

**How Experts Build**

# **Empire**

**Paul Uduk Case Study**

**The Must-Read eBook That Paves The Way**

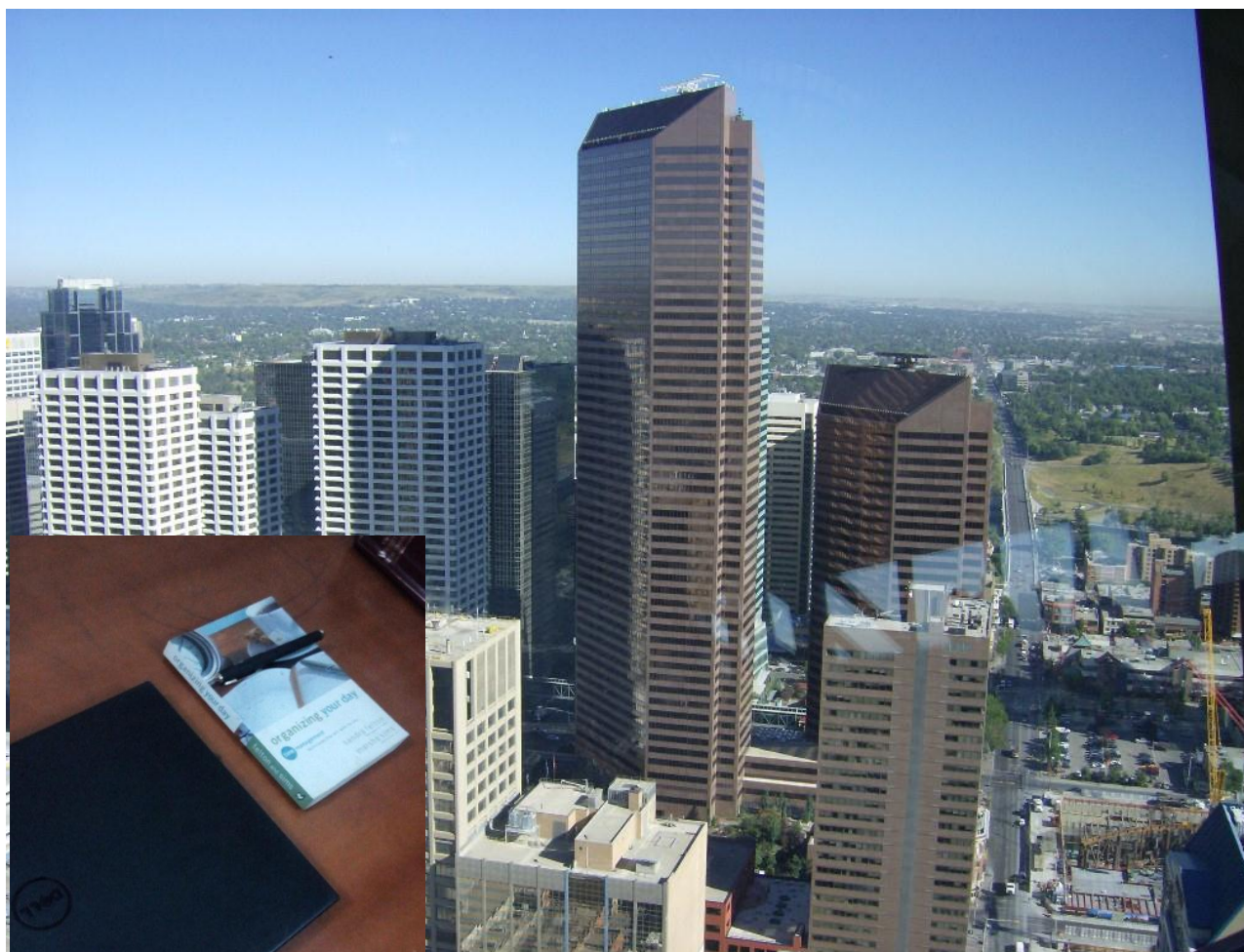
**For All Beginners Who Have Not Yet Made**

**Their First \$1000 Online**

# What You'll Learn

1.	Introduction	4
2.	Who Is Paul Uduk?	8
3.	My First Tentative Steps Toward Online Expert Empire	14
4.	The Books & White Papers I Read Enroute Online Expert Empire	18
5.	My Own Books As Part of My Expert Empire Weapons	19
6.	Enter Dean Hunt Enroute Online Expert Empire	20
7.	What I Learnt From Dean - My First E-Products Enroute Online Expert Empire	21
8.	Articles: Repositories & Aggregators	24
9.	The Internet Gurus That I Follow	26
10.	How Do Experts Make Money and Build Empire?	33
11.	How Much Money Do Experts Make?	34
12.	How Experts Position Their Online Empires	35
13.	Platforms Experts Use to Build Online Empires	35
	i. Social Media	36
	ii. Video	37
	iii. Teaching/Training Delivery	38
	iv. Email Marketing	38
	v. Webinars & Podcasts	39
	vi. Meetings	40
	vii. Search Engines	40
	viii. Expert Own Platforms	42
	ix. Market Places, Marketing & Affiliate	43
	x. Payment Platforms	44

14.	Tools, Techniques, Strategy & Tactics For Online Expert Empire	45
15.	Building An Online Expert Empire 101	49
16.	The Progress I've Made In Building My Online Expert Empire	54
17.	The Mistakes I Made Enroute My Online Expert Empire	68
18.	The Lesson I've Learnt In Building My Online Expert Empire	72
19.	Building My Online Expert Empire Afresh	77
20.	My last word	80



Copyright © 2019 Paul Uduk. All rights reserved worldwide.

# Introduction

This is the story about my learning, struggles, failures and triumphs as I push to build an online expert empire after 27 years in the financial services industry. I've been on it, on and off, for about eight years and I feel it's now reaching the tipping point.

I first heard the term expert empire from the global media guru and celebrity publishing consultant, [Janet Switzer](#), in October 2011. Janet, as the story goes, is the hidden brain behind global author brands like [Jack Canfield](#), [Mark Victor Hanson](#), [Les Brown](#), and [Jay Abraham](#), among others. She's the author and co-author of the runaway bestsellers, *Instant Income*, and *The Success Principles*, the later with Jack Canfield.

As my expert empire begins to take shape I thought I should share my story with friends like you. Perhaps it'll inspire you to press ahead if you were thinking of quitting. Building an online expert empire is not for the faint of heart. Several times I've thought of quitting before resolving to try it just one more time. It's beginning to pay off. Welcome on my journey.

“You must be willing to do today what other people will not do, so that you can have tomorrow what they will not have.”

- Richmod Dayo Johnson

John F. Kennedy once shared an anecdote. He said the great French Marshall Lyautey once asked his gardener to plant a tree. The gardener objected that the tree was slow growing and would not reach maturity for 100 years. The Marshall replied, “In that case, there is no time to lose; plant it this afternoon!”

How many people reason like the gardener? How many reason like Marshall Lyautey? If you asked me, I would hazard that 99% of the people in the world reason like the gardener. They focus on the short term. They seek instant gratification. They hang in their comfort zone. That’s why 99% of the people you know remain poor. As technologically advanced as America is, 70% live pay-check to pay-check. The social

security system is broke. That's why Trump is battling to "make America great again."

Africa where I live is a basket case. According to the World Bank, Africans eke out a living on an average of \$1.90 per day. Nigeria, Africa's most populous nation, has been designated the [poverty capital of the world](#). Nigeria's unofficial population is about 200 million. Half live in [extreme poverty](#). The Nigerian government does not provide alternative data but rather squirms that the World Bank, IMF, UNDP, the Brookings Institute and others that bandy these data are unfair and are spreading falsehood to cause disaffection against the government.

Sorry for the seeming diversion. It's meant to focus you to think online expert empire as you take your destiny in your own hands. To think long term is the essence of **How to Build an Online Expert Empire - The Paul Uduk Story**. It is written to show where I've been and where I'm headed. It's written to highlight my journey to online expert empire – the people I've met, the books I've read, the tools I've used, the mistakes I've made, and the lessons I've learnt. I believe my story will pave a golden-path for you and accelerate your speed towards building your own expert empire. In

all, I believe **How Experts Build Online Expert Empire - The Paul Uduk Story** will shave 5 - 7 years from your learning curve.

## **STOP: CLARIFICATION**

Before I continue, a clarification is in order. This is not your usual case study. It's my story. You can call it the Paul Uduk Story if you don't like calling it a case study. Either way, I hope you'll enjoy it. There are no affiliate links anywhere. No company or individual paid me to write it. All the internet gurus and online experts cited or mentioned in this case study are the people I have followed, learnt from and continue to learn from. I didn't consult any of them or sought their opinion before I did this story. The books and products mentioned are those I have read and used to enhance my understanding. I'm not recommending or endorsing any. This case study is about me. I have written it in a way I wished someone had written to educate me twenty years ago. Let's continue.

# Who Is Paul Uduk?

I scoured the internet to learn how experts intent on building online expert empire write their profile. There are amazing profiles out there. One of the most captivating is by Dean Johnson out on Optimize me. Harry Dry out at Marketing Examples has a great one too. So is Alan Weiss's out at Million Dollar Consulting. Janet Switzer's, Jay Abraham's and Jack Canfield's will take your breath away.

So what I did was mix and match the best profiles of tens of online expert empire builders and lo behold, Paul Uduk profile came out at the other end. You might say it's not the real Paul Uduk. Call it my aspirational profile. What you see is what you get. Here it goes.

Paul Uduk is the Founder and CEO at [Vision & Talent Group](#), providing insight and skills for today's business. A trainer par excellence, he's also a highly sought after executive coach, performance management consultant and public speaker. Paul loves writing. He is a Platinum Author at [Ezine Articles](#), made up of about 500,000 expert authors. He has written for PEX (Process Excellence Network), comprising 160,000 process practitioners from all over the world. Paul is the author of 7 books, including



[Bridges to the Customer's Heart](#), dubbed the Customer Service Bible. Paul's mentor, RDJ, likes to refer to Bridges to the Customer's Heart as *NY Times best-seller to be*. Funny, isn't it?

