

INTRODUCTION

Now I want you to imagine me in the court of law with a bible presented before me and my right hand lifted up.

“I promise that everything I’m about to share with you in this book is nothing but the truth. That they are practical strategies not just read from some books or blog etc. But tested and proven to work.”

Also, please note that I am not a skilled writer neither did I studied English nor linguistics in school, so kindly excused my dictions. As much as I can, I have tried to sieve away errors from this copy to make sure your journey through it is exciting but just like one or two sands could still be found in bean even after several sieving been done. Kindly excuse that too.



Social Media: The New Money-Making Machine.

INTRODUCTION

HOW I STARTED

I grew up as an orphan. The only child of my parent. No father, no mother but just few relatives and a grandmother who though not too rich, see to it that I didn't have to feel the pain and impact of been an orphan. But I won't want to bore you with all that details, so I will just move to the interesting part that relates to this copy you are reading.

Growing up, as a young man, in other to meet some needs and survive even as a student, have had to do several kinds of jobs. From been a security, gateman to working as a laborer in a construction site and also trying my hands on businesses. Faced with one kind of difficulty to the other raging from feeding to accommodation etc.

Fortunately for me, my life never got stuck cause I never stopped. As a security man, I had the opportunity to be promoted to the post of an accountant in the organization where I work due to grace, knowledge and diligent on my job.

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I had a dream of been a human potential coach, motivational speaker and author, impacting and transforming lives while also focusing on building businesses as side hustles.

So, I had started developing myself in that area. As a matter of fact, had started writing my first book “God Doesn’t make junk” and to the glory of God, one or two speaking engagement started coming through, even though they were free.

If you have a dream, and you are yet to hit the mark you desire and the funds has not started flowing in yet and you have bills to pay, I will advise that while chasing your dreams, carry your bills. Because whether or not you succeed, bills are piling up. Well, except you are that type from a rich and wealthy family where a support system is readily available.

The bills are not going to stop coming. The bills won’t say, “oh! He’s chasing his dream, give him time till he makes it” No! They will keep piling up and you will either keep begging or borrowing trying to fix them.

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At times, those dream may even require money to make it a reality... so what do you do? Carry your bills and chase your dream. And you carry your bills while chasing your dreams by starting a side hustle that can on the long run fix the bill and fund your dream.

It is said that 'salary is the bride they give you to forget your dream.' Well, while there may be some elements of truth in that, it's not totally true because your salary can help fund your dream too.

The only problem many have is that they do not know how to use their salary to fund their dream, they never had any vision, they never exercise the force of discipline, they do not know when to quit and pursue their dream. They get overwhelmed with the job. They do not know how to work on both their dream and their job or business. For some, it is the fear of the unknown. They feel a job gives them security because of the consistent income. A job has the most risk, it doesn't give you any security.

I once met this young beautiful lady in the bank and she was going on with her job perfectly, grinning from ear to ear to all her customers.

She's greatly ranked at the top above some other staffs.

Because of her enthusiasm, I was forced to ask;



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"How long have you been doing this?"

"Eight years" she replied

"I actually wanted to do this job for at least four years, but here I am" she continued.

"Well, from the look of things, I guess you love your job?" I said.

"No!" She immediately shouted out.

I was surprised, and so I asked,

"Then why are you still at it?"

"Have not had the mind to quit, I'm not even sure what I want to do or how to go about it" she Said.

So you see...

So, while as an accountant in this organization, I knew I wasn't going to be there for long because it wasn't giving me time to pursue my dreams and I was overworking myself and was underpaid.

I will leave home very earlier and return very late. At times home and tired. And no more energy to work on my dream, like reading and writing and other stuffs. And I believe



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you or someone else who might be reading this could be in this same circle. Unhappy, working like an elephant and eating like an ant.

So, I started planning on quitting so I can have time for myself and chase my dream.

It is wisely said;

“The poor use time to save money but the rich use money to save time.”

I needed my time and I was not ready to sell it for money. I wanted to be rich, so I had to start thinking and acting like the rich. Besides, I believe in the dream in my heart.

So I started planning on quitting my job, and saving toward starting a side hustle, a business.

I don't advise people to quit their jobs without proper and adequate plans on ground. It could be disastrous. Contrary to popular demands. I advise that even with your job you can create another source of income to have a multiple source of income if your job permits and if you can handle it. And with what I will be sharing with you here, it isn't difficult.



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So, after I had saved some money, I got money from somewhere else and added and I was able to resign and I started 'Vista Nigeria' a beauty plaza for both Hair dressing and dry cleaning.

