

VOLUME 1: ISSUE 01 JUNE 2025

THE  
**G.R.O.W.**  
MAGAZINE

**THE  
AUDACITY  
ROADMAP**

HOW TO BE SEEN  
AND HEARD

**LESSONS  
LEARNED**

WHAT WORKED,  
WHAT DIDN'T

**REALITY  
CHECK**

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FOR EVERY BUILDER

**POWERFUL  
STORIES**

...OF BUILDERS  
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# Welcome Note for the G.R.O.W. Magazine: Special Edition 2025

**Dear Builder,**

Welcome to this special edition of the G.R.O.W. Magazine, crafted in alignment with the theme of the 2025 G.R.O.W. conference: "**What Am I Building?**"

Building is a universal journey. Whether you're constructing a career, nurturing a business, shaping a product, developing an app, or even simply holding onto an idea long enough to bring it to life, every step requires courage, resilience, and vision.

The act of building isn't for the faint of heart. It's a path filled with exhilarating highs and heart-wrenching lows. There are days when the vision feels so clear it's as if you can touch it, and there are nights when the weight of uncertainty threatens to crush it. But, amidst the chaos, something magical happens: WE GROW.

We learn that each obstacle is not a stop sign but a stepping stone. We discover the strength to embrace the messy middle, the countless revisions, the pivot points, and the small victories that remind us why we started.

And perhaps most importantly, we come to understand that what we build isn't just for us, it's for the people whose lives are impacted by what we dared to create.

This magazine is a reflection of that journey. Within these pages, you'll find stories of builders like you, dreamers, doers, founders, and creators, who've battled through the trenches to bring their visions to life. You'll read insights that challenge the way you think about growth, expansion, and the role of purpose in everything you do.

For the G.R.O.W. Conference 2025, we are asking an essential question: "What am I building?" It's an invitation to reflect not just on what you're creating but on the legacy you're leaving behind.

So, as you flip through these pages, I hope you find not just inspiration but also the reminder that you are not alone in this journey. Every builder faces doubts, delays, and detours, but those moments are proof that you're on the right path.

Here's to building something that matters, to you, to others, and to the world.

Warm regards,

**Lucky Elohor O.**

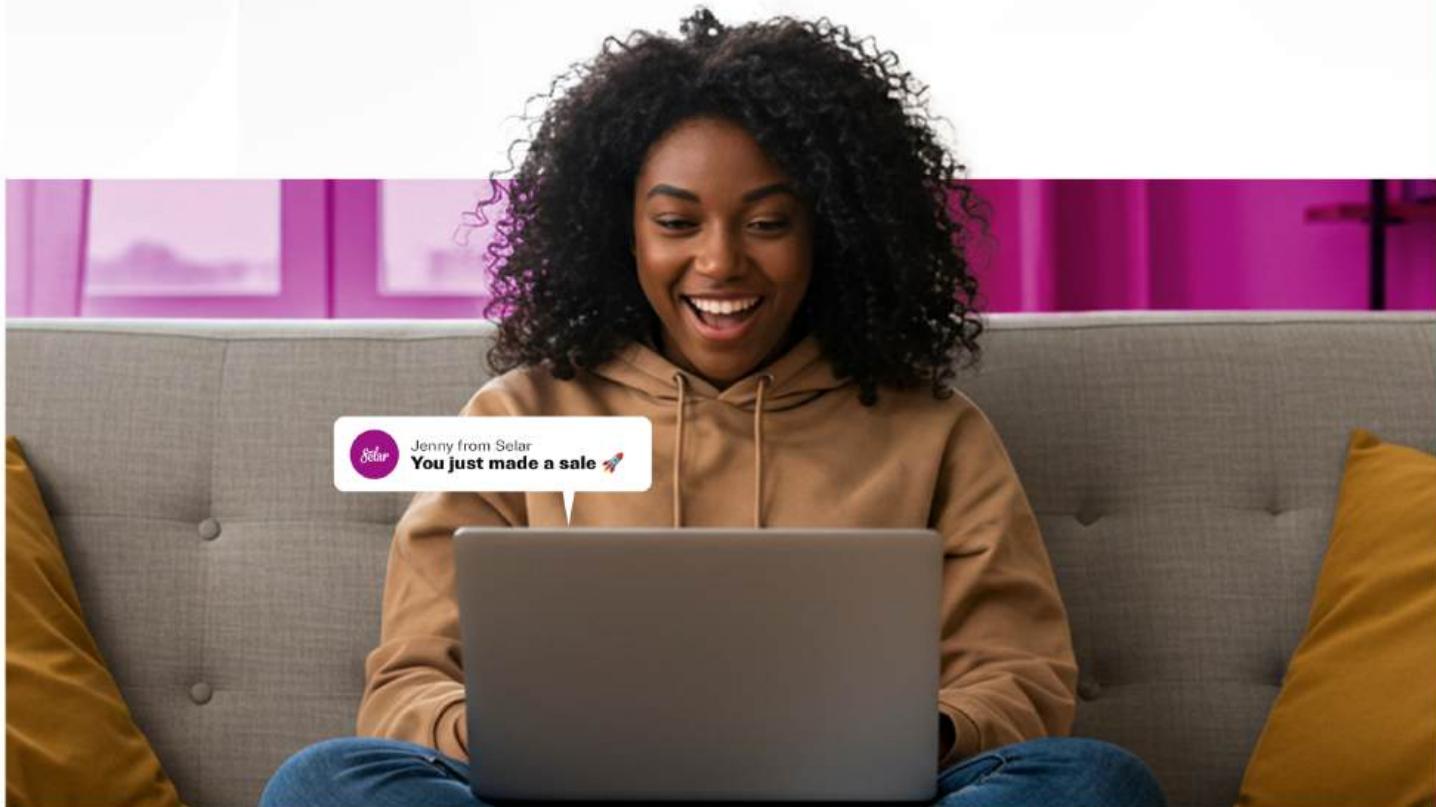
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Founder, The G.R.O.W. Network.

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# G.R.O.W. Magazine Contributors Page

## Celebrating the Builders Behind the Pages

Every story, insight, and design in the G.R.O.W. Magazine reflects the vision and dedication of extraordinary individuals who have shared their expertise, experiences, and creativity. This page is our way of saying thank you to the brilliant minds behind this edition.



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# G.R.O.W. Magazine Contributors Page

## Celebrating the Builders Behind the Pages



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# REALITY CHECK



By  
**Beloved Godswill Ebube**  
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Designer)  
LinkedIn -  
**Beloved Godswill**

One mindset shift that helped you keep going during tough times

"The moment I became aware of myself, not just my goals, but my patterns, emotions, and inner blocks, everything started changing."

I stopped rushing to prove and started learning to align.  
I stopped fighting weakness and started studying it.

I realized clarity isn't found in noise—it's built in silence.

That self-awareness gave me power: Power to pause. Power to redesign how I show up. Power to create momentum, even when motivation was gone.

Now, I live by this principle:  
"Before I try to lead or succeed outwardly, I must sit with myself inwardly."

This inner work shapes how I work, speak, sell, and build. And when life feels heavy, I return to one sacred question: Who am I becoming right now, and is that who I want to be?

The question is never, "Can I learn it?" The real question is, "What happens when I do?"  
Because in the end, I don't just act. I translate experience into language... And language into legacy.

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# The Growth Journey

How They Started vs. Where They Are Now

## Salem King's Growth Story

This is a story about creativity, resilience, and the power of starting before you're ready.

**We asked Salem:** What inspired you to start building your brand, and what message or problem were you passionate about addressing in those early days?

**Salem Said,** "I Just Wanted to Help Creative People"

"I've always been a creative person, but I didn't always have the support I needed from family or people who had known me for a long time. It wasn't because they didn't want to be supportive, though; they just didn't understand. Especially when you're doing something that doesn't bring money initially."

Salem King's journey into building a personal brand didn't start as a conscious decision. In his early days, he simply wanted to create a space for people like him who didn't always find the validation they needed from those around them.

"I just wanted to create a space where creatives could feel seen and understood. A place where they knew their work mattered. However, in the process of doing that, a brand was built. But it wasn't planned. Along the way, I had to learn about personal branding, content strategy, community building, and storytelling. Those lessons didn't come at the start, they came from showing up and figuring it out as I went."

**We asked Salem:** How has your understanding of your brand's purpose, values, or identity evolved over time, and what does your brand stand for today that it didn't fully capture at the start?

