1. #facebookmarketing

I get this QUESTION everyday from BUSINESS OWNERS who use FACEBOOK to ADVERTISE

What DO I do?

FACEBOOK banned my AD account!!!

Please Help!!

Here’s what you can do right now…

1. Appeal to get your ad account back
2. Use a new advert account within your business manager
3. Create a new business manager
4. Borrow a family members Facebook profile if your Facebook profile and business manager have been restricted
5. Open and nurture a new Facebook profile

2 Free Facebook Marketing Training

Save N40, 000 naira…Now

Learn Facebook advertising on Udemy

The Complete Facebook Traffic Ads (Facebook PPC) Course 2021

<https://bit.ly/3juzY5n>

The coupon code has already been applied

To make it free for you…TODAY

Code expires soon…

Also after enrollment

I will advise you to download the udemy app,

Login

Then download the course there…

Why?

So that you can watch it offline without spending much data…

Peace be unto you

Your Friend

Uche

Sales Funnel Copy Writer

Facebook Ad Expert

3

Nobody came to Facebook to read Adverts…

People read what interests them, Sometimes it’s an ADVERT

4. Impromptu

Good marketing…

Good Copy Writing…

The one that sells products and services…

The one that starts with an idea in a room and turns to a multi million naira business empire…

Has to do with STORY TELLING…

To sell any product or service,

You need to master the art of story telling…

Behind Any advertisement that will convert is a convincing story…

Words arranged in a way that it persuades the buyer to part with money in exchange for your goods and services…

How do you develop your STORY TELLING ABILITIES?

By reading Very Interesting Stories…

And as a Nigerian, Who plans to sell to a Nigerian Audience…

As a Business person who is still starting out…

Where else will you find a good story…

Than from IMPROMPTU…

INYA the author narrates the story in a way that it appeals to the reader and keeps him reading to the end…

You want your sales letter to be read?

Get Impromptu…

Also He goes ahead to paint word pictures that you can clearly put yourself in the shoes of the characters….

Just like I put myself in Arinze’s shoes

(and it seized me)

And every advert that will convert must first paint a clear picture with words that makes the reader get the feeling of possessing whatever you are selling…

She needs to see herself wearing that hair, clothes, shoes…

(she needs to feel that sense of dignity, pride, self fulfillment,)

That comes with your product or services…

So to improve your sales conversion, Read good fiction…

It will go along way to improve your story telling abilities…

But this time…

You’re not telling the breathe taking story of Arinze, or Tiwa…

No,

You’re not even making my heart beat faster as I anticipated the drug dealers next move…

Neither are you making me abandon my food that is getting cold as I tried to finish IMPROMPTU

INSTEAD you’re telling a very interesting story about your products and services,

That will make it so desirable that no sane person(your target audience)

Will read your advertisement and ignore it….

So how do you get this IMPROMPTU?

You can now get a copy sent to your email

Or WhatsApp for 500 Naira

(RECHARGE CARD MONEY!!)

After paying to 2111622616, Zenith Bank,

Send proof of payment to 09061783427 (WhatsApp).

Once you get the book…as my friend…

Come to my inbox,

Send me the following message…

“Uche I took your advice and got impromptu”

Once I see that message, my heart will skip a beat…

And with joy, I will send you a gift(a report) 📦

“Where the money is and how to get it right now”

I’m expecting your message in my DM!!

P.S: A song made me write this post…

“Micheal Bolton – LEAN ON ME”

Your Friend

Uche

5 street Beggar makes more money monthly

This street Beggar makes more money monthly….

Than most Business owners and Nigerian Graduates!!

In fact she said…

“The least I make in a day is N7000”

-Busted Fake Street Beggar

In a month she makes approximately:

N210, 000 every single month…

Instead of judging her…

When I heard her story…

I decided to implement some of her strategies in Business…

And it works like Voodoo!!

#Fact The picture is not the same person I’m talking about: It’s just an illustration…

As I didn’t take the picture of the lady with her kids and their begging bowels!!

That said…

Lets look at the strategy

And see how you can use it to increase sales shall we?

Ok…

Tools: Hands, Mouth, Songs, Waterproof,

Bowels(later)

Business Location(East side of Nigeria)

Business Goals: To generate N200, 000 naira a month through begging

How: Go to a park, where there is a lot of traffic…

Display scantily dressed little kids(borrowed) for monthly commissions…

Sing songs that arouse favorable emotions that the audience loves….

Target audience: Mostly married women with kids

Weapons of influence: Songs and prayers

Structure of presentation:

Time when the Bus is almost getting filled up

Approach it, and hover around it, singing and making prayer utterances…

Secondly make appeals for fund and pray for people who will give to be Blessed for giving

Present problems about the kids, the husband and some other reasons why they cannot hustle(mostly a health problem) and use it to overcome objections…

Hover around, singing and collecting the alms…

Then wait for the next bus to repeat the process…

Without a detailed plan…this woman would not make up to that amount,

And assuming she did not plan it well, she would have been exposed earlier(she travels to places where nobody knows her)

And sets up her sales funnel…

She knows all the things she needs to get results

She provides all of them…

She organizes herself, her timing,

Her presentation…

She leaves nothing to chance,

If she sings praises and people don’t respond,

She starts singing songs that evoke pity and also guilt…

All these are Emotional triggers…

And all she needs is one person to drop…

She will keep blessing that person until the next logical thing is for others to drop…

If you don’t drop, you will feel stingy even if you don’t have any money…

Many people were busy complaining, ranting and saying how they will never help beggars…

But instead I was meditating on the formula…

And I learnt a lot from it….

P.S: The amount of money you make is not dependent on your capital or access to fund,

Its your enthusiasm,

Your hunger

Your obsession

How bad you Want it

Start with whatever tool you have, whatever idea you have,

Stop complaining, start something…

Like Michael Jackson’s song…”You got to be starting something”

Do SH!T

No excuses, Eat that Frog,

No procrastination, Start it now!

You will be happy you did…

And like most people that listened to me…

You will TESTIFY!!

PPS: “Presenting the right offer,

To the right audience,

At the right time,

In the right way leads to:

Maximum sales”

Your Friend

Uche

Peace ✌️

1. Before you quit your business read this

Read this before you QUIT your BUSINESS IDEA or give up on your DREAMS!!

I see you have been working tirelessly on this business idea and opportunity you saw…

You were enthusiastic about it that you spent all your money to get started…

You borrowed money from family and friends

You’ve done everything you can but the money didn’t start rolling in immediately,

Then you have come to the conclusion,

“This thing will never work.”

You’re about to quit.

Same thing happened with one of the most successful band in history…

The Beatles…

Their first drummer, five weeks before the Beatles’ explosion, quit…

He was tired of working hard with nothing to show for it…just like you,

He handed the band sticks to Ringo Starr

Who later reaped the fruits of his labor…

Because the BEATLES made it big in 5 weeks after he quit….they took over the world…

And I know that drummer will regret quitting every day of his life…

Imagine how he will tell his friends and family that he was part of Beatles and he left…

Imagine trying to get back to the band after they have made waves and begging them for the spot he walked away from…

Imagine going back to tell the same people he told five weeks ago that they will never make it in the music world…

Those who stick around, work hard and endure the pain always come out on the other side with a lot of money in their pockets…

Keep building your business,

Keep investing

Keep learning

Keep testing strategies

Your Business Breakthrough may be five weeks away from the Day you decided to quit…

Don’t be like this Drummer who quit.

P.S: But also don’t be stubborn, when it comes to selling on the internet…

At least get some skills so you can help yourself do some of the work,

Because to hire people who can really give you top notch service costs a whole lot of money,

Trail and error will drive you out of business before you even get started unless you have a deep pocket….

PPS: I got a new web developer friend, this guy designs top notch websites at affordable prices….

But after working on my website and that of my clients…

His fee is going to go up,

If you are thinking about getting yourself a good website, that loads fast,

Appears first page on Google and of course will be accepted by Facebook as a professional landing page…

Then talk to him about it…

Here’s his own demo website if you want know his skill level

<https://degoldtech.com.ng/>

Here’s his Facebook profile:

Akubue Alex

From Now I think I will be working with Alex to save my clients cost on Landing page, and also save time and get top notch results…

This guy is amazing at what he does, and he’s not greedy yet!!

For patronizing Alex: I will personally edit your sales funnel for free…

A service I charge some good Moolah for,

I just want you to get the best at little or no cost!

Your Friend

Uche

Selling is easy

SELLING anything to ANYBODY at any PRICE is really really SIMPLE….