It's didn't really turn out well because of bad managements. People I put in charge to focus on other things. Remember I needed time.

Though it never turned out as planned or expected.

One mistake was hiring the wrong staffs. And since I wasn't really going to be present, just visiting, so there was no diligent among the staff.

I had to fire one but couldn't find an immediate replacement. So, the position remained vacant for a while making us start losing the little customers we had. Plus, the young man has gotten another offer quite close to my office, so it was more like, he carried his customers along.

Long story short, that was how that business started crumbling down. On this journey of entrepreneurship, nobody ever got it all figured out at once. Experience comes by

learning and much more by practicing what you've learnt.



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Never venture into a business without equipping yourself with some valuable and important business tips. Knowledge is still key to building any lasting venture.

You'll be doing yourself more harm than good.

You'll be gone even before you exist.

Well, unless you don't hope to stay for long. Except you don't want to last.

That we encouraged you not to wait until you are perfect doesn't mean you should come out half-baked.

That we encouraged you to do it anyways and learn as you go doesn't mean you should do it anyhow...you won't even be given a second chance to even apply what you've learnt.

Want to last in this game?

Then don't rush out.

Equip yourself properly and never stop.

Cook yourself very well.

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No come out until you don don.

Get all the rudiments right.

Carry all your armory...cos the battle here is for real. It's the survival of the fittest.

The world is unprincipled. It's dog-eat-dog out there! The world doesn't fight fair.

(2cor.10:3) MSG

And only relevant and excellence, lasts. No room for mediocrity.

When you catch fire come out everybody were near you, go smell smoke.... you won't need to shout. I'm not saying be perfect before you show up, I'm saying be properly equipped. Perfection comes by practice of course. Just seek improvement and perfection will follow.

One mistake I made that left an aspect of that business stagnated was that I got one of my employees, though been good in what he does, but was slacking and that led me to firing him.

The lesson is;

Never fire no matter the issue when you have not found a suitable replacement.



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Take note of that.

Now as a result of this unfortunate situation, it was now just one aspect of the business that was running and the pay that was coming wasn't really encouraging as it was lesser than the bills. I mean, I have a wife and one or two responsibilities that needed my attention and here I was receiving just few coins. My dream was not paying yet.

This prompted the urgency in me to start looking for a job again. I more like started afresh.

I later saw an opening in a particular company for the post of a social media manager. I took interest in this because over the years, had been learning a thing or two about it.

Now I do not join the bandwagon of those who have concluded that there are no jobs in Nigeria.

Well, there may not be enough to go around - that's why individuals like you and I must

rise up to create.

There are jobs but the income of some is low and the job difficult. For others that the income is high, the requirements also are high and its few.



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Some of the requirements are; skillfulness, character and connection.

Sometimes when I hear the grievances of some graduate on how they graduated, looked for job for years but found none (some not that they didn't find but just that it wasn't their type of job looking at the pay also - so they stayed back doing absolutely nothing, wasting those years)

Comfort is the enemy!

In 2013, I sold my mattress I brought for about N27000 for N8000 to start a business and slept on the floor for months.

Success has a price.

One of my mentor Raphael Obiesika use to tell me that "Until a man is tired of where he is, he cannot anticipate for change."

You are not tired. And one of the reasons is cos you get almost or everything for free.

True greatness has a price tag. Free is a trap of comfort. Free food, free house, free pocket money, free airtime, free data etc.

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And Comfort kills potential. It's gets your mind shut up to productivity. For your potential to be fully maximize, it requires a challenge.

Your growth depends on discomfort.

To achieve greatness, you have to push pass your safe zone. You aren't saved until you push pass your safe zone.

If You Want Success, Figure Out the Price, Then Pay it.

All this, excuses of inaction will leave you grounded.

One-half of knowing what you want is knowing what you must give up before you get it. — Sidney Howard.

You will see a great content online that will benefit you and with so much excitement because you know what you want...you will type "I'm interested, I'm in, etc..." And immediately a price is mentioned. Purrr! You are off. You want it for free. You see what

I'm saying. Who did this to you?

Even freedom is not for free o. There is price for freedom.

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You know what you want but you are unwilling to pay the price to get it. It doesn't work that way o.

Sometimes you even pay the money, learn the skill, got the knowledge oya get your ass up and work it...for were! I'm sorry oh, it's the freebies you are getting that has trapped your destiny in obscurity.

