't help but notice they were inspired by great Fela Anikulapo Kuti. Not just Burna Boy. Wizkid as well. Some of his songs are adaptations of Fela's hits.

This is not new in music and no one is left out. Davido once took a line (alowo majaye eyin, lemo) from Ebenezer Obey's song. In music, it's called sampling. It's perfectly okay to do it.

Just as it's okay to do it with music, it is okay to do it when writing your sales letter.

One of the best ways to create sales letters for your products is to search through past archives of successful letters and model your own around it. It's a short cut that is perfectly legal and will save you the troubles of trials and error. Take a look at this headline below. It was written by legendary copywriter, Gary Bencivenga when he was selling a course on how to prepare for job interviews.

Do You Make These Mistakes In Job Interviews?

I heard Gary actually swiped it from Max Sackheim who wrote an ad for a course in English asking...

Do You Make These Mistakes In English?

How can you swipe this for your business?

Let's say you are in the business of selling mobile phones, you can come up with an ad that says something like...

Do You Make These Mistakes When Buying Mobile Phones?

Or maybe you operate a visa/travel consulting business. You can create an ad that says...

Do You Make These Visa Application Mistakes?

Are you getting it?

Let's look at other great ads and see how we can swipe them.

The late Gary Halbert wrote a sales letter selling sex and sex education tips.

“An Open Letter To Every Man And Woman In America Who Wants To Have Better Sex Without Feeling Guilty”

An Open Letter To Every Man And Woman In America Who Wants To Have Better Sex Without Feeling Guilty!

By Ross Stewart, Ph.D.
Dallas, Texas

My name is Dr. Ross Stewart and I am a Licensed Marriage and Family Therapist. My practice is located in Dallas, Texas and my state certification number is 00468.

I have degrees from two different colleges and I have devoted my entire working life to helping people with all kinds of emotional problems. Because of this, I am known in the world

experts call on for information to the public, all it does is keep this country in the Dark Age about sex!

The people who make porno movies are the worst of all. They represent the lowest common denominator of sexual pleasure. Anyone who believes they can learn really good sexual techniques from so-called "adult" videos is making a serious mistake. And, any poster using this kind of information under the

skin... have learned how to take sex to the highest level possible. Many of these people are medical doctors and serious researchers... but, they can only reveal their secrets in small "underground" teaching facilities. However, the couples and lovers who learn and apply these techniques to their own sex lives get... another... big and unexpected advantage. Namely...

sexual encounter with your lover... every time!

- The Number One Rule that absolutely must be observed for women to have a truly spectacular orgasm!

- The climax mistakes 90% of all men make during lovemaking... and... how to quickly learn the "inside" secrets of the most satisfied 10%!



Source: TheGaryHalbertLetter.com

How can you swipe it? Simple. Just use the phrase “An Open Letter” plus the ultimate benefit.

Example?

**“An Open Letter To Every Nigerian Who
Wants To Buy A Tokunbo Car But Does
Not Want To Visit A Mechanic In 6
Months Minimum”**

Perfect..

I have actually swiped this “open letter” ad a few times in the past.

Let me give you another one.

**My Friends Laughed When I Sat Down At The Piano – But When I
Started to Play!**

This advert was used to sell a product on piano lessons.

I swiped this advert in the early days to promote NairaBET. Not many people knew you could make money predicting on sports so I came up with an ad.

**My Friends Laughed When I Told Them I Would Make Money
Predicting Football Games But Stopped Laughing When They Saw
What I Won On NairaBET.**

Are you with me?

So let me give you more. Let me give you some successful ads you can swipe. I have swiped some of them in the past and I will continue to.

It works.

Play Guitar in 7 Days or Your Money Back

Swipe for an advert for an Internet provider:

Get Super Fast Internet In 21 Days Or Your Money Back

I Was Tired of Living On A Low Pay So I Started Reading Wall Street Journal.

Swipe for Akin Alabi's Seminar:

I Was Tired of Living On A Low Pay So I Attended Akin Alabi's Seminar
on Book Publishing

To Men Who Want to be Independent in 10 Years

Swipe for Women Looking For Husbands

To Women Who Want To Get Married In The Next 12 Months

Get Rid of Money Problems For Good

Swipe for a mouthwash or a toothpaste or mint:

Get Rid of Mouth Odour For Good

How The Next 90 Days Can Change Your Life

Swipe for a book on marriage

How The Next 10 Days can Save Your Marriage

Give Me Just 5 Minutes and I Will Show You How The Stock Market Works

Swipe for house buying guide

Give Me Just 5 Minutes and I Will Show You How To Avoid Being Scammed By Land Sellers In Lagos

The Never Before Seen Guide For Removing Pimples

Swipe for a DIY

The Never Before Seen Guide For Brewing Your Own Beer At Home

At Last... You Can Now Get Internet Connection For Free

Swipe for a bar.

At Last... You Can Now Drink Beer For FREE Every Weekend (Buy One Get One Free)

The Lazy Man's Way To Riches

Swipe for cabbage farming guide.

The Lazy Man's Way To Becoming A Successful Farmer

That is it. The headline idea above can turn your struggling business into a money making venture within a short period of time. I have done it before. I have seen it happen with my friends. Swipe as you want and you are on your way to the bank.

Only one headline can turn your life around.

We are done with the headline. Let's move to the next stage of write a sales letter.

The Opening Hook

The opening hook is the first sentence (or first few sentences) of your sales letter. After the headline, you need to get into the body of your sales letter and the first step, obviously, is your first statement.

You know I have been saying that the headline is very important. I think I have said that for about 1,233 times. The reason is because if your headline

does not hold people's attention to read what you have to offer, then there is no point trying at all.

Now, let us assume you have hooked them with your headline, you have to ensure your first sentence hooks them or else, they will leave. Look, people's attention span is so short these days. People will prefer not to read for long so you have to get this right. You must suck your prospects from your headline to the next step and the next until you ask them to pay. After the headline, you need a great opening hook.

So how do you write a great opening hook? There are a few ways to do it but I use three of them. They are

The question method

The promise method

The story method

Let's get right into it.

The Question Method

This is simply starting your sales letter with a question. The power of this is that when a question is asked, the human tendency is to respond. A question gets people to keep reading. Let's give examples.

Assuming you are a Canadian immigration consultant and you want to write a sales letter to sell your service. You can write your opening hook like this...

Would you like to relocate to Canada in the next SIX months with your family, spending less than One Million Naira?

Now, the trick here is to ask a question about the ultimate benefit your potential customers will get if they patronize you.

Imagine you are selling an erectile dysfunction solution pill. Your opening hook using the question method can be...

Would you like to have sex non stop for 45 minutes without ejaculating and even go for another round within 5 minutes of completing the first round?

Hehehehehe.

That is basically how to ask a question to start a sales letter.

To spice it up, sometimes you can start the letter by saying... “let me start this letter by asking you a question”. Then you ask the question.

After the question, you can continue with something along these lines...

... if you answered yes to that, this is the most important website you will ever visit

... then read this message to the end

... I will tell you why but keep reading.

So let's have full examples.

Would you like to relocate to Canada in the next SIX months with your family, spending less than One Million Naira? If you answered yes to that, this is the most important website you will ever visit.

Another one.

Would you like to have sex non stop for 45 minutes without ejaculating and even go for another round within 5 minutes of completing the first round? Then then read this message to the end.

Another...

Let me start this article by asking you a question...

Would you like to order hot, sizzling amala and ewedu online and have it delivered to you in 30 minutes or less?

If you answered yes to that, you will love the information I'm about to share with you.

Do you get the gist?

You can play around with this as much as you want. You can even ask multiple questions and then follow up with "if you answered yes to any of the above questions, this is the most important blog post you will ever read".

Note that I have used, website, letter, blog post etc. You will use whatever medium your potential customers are reading your letter through.

Onward.

The Promise Method

This method is similar to the Question Method. The only difference is you do not ask a question here. You just go directly and make a promise based on the ultimate benefit of what you are selling.

Let me give examples.

Dear Young Mother,

By the time you finish reading this blog post, you would have discovered how to make your child a genius that will always be in the top 3 of his or her class.

Another one.

Dear Friend,

I will teach you how to make ogbono soup that will amaze and keep your husband. Make sure you read this letter to the end to get all the details.

Are you feeling me?

Let's look at another one.

Dear Friend,

You can quit your job in the next 30 days to start an extremely profitable home based business starting with just one hundred thousand Naira if you act on the information in this letter.

I believe you get the drift now.

Next...

The Story Method

This is a powerful method, if you know how to do it.

Human beings love stories. The Holy Bible started with a story. There are loads of stories in both the Bible and the Quran. We love movies because we love stories. We read, listen and watch the news because we love stories. As I'm typing this, the TV is on and it is on CNN. As usual, they are talking about Donald Trump. A lot of people are watching the STORY all over the world.