**Salem Said:** "It's Not About Me, It's About the Community"

Over time, Salem's understanding of his brand's purpose and identity deepened. While he always valued people, his approach to community shifted from an act of gratitude to a deliberate effort to create an environment where people could thrive.

*"I used to respond to every comment. What this means is that if I had 500 comments on a post, 250 were from me. This was not because it was a strategy, but because I was genuinely grateful that somebody took seconds out of their day to watch my video and leave a comment. I was just grateful for that willingness to engage, and that in turn built connections I didn't fully understand at the time."*

Today, Salem sees his role not as the builder of a community but as the creator of an environment where community can flourish. What that means is that he helps people find a sense of belonging, love, and a place to truly connect, which is a fundamental need in everyone's lives. For many, these aren't things they find in their immediate surroundings, so they turn to



**Salem King** is a creator, teacher and social media influencer with fast-growing repute in new media/communications circles.  
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online spaces. He sees himself as someone who has created an environment where they can find that connection.

"The content might be based on my life and experiences, but it's not for me. My role is not to build community in the traditional sense but to create a fertile environment where it can thrive naturally. That shift in perspective was a big turning point for me."

In the early days, my focus was on what I could offer, what value I could provide. Now, my focus is on the environment I can cultivate. It's like farming: planting seeds is important, but the quality of the land matters even more. For example, you can't

plant apples in Lagos and expect them to grow; they need the right conditions, like a colder climate."

**We asked Salem:** Can you share a few key challenges or pivotal decisions that shaped your brand's direction, and how you stayed grounded through those defining moments?

**Salem Said,** "You Learn Along the Way"

Salem's path hasn't been without its hurdles. From the common struggles of a Nigerian creator, erratic electricity and unreliable internet, to the daunting task of monetizing his work, every step brought its lessons.

*"A pivotal moment for me was quitting my job to go full-time as a content creator. That decision wasn't easy, but it was made possible by people who supported me, like my first manager. He helped me separate my personal life from my business, giving me clarity and direction."*

Salem recounts the early struggles: hosting classes where he wanted 20 people but only 3 people ended up registering, or dealing with brands that undervalued his work. Through it all, his inner circle and his own community of friends outside of social media kept him grounded.

"It's those close to you, the people who genuinely care, who hold you up in tough times. That's why community, whether personal or professional, is so important to me."

**We ask Salem:** What principles or practices guide your approach to building something that's sustainable, a brand with long-term impact, not just short-term wins?

**Salem Said:** Building for the Long Term: "Focus on the One"

"Anyone can build an audience, but a community is different. Community is not about a crowd; it's about one person. When I create content, I imagine one person sitting across from me. It's a conversation, not a broadcast."

Salem emphasises that communities form around impact, not numbers. They grow from genuine connections and a focus on the individual.

"As somebody who wants to build a community or lead one, you need to be thinking about the one person like every time I have to make a video, I imagine that the person I'm talking to is sitting across the table from me, and that's how I'm thinking before I even write a script for a video."

"In social media, some posts blow up, and some barely get engagement. But when only two people respond, I remind myself that those two people are worth my time. Communities do not just happen because you said you wanted to form a community, and then you put 1000 people in a group. Community is about making every person feel seen and valued. That's what builds something sustainable."

**We Asked Salem:** What advice would you offer to someone just beginning their own growth journey, and what's one truth you wish you knew earlier that could have changed how you showed up?

**Salem Said:** "Clarity Comes on the Road"

To those just starting their growth journeys, Salem offers this advice:

"Good things take time. Clarity will come on the road. If you're waiting for the perfect moment, the perfect tool, or the perfect circumstances, you'll never start. Start with what you have and figure it out along the way."

He highlights the importance of acting despite fear. "The people you admire didn't stop being afraid; they learned to act in spite of it. You don't need permission to pursue your dreams. Feel the fear, but do it anyway."

Salem also stresses the importance of being seen trying.

"Don't be ashamed of being seen failing. That's how people who can help you will notice you. People invest in moving trains, not stationary ones. Show up, even when it's messy."

## Closing Thought: "Build to Make a Difference"

Salem King's growth story is one of resilience, community, and intentionality.

"Growth is about more than what you achieve; it's about the connections you build and the impact you make. Every post, every comment, every small action contributes to something bigger. So, what are you building today?"

This isn't just Salem's story. It's an invitation to reflect, act, and build something meaningful, one step at a time.

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# REALITY CHECK

A time when things didn't go as planned, and you had to change your whole approach?

As a military wife, constant relocations disrupted my dream of balancing an on-site job or business with freelancing. Each move meant starting over—closing my restaurant, withdraw-

ing my kids from school, and rebuilding my life from scratch. The turning point came when I landed a long-term foreign client just before another move. That moment taught me I didn't need stability in one place; I needed a career that moved with me.

This realization birthed **IWoN (Intentional Women Network)**, a platform empowering military wives, mothers, and women facing uncertainty to embrace the digital economy with clarity and confidence.

Resilience taught me that adaptability isn't giving up—it's building something meaningful from life's redirections. Today, I've solved the instability problem for myself and am helping others do the same.



By **Nguemo Philomena Emmanuel**

(Website Designer | Recruitment Officer at Jobberman | Founder of IWoN – Intentional Women Network)  
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# The Growth Journey

How They Started vs. Where They Are Now

## Joshua Mba's Growth Story

Hi, I'm Joshua Mba, and if I had to distil the story of Serlzo into one phrase, it would be: born from frustration and fueled by purpose.

After years of helping digital creators, business owners, and coaches grow online, I noticed a persistent problem. These were talented people with amazing products, powerful stories, and limitless potential, but their workflows were chaotic. They were juggling one tool for emails, another for landing pages, yet another for WhatsApp, all while struggling to piece together their customer journeys. It was exhausting and unsustainable, not to mention a momentum killer.

That fragmentation lit a fire in me. I thought, What if one tool could simplify everything? What if creators didn't need a tech team or a huge budget to launch and scale? That question became my obsession, and it gave birth to Serlzo, a Marketing Launch Operating System, a single platform where creators and online businesses could market, sell, and scale from day one.

Serlzo wasn't just about creating software. It was about empowering creators and business owners to reclaim their time, focus on their craft, and grow without limits. I wanted to build something that gave people clarity, control, and conversion power without needing a tech team or \$10k a month budget.

### Evolution: From Simplicity to Empowerment

When I started, I believed Serlzo's primary mission was to simplify. But as we grew, I realized it wasn't just simplicity we were building, it was confidence.

We weren't just another marketing tool in a crowded space. Serlzo was teaching people to believe in their ideas, to feel that they could launch and scale without tech hurdles holding them back. Today, Serlzo stands for access and acceleration.

We're here for the solo creators, the side hustlers, and the startup founders who refuse to settle for duct-taped solutions. From Lagos to Nairobi, Accra to Jo'burg, we're empowering digital rebels, people who want to own their audience, automate their marketing, and actually make money online without burning out.



Joshua Mba is a visionary Marketing Automation Expert and Co-founder of Serlzo LLC, recognized for redefining how businesses automate their marketing processes and scale revenue.  
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### Defining Moments: Clarity and Constraint

Building Serlzo has been a journey of tough decisions and valuable lessons. One pivotal moment was deciding to focus solely on digital products instead of trying to be everything for everyone. That single decision brought clarity to our product roadmap, our messaging, and even how we approached growth. Resource constraints were another defining challenge. Infrastructure and team size were constant hurdles, but those very constraints forced us to innovate. I often reminded myself and the team that we weren't building to impress VCs, we were building to liberate creators and business owners.

Through it all, I made it a point to keep the vision alive for the team. I shared testimonials and success stories because they're not just numbers; they're real people whose lives we're impacting. That's what keeps us grounded, even on the hardest days.

## Sustainability: Clarity, Ownership, and Compounding Results

Serlzo is built on three principles that keep us relevant and impactful:

**Clarity:** Every feature must reduce friction, not add to it. If it doesn't help our users launch faster or grow easier, it doesn't belong.

**Ownership:** Our users deserve to own their traffic, leads, and customer journeys. That's why tools like email, WhatsApp, and SMS automation are built into the platform, not tacked on as afterthoughts.

**Compounding Value:** From smart automations to upsells, Serlzo is designed to ensure every effort pays off twice. We make sure users aren't just working harder but working smarter.

Our long-term strategy is rooted in community and iteration. We don't build in a bubble. We launch fast, we listen closely, and we let our users guide our evolution.

## Advice to Entrepreneurs: Build for Obsession, Not Applause

If I could offer one piece of advice to anyone starting out in tech or SaaS, it's this: build for obsession, not applause.

