

How to Raise Small Funds Easily for that idea, Business, Course, Exam or what have you

Hello My Friend,

It's Akin Emmanuel here with a smile

You picked up this material because you really need to see how I can help you raise the money you are looking for to start what you want to start.

I know it's very frustrating when you see a big opportunity stare you in the face and most times pass you by just because you don't have the financial capacity to leverage on it. Especially a very big opportunity like the 72iG implementation program which at the moment is N40,000.

Well, I can solve that for you today.

With the little tip I'll share in this note, you should be able to raise your funds in less than a week.

Why am I this confident?

Not only because I used it but because I have equally helped others who have successfully and surprisingly raised more than what they set out for in few days.

The latest I helped got his fund (N40k) in less than 7 hours!

In fact, one of my students and colleague called it a 'Magic Formula' .

Well, it is not magic, it's just something very common that many of us either overlook it or don't

just want to stress ourselves to go the length.

Now what is this strategy?

When it comes to raising funds for a business endeavour, there are several methods, techniques to use. Which involves loans, royalty, partnership etc. Many of them are very complex.

I'm not going to talk about that here. May be in the ebook on fund raising that I'm preparing, I'll share the details.

In this short note, I want to just pick out one smart way that is already known to you and will help you raise the money you need

Now, it's a shade of crowd funding but with a more limited scope.

Your Family and friends!

So I can call it FFF or CCF

FFF meaning Family & Friends Funding while

CCF means Close Circle Funding

The Truth is the first set of people to look to in life to help you get started in anything are those in your close circle, your family and friends.

Those who look out for you and will always root for you. Some will 'break their head' for you.

But the problem is many don't know how to engage these folks to enlist their help where necessary, so they either do it the wrong way and spoil a good relationship or step back from

attempting so as not to soil the relationship. Well, either way... You loose

That's why I want to show you a proper way to engage them.

Now let me point out three things that I've discovered will make people give you their money. In fact, in some cases, some will look for the money for you while some may give it to you as their last card.

I have that experience where I was planning to register for a Copywriting program. The cost was in dollars. I had some funds but not enough. What I needed to complete the registration when converted to Naira was N9700. I reached out to a close relative who didn't waste a second to send it to me. He sent 10k. And immediately sent me a screenshot of his balance. In his words, "Na my last change be dat o, abeg use am well". Mehn, that spurred me to be more serious and today he is very happy. This happened during the lockdown period.

I said that to prove to you that people can give you money in any circumstance. Only if you give them a good reason to.

So SOME THINGS THAT WILL MAKE PEOPLE SUPPORT YOU WITH FUNDS.

Let's look at it this way. What will make you give your support to someone?

I can list a few and I am sure I will be correct, you can come up with other valid points I may not mention. Please share them with me later.

So 1. You know that heroic feeling, "I was there for him"... Believe it or not, we all have it. You want to partake in something that will push someone to another level. That Joy that you got to do it for your person is everything for some of us.

2. You want to support something reasonable. Like not just reasonable to that person, but reasonable to you.

So most times, if you can't find the sense in it, you just push it aside and come up with 'good excuses' to exempt yourself. After all ,its not a worthy cause.

3. You want to support something that is legally and morally acceptable.

4. You want to support something that has a future

5. You will do your best to give to someone who is doing something he so believes in and is passionate about and it is very obvious.

Now the strategy is to find a way to incorporate all these expectations in your presentations when seeking for fund support from the word go.

Answer all the questions before they are asked.

Cross all the ts and dot all the is.

Each person is peculiar and you know what triggers each individual... Capitalize on it.

For instance, instead of telling your Dad you want to learn a business that will make you money (as a student) and you know he is not cut out for business (his mentality). Don't fight him, (you can't bend a broken crayfish). Why not tell him you are about to take a course that will both improve your performance and make you more marketable in worlds job market place.

If it is 72IG you are talking about for instance, what you have just said is the absolute truth. You only did not add the part where it makes you money. Let the results be the judge of that. There are several stands and opinions that it will take result to cancel.

Don't fight, get creative

Why are you asking for bone straight, bags, shoes on Christmas, ha ha. What you ask for shows how your people will perceive you joor.

So you have to know how to engage them such that you get what you're looking for

The Truth is

Some of your people have the money you are looking for. even more. You are looking for N40k. Your Dad has far more than N400k. But you are scared to ask because you don't want him to have another view of you. Well, you better try something now or continue your status quo... If you like the way things are

And your Dad's refusal is well justified because they have to be sure of you before they release some certain things to you.

Because how they perceive you will go a long way to how they will support you...

Remember, It's the same thing you would do too...

Na so life be. So think in the reality

So I repeat

Why asking for other stuffs when you know you need money for something very important?

For you who wants to register for 72iG, You don't have to tell them it's affiliate marketing if you know they may never understand

Another way... Is to tell them you want to register for a Digital Marketing Program that will boost your skills and resume and make you hot cake. I have mentioned this above.