Can you tell a story to start your sales letter? The challenge is that the story has to be interesting and must be related to what you are selling.

If I am selling a course on business, I can tell a story about myself. I will tell you a story about how I started my business and why you should listen to me. I can say something like...

Dear Friend,

I will like to tell you a story about myself. I promise to make it short.

In 2003, after completing my NYSC, I decided to start a business. I attended a seminar on how to create and sell information products...

Telling stories is a great way to start your sales letters. In fact, it is a great way to sell to Nigerians. I dedicated the next chapter to it so don't let us dwell too much on it here.

Establishing Credibility

You absolutely have to establish credibility in your sales letter and in every form of advert you create. I wrote about this in *Small Business Big Money* as well. When you hook someone with your headline, suck the person in with your opening hook, you have to cement it with some credibility.

Establishing credibility can come at anytime in your sales letter. You can have it in your headline and you can have it in your opening hook. But if you don't have it in both, you should be having it at this stage. The hype of the headline and the sleek opening hook will stop being effective if you do not establish credibility so you have to do it now. The question is how do you do it?

There are many ways. Let's take a look at some.

1. If you are an expert in the field of the product you are selling, you need to reel out what you have got to the reader of your sales letter. Imagine I sell this book on how to sell to Nigerians, I can establish credibility by saying something like this...

My name is Akin Alabi and I am the founder of Nairabet.com, Nigeria's first sports betting company. What that means is that I pioneered the multi billion naira sports betting industry in Nigeria. I am an investor and I am a major shareholder in some of the most popular tech businesses out there.

How about that for credibility?

You can lay out your CV to your reader or listener.

By the way, what do I mean by listener? Do you know you can actually make your sales letter audio or video? You will write your sales letter and then read out and record the audio or make a video as well? It works.

That's just by the way.

Do you feel your CV is not strong enough? There is a way out. Write a book. And wait... that is easy. There are people that can write for you. Also, there are things called private label rights you can buy and make yours. Google it. Get one related to your your market and make it your own. You can print just a few copies. It is just for credibility. People love authors. Do it.

2. Another way of establishing credibility is by using the reviews of experts in that niche market as endorsements. If you are selling a poultry feed that makes chicken very big within a short period of time, you can seek for the review of a professor in animal science at a university.

If you a selling a dog training video, you can seek the reviews of a popular veterinary doctor. You give them your products for free. They tell you what they think. You use their positive reviews as an endorsement and use the bad reviews to work on your product to make it better.

3. You can use customer testimonials as a way of establishing credibility. I am not talking about experts. I am talking about the normal guys and girls out there. As soon as people buy and use your products, ask them what they think. Use their reviews as testimonials.

When you do this, do not just put Adewale J or Miss Agnes, Lagos on the testimonial. You have to use real people so it will be nice if you can use their full names, pictures, website, emails, phone numbers etc. I know many customers will not allow you to do this but get as much real details as you can.

In this world of social media, what works is a screen shot of the testimonial written on social media. That screenshot will show the handle of the person making the positive comment about you. Some skeptical customers can go online to look for those handles and even ask them questions. Your testimonials have to be believable or else it will be better not to even put it at all.

Listen up.

You have to get everything right when you are writing a sales letter. You see, when someone is reading your sales letter, the person is in the dark about your product. I mean, the person cannot see the product. It is your sales letter that will do the work to make him or her buy. It's like a blind date. Your sales letter must be super convincing.

So we have the headline, opening hook and credibility. The next point we will be looking at is...

Product Introduction

It is time to introduce what you are selling. You have grabbed their attention with your headline, you sucked them in with your opening hook, you displayed credibility. By now, your prospect would be wondering... what has he got for me?

It's time for the big reveal. There is nothing spectacular about this. Just reveal what you are selling. Let me give you an example, right from the top.

Headline: How To Start An Extremely Profitable Home Based Business Starting With N100k Or Less... Guaranteed!

Opening Hook: Would you like to start your own home based business that would make you millions within 6 months starting with N100k or less? If you answered yes to that, this is the most important website you will ever visit.

Credibility: Who am I and why did I say that? My name is Akin Alabi. I am the founder of Nairabet.com, Nigeria's first sports betting portal. What that means is that I pioneered the multi billion naira sports betting industry you see today. I want to show you how you can start your business from scratch and turn it into a money spinner within a short period of time.

Introduction: I have just written a book titled Small Business Big Money. I wrote the book with you in mind...

Blah blah blah.

After the introduction, you will move into listing the BENEFITS of what you are selling. This is one of the most crucial aspects of your sales letter. Legendary copywriter Gary Halbert suggests you start your sales letter by writing out the benefits of your products. It is that important.

What are benefits?

What is the difference between product features and product benefits?

How many benefits should you list?

Before I go on, I want to say something quickly. From all indications, it is obvious that a sales letter can end up being long but how long should your sales letter be? This has been a big debate in the copywriting industry. Some are of the opinion that the longer the better. Some believe it should be short because people do not have the patience to read long sales letters.

Where do I stand? Well, for me, the length does not determine how to craft my sales letter. All I am bothered about is making sure I have all the components of a killer sales letter present in my letter. If I can achieve that with a short letter, fine. If I need a long letter to do it, fine.

The length does not matter. Those who will read will read. You do not need the whole world to make money. Also, if your letter is long, those that are interested in what you are selling but do not want to read a long letter will still buy. They will just jump to the point where they will pay.

Size and Length Does Not Matter.

So let's get back to Benefits.

What Are Benefits?

As the name implies, Benefits are the gains people will enjoy from using your product. Do you remember when we were talking about headlines? I taught you the “How To” method. You start the headline with “How To” and then mention the ultimate benefit of your product.

If you are selling a consulting session on Canadian Immigration for example, you can say “How to inexpensively relocate to Canada in 6 months or less” That is how you should see benefits. List what people will gain by using your products. List them like you are writing headlines. See some of the list of benefits I use in selling my book, Small Business Big Money.

How to decide on the kind of business you should do. Do not spend any money or time starting any business until you read this. (Page 47)

Why you should NOT sell what people NEED to buy and how it can run you out of business if you do it. (Page 63)

The full story of how I pioneered the multi billion naira sports betting industry in Nigeria. (Page 53)

The number one mistake 98% of people make when they start their own businesses and why you must avoid those mistakes. (Page 41)

7 commandments you must follow before you spend any kobo on advertising. (Page 97)

How to get others to promote your business for you for FREE while you smile to the bank. (Page 141)

10 factors you should consider before quitting your job to start a business and how this can save you for business troubles. (Page 32)

This is just a tip of the iceberg.

Why lowering your prices is one of the most TERRIBLE things you can do for your business and how to make people still buy from you even if your prices are higher than that of your competitors. (Page 165)

How to price your products for maximum profitability. This can be the only lesson needed to take your business from a loss making business to a profit churning outfit. (Page 182)

How to EASILY become one of the biggest brands in ANY industry you want to enter. (Page 79)

Discover how to create adverts people will respond to and buy from you NOW. You need that as a small business owner. (Page 128)

How to choose the advertising medium that will work for you. Not all products will work on radio or TV or even on Facebook. (Page 134)

What you must ABSOLUTELY do to ensure your adverts are noticed. If you don't do this, your ads are good as dead. (Page 108)

How I failed with my sports newspaper and what I would have done differently if I can go back in time. (Page 90)

Wait... there is still more.

Why looking for customers after starting a business will kill most small businesses. It should be the other way round. Discover how. (Page 49)

Discover my "dirty" little technique you can use on customers that will put their minds at rest and empty their wallets for you. (Page 120)

Why most fliers will NEVER work and how to avoid that mistake. (Page 139)

The marketing lesson I received in China that works perfectly in Nigeria
(Page 137)

Complete breakdown of why customers leave businesses and how to bullet
proof yourself from that. (Page 147)

And lots more. There are so many proven, money making information
contained in this book. You will be blown away when you read it.

End.

What is the difference between product features and product benefits?

Before I continue talking about Benefits and how to use them in your sales
letter, I need to throw a light on a very important matter. You see, a lot of
marketers make the mistake of concentrating their marketing on the features
of their products rather than the benefits. Features are descriptions of their
products but benefits are the gains to be enjoyed.

Let's assume you are selling air conditioner. A feature will say something
like this...

Power source: 240-220v-50Hz

Capacity of 5.15-5, 10KW

(By the way, I didn't make that up. I typed it out from the AC beside me here in my house)

But if you want to write benefits of an air conditioner, you will say things like...

Get sound sleep for you and your family

No more heat rash for your kids

Do you see the difference?

I am not suggesting that you should never mention the features of your products in any part of your advert or sales letter.. What I am saying is number one, concentrate more on the benefits and also when you are writing a sales letter and it gets to the section of writing benefits, please do not write features.