It all comes down to two simple things…

The ability to communicate the most interesting facts and the most impressive benefits of buying, having and using your products and services

Do this, and your sales will skyrocket

Miss this and you will be there waiting for customers while your neighbor is doing

6 figures in sales monthly…

But how do I communicate the facts and benefits convincingly one of my mentees asked me…

I answered, learn copy writing…

The only skill that will help you communicate facts and benefits in a very simple way…

Well currently, I’m too busy to teach you copy writing,

Because I’m busy using the skill for personal projects and for deep pocket clients whenever I have spare time…

But what I do from time to time is…

Take one person to the ocean, to the very person that taught me every Damm thing I know about writing converting sales funnels…

As a Business owner, you need to learn this skill more than anything else,

Because for a business to succeed online boils down to 3 major factors…

1. Traffic (Gotten from ads and content)
2. Content( Interesting facts and benefits about your products and services)
3. Offer( The summary of everything a customer will get after paying the price you ask)

And only a good copy writer can put all these things together…

Most of the successful business owners and entrepreneurs out there you know started out as copy writers…

And without good knowledge of copy writing…Goodluck selling online…

To some people this skill comes naturally,

Some people will also learn this skill as they make mistakes along the way…

But to the very few individuals who want to be able to write good ads, write good sales letters, write converting contents,

To small business owners who can’t afford to pay us around 50k per sales funnel…

All you have to do is enter my DM and request for access to the man who taught me copy writing…

Imagine saving 50k and writing your ads, pre-sells, sales letters, email series yourself,

And for young men who will like to have this highly demanded skill that no business will thrive online without…

Here is your chance to learn…

I don’t let people into the club anymore,

But recently many people are reaching out to me to learn my sales funnel secrets…

And this is my answer to your requests….

DM Me now for access to learn copy writing from a man who charges N1.5 million naira to write one sales letter…

Learn everything you can from him,

And go make some fungolas in your business!!

Your Friend

Obialor

Iyaba Sira beans picking for Facebook ad targeting

If you want to attract your ideal buyers with your Facebook Ads….

Use Iyaba Sira’s Beans Picking Strategy…

Auntyflo. Com puts it differently….

“If you dream about picking BEANS…

It’s sign that, you will work hard to get rewards for your accomplishment.

But We are not farmers….No

Not in the real sense of it…

But you see, Business is like planting…

After you have planted your business,

Created, bought and developed skills or knowledge…

Now it’s time to sell it…

But you can’t sell it to everyone like most advertisers try to do in their ads…

You can only sell to what we call your “target audience” or “Ideal buyers”

Out of the 27 million Facebook users in Nigeria…

You already know your ideal buyers abi?

From your market research which you did before opening shop online…

You found out that your product appeals to Men,

From 25-45,

Who are interested in Oyedepo, and Daddy Freeze…

Ok…you did your homework, bravo!

Onward,

Now you got your dollar card 💳

Ready to spray Zuckerberg some moolah in exchange for your ideal buyers,

So how do you pick out your ideal buyers before Facebook algorithm swallows your 200 dollars for nothing!!

That is where TARGETING come in…

Have You ever wondered what you did wrong?

Why you spend so much money running ads and no sale came after the entire campaign?

In my latest work…

“The Amazing Nigerian Roadmap to Affiliate Riches”

A book I will be giving out for free, I stated that…

“Success for the internet marketer largely depends on targeted qualified lead generation”

I also stated that…

“Presenting the right offer,

To the right audience,

In the right way,

Results in Greater marketing success”

You agree with me?

Ok, fine…moving on,

If you want to attract your ideal buyers with your Facebook Ads,

Pick them out the way the typical Yoruba woman will pick out Ewa Riro…

Take your time and do your audience research,

Then pick them out with your targeting…

A-B testing really comes in handy…

Your targeting should qualify your prospective customers…

Pick them out you greedy marketer…

With your choice of words,

Speak their language like I speaked Yoruba earlier “Ewa Riro”(I Googled that)

It pays to know your target like an Assassin knows his target,

He can’t afford to miss the kill, or can he?

Know his location, age, sex, level of education, interests etc

These tools can come in handy

-Facebook search bar

-Google

-Audience insight

How do you target?

My favorite is Interest based targeting

Mike says…

“Interest based targeting is,

Targeting people who are really really interested and passionate about a topic

Related to your product or services…

Just like my ex is passionate about Laycon!!

Anyways, feel free to experiment with

1. Flex targeting
2. Connections based targeting
3. Zero targeting
4. Ultimate targeting

I know y’all are pros in running successful Facebook ads,

But if you have been wondering why lord Zuckerberg has been drinking golden morn with your Facebook ad budget while you smoke garri….

Go and learn more about Facebook Targeting…

Go pay Mike a visit online, You’ll learn what he calls “The ultimate Bull’s eye Targeting”

P.S: If PS does not mean play station then what the hell does it mean in this context?

First correct answer gets a $20 info product on copy writing from Amazon!!

How cool is that huh?

P.P.S: wanna get across to Mike, my DM is open,

Let me know your experience with Facebook targeting..?

How do you pick out your target audience?

Like Iyaba Sira’s Ewa Riro,

Like an Assassin

Like Mike the Ad Magician

Or Uche the what….i can even describe myself can you?

Anyways let me know in the comment section dear….

8 How to write Facebook ads that sell

How to write Facebook Ads that sell!

(HEADLINE PROMISING YOUR READER A BENEFIT FROM READING YOUR ADS)

As a sales funnel copy writer,

(OPENING STATEMENT)

Part of my job is to write Facebook ads that sell my service and get high ticket clients…

And recently I’ve been rejecting a lot of deep pocket clients who reach out to me to work on their projects after reading my Facebook ads…

Why?

The reason is very very simple,

My recent Facebook campaign for my consulting firm (Flourish Business Consults) was so successful…

A lot of high ticket clients read it and immediately reach out to me…

“Hey Obialor we saw your ad….”

So this leaves me with little time for myself,

A lot of work to be done,

A lot of deadlines to be met,

A lot of money on the table! (not that I love money or anything, I’ve tasted money like literally…when I was 2, mom said I swallowed 2 naira coin!!...Hungry Little Me!!)

So what am I trying to say?

I’m trying to give you an idea that Uchendu Obialor has written successful Facebook ads and can in fact teach you here and now, how to write one for free!!

(A service industry experts charge an average of N20, 000)

(POSITIONING YOURSELF AS AN AUTHORITY IN THE TOPIC AND GIVING HER A REASON TO LISTEN TO YOU)

Anyways here’s how to write a good Facebook ad that will improve your sales conversion…

And also swim across the Facebook algorithm that many Facebook advertisers now dread…

(MAIN CONTENT)

To successfully create a good Facebook ad for higher conversion rate that will sell your products and services instead of getting likes and comments…(which is not bad but does not pay bills)

Use what Russian Economists call:

“Informative advertising”

Informative advertising simply means, giving out useful information about your products and services…

Organize it in a list format if possible…

What you are doing here is like priming your wife or husband for midnight service…

You give out valuable information about your products and services, in a way that the customer is now curious to learn more…

OH Obialor how do we do that huh?

Go pay your tribute to one of the greatest advertising men in history…

Yes, most of the gurus now training you for 20k got the knowledge from there first…

Who is this ancient guru and where can I find him?

His name is David Ogilvy…

You can’t actually find him…but you can read his books…

1. CONFESSIONS OF AN ADVERTISING MAN
2. OGILVY ON ADVERTISING

Also go to <https://swiped.co/>

(A website that has a lot of swipe files)

Make yourself a swipe file of David Ogilvy’s ads….one of my favorite is the one he wrote for Rolls-Royce….

“At 60 miles per hour, the only noise from the new rolls royce is the sound of the electric clock”

What else?

After reading, writing out Ogilvy’s ads by hand and reading it aloud in your room…

Write your own ad…

1. Use a Curiosity driven headline that promises the reader a benefit for reading to the end…
2. Use an opening statement to hold his interest
3. Position yourself as a resource person
4. Deliver main content point by point in a list format

Write only relevant INFO only

Don’t reveal everything

Just enough to get her horny for more info…

…Invite her to your homepage to learn more

Is that all?

Well if you want to learn more,

Inbox me for “Sales Funnel Secrets”

(CALL TO ACTION)

P.S: Tell me about your last Facebook campaign…

What’s keeping you from selling your products or services to 27 million Nigerians using Facebook?

Or should I just continue making the money alone?

Let me know your thoughts immediately in the comments section my dear!!

#TipsTuesday

1. What happened here

“When people ask you what happened here,

Tell them the North remembers,

Tell them winter came for House Frey.”…

Wait o, It’s that not Arya Stark’s message to the newest wife and only surviving wife at the red wedding?

Yeah you guessed right…you bubble head…

So you remember great line from The Game of thrones movie?

No?

Ok, it doesn’t matter if you remember it or not,

But here’s what you can learn and use from it…

Pay attention will you?

While watching movies or playing around online…

Note good movie lines people rant about,

Note trending characters online,

Why?

Just like I used this movie line to grab you by the balls…you say you don’t have balls?

Ok, grab you by the…..mmm what’s the opposite of balls?