Paul and his Vision & Talent Group have trained some of the biggest institutions and brands you know, including Fortune 500 companies, [Nestle](#), [Heineken](#), [Dangote](#), [First Bank](#), and [Nestoil](#) (whose clients include ExxonMobil, Shell, Chevron, Total-Elf, Eni and NNPC). His other clients include Honeywell, Berger, Techno Oil, Access (Diamond), AccessPFC (DiamondPFC), Fidelity, Ecobank, FCMB, Polaris, Leadway, Linkage, Sovereign Trust, Anchor, Smile, Inlaks, Cowry, NDIC, BOI, CR Services, CSCS, SEC, ISN Medical, Teknokleen, Vibrant, Infinity, Bosak, and Greensprings Schools, amongst others.

Paul has delivered customized keynote presentations at conferences and seminars organized by institutions such as UNDP, ICSP (Institute of Chartered Sales Professionals), IMC (Institute of Management Consultants), CIPM (Chartered Institute of Personnel Management), FCWS (Full Circle Wellness Solution), GMYT, CIBN (Chartered Institute of Bankers of Nigeria) and [Informa](#) (one of the world's largest training and expo groups), amongst others.

Paul has appeared on the Silver Bird TV *Early Morning Show* and NTA's *Book Matters*. He has interviewed founders, CEOs, and movers and shakers, including Ambassador Sunny Okobi, Dr. Ernest Azudialu Obiejesi, Ben Ofungwu, Nkechi Obi, Dr. Richardson Ajayi, Tani Obaro, Johnson Chukwu, Peter Folikwe, Paul Onwuanibe, Richmond Dayo Johnson, Victor Famuyibo, and Lere Baale on [Experience Annex](#).

People like Izehi Anuge, Odey Ochicha, and Arthur Ozoigbo, John Wesley, and Joel Omeike enjoy sharing their projects and best ideas with Paul, because they know he'll share them with you. Richmond Dayo Johnson (RDJ) has described Paul as "one of Nigeria's most authentic experiential writers". Chiamaka Bobby Umeano has described Paul as a "gift to humanity" after listening to Paul's audio CD [Wealth Beyond Your Imagination – It's Up to You](#). SuccesDigest Extra voted Paul's book [Bridges to the Customer's Heart](#) the *best business book* by a Nigerian in 2009.

Most importantly, Paul provides learning and tools to help you make your life and your business thrive by teaching you which actions will get you what you want. Through books, speeches, courses, seminars, webinars and workshops, Paul is dedicated to helping you grow your capabilities and connections and to getting you to that next level of success, no matter where you are in the process right now. This is

accomplished through [private individual and group coaching](#), through [courses](#) and workshops, through [business consulting](#) and through [corporate training](#) offerings.

Paul and his family live on a farm in Lagos. His wife, Aret, is a lawyer. Between the two of them, they have six grown kids (three boys and three girls), and love to explore many challenging and exciting hobbies together.

### **Shorter Bio for Use in Events and Interviews**

Paul Uduk provides leadership and skills for today's business. He is CEO of Vision & Talent Group, a sought after executive coach, and the author of seven books and working on his eight. Ask him about it! Learn more about Paul at <https://www.pauluduk.com/>.

### **Affiliations and Disclosures**

- Paul is CEO of Vision & Talent Group.
- Paul answers his own emails and operates all his own social media presence accounts.

- Paul is the ex-representative of Association for Talent Development (ATD) formerly American Society for Training & Development (ASTD) in Nigeria.
- Paul operates his own speaker's bureau, *Speak Like The Orators Of Old Speakers Bureau*
- Paul is the co-founder of Paradise Bookshops, a distributor of ATD books and educational material.
- Paul is the founder of Paradise Books Service, which distributes books all over Africa.
- Paul is the founder of [Book Writing Clinic](#) where he seeks to mentor one million African authors.
- Paul is the founder of Experience Annex, a platform for exemplary leaders, legendary entrepreneurs and world-class professionals. [Request to be interviewed.](#)
- Paul has supported ICSP (Institute of Certified Sales Professionals) from inception in 2014.
- Paul regularly supports Full Circle Wellness Solution (FCWS)
- Paul is a pioneer member of *Service Excellence Nigeria Movement: #ISTANDFOREXCELLENCE*.
- Paul was Head Credit Analysis, Diamond Bank Plc. (now Access Bank)
- Paul has worked with Bank of Agriculture where he pioneered cluster lending techniques with the poorest peasant farmers.

- Paul is a member of the Governing Council of International Management and Finance Institute (IMFI), Uyo
- Paul's favorite cause is *Service Excellence* via his pet project EED (*Excellence Every Day*) – formerly QED (Quality Every Day).
- If you have any questions about anything please contact Paul via [paul@pauluduk.com](mailto:paul@pauluduk.com)

Biographies and profiles are really amusing things. About-pages. All that. You just have to pump yourself up and act all pompous and important and make sure people know why you're worth it.

- Chris Brogan

### Personal Note

I'm a really approachable and down-to-earth person. Never hesitate to introduce yourself to me when you see me out and about, alright? I'm nice. I Promise.

Paul stole all the ideas here from Chris Brogan, Michael Hyatt, Joe Polish, Brendon Burchard, Peter Diamandis, Seth Godin, John Paul Aguir, Ramith Sethi, Andre

Chaperon, Carol Tice, Tim Ferriss, Tanya Aliza, Jay Abraham, Rosalind Gardner, Marcia Weirder and many other top guns too numerous to remember. Just know Paul follows these guys and wants to be like them. Feel free to steal something here. Also check out my blogs on [www.pauluduk.com](http://www.pauluduk.com) and [www.visionandtalent.com](http://www.visionandtalent.com).

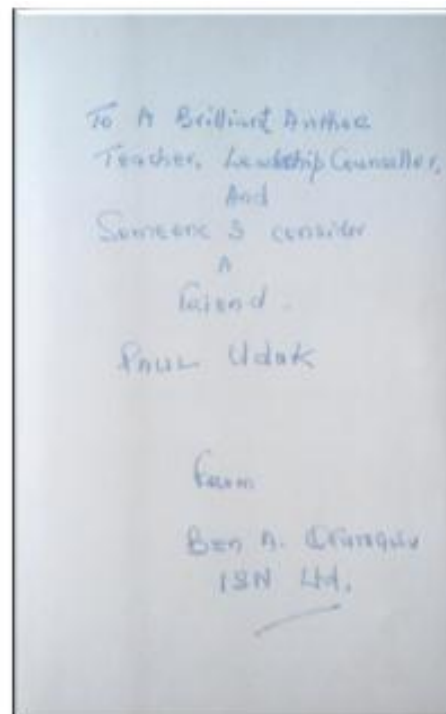
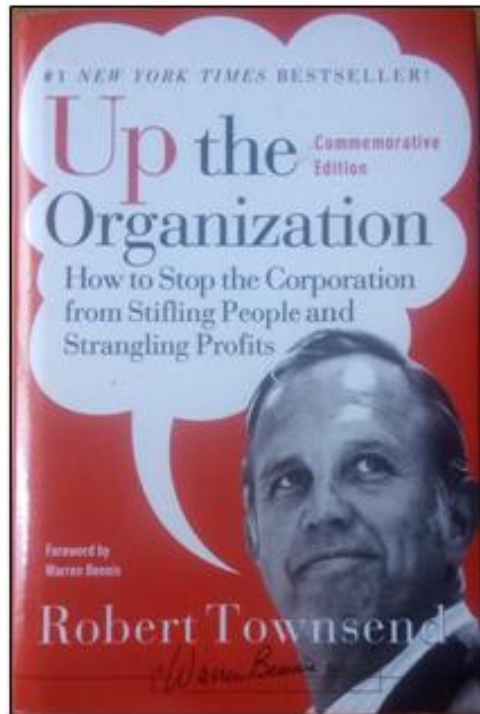
So I worked 13 years at Bank of Agriculture and 14 years at Diamond Bank (now Access). So you can call me a corporate man. In 2010 I got kicked out and bit the dust. Well, I retired. Now you get it.

## **My First Tentative Steps Towards Online Expert Empire**

Like the gardener in the Marshall Lyautey's story, I wanted a quick win. So I founded Vision & Talent International Limited immediately I left the banking world. As a back office person in risk management I had a very shallow network or no network at all but *Bridges to the Customer's Heart*, opened doors.

Many founders and celebrities became champions of the book. At the front row were late Mike Akhigbe (Nigeria's former de facto Vice President), Pascal Dozie, Prof. Anya O. Anya, Tony Elumelu, Paul Usoro SAN, Stella Okoli, Ibiai Ani, Sam Oluabunwa, Mallam Kyari Bukar, Ifeanyi Nzekwe, Lere Baale, Engr. Amos Akpan, Ben Ofungwu, Cindy Novotny, to mention the most ardent.

Ben Ofungwu not only championed Bridges, which he bought for all his friends at Ikeja Golf Club, he became a mentor and friend. To cement the friendship, he bought me Robert Townsend's book, *Up The Organization*. It was the business bible of his day, he whispered to me with messianic zeal. Inside he wrote this:





Bridges indeed opened doors to so many corporate titans and executives and paved the way for Vision & Talent's fast brand recognition, if not revenue. Below is a cross section of titans I hobnob with:

 <p><b>Richmond Dayo Johnson</b> International Motivational Speaker</p>	 <p><b>Uche Onubogu</b> Ex-ED, Marketing &amp; Sales Promasidor</p>	 <p><b>Victor Famuyibo</b> Ex-HRD Nigerian Breweries</p>
 <p><b>Paul Onwuanibe</b> Founder Landmark</p>	 <p><b>Nkechi Obi</b> EVC Techno Oil</p>	 <p><b>Lere Baale</b> CEO BSN</p>
 <p><b>Dr. Ernest Obiejesi</b> Founder Nestoil</p>	 <p><b>Edwin Igbiti</b> Ex-CEO AIICO</p>	 <p><b>Dr. Richardson Ajayi</b> Founder Bridge Clinic</p>
 <p><b>Johnson Chukwu</b> Founder Cowry</p>	 <p><b>Prof. Ngozi Bell</b> Partner Trans Sahara</p>	 <p><b>Peter Folikwe</b> Ex-CEO Berger</p>



In recommending Bridges, RDJ penned this, “Paul Uduk in my opinion, is one of Nigeria’s most authentic experiential writers - tackling such a major business problem with a rare combination of tact, humour and professionalism. Bridges to the Customer’s Heart helps readers shift their focus from what can’t be done to what can be done. It reminds us of our potential as opposed to our limitations. I recommend it unreservedly.” Today Vision & Talent is a respected training service provider with quality clients, including Fortune 500 companies. I became more focused and result-oriented.