If you are selling a book, telling your prospects that it took you one year to write or the book is 500 pages means you are concentrating on features. Your customers do not care what you went through to produce what they

want to buy. What concerns them is what it will do for them. The question every buyer is asking is... “What Is It For ME?”

How many benefits should you list?

The straight answer is As Many As Possible. You should list as many benefits as possible. The interesting thing about making a sale is you cannot say which of the benefits listed would make people buy. List out as many as possible. As general rule for me however, I will say when writing a sales letter, list out a minimum of TEN benefits but if you can go as high as TWENTY, that would be fine.

But when you are writing short ads, you can write way less than TEN. I am mentioning short ads here because the skills you are learning from writing long form sales letters will make you a better ad creator of other kinds of ads.

Back to writing more benefits.

Another great copywriter, Joe Sugarman, in his book, Copywriter’s handbook said the secret to writing great benefits is seize attention, eliminate curiosity, build intrigue and most of all create desire.

So lets create more benefits. What can we write benefits on? Let’s imagine we are writing a sales letter to sell a work out video. You can have benefits like these...

The simple 5 minute exercise you can do every morning that guarantees you will lose 5kg in 30 days

How to easily lift weights properly without getting injured

The lies you have been told about 6 packs and how to start your own journey to getting yours in 6 months

5 kinds of foods you should not eat after 4 pm

Where to find cheap weights and bar bells to set up your home gym

Do you get me now?

After writing your benefits, always end it with something like... and lots more... and others etc. This shows that there is still more. This builds their curiosity and desire.

On to the next.

Bonuses

I talked a bit about this in chapter one. Offering bonuses can help make your sales letter more effective. Some people will buy your products because of your mouth watering bonuses. The trick here is to offer bonuses whose value will be viewed as even bigger than the product you are selling.

Assuming you just wrote a book on self development, you can offer the following bonuses.

An interview with you about the book and the topic in general. This can be in eBook format.

An audio interview with another expert.

A video on the topic. You can get resale rights for less than N5,000

You can put all these in a flash drive, CD Rom or a page online or whatever technology is effective by the time you read this. You can value these products the way you want. Imagine you are selling that self development book for N3,500 and you then list the bonuses this way...

An interview with you about the book and the topic in general. This can be in eBook format: Value: N2,500

A audio interview with another expert. Value: N3,000

A video on the topic. Value: N6,500

Do you think this can increase your chances of selling your book? Of course.

There are many kinds of bonuses. Here are some that will give you ideas.

Free eBooks, audios, videos etc

Free software

Free tutorials

Free training

Free consulting

Free complimentary products

Free membership

Buy some get some free

And lots more.

Let's move to the next.

The next is Guarantee.

Again, I talked about this earlier but it's super important I mention it here again. Get a copy of Small Business Big Money as well. I talked about it there. It is very crucial.

We are all skeptical humans. It is even worse when it comes to sales letters. I mean the people are not seeing the products and yet you want to convince them to buy using just the sales letter. You have to find a way to take the risk off their shoulders and place them firmly on yours. You have to offer guarantees. What you are selling will determine the kind of guarantee you will give. Let us look at a few.

Money Back Guarantee.

This kind of guarantee is good for products like books, eBooks, seminars etc. When your customers are not satisfied with your product or service, just give them their money back. No questions. No hassles. Just hand over their money.

Won't people take advantage of you? Maybe some would. Most wouldn't and like I mentioned earlier, the money your guarantee will help you make is far more than the money you would lose to the idiots trying to rip you off. Also, those that genuinely asked for refunds and you give them will be so happy with you, they will buy from you in future and recommend you to everyone.

How long should a guarantee last? It depends on the kind of guarantee. Some can be lifetime. Some can be a year. Some can be weeks but I want you to know that the longer the guarantee, the more effective it is.

Product Guarantee

This means you will change the product for them. There are some products that are impossible to give money back on so you can give them another product if the initial one you sold is faulty. You can give the same kind of product back or give another one worth the same amount.

Service Guarantee

This is what a lot of car dealers offer. They will help you sort out whatever problems you face with the car you buy from them. This is the kind of guarantee that real estate sellers can offer. It is not practicable to offer a money back or product guarantee for a house. A service guarantee would be perfect.

The next component is SCARCITY/SENSE OF URGENCY

Scarcity and sense of urgency is important when it comes to writing sales letters. All humans have elements of procrastination in them. Even when you have a powerful offer, many people will tend to wait before taking action. This is dangerous for you because there is a thin line between the decision to buy and also the decision to put off the decision till later.

This you can solve by creating a form of scarcity for your products and creating a sense of urgency. There is no particular part of your sales letter that you cannot infuse this. It could be the headline. It could be the opening hook. It could be the guarantee. Anywhere.

One of the ways you can create scarcity is by offering only a limited number of products. You imported only 50 pairs of Nike Shoes to sell. When writing your sales letter, always stress that you have only 50 pairs left. Don't just tell them you are selling Nike Shoes. Tell them you have only 50 left.

When you sell some, maybe 11 pairs, change your sales letter to reflect it. Say you have only 39 left. Always let people see that they will miss out if

they do not act fast. If you are selling plots of lands, let your adverts show the number of plots left and how it is moving fast. What if you are selling products that do not finish? The next point can help.

Another way to create scarcity and sense of urgency is having a low price for the first set of people to order. That will create a sense of urgency. Another way to create a bonus or guarantee that is applicable only to a few people that hurry.

I do this in the seminar business, I often given free after training consultancy to the first set of people that pay or to people that pay before a particular deadline. On deadline day, you see people rushing to pay and some asking you to give them an extension.

The next point is PRICE APPEAL

After all the points above, you should reveal your price. But never state it without doing any kind of bargaining. No matter how cheap your product is, if you reveal your price without some sort of bargaining, it will be seen as too expensive. You have to provide some sort of context to justify your price.

Rather than saying the price for your Nike Shoes is N35,000.00. You can say something like...

If you look at the Nike website, you would see that this exact shoes cost \$100. If you look at today's exchange rates these shoes should cost N46,000.00. However you will not be paying that much because we bought the shoes when the dollar was \$350. You will only be paying N35,000

Now this is not a perfect example. But you can see as you are reading this that the N35,000 price suddenly becomes a bargain. That is how it works. Be imaginative about it. You can point out the value of the bonuses. You can point out what the product will do for them and so on.

Let's move on.

Ordering Process

This is straight forward. It is time to list the ways people can pay. The key here is to list as many options as possible. Importantly, to list very easy options. Easy options like payment on delivery. Cash transfer. Payment with cards etc. Make it easy.

Closing

This is straight forward as well. You need to close your letter. You can say something as easy as... There you have it... You have the opportunity to own the latest Nike Shoes in town to impress your friends and those girls you have always admired.

Nothing too fanciful.

Post Script

After every sales letter, you will notice something like, PS. It could be more than one. You would see PS, PPS, PPS etc.

I believe PS are normally used when you write a letter with a pen and paper and you forgot to write something in the main body. Rather than re-writing the letter, you put PS or NB at the end and state your points.

When writing sales letters, it is deliberate. You create a PS like you forgot to mention something or you just use it to remind your prospects what they would gain if they order or/and what they would miss if they do not order. When some people read sales letters, they would just scroll to the bottom. This is your chance to send them back to the main letter. Experience shows that this works.

So that is it. We are done. You now have all the skills you need to write a killer sales letter that will suck out money from your customers' wallets like a vacuum cleaner. I urge you to start writing now so you can get better at it.

Also, if you decide not to write but hire someone to do it, you will know what you are looking for and if you want to edit a part, you will be able to do

it without “scattering” the structure of the entire letter. As you can see, a powerful sales letter has a formula to writing it well.

Also, I suggest you read as many sales letters as possible. It will help you improve your skill. I know, because it has helped me.

CHAPTER 8

NIGERIANS LOVE STORIES.

TELL THEM SOME

Many years ago, I attended a party in Victoria Island, Lagos. There were a lot of big boys and girls. The big boys were people I had read about. Sons of billionaires, executive directors of banks, footballers, musicians and so on. I didn't really care about the guys anyway. I was more into ogling at the girls and thinking of ways to approach them. I was not a big boy and I didn't have six packs. How would I impress these, hot, pretty girls hanging out with the biggest boys.

Then I got an idea...

I Decided To Perform Some Magic Tricks.

You see, I had learnt some magic tricks on YouTube over the months. I love magic. I find it very intriguing and exciting and I spent hundreds of hours learning how it is done. I learnt up to 20 different magic tricks. Some of them, one can perform anywhere while some require some props, equipment and assistants.

Anyway, it was time to put that knowledge to use.

So I brought out a “magic” pen I usually carry around. I asked a friend to bring out a N1,000 note. I pierced the pen through the note. I removed the

pen and the note was still intact.