Focus Obialor

The lesson here is:

“Your potential customers are online, thinking and discussing about some of these movies and trends…”

All you have to do is, find a way to tie your product or service to what they are discussing…

Notice how I’m using this single movie line to dish out some marketing strategies,

You say you do?

Ok….I’m not done with you yet…

Here’s another way I could use this single line to teach another lesson,

I could tell you something like:

Just like in the North remembers and didn’t forgive house Frey for betrayal…

The internet does not forgive you for betrayal..

Ok…you say you don’t understand?

Let me explain…

As an internet marketer, you come across a lot of people, mostly strangers…

You think you can get away with anything right?

You go to groups and rant…

You tell them how horny you can be…

You throw caution to the wind, talk about your favorite s.ex styles, relationship issues, and only God knows all the deep dirty secrets you have been sharing online recently!!

Ok, for your mind, you think that group is just a ranting group right?

Well, you are right it’s a ranting group, but like I said….this act is the reason why the red wedding happens everyday to you…

Wait, what’s that…you post a lot of stuff, quality stuff you want to sell…

I check your profile…

I see some of your recent comments in groups,

Oh my gosh…

Your last comment last night was how you love it from behind!!

Ewww…my mind changes from customer to secret admirer…maybe not, but my attention is no longer on your product…

Its now on your dirty little secret…

Share all the secrets you like…but don’t forget

The Internet remembers and winter comes when your customers get carried away by all the birthday shout outs on your profile…

Should you post your products?

Well personally I have 4 quality info products on

1. Content marketing
2. Email marketing
3. How to land high ticket clients
4. Sales Funnel secrets

But you will hardly see any of these products on my timeline…

How the hell do I rake in sales on a daily basis for these products…

I use the red wedding formula: Since the north remembers…no the internet remembers…

I share only valuable information anywhere I find myself…instead of dirty little secrets,

So what happens?

The internet will remember you as a resource person and you easily attract a lot qualified people who need your product or service…

One last nugget before I leave you to your dark little dirty secret life…

“The internet never forgives”

Whenever people come to you, make sure you deliver…To God who made me…if you fail to deliver above expectations….

The internet will frustrate you…every product or service you try to sell…these angry birds will follow you, SH! T negative comments on it and discourage all potential customers…

But if you deliver…just like I always do…

If you wow your customers above expectations, you’ve hit the bulls eye…

They will rant about you blindly, nothing anyone says to them will matter, they will fight for your sake!! I like to call it MARLIAN MARKETING!!

They will spread the word about your business like its gospel and bring you more customers without you having to pay for adverts!!

You will hear things like….

“My friend Tessy told me that you sell cream that can make a lady to attract only rich guys!!”

P.S:

“When they ask you what happened here…

Tell them

1. The internet remembers,

Tell them

1. That every online business person should…

Watch popular movies and online trends,

Use the intriguing movie lines to attract attention…

Tell them

1. Stop going to groups to write shitty comments and reduce flooding their timeline with what they wouldn’t display in front of their physical shop or living room!!

Also stop people from tagging you in irrelevant posts that has nothing to do with your brand or at least how you want your customers to see you!!...

Till tomorrow

Your friend

Uchendu Obialor

9 sexy lady in hot bikini

Sexy lady in Red hot Bikini…catches a Whale in a swimming pool with her bare…what?

Impossible!!

Is it only me that find this difficult to believe?

I bet you do to…because

1. Whales can’t be found in swimming pools
2. A lady attracting a whale with her hot body and catching it with bare hands can only be seen in Disney land right?

Well, you’re absolutely right, but if you are wondering what this has to do with anything…

Then keep reading…

You see, To catch a Whale, Big Fish, Eja Nla…

You need to go to the Ocean to Fish…not in the swimming pool…

But you are in the swimming pool fishing for a whale….how?

You want to land deep pocket clients, one of the best places to fish for them is on Social Media(Especially Twitter)

Do you know that most Nigerian Billionaires has an active Twitter account…

They tweet personally…no assistant…That’s an Ocean of Deep pocket clients don’t you agree?

You say you do?

Ok cool,

Onward…

About our Bikini friend who wants to catch a whale…

I heard she has taken our advice…

She has moved to check out the ocean of whales…

Still looking hot…

But wtf is wrong with this lady huh!!

Fishing for whales without the right tools?

Just hot body and Bikini…

Is that not what you do…

When you approach deep pocket clients begging for jobs or business deals?

Pardon me, It’s my fault,

I didn’t explain to the lady….

I just told her Whales can be found in the ocean,

I forgot to mention that whales are carnivores

She has been in the ocean for long,

Unable to catch a whale…

Lets give her some things that will make her succeed shall we?

1. Big Bait (Bloody big bait)
2. Big strong Boat
3. Weapons

(The grenade harpoon, high-powered rifles)

Wow! Now she stands a chance right?

But Before we leave her to go whaling…

We’ll teach her how to whale…

With these she now stands a chance…

We have successfully turned a prey into a predator…

You say you agree?

Cool…

So you already got to Twitter or any other social media platforms where your deep pocket clients are….

Just like the Bikini Whaler…

Lets arm you…just like we did earlier…

Ready?

Ok, here’s what you need do…

Take some time,

Research the Big Whale Client…

Know their business,

(especially current projects)

Identify where they are having issues,

Where you can improve,

Find a solution to a problem they are facing…

Research for the solution to that problem,

Come up with a way you can improve or add value to the business…

Approach the client with an offer,

Ask for an unpaid trial…

Address him by his first name(audacity)

Don’t beat about the bush

State your offer in clear terms but don’t give out details,

Drop your contact details for further discussion or ask for a meeting…

If your whale does not bite…

Send about 3 reminders

And move on to another whale,

Once you catch your whale…

Kill, Cook and Eat!!

Also slide in my DM with a Video Testimonial…

P.S: Please Don’t wear Bikini to Whale Hunting…

You will be perceived as the bait

And you will definitely be occupying the room Jonah relocated from many years ago…

This can be applied in many pursuits

Offer Value

Go with Gifts

Don’t go with Almajiri Bowl…

P.P.S: A friend of mine needed a job,

He went to the ministry and only God knows how he got the picture of the permanent secretary…

He went and did a portrait of the man…

Went every day to the office until one day he was granted audience…

Long story short: The man saw the efforts and asked…Young man…what is it you want?

A job?... Just that?

He got it, plus a whole lot of money…

Whenever you need something from any Rich Man…you already know how to get it…

Don’t go fishing with a bikini in the swimming pool…

Head to the ocean, with a boat, a bait and a weapon…

P.P.P.S: Comments about your experiences with deep pocket clients are needed…DROP IT BELOW 👇

10 Devilish Marketing

Devilish Marketing: 2000 years old secret from the garden of eden…

Can skyrocket your sales conversion in 2020

How?

Let’s start from the Genesis of selling shall we?

Warning ⚠ This a marketing lesson and not Sunday school…

The Serpent from the Holy Bible is the first sales person on earth…

And copying that sales strategy will increase your sales and conversion rates…

Don’t worry, you can make a lot of money with these devilish strategies and still make heaven…

You know the story of God, Eve, the serpent and forbidden apple right?

But I guess you’ve probably not looked at it from a marketing perspective…

So permit me to show you…

What I learnt from the serpent that can help you make more sales in your business…

Lesson 1

Tune into what your prospective customer is already thinking about with your headline…

Look how the devil tuned into Eve’s line of thought with an attention grabbing headline

He said to the woman,

“Did God really say,

You must not eat from any tree in the garden?”

Note: It’s just as if He was reading eves mind right?

Well you don’t need to be a devil to read your prospective customers mind thanks to Google…

Go online and snoop around to discover what people are already searching for…in your niche…

Use Google search or Answer the public and Facebook groups…

You will find questions people are already asking and bloggers are answering…

Then employ the devilish marketing lesson one…tune into what they are already thinking about…

(guys don’t use this formula to chase ladies o!! I’m warning you!)

Lesson 2

Tackle Objections in your advertisements…

The woman said to the serpent,

“We may eat fruit from the trees in the garden,

But God did say,

‘You must not eat fruit from the tree that is in the middle of the garden,

And you must not touch it, or you will die.”

This is an objection that made Eve not want to take action and buy what the serpent was selling….

So the devil has already done his homework by researching and anticipating the objections of Eve…

You should do this as well…

Put yourself in the position of the buyer

What will stop you from buying the product

Some objections include…

1. What’s in it for me?

Ans: Benefits of using your products

1. Why should I listen to you?

Ans: Present yourself as an authority

1. Who has used this product before

Ans: Testimonials and product reviews

1. What if the product doesn’t work for me

Ans: Refund policy

Here’s how the Devil handled Eve’s objection and closed the sale…

You will not certainly die,” the serpent said to the woman.

“For God knows that when you eat from it your eyes will be opened,

And you will be like God,

Knowing good and evil.”

Notice the serpent sold the benefits not the features of the product…

That the fruit will give knowledge of Good and evil and make Eve like God…

Tell your prospective customers what they will gain from using your product and how it will make them feel

(you will be like….God…wow!! Really?)