It's not that you are lazy oh. Lie, you are not. When freebies are retrieved and comfort is threatened, success becomes a command.

A wise man once said "This is the rule;

Choose what you want. Discover the price you have to pay for it. Get busy paying it."

Don't carry this kind of attitude again, you won't grow beyond where you are.

Knowing what you want is one thing, knowing what to do to get what you want is another thing but doing it is where change and result lies.

When I saw the post of the social media manager, I applied because I was skillful in it, (had just acquired Facebook advertising skills and was certified as a social media marketer by Google, had read articles, watch YouTube videos and bought course on the

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subject, so I was well equipped.) had thought of using it to grow my personal brand not for getting a job. But you see, when the wanted becomes unavailable, the available becomes the wanted. Use what you have, (godly and legally) where you are to get what you want.

So, I applied thinking the pay will make sense but it didn't.

They called for interview, I went, answer their questions and told them how great an asset I will be to their company.

And I was offered thirty thousand per month to work Monday to Friday 8am - 6pm and on Saturdays 8am to 5pm.

One, the price wasn't favorable to me neither was the working hours especially not for that price as it will affect my availability to my other businesses. Remember why I quitted my first job at first. Time... I can't sell my soul. So I turned down the offer.

I'm not saying it was bad, I'm not saying you can't start there, I'm just saying it wasn't something I could do for some reasons had mentioned above. It's important to always equipped ourselves with relevant and current in-demand skills. It could become a necessity and the only requirement for a bailout in hard times.

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I have come to understand that many will use you and drain you while they fill themselves and pockets.

World people!

I mean, how can you be charging about fifty thousand or more per pupil in a term and pay your staff twenty thousand in a month?

Why?

And then they are teaching about three classes or more. Jss1-3, A,B,C and D, you want to kill somebody?

SO UNDERPAID!!! And many are graduates, so with all their years in school plus time, money and resources spent?

What is it?

And then the owner of the school is in one corner, chopping, fatting, driving his/her clean car and here you are suffering and killing yourself.

And you are there, saying you don't want to become self-employed? "It's hard, it's difficult, no money blah blah blah..."

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They are using you to make money...that's blood money.

Why won't one say "JOB IS A SCAM?"

And you are still there, not thinking of a way out? If you die there, another will be employed, work will continue oh. Your business or investment can be pass over to your next generation but not your job.

At times, for some before the month ends only the transportation has finished the money and they are already in debt.

Say job no dey no mean say make we become slave to the ones available.

If the pay is great and it's less stressful, if it allows you time for God and family, then continue.

If not, pay close attention to what I'm to share with you in this book. As it will change

your life forever.

How can I be working 8-6 for 5 days and still work on Saturday 9-5 in a week and be paid thirty thousand Naira at the end of the month? What is it?

My brother works even till Sunday for a particular company... I'm advising him to quit.

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A lady friend of mine was telling me of how she had to resign from her place of work because of the work load and work hours...even Sundays inclusive.

Say job no dey no mean say make we become slave to the ones available.

Can't these bosses be considerate at least?

Well, maybe this will also make you to become more productive in your thinking and active in your engagement.

Pay rapt attention now.

After I rejected that offer, some months later, I founded N-broad Socials (A social media advertising agency). I said to myself, "if I can work as a social media manager for someone, why can't I start up my own company and start offering it as a service?"

Without an office space...I Started from home. And that is exactly what I want you to

do.

Give up excuses. When there is a will, there is a way.

Become 100% responsible for the outcome of your life. Leave that entitlement mentality for toilet and blame no man.

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If you don't have money to start a business or learn a skill, look for a job. If you don't find a white-collar job, put on a white-collar shirt. Tuck it in, wear a tie. Nobody will know where you are going. When you reach there, change up and start work.

Many will start envying you thinking you work in oil and gas company or bank not knowing you are just a laborer in someone's building site.

At least in a day, you are sure of N2000. E better pass to sit down house dey complain "no money" dey find who you go beg.

And make sure you save at least 50%. Yes 50% discipline yourself. You must Have a goal while you do this kind of hustle.

Stop this "no job" talk...even if you get certificate, bros them no dey write graduate for face, even if them write, who dem help? Na dem go com feed you when hunger

come? Bone that thing abeg.

My brother, that was what I survived with in school when my foodstuffs and allowances finished and I called home, no way. Man must survive o.

It's a lie you won't die.

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Why will you be ashamed when you are broke.

A broke man should have no shame.

To me, it's better to be ashamed than to be broke. Na shame person go chop?