Wow.

Those around me screamed in amazement. Some ran away from where I stood because they thought I had some kind of “jazz”. Some were asking me to reveal how I did it but you know, it would ruin the fun if I told them. Before you knew I it, I became the star of the party. Girls came around. I began to perform some other tricks I knew.

The next magic trick I performed was to turn paper into money. I brought out a white piece of paper, burnt it with my lighter and the ashes turned in a N500 note. It was awesome. Nobody wanted to touch the money. They felt it was some kind of spiritual money. Again, the girls were in awe of me. The crowd began to build around me. I was enjoying the attention. I didn't have money but I had become the life of the party. I had become the center of attraction.

So I continued with my "performance".

The next magic I performed was that I passed a thread through a straw. I used a scissors to cut through the straw into two but lo and behold, the thread remained intact.

For a reason I do not know, people loved this particular magic more. They went haywire. A particular girl I had been "eyeing" had moved closer to

me. She was grinning from ear to ear and I was sure that at the end of the day, the least I would do would be to collect her number.

I did not stop there. I performed another magic. I brought out a coin, chewed half of it and spat it back at the other half I was holding. To the amazement of everyone, the coin was now whole again. I handed it over to them to check and confirm that the coin was truly whole again.

I went on for about thirty more minutes

As I said... I became the star of the party and one of the prettiest girls later became my girlfriend and we had a lot of fun together for months. I was able to do that because...

I Could Perform Magic Tricks!

A lot eventually happened between us and I will tell you about that later.

Anyway, after that day, I started learning more tricks and I was using my skills and knowledge to steal the show at functions. I became so good at it that someone offered me money to come and perform the tricks at an event. I declined. I didn't think I wanted that. I did not (I still do not) have the intention of becoming a performer. I was interested in the money but I was not interested in going around performing magic. I just want to have fun.

I then came up with what I think is a smart idea.

I did a video recording of myself performing 20 magic tricks. I went on to do a video revealing how I did those magic tricks so that you can do it as well. I have decided to put out that video for one little fee so you too can have a lot of fun wowing people.

Now, I want us to stop right there.

All you have been reading above is just a made up story. Tales by moonlight we used to call such. I made up that story to teach you a marketing lesson. There was no party. There was no girl. There was nothing. I made it all up. Why did I do that? What is the marketing lesson.

The marketing lesson is simple. The lesson is...

You Will Sell More If You Can Master The Art Of Story Telling!

I used the story to grab your attention. I used the story to get you hooked. So if I am truly selling a video on magic tricks, you can see you would likely be interested in it if magic is your thing. It was a great story, wasn't it?

The interesting thing about story telling is that even if you have heard the story before, you would like to hear it again if it is a great story. All through this book, I have told you stories upon stories. You are probably hooked on the stories as much as you are hooked to the lessons you are learning. People love my books and write ups because I tell stories a lot.

You should be like me. You should find a way to use stories in your business. You can start by using stories as your ads. If you watch cable TV a lot, you would notice that the ads that stick are the ones with stories. The ones that just try to sell products do not stick well.

Let us say a major bank decides to adopt agency banking. You know all those Point Of Sale (POS) everywhere. Banks are beginning to adopt it over expensive branch networks. Anyway, if banks are trying to recruit agents, how can they use stories in their advertising?

Rather than saying people should earn a living earning commissions as an agent, they can do a story of one Michael living somewhere in Igando, Lagos who is one of their agents. The adverts will have images of a smiling Michael in his kiosk/shop attending to customers and at a point hugging his kids. The advert can start with something like this...

My name is Michael. I have two children. I lost my job a year ago and it has been a struggle fending for my kids especially after the death of their mother. I discovered Global Bank's agency program and signed up. Today, I comfortably pay my rent, take care of my children, pay their school fees and so on. Although I miss their mother but I am thankful to Global Bank for this program. You should be a Global Bank agent as well.

Don't you think this is far better than just trying to tell people to make money as an agent? The above is just a rough draft that popped into my head. Of course, I can write a more compelling script than this but this is just to give you an idea.

Always use stories. From your newspaper adverts to your fliers to your bill boards to your banner ads, to your sales people, stories will help you penetrate the defense put up by your potential customers. Stories melt defenses. Be very deliberate about it. Here are some reasons why it is great to use stories to sell.

We Grew Up Listening To Stories

I don't know anyone that did not grow up listening to stories. As a Yoruba boy growing up, we told and listened to tales (we call them aalo). We watched "Tales By Moonlight" on TV and of course many plays and dramas. Listening and connecting with stories is in our DNA.

This makes us recognize and connect whenever we see good stories. This automatically means that if you can use good stories in your marketing, people will automatically connect with it.

Stories Make You Remember

One of the best ways to remember anything is by connecting it with stories. If you want to remember a trip you made twenty years ago, you will remember it with stories of where you went and what you got up to during the holidays. You do not remember the trip to remember the stories. You remember the stories first and then remember you went on a trip.

Research shows that messages delivered as stories can be up to 22 times more memorable than just facts. I don't know who made that research I would have given credit.

Stories Make You Connect With The Products

I am sure that the story I was telling you about earlier, about the party and my magic tricks already connected you with the product and the market in general. You already had an idea of what magic was about. It made you connect to what it does to people. It made you connect with what can happen to the person that can perform magic.

Stories Make You Visualize

When a potential customer starts to visualize herself using your products, then you are on your way to winning. If you go back to the Global Bank example I gave, the story can make you visualize yourself as an agent of the bank. You start to imagine yourself owning a kiosk/shop. You imagine yourself earning commissions and taking care of your needs.

That is what telling stories can do for you. You should start using it right now.

Tell The Stories Of How You Make Your Products or Run Your Business

Do you drink beer?

Well I do.

I have been drinking beer regularly for over 25 years. There was a time Harp was my favourite brand. I liked Harp because that was the brand I saw my late dad drink while I was growing up. His best friend who is also late now, drank Star. When I started drinking, I stayed loyal to my dad's choice.

Anyway, I got tired of Harp in the year 2001 or so. I switched to Star. I stayed loyal to the brand for many years. When I started travelling abroad in 2004 and I couldn't readily find Star beer (you have to go to an African store to find it), I tried different brands. I eventually settled for Stella Artois and Fosters whenever I visit the United Kingdom. When I visit other countries, I settle for Heineken and Budweiser. This experience taught me that most beer brands were the same.

So back to drinking Star.

After drinking Star for about fifteen years, I decided to give Gulder a shot. That does not mean I hadn't tried it before. I'd tried everything from "33" to Trophy to Hero but I always went back to Star. But around five years ago, I finally switched to Gulder. I can still drink other brands but Gulder became my first choice.

After drinking Gulder for a few years, one day, I bought a canned version of the beer. I normally buy the bottled Gulder at bars and restaurant. I somehow prefer the bottle to the can. On this particular occasion however, I had to make do with canned Gulder because I was out of base and all I found were the canned ones. I opened it and drank but lo and behold, the taste felt different. It did not taste like bottled Gulder.

I stuck with the can for a couple of days till I returned to my base and went back to my bottled beer. I took the first sip and I was like... "this is the real beer". My opinion was that they tasted differently and the one in the bottle is better?

Do you feel like that as well?

I will come back to that question.

From then on, I began to compare the two. I would drink from the bottle today and from the can the next. Sometimes (very few times actually), the one in the can would taste as good as the one in the bottle. Most times, it did not, so I finally formed the opinion that the canned beer is different from the bottled beer.

And I'm not alone.

Like I asked above, do you feel like that as well? Apparently, many people do. If you do a google search on the matter, you would see that it is a frequently asked question. Then, I hear people say it all the time. People say things like they can drink twenty-four cans of beer without getting drunk but would get drunk with just eight bottles. They are assuming there is a difference between the two.

Not too long ago, I had the privilege of speaking with two top brewers in Nigeria. They have a combined experience of over 50 years brewing beer day to day across different brewery plants in Nigeria. So I threw the question at them. Is the beer in a bottle different from the beer in a can? The answer was an...

Emphatic No!

Then I asked, why do they taste differently? The lecture began.

Firstly, they made it clear that when beer is being brewed and is about to be packaged, a pipe (pipe is not the technical word but I'm using it for easy understanding) goes straight to the bottles and another goes straight to the cans so it is 100% the same content.

The problem, I gathered, is the time between production and consumption. Bottled beer sells faster than canned beer in Nigeria. If you buy a bottle of beer to drink, that bottle left the brewery less than a week earlier. For a can, it could have been produced for over two weeks. I was told that unlike wine...

Beer Tastes Better When Fresh!

Secondly, difference in taste can happen because of the difference between the composition of a bottle and a can. Can is made of aluminum. The beer in aluminum gets cold easily when put in a fridge and gets hot easily when out of the fridge. The constant exposure to these extreme temperatures can affect the taste.