Lesson 3

Show your prospective customers the features of the product or service lastly…

(make them see it,

You can demonstrate,

Use pictures,

Paint word pictures in your adverts…

Let your ad tell the full story)

…. When the woman saw that the fruit of the tree was good for food and pleasing to the eye,(features)

And also desirable for gaining wisdom, she took some and ate it.(benefits)

Lesson 4

Sell the benefits of your product or service and customers will do WORD OF MOUTH advertising and sell for you…

Sell benefits and Your product will sell itself!!

….She also gave some to her husband, who was with her, and he ate it.

(word of mouth advertising)

Lesson 5

Make sure your product or service delivers the benefit you promised your customers…

….Then the eyes of both of them were opened,

And they realized they were naked;

So they sewed fig leaves together and made coverings for themselves.

(Benefits delivered)

P.S: Do you think one can make heaven using this formula?

(let me know in the comments)

PPS: If you enjoyed this post…

Watch out for more marketing intelligence,

Also share with friends who will find this beneficial and they will thank you later.

11

Free book

FREE BOOK EVERYWHERE!!

It’s easy to offer a free ebook to capture leads…

But the question lies in capturing qualified leads….(audience with buying power)

In the Make Money Online Niche…

There are many categories of people it interests…

But once you have a lead magnet that sounds like a get rich quick scheme…

You will attract students, corppers, unemployed youths and what Gary Halbert calls the “Scared Shitless”

(people who lost their jobs and are not ready to spend a dime of what is left in their wallet)

So it’s important that whatever lead magnet you are offering should be positioned to attract qualified leads…

That way you won’t waste your cost per lead…

The key lies in the title of the book, and the design…also on the targeting of your ads…

11 sales letters formula

2 Very Good Formula for structuring a Simple Sales letter for Maximum Conversion…

1. AIDA

A – Attention

I – Interest

D – Desire

A – Action

1. PAS

P – PAIN

A – AGITATE

S – SOLUTION

12

Are you a beautiful girl?

Are you a beautiful girl?

Have You been posting pictures on social media showing off your red soft lips, firm standing b👀bs…revealing that Nigerian coat of arms in form of a cleavage…

And all you get is likes, and guys flooding your inbox who just want to have a piece of your picture perfect hot body….

Now here’s 4 simple tips for you to turn your passion of posting your beautiful pictures on social media into a means of steady income…

Tip 1

Sign up for an affiliate program of a company that deals with ladies products(clothes, shoes, handbags, jewelry, skin care, lingerie etc)

Tip 2

Post your pictures using some of the products from the affiliate program, and write reviews about the product…

So let’s say you chose an affiliate product on hair…

You make nice hair that looks so beautiful

Instead of posting….”How do I look” or tagging all your village people to get likes…

Just write an interesting review about the hair…

If you don’t know what to write(Google about the hair and copy)

After writing the review…

Make 3 posts from Monday to Wednesday wearing the hair with different clothes…

Post relevant information about the hair each day

(How one guy you met in the bus kept looking at it…

And all your girlfriends are asking where you got it…

How the hair lasts long without combing…

How your boo can’t stop stroking and running his fingers through it)

After talking about the benefits of the hair for 3 days….

On the 4th day That is Thursday right?

Now…Just go ahead and post a picture of yourself again…another benefit of the hair…

And this time…drop your affiliate link at the end of the post…

Where you tell them that all the people who have been asking where they can buy the hair can get it exactly where you got yours at a discount price…

If you do this constantly…

You may find out that very soon, you will earn a lot of extra income on social media…

This is exactly what celebrities do…

Watch them closely,

But you don’t need to be a celebrity to do it..

Just follow my instructions and if you encounter any challenges…my DM is always open….

P.S: The girl in the picture is my friend on Twitter who does exactly what I just shared here…(That’s her natural hair by the way)

Peace be with you.

13

Rising Ukulele star

Rising Ukulele Super Star…

What’s that?

It’s a Curiosity Based Headline…

With only one job only,

To arouse curiosity in the ready of an advertisement…

And it will capture the attention of anyone interested in celebrity gossip,

When last did you read a newspaper?

Out of fashion…?

Hell yeah, everyone reads blogs now…

You don’t need to wait for a magazine to show you Kim Kardashians new hot banging body with all that curves…like Coca-Cola bottle..

Social media and blogs have taken over…

So as a business owner, or service provider,

You still need to follow your customers,

Since they’ve left newspapers,

You have blogs and social media to market to them,

But here’s an interesting lesson you need to learn from newspapers…

Every newspaper is filled with different headlines…

Nobody reads the whole newspaper…

We just pick out interesting headlines,

Scan to the page where the story is

And read it…

The rest is used as toilet paper

Or for wrapping corn and pear…

This is also the truth on social media,

With every content, adverts you make as a digital marketer…

Make sure that your headline does its job…

Attract your prospective customers…

People who will likely buy your products and services…

If you fail to attract you’re the attention of your potential customers…

How do you intend to sell your products and services online?

P.S: Curiosity is just one of the ways to structure your headlines…

It pushes the hot button of your target audience,

And make them yearn for more information…

There are many ways to structure headlines,

But here’s 4 ways to structure your content

1. Attention Grabbing Headline
2. Interested Grabbing Opening
3. Desire Arousing content for your product or service
4. Call to action…

14

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14

Ejanla

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15

Holy Moses

Holy Moses!! Look…

What I was thinking about in the church of all places!!

A WOMAN…with her hot legs in the air…

Wide apart for all to see!!

Not minding a married man peeping through her PEE HOLE!!

Sweating like a Christmas goat…

Screaming…

Mmmmm!! Mmmmm Jesus!!

Nothing Right?

Before you call me crazy 🤪 read till the end…

You know Obialor is always glad to be in church every Sunday morning,

So Today as always, I was in church,

And a scripture came to my mind…

Deutronomy 8:18

“ You shall remember the LORD your God,

For it is He who gives you power to get wealth,

That He may establish His covenant which He swore to your fathers,

As it is this day.”

So that got me thinking and meditating…

It didn’t say…you will be given power to make wealth…

It says…gives you power to make wealth…

This means you have already been given the power to make wealth!!

So if you are not making wealth…

There’s only one logical explanation right?

You are not making use of the power that the lord your God has given you…

Just like the servant who buried his talent instead of putting it to use and multiplying it,

But Obialor what has this got to do with the woman with her legs wide open…

Without minding our doctor friend peeping through her pee hole? 🕳

So you know women are very decent creatures…as we all know…

Their body which most of us spend as much as N500, 000 naira to get legal rights to enjoy in a partnership called marriage is very important to them…

They don’t want you to see it anyhow so as to preserve the value…

And men as curious creatures can do anything just to gain access…

But guess what happens…

When a woman is pregnant…

And her water just broke!!

She doesn’t care about her precious nakedness anymore

All she wants is to deliver her baby safely…

We all know what happens next…

The midwives and doctors peep through her pee hole…(not always though)

But what I’m saying here is this…

The woman pushes and pushes in tears and pains until that baby bounces out her belly…

She doesn’t care who’s looking…

Until she gets what she wants that is to give birth…

So in Marketing…both online and offline..

Here’s exactly what you need to do…

1. Believe you have been given the power to make wealth(Duet 8:18)
2. Push aggressively like this woman who just delivered a bouncing baby boy!!!...

Notice she didn’t care even though a man who was not her husband was seeing her nakedness…

When selling, you need this mentality,

As long as what you are selling is valuable,

And has the ability to deliver the desired results of your prospective customers want

Sell it to them… Never give up on pushing your products or services…

But guess what?

Don’t post it everyday on social media,

Don’t post it or present it to people who are not your prospective customers..

And come back to tell me that pushing like a pregnant woman didn’t work for you!!!

The pregnant woman does not go to antenatal in the church!!

She goes to the clinic…

In the clinic…she doesn’t meet the ward maid, or optometrist for pregnancy tips and advice…

She talks to a gynecologist, midwife, pediatrician…(specialist in the field)

That’s right…

So post relevant content and articles about the products and services you offer…

Use it and organically grow your business and attract more customers and deep pocket clients….

When they pay…

Don’t forget who told you to push your products and services to the right audience both online and offline…

Don’t forget who told you that you have the power to make wealth already…

Don’t forget who told you to advertise your business by first selling yourself before your product

Lastly….Always advertise the benefits of your product or service…

E.g I have a friend who is a big time pig farmer…

Honey if you’re reading this…here’s a business tip for you…

Others can learn as well….

Its an amazing advertising lesson…

“Sell the benefits of your products and services and the benefits will sell the products”

So if I wanted to advertise Pigs(to people who want to start a piggery business)

I will talk about how a pig business can generate millions in profits in a month…(benefit of pig rearing)

I will point out that with a pig farm, your family will never lack meat to cook (benefit)

I will talk about how I will set up the pig business and provide all the training you need for free to make money easily from the farm if you buy the pigs from me (benefit)etc

You can get all these info by a simple Google search(benefits of pig farming in Nigeria 2020)

This is because without a benefit for the customers….

