

As we are all aware who artisans are?

**Dictionary says:**

Noun(Plural artisans)

1. A skilled manual worker who uses tools and machinery in a particular craft
2. A person who displays great dexterity.

<http://en.wiktionary.org/wiki/artisan>

**Let's kick start.**

Do you actually believe a graduate from the university also fall within the range? If NO, imagine graduating from school and decide to venture into trades/vocations like tailoring, shoe making,barbing, weldering,mechanics and lot more.

Maybe due to situation or self willingness as the case maybe.

In nutshell you can be categorize as an ARTISAN.

**I will sight examples on common doings around us**

**Now what are the needful as an artisan?**

**Branding:** It all about repackaging your services, that street corn is that same popcorn sold in supermarkets. Repackaging and transformation occurred (if I may say)

**Mode of knowledge transfer:** Make additional research as related to your field. That known Laszlo "biro" invention, ball "pen" is also called "Biro"

**Globalization:** Foreign inventor tactics mostly is just to employ a well known member around to serve as the country leader and stylishly hijack the available chances in our land.

**Are all those operating successful engineering company (as a case study) engineers in their country?**

## Let's focus more on Engineering, technician, and few artisans

What are needed to be a **pro version** in your field/trade?

Orientation: This is the way to do things, re arranges, repackage, restructure, because I must confess  
"NOTHING IS NEW, UNLESS YOU NEVER KNEW"

Integration of computer technologies (I.T): We now have electric vehicles, gradually a non updated and craving to upgrade mechanic may loose his job or have less patronage?

Have you imagine using just a mere mobile phone application to detect vehicle's fault?

Since our country(Nigeria, let me be within) isn't really into production.

Now, please learn to redesign.

COPYCATTING IS ADVISABLE IF IT'S GOING TO BE PRODUCTIVE, "A" is also "a" – SHAB

Learn re modelling, we have modelling applications as well.

Imagine most computer engineering students/graduates in the country at large (Nigeria, as a case study) are learning/studied computer technician not computer engineering.

I'm yet to see one building a PC from scratch.

"Excess theories kills faster and easily flew off in the brain"

Read more about a Nigerian male named Emeka and know what remodeling is about.

I could remember the dailies talked about his innovations skills he designed for a popular car product.

Imagine you selling your services online even out of your shores competing universal right from the comfort of your house, ask freelancers about what I meant.

Surf freelancing website and do some calculations

Actors, writers can now sell their product to the world via tech. and other platforms such as Amazon.

Imagine writing a GOOD script or film about Covid19, will it be universal or not?

3. Inculcating customer's management: Less talk, just be plain and faithful, don't say because your clients is calling for a huge pay job in Lagos meanwhile you are currently in Abuja yet promising to be there within 30minutes.

Please stop it kills.

Give actual job completion timing. I advice you give your clients a week(7days) completion timing for the work you can do within 4-5 days (use the 2/3 days to test run/check the done services)

4. Over hyping is a business slow killer:

To the fashionistas, Wearable product sellers and the like please I advice people to state categorically their area of specialization during ads. (Although learning is nonstop).

Imagine a tailor who is skilled only in buba and trouser, now advertising he/she can sow wedding gowns.

5. Never be lost in fame:

Don't because you want to grow your social media audience now you start cooking unimaginable lies (popularly call FORMAT)

Let one loyal Facebook, Instagram and the likes be satisfy by you.

Let your work speaks, traffic will automatically grow ( I know you are thinking of monetizing)

### **What are the future prediction for artisans and professionals?**

School isn't meant for certificate alone.

After first/early vocational training school, it is advisable especially to go study related courses to learnt trade/vocations among others.

**Finally, let's promote NETWORKING .**

Let a shoe maker connect with a tailor all in the success of a successful good look, let a welder connect with a mechanic all in the aim for of a successful engineering among others.

You can be talented in all area but specialization make you a PREMIUM version of yourself.

Do you know motor brands like Toyota,Tesla,Kia and more are couple up with the collection efforts of different engineering team.

Check the manufacturer's name of the car tyre,seat,mirror,lighting etc.

Why are they of different name/brand?

**MUCH CREDIT TO JORDAN FM105.5,LAGOS CREW**

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