When I started, I thought that a great product would automatically lead to growth. I was wrong. Growth doesn't just come from features; it comes from distribution, storytelling, and staying relentlessly relevant. Understand your users better than they understand themselves, and stay dangerously close to their problems. Build small wins into your product. Momentum is what keeps people engaged, not just shiny features.

Lastly, never lose sight of your why. There will be days when the pressure feels unbearable, when every decision feels like a gamble. On those days, your purpose will anchor you.

Purpose outlasts pressure every single time.

Serlzo is more than a tool; it's a movement. And every day, I'm reminded that it's not just about building software, it's about building people. That's why I show up. That's why we keep pushing forward.

## REALITY CHECK



By  
**Odekhan Favourite**  
(Real Estate Consultant)

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Something new you tried recently that worked better than you expected

For a long time, I held back, waiting for the perfect moment to share my voice. I doubted whether I had enough to offer, especially in a field as competitive as real estate. But recently, I decided to show up just as I am, flaws and all.

I stopped overthinking and started sharing insights on topics like land ownership, title documentation, strategic locations, and long-term investment benefits. Initially, it felt like no one noticed. But with consistency, things changed.

People began reaching out, asking questions, booking consultations, and thanking me for the clarity my content provided. That's when I realized people value authenticity and understanding over perfection.

This shift not only improved my work but also transformed how I see myself. Sometimes, just showing up as you are is the breakthrough you need.

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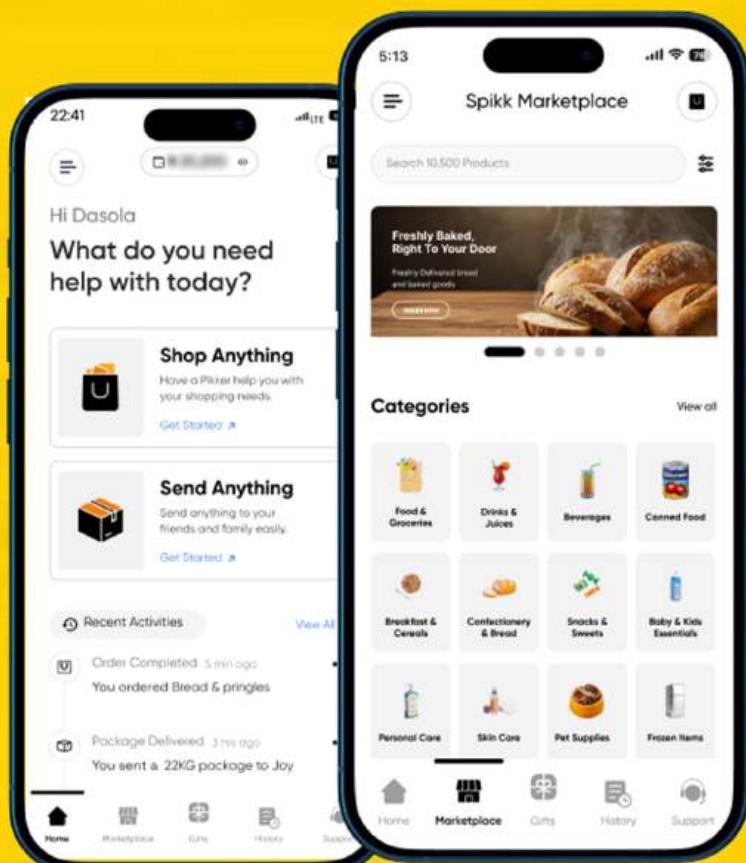
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# The Growth Journey

How They Started vs. Where They Are Now

## Yai Haddy's Growth Story

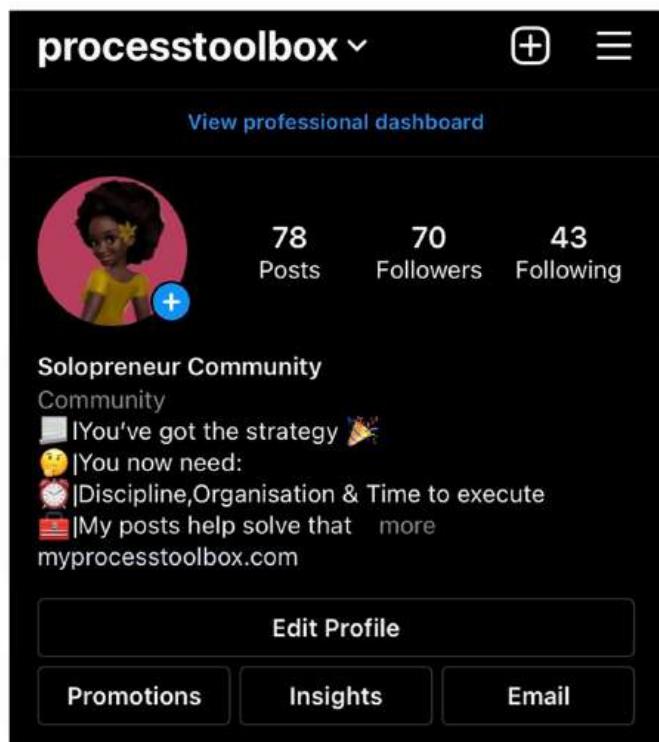
**We asked Yai:** What inspired the creation of Process Tool Box? What content or launch-related gap were you most passionate about solving?

### Yai Said:

Funnily enough, when I first started Process Toolbox, I was not talking about content marketing or launching. I was actually talking about business operations, organisation and time management for solopreneurs.

But it was the way that I was creating content on what some would consider “boring topics” that had people coming to my DM to ask about content creation. Naturally, I started sharing how I was doing mine, and it just got stuck from there. Since then, I have helped 1000s of business owners, creators, coaches and service providers with their content.

And for launching, lol, it was due to embarrassment. Well, not embarrassment. Let me explain.



So, I had a product I wanted to sell during one time during Eid when I had just started. I think this was 2021. It was a product of content creation. I asked my then graphic designer to design a flyer, and I posted it on Eid day with even a discount (I think I called it Eid discount or something). And guess what? No one bought it. And the flyer was beautiful too lol.

So you know me. I don't handle failure really well. Well, let me say I DIDN'T handle failure well then. I have changed now.

But back to the topic.

When I saw that no one bought, that's when I said to myself, “Hmmm, what did I do wrong”? So that led me to a search for launch marketing strategies. I researched. Studied. Slept on YouTube. Flipped pages of so many books.

And then came back.

This time, I relaunched with a Black Friday offer. And that worked!

But guess what? It was the same product. Just repackaged. I still have the wall that I used as part of the marketing to show how many people bought. I'll share it here.

After this success, I tried it a few more times on myself. And then went on to help other people launch and also share some free strategies on my infamous series called “IF I WERE TO LAUNCH”.

**And now to answer your question. I am equally passionate about solving both content marketing and launch marketing gaps.**

And now to answer your question. I am equally passionate about solving both content marketing and launch marketing gaps.

**We ask Yai:** What were your first steps in building the brand? What early challenges tested your vision?

**Yai Said:**

I'll say my first initial step was working on my differentiation. Or as many would call it, Unique Selling Proposition (USP). As a master's graduate of International Business, USP drilled into us. So that was an imperative focus when I started.

And for this, I'll say my initial challenge was attracting my tribe. You know. People who liked the things I liked and got the way I was creating content.

**We asked Yai:** How has your focus or service offering evolved since you started? What does Process Tool Box stand for today?

**Yai Said:**

Ummm, I'll say, funny enough my services and products have sort of remained the same throughout the years. And when I say the same, I mean I have been offering things in the same realm of content marketing, storytelling, launching and innovation. I have just been offering it in different variations and price points.

And for Process Toolbox, it still stands for the same 3 things it stood for from day one. MASTERY, INNOVATION & IMPACT.



**We asked Yai:** What's one major lesson you've learned through this journey, and how has it shaped your approach to content strategy or launching businesses?

**Yai Said:** You have to know your customers/audience. You have to WANT to know them. Knowing them will make everything easier in terms of strategy, products, content, growth, etc.

**We asked Yai:** What legacy are you building, and what advice would you share with someone launching their first product or brand?

**Yai Said:** I am building a legacy of empowering business owners through mastery, innovation, and impact.

And if you are launching your first product. Listen to me closely. As you are planning for everything else for your launch, make sure the ONE thing you spend the most time on is what is the first, second and third plan to ensure that this product sells as soon as I launch.