Along the line, I stumbled on the concept of building an online expert empire, which I mentioned earlier. Janet Switzer sent me tons of free material. I started immersing myself in the strategies and tactics how to build an online empire. Sadly I could not afford Janet’s paid course. At \$1,997, it was out of my reach. But Janet had sown the seed in me. Though I did not understand much of what she was speaking about at that time – concepts like book publishing protocols, tele-bootcamps, infomercials and the like - I knew there was much truth in her message.

# The Books I Read Enroute Online Expert Empire

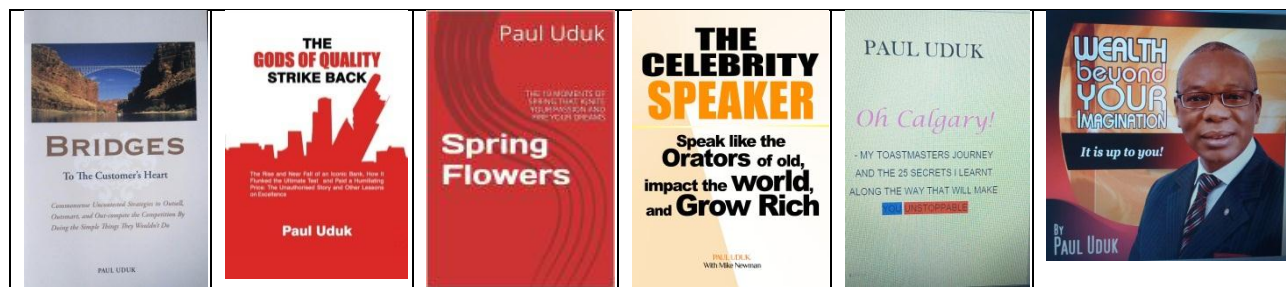
The first book I stumbled on was Janet Switzer's *Instant Income*. At about that time, I also stumbled on Ewen Chia's, *How I Made My First Million Online*. I wanted to be like Ewen and make millions. I immediately ordered Ewen's book. Trust Amazon to cross sell. Amazon popped up Scott Fox's *Internet Riches*. I ordered both. *Platform* by Michael Hyatt, *Launch* by Jeff Walker, *Make, Market Launch* by Pam Hendrickson and Mike Koenigs, and *Make a Kill on Amazon* by Mike Avealer swelled my library. I devoured all but they all sounded gibberish. Call to Action (CTA), [Commission Junction](#), [ClickBank](#), JVs, [InfusionSoft \(Keap\)](#). Never heard of those before or what they meant. But I was inspired to read and write more books if that was what I needed to build my expert empire.

I did not spare white papers, blockbuster blog posts and massive articles. The earliest ones I stumbled on were Chris Guillebeau's [The Art of Non-Conformity](#), Jay Abraham's [The Strategy of Preeminence](#), and Rich Schefren's [Internet Business Manifesto](#). These manifestos, white papers and blog posts left me more confused than before I read them; they were pointers to the difficulty that lay ahead.

# My Own Books As Part Of My Online Expert Empire Weapons

It appeared all internet millionaires have books to their names. I'd written *Credit Appraisal And Procedure Handbook* back in 1994 and *Bridges to the Customer's Heart* in 2009 while working full time. Reading books by the online gurus fueled my desire to write more. You can repurpose anything you have ever written into a book the gurus made it known.

I quickly did a second edition of *Bridges. The God's of Quality Strike Back* soon followed, repurposed from my MBA project. By 2015 I'd written three more: *Wealth Beyond Imagination – It's Up To You* (repurposed from an audio product of the same title), *Spring Flowers* (repurposed from speeches and other write-ups I made as Eagle Toastmasters Club President (2010-2011)), and *The Celebrity Speaker* (co-authored with Mike Newman) soon followed.



What I mean to emphasize is that you can repurpose whatever you've ever written into a cool book or an e-book. It should be something worth reading and both the cover and the interior should be well designed.

As I would soon find out, writing a book or books is the easy part. Marketing and promoting your book is the hard part. Marketing for me (before I learnt the bitter truth) was tossing my books over to Amazon thinking that was the golden standard in book marketing. How wrong I was! Except the spin-off business, the books themselves have not generated much because I didn't know how to optimize them for findability on Amazon. I didn't get gurus to write great reviews on Amazon simply because I didn't know.

## **My First Coach Enroute Online Expert Empire**

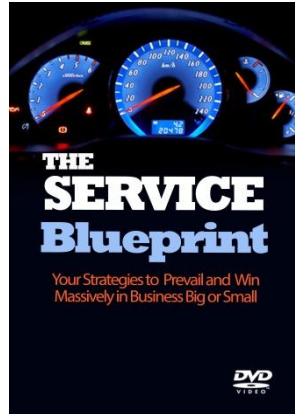
Dean Hunt was my first online coach. As usual, I met Dean accidentally while net surfing. Originally from England, he'd immigrated to the US and was living in California then. It was easy for us to communicate because of his English accent.

James Schramko, the founder of JamesSuperfastBusiness had hosted Dean on his platform, where he (Dean) had spoken about his *On Demand Cash Vault*. The idea of cash vault intrigued me. Who doesn't want cash vaults? Long story short, I became Dean's student or coachee. It was a three-month contract. Cost = \$3,600. All calls via Skype.

## What I Learnt From Dean

Of the things I learnt from Dean, developing e-Products is my most prized. Dean taught me about making e-training product videos using screencast software called [Camtasia](#). I quickly developed half a dozen products using Camtasia. But the quality of all the products was horrible. Worse of all was the audio quality. I was scared to my bones to speak. Even my voice sounded strange. On top of that, I recorded in an open office with cars zooming by. Some of the product cover designs were glorious and some were total disasters.

I quickly launched "A Product Site" for one of the products, ***THE SERVICE BLUEPRINT***, and rolled out a DVD.



Website cost = \$1,400. A web designer by the name Corey Johnson out in Toronto, Canada, handled the site. Within a few weeks he sent me the email, below, and it thrilled me to no end.

----- Forwarded message -----  
From: **Corey Johnson** <imcoreyjohnson@gmail.com>  
Date: Wed, Jan 22, 2014 at 5:29 AM  
Subject: Re: SITE PACAKGE  
To: Paul Uduk <pauluduk@gmail.com>  
Cc: Dean Hunt <contact@deanhunt.com>

Hey Paul, you're site is undergoing development at the moment and I'll have something for you to check out by Friday. In the mean time, do you think you can send me any professional photography you have done. Also, I'm going to send you a form to fill out that'll make things clear for me when finalizing everything.

Corey

About two months later Corey affirmed to me my online expert empire was about to take off when he emailed me this:

----- Forwarded message -----  
From: **Corey Johnson** <imcoreyjohnson@gmail.com>  
Date: Wed, Mar 19, 2014 at 6:30 PM  
Subject: Complete  
To: Paul Uduk <pauluduk@gmail.com>  
Cc: Dean Hunt <deanhunt08@gmail.com>

Hey Paul!

Your site is complete now. You can login here:

<http://www.theserviceblueprint.com/wp-admin>

username: admin  
password: temporary

Let me know if you have any questions.

Take care,  
Corey

However, my high hopes were to crash and burn. Corey was to provide me video tutorial how to operate the site. It was part of the contract. But it took Corey another 467 days to deliver the video tutorials instead of 15 days.

----- Forwarded message -----  
From: **Corey Johnson** <imcoreyjohnson@gmail.com>  
Date: Wed, Jun 3, 2015 at 3:31 PM  
Subject: Tutorial Video  
To: Paul Uduk <pauluduk@gmail.com>

Hey Paul,

My apologies for such a late reply with the video.

This video is on how to add content:  
<http://screencast.com/t/GPP9dkyxvR>

This video is on how to add users:  
<http://screencast.com/t/IEJy3lyr>

Let me know if that helps.

Speak soon,  
Corey

I knew nothing about domain name registration, webhosting and renewal. After Corey delivered I proudly clicked through to my product's site and I read, PARKED. My Product Website had long been frozen. My online empire had gone with the wind. A big lesson learnt.

## Articles Repositories

Ewen Chia had a long list of internet service providers as an appendix in his book. I quickly learnt about article repositories and aggregators. You can make millions writing articles internet gurus touted. At the end of each article there is a resource box with a link to your website. The link would draw visitors in droves to your site and they will be falling over themselves to buy your products making you an instant millionaire. My Expert Empire was clearly in sight. Indeed it was a match made in heaven. I jumped in.

Of the articles aggregators, the friendliest was [Ezine Articles](#) so I pitched my tent there, September 2011. My first article: *The Top Five Lies About Service Excellence*. It was a matter of time before my Expert Empire exploded. I was playing to my strength. I love writing. While others wrote short pithy articles, mine were serious,



dense and long. They ranged far and wide. I had no particular focus. I wrote on anything and on any category that caught my fancy - society, productivity, customer service, self-improvement, tourism and hospitality. Average article length = 1,200 words.

Ezine articles dot com loved my articles so by 2015 I was elevated to Platinum Author, from Basic, with 41 articles to my credit. It was an achievement worth writing home about but it never sent one visitor to my website, except spammers.