There is dignity in labor, there is no shame. Na you dey reason am. Package.

Sell what you have. I sold my foam I brought 28k for 8k and sleep on the floor for months cos I needed money to start a liquid soap business back then 2013.

Oga! How can you be watching TV when you are broke? You want TV to thief your brain ba?

How can you be sleeping on a mattress when you are broke, sleep for ground make breeze enter your body. When breeze enter your body, sense go enter your head,

because nobody go tell you to get up early go hustle so you go get money buy new form...from there, ideas of what to do will come.

See, when you have what to do, when you make money, you can buy those things back and better ones...haba...reason am na!

Sell that phone, commot for Facebook. You won't die.

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Or find money buy data 100 Naira, do mtn pulse, 50 Naira you go get 500mb nightlife. Go YouTube, learn the skill you want. Practice it, Perfect it, come back online, market it like your life depends on it, using "value driven content" (will talk more on it later) that solves a need.

Customers go begin come one by one.

It was Dr. David Oyedepo who said “If you can think enough, what you have is enough”

Now I needed a laptop as the former one I had had broken down. And I needed a laptop, at least for creating Facebook ads.

You can't create effective ads from your phone because you won't have access to all the features.

So, I started borrowing a laptop from a friend each time I had a job to deliver. So, let nothing stop you. Excuse every excuses.

When I started, it was tough. Several ads gone down, money was spent, yet no client.

But as I kept on pressing and improving, God started showing me mercy. And

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Sometimes, I'll make just N2500 a day which was my charge per ad and sometimes I will make nothing. Fast-forward...

As an entrepreneur note this: Patience and perseverance is a major requirement. You don't have this two, then quit and go get a job because you will never success.

Today our charge to set up an advert is now N4000.

To manage a page monthly, the least package is N60, 000.

To train online or offline is N3000 and N5000 respectively and one on one, N10,000

Today in a month, we make more than that N30, 000 from the comfort of my home at my own time and availability for my other businesses and family. I have staffs I pay. And in a month, we earn in six figures.

That's what I would have probably been doing for someone and be earning N30, 000 and working by ass off while they go home with millions monthly.

I think the problem many have is fear, the fear of unknown and another thing is that mindset, that consciousness that has been choke into us from time pass, "Go to school, get good grade, and get a better job" not create a better job.

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But truth is, those days are gone friend. Let's wake up. It might have worked then, but times have change now, let's understand the times.

Today a graduate will rather bear a banker being paid 50k working as a marketer than marketing clothes or anything else and making close or more than a 100k monthly.

Is it the name you want or the life you want?

My dear friend

- Cast away thy fear
- Start where you are with what you have.
- The start isn't always easy, you need to build stamina, especially emotionally. Read motivations books, read biographies of men who start and succeeded etc.

- Equipped yourself with necessary skills.
- Market like your life depends on it. Shamelessly
- Keep upgrading and developing yourself.

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2.

HOW TO GET STARTED.

It would have been "Gone too soon."

When I started my second sales business (after the first failed) where I had to be going around to sell, I had it all planned out, "so I thought!". I had already calculated and figured everything out, set goals of how many places I was gonna go, how many sales I was going to make and how much I was going to make.

But Well! The story was not the same.

I thought it was going to be easy until I set out without any idea of the market, though

I knew exactly who my customers would be, so my thoughts were like, "I'm just going to go straight to them and asked them to buy, (exactly how many of us thinks)" not knowing my product was already rampant in the market that the customers had to become very selective and aggressive.

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On my first day, they all got me angry and frustrated that I was almost at the verge of giving up, in fact self, I gave up.

After enough waka that day under the hot sun, Lord have mercy! (Though at some point I had to take a bike or taxi. Wisdom is profitable, 'you know what I mean')

At the end of the day, I manage to make just one sale that day. Had to even reduce my price with "abeg try am, you go see the difference". Kai, I don suffer. There was actually no much difference. I was beaten hands down by my competitors.

Out of frustration I went back home.

I actually didn't have in mine to continue cos I thought "mehn! This business thing is not actually my thing especially not this very one" (but that's a lie, we are all in business. We are all selling something) but one thing got me up my feet.

No, it wasn't really purpose, not passion self but hunger. The thing said to me, "If you no go hustle, hunger go wire you today".