Instagram: processstoolbox  
Website: yaihaddy.com



Let's Meet Over Coffee

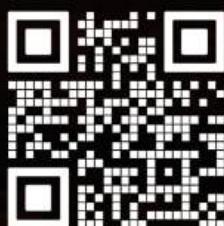


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## REALITY CHECK

One decision that really scared me, but changed everything.

For a long time, I knew I was undercharging. I was delivering exceptional results but wasn't pricing my services to reflect the value I provided. I kept waiting—telling myself, "Maybe later, when I feel more confident or secure."

That "later" stretched on, and the weight of undervaluing my work grew heavier.

One day, I stopped waiting. I raised my prices, positioned my services confidently, and faced my fears head-on.

The result? Everything changed.

The right clients showed up. They respected my value. They didn't haggle.

This taught me a powerful truth: most of the fear we feel is in our heads. Growth often lies just beyond our comfort zone.

If you're hesitating to charge what you're worth, remember—stepping out can lead to the respect, growth, and opportunities you've been waiting for.



By **Oguama David  
Chukwuebuka**

(Entrepreneur | Network  
Marketer | Digital Marketer  
and Brand Strategist)

LinkedIn: **Oguama David**

# The Growth Journey

How They Started vs. Where They Are Now

## Douglas Kendyson's Growth Story

"Honestly? Selar wasn't born out of some grand vision. It started as a simple project, born out of need."

When Douglas Kendyson reflects on the journey of building Selar, those words capture the essence of its origin story. At the time, he was working with a fintech company and noticed something glaring: there was no solution for creators to sell their digital products.

"I thought it would be a great idea to build one myself, with a couple of friends," he says. The goal was simple: create a tool that made selling digital products as easy as upload, set a price, share your link. No coding. No setup headaches. No endless back-and-forth.

What Selar really aimed to solve was access. "We were leveling the playing field for African creators. We gave them a way to earn from their knowledge and talent without needing permission, a tech team, or a bank in Delaware."

### From Tool to Empowerment

Initially, Selar was just a tool. But over time, it became something far more significant.

"At first, we were focused on one question: How do we help you sell? But then, we started to see the bigger picture," Douglas explains.

Selar wasn't just about sales, it was about permission. The platform was empowering people to own their work, set their own value, and build businesses from their phones.

"Today, Selar stands for creative freedom and economic power. Especially for African creators. We're not just helping people sell. We're helping them see themselves as entrepreneurs," he shares.

The shift from being a utility to a movement has been profound. It's this transformation that keeps Douglas "obsessed."



Founder and CEO of selar  
Website - [selar.com](http://selar.com)  
Twitter (X) - [kendysond](#)

### Pivotal Decisions and Turning Points

The road to Selar's success hasn't been smooth. Douglas has faced challenges that could have derailed the journey, but he remained steadfast through pivotal decisions and defining moments.

#### Deciding Not to Raise Early:

"We had interest from investors, but I didn't want to build a business based on investor timelines," Douglas recalls. It felt slower initially, but it gave Selar control and freedom, key reasons why the company remains profitable today.

#### Giving It One More Year:

By 2020, Douglas was ready to close the chapter on Selar. But something told him to give it one more year. That decision proved life-changing.

"The COVID-19 pandemic shifted how people valued online skills, and we were perfectly positioned to deliver value." After five years of preparation, Selar met its moment, and everything took off.

#### Focusing on User-Centric Development:

"At Selar, we don't chase shiny features. We build what our users need. If someone's stuck, we create a solution that unblocks them," Douglas emphasizes. Listening to customers and shipping fast, even imperfectly, has been key to keeping the platform relevant and trusted.

## The Principles Behind Selar

Three core principles guide Selar's approach to sustainability:

- 1 **Be Useful First:** "We don't build features to look cool. Every feature exists because someone needed it to solve a problem."
  - 2 **Make It Stupid Simple:** "If my aunt can't use it, it's too complex. Simplicity is the ultimate sophistication."
  - 3 **Don't Chase Scale at the Cost of Soul:** "We'd rather grow slowly and keep trust than explode and lose who we are. Sustainability isn't about being noticed; it's about being needed."
- For Douglas, building with purpose means listening obsessively to users, pricing fairly, and focusing on

## Lessons for Aspiring Entrepreneurs

When asked about advice for those just starting, Douglas is clear:

"Start small, but start."

He often talks about the cumulative effect of work, explaining how every effort adds up to something significant over time. "Most people overthink the first version of their idea. But you don't need 10 features or a perfect plan. You need something that works for one person."

He also emphasizes the importance of momentum:

"Some days will feel amazing, others will suck. But if you keep showing up, the work will compound."

And one truth he wishes he'd learned earlier?

"People don't buy what you do. They buy how clear you are about what you do."

That clarity shapes everything, your product, pitch, and pricing.

## Selar Today

Today, Selar stands as a beacon for African creators and entrepreneurs. It's more than a platform; it's a movement that empowers people to sell their knowledge and skills with ease.

Douglas Kendyson's story is a testament to the power of persistence, purpose, and putting people first. By starting small, staying focused, and never losing sight of the mission, he's turned a simple project into a transformative tool for creative freedom and economic empowerment.

## REALITY CHECK

Ever had to put aside what you loved doing to focus on what your business really needed?

I once had to make a tough decision: stepping away from my role as a full-time web development instructor. Teaching was something I deeply loved, but over time, I noticed a recurring issue, most of my students weren't applying their skills to create real-world projects or make an impact.

It became clear that while teaching was fulfilling, it wasn't solving the bigger problem. To truly empower others, I needed to create systems that made building and creating accessible to anyone. That's why I shifted my focus to platforms like FlexSiteBuilder.com, a no-code solution for easy website creation.

This decision wasn't easy, but it allowed me to go beyond teaching skills to building tools that drive lasting change. Sometimes, stepping away from what you love is necessary to focus on what your vision truly needs.



By  
**Michael Orji**  
Software Developer  
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## Dear Creator,

When you first stepped into this space, you probably weren't sure where the journey would lead. Maybe, like me, you started with a simple goal: to share knowledge, tell your story, or offer value. I started creating content in 2020 to share my experiences as a social media manager and graphics designer. At first, it felt small. But then, the messages started coming.

DMs from creators and business owners telling me how much my content inspired them. That feedback? It changed everything. It wasn't just about posting anymore, it was about impact. From that moment, I realized I wasn't just creating content; I was creating change.

### Your Growth:

Growth in this space isn't always about going viral. It's about showing up intentionally, prioritizing value over vanity metrics, and staying consistent, even when it's hard.

For me, three things have been key:

#### 1. Creating beyond trends.

Trends fade, but purpose-driven content endures.

#### 2. Consistency.

Not every day will feel exciting, but I treat this work as my job, not a side hustle. I show up whether I feel like it or not because this is my calling.

#### 3. Putting God first.

Every decision I make, from content ideas to brand collaborations, starts with prayer. I've seen God take the smallest concepts and breathe life into them, turning them into something far bigger than I imagined.

### Your Challenges:

Being a creator in Nigeria comes with unique challenges. For me, the biggest hurdle has been breaking into international spaces. Many global brands don't prioritize our market. I've been turned down countless times, not because my work lacked quality, but because of my location.

I almost gave up. But here's what kept me going: I knew it wasn't impossible. I stayed consistent, refined my craft, and positioned myself as someone who belonged in those rooms. Eventually, one door

opened. I gave it everything I had, and that door led to others.

**Here's the truth:** you'll face rejection. You'll hear "no" when you were hoping for "yes." Don't let it define you. Keep showing up better each time.

### Your Turning Point:

If I could start over, I'd do one thing differently: create with intention from day one.

In the beginning, I got caught up in chasing numbers—likes, followers, going viral. Looking back, I realize that what truly matters is building a real community. Speak directly to your people. Nurture your audience. Grow a brand, not just a page.

The creators who stand the test of time are the ones who focus on clarity and impact. Your people will find you when you show up authentically.

### Your Advice:

Dear Creator, embrace your process.

Don't rush to become "the go-to creator" overnight. There's power in your becoming season, even if it feels slow or invisible. This is the time where you refine your voice, your message, and your resilience. When things take off and trust me, they will, you'll be grateful you built depth, not just visibility. So keep showing up, keep honing your craft, and trust your journey.

We're all rooting for you.

Warmly,

**Olamide**



Hi, I'm **Olamide**. I am a tech content creator and influencer. I share practical tips on filming, editing, content strategy, and brand positioning, with a growing community across Instagram and TikTok.