But one of my articles was so popular it was featured on many other websites. The Title: [\*How to Make Nigeria A World's Tourism Giant\*](#). The trouble was my name was not on the article as the writer. It carried the names of the site owners and other bloggers that stole it. One blogger was from India. Another appeared to be based in Sweden. They ran tourism blogs. I sent them mails asking why they commandeered my article. I got no response. Beware, safeguard your intellectual property. Meanwhile before Ezine articles, I'd started posting on [Blogspot.com](#) and there too, I wrote on anything that caught my interest. Another big lesson learnt.

# The Internet Gurus That I Follow

Peter Drucker once quipped that the word charlatan was too difficult to pronounce hence someone coined the word *guru*. In the quest to build my online expert empire, I've met, befriended, and bought products from so many internet gurus I've lost count.

I'd earlier mentioned Janet Switzer and Ewen Chia. I got to know them initially primarily because of their books. The first real internet guru I met was Brendon Burchard. I met him on the pages of Fast Company Magazine, where his book, [\*The Charge, The 10 Human Drives That Make You Alive\*](#), was featured. I visited his website and I was hooked.

Brendon pointed out that Tony Robbins was his mentor and coach. Now, he coaches Tony. He is the author of six books, and was the promoter of The Expert Industry Association before it inexplicably fell apart. Brendon has two platforms, *Experts Academy*, and [\*High Performance Academy\*](#). An online super trainer, he has over 1,000 videos on YouTube, which have garnered over 47million views as at 2016. He is one of the 100 most followed persons on Facebook bracing the tape with over 2million

followers. Like every super successful online guru, he works extremely hard. He is one of the many gurus that built his online empire from the scratch.

I follow the following three uber gurus too: Tony Robbins, Jay Abraham, and Alan Weiss. These gurus had long achieved massive success offline before internet's advent. What they have successfully done is completely migrate their empires online. Tony, Jay and Alan are worth following.

As I earlier mentioned, I've lost count of the gurus I now follow. I started following some of the gurus, like Marcia Weirder of Dream University fame, way back in 2008. I bought one of her dream collections, which featured Alex Mandossian, the marketing guru, amongst others.

I started following the majority of the online gurus from 2014. That year I invested in Tom Hua's PRIMO (Passive Residual Income Machine Online). Total Investment = \$4,150, paid in 10 installments. It was a total lose. I crashed out after paying three times. I could not meet up.

Here are the gurus I follow - some briefly, and some for years:

## **Bloggers**

- Abby Lawson
- Andrea Chaperon
- Baidhurya Mina
- Brian Dean
- Chris Guillebeau
- Dean Johnson
- David Riklan
- Glen Allsopp
- Jeff Walker
- John Paul Aguire
- Jon Morrow
- Julian Shapiro
- Harry Day
- Melyssa Griffin
- Michael Hyatt
- Michelle Schroeder-Gardner
- Monica Luie
- Nat Eliason

- Patti Digh
- Paul Boland
- Ramit Sethi
- Randal Magwood
- Rosalind Gardner
- Rosemarie Groner
- Russ Perry
- Ruth Soukup
- Tanya Aliza
- Tom Hua

## **Book/Writing Gurus**

- Carol Tice
- Daniel Goleman
- Jeff Goins
- John Kremer
- Michael Alvear
- Michael Port
- Ron Kaufman
- Seth Godin

- Steve Pavlina
- Susan Harrow
- Tim Grahl
- Tom Peters

## **Online Biz Gurus**

- Alex Goldfyan
- Dan Sullivan
- Gary Vaynerchuk
- Jay Abraham
- Joe Polish
- Marcia Weider
- Melinda Emerson
- Mike Koenigs
- Noah Kagan
- Peter Diamandis
- Rich Schefren

## **Podcasters**

- Tim Ferriss
- Pat Flynn

## **Training Gurus**

- Alan Weiss
- Brendon Burchard
- Brian Tracy
- Jack Canfield
- Mark Victor Hanson
- Mario Forleo

## **Web & Graphic Designers**

- Chad Barr
- Swoon & Co.

## Comment On The Categorization

I will be the first to admit that the categories above are not clear cut. Some gurus fall into two or more categories. [Tom Peters](#) is the BIGGEST UBER Guru worldwide. His [In Search of Excellence](#) has sold over 40million copies globally. [Tim Ferriss](#), who shot into fame with his [4-Hour Work Week](#), does mammoth podcasts. [Pat Flynn](#) is a blogger cum podcaster. [Peter Diamandis](#) is the co-founder, with Ray Kurzweil, of [Singularity University](#). He has written two blockbusters, [Bold](#) and [Abundance](#) and is sending guys to explore near earth asteroids. Where do I place him - author, trainer, or biz guru? It doesn't matter. Get it. The web is super fluid.

From each of the gurus I have read tons of blog posts, bought and received books and free e-books, subscribed for free and paid courses, downloaded white papers and case studies. Some of the gurus, like Brendon Burchard, Tim Ferriss, and Mario Forleo, to mention three, run their shows in their personal name, while others use biz or brand names like GrowthLab (Ramit), ViperChill (Glen), and Making Sense of Cents (Michelle).



Their ages vary widely. Among them are 17 to 20 year old kids and 75 to 80 year old grandfathers and grandmothers. The 35 to 45 year old bracket predominates. The lesson here is anybody of any age can jump onboard.

About one quarter of the gurus had been hugely successful offline before they took the internet by storm. Tom Peters, Tony Robbin, Jay Abraham, Alan Weiss, Jack Canfield and Brian Tracy had been household names. The remaining created their empires online; from the scratch - starting from zero. In this pantheon are Brendon Burchard, Pat Flynn, Ramit Sethi, Marie Forleo, Ruth Sukoup to mention a mix of the superstars.

## How Experts Make Money and Build Empire

The internet is mammoth, huge, immense, and continually evolving. From what I have learnt, you can make money selling anything - even junk. In all, gurus make money differently. Some make money selling software (the richest segment), e.g, Sumo. Some make money selling e-books, training courses, coaching. The majority makes money selling information (*how to advice*). Another source of money is through

advert on guru websites. Another is guest blogging – an advertorial type write up promoting a company or its product - a very lucrative niche. Another hugely lucrative way is affiliate marketing. Another is investing in other businesses and start-ups.

Experts truly building online empires operate in seven dimensions as Brendon highlights in *The Millionaire Messenger*, as *Author, Trainer, Speaker, Coach, Consultant, Seminar Leader* and *Information Marketer*. The most lucrative of these segment is information marketing. Experts that operate in one or two dimensions leave a lot of money on the table as the Americans say it.

## How Much Money Do Experts Make?

The amount gurus make vary widely as you would expect. A few gurus publish how much they make monthly on their websites. The majority don't. But if you Google Wikipedia, you'll get some information on guru net worth. Net worth is not income remember, but it gives you an idea how solid a guru is financially. In all, the Pareto Principle applies when it comes to guru income. Twenty percent make eighty percent of the money. From what I've seen, I can safely bet that average guru income or

revenue hovers around \$1.5mm to \$2.5mm, that is, N540mm to N900mm. So we can safely say the majority of gurus are millionaires.

## How Experts Position Their Online Empires

Again, this varies widely. Some position very narrowly and are known as the go-to-experts in their neck of the wood. Looking for SEO (Search Engine Optimization) expert? [Backlinko](#) comes to mind. [ViperChill](#) too. Others follow the wide open path: writing books, launching courses, and running platforms. Brendon (Experts Academy), Ruth ([Elite Blog Academy](#)), Ramit ([GrowthLab](#), [Marie Forleo](#) (Biz School) and Michelle ([Making Sense of Cents](#)) to name a few, fall in this category.

## Platforms Experts Use to Build Online Empires

I use the term platform generically here. It refers to vehicles, channels and forums gurus pitch their tents to be discovered, seen, sell courses, build email list(s) and communicate. So in that context, it includes social media platforms, and guru own platforms.

## Social Media Platforms

There are hundreds of social media platforms. You already know the top five. I believe you're using at least three of them to profitable effect, not just to display your newly bought limo or your ass. In order, here we go:

- [Facebook](#)
- [Instagram](#)
- Twitter
- LinkedIn
- Pinterest
- Snapchat
- Reddit
- Periscope
- QQ
- Telegram
- Flickr
- Mix (formerly Stumbleupon)
- Imgur
- Hubspot
- Myspace

New SM platforms are coming onboard as I'm writing this while others are losing in popularity. If you're not active on SM, you've probably not yet heard about Imgur, and may be wondering where Google+ is. If you've not heard, Google+ is dead. Google killed it because it had a miserly 345 million users compared to over 3 billion on Facebook. You get it. In context, the "population" of Facebook is more than that of China and India put together and is still growing.

## **Video Platforms**

An old cliché says a picture is worth a thousand words. A new cliché say a video is worth a thousand pictures. Video is catching the internet by storm. Capture everything you do with video snippets. You'll need these video platforms:

- Animoto
- Brightcove
- Facebook live
- Instagram live
- Periscope
- Snapchat
- Vimeo
- Wistia
- YouTube

## Teaching/Training Delivery Platforms

- In addition to SM platforms, experts must also get used to online training platforms. The top ones are:
- Teachable
- Thinkific
- Podia
- Clickfunnels
- Kajabi
- Ontraport
- Instapage

## Email Marketing Platforms

It could be confusing as some of the training delivery platforms also serve as email marketing platforms. However, for pure email marketing, look up to the following:

- Mailchimp
- Constant Contact
- Instant Contact
- Infusionsoft
- Get Response

- Aweber
- Active Campaign
- Madmimi
- Sendlane
- ZenPlanner
- Maropost
- GVO Pure Leverage
- Shipstation
- Drip
- ConvertKit
- MailerLite
- Active Campaign

## **Webinar & Podcast Platforms**

- Webinar Jam
- Ever Webinar
- Twilio
- Appsumo
- iMusic (formerly iTunes)
- Overcast

- Pocket Cast
- Stitcher
- Sound Cloud
- RSS

## **Meeting Platforms**

Now you can hold meetings and collaborate with anybody or organization in any part of the world with just one or two clicks. The most popular platforms for this are:

- Zoom
- Skype
- Go-To-Meetings

## **Search Engines**

When you hear search engine, the first thing that comes to mind is Google. But do you know before Google there was AltaVista? Even Yahoo existed before Google! So here is the list:

- Aliweb
- AlltheWeb
- AltaVista
- Baidu



- Bing
- Dogpile
- DuckDuckGo
- Ecosia
- Excite
- Infoseek
- Google
- Kiddle
- Lycos
- MetaGer
- MSN
- Searx
- Startpage
- Swisscows
- Qwant
- Yacy
- Yippy
- Webcrawler

## Expert Owned Platforms

The emphasis here is on how you're going to deliver your message, ideas, advice, coaching, and products, in short expertise, to your fans, subscribers, students and prospects. You can't rely entirely on third party platforms, such as your social media handles (Facebook, Instagram, or Pinterest) or articles repositories like Ezine Articles or Teaching Platforms like Teachable.