My mind immediately flashed to the road side vendors that stack cans on beer right there under the scorching sun. That is a major cause. Light and heat passes through aluminum more easily than with bottles. So what does this have to do with business and marketing?

I will tell you.

After my encounter with these beer gurus, I wondered why breweries were not answering these questions themselves. I mean, their end users ask these questions all the time. Why can't they create a marketing campaign around it? This will work better than a lot of the adverts and sponsorship they spend money on. Major breweries spend tens of billions of Naira on marketing, most of them, useless.

Imagine a five minute documentary showing us the difference between beer in a can and beer in a bottle. Clips of the production of beer and how the pipe supplies the lines of bottles and the lines of cans. Most people would love to see these kinds of images. A smart looking guy or lady narrating. The person doesn't even have to be a celebrity. It could be their production manager. His or her name and title boldly put in the video. That is credibility.

The documentary will basically explain what I described above. Such documentary can be shared online. Twitter, Instagram (IGTV), YouTube and Facebook. They can spend a few thousands of dollars to promote the posts and pay some influencers to post. That will be millions upon millions of views.

People will download and share on WhatsApp. It is educational so it is shareable. They can spend a bit of money on TV. Buy up five minutes slots in small TV stations across the country. This content will give more visibility and acceptance than 90% of their marketing efforts. But they wouldn't do it. The advert agencies making serious money off them will tell them it's a bad idea. Everyone feeding fat from their marketing budget will never let such an idea see the light of the day.

You have learned something there but how does this apply to you and how can you use it in your business?

It's simple. You see, showing your customers and potential customers what you are doing behind the scenes works all the time. If you own a restaurant specializing in Afang soup and you make a great video of you making it,

your customers would love you more. I'm assuming you are not cooking from a dump site.

Or let's say you are a mechanic, make a video of how you opened up an engine and how you repaired whatever was wrong with it and then how you put it back together. Send the video to your list of customers. They will love you more.

You sell books? Show us behind the scenes. Books arriving from abroad. Packaging the orders etc. We want to see.

That is exactly what I made sure they did at Amala Ibadan. A restaurant specializing in the selling of local dishes with special emphasis on Amala. 90% of their marketing messages are pictures and videos of how the amala, goat meat, ewedu and so on are made. People loved it.



Amala Ibadan
@AmalaIbadan

...

Lunch is ready. Hot Amala delivered to you in 60 minutes or less! VI, Ikoyi, Lekki, Ajah only. Pick Up/Eat In also available. Call 08099909444 to order.



It is boring routine to you but it is exciting content to the public. You see it everyday but those outside don't see the magic you are making.

Let me tell you a story as told by legendary advertiser, marketing teacher and business consultant, Claude Hopkins. You should google him and you should order for at least two of his books. I recommend Scientific Advertising and My Life in Advertising. Check the books out on Amazon.com.

Claude was hired by Schlitz Brewing Company, one of the largest breweries in the United States at that time to create an advertising and marketing

campaign for them. Claude asked to be taken around the brewery to know how the beer was being made. Now, as you probably know, most beers are brewed the same way with the same ingredients. These are basic information in the industry. During the tour of the plant, Claude Hopkins discovered the following.

Brewing rooms had filtered air, which prevented contaminants from entering the beer as it cooled.

Filtering pumps and pipes were cleaned twice a day.

Beer bottles were sterilized four times before being filled.

Schlitz chose to dig a 4,000-foot deep artesian well despite access to clean lake water.

Claude Hopkins asked them why they were not saying all these in their advertising, they responded that it is a common thing in the industry. These are standard procedures. Claude Hopkins decided to create advertising based on these facts. That was exactly what he did. He showed the world what was going on behind the scenes.

The people loved it.

The results?

Schlitz Beer Went From 8th in Sales to First in America!

People want to see what you are doing behind the curtains. There is no reason why you shouldn't be doing this.

The question is...

Would You?

CHAPTER 9

THE KINDS OF PRODUCTS NIGERIANS LOVE TO BUY

One of the biggest reasons Nigerian small business owners do not do well with their businesses is that they do not sell what people want to buy. I explained in Small Business Big Money that people do not care what you know or what you have or what you are doing.

Rather, people want to know what they can get and more importantly, people just want what they want even if it does not make sense and are looking for who can provide it for them. If your target market is looking for ways to relocate their families abroad, that is what you should be giving to them and not trying to let them see why investing in their villages makes better sense. It is not your job to create a desire in them. Your job is to identify their desires and fulfil them.

If you are a massive company like Apple, Google, Coca-Cola etc, you have the money, time and resources to experiment. You can try to force products down the throats of the public but not you. Apple tried to force Apple TV down our throats. We did not fully accept it. I am referring to the physical Apple Television and not the digital video streaming service. It was not a total failure but compared to the iPhone, iPad and AirPods, it was a resounding disaster.

But Apple does not care. They have the money but do you? You have to be careful who you copy. Before you decide on what you want to sell, you must be sure it is what people WANT and are asking to buy. I stress this

point all the time. Once you can master this, business becomes simpler and you can make more money than you can spend. After you make this money, you can then experiment with your business fantasies.

Now that we have that out of the way, we need to talk about what Nigerians want. We are talking about selling to Nigerians so it is important to know the kinds of products or services you should offer to Nigeria's marketplace. They are mostly safe bets if you do them right. Of course, not only would you need to create great products and services, you need to give great customer care. Once you combine these factors, you will be unstoppable.

The markets I want to share with you are markets where I either own companies in, invested in or have close friends who have done exceedingly well. I am sure there are other markets out there but these are the ones I know very well. These markets are huge for everyone to thrive in as each market has hundreds of verticals you can explore. The markets are practically insatiable so do not be afraid of competition.

So let's take a look at these markets.

Merriment

Nigerians love to merry. Nigerians love to party. Nigerians love to have fun. It has become a part of our DNA. No matter how terrible the economic situation in Nigeria is, we always make sure we have fun. Some people say this is a way we have chosen to worry less about the economic situation of the country. No matter how poor a Nigerian is, he or she would find the money to party. We can leave bills unpaid so we can party.

I know people love to merry everywhere in the world but Nigeria's situation is peculiar. The average Brit for example will make sure all bills and necessary expenses are taken care of before he or she will think of partying or clubbing. It is different here. The young couple to be that is not sure where the next rent is coming from will want a wedding party they can't afford. They will set the ball rolling and hope friends and family will come through for them.

In Nigeria, we have people who did not send money to pay the hospital bills of their sick uncle but would readily donate money for the burial ceremony. In Nigeria, people who do not have a lot of money would throw big parties to celebrate the 50th year anniversary of their grandfather's death. A lot would be spent on food and drinks and they would even give out souvenirs to the attendees. After the party, the celebrant will likely fall sick from the stress he or she went through. And we will do it again. It is that important to us. When my dad was alive, he said we must throw a big party for his burial and hire King Sunny Ade as the musician. And we did exactly that.

It is the same with bars, lounges and nightclubs. It does not matter what the GDP is or any market indices you can think of, these are places that will always get their fair shares. Of course things are better when the economy is great. What I'm saying is that people always find a way to create a little budget for merriment.

This is a market you should look into. What can you create in this market? Event centers? Alcohol supply? Decorations? Catering? Live bands? Comedians? Party packs? Dancing groups? Souvenirs? The list is endless. The interesting thing is that there are many people in these markets already but most of them are pretenders and charlatans. Terrible products and services and terrible customer relations is a problem for these markets.

Once you can stand out as the brand which offers great service, that is accessible, that is pleasant, that keeps to time, that remembers to check on past clients, that is honest, that is always coming up with new ideas (people get bored easily) etc, then you will make a killing here.

Herbal Products

Not too long ago, my brother contracted the Covid 19 virus. After he got tested, he started treatment immediately and he isolated in a room in my house in Lagos. My elder sister, who lived in Ibadan called me like every second to check on him. Then she turned into a medical practitioner. She said I should buy black seed oil, ginger, lime and so on for him. When I did not buy them on the first day, she sent them over immediately.

After that episode, I started seeing comments online by people recommending these things to treat Covid 19. Now, I do not know whether those things work or not but what I concluded was that Nigerians believe a lot in the power of herbal products. If you tell an average Nigerian that cooking pawpaw leaves and mixing them with grounded lime seeds will cure all kinds of cough, they will not dispute it, even if they do not believe it entirely.

Let a Nigerian woman tell you to guess what the secret of her smooth skin is between a black soap and a foreign soap, the first guess would be the black soap. Our belief in herbs, plants and nature is inherent in us and is unshakable. Herbal products are gold.

Herbal soap, toothpaste, aphrodisiac, medications, tea and so on are markets you should look into. Of course you should sell only products that work. Do not become a charlatan just because you want to tap into this market. Do not peddle products that you have not tried.