Find me on Instagram and TikTok @themediaanswer

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## Dear Founders,

Every great idea begins with a question, a curiosity that refuses to let go. For me, that question was: Why do amazing moments from events often go unseen? As a creative and someone deeply involved in events, I noticed how many beautiful memories were lost, stuck on camera rolls, or scattered across devices. It wasn't just an inconvenience; it was a missed opportunity for connection. I wanted to solve that. I wanted to create something that would make those memories accessible to everyone, organizers, attendees, and everyone in between.

The first time FotoPool came alive at an event, I saw what we were building. Watching people light up as they scrolled through photos they'd never seen before; photos that captured the essence of the day, showed me this was more than software. It was about preserving joy, celebrating moments, and creating legacies.

### The Problem

Here's the thing: events are all about experiences. But what happens after the lights dim and the crowd disperses? Where do those moments go?

Event organizers pour weeks into planning an unforgettable day, yet there's often no central place to collect the media that tells the story. Guests take hundreds of photos, but those images rarely see the light of day. This disconnect bothered me deeply. FotoPool became my way of closing that gap, turning fragmented memories into a unified story. Over time, I realized we weren't just solving a photo-sharing problem; we were tackling something much bigger: how people remember.

We're not just building a platform, we're building a way to preserve joy and bring structure to the chaos of event media.

### The Growth

To anyone who feels stuck or like progress is elusive, let me tell you this: Build for legacy, not applause. There were seasons when FotoPool felt stagnant; no funding, no press, no obvious signs of growth. Those moments tested me. But I've learned that meaningful things often grow slowly, in silence. My role wasn't to force outcomes but to keep showing up, doing the work, and trusting the timing.

Consistency may not look glamorous, but that's where the breakthroughs happen. It's the invisible work that paves the way for visible success.

### The Shift

For me, a major turning point came when I became a father.

It changed everything; how I see time, energy, and what truly matters. Suddenly, "hustle culture" lost its appeal. I no longer wanted to build at the expense of my life; I wanted to build alongside it.

Now, I lead from a place of wholeness, not pressure. My work has become an extension of who I am, not something that takes away from my life.

### The System

As a founder, chaos can feel like the default setting. But I've found my anchors: stillness and structure.

Every morning starts with quiet prayer, journaling, or just sitting in silence. It's a reminder that my worth isn't tied to how much I accomplish. From there, I lean on simple systems: weekly planning, time-blocking, and intentional low-stimulation evenings to protect my creative energy.

When things get overwhelming, I ask myself one question: What really matters right now? That clarity helps me tune out the noise and focus on what truly moves the needle.

### Dear Founder,

You're building something that matters, don't forget that.

The journey will have its quiet seasons, its doubts, and its delays. But those moments are part of the process. The breakthroughs are waiting, not in the noise, but in the quiet work you do when no one is watching.

Build for legacy, not applause. Preserve your joy. Protect your energy. And never lose sight of why you started.

We're rooting for you.

Warmly,

**Oladimeji Ajegbile**



Hi, I am **Oladimeji Ajegbile**

The **CEO** and **Co-founder** of **FotoPool**, an event management and photo-sharing platform that helps organizers and guests seamlessly collect and share memories. He is also a UX consultant, storyteller, and host of the Figuring Life Out podcast.

Find me on all platforms **@diimejii**

## Dear Builder,

Every entrepreneurial journey begins with a realization, a moment when the pieces align, and you see a gap waiting to be filled. For me, it was the innate desire to capture the value I had created for others after nearly 15 years in banking and fintech. I had worked behind the scenes, helping shape solutions and strategies, but I felt the urge to create something of my own.

However, the decision to step into entrepreneurship wasn't taken lightly. I knew that if I was going to commit to building something, it had to matter. It needed to solve a significant problem, have the potential for meaningful impact, and, just as importantly, be something I'd enjoy.

That's how Yyenza was born. Together with a group of friends who share the same passion and vision, we built this venture from the ground up. Having a team as committed as I am has been a constant source of motivation. Seeing our initial successes further strengthens our resolve, reminding us that while tough days lie ahead, the future holds incredible promise.

### The Problem

At its core, entrepreneurship is about solving problems that matter. For Yyenza, the problem was clear: the remittance process was failing both the senders and the merchants who facilitated the transactions.

Our research revealed a stark reality: many immigrants face urgent requests or personal needs from loved ones back home but don't have the financial flexibility to send funds until payday. Traditional solutions like credit cards came with high fees and slow processing times, creating a dual challenge for senders and remittance companies.

Yyenza's Send Now, Pay Later (SNPL) model was our answer. By allowing instant transfers with flexible payment options, we're bridging cash flow gaps for underserved immigrants while unlocking new revenue for remittance companies. It's more than just a product, it's a lifeline, providing immigrants the means to support their families when it matters most.

### The Growth

Building a business, especially in fintech, is about strategy and focus. Success begins with understanding your customer, what they need, where the value lies, and how the industry operates.

For us, this meant navigating the complex world of regulators, understanding market dynamics, and identifying opportunities in emerging sectors. In the nascent Buy Now, Pay Later space, we capitalized on the lack of stringent regulations in many markets for our go-to-market strategy.

But the most critical factor in our growth has been our team. From the start, we prioritized building a strong, skilled team that believes in Yyenza's mission. We know early traction is key to attracting capital, and that's where we've focused our energy, showing results, step by step.

### The System

As founders, consistency and discipline are non-negotiable. For me, this means structuring my day around habits that keep me sharp and aligned with my goals.

Every day, I dedicate time to reading business insights, going to the gym to recharge physically, and collaborating with my team to set and achieve goals. These habits keep me grounded and focused on what truly matters: the outcome.



Hi, I'm **Seun**. I've spent over 15 years in the financial services industry, with the last 7 years at the C-Suite level. Since 2019, I've run two different fintech companies before co-founding Yyenza with four incredible partners. I'm passionate about Artificial Intelligence (AI) and building early-stage tech companies that help millions improve their financial lives every day. Connect With Me on LinkedIn - **Seun Oyediran**

At Yenza, that outcome is clear. We're not just building a product; we're creating a solution that serves as a lifeline for nearly 2 billion people who depend on diaspora remittances. It's this impact, the knowledge that we're making a difference in people's lives, that fuels my drive every day.

### The Advice

Dear founder, here's the truth: passion and expertise are your greatest assets. If you're building something, make sure it's in a space where you have deep insights that others might overlook. Your ability to spot hidden opportunities can set you apart.

But don't go it alone. Seek mentorship, surround yourself with a supportive community, and understand the power of delegation. Focus on what you do best, and bring in experts to handle the rest. Building a strong structure early on will save you countless headaches as you grow. Most importantly, look for partners who share your vision. Many businesses struggle because they're led by solo entrepreneurs trying to do it all.

Collaboration isn't just a strategy, it's a superpower. And always remember: you are the ambassador of your brand. Everywhere you go, everything you do, you're representing your vision. Lead with clarity, confidence, and conviction, and the world will take notice.

Rooting for your success,

**Seun Oyediran**

## REALITY CHECK



By

**Treasure Onoriode**

(Lead Strategist,  
The Creative Beacon Media)

Instagram -  
[@thecreativebeaconmedia](https://www.instagram.com/thecreativebeaconmedia)

A lesson you learned the hard way that you wish someone had told you earlier.

One hard lesson I've learned is that passion and skill don't always guarantee the respect you deserve. I've poured my heart into work, only to feel undervalued and unappreciated.

I wish someone had told me sooner that structure isn't optional, it's essential. Boundaries aren't about pride but about protecting your peace. Walking away from draining situations, no matter how promising they seem, is sometimes the best decision.

Today, I'm learning to give myself the same energy I invest in others. With peace and clarity as my priorities, I'm building a life and career rooted in growth, one boundary at a time.

## Dear Builders,

### Why Marketing Matters More Than Ever

In today's fast-evolving digital world, marketing isn't just a tool; it's the heartbeat of staying relevant and evergreen. Think about brands like Coca-Cola, which have been around for decades yet continue to dominate. How? Through consistent, innovative marketing. Remember when Coke started personalizing bottles with people's names? It wasn't just clever, it kept them top of mind for their audience.

Marketing today isn't solely about selling. It's about presence. Your online presence must be dynamic, from an optimized website that adapts to SEO standards to engaging campaigns that capture fleeting attention spans. Staying ahead of the curve ensures you remain competitive in a world where attention is the ultimate currency.