You must have your own home base. Everything must originate from your own home base, that is, your personal platform. In your personal platform you set the rules. On third-party platforms, you're at the mercy of the platform owner and their ever-changing algorithms. Facebook can suspend you if you grow wild. Google can penalize you if you try to play a fast one on them. So your most important platform(s) is your:

- Website(s)
- Blog(s)

In another context, some gurus have developed massive membership platforms with thousands of members. One of such hugely successful membership platforms is [\*SuperFastBusiness\*](#) by James Schramko where membership goes for \$70 monthly. Another is [\*Dream University\*](#) run by Marcia Weider. Yet another is [\*Singularity University\*](#) by Peter Diamandis. Also Joe Polish has [\*Genius Network\*](#), where

membership goes for \$20,000 per annum. Richard Branson belongs to Genius Network. Yours sincerely has *Legends Network*.

In yet another context, the most well-known gurus, who have established themselves as brands, have platforms, which they open once or twice a year, to run courses, conferences and seminars. Some attract in excess of 5,000 participants. Among the most popular platforms in this category are:

- [Genius Network](#) (Joe Polish)
- [High Performance Academy](#) (Brendon Burchard)
- [Traffic & Conversion Summit](#) (Ryan Deiss)
- [B - School](#) (Marie Forleo)
- [Elite Blog Academy](#) (Ruth Soukup)

## Market Places, Marketing & Affiliate Platforms

Market places, marketing and affiliate platforms flow and ebb. Here are the top ones you may wish to pitch your tent.

- [Clickbank](#)
- [Commission Junction](#)
- [E-Junkie](#)

- [JV Zoo](#)
- [Rakuten](#)
- [ShareASale](#)

## Payment Platforms

At the end of it all you want to monetize your effort. That's why you must have payment platforms top in your mind. They include:

- [PayPal](#)
- [Paystack](#)
- [EasyPayDirect](#)
- [Stripe](#)

Sadly, PayPal, the most popular payment processor used by internet gurus in the entire world, does not allow Nigeria as a country to use its service directly without having to reroute through the US. First Bank tried to partner with PayPal to bring the service to Nigeria but from all indications, the partnership did not pan out. The most versatile web designers in Nigeria know how to handle this PayPal headache.

Having covered these bases, let's move over to the most critical ingredients necessary for building an online expert empire without which failure is 100% guaranteed.

# Tools & Techniques, Strategy & Tactics For Online Expert Empire

If you have read Tom Martin's [\*Invisible Sale\*](#), you will quickly understand what this section is all about. Tom used the metaphor of home-base, embassies, and listening posts to describe how every expert must approach empire building. Please forget about Michael Porter's five forces model for now.

Here we're talking about how people will discover you online (Tools). Here we are talking about how you will reach out to prospects (Techniques). We are also taking about your overall positioning to be wildly known as the TOP GURU in your segment (STRATEGY). Here we are also talking about how you will eventually monetize your expertise (Tactics). Okay that is the broad outline.

Tools, techniques, strategy and tactics overlap and re-enforces each other. One without the other is doomed. I will not go deeper into the subject to avoid confusion. In a sense we have covered the tools experts need to build their online empire. These include your email list building tool or platform such as MailChimp, ConvertKit, and Drip. We have mentioned social media outreach platforms such as Facebook,

Instagram, Pinterest, and YouTube. We have also covered payment processing tools or platforms such as PayPal, PayStack, and Stripe.

To make your life easier, there are tools you need to automate some of the mundane things that you do repetitively. Instead of reposting blog posts, videos, and your other communication materials manually, you can automate the entire process. Yet there are other tools that make life easy for the expert bent on success. Investment in these tools is of necessity. Not in any particular order, here is a cross section of the tools you may consider. Truth be told, you need these tools if you really want to operate at the cutting edge as the gurus. Here we go:

- [Zapier](#)
- [MissinLettr](#)
- [Onlywire](#)
- [Hootsuite](#)
- [Buzzstream](#)
- [Snovio](#)
- [Hunterio](#)
- [Typeform](#)
- [Hotjar](#)
- [Issuu](#)

- [Sumo](#)

Now let's talk about techniques. How do you want to reach out to your clients and prospects? What channels and media are you going to use? Are you going to be using [newsletter](#), [videos](#), [white papers](#), [free courses](#), [paid course](#)? You must decide as you review your options, experience, strengths and weaknesses.

Now to your expert empire building strategy, I scurry. As far as strategy is concerned, you're trying to decide how you're going to present yourself to the world (positioning). It also embraces how fast you want to grow (investment and growth).

Strategy also addresses your pricing approach – high end, middle or low end.

These are the questions to consider. Are you going to be known as the best marketer in the world as Joe Polish? Are you going to be known as the best online trainer in the world as Brendon Burchard? Are you going to be known as the best affiliate marketer in the world as [Ewen Chia](#), [Michelle Shroeder-Gardner](#) and [Rosalind Gardner](#) rolled into one? Are you going to be known as the best SEO top gun in the world as Backlinko driven by [Brian Dean](#)? Are you going to be the brain behind the next Sumo and AppSumo of the world competing toe-to-toe against [Noah Kagan](#)?

Strategy is about how you're going to be known in the world distinct from every other person and business. You must address your online expert empire building strategy first before focusing on tactics as tactics is about execution. You execute your strategy.

So let's briefly look at tactics to bring your online expert empire alive. What will be your tactics? Are you going for full frontal attack or guerilla flanking? Are you going it alone or piggybacking on a benevolent mentor? Tactics is about the daily execution of your strategy, your reaction to the market place as trends evolve.

Having considered, reviewed, programmed, optimized and aligned your target customers, tools, techniques, strategy and tactics, you're ready to roll out your online expert empire. So let's jump over to Expert Empire 101. What does building an online expert empire really mean in practice?



# Expert Empire 101

So far we have not defined *Expert* and what it entails. In very simple terms, an expert is someone who knows something so well he can train and coach others. Not only that, the expert can write books on the subject matter. So you have a subject matter expert.

Arising from our simple definition, you can instinctively see why the whole world refers to [Tom Peters](#) as the uber guru on customer service. *His In Search of Excellence* (written with Bob Waterman Jr.) has sold more than 40 million copies worldwide. Not only that, Tom also trains and coaches Fortune 100 companies and executives. Tom has written more than 10 other mega best sellers since *In Search*, including *Thriving On Chaos*, *Passion For Excellence* (with Nancy Austin), and *Liberation Management*.

Similarly:

[Seth Godin](#) = Marketing Expert and Uber Blogger

[Alan Weiss](#) = Business Development Expert and Uber Coach

[Carol Tice](#) = Writing Expert

[Paul Uduk](#) = Internet Strategy Expert to be (You get what I mean? At Least I've written this eBook).

According to the [Drefus Model](#), there are five steps to expert: *Novice*, *Advanced Beginner*, *Competent*, *Proficient*, and *Expert*. Sometimes, a sixth stage, *Master*, is recognized.

Also, every learner moves from the stage of unconscious incompetence, through conscious incompetence and conscious competence to unconscious competence according to the [Conscious Competence Ladder](#) developed by Noel Burch.

So for you to emerge as an expert, you have to stand out through constant practice. You have to engage in what [Cal Newport](#) and other neuroscientists call *deep work*, to fire your brain optimally. It has been scientifically proven that engaging in *deep work* is the shortest shortcut to expert status. It requires a total of 10,000 hours of deliberate practice, about 10 years, for you to reach the proverbial [tipping point](#) and the stage of [preeminence](#).

What you need to know is that whenever an industry or *the way things have always been done in this place* reaches what [Andy Grove](#), co-founder and late CEO of [Intel](#), calls an inflection point, or a paradigm shift, a new paradigm sets in. Whenever there is a new paradigm, the playing field becomes leveled, and everybody must start learning anew. The fastest learners become the new winners. That is why if you look at the list of Fortune 500 companies, among the top 20 companies are those that never existed 45 years ago e.g., Microsoft, Apple, Amazon, Alphabet, Facebook, to mention just five. That's why Facebook's market cap of \$550.43billion beats methuselah GE's market cap of \$79.85billion as at August 10, 2019. Facebook founded in 2004 versus GE founded in 1892.

That is why building an online expert empire presents a huge opportunity for experts. Experts can operate in seven dimensions as *Author, Trainer, Speaker, Coach, Consultant, Seminar Leader* and *Information Marketer* and live a tremendous lifestyle. Brendon Burchard is a living testimony how this can be done as he started (broke as he tells anybody who cares to listen) online from the scratch roughly in 2004.

Brendon is the golden standard how to succeed massively online as an expert. He along the line became the coach to his ex-mentor, Tony Robbins.

“Becoming an expert is a matter of positioning and packaging *who you are* and *what you know* so that you can help the greatest number of people in your target audience. You can become a highly influential and highly paid expert on almost any topic you wish.”

- Brendon Burchard

According to Brendon, the five payoffs for operating as an expert in seven dimensions include:

1. Your work is based entirely on your passion and knowledge.
2. Your work activities center on “relating and creating.”
3. You work anywhere and anytime, starting now.
4. You do not need a large team.
5. Financial income is disproportionate to any other industry.