Gambling

The gambling industry (we like to call it gaming) is growing significantly in Nigeria and I do not see the interest waning in the next 50 years. This is an industry you should look into if you are looking for a new industry you want to explore. I should know. I pioneered the sports betting industry with my company, Nairabet.com. Sports betting is just one of the many verticals in the gaming world.

Apart from sports betting, we have the lottery, casino and so many interactive games. You can venture into this industry in different capacities. Hardware development and supply, software development, consulting, legal services, regulatory services, gaming events services and lots more. It is an interesting industry and more people are needed to grow it.

This industry, if well regulated can create enormous wealth for Nigeria and Nigerians. The country is already making quite some money in licensing and taxation but I believe what we have is just a tip of the iceberg. Also, the industry has a large capacity to generate direct and indirect employment. So many people work in that industry and it would only grow.

Marriage and Relationships

I was reading an old school year book of a friend not too long ago. You know those books where you write about your experience in school and more importantly, where you see yourself in a few years and ultimately what you want to be in future. It's always exciting to read those things. When you read them, you just shake your head and agree to the saying that “man proposes, God disposes”. I saw a lot of “I want to be a pilot” and “I want to become a surgeon” by people who did not pass English and Mathematics at o'level.

Anyway, over half of the respondents answered the question of where they see themselves in ten years as “married with children”. Out of all the options in this life, over half of respondents were more concerned about marriage. That shows you how important the subject is. Prolific writer and serial author, Praise George would say that if you want to guarantee the sales of a book, write about marriage and relationships. Marriage is the ultimate life ambition of many and of course, relationships will come first except in some circumstances.

Start a business around marriage and relationships. Consulting, seminars, books, podcasts, YouTube etc. Any product that would help people have good relationships and aid them into finding a life partner is a guaranteed money maker.

Sex

There are some things all human beings do. All humans breathe. All humans eat. All humans sleep. All humans drink water. All humans laugh.

All humans cry. I can go on and on. Of course, all humans (adults), with an extremely tiny exception...

Have Sex!

We all have sex. We all engage in things that excite and satisfy our sexual desires. While all the other things humans do are open and talked about, sex is almost a taboo topic in Nigeria. Because of this, we do not have enough products catering for this huge market. Every corner you turn, you can always find something to eat. You will find something to drink. Laughter is well talked about. Sleep is natural. All these things are available. When it comes to sex, not much is available and the market is almost as huge as food and water.

It will depend on your own morals and what you consider as off limits. Never do what you will feel guilty about. Never do something that will give you sleepless nights. Some people run strip clubs and are very fulfilled doing it while some cannot consider working in a company producing condoms. It is all up to you. I'm not here to judge. I am here to teach.

Back to my question. What kinds of products can you sell? There are many opportunities. You can try sexual performance products (make sure they work and ensure you get the proper license). You can create a hook up service. You can sell mood setting products like lingerie. You can sell sex toys. I don't need to say much. You do have sex. Don't act innocent here. Yes, you. Maybe you even had sex recently. Think about those things you “secretly” buy or desire so much but can't find a reputable seller.

Beauty Products

Best sellers all day long. If you sell beauty products that work, you are on your way to wealth. Most of us in Nigeria are as vain as anyone in the world. Besides, we are on a continuous search for products that will make us look better. I have a few friends in this industry. When you look at their businesses from the outside, you would dismiss them as tiny businesses they are running just to put food on their tables but if you see their figures, hundreds of millions of Naira, you would change your mind.

There is a huge gap in this industry. Nigerians are obsessed with it. According to the World Health Organization, 77% of women in Nigeria use skin lightening products, the world's highest percentage. I am not suggesting you have to sell skin whitening products. I showed you that fact to show you how deep rooted we are in this. Nothing can be higher than the highest in the world.

You should get into this market. Once you have decent products and you care for your customers, you can't get it wrong. Body cream, body wash, bar soaps, face cream, skin protector are money makers. Heck, I know someone that takes Vitamin C through the veins just to look better. It's that serious.

Relocation Services

I have never come across any set of people that are into relocating abroad like Nigerians. If you gather 100 Nigerians, I can bet it that 98% of them

have either relocated abroad at a time, tried to relocate or are waiting for an opportunity to relocate. There was a time when it was all about escaping poverty, now even high net worth Nigerians are relocating abroad.

Relocating to the developed world from Nigeria is actually not cheap. Depending on the visa you are planning to relocate with, you can spend up to millions. It is not for the poor. Businesses that cater to this market are making a killing. Even embassies like the United States embassy in Lagos and Abuja are making tens of millions of dollars from this.

Can you guarantee a way Nigerians can get student visas, permanent residence permits in countries like the United Kingdom, United States, Canada, Australia etc. Can you help them pass the tests they need to write? Can you help facilitate citizenship by investments being offered by some countries?

If you can find it, you have found money

CHAPTER 10

FIVE ADDITIONAL SELLING TECHNIQUES THAT WILL WORK FOR YOU

I started this book by declaring that relying on friends and family to sustain your business is not a wise thing to do. You should be relying on solid, time tested, easy to adopt techniques to acquire customers and increase sales. I have shared with you some of those techniques. The first nine chapters of this book are loaded with so much tips that are guaranteed to help you sell loads of your products and make you so much money people would think you are selling drugs.

For most people, they do not need up to one chapter to discover the goldmine hidden in the Nigerian market place. Just a few lines can turn your business around. If I stop at this point, your investment in this book would have been more than worth it, but I still want to drop a few nuggets before this books comes to an end.

In order for us not to make the book too lengthy, I have condensed the other points I want to teach you into this chapter. Personally, I do not like lengthy books and I'm sure I'm not alone. Most people do not. Our attention span to one thing is getting lower and lower and that is because there are loads of other things seeking our attention. In this digital age, everything is competing for your attention. That is why I make my books relatively short and easy to read.

So let's go. Here are seven additional lessons that can help your business. As I said, they are time tested strategies guaranteed to churn out endless

customers that will send you so much money people will think you are doing something illegal.

Lesson One: Using Lotteries & Raffles Will Bring You More Customers

A few years ago, we wanted to open a new Nairabet.com shop in an area that had a lot of thriving betting brands. There were suggestions on what we could do to break the market. A total of Five Hundred Thousand Naira was budgeted for the exercise.

We looked at different marketing and promotion techniques. As usual, some people suggested we use fliers. Some said we should run radio jingles. Some said we should share branded T shirts. Some said we should hire those that will go around the area announcing our arrival with a loud public address system.

I suggested we do something different. I came up with the old idea of using raffles and lotteries. I suggested we give out Fifty Thousand Naira everyday for ten days. Five winners to win Ten Thousand Naira each. We put out a banner informing passersby about our raffle. We sent our staff round the area to tell people about it.

The concept was simple. Anytime you place a bet and the bet loses, write your phone number at the back of the receipt and drop it in the raffle drum provided. You can enter as many times as you want. At the end of everyday,

we would draw out 5 lucky tickets. The owners would go home with N10,000.00 each. Easy.

It was an instant hit. The word went round. There is hope that if you lose your bet, you can still make money. Every evening, people crowded the shops hoping to win. The selection was done by the customers themselves. It was transparent. The shop was agog. The other betting brands didn't know what hit them. They became empty almost overnight.

We enjoyed the ride for 10 days. Of course, the buzz subsided after the 10 days but by then, the customers were already used to our shop, our products, our staff and every other thing. Only a few customers went back to the other brands. The strategy is simple. Use raffles and lotteries to get your potential customers into your business. Serve them with great products and services. Let your customer service be top notch. Win them over by making them forget about the business they used to patronize before your lottery offer lured them in.

Using the NairaBET example, note that we asked them to write their phone numbers. That is a way of building customer list. We talked about that in chapter two. We typed out the numbers and kept it. We regularly texted them new fixtures, games, odds and offers. Sometimes we called them. We followed up on them and if you know direct marketing, you will know this is crucial. How can you do this with your business? Well, there is no one way to do it. You are the one that knows your business inside out so you will be in a better position to suggest how to do this.

So let us assume you run a gadgets shop and you want to use the NairaBET strategy. Every customer that buys something from you can be automatically entered into a draw. You can promise one major prize. No matter what anyone buys, even if it is a bottle of water, you get them into

the draw. When it's time for the draw, you select the winner and contact them.

But that is just the beginning.

Let us assume 1,000 people entered the draw, we will have 999 people that did not win since there was only one winner. What you will do with the numbers of the 999 people is that you will send a WhatsApp broadcast message along these lines.

Good morning. Remember the draw you entered for at HYQ Electronics? Well, I am glad to let you know you have won. Actually, you did not win the first prize which was an iPhone, I am glad to announce to you that you have won our next best offer.