### The Power of Systems and Strategy

One of the most impactful things I've implemented at Sarmlife is standard operating procedures (SOPs). They aren't flashy, but they've been transformative. SOPs ensure we consistently deliver value to clients, even if a team member isn't available. This consistency builds trust, fosters loyalty, and keeps referrals flowing.

On the strategy side, one game-changer has been investing in professional ad management. Running highly targeted ads with a seasoned expert has helped us grow our visibility strategically. It's not about throwing money at random campaigns; it's about bringing in the right audience, people genuinely interested in our services.

### Debunking Marketing Myths

Let's address two persistent myths: "blogging is dead" and "SEO no longer matters." Both are far from the truth. Search engines like Google and Bing thrive on blog content, and SEO is simply evolving, not dying.

At Sarmlife, we're adapting to the rise of AI by positioning our clients' content to be included in AI outputs and summaries. Evolution is key, those who adapt stay ahead. Blogging and SEO are still powerful tools for visibility and authority; the key is to embrace the shift and align with the current landscape.

### Avoiding Common Mistakes

One critical misstep I often see is neglecting a professional website early on. Social media might

seem faster and more exciting, but it's rented space. Your website is your digital home, one that no algorithm change or outage can take away from you.

Your website builds long-term trust and provides a foundation for SEO. It works for you 24/7, even when life demands you step back. Start early, invest in it consistently, and let it become the cornerstone of your marketing strategy.

### The Underrated Mindset Shift

In 2021, I made a bold decision: I invested over \$3,000 in a business coach while still saving for pharmacy school. It was scary, but it was transformative. That investment taught me to price services based on value, not fear. It gave me the confidence to scale Sarmlife and pursue opportunities I once hesitated to chase.

And here's something unconventional but undeniably true: faith is central to our business. For me and the team at Sarmlife, there's no separation between faith and work. God has opened doors marketing couldn't. That's our truth, and it's been a cornerstone of our success.

### To Fellow Builders

Embrace growth. Stay adaptable. And never underestimate the power of strategy, consistency, and faith—however that looks for you. Marketing isn't just about tools and tactics; it's about building connections and creating impact.

Rooting for your success,

### Ruth of SARMLife



Hi, I'm **Ruth**, and I'm building **SARMLIFE**, a digital marketing organization with a proven track record of driving organic traffic, enhancing search visibility, boosting conversions, and training the next generation of digital marketers. Our vision is to help your brand transcend generations; just like Apple, Samsung, and Amazon, while empowering you to build generational wealth!

Website: [www.sarmlife.com](http://www.sarmlife.com)  
Email: [hello@sarmlife.com](mailto:hello@sarmlife.com)  
Phone: +2349163784758

## Dear Marketers,

### Why Marketing Matters More Than Ever

Because attention is the new currency, and marketing is how you earn it! In today's digital world, where people are bombarded with hundreds of messages at once, your business needs to stand out with clarity, emotion, and intention, or risk being lost in the noise.

**Here's the truth:** People don't just buy what you sell; they buy how it makes them feel. Marketing is no longer about throwing offers out and hoping someone bites. It's about **connection, trust, and storytelling**. It's strategy infused with soul, showing your audience that you truly see them. Nail this, and you win every time.

### Debunking Marketing Myths

The biggest myth?

"Marketing is just about posting consistently."

No, it's not. Marketing is strategic communication that drives action. You can post daily and still not make sales if your messaging, offer, or delivery isn't on point.

Effective marketing requires planning, emotional intelligence, and deep understanding of your audience. It's not about talking at people but teaching them to see the value in what you do. You're not just posting; you're positioning.

### A Strategy That Made the Difference

One of the most impactful strategies I've used is taking my audience along the journey of my launches.

Instead of just announcing a product, I bring people behind the scenes, sharing stories, updates, milestones, setbacks, and comebacks. This transforms a launch into a shared experience, where your audience doesn't just watch but feels part of the process.

When launching becomes a movement instead of just a moment, the connection you create is unparalleled.

### Avoiding Common Marketing Mistakes

One mistake I see too often?

Waiting until everything is perfect before showing up.

So many business owners only start marketing when their product is ready or when they're "launching soon." But marketing isn't a destination, it's a journey. You have to start building demand long before the product is complete.

Treat marketing like a relationship. Speak up even when it's messy. Share your progress, your lessons, your journey. By the time you're ready to launch, your audience will already be rooting for you.

### An Underrated Mindset Shift

This one shift changed everything for me:

You are not your product. You are your message. Yes, your product is what people pay for, but your message, your values, and your presence are what make people trust you.

Don't obsess over perfect packaging or aesthetics (though important)—obsess over how your message makes people feel. Effective marketing doesn't start with, "What am I selling?" but with, "Who am I helping?" and "How can I make them feel seen?"

### To Fellow Marketers

Stop hiding your ideas. Show up boldly, with clarity and strategy. Start treating your marketing like the powerful relationship-builder it is—not just a tool for transactions.

The future is ours to build intentionally. Let's make it happen.

Let's build the future intentionally!

### Tumi



Hi, I'm **Tumi**.

I'm a passionate business and marketing strategist dedicated to helping entrepreneurs launch and sell out intentionally.

I'm known for breaking down marketing in a simple, clear way that delivers real results. Through my content and programs, I empower business owners to show up boldly and turn their ideas into income.

Instagram:  
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# REALITY CHECK



By **Emeka Nnaji**,  
(Leather Craftsman)

Tiktok  
**@d.lights\_learthers**  
WhatsApp:  
**09039290242**

One thing you had to leave behind in your business journey to move forward

When I started D.Light's Leathers, I believed doing everything myself was the only way to maintain quality. I was the designer, marketer, and even the cleaner. But as my dream grew, so did the weight I carried. I was exhausted and stuck in survival mode, leaving no room to innovate or plan.

Realizing this mindset was holding me back, I chose to delegate. I trained and trusted others to share the vision. Letting go wasn't easy, but it unlocked growth—for my team, my business, and myself.

Leadership isn't about control; it's about empowering others. That shift transformed my brand and allowed me to focus on building something bigger than myself.

I'm building a life and career rooted in growth, one boundary at a time.

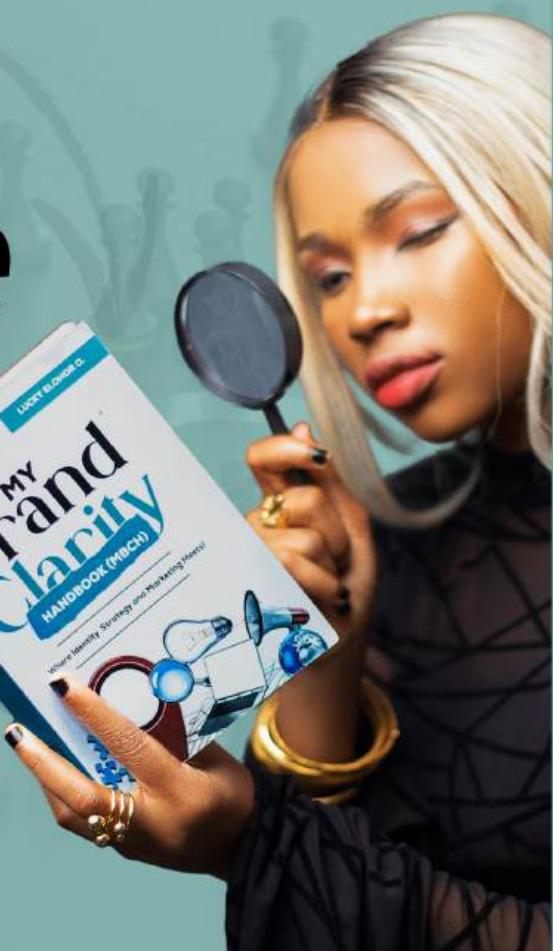
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## WHAT WORKED, WHAT DIDN'T

### Queen Joy Ebere's Journey to Balancing Feminine Grace and Entrepreneurship

As a beauty queen, I've always carried myself with feminine grace and class that others admired. Over time, I realized that many women struggled to balance entrepreneurship with sophistication. So, I dedicated myself to teaching women how to remain refined while creating wealth. It's been fulfilling to help women embrace both worlds without compromising their elegance.

#### WHAT WORKED

##### **My Lifestyle as a Strategy:**

My life has been my blueprint for success. I've balanced being a sought-after model, a successful author (selling over 500 copies of my self-published book in one month), and an entrepreneur, all while maintaining my youthful energy and grace. This lifestyle has become a strategy in itself.