Janet Switzer has identified 52 profit centers experts can exploit. Though some of the centers require advanced internet or online techniques, it also include basic products any expert can develop: books, eBooks, audio books, workbooks, coaching programs, keynote speaking, corporate training contracts, and many others.

Someone once asked me how much I made for my first “Guerrilla Marketing” book. The answer I gave was \$10million.

The book itself only paid me about \$35,000 in royalties, but the speaking engagements, spinoff books, newsletters, columns, boot-camps, consulting, and wide open doors resulted in the remaining \$9,965,000.

- Jay Conrad Levinson

The future belongs to the brave who are willing to break the mold of conventional wisdom. You may believe or your friends with all good intention may advise you that if you work hard, pray hard, and network hard, success will come. Nothing in that premise is wrong. Except, the paradigm has shifted. [Dr. Nancy Synderman](#) quipped, “recommendation without diagnosis is malpractice.” Don’t accept every recommendation people throw at you because they don’t know what ails you. Be data driven. That is what building an online expert empire is all about.

**Starting an online business doesn’t mean you have to create the next Google or Facebook. In fact, you can use skills you already have to come up with a profitable business idea.**

- Ramit Sethi

## **The Progress I have Made In Building My Online Expert Empire**

Life is funny. Isn’t it? When you’re the Head of Credit Analysis in a bank and you’re responsible for the fate of the risk asset portfolio of N450billion (\$1.25billion), an internet marketer somewhere in Portland, Oregon, earning \$1.5million in a year seems

a complete distraction. You may consider a 17 year old kid asking you to “invest” in a 35-page e-book that “shows you everything you need to know how to optimize your book for higher Amazon ranking” a prankster. Yes, you may consider a 65 year old grand-dad all the way in Durango, Colorado, flipping you “an instant launch formula” with red flashing PowerPoint animation a “419”. That is the way the mind of a savvy chartered banker trained in the ins and outs of risk analysis works.

So when I stepped out of Diamond Bank on 1st October 2010, I was the all-knowing risk manager utterly clueless about what was happening online, talkless of internet marketing. I knew no online guru. *Black hat* and *white hat* SEO sounded like terms from [Harry Potter’s](#) movie, the Sorcerer’s stone. [Fiverr](#) was gathering momentum and young lads in Ibadan and Ajegunle were boasting about how they were *making a kill* on Fiverr. They were dancing all the way to the bank *drop shipping* penis enlargement toolkits. How do they do it? I was lost, perplexed and confused. The most I had was a Yahoo! Email account.

I’m a trainer. I’ve always been. The first thing I did therefore was set up Vision & Talent. I had a collection of books I’d bought from [ATD](#), so with a group of friends I also set up [Paradise Bookshops](#), dividing my time between the two.

I'd joined Toastmasters in 2007. In 2008 I boarded plane and headed to Calgary, Canada, to attend [Toastmasters](#) International Convention. There I met the best of the best motivational speakers. It was there I also met Author House. They agreed to publish *Bridges to the Customer's Heart* upon reading the manuscript. In their pitch, they stated the book will be sold through Amazon and 20,000 other internet online stores worldwide. Did I hear twenty thousand online stores?

On May 18, 2009, *Bridges to the Customer's Heart* hit Amazon. I'm in Washington DC, attending ASTD's (now ATD) Annual Conference. I'm checking my mails at the international section of their lounge and a mail from Author House catches my eye. It read, "Your book is life on [Amazon](#). You're now a published author. Congratulations." I clicked through to Amazon. I see my book in living colours. Bridges is everywhere, [Barnes & Noble](#), [Books A Million](#), [Waterstones](#), name it, so online is real! I was thrilled to no end. I start thinking differently.

A trip to Palm Desert - two hours by road from Los Angeles - California, in 2010, for another Toastmasters Annual Convention imperceptibly further changes my orientation. It's 2012 and I'm in New York attending Book Expo America. I buy Fast



Company magazine and smack in the middle is an advertorial on Brendon Burchard's book, [The Charge](#). I'm charged.

As I'd mentioned earlier, I quickly ordered [The Charge](#) and [The Millionaire Messenger](#) and read both cover to cover. Both led me into stumbling on yet more books. Amongst them were [The Invisible Sale](#) by Tom Martin, [Launch](#) by Jeff Walker, [Make, Market, Launch](#) by Pam Hendrikson and Mike Koenigs. [How I Sold One Million e-Books In Five Months](#) by John Locke was not left out.

I'd already mentioned Ewen Chia's [How I Made My First One Million on the Internet](#), and Scott Fox's [Internet Riches](#). All the books gingered me. I learned fast. Indeed, I learned from any internet guru I came across and any book I could lay my hands on. But learning something and being able to do it are two different things. Confronting you is what trainers call the knowing-doing gap and skills-competence gap.

In October 2013 I engaged the internet guru, Dean Hunt. He taught me how to develop e-Products using screencast software, Camtasia. By 2014 I'd developed six

products with varying degrees of quality. [Wealth Beyond Your Imagination – It's Up To You](#), an audio CD, became an instant bestseller offline.

Books are pivotal to building an expert empire. I now have seven books, including Bridges to the Customer's Heart (2009), and the last, The Celebrity Speaker (co-authored with Mike Newman) in 2016. Altogether, they have sold about 3,200 copies combined, not counting Amazon sales. I tell anyone who cares to listen that I'm a New York Times best-selling author to be. Not Kidding.

But as I've come to know, a book is a low value product retailing at an average of \$10 per copy. So to make any meaningful impact, you need to write many and sell hundreds of thousand copies. Though books series, such as The Chicken Soup for the Soul, Guerilla Marketing, Rich Dad Poor Dad, and Harry Potter, to mention the most successful, have sold millions, and Harry Potter series have been turned into movies, not every author can achieve that level of stellar success. For the expert, the route to go is to operate in seven dimensions and aim to build an online expert empire.

To begin building my online expert empire, I began learning some basic stuff, like capturing live testimonials, building list, and building platforms. I invested in a Canon EOS 600D Camera, complete with accessories, and started capturing my training programs in pictures and videos. With it I also interview thought leaders and influencers. Before then, I rented camera at N25,000 (\$70) per episode.



I initiated three platforms, *Experience Annex*, *Book Writing Clinic* (BWC) and *Executive Business Roundtable*, aka, Legends Network, all in 2015. *Experience Annex* is for interviewing thought leaders and influencers. BWC is a platform for serious experts who wish to learn how to write books. At the moment, BWC has about 100 members. Legends Network (Executive Business Roundtable) is modeled after Joe Polish's Genius Network. So far we've had 6 Roundtables. This is how I describe these platforms:



*Experience Annex* is a platform for *Exemplary Leaders, Legendary Entrepreneurs, Worldclass Professionals*, to share their wisdom with the world, in particular, African youth. By sharing, these role models unconsciously let their light shine on the world - giving direction to the lost, wisdom to the naive, and courage to the lily-livered. In short, by sharing, they make the world a better place.

So far, we've had 15 episodes. Watch recent Experience Annex interviews [here](#), [here](#) and [here](#).

For BWC, this is how I describe the platform:



Write your book in six simple steps. Share your story with the world, change your footprints and move from a follower to a thought leader operating in seven dimensions with a thriving online *Expert Empire*

BWC has about 100 members, with age ranging from 25 to 70. Listen to a BWC alumni member speak [here](#), [here](#) and [here](#). This is a [photobook](#) of a cross section of members.

This is how I describe Legends Network (Executive Business Roundtable)

**Executive Business Roundtable**  
**(Legends Network)**

Gain access to multiple heads, gain insight to revolutionary new business ideas, technological innovations. Consummate destiny altering deals.

Here are pictures from three Executive Business Roundtables



In addition to active platforms, I have learnt to do seminars. One massive seminar on hospitality and tourism flopped in 2015. I involved NTDC (Nigeria Tourism Development Corporation), a government agency. (Beware doing business with government and its agencies). Undaunted, I launched ***Let's Crush It: How Experts Build Empire*** free seminar on March 30, 2019, where 68 registered, and 45 attended.

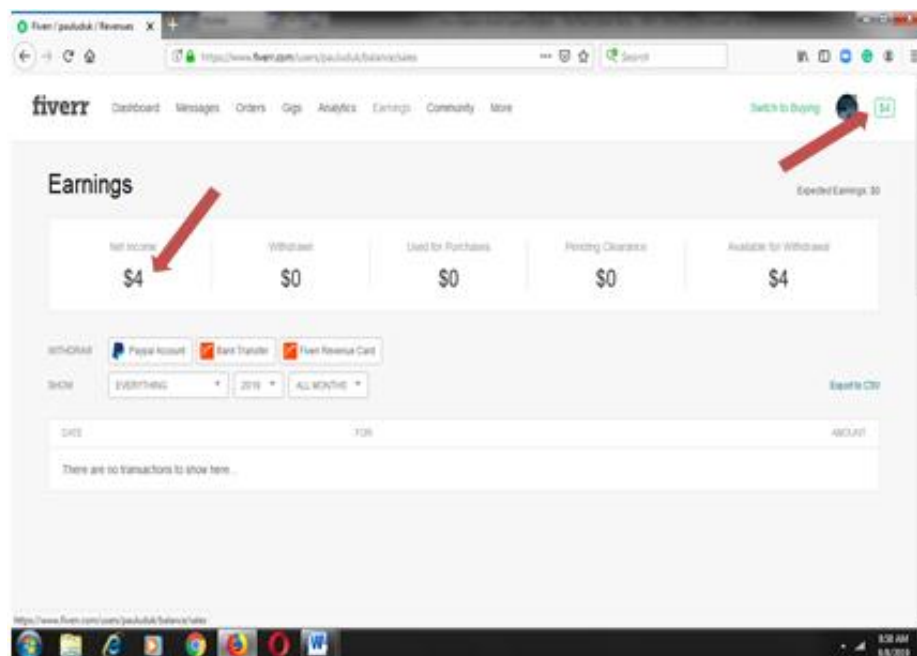
I learned these business ideas and tactics from the gurus and they prove building an expert empire is doable if done right. Here is the picture as it appeared in the Vanguard of April 5, 2019.