Hunger is a great motivator. People get unnecessary lazy when they can easily afford freely three-square meals or two self, without stress. When better hunger catch you, sense go enter your head. All those shame-shame, shy-shy when you dey do go fly off,

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I tell you. That's why I advise, "Any pikin, when no one get sense, deprive am of food, he will be humble". That's why I love the pattern of the white on this. At a certain age, they release you to go hustle, do your thing and fend for yourself. But for naija, 50 years old man still dey him mama house dey chop free food, dey form boss, e no even bother am, no sense of responsibility at all as long as food dey to chop.

Let me proceed joor!

So, I got up that day and did something spectacular that change everything and made the whole difference.

1. I did a market review
2. I did competitors review to see what they were doing that am not doing so as to start doing it and doing it better.

3. I did a product review from the feedback gotten from the market review and my competitors.

I apply. The following day, I got a contract to supply at a well-known fast food of great quantity every two weeks. It was a great start for me considering the cash.

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What if I had given up.

What if I didn't do what I had to do?

That would have been the end of my business.

Gone too soon.

So, before you give up, before you say like me, "this is not my thing", before you complain and complicate everything connect with me let's work something out.

You might not be having the same problem as mine so it may require a different approach.

Don't assume overwork and struggle are just the price you have to pay for being on your own. Although sometimes you may have to pay a stiff price at first, if you demand

more out of life, you are much more likely to find a way to make it work the way you want it to.

Now you are planning to come into the online space and if it's what I'm thinking, you are coming to dominant. Just like the story I shared above, you might have already gotten it all planned out, that mehn! you are coming to dominant and make money etc.

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Your product /service will be hot and you will win many clients. Well, I wish you all the best in that but first, pay attention to what I did in that story. If you are coming to take over, then you must do your homework. Do your review. If not, e go shock you.

Do a research in the niche you are choosing, what is the pressing problem in that niche? Are there people already offering that solution? Who are these people, how are they going about it, are the people they are serving satisfied? Study your market. Follow these people, study them, learn from them, then create your own part and borrow their system. Find their loopholes and try to improve on them. You don't need to compete with anybody, no, not in the online space. Rather, collaborate.

1. Do a market review

2. Do a competitor's review to see what they are doing already and what they are supposed to do and are not doing. (you get the last part from the market review)
3. Do a product/Service review from the feedback gotten from the market review and my competitors.

Sit back and implement. But here is how you start.

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Episode 1.

Finding a course to follow

I like the way Paul the Apostle puts it “I have fought a good fight, I have finished my course, and I have kept the faith:”

Firstly, you can't start a course you don't even know talk more of finishing. So, the journey to building a successful online business begins with “Finding a course to follow.”

I began my online journey without a clear path or direction. Didn't have any idea of what I'm about to share with you in this book. Now, just like every other reasonable

person, I just wanted to get online, meet people, chat etc. So there was absolutely no expectations.

It was along the line that I started learning and applying that which had learnt. So I decide to fine my course and create a path for myself.

I started out online as motivational speaker, human potential coach, HR strategist etc. with all my titles, badges and honors, I made no cash online. If at all, little. I later added

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author to it after writing my first book. Many of us think is having all this badges on that brings in the “bar” but that’s far from the truth.

But it was later on in my life, I understood better.

I began from finding a course, a path to follow.

One thing I have come to understand about online business that will result in profit is focus. Focus is a costly but necessary commodity especially in a world and times where distraction is very cheap and free.

What are you known for? What do you want to be known for? A wise man once said;
“stop trying to be known, know. When you know, you’ll be known”

So the question is, what do you know and what do you want people to know you for? Truth is, there is money in social media. Social media is the new market, with unlimited possibilities and so, there are no barriers. You can be seen, be known and sell to anyone from anywhere in the world.

In the spirit of trying to make money on social media, many people become many things. Thinking they will make more money or be paid more when they are more

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things. “At least if this one no pay this one go pay. If dem no pay me for this one, dem go pay me for that one”. Truth is, that is a deception. That’s not going to fetch you anything. It’s not about many titles but many tactics.

Have seen people cluster their bios with several occupations. For example, one is a speaker, same person a web designer, same person a social media strategist and you look into his timeline what you are seeing, has nothing to do with what he says he is. On his timeline, he is a politician, a socialist and a comedian. I’m not saying this is impossible. I’m not saying you can’t be all this but truth is, when you pose yourself as a generalist in this part of the world, you are like a plague. People avoid you because there’s this notion “Jack of all trade, master of none.” This part of the world seeks for

specialist. People that know their onions. And they pay them well. If that be, you have to find just one purpose, one course, one thing you focus your everything on. So, don't learn one thing about everything, what makes you a specialist is learning everything about that one thing. So that when people look to your bio and check out your timeline it validates who and what you say you are. It builds credibility and trust. And trust is what makes people open their pocket for you. Don't get people confused and in doubt with many titles. Again, It's not about many titles but more tactics.