##### **Collaborative Marketing:**

Partnering with clients after their training to teach other women has been a powerful strategy. It allows me to spread the message of sophistication, recruit new clients, and create impact, all while generating income. It's the perfect blend of changing the world and getting paid for it.

##### **Referrals and Transformation:**

The moments when my clients refer their friends or family to me are incredibly rewarding. Seeing their personal and professional growth, whether it's speaking at events with confidence or attracting new clients effortlessly, reinforces that I'm making a real difference.

#### WHAT DIDN'T WORK

##### **The Conversion Challenge:**

At the start, I struggled with getting clients to pay for my services. Many women wanted the glow and growth but were unwilling to make the sacrifices. It took time to build a clientele willing to invest in their transformation.

##### **What Surprised Me:**

Even the wealthiest women need coaching. As young as I am, I've had prominent figures on my client list, women I'd typically call "ma." It's been both humbling and honorable to guide them through their journey of embracing feminine sophistication in entrepreneurship.



#### Queen Joy's Lessons for Entrepreneurs:

One thing I would love other entrepreneurs or personal branding coaches to learn is that we actually don't have it all figured out. We are all literally doing life for the first time and should learn to give ourselves grace; grace to ourselves, grace to our clients, and grace to everyone around us.

One mistake they should also avoid is belittling any client or believing that the job ends where their money stops. Build relationships with your clients and make them family.

Balancing feminine grace with entrepreneurship isn't just about success; it's about creating meaningful impact and relationships. And that's the legacy I hope to leave behind.

**Queen Ebere Joy Ekekwe** is a personal branding coach, best selling author and entrepreneur who help women build wealth while maintaining their feminine sophistication. Instagram - [@eberejoy\\_\\_](#)

# REALITY CHECK

The most “out-there” (unconventional) thing you’ve ever tried in your business

For almost 10 years, I ran my Computer Digital Services Consultancy Agency within a school environment, enjoying steady cash flow but feeling stuck with no real growth. I realized that trying to do it all alone was holding me back.

In a bold and unconventional move, I invited a trusted friend to co-run the business. Initially, I put him on a salary, but that decision backfired, pushing me into debt. After rethinking my approach, I allowed him to run his own business alongside mine in the same space.

It was a risky shift, but it paid off. While my finances took a hit at first, I gained something invaluable, freedom. With the office running smoothly under his care, I could step into real estate, attend seminars, and explore new opportunities.

That leap taught me a critical lesson: growth often requires letting go of control and embracing collaboration. Today, I’m expanding my horizons, and the business is thriving, a win-win born out of an unconventional decision



By  
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# MEET THE G.R.O.W. CONFERENCE 2025 SPEAKERS, KEYNOTES, PANELIST



**Lucky Elohor O.**  
Covener of the G.R.O.W.  
Conference



**Triciabiz**  
MD of Ziba Beach Resort  
and Global Speaker



**Lucie Ekong**  
Special Assistant to the Akwa Ibom  
State Governor on Data Warehousing  
and Artificial Intelligence



**Fifi George**  
Award-Winning Young Leader,  
Activist, and Global Change  
Maker



**Carol Mwende**  
Mental health Advocate



**Yai Haddy**  
Business Strategist, Launch  
Expert, and Creative Director



**Joshua Mba**  
Marketing Automation Expert  
and Co-founder of Selzo



**Dr. Malik  
Haruna King**  
Medical Doctor and Digital  
Marketing Consultant



**Douglas Kendyson**  
Founder and CEO of Selar.com



**Tosan Etiwe**  
Co-founder of Spikk, Tech  
Entrepreneur and Product Leader



**Ivie Temitayo  
Ibitoye**  
Talent Development Strategist, &  
Head of Employee Relations



**Joyce Daniels**  
Queen of Talk and Public  
Speaking Strategist



**Freda Anyanwu**  
Africa Director, Global AI Council  
and Founder of EBH Africa



**Precious O'Dahunsi**  
Product Marketing Manager



**Lydia George**  
Head of Socials and Media at Selar



## WHAT AM I BUILDING?

### The RedRush Drinks Story

#### What Inspired You to Build RedRush Drinks?

RedRush was born out of a passion to reintroduce zobo in a way that felt both familiar and exciting. I wanted to take a beloved traditional drink and elevate it, packaging it with pride, quality, and a lifestyle people could connect with. What started as a small batch experiment quickly became a movement. Over the years, the vision has grown: from just offering a drink to building a brand that represents culture, creativity, and community.



#### Oyindamola

Founder of Redrush Drinks. We provide an alternative to fizzy drinks and help women make money from the comfort of their home just by selling zobo drink

Instagram - [@redrushdrinks](#)

#### Blending Tradition with Trend

Zobo is a traditional drink, but RedRush feels modern and innovative because we blend tradition with trend. By staying rooted in heritage while embracing innovation, through sleek packaging, exciting variants, creative storytelling, and a strong online presence, we've created a product that resonates across generations. Quality, consistency, and customer experience are at the heart of everything we do. RedRush isn't just a drink, it's an experience.

#### A Defining Challenge: Staying the Course

A few years ago, during a critical sales period in December, we faced a major setback. We unknowingly bought bad zobo leaves that had been repackaged after use. The resulting product was watery, inconsistent, and below our usual standard. Unfortunately, I wasn't at the factory to supervise production, and the team, unaware of the issue, went ahead with packaging and deliveries.

The result? We lost many first-time customers, and it was a hard pill to swallow. But from that low point came a turning point. I hired a production manager, introduced strict SOPs, and became more present during production. That mistake reshaped how we operate, and it strengthened our resolve to never compromise on quality again.

#### Building with Purpose

At its core, RedRush is built on three pillars: community feedback, strong distributor relationships, and internal discipline. We actively listen to our customers, engage in taste testing, and ensure our branding is consistent across all touchpoints. Our partnerships with event planners, retailers, and influencers are carefully curated to reflect our bold, Afrocentric, and premium identity.

#### Looking Ahead: A Legacy in the Making

This year's G.R.O.W. Conference theme, "What Am I Building?" perfectly captures the future I envision for RedRush. I'm building more than a drink; I'm building a legacy. I see RedRush as a global reference for African beverages, proudly made and celebrated worldwide.

Our mission extends beyond our product. We aim to create opportunities for local producers, offer employment, and ignite innovation in the agro-processing space. RedRush is a testament to what homegrown excellence can achieve, a brand that turns local into legendary.

#### Final Thoughts

RedRush represents growth, resilience, and the power of vision. It's not just about creating a product; it's about building something that inspires, uplifts, and endures. What am I building? I'm building proof that African excellence can compete, and win on any stage.

# REALITY CHECK



By

**Chidinma  
Princess Nwatu**  
(The Revolutionary  
Educator: Helping busy  
professionals learn  
smarter, not harder)

LinkedIn  
**Nwatu Chidinma**

When you hit a wall in your business, what did you do to get unstuck?  
In July 2024,

I was living the hustle culture dream; chasing ambitious goals, sticking to strict routines, and constantly pushing myself. Growth was my mantra, and I prided myself on embodying it. But then, everything fell apart.

The drive that once fueled me became my undoing. I lost my rhythm, my passion, and even myself. For three months, I was in a slump, disconnected from the things I once loved, questioning my purpose. Through introspection, prayer, and honest conversations with trusted people, I realized my obsession with outcomes had robbed me of the joy in the journey. I wasn't just striving for success, I was suffocating under it.

In December, I made a pivotal decision to let go of the "do or die" mentality. I started small, took baby steps, and rediscovered the joy in the process.

Now, whenever that old pressure creeps in, I pause. I rest, do what I love, and reflect on how far I've come. Only then do I return, refreshed and ready to show up as the superhero I've always been.

Growth isn't a sprint; it's a dance between effort and grace. And now, I choose to move with joy.

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# HOW TO BE SEEN AND HEARD:

## The Audacity Roadmap.

Audacity isn't just boldness, it's the art of showing up, pushing boundaries, and creating meaningful impact. It's about having the courage to step out, even when the odds feel stacked against you. To be seen and heard in today's crowded world, you need more than skill or ambition; you need a roadmap. Here's how to embrace audacity and make your voice resonate.



Lucky Elohor O.

@digitalcreatorchic\_

### 1. Care More About People Than Products

At the foundation of audacity is empathy. Successful people and brands don't just sell products, they solve problems and deliver experiences. Audacity means shifting your focus from transactions to transformation. Ask yourself:

- How can I serve my audience in a way that leaves a lasting impact?
- What feelings do I want to evoke with my work?