Why will they part with their hard earned money?

Without the benefit of learning the joining factor between a woman’s parted legs and church and marketing….

I bet you won’t have read this post to the end….

Let me know your view in the comments…

A benefit awaits you(Serious contribution will attract airtime)

Happy Sunday to you.

15

…”The LOVE 😍 that I seeked for many years was right beside me…yet I couldn’t see it…”

I don’t know if you remember this popular Nigerian Love song….(Treasure) by Kate Henshaw remixed by Dekumzy…

You do right?

We all sang this line back them

Toasted one or two girls with it…

But I never understood what that line meant till today…

Something extraordinary happened

I was reading and researching like I normally do…

And I noticed something…

I’ve tried doing this particular research months ago but didn’t come up with relevant results…

You see it’s a product research for my next Facebook advert for a product…

But back then when I did it the first time…

I know I was researching to get ideas, words and concepts for creating a profitable Facebook complaint advert campaign…

But I didn’t know what I was to look out for exactly…

But this time I was prepared…

I took an online course on copy writing…

And it gave me clarity…

So while I was doing the research the second time…

I knew exactly what I was looking for…

And It didn’t take me long to find it and get done with it…

So if you are searching for something…

Anything…

It will be helpful if you know exactly what you are looking for…

Imagine if you are looking for a beautiful lady with brains like Benahili Ojeme….in Lekki

And you have never seen her before,

And you don’t have a clear picture of her like the one below…

You won’t know if you see her right?

Well that’s exactly what you need to do when searching for anything…

Know what you are looking for exactly,

Have a mental picture of it stamped in that your clever mind…

So that once you see it, you will know…

Many people are searching for what is already in front of them…just that they can’t recognize it…

They don’t really know what they are searching for…

P.S: A wise man once said…

Many people miss opportunities because they come in the form of problems and challenges.

Did I just talk sense into somebody?

Jumping from one BUSINESS opportunity to another is just gambling with your financial future…

Hoping and praying that one day you will be successful…

Leaving your life and future to chance…

Been there done that…

And it’s what most Nigerians go through,

Most never see success though,

Recently I understood something…about business and financial success

And the moment I learnt that lesson from

Hon. Akin Alabi and Gary Halbert…

Infact a lot of successful people in different carrier paths know this…

It is the key to wealth…

An eternal truth…

MONEY IS MADE THROUGH BUYING AND SELLING OF VALUABLE PRODUCT OR SERVICE OR IDEAS ETC.

Once you understand this…you will never struggle financially ever…

While others are crying and complaining about money problems…

You will be studying and looking for a hungry market(PROVEN BUYERS),

A group of people who need a particular product or service and are proven over time to buy such products or services,

Once you find a market and the product they crave…BOOM!!

It becomes simple to make any amount of money you need from THEM…

Next you do product or service research and Thank God for Google…you find the product or service and provide for them in a very convenient way

Use a proven selling system…

And you will see money RAIN ☔ into your bank account like never before…

And there’s no better way to do all the above things I mentioned that with SOCIAL MEDIA MARKETING…

But when people hear about selling online, they think it is posting pictures of their products and services and boom…customers will call and place orders…

Well it may work and give you like N500, 000 naira depending on your product or service…

But if you desire a business growth of

#10 million naira in sales….

You need to grow your business via social media marketing by learning how to sell…

When many business owners contract me to handle their social media marketing for them…

I normally advice them to learn it by themselves…

Not because I don’t need their money,

But because they won’t even understand what’s going on…

What scaling Facebook Ads are, What Facebook business manager is… Ad creative and search engine optimization…

So if I take up the project,

They won’t even know whether they are getting what they paid for or not!...

And that’s bad especially in Country like Nigeria

Where most people are parading themselves as experts in different online skills…

So you see why even as a business owner or Entrepreneur you need to know more about social media marketing?

Its very important for your business growth, and will help you monitor things incase you contract a social media marketing strategist or web designer or copy writer etc

Go learn social media marketing today…

As a service…

A social media marketer in Nigeria earns about N200, 000 naira monthly…

It could also be a source of extra income for you.

16

Word of mouth advertising

One of the most powerful ways of advertising your business, your product or service is

“WORD OF MOUTH”

How do get strangers to blow your trumpet 🎺 for you?

To recommend your products and services to their loved ones…

To get a wive to tell her husband in the middle of the night…

“Honey you need to try and use OBIALOR’S shaving stick to shave your public hairs so that it will be smooth and not rough”

Word of mouth advertising…

Is very powerful that…

A son will tell his father…

“Daddy buy Obialor’s new Sports utility vehicle…The red one….”

Father will ask….”Why”

Son answers…”Ebuka said that the car runs fast and overtakes all the other cars on the road”

#WordofMouthAdvertising

Now how can you use this to your advantage?

1. Brand your business:
   * Create a good business name that is easy to pronounce and write, and also connects and defines what your business does

-Get a business logo if possible and business card

-Connect yourself with the leaders of your industry…

E.G if you are a tailor…

Connect your business with Yomi Casuals

And people like that…Top successful business heavy weights…

Follow them on social media,

Drop intelligent comments on their posts…

1. Bribe your customers to advertise your business:

Give your customers discounts…

E. G…A barber can tell his customer..

This month I’m doing promo…

If you bring one new person to barb in my shop…you get your next haircut free!

You can create a flyer and give it to the customers to use for the advert…

On the flyer…you invite the person reading to come in and present the flyer to get 50 percent discount on his next haircut,

Because you are doing “Barb Them All” Promo and it ends….so so and so time! “

….If I see that kind of advert eh…the way I would rush to your shop…🏃 🏃 🏃

You get the Idea?

You say you do?

Onward…

1. Over deliver on your business promises and services expectations…

-Beat deadlines…Tailors are you there?

You give a client 23rd…

And 25th cloth is not ready!! Bad Market!

If you give someone 23rd…

Deliver on 20th…

If you promise a business opportunity will give me N500, 000…make it N1, 000 000 naira at the end…

Over deliver on your promises…

Wow your customers…

You will see rewards when they go on to do WORD OF MOUTH ADVERTISING FOR YOU!!

1. Don’t advertise because you want to sell…

Don’t advertise something that you are not sure about…

If you have to sell such like most people do…

Tell them the truth…

“Oga I’ve not actually used this detergent wash to know if it can remove that lipstick stain on your white shirt”

You can as well tell them…the reviews from other customers who have used the product or service you are selling…

If possible…Use those products before you go to swear that it works….

If not because of Grace…Some people in the market would have been struck dead by Amadioha(God of thunder) or Ogun…

For lying that this product works like magic…

When they have not actually tested it!

1. Copy successful people in your field:

Let’s say your competitor in selling Fowl is doing well…

People normally talk about her…

How she gives them a pat on the back after buying chicken 🐔

Well….try to know why she does that…

Ask them why they like it…

Do something similar…in a unique way…

Also have a mentor, Someone who has done what you are trying to do successfully for a decade…

Learn from them…Thank God for social media,

Follow these people online and watch and learn….

Don’t just be a fan, copy and implement their strategies….

P.S: As I was writing this post, I was interrupted by a whatsapp message…

I checked it and later checked my whatsapp stories…You won’t believe what I saw!

A friend of mine posted a picture and wrote the following on her whatsapp story…

“I should be paid greatly for this advert oooo”

That totally explains what I was writing here….

Check below to see what she posted 👇

That’s WORD OF MOUTH ADVERTISING

Like and Share this post…lets connect her with her destiny Helper!!

18

Checkout this quick ADVERT

Compare it with your adverts on social media…

If yours is not better…Change your pattern,

You can as well, talk to Obialor

I teach people how to run profitable advertisements on social media

And get more customers

More than you are getting now

And more than you can handle every single day!

So my friend Nneka posted about 20 different pictures of the cake she made for a client

Tagged about 28 people…

And wrote Happy Birthday Wishes to 7 year old precious…the celebrant.

Here’s my quick revamp of Nnekkylondonbaby Orji….Advert of her Cake 🎂 Making Business..

Note: This is just an example…not even close to the kind of ads I write that generate millions of naira for myself and for clients…

…If I was Nneka…

I would post only one picture…

Look at it below this post…

Now I will write:

“ 7 is a number of perfection…

And should be celebrated with joy 🎉

And on her 7th Birthday…

Which is today!

Mama Precious showed how much she loved her daughter

She reached out to us at Modesta Bakes and ordered a SPECIAL BIRTHDAY CAKE 🎂

You needed to see the joy on the face of 7 year old precious when we arrived in the birthday venue with…

“A delicious appetizing looking pink cake…with her name boldly written on it in a fanciful manner…

The smile on the face of her friends and the way they looked at precious…

They were all wishing their moms would get them such a cake to celebrate their birthday..