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I never made much money as I do today until I choose a course and followed through. Until I established a brand. Someone known for something.

You have to be known for something, one thing or you'll become something nobody knows.

What can people associate you with? When you appear somewhere, who should people say you are? When someone wants to refer to you or introduce you, what should they say you are? What do you say about yourself?

You remember Jesus once asked His disciples and said; "who do men say I am?" If I'm to ask you this question, what will be your answer?

So, building a successful business online begins with finding a course to follow though. So that you can say like Paul at the end of the day, “I have finished my course”. Only those who find their course and take a course, will finish it and they are those who truly kept the faith.

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How do you go about this?

There are many ways;

- What is your calling in life?
- What are you deeply passionate about?
- What skills do you have or would you love to learn?
- What knowledge do you have?
- You can also follow where the money is (trending/ in-demand skill)

Whichever category you fall into, focus on it. If you didn't fall into any, well find one.

Pray and listen to your most persistent thoughts. Those thoughts that just won't go away. Pay attention to your coincidences. Sometimes in life, it's better to get lost finding the right path than to be found following the wrong path. Logically those two statements looks alike because the man that is lost can be as well on the wrong path but one is looking for something while the other is just following. You can't identify what you're not finding.

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Episode 2.

Setting a goal is easy but to score a goal, you must do this.

Setting a goal is easy but to score a goal, you must play like Messi and Ronaldo and for that to happen, to play like Messi and Ronaldo, you must train like them.

I'll like to start this chapter by quoting two important and successful people in history. In 1 Corinthians 9 from verse 24 to 27. Paul said;

“24. Don’t you realize that in a race everyone runs, but only one person gets the prize? So run to win! 25. All athletes are disciplined in their training. They do it to win a prize...26. So I run with purpose in every step. I am not just shadowboxing. 27. I

discipline by body like an athlete, training it to do what it should... ” (NLT). (emphasis mine)

Do you want to win or just shadowboxing?

Everyone wants success, true. Show me a man who doesn’t want to be successful, and I will show you a man who is mad. But the starting point is finding a course (running with purpose) and discipline in training.

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Not too many get these two right, the few that does the first (find a course) neglect the second (the discipline of training.) and this is the determining factor if you will win or not.

“I discipline my body like an athlete, training it to do what it should.” It’s not as convenient but as demanded. Demand equals supplies. Until you place on yourself the demand of training, you never pull the supplies of life and destiny.

Muhammad Ali once said, “I hated every minutes of the training but I said to myself, suffer now and enjoy later.” That’s the discipline of training.

What do you want?

The goal is to establish yourself as a brand. I believe you don't just want to exist; you want to be relevant. You want to make money, gain visibility, influence and make impact. But for this to happen, skillfulness is required. It's skill that determine success. You see, in this part of the world, people pay for excellence. They pay skillfulness, they pay competent. Skill is the ability that comes from training, experience and practice.

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Skill is what differentiates talented footballers from those we have in the National Team and the professional football clubs. Skill is what society recognizes. Messi is skillful that's why he scores goal.

You can't - because you successfully arranged a birthday party for a family or a burial ceremony - tell us you are an event organizer or arranger and we will hire you. What society recognizes is "Event Planner, Event Manager, preferably, PMP certified (Project management professional) which comes from training. It is a skill not just a talent.

But beyond skill, you must grow to COMPETENCE.

In the Super Eagles team for instance, not all the strikers play in one match because though they are skilled, when result is on demand, competence is the only messenger.

Skill is what society recognizes. Competency is what produces results

So, we have Ighalo, Iwobi and Moses regularly in the first lineup because these ones have delivered results in the past.

What is competency?

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Competency is the proof of skill accurately deployed. It's your ability to deliver on demand.

Whilst, Skill is acquired through training, practice and experience. Competence is developed from knowledge.

Knowledge gives you the techniques and methods that have been tested instead of just figuring things out by yourself.

I simply say that competent comes from continuous sharpening of one's skill. So,

let's go in a little deeper... Want to play like Messi? Then you must train like Messi.

I was told that the football star and world best player for about five consecutive times as of when this book was written, is said to have been training for a minimum of seven hours a day personally not as a team. Dr. David Oyedepo been an Apostle of faith and having preached the faith message for years still take 18 hours out of 24 hours to prepare adequately for every message of faith that he's to preach and you can see how relevant he is today.