Think of brands like Coca-Cola, they don't just sell soda; they sell joy, nostalgia, and connection. Likewise, your mission must be rooted in how you make people feel, not just what you give them. It is this care for people beyond the services I was offering that birthed the G.R.O.W. Conference. I wanted to do more than just offer my service and get paid. I mean, life can be way more than that.

### 2. Embrace Fear and Do It Anyway

Fear doesn't disqualify you; it humanizes you. Audacity isn't about waiting for fear to vanish, it's about moving forward despite it.

Here's the thing: fear often masks opportunity. The moments that scare us the most are often the ones that matter the most. Whether it's pitching an idea, asking for help, or stepping into a new arena, audacity requires you to act, even when uncertainty lingers.

I remember the first time I wanted to host the G.R.O.W. Conference physically in Lagos, Nigeria. I was terrified that everything could go wrong, and I almost chickened out. Eventually, even with the fear, I went online, searched for a hall, ordered an Uber, went to the venue, made the first deposit of N800,000, and then went home, overwhelmed with fear about what was next.

Every step scared the hell out of me. Even on the morning of the event, I almost didn't show up because of the fear that people wouldn't attend or things wouldn't go as planned. During the event, I panicked every two seconds, but my friends kept reminding me how proud they were of me and cheered me on. The highlight was when my mentor, Triciabiz, came unannounced despite her busy schedule just to support me.

From the moment the idea came to me until the very last second of the event, I fought through every fear.

#### I DID IT AFRAID, AND SO CAN YOU.

Remember also, that surrounding yourself with the right people can help you with the courage and fire you need to keep going despite the fear. That is why we created the G.R.O.W. Network, an ecosystem that supports and empowers young people to do amazing work and be the best version of themselves that they can ever be.

You should be in this network if you haven't already joined - Visit [thegrownetwork.co](http://thegrownetwork.co)

### 3. Create Your Own Opportunities

Audacity is proactive. If no one is giving you a platform, build your own. If you're not getting the visibility you need, make your presence impossible to ignore.

- Want to speak? Start a podcast, host an Instagram live, or organize a local event.
- Want to grow your skills? Offer your services for free or trade to gain experience and build a network.

When you create opportunities, you stop waiting for permission and start controlling your narrative.

I created the G.R.O.W. Conference initially because I wanted a stage but nobody gave it to me so I created my own opportunity and this has in turn become something way more than just an opportunity for myself but for a course much bigger than what I intended.

So, instead of stepping back because of a few Nos, step forward and ask yourself how these lessons that fuel your next steps for growth.

#### **4. Leave Your Comfort Zone**

Comfort zones are the antithesis of audacity. They keep you safe but stagnant. Growth happens when you stretch yourself, when you attend the event you're nervous about, launch the project you've been delaying, or take on a challenge that feels slightly out of reach.

**Example:** Hosting my first physical event in 2024 after years of virtual work, even when the logistics feel daunting, is the epitome of stepping out. It stretched me but I needed to do that in order to step into the next phase of growth. **Growth is not reserved**

**Mantra:** Progress doesn't come from comfort; it comes from courage.

#### **5. Ask for What You Want**

Audacity is the willingness to ask boldly. Whether it's asking for a partnership, a favor, or feedback, you must overcome the fear of rejection.

Sometimes, due to our upbringing and past experiences, many of us, including myself, struggle with asking for help or making requests. We fear the possibility of rejection, worry about being an inconvenience, or doubt whether it will work out. I was stuck in this cycle for a long time.

Even now, I still feel afraid to ask or take certain steps, but I ask anyway. For instance, sending DMs to every speaker and guest for the G.R.O.W. Conference has been one of the most challenging things I do each year, and I've been doing it for five years now. Yet, despite the fear, I still ask.

**AND GUESS WHAT?:** The only true failure is not trying. Every "no" you hear gets you closer to the "yes" that changes everything.

- Remember: people can only say "yes" or "no," but if you never ask, you'll never know.
- Don't assume the answer is "no" before you've even asked.

Audacity is sending the email, making the call, or walking into the room when others hesitate.

**SEND THAT DM TODAY, MAKE THAT REQUEST, APPLY FOR THAT PROJECT, ASK FOR THAT PROMOTION – just ask..**

#### **6. Invest in Yourself and Your Relationships**

To be heard and seen, you must first show up for yourself. This means investing in your growth, skills, and network.

- Pay for courses, mentorships, or events that align with your goals.
- Cultivate meaningful relationships, not just for what they can give you, but for how you can collaborate and grow together.

Audacity also means understanding that relationships are reciprocal. Be generous with your knowledge, time, and resources to build a community that amplifies your voice. Don't just build linear relationships; build relationships up, down, and sideways.

#### **7. Serve Your Way to Success**

True leadership is service. To be heard and seen, focus on giving value. This isn't just about helping those below you; it's about serving across all levels, your peers, mentors, and community.

- Serve with your expertise by mentoring others.
- Serve with your time by volunteering or contributing to causes that matter.
- Serve with your actions by leading by example.

Audacity isn't about shouting the loudest; it's about the quiet consistency of making a difference. True growth often comes from the impact you make, whether in your own life or in the lives of those around you.

#### **8. Start Before You're Ready**

Many people wait for the perfect moment to act, but audacity thrives in imperfection. No one was born ready. The more you stall, the more you overthink, make excuses, or procrastinate, and you may never end up doing anything. If you want to learn and improve, you must start now, even if your vision feels incomplete. How will it ever become complete if you don't begin by putting the first few pieces together?

- Take the messy first step.
- Learn as you go.
- Trust that clarity will come through action, not before it.

Audacity is the courage to begin when others hesitate.

### 9. Make Yourself Impossible to Ignore

In a world of noise, audacity means standing out. This doesn't require being louder, it requires being intentional. Craft your narrative, show your authenticity, and ensure your message resonates.

- Be consistent in your messaging and values.
- Share your story boldly, whether it's a success, failure, or lesson learned.

Audacity is about showing up so fully and authentically that people can't help but notice you. Just be yourself. I have lots of energy, some people think I'm too loud. I respond to every message, no matter how long it takes or how insignificant it might seem. I show up as my true self and do what makes me feel fulfilled and genuinely happy. I don't try to be anyone else.

I remember after my classes, people often share feedback about how they enjoy the sessions being fun, impactful, and practical. No matter where I find myself, I always strive to stay valuable in any way I can. That's how you become impossible to ignore.

### 10. Build for Impact, Not Just Success

Audacity isn't just about achieving personal milestones, it's about leaving a legacy. Build something that serves others, challenges norms, and inspires change.

- Whether it's a product, a platform, or a personal brand, ensure it's aligned with your purpose.

- Focus on impact over applause. Success is fleeting; significance endures.

To do this, there are sacrifices you must make as well. A little sleepless nights here and there, juggling what pays you and the one you love for a while, making tough decisions and so much more. Audacity requires discipline and commitments as well.

### Final Thought: Audacity as a Lifestyle

To be seen and heard, you must live audaciously. This means embracing courage, pushing boundaries, and showing up fully every day, even when you don't feel like it—while also recognizing when to rest and recharge. Audacity also isn't about waiting for opportunities; it's about creating them."

Ask yourself:

- What am I building?
- Who am I serving?
- How am I showing up with audacity today?

Because at the end of the day, audacity isn't just a roadmap, it's the way to a life of purpose, impact, and fulfillment.

## REALITY CHECK

A moment when you realized you had to change how you were doing things

For years, I explored the online space; web development, graphic design, data analysis, copywriting, you name it. Each time, I'd quit after a month, feeling unfulfilled and frustrated.

By the end of last year, I realized something had to change. Jumping from one skill to another wasn't working. I paused, reflected deeply, and assessed my strengths, values, and long-term vision.

That's when I found my true path: becoming a Virtual Assistant.

Five months in, I know I made the right choice. I'm growing, upskilling, and, for the first time, truly loving the journey. Sometimes, finding your way means stopping to recalibrate, and I'm so glad I did.



By  
**Nnoli  
Onyinye Juliet**  
(VA and Content  
Support Partner)

# MEET THE **TEAM**

## WHO MADE IT ALL HAPPEN



**LUCKY ELOHOR**  
Convener



**COMFORT ABAHI**  
Project Manager



**PRECIOUS GREG**  
MC/Host



**TREASURE**  
MC/Host



**AJIRI OKORIBE**  
Facilitator



**ALFRED GENIUS**  
RedCarpet Host



**PATIENCE**  
Community



**BLESSING**  
Community



**DAMI**  
Community



**OLAWUNI-FANEYE**  
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