Mention the worth and the timeline of payment and introduce the element of the fear of missing out

The course is worth over 250k. So you tell them that and add that it's been sold at an all time low for 40k now... Will become 55k by so so and so date. Check the link to find that out

Show them you really need to take advantage of this

If you make your points well, you might end up getting a gift and not a loan

How to communicate this points..

Well, first and foremost...

1. Prepare your template.

That is your notes that show your clear presentation of thoughts.

2. Draw your list. How many persons do you want to send to. Stop trying to get 100k from 1 person. If it happens, fine. But don't go with that first.

N100k is actually N10 in 10 places. You have to find a way to factor in both your note and how you select those to help you.

So write out a list and attach to each name, the least you can get from them.

You may stop when your projected revenue is more than double what you really need.

3. Select the communication mode based on how you interact with the individual involved.

There are some people that it's a text they need.

Some calls, WhatsApp message, voice note, recorded video or video call. Choose the best depending on the person you're relating with but ensure you work with the same template.

Now, Let me give you a sample template.

I did this for someone... Not too long

When you read this

Tell me how you feel about it first

Assume you are the receiver

How did it make you feel?

Here is it

This is a WhatsApp message

URGENT!!! From Me

Hi Dear

Good Morning

If you're getting this letter, it means you're part of my very close circle that I have decided to reach out to on a very crucial need.

I am raising N200k for my digital business school while registration terminates on Wednesday, August 12th 2020. A weeks time.

This course is very important for me as it is worth over 1.5million naira in Value and I'm only opportuned to get it for far less via special links and most importantly, it has the potential to give me a major boost in business.

I really don't want to write much but I trust you firstly believe in me and also you get the message.

I just want to tell you I need your financial support. I sincerely desire joint support from here and there to make up the whole, so no figure is insignificant.

However, if you want to support on a loan basis, I am open to it it. Kindy talk to me to discuss repayment plan.

I'll furnish you with account detail upon your personal request

Thank you very much

Your Sister

Oluwaseun Precious Akinropo

Now how did you see that?

What did you observe? Did you see that it somehow captured most of the points earlier mentioned?

Yeah it did.

Now if you go ahead with this, you are good to go

But there is one more I have not shared to anyone... And I will add it here.

Let me call it 'HOW TO ASK FOR SUPPORT WITHOUT DIRECTLY ASKING'

This technique works like magic (grins widely).

It has worked for me well and big so I know the effect and can speak authoritatively about it.

Now listen.. This one is for a very select few people in your life. Maybe just One or Two persons like that.

They may not even be that close to you but they know you or are very close to someone you're close to. They are good people and hold you in high esteem.

Who are people like that?

It could even be your Dad, an Uncle/Aunt, your Mum's friend, your religious leader, a community leader, a well to do friend etc.

How do you approach these kind of people?

I will not explain much, I will just give a template.

Here is what my student Niyi did to request for funds from to register for his masters program 3 years ago. The person he was asking from is his senior friend who is a business owner and doing well. So I guided him on how to present his matter without appearing as a pest to the fellow.

The discussion went like this.

NIYI: Bros I salute o, how Abj na.

Friend: Hey Ny sup bro. What are you up to?,

NIYI: Bros I dey well oo..very well, in fact I've been studying immensely these days. My dreams are before me and they must be a reality.

F: what you studying for?

N: My masters program entry examination.

I bought past questions 5k. Been taking some tutorials online. Covering all grounds.

F: Great, when is the exam?

N: Not out yet, registration is not over yet, the exam date will be released thereafter but it should be two weeks after registration closes. Last year, they still opened it for an extra month. So we can't tell.

F: you have registered right?

N. Errm, well I haven't o. Still trying to gather the funds for the form.

F: haha, when is it closing?

N; in two weeks time.

F: how much is it?

N: N22,500 Sir.

F: ah ah, but why didn't you tell me na?

N: Erm Bros, you know I just wanted to try and sort it out. At least I have 3k now and I am looking to get it from one or two sources here and there. I don't want to disturb too much people. Besides School fees is still there when admission pulls through.

F: Come on Niyi... Stop it joor. When we get to that bridge, we will cross it. Send your acct now. I will send you 30k..cover all cost and go and pass this exam.

N: Wow! Bros!... I am in fact speechless.

Now some extra emphasis are mine but I'm sure you got the message.

As a matter of fact, a particular student who wanted to obtain this 72iG course in September did this and got N100k from her cousin abroad. She registered straight and diverted the balance to her fashion business.

This is something you know like I said, you do it almost all the time.

Now I'm just helping you to put it to proper perspective.

Did this help you?

Let me know.

I wish you all the best...

Looking to hear your testimonies soon, it will boost me to prepare the extended version of this work.

Thank You.

Your Coach

Akin Emmanuel