As if that was not enough!!

During the cutting of the cake…

It was as if precious was a bit reluctant to cut the cake…

I guess It looked too beautiful to be cut with a knife…

She was literally in love with the cake!

And I observed the way she looked at her mom…with Gratitude,

As if she was saying…”I love you mom”

And this kind of experience stays with a child forever…

From everything that happened today…

You can tell that precious will be an obedient daughter,

And also grow up to become like her mom…

A good and hardworking woman

Who celebrates with Her Family and puts smiles on the face of her loved ones…

From All of us at Modesta Bakes we say…

“Happy Birthday Precious”

And We only hope other moms will follow mama precious footsteps 💃💃💃

Get your child a special cake 🎂 baked to perfection by Modesta Bakes today

Call us now on 081xxxxxx

And place your order(nationwide delivery)

Hope you learnt something from that!

P.S: Obialor at your service

(Social media marketing, Facebook and Instagram Advertising, Content Writing, Business Growth)

Feel free to DM me let’s talk about it.

20

…Boring Advertising is a crime punishable by low sales…

How to spice up your social media ad creative and content to drive potential customers

With money in hand ready to patronize your business!

1. Use Images that can catch the attention of your potential customers…

Unusual images, images that will arouse curiosity and lead to the question “What’s going on here”

When you are walking in the streets, and suddenly see a lot of people gathered round at an unusual spot,

And from your position you see that there’s something or someone at the middle,

Obviously something is happening there…

And you may ask someone…please what’s going on here..

And if you hear that…they are sharing money..

And you are really in need of money, won’t you go there?

I bet you would…

1. Write Easy to Read and Intellectually interesting content

How?

Get to know the people who you are trying to sell to…

What are they interested in that you can tie to your product or service?

E.G: If you want to sell a designer suit to a pastor…

All you have to do is to find a place in the bible

….Job 36:11

“ If they obey and serve him,

They will spend the rest of their days in prosperity

And their years in contentment.”

Try to tie the designer wear with this verse and you will sell…

Same works for any other person,

Find something that they already know, believe and are interested in…

Also space out your words

Use short sentences

Present the facts with figures.

1. Use Info graphics wisely
2. Add news: If you learn a new thing about your business…Tell us

E.G You make Cakes, and you just discovered a particular flavor most people don’t know about

Tell us

You noticed that these days people are buying a particular type of cake as against another

Share it…Give us reasons, Advice us!

Don’t just post mindless pictures of your business

We didn’t come to social media to shop…

We came here to socialize…

So don’t sell first

Don’t advertise first

Instead offer valuable tips, insights, insider knowledge,

This will present you as an authority and someone who knows his business very well…

If you do this…

You have advertised

Also make sure that your Bio on Facebook tells us exactly what you do…

Cake maker, Hair maker, Chef, Digital marketer, Graphic designer, Bar owner, etc

1. Advertise Lastly:

After building an audience of true believers,

Friends who now know you as an expert in a field…

Post New things you did for customers…

Someone came to buy something…

Snap and send…

Got new products or services?

Tell us

Giving new discounts and doing holiday promo…tell us

Use testimonials: Post testimonials be it written…Pictures or videos of satisfied customers pouring out their hearts to you.

I can go on and on but I don’t want to bore you with knowledge biko…

Till I come your way again

I remain grateful that I’m your friend

Honored that I bring value to you here

Please don’t forget….

Jesus Went about doing good,

Teaching was one of the things He did…

So whatever new things you learn…

Teach it…

The more you teach people,

The more you learn

And the more people see you as an authority in whatever you do, they will either patronize you

Or bring customers to your business…

Happy Sunday folks

Go and implement what I just taught you and

Your Market will sell IJN

21

…”Obialor Why Are You Doing This”

A friend who I’ve been mentoring recently on social media marketing asked me…

After I shared my knowledge, and expertise with her…

She couldn’t believe a Nigerian will give out such knowledge,

And guide her to become financially successful without asking for anything in return!

Share opportunities, materials, and help her with setting up her social media marketing business…

So that is why she wanted to know my reasons for helping her…

When she asked me that question,

I paused and I can’t remember what I told her exactly…

But it was just a flimsy stuff…

But Today…I think I have discovered the REASON WHY I Help Anyone I come across become financially successful without asking for anything in return…

Here is What I Really Want…

When I SPEAK…

I want my words to remind You of SOLOMON

I want my ability to LEAD, to remind you of MOSES

My Faith to remind you of ABRAHAM

My confidence in God’s Word to remind you of DANIEL

My Inspiration and Motivational talks and advice to remind you of PAUL

My Attention to detail to remind you of NOAH

My Integrity to remind you of JOSEPH

My Ability to abandon my own business to remind you of the DISCIPLES

AND MY ABILITY TO LOVE SELFLESSLY AND UNCONDITIONALLY TO REMIND YOU OF JESUS….

That’s what I want in return for helping people…

OBIALOR IS ALWAYS AT YOUR SERVICE!

Never Hesitate to talk to me about anything as long as God’s word and Social media marketing and Advertising is concerned…

I’m more than willing to help you in any way I can…

Peace be with you!

21

Sell More With Obialor!(MKT 101)

I came across an advert on Facebook,

Advertising Website templates for people to buy and use…

And I was reading through the comments to know what people are saying about the website template…

Here is one someone commented there…

“There are enough free funnel templates and loads of free share funnels in clickfunnels, why would these be better?”

The Advertiser obviously did not do a good job!

Listen while trying to sell anything…

You must make sure to anticipate and answer the questions your prospective customers will ask in their minds why reading your advertisement…

Questions like:

1. Who are you?
2. Why should I buy from you out of other sellers
3. What’s in it for me(what do I have to gain or loose)
4. Does this really work? How?
5. Who has used this product before? Did it work for him? Etc.

They are called objections,

And your advert must answer these questions

You get the answers to these questions by evaluating your product,

And doing a simple product/customer /market research online.

Peace be with you!

22

The major reason why Many Nigerians loose money and work hard to remain poor is this:

Looking for ways to make money without spending anything…(especially online)

I know you will hear about many opportunities…

Do this, do that and boom you will blow money..

Infact our musicians always sing this in their lyrics…

Our pastors preach it from their pulpit…

“You will make it IJN….Amen!”

Oga How?

The last time I checked, Dangote still sells cement…

He even sells salt, pasta, sugar, wheat….and he’s planning on going into cars naw…

No wonder he’s the Richest Nigerian who is not a politician…

Money is made through one thing and one thing alone…

Buying and selling…

That is the idea of the “Igbo Apprentice System”

A boy finishes primary or secondary school(sometimes they don’t)

He identifies a trade he loves

He goes and meets a mentor(Oga)

The mentor asks for a little payment of commitment(usually a create of mineral/beer and below N50, 000 cash)

This is not the payment for the skills and business model the apprentice is going to learn,

Its like a seed…

It’s a price he must pay…

It will make him serious..

Knowing that he paid some money he didn’t even have…

He will not be there playing around,

Instead he will be studying his Oga like say tomorrow no dey!

After about 6 years,

The apprentice is settled!

If he served well

His reward will be greater,

His Boss will open a shop for him

Equip him with goods and tools(family members also help)

Before you know what is happening…

That small boy comes home with Toyota Camry(Tiny light)

He builds his own house and gets married to a decent girl

Glory be to God…

He spent

1. N50, 000 naira
2. 6 years of pure service
3. Total loyalty and commitment

Now he enjoys N500, 000 naira profits from his various businesses

That’s how it works…

You wanna go to school?

The same process…

Even worse, you don’t get settled, u get a job and continue to serve for money!

I’ve heard about many shortcuts to success….

I’ve seen people get frustrated chasing success this way…

If you will make legitimate money in Nigeria

You will spend up to N50, 000 naira for any expert to really reveal the way its done to you…

If not here’s what they will do…

They will use psychological weapons on you…

Sell one small portion of the system to you…

Once you are really in need of the next one…

They will sell the next bit to you…

At the end of the whole process…

You would have spent even more than 50k.

Wanna make money online really fast?

I’m talking about N700, 000 naira or more…monthly

Need a shortcut to riches?

Learn How to sell on social media…

And this is how its done:

1. Do a market research
2. Do a customer research
3. Pick a hot product to sell(preferably digital)
4. Drive traffic from Facebook to that product(have customers contact you for details)
5. Present yourself as an authority in the subject
6. Present your product as the only one solution to the problem of your prospective customers
7. Make them a very sweet offer no human being can refuse

They will buy and even start advertising your products on their social media accounts…

Currently We are making 6 figures doing this…

And it breaks my heart seeing fellow young Nigerians like me struggling financially

And getting played on social media with all kinds of fast and easy money schemes that waste their time, data and little money they have…

So I’m going to do something I’ve never done before!