We are offering you 20% off on all our products between today and Friday, 4pm. All you need to do is come to our shop before the deadline, give us your number, we will run it through our database to confirm you truly qualify and you will get the discount immediately. Apart from that, we will be waiting for you with a surprise gift.

Something that simple. Even if they do not come, remember you have their details and you can still follow up on them in future.

Make no mistake about it. Everyone loves winning something. Even high net worth individuals. Do not for a second think that only poor people like "awoof". If the manager at Quilox calls me up and tells me my next bottle

of Hennessy XO will be on the house, do you think I would be excited or not?

Lesson Two: Understanding The Sachetization of The Nigerian Market

In the mid nineties or so, a company called Wonder Foods Nigeria Limited launched a milk brand called Cowbell. They entered into a very competitive market with a lot of massive operators. The industry was dominated by Peak Milk. Peak had been existing in the Nigerian market since the fifties. They had a lot of money and staying power.

Apart from Peak Milk, there were other big brands competing in Nigeria's dairy market. There was Coast Milk. There was Dano Milk. There was Nido. Three Crowns Milk had started operations about five years earlier. It was a gigantic task. How would they break into the market? They started by selling at similar sizes like their big competitors. They struggled badly and had to re-strategize.

They decided to start selling large packages almost as big as bags of cements. They sold to resellers who would now resell in smaller bits to the public. You know the way granulated sugar or salt is sold in the open market. They sold per bowls and small tins. This worked a bit because they were doing what no one is doing. However they still struggled. They went back to the drawing board and came up with another strategy.

They started packaging their milk in tiny sachets. Sachets so tiny they weighed as little as twenty grams. They were sachets you would use only once. This made it possible for low income earners to buy milk. The 90s was a period of unrest in Nigeria. The military government of General Ibrahim Babangida annulled the presidential elections in 1993. An interim government was sworn in and a few months later, General Sani Abacha took over power.

A lot of pro-democracy groups vehemently opposed the military junta. There were lots of protests and workers' strike were rife. All these led to a worsening economy. As things got harder, families and individuals began to prioritize their expenses. I remember vividly in our household in Ibadan, we used to cook with sawdust. Kerosene was unavailable and gas was out of reach. We cooked with sawdust!

Milk was considered luxury as families could not afford tins of evaporated and big sachets of powdered milk. It was yanked off the shopping lists of most families. The coming of the tiny sachets was an opportunity to consume milk. It was affordable. It was widely successful. I remember vividly. Everywhere you turned, you would see the blue sachets of Cowbell milk. Television and radio ads were everywhere. Kiosks and the “mama alate” in your area had the sachets. It was a massive hit.

Here is the interesting angle. I wrote about this in Small Business Big Money. The small sachets actually cost more than the big sachets. If you buy small sachets to fill the big sachets and tins, you would have spent more than what you would spend buying the big tins and sachets. But this was affordable. They could have milk anytime because they have to part with little money whenever they wanted milk and it was a one off.

Since the success of Cowbell, other milk brands have followed suit. Peak, Coast, Dano etc have all been “sachetized”. It didn't stop there. Companies in other industries started packaging their products in sachets. Gins became available in sachets. Toothpastes became available in sachets. Today, you will find cooking oil, cereal, liquid wash, disinfectant and all sorts of products in small sachets. It is not going away even when the economy improves. It is now a way of life.

How can this help your business? Well, unless your product is a luxury product, you must find a way to “sachetize” it. If you are selling a product you want “everybody” to buy, you have to go this route. Find a way to break down your products in such a way that the average Akin and Ayo can access and afford it. And let me mention this quickly, “sachetization” is not just for products. You can “sachetize” services as well.

Let us use Nigeria's banking sector as an example. There was a time (to an extent till now), it was almost out of the reach of the ordinary Nigerian to open and operate a bank account. Banks required potential customers to provide some documents the average Nigerian could not access. Apart of that, many banks required you to deposit huge sums of money before you could open an account.

To add to this, there were limited bank branches. In a country as large as Nigeria, major banks have less than 200 branches. I don't blame. It is expensive and arduous to set them up and run them. The result of this was that a lot of Nigerians were unbanked.

The rise of the Internet helped upwardly mobile young people. Many people could access banking services through the Internet and USSD platforms. Still, many people still could not access basic financial services. Then came the Fintech companies and sachetization. Opay was a major one.

They had agents across the country. You could do practically everything you wanted to do in a bank at an Opay agent near you. They had over two hundred thousand agents I heard.

You could transfer money to anyone. You could credit other people's bank accounts. You could top up your phones. You could pay for your cable TV, pay power bills. Everything you could do in a bank. You can do it somewhere near you. Their volume of transactions became as high as some major banks. They took banking to the masses. They sachetized it.

Now, the banks are doing the same thing. They now have agents across the country. There is an Access Bank agent with a canopy by the roadside leading to my house in Lagos. I think they call it Access Closa. To reach “everybody” you cannot stay on your high horse. You have to sachetize. If you think deeply, you can find a way to sachetize your product. Dr Ojeagbase sachetized the print publication industry with Complete Sports. Just 8 pages. A newspaper with 8 pages, It was a monster hit. We also sachetized betting. We put agents in almost every corner of the country.

Even though what book pirates do is illegal, they are classic merchants of sachetization. While I published my book, Small Business Big Money, with great quality material, priced accordingly, made available in select bookstores and also on online platforms like Amazon, they produced their own copies with inferior material, priced it cheaper and sold in traffic. You could see the books everywhere. They sold more than me. They however made me and the book popular. A lot of people will be buying this book because they bought the pirated copies of Small Business Big Money.

Take a look at the Cable TV industry. The likes of Startimes demystified it in Nigeria. We used to think only the rich could have cable TV at home. Granted that to have the premium bouquet can be expensive everywhere in

the world but installing it at home is now normal for almost everyone. It became so common that the biggest cable TV brand in Nigeria, DSTV had to launch a “smaller” brand. They called it GoTV. Almost everyone could afford it. Today, cable dishes and decoders are sold in traffic.

I don't want to talk about churches.

Lesson Three: There Is A Huge Market For Luxurious Products And Services

In the year 2017 or thereabout, a report surfaced on the Internet that Nigerians were the second highest consumers of champagne in the world. Although the report was incorrect, it however threw light on the level at which Nigerians spend on expensive drinks and luxury in general. A more accurate report later came up which shows we are the second largest consumers of champagne in Africa. Only behind South Africa.

For a country that was supposed to be poor, consuming over half a million bottles of champagne a year is huge. I mean, take a look at the lesson above this one. We were talking about sachetization because most Nigerians are poor. Now we are talking about luxury. The truth of the matter is that even though most are poor, there is still a small percentage of people that have disposable cash to splurge on luxury.

The logic here is that even though only a small percentage of people have disposable income, that percentage is quite a number because we have a huge population. The small percentage of a highly populous country like

Nigeria is the entire population of some small countries. Do not for a second under estimate the number of people that make up that percentage. They are huge and the great thing is that very few businesses are serving them because everyone is concentrating on the poor country narrative or should I say reality.

I have read on a few reliable platforms that Nigerians are the fourth biggest foreign spenders in the United Kingdom. Let that sink in. Out of all the countries in the world, only three countries have residents that shop in the United Kingdom more than Nigeria. That is not a statistic to be sniffed out. There is a tiny percentage that can afford luxury and that tiny percentage is made up of quite a few people.

I have friends in the nightlife industry. Not only that, I have a platform that covers the industry called Nightlife.NG. I am privy to the money being made by operators in that industry. If you frequent nightclubs in places like Lagos and Abuja, you will have an idea of what I'm talking about. Take a look at their price list. A bottle of Hennessy XO (my favourite) now goes for Two Hundred Thousand Naira. A bottle. I am not a champagne person but from the point I shared earlier, you know we buy it a lot. I have seen people order twenty bottles of champagne at a go. I have seen people spend millions in a night. I have done it before.

Nigerians love luxury and do not be afraid to sell it to us. A lot of people are out there looking for the most expensive things. Do not hesitate to sell high ticket items. There was a time when it sounded like an abomination when we heard some concert organizers charged one million naira per table. Today, a one million naira table is no longer glamorous. You get to sit at the back. The best tables now go for as high as Five Million Naira.

It has been established that when you offer luxury, there are people out there ready to take up your offer. My only problem with a lot of people is that they are offering luxury products but the services to back it up is usually terrible. Take the concert organizers as an example. You pay Two Million Naira for a table and when you get to the venue, you don't even know where to turn to. No one to usher you to your table. By the time you get to your table, you will likely find some people sitting there already. You will be on your own to sort yourself out.

The people that pay for luxury want to be treated like kings. If I organize a show and you pay me Five Million Naira for a table, I will start by asking you if you want me to pick you up from home. If you are coming yourself, I will prepare a valet service for you. You will have your guaranteed parking space. There will be someone communicating with you till you arrive. That is the person that will lead you to your seats and make sure you are alright. I will put one person to serve your table all night. Food, drinks and other errands.