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Anthony Robbins who is today the world's renowned speaker is recorded to have read about 700 books on psychology, physiology and personal development while in high school.

I read about a famous pianist by name William, who rehearses for four hours before he goes to bed and two hours when he awakes.

Pastor David Yonggi Choi; the pastor of the largest congregation in the world is said to use five out of seven days to prepare for a sermon. Why won't he excel?

It's surprising when people look at successful men in the hour of their triumph, they celebrate them and wish to be like them, but they overlook the importance of analyzing their methods and the price they had to pay in careful, well organized preparation which had to be made before they could reap the fruits of their efforts.

Any man with an "overnight" success probably worked all night.

Now that you have found a course you are following, stay updated, stay relevant, keep improving, and keep training daily. Fine, refine and you will be just fine.

Don't rush out to show off, get busy with preparation and harnessing your arsenals.

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After I launched N-Broad Socials I spent time to watch almost if not all the Facebook ad course on YouTube even though I had some level of knowledge before, I didn't stop there, and I keep digging, learning from others, seeking to keep myself up-to-date. I took a course with Google, I took a course with Facebook, I read articles by other advertisers, buy their courses and kept learning. And friend, I have not stop learning, that's why I'm still relevant.

A wise man said, if you stop learning, you start dying.

If you don't learn, your knowledge level will get lean and the business will soon die of knowledge starvation. Because through wisdom is a house build.

The height a building will go is determined by how deep the foundation goes.

Want to go high? Then dig deep.

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Episode 3.

Be a fisher of men.

Do you remember this song we use to sing in those days in our Sunday school class? That's if at all you attended one. Well, the song goes like this; "I will make you fishers of men, (fishers of men 2x), I will make you fishers of men if you follow me'

If you want to build a successful online business, be a fisher of men. What does that

mean? Be a men attracter. Money is in men. If you catch men, you've caught money. How? I will explain but first note this, you can't be a fisher of men unless you are following someone.

So here is it; look for some people, highly relevant and making ranks and breaking limits in your niche and follow them. Follow their pattern, follow their works, Follow them online, offline (if you can). Read their books, posts, articles whatever it is. “He that follows after the wise will be wise...”

It was Brian Tracy who says “Perhaps, the greatest discovery of all time is that you can learn anything you need to achieve any goal you want by finding out what others have done before you to get the results you want to get.”

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The key to success is to learn from the experts. Study and copy the very best people in your field. Do what they do daily until it becomes a habit and you will command the same result they command. It's a law. This law says that what you imitate without mistakes will repeat.

It was Isaac Newton who said; “if I have seen further, it is by standing on the shoulders of giants”

There is an ancient adage that what an elderly man sees sitting down, a young chap will not see even if he climbs a tree.

If you can clearly define the effect that you desire e.g. online business growth and then trace that effect back to the actions that cause it and you engage in those same actions, you can achieve the same effect for yourself.

“By three methods we may learn wisdom: first, by reflection, which is noblest; second, by imitation, which is easiest; and third by experience, which is the bitterest” – Confucius.

Even the bible admonishes us “That ye be not slothful, but followers of them who through faith and patience, inherit the promises” (Hebrew 6:12).

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One of the great opportunities that living in today's world afford us, is that almost everything you want to do has already been done by someone else.

According to Anthony Robbins, Success leaves clues. Someone has done that which you are aiming at. Look for them; follow them, online, through their books, seminars, tapes, past events records, etc. The road you are passing through today, someone else walked through that same route yesterday and he or she did that successfully so

why not ask them how they did it? Imitation is never limitation like we've been told. Imitation is only limitation when there is no vision.

A wise man had said that there are two ways by which you gain knowledge. Either you buy or you borrow. "For every one of us that succeeds, it's because there's somebody there to show you the way out"- Oprah Winfrey

This is how to win successfully.

Now that you are following, be a fisher of men. How do I mean? Make men to follow you. Build valuable and relevant network. Network determines net worth. Money is in men. Get men hook and they will vomit the money.

But How do you do this;

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1. Create valuable content online.
2. Build a community of likeminded people who needs what you are offering. Will show you the how.
3. Genuinely show interest in people, their business and causes. People don't care how much you know until they know how much you care. So, chat them up if you are not close and ask about them, how they do and the rest and see how you can render

assistant if any. Not all assistant could be money. Some is referrer, prayer, counsel and encourage. Even if it goes to money, help if you can, if you can't, an encouragement and prayer will do. Like and comment on their post, share if you can. Want men to take interest in you, so same.