Teach ONE person every month, how I use social media marketing to generate at least N40, 000 naira monthly

So the first person to contact me after reading this post gets the ONE SPOT, ONE ON ONE MENTORSHIP FROM ME ON

“HOW TO MAKE N40, 000 NAIRA EVERY WEEK ON FACEBOOK”

IF YOU ARE THAT ONE SERIOUS PERSON

WHATSAPP ME ON:

08164582257

PLEASE IN YOUR FIRST CHAT JUST INDICATE “ONE PERSON MENTORSHIP”

WhatsApp as soon as you read so you can be the one for the new month!

08164582257

Note: My Former students are not allowed to participate, You guys have enjoyed enough, Let’s leave the opportunity to newbies)

23

The Ugly Naked Truth Even a pastor may not feel comfortable telling you about Financial Fortune!!

Recently through research and experiments…

I realized something…

RESULTS ARE NOT TYPICAL

Someone starts a recharge card business,

Makes N20, 000 naira every day…

Everybody starts shouting!!

Recharge and get paid!!

A lot of people jump into the business,

And fail to make N100 naira in a week with the same business model…

What could be responsible?

1. Business Location
2. Skills of marketing
3. Positioning of product
4. Personality and current acquaintances

To mention but a few…

How do I know if a business model is right for me?

Research!!

Search on Google, YouTube, Nairaland etc

Discover everything about the business before you chose to spend your hard earned money on a new business idea…

Every profitable business model that has ever worked…worked for the right person…

Are you the right person for that business?

24

To sell anything Online and make profit in Nigeria right now….

Avoid these 4 mistakes most Nigerian Internet marketers are currently making:

It is taking them out of business!

1. Posting mindlessly on Facebook(or any social media)

Why? OK, let me tell you…

Posting randomly on social media may bring you less sales than what you actually need to build a profitable business online

Instead: Use Social media to connect with your customers if you have a physical shop,

Add your customers on Facebook,

Let them be able to do transactions with you online,

And as they do this, encourage them to share your posts for discounts etc

As for what you should post?

You already know that : Post content relevant to your business,

Show whoever stumbles on your Facebook profile(social media accounts) that you are an authority in your business or service…

Don’t just snap pics and show off the goods in your shop…

Facebook is not a trade fare,

Its meant for people to connect, and to connect with the right customers…

You must show us you are knowledgeable in the business or service…

Use your writing/pictures(videos on social media) and business experience…

Tell a story that will make us like you,

Make us believe that you are not an internet fraudster..

Tell us what we will gain from patronizing your business instead of the competition….

1. Thinking Facebook(or any social media) is a supermarket like shop rite

It is only in a supermarket that goods are displayed with their prices for people to pick and pay…

Social media is not a supermarket…

You post 100 shoes and handbags

And you just believe we will start placing orders and sending you alerts

No way!

Maybe people who really know you may buy

Few people who like taking risks will try

But the rest of Skeptical Nigerians like you and I won’t buy…

Why?

We suspect everything to be fraud…

If you know your business is legitimate

Why not show us prove…

Use photos and videos to do this…

Drop neat photos/videos of you in business premises…

Give your business a face…Abi your face na that 3D logo wey dey your profile picture?

1. Posting without powerful write ups…

Posting without a good write up is like looking at a very beautiful girl…

Dying to have her in your arms

And not telling her about it…

Then when you a guy toasting her…

You get upset and feel crushed(by your crush)

If you don’t say anything,

You won’t sell anything…

Facebook be like Alaba International Market ooo

Make noise about your product and service to attract paying customers and serve them well to make them repeat customers

1. Buying a product before going to look for customers…

So you heard e-commerce is the best way to make money online easily aunty!

Well that’s true…

You went for a webinar, or took a course where they taught you about how to import hot products from China via 1688,Ali baba, Ali express etc

And now you decided to import the products to become an internet millionaire like me abi?

Well 2 weeks ago I imported a product from China for free(no payment for product or shipping)

Don’t ask me how…because it’s still a working business secret!

But all you need to know is that before you import anything,

Before you go to Onitcha main marketi, Alaba international marketi,

Next time before you enter Keke to Ariaria(Aba)

To buy those goods you want to sell online…

First of all identify a very hot market…

A little research will help you in this

Also try building up customers…for the product

Try selling it online without buying

Do what I call “A test running campaign”

If you get orders from people with money ready to buy…

Then go ahead and buy the product…

This in most cases is known as “Pre order”

It works mostly with new products shaa…

P.S: Learn how to sell online before you start posting all the orishirishi in your shop or your neighbors shop…

I made above N100k in pure profit with some of these tips I shared here…

So make sure you implement it and share with friends and family…

Your beloved brother

Obialor

24

6 important Keys to Business Success that most Nigerian Business owners overlook

But I was in my church early this morning for sanctuary cleaning…

You see I attend Living Faith Church(Winners Chapel)

And I happen to be the first Men’s Secretary who is a bachelor

As we were working,

My pastor was sharing some keys to business success with me

Here’s a summary of what he said…

Please write this down because it will help you make money in any business in Nigeria

Keys to Business Success according to my pastor

1. Financial Discipline:

For your business to grow, you need to have a budget of income and expenditure,

Your expenditure should be lower than your income

So that you can save and expand and create multiple streams of income

1. Consistency:

Always focus on your business diligently and show up on time,

Everyday make sure you do something that contributes positively to your business goals…

1. Watch what you eat:

Don’t eat more than you earn, don’t eat anything you see…eat healthy,

1. Don’t use your environment as an excuse,

If you are not satisfied with the results you are getting…

…get angry, get up and move out of there….

Also bear in mind that:

Every where there is a PROBLEM…

…. There is a MONEY MAKING OPPORTUNITY for anyone who will provide the SOLUTION to that problem…

The BIGGER the PROBLEM you solve, the bigger MONEY YOU MAKE !

1. Customer service:

As a business owner, make your customers feel at home,

Ask them about their welfare, their family

Sympathize with problems,

Make them feel comfortable in your business environment,

1. Training:

Your business training is a continuous process,

Mostly after learning a business or skill,

Or after graduating from a particular discipline in school…

Most Nigerians stop learning, they depend on what they already know,

This is wrong….

Read more about your business,

Buy books,

Attend seminars, webinars,

Business conferences,

Online courses etc

The more you learn about something,

The more you master it

And the more you improve your knowledge and skills,

The more money you make from your business/skill or line of work…

Well I will be taking my pastor’s advice in my business this week

And I advise you to do the same

Peace be with you

Obialor

25

What Every Nigerian Lady Ought To Know Before Getting Married….

Before you finally decide to leave your father’s cover or change your family name…

You need to learn this

Because it will help you survive and thrive

You must understand that once you say “I do” to your hubby

You just said “I don’t” to your family

Because once you enter your husband’s house

Your family stops seeing you as their responsibility to a large extent

Even if you were an independent lady before getting married

You have a job or business

You really need to know this secret

You need to learn:

“How to make extra money as a married woman”

You already know that depending on a man for everything you need is dangerous

Because it reduces your dignity and makes you lose respect

Imagine that you have to tell your children to go and meet “daddy” whenever they tell you “mummy they asked us to bring N5000 naira in school to buy something”

With time…you will not be able to control those kids no matter how hard you pray…

I am a living witness to such a thing…

My mom was the financial giant in the marriage and we respected, obeyed and loved her more than my dad…its natural in human beings(why do you think the rich get treated with respect?)

What I’m saying here is that as a lady…about to get married or already married

Most people tell you to learn a handwork or business…

This is good advice…

The only problem is…

Most of the handwork they tell you to learn will not really make you financially independent from your husband or pay you when you are in the labor room giving birth to that bundle of joy…

And most will not pay you in your maternity leave…

I once had a discussion with my elder sister and my mom who told me that most men did not achieve anything because they married a lady who has no profitable job or business…

I guess that is why you see a lot of men going to nursing schools to look for wives…

Even men based outside Nigeria that have made millions come back to look for a nurse to marry and take outside Nigeria

Why?