This is the group photograph.



Here are some questions to ponder. Do you know how to reduce the size of a picture from 2560MB to 140KB? Do you know how to crop a photo? Do you know how to prepare PowerPoint slides and convert them video? Do you know how to write blog posts worth reading? How do you link blog posts? Do you know how to format a book and upload to Amazon KDP? Do you know how to design a course and upload to Teachable? Do you know how to write a guest post? Do you know the difference between affiliate marketing and drop shipping? What is skyscraper technique in blog post writing? What is black hat and white hat SEO? Do you know the difference between a website and a blog? As mundane and basic as these concepts and ideas are, I had no clue on any of them back then. The highest I've ever made online is \$5, on Fiverr, in 2012. That translated to \$4 after Fiverr took their cut. It is still there.





I first heard about Fiverr around 2014 from Olaide Alim, one of Nigeria's internet gurus. In December that year, Olaide organized a seminar on internet marketing and I attended alongside about 200 youths. There I met Patrick Ogidi, another Nigerian Internet guru. Both specialised in free lancing on Fiverr, and drop shipping.

Watch as they interviewed me [here](#) after the Olaide seminar. Patrick Ogidi was declared Nigeria's best internet marketing guru of the year 2014 by an organization I can't now remember. That prompted me to invite him on Experience Annex. Watch the interview [here](#). The audio quality was horrible but we learnt a lot from Patrick especially the distinction between internet marketing and scamming popularly referred to as Yahoo! Yahoo!! in Nigeria.

But besides the \$5, the story behind the assignment that led to the payment is what the internet is all about. Read carefully. The assignment came from an American soldier based in Okinawa, Japan, who wanted someone to help prepare PowerPoint slides to enable him make a presentation to his commanding officer. I raised my hand and he outsourced to me the assignment. I completed the job within 24 hours and I got paid the \$5. That is the power of the internet.

Read on. Along the way, I met an Indian on Fiverr and outsourced a website design job to him. He disappeared with my \$30 without trace. That put paid to my romance with Fiverr. I learnt a valuable lesson. Fiverr was not to blame but my ignorance.

Online expert empire building enables you to scale for massive impact and result. Done right, you can reach virtually anywhere in the world making the essence of the world being a flat global village real. Experts must operate in seven dimensions, with each dimension leveraging and reinforcing the other. Leverage enables scaling. Information marketing is the most easy to scale because you're using the power of technology to dematerialize what you do to reach thousands of potential subscribers. It's impossible to scale without the technology element. You're doomed if you operate solely offline. All these years I've been operating offline. Rather, I should say my online efforts have been mediocre. This is how my figures have been:

	<b>Dimension</b>	<b>Books, IP*, Platforms, Attendees</b>	<b>Clients/ Projects</b> (including failed projects)	<b>Gross Revenue (Approx.) (N)**</b>
1.	Author	6	-	7,500,000
2.	Trainer	650	35	74,590,666
3.	Speaker	-	2	220,000
4.	Coach	-	1	310,000
5.	Consultant	-	1	840,000

6.	Seminar Leader+		1	0
7.	Information Marketer	13	-	2,625,000
<b>Total</b>				<b>86,085,666</b>

\*IP – Information Products (Intellectual Property) \*\*\$1 = N150/N165/N360 +Tourism And Hospitality Conference & Expo failed in 2015. To convert to US \$, use a composite of \$1 = N223.33

As you can see, the figures are somewhat mediocre. There is nothing to write home about. The total amount is what other training consultants generate in one month or from a single mandate. It's about \$385,464 at today's exchange rate. By comparison, one of the gurus I follow made \$2.6mm (N936mm) in 2018.

But looked at differently, a clear pattern soon emerges. These figures have been achieved entirely offline. Despite the fact that I focused 100% on the trainer discipline, five other disciplines combined contributed about 15% of the total, with information marketing accounting for almost 23% of that (2,625,00/11,495,000).

Indeed, the figures are very encouraging. To double, triple or even quadruple these figures, I need to set the overall strategy and tactics right, grow traffic both organically and inorganically using the right tools and techniques. Building an expert empire is indeed achievable.

What are the mistakes I have made? What are the lessons I've learnt? What could I have done differently? These are what I'm discussing next in this online expert empire building case study.

## **The Mistakes I Made Enroute My Online Expert Empire**

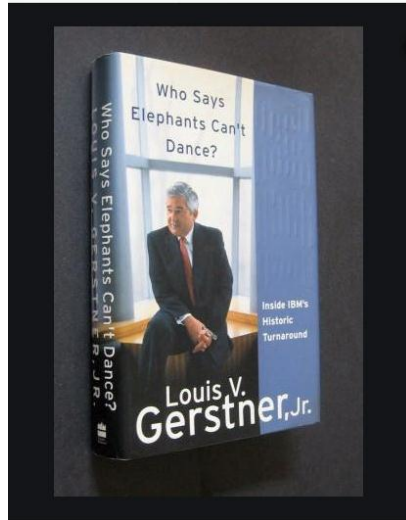
Knowing what I now know, I should have done things differently. In all, though, the mistake I made amounts to the chicken and the egg conundrum. If you've read the Christian Bible, when the Apostle Philip encountered an Ethiopian Eunuch reading the scripture (Acts of the Apostles, Chapter 8, Verse 30 to 31), Apostle Philip asked the Eunuch, "Do you understand what you are reading?" The Eunuch answered, "How can I understand if no one guides me?"

So I will not cry over spilled milk. Hence, I will be very brief. The mistakes I've made are captured in a WhatsApp message I sent to my tribe in the build-up to my *Let's Crush It Seminar – How Experts Build Empire*. This is part of what I wrote:

## **You Don't Know What You Don't Know**

While I was using my cute BB (BlackBerry) way back in 2012, my mentor RDJ kept urging me to switch to an Android smart phone. I shrugged it off. Is there anything in the world better than the BB? I secretly asked myself. Maybe iPhone, I thought? What is Android? I've never heard of it, and the name sounded funny. One year went by. One year of wastage, lose, and pain. When I switched to Android smartphone, the difference was clear. The phone is now part of my office arsenal. There are over 3 billion people out there online. If you're not doing business online, you're dead in the water. It goes beyond Facebook, Instagram or even having a website.

So the mistake I made is the same mistake every individual or company makes when there is a paradigm shift: clinging to the past. IBM made the same mistake. It made \$1billion in sales revenue, the biggest in corporate America then. The year was 1974. But a year later (1975), IBM was tottering on the brink of collapse. They sacrificed John Akers, their CEO, and brought in Lou V. Gerstner Jr. Gerstner captured his insight succinctly in [\*Who Says Elephants Can't Dance?\*](#)



Nokia made the same mistake when it clung to its tiny analogue phones and Apple and Samsung ran past them. It had to sell its phone business to Microsoft. Motorola also made a similar mistake. It never fully recovered and was bought by Google at \$12billion only to be sold to Lenovo at \$2.9billion. Kodak did not make it and declared bankruptcy.

So that is one grand mistake I made - clinging to the past instead of moving swiftly to start building my online expert empire. I ran to my comfort zone, setting up Vision & Talent to carry on corporate training, which I'd been accustomed to.

You may say, but Paul, you didn't know anything about building an online expert empire then. That's exactly the point! You don't know what you don't know!

Yes, you don't know what you don't know but you must be willing to learn. You must be willing to leave your comfort zone. We all listen to the news. We hear and see the trends. New companies were and are springing up. Google. Amazon. YouTube. New technologies were obliterating old ones. Analogue was dead. Smart, digital was in. The news of the internet boom and bust was all over the airwaves. What did I do? You may be making the very same mistake right now by clinging adamantly to YOUR COMFORT ZONE.

In marketing we talk about the life cycle of a product. It covers five primary stages: *development, introduction, growth, maturity, and decline*. On the buyer's side, we talk about the five stages of product diffusion starting with the *innovators, early adopters, early majority, late majority, and the laggards*. Majority of us are laggards. We shun risk, we play it safe and we lose out.

What I should have done way back in 2007 when Diamond Bank gave me my Rolex watch was to have sold my shares and my cars and take a one-way ticket to California to learn basic HTML, coding and internet marketing.

I should have left, hired a coach and start learning: how to thrive online. That is the mistake I made. All other mistakes rise and fall on this mindset of unwillingness to

take risk and try new things. See my Rolex Watch. It was given to me in 2007. It gave me the freedom to go – retire if I wished. I stayed on for another four years at Diamond. Big mistake!

My Rolex



So in summary, these are the three mistakes I made:

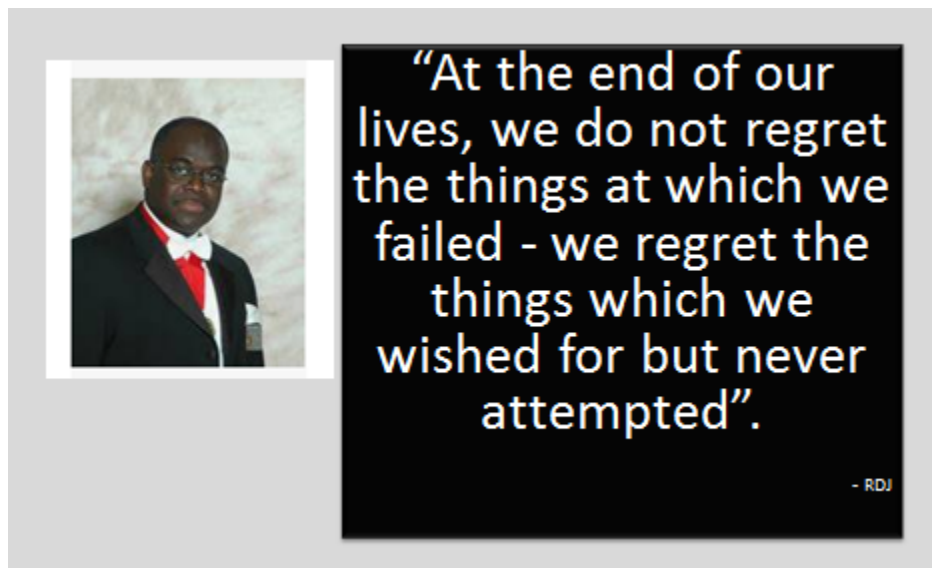
- Sticking to my comfort zone for too long – 2007 to 2018 (Mindset).
- Not getting a coach from the beginning when I stepped out in 2010 (Strategy).
- Not investing in the right technologies (Tools, Techniques and Tactics).