At the end of the event, my staff will come to you to ask you if you liked the show and see you off to your car if you do not mind. A few hours after, I will text you to check if you have gotten home. The next day, I will message you that I have a gift for you that you should provide an address where we can drop it. It does not have to be expensive. It could be souvenirs.

With all these, that person will feel like a king. When you come to market another event another time, they will be more than willing to patronize you or at least tell others about you. Do not hesitate to sell luxury but truly offer luxurious products and follow up with amazing customer relations.

The interesting thing about luxury is that you can apply it to almost any business. You can be the luxury mechanic. That is the mechanic that takes care of the cars of high net worth individuals. You give them royal services. You go to their houses to pick their cars yourself. You drop their cars when they are done. Your workshop has a very comfortable room in rare cases when they come themselves. Treat them like kings. This can work with almost any industry. Luxury taxis. Luxury decor. Luxury electronics. Luxury travel. Think about it.

Lesson Four: Be Ready to Evolve

The Nigerian market is very unpredictable. I say this because we do not have comprehensive data on different sectors of the economy. No one can tell what most industries are worth. With all my experience in the gaming industry, I cannot say what the industry is worth. My friends in the nightlife industry cannot say what the industry is worth.

We know that the Nigerian movie industry is the second largest movie industry in the world (in terms of content) but no one can quantify what the industry is worth. This is the way it is across board. This is not great. It makes it difficult for investors to make informed decisions. A lot of investors go into the market with hope and conviction, not backed by verifiable data.

Most of the available data about the Nigerian economy were put together by people who are not on ground in Nigeria. A lot of foreign companies do not understand that there are so many informal sectors that are not captured. Who has the data about the earnings of bus conductors in Lagos? That can only be available to those on ground in Lagos state. Also, a lot of

companies operate under the radar and it is almost impossible to verify their figures.

I met a young man producing and packaging non alcoholic herbal drinks in Ibadan. I visited his production house and I saw the thousands of bottles being churned out from the assembly line. I did a rough calculation and I could tell that he was easily grossing over Five Hundred Million Naira annually. That is over One Million Dollars as at today. To my surprise, he operated for years before he registered the company with the Corporate Affairs Commission. His figures have not been documented by anybody.

As I was saying, investors go into business knowing that certain industries are generally lucrative but do not have verifiable data to base their operations on. Because of this, a lot of people are shocked when they start operations and things are not going on as expected. It is after you get into the groove that you will see the realities in your industry.

At this point, you have to be ready to make quick decisions. You have to be able to identify a new vertical within your industry. I know someone in the gaming industry who abandoned sports betting but is now doing well in the casino sector. I know someone who used to run hotels but now concentrates on the nightclub business.

Even if you do not quit your main niche, be aware of new verticals that you can explore. The management of NairaBET is currently doing that with their luxury sports lounges across the country. I know a business that sells cars. You know the name as a major car dealer. It will interest you to know they make more money from lubricating oil. Be ready to evolve.

Lesson Five: Building Hype & Anticipation Around Your Products Work

I know this book you are reading will be a best seller. I am confident because I have already laid out my marketing plans. One of the marketing plans is to build a lot of hype and anticipation around the book. Actually, I have started that already. I am yet to conclude the writing of the book but the hype has been built already.

What did I do? I created a cover contest. I put it out on social media that graphic designers have the opportunity to make some money by designing a cover for this book. The winner will win One Hundred Thousand Naira. They were to put it on their social media pages using the hashtag #HowToSellToNigerians. Think about this. Hundreds of people created covers for this book with that hashtag. Millions of people saw it. The hashtag became the number one trending term on Twitter.



What did it cost me? Just One Hundred Thousand Naira. It was like hiring hundreds of people to promote the book for just that price. I however created a compensation plan because I hate to use people. I will be giving to everyone that participated in the contest a signed copy of this book. One thing I loved about this is that apart from the fact that it helped make this book popular, it was a chance for these young graphics designers to showcase their skills. I know for certain that a lot of them were hired by people who saw their works.

Back to the point. I built a lot of hype, anticipation and enthusiasm around this book. It works. Nigerians love the drama and you have to give it to us. Musicians and movie makers do this a lot. They pull a lot of pre-release stunts to get your attention to their works. A musician can start a “fight”

with his producer or a movie maker can claim that someone is suing them over the story. You automatically take notice.

Before you launch your business, come up with some hype, stories and drama you can feed the public with. It works better than advertising. Even if you have your business running already, you can still create something that will get people talking. The secret here is to make it real or at least believable. Do not go overboard and do not lie. Look at the example with this book. There was no lie. It was genuine. It was real. Everyone was happy. All it requires is some creativity on your part.

CONCLUSION

Let's wrap this book up.

I have placed in your hands what I call the golden keys to successfully selling your products and services to Nigerians. You have in your hands, ten chapters full of actionable techniques you can start using today. You are excited. You know you should start applying these techniques right away.

Unfortunately, 80% of people that learn business and marketing information like the ones contained in this book do not do anything about it. Are you going to be among the 80% or 20%? You are the only one that can answer that question. I will be here rooting for you. I will continue to put out content for you so that you can continue learning. I will be here to support you.

If you have not read my book, Small Business Big Money. Now is the time to grab it. Just like this book you just read; it contains never before seen money making lessons everyone can use as a guide to start their own businesses. Just visit

www.SmallBusinessBigMoney.NG to see how you can order it.

Apart from my books, I have other resources you can learn from. I have a podcast called the #AskAkinAlabi show. It is a show where I answer

questions on business, marketing, success, politics, governance and everything in between. You can access it for free on your favourite podcast platform from Spotify to Apple Podcasts to Google Podcasts to Anchor and so on.

Next is my newsletter where I write about business and marketing. To be honest with you, a large part of this book is a compilation of some of the articles I wrote on that platform. Subscribers get to read my thoughts every single week. You can check it out at www.TheAkinAlabiLetter.com It is not free but it is cheaper than what you spend on frivolities. Check it out.

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If you would like to be in my email list so you can know what I'm up to, please head over to www.AkinAlabi.com to sign up. This way, you wouldn't miss any announcement from me. New article? New book? New podcast? I will update you at least once a week. Remember what I taught you about list building in Chapter two? I'm practicing what I preach.

Lastly, I would love it if you follow me on social media. I use Twitter and Instagram regularly. My handle on both platforms is [@akinalabi](https://twitter.com/akinalabi). When new platforms come up, you will find me there. Search for my name and we can connect from there.

So that's it. I am standing by, looking forward to hearing your success story very soon. If I, Akin Alabi, an average Ibadan boy who failed JAMB five times can achieve the little success I have achieved so far, I am sure you can do it as well.

I will see you at the bank.

RECOMMENDATIONS

I usually run my businesses and investments using my brain and experience. However, sometimes, I look at other sources for more knowledge. When I find such knowledge, I test them to see if they work in Nigeria. If they work, I then teach it. Because I tested them doesn't mean I should not acknowledge those sources. I want to acknowledge them here and more importantly, recommend them to you.

Learn It, Do It, Sell It. By Dr Sunny Ojeagbase

How To Create Powerful Offers That Will Drive Your Sales Through The Roof. By Yanik Silver

No B.S. Price Strategy: The Ultimate No Holds Barred Kick Butt Take No Prisoner Guide to Profits, Power, and Prosperity. By Dan Kennedy

List Control. By Frank Kern

Make a Fortune Selling to Women: The Deal Makers and Deal Breakers You Must Know to Close the Deal Every Time! By Connie Podesta

Product Launch Formula. By Jeff Walker

How To Make Maximum Money In Minimum Time. By Gary Halbert

Scientific Advertising. By Claude C. Hopkins

The Robert Collier Letter Book. By Robert Collier

The Most Successful Letter In The History of The World. By Wall Street Journal

THE 80/20 PRINCIPLE. By Richard Kohn

THE ADWEEK COPYWRITING HANDBOOK. By Joe Sugarman

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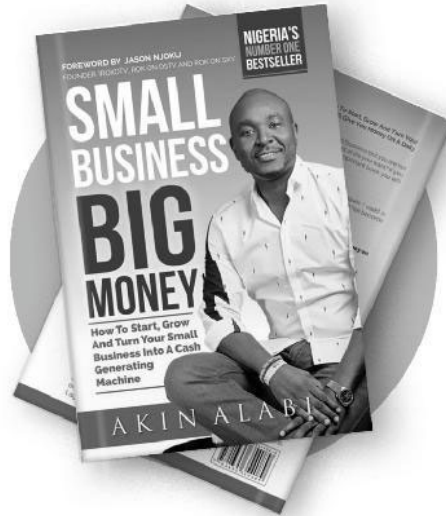
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