A nurse in UK who is my friend currently told me her monthly salary…

She earns 3 million naira every month working two jobs in London

If you can make

N3, 000 000 naira every month as a lady…

No man will play with you,

Your children will respect you

And you will also be able to help your own family with their financial needs…

So you see why all those skills they tell you to learn like

-tailoring

-hair dressing

-bead making

-catering

-decoration

-make up

May not help you that much, they pay little money, I’m not saying you should not do them…

Im saying you need something that will pay you extra money all the time even when you are in the labor ward…screaming in pain…alert will continue to drop…

While all the ladies can’t become nurses or travel to London to work like my friend…

Here’s what you can do to make at least N750, 000 naira every month from wherever you are right now 👉

SOCIAL MEDIA MARKETING

This is all about selling any product or service through social media…

It will only take you about 12 days to learn social media marketing

It will only take you about 72 hours to set it up

And it will pay you up to N750, 000 naira if set up properly…

If you want to be financially successful as a lady before getting married and even as a married woman

If you want to earn extra N750k which will go along way to help you gain your husband, your children and family members love and respect…

Then contact me on whatsapp and don’t allow me to rest until I teach you my secrets of using social media marketing to make wealth…

P.S: I was attending a traditional wedding yesterday and my social media marketing campaign brought in N30, 000 naira while I was on the dance floor spraying money…

That’s the power of social media marketing, It will continue to pay you extra money week after week

No matter your location and occupation…

Just set this thing up and you will never have to worry about money every again in your life

WhatsApp me to start learning right now 👉

08164582257

26

Salary is the drug to manage poverty…

If you want to get rid of poverty in your life…

Learn what RICH PEOPLE DO AND DON’T WANT YOU TO KNOW ABOUT…

If you haven’t read at least one book on business, success, motivation or marketing…

You’re missing a lot…

After Reading…How to turn yourself into a live breathing cash machine….book…

I’ve not earned less than 50k in a month from social media marketing and chatting..

The Bible Already told us what to do in….

2 Timothy 2:15

King James Version

15 Study to show thyself approved…

Read good books, and also read reasonable posts on social media…

Peace be unto you

Obialor

27

Social media is now the order of the day!,

Every morning millions of people like me and you login to Facebook and WhatsApp even before praying 🙏

According to Garry Harbert, The major way to make money is doing what you love and finding a way to get paid for it…

Footballers love playing football and they get paid heavily for it…

Musicians love singing and they get millions of naira for doing what they love…

Linda Ikeji loves gossiping and she made millions doing it

Now You and I love social media especially Facebook, Instagram and Whatsapp…

How do you monitize it?

Personally I’m a phone freak,

I bought my first phone in Jss3 when nobody in my entire family had a mobile phone…

I also got a computer pretty soon as well,

I started with Gumchat, to MySpace to 2go and now Facebook, Instagram, Twitter, Snap chat, We chat, etc

This means I love connecting with people on social media because I’m an introvert in person

I figured out how to use this different social media platforms to make at least N120, 000 naira monthly, that’s the average salary of a high skilled graduate in a good or federal job…

Some bankers don’t even earn that much these days, some earn 50 to 70k a month…

And they work hard to earn it

Then most people hate their jobs or business

They are just doing it to put food on their table

And it doesn’t give them chance to actually do what they love or desire

This is the cause of frustration in Nigeria today,

You enter an office and someone will feel reluctant to attend to you,

Angry workers and business people everywhere, and when they see a rich person living their dreams…

They can only wish, hope and pray to attain that level someday

And then they die without knowing financial freedom, true happiness, and how it feels to dream and achieve that dream…

What a pity, what a life of suffering and smiling

What if I tell you that you don’t have to live like most people,

What if I can show you how to monitize what you love?

What if I can show you how I used Facebook and Twitter to generate N120, 000 in a month

Will you be interested?

Will you chat me up on whatsapp on my number 09015675457

And beg me to reveal my secret to you?

Or will you chose the normal Suffering and smiling that most people are going through

When you were a child, you did what made you happy by playing around and your care takers rewarded u with food and everything you need

I can show you how to do same as an adult

I mean, I can show you how to get paid for playing around right now 👉 if you ask me on whatsapp…

All you have to do is click here

And it will take you directly to my whatsapp and u ask me:

“Oga teach me how to play and get paid”

And I will take you under my wings, take you by the hand and show you very stupid and simple things that can make you a millionaire right away….

WhatsApp me immediately on

08164582257

28

The HIGHEST INVESTMENT anyone can make is INVESTING in his SELF IMPROVEMENT,

By investing in yourself I mean Acquiring relevant knowledge and practical skills in a given field.

This kind of investment has a high roi, it’s risk free and also appreciates over time…

No successful man in history made it without self investing,

And you only invest in yourself when you believe that you are worth it…

Do you believe that you are worth it?

Can you actually invest your time, energy and money to self improvement?

Do you want your faith to be determined by the economy which will continue to face inflation because of actions of greedy politicians and citizens?

Well I really pray you start investing in your personal development today,

Read books, take classes, unlock your brain to its full potential and watch success in a field follow as a result of your self investment,

P.S: Stop learning skills for the wrong reasons, learn skills that are high in demand but with shortage of supply.

I hope this helps

Your friend Obialor

PPS: If you believe that you are worth it…and wish to invest in your personal improvement by learning skills in high demand…here’s what you need to do…

Chat me up about it,

You’re worth it!

29

Before You Start Your Business Read This:

Have You ever sowed a SEED before?

Even if you haven’t, this post will explain the process in clear terms…

Because Starting a Business is like sowing a seed…

The major reason you sow a seed is for it to

-Germinate, Grow and Produce bountiful harvest

Starting a business is like Sowing A SEED

1. Define your reasons for sowing a seed…

-For food

-For sale

\*Before you start a business, have a valid reason for going into business…

Here are two good reasons…

-To provide a new solution to an existing problem

-To provide a better alternative to an existing solution

Once you have a good reason, next is

1. Decide the right seed to sow that will help you achieve your reason for sowing…

Melon, cassava, corn, yam, rice, beans etc

\*Before you start a business, decide the kind of business you want to go into…that will justify your reasons for starting a business in the first place…

-What will be the business model?

-Requirements for start up..

-Where and How to source fund..

-What about employees..

-Write a business plan(with achievable deadlines)

-Will it be registered? At what stage?

Take a pen and paper…Create your business on it….make it as visual as possible,

Then once you’re done, start taking the required steps till there’s a sign post in front of your door that reads “We’re Open For Business”

1. You must choose a fertile ground to sow a seed, in the wrong soil…a good healthy seed you sow may not survive under unfavorable conditions

\*Before you start a business…Do market research

Know the right location where to find your prospective customers,

Also make sure that the customers u have identified in the location of your business can actually afford your products or services..

You don’t want to open an iPhone shop in a village where phone users can barely afford Nokia torch….copy that!

1. You must acquire the seed and know how to sow it…
   * I once planted cassava stems without knowing that there is a way to position the cassava so that the eye will face up…for it to bud…well I won’t tell you what happened to that farm sha…it’s a sad long story!

But you get my point, get the good variety of the seed, and learn how to plant it if you don’t already know…

\*Before you start a business,

Get a good business idea, learn more about the business model, the market, the customers, and how the business is done…

U can get a mentor, use online resources, watch competitors and learn.

1. Sow your seed in the planting season

\*Now its time to start your business,

Bravo business owner…

1. After sowing a seed, you nurture,

Add fertilizer, pest control etc, make sure animals don’t uproot it and eat…

\*After starting your business, you go through a gestation period…where you grow your business through measuring and tweaking your strategies and making relevant improvements to your products and services.

1. The seed germinates, grows and harvest season comes…You harvest the fruits of your labor…

\*Here you start seeing profits, return on investment and also losses,

Its important you keep books for proper accounting, you can also do this digitally through an accounting app…

Mind Your Business(episode one)

By social media marketing expert…

Obialor Uchendu

30

As a business…

Don’t promise something your product or service does not provide…

In Social Media Marketing,

Especially Facebook Advertising…It’s against their policy to make claims…

Tell your prospective customers exactly what your product or service will do for him,

Don’t exaggerate it, just to make quick sales,

Because it will backfire in the long run,

But if you sell the truth…You will have repeat customers and your business will grow…

Business Tips With Obialor

31

Many Girl Entrepreneurs

MISTAKE advertisement for gbaza-queen…

Unless you are into show-biz advertising is not showing off a product..

By snapping it and posting it online,

Nobody made millions doing that..

And it’s not your beauty alone that will sell the product either…

Your beauty, natural endowments if not properly harnessed will attract irrelevant people who will waste your time and won’t buy anything…

And if they buy…will not turn into satisfied and repeat customers because that’s not what they came for…

IF you need to learn the rare act of SELLING EFFECTIVELY…

IF you are tired of having a skill and not making money with it…

If you have had a product since January that have not sold out…

If you are thinking about starting a business but don’t know where to start, how to raise capital…

Then I have Good news for you..

FLOURISH BUSINESS CONSULTS(FBC)

Will teach you EVERYTHING YOU NEED TO KNOW,

GIVE YOU PROFITABLE IDEAS

HELP YOU GET STARTED

HELP YOU RAISE MONEY FOR YOUR BUSINESS

TAKE YOU BY THE HAND ON YOUR WAY TO MILLIONS

GIVE YOU PROVEN STRATEGIES TO GENERATE WEALTH WITHOUT WORKING LIKE A BABOON

BLESS YOU WITH A FREE EBOOK THAT IS FILLED WITH MIND BLOWING PROVEN business opportunities…

Come online on whatsapp

09015675457

A chat with this business mastermind has changed a lot of lives…

A trial will convince you.

Please Don’t forget to ask for your free E-book,

That book alone can make you a millionaire before December 2020