## **The Lesson I've Learnt In Building My Online Expert Empire**

In January 2019 I said goodbye to the old school *training* to face online empire building full time. I have learnt more in the past six months than I'd learnt in the



eight years prior. I've taken a stance to go online full blast. There is no guaranty I will succeed but no one will accuse me of not trying.



I've learnt enough to write two or three books. But I will be brief. First, the web is evolving at the speed of light. Even uber gurus get it disastrously wrong.



Bill Gates didn't reckon with the web. Luckily he changed his mind and handed off Microsoft to Steve Ballmer who believed in the web. Today, we're in what the techies

call Web 4.0 Web 5.0 era. A big lesson here is that nothing in the technological space is ever final.

So here are the lessons I've learnt as I try building my online expert empire. You can call them the **Paul Uduk Dictum For Expert Empire Building Success**.

In summary:

- The web evolves at the speed of light. You have to constantly be in a learning mode. Anything short condemns you to a technology derelict within a twinkling of an eye.
- The web has less to do with technology as it has to do with relationships. Learn relationship building. Technology is just a driver and channel.
- Doing something on the web, whether coaching, teaching, or writing articles, is not a matter of transferring everything you have offline and dumping it online. You have to optimize it for the web.
- No matter the space on the web you're competing in, you're competing against the-best-of-the-best. You better be the best at what you do – at least think in that term and give it your best effort.
- Succeeding online is not a hundred meters dash, it's a marathon, or better still, a triathlon. You must have a massive amount of patience and staying power.

- Those who succeed online approach everything they do strategically and have focus. They build assets, which they milk over time. Failures jump from one thing to the other - today drop-shipping, tomorrow affiliate marketing, next tomorrow PLR (Private Label Rights).
- To succeed online you can't go it alone, you need mentors and coaches. Mentors will give you guidance and paid coaches are critical so they are committed to you, with clear goals in sight.
- You can't be successful online without what Alan Weiss calls a million dollar web presence. You need a SEO optimized website or blog. You can't depend solely on social media and mobile apps like [WhatsApp](#), [Snapchat](#) or [WeChat](#).
- You can succeed offline and transfer your success online, e.g. Tom Peters; and you can succeed online and acquire assets offline, e.g. Brendon Burchard. But you must be online because that's the only way to scale today.
- For you to succeed massively and have thousands or even millions of followers, you must be known for something, stand for something, focus on something. For example, Tim Ferriss: Podcasting; Joe Polish: Marketing Advice; Rosalind Gardner: Affiliate Marketing; Noah Kagan: Software; Ramit Sethi: Internet Biz Strategy; Carol Tice: Writing; and Jay Abraham: Strategic Marketing & Positioning. Obviously a lot overlap but at least you get the gist.
- The internet is not paved with millions and riches you can amass to your heart's desire for doing nothing. You must put in the hours, burn the midnight oil, and deliver value. Do these three and add a technology infrastructure to it, you'll be able to scale and the millions will come. Read Ruth Soukup's testimony.

- There is no gospel truth, holy-grail, or the one true way about the web just as there is none in life or offline, otherwise everyone would be a millionaire. Cut, dice and mix. Listen to what the market has to say – the trends. Listen to your clients for their pain points, aspirations, and desires; add massive value, and you'll be fine.
- You can succeed using your name - Seth Godin, Ewen Chia, Tim Grahll - and you can use a brand name – [Backlinko](#), [Sumo](#), [OptimizeMe](#) – and you can do a combination – Pat Flynn ([Smart Passive Income](#)), Jon Morrow ([Smart Blogger](#)), Brendon Burchard ([High Performance Academy](#)).
- A word on tactic. Don't be so busy selling, you don't hear the customer. Learn to relate and not just sell, sell and sell like my friends Randall Magwood and Michael Alvear.
- Learn the basics and be brilliant in them. Know how it all adds up. Know and appreciate the concept of cause and effect. Know drivers and enablers. Know the role of your products or offering(s); enlist social media in traffic building; use your blog or website or both to generate gravitas; embrace marketing and selling to bring in income; and employ mail delivery systems for building lists. In short, know and master how to integrate and align the web ecosystem to help you build a profitable online expert empire.
- Finally, have character and integrity. Without these ingredients, your expertly built online expert empire will crash as a pack of cards. It's better to lose at a transaction than for a whiff of suspicion about your trustworthiness to crop up. Offline or online, without trust, you're dead in the water. Remember, you're doing business and building relationship with someone living thousands of

miles across the globe. It's somebody you've never met and may never meet.  
Be kind to your reputation as honesty remains the best policy.

## Building My Expert Empire Afresh

An African proverb says, no matter how short a person is, s/he can still see the sky.  
As short as I am, I can see the internet sky. I'm beginning to build my expert empire afresh.

I want to believe I've spent the past 7 - 8 years learning. But learning without execution is self-deceit. We can lie with our words but we cannot lie with our actions.  
So it's time to execute. I'm now fully psychologically committed to the web. I've drawn a line in the sand, there is no going back.

**“If you want to know your past, look into your  
present condition. If you want to know your  
future, look into your present actions”**

**- RDJ**

I crossed the learning rubicon on June 15, 2019, when I uploaded my first paid course,  
[\*Wealth Beyond Your Imagination\*](#) – *Mental Strategies For Building Wealth In The*

*Digital Era*, on Teachable. On July 22nd, I uploaded the second, [How Experts Build Empire Couse For Newbies](#). For me, these tiny efforts are small steps for man, a giant leap for mankind. As I start afresh, I know these tiny efforts will add up.

I know I have to narrow my focus and go deeper than ever before. I know I have to evolve a coherent strategy and decide clearly where I'm headed. I know I have to integrate and fully align my effort and execute with precision. I need a well-rounded coach with a good grasp of what is at stake. I'm hoping to find one at [Indie Hackers](#). I will also have to enlist the help of the likes of [Growth Machine](#), [GrowthLab](#), [Marketing Examples](#), and [Elite Blogging Academy](#), to mention a few.

Borrowing from Tom Martins, I'm investing in a brand new fully optimized home base, functional embassies, and listening posts. Am I willing to pay any price, bear any burden, and meet any hardship to build my expert empire? Your guess is as good as mine.

**I will do my best. That is all I can do.**

**I ask for your help – and God's.**

- Lyndon B. Johnson

I still consider myself a newbie online. I define a newbie as someone who has not made \$1,000 online. I have made about N86million offline, or \$345,000 to \$450,000, depending on the exchange rate you use. With focus, effective coaching and supporting technologies, tools and techniques, rapidly scaling to \$1,000 then to \$10,000 and further to \$100,000 and \$1million is doable.

If you have read up to this point, then you're determined to make it BIG online. By reading this case study how I'm striving to build my online expert empire, you're better off than 99.99 percent of the rest of the population who are looking in askance. It will be my pleasure to help you succeed.

To jumpstart your journey, I have curated what I believe are the best-of-the-best material for newbies written by [Baidhurya](#), [Nat](#), and [Ramit](#). I have read them and they have made all the difference. If you need additional help, let's connect [here](#), and you can equally reach me by email to [paul@pauluduk.com](mailto:paul@pauluduk.com), and subscribe to my [SWIFT Newsletter](#) where I discuss about how to build expert empire.

**“Of All The Things In This World Only Two Will  
Have The Greatest Impact On Your Life, The  
Books You Read, And The People You Meet.**

- Charlie “Tremendous” Jones

As we end this case study on *How to Build an Online Expert Empire: The Paul Uduk Story*, I want to ram into your head one last advice: DO NOT DEPEND SOLELY ON FREE STUFF. If you want to cut your learning curve by 5 to 7 years, invest in paid products and coaching. Your coach will recommend for you the best way to go. Tools, techniques and tactics change daily. Today, it's chat bots. Yesterday, it was Facebook Live. Who knows what it will be tomorrow. Keep abreast by constant learning. Best of luck my friend. That has been my story.

## **My Last Word**

About 120 years ago when the agrarian economy was coming to an end, people were still asking for better, more efficient, more effective, more agile, more customer-



centric, faster, leaner, friendlier, you name it, horse whips and carts. Henry Ford and Carl Benz gave them the auto-mobile as the industrial revolution kicked in. Human kind is on the move again. Web revolution is taking hold as the industrial age as we know it recedes rapidly into oblivion.

The innovators: Bill Gates, Steve Jobs, Jeff Bezos, Larry Page, Sergey Brin, Mark Zuckerberg, Jack Ma, Elon Musk: have built their empires. Each of these biz moguls paid a huge price to be where they are. Bill Gates forfeited Harvard, Steve Jobs sold his Volkswagen car, and Jeff Bezos resigned his lucrative investment banking job. What price are you willing to pay to win your prize? You'll not be like the moguls but you can begin where ever you are.

The early adopters - Brendon Burchard, Noah Kagan, Gary Varnachuck, Ewen Chia, Ruth Soukup – have further confirmed the possibilities opened to small guys like me and you. Join them.

What can \$1million, \$5million or \$10million do for you? It can do a lot. What will you invest to get at least \$1mm as revenue? Believe me, all you need is hard work,

perseverance and the support of appropriate technology to help you scale. Is that too steep a price for you to pay to build your online expert empire?

Thank you for reading.

PS: I have a gift for you. [My How Experts Build Empire Course For Newbies is here.](#)

If you care for it (by the way I believe you should), get it at 50% off by entering the coupon code EXPERTEMPIRE at check out.