Build valuable and profitable relationship.

4. Love people, respect people, value people, treat people well.

People are the life wire of any business. And online business is no difference. So want to create a successful online business, pay attention to number four.

A discussion on Number 2 above.

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Pay close attention to this, it will change your life forever. Majority of us, our Facebook friends weren't our choice. (Well, some were because we were ignorant. Now I want to believe you know better.)

Some are just close pals, Church members, school mates, family members, crush etc. We can't but have them as our friends. As they send us friend request, we accept them. We sent them, they accepted us.

They were not targeted base on our business online.

They are not our target market.

So how do you intend to come go do business there and succeed?

They are just our friends, family members, acquaintances. If at all very few people are interested in what you do in that circle and you wondered why you advertised what you do on your wall and no one respond positively. All you get is "congratulations, well-done, more grace etc".

Na that one you want chop abi congratulations na the new currency? Now that's all had been getting until I decided to make a change. Same thing I want to share with you now.

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I had always been hearing folks say they were making money online especially using Facebook. I never did make a dime even though I was offering value, sampling my products. Until I did something, I'm about to show you now.

All I got was "congratulations, well-done, more grace etc". No one was giving me money. Which was what I wanted.

Money not just praises and prayers (which of course are great too but greater when money follow)

But Of course! What do you expect? They are your family and friends. The best they could do is wish you well. At least that's all they can do. They are not your market targeted audience so don't expect much.

And they are cool especially when it has to do with the very sole purpose of social media - chatting, gisting, showing off, remembrance etc.

But you and I know that social media has long pass that level now...it's unto a whole new level Business-wise. Many are making millions through it daily.

To you, it may be a place for socializing but for me, it a place for “socialselling” So you need to change your approach if you want to be social and still be making money been social.

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You have to be intentional.

You have to build a brand online.

You have to have your target market on your space. If no more space, remove all those people who you know are not relevant to you at all. Let them not consume space and add nothing to your life. Free space and start surfing for your target market. People who are interested in your value and will appreciate it more even to a price.

Build brand online.

Hmm! OK, let me now answer this question have always been asked privately openly so you too can learn. Often times people will slide into my DM asking this one question some in a different way though

"How do you sell your products on social media?"

Some at the same time, express their frustrations, of how they post their products and all they got was "Wow, congrats, you are doing great, I'm proud of you, how much (yet the price is on the post. And they never buy" etc

I have two Facebook active account, yes I do.

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I actually wanted to close one but I decided to leave that one for family and friends, while this second one is strictly business socially.

Though them still dey come send me friend request for the new one.

I think what people don't understand is that; social media has taken a new shape all together. Social media is the new marketplace. As a matter of fact...The future of money

is in online business. Though you must know how to do it rightly. The strategy is different from that of offline. Put this in one corner of your brain as we proceed on the topic of the day.

Now I want you to know, I too have gone through and suffered what you are going through until light came.

When light came (not NEPA light o. I mean sense...wisdom, revelation) I abandoned my 5k friends and thousands of followers.

Well not abandoned shall because I'm still active there. But when light came, I decided to open a new Facebook account and start afresh.

You may say, "That's insane"

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But Brothers and sisters, that was when I started making money on Facebook. I kid you not.

Have always heard people talk about making money on social media as a matter of fact, if they were not people I regard and have respect for, I for say na scam. That's the same thing many do...when people tell them about making money online and don't give them the true strategy (there are many) or they don't apply it well, they say its scam. Yes,

there are scammers I'm not disputing that fact but you and I know that the present of fake is a proof of the existence of the original.

That's how I spent money to run ad on Facebook and one 'okoro' (not anybody's name) from nowhere with his ugly looking tattered face (no disrespect) came and comment under my post..."it's a scam o"

The thing been pain me, but when I decided to go check him out, I discovered he was just a novice and he looked broke to me so I bone am.

Poor people see wealth as scam. They see any means of making big money as scam especially online and I won't blame them...it's a mentality something. That's peradventure why Jesus said we should "preach the good news to the poor". They need a mental reawakening.

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Yes, it's good to be knowledgeable and cautious. Verify things don't assume. That's why you have a smartphone that has Google on it. Google it. Look for expert on that field and their students if you can't afford their masters, ask them about the right way. For example, now, you can't want to run Facebook ad or learn the skill and not consult me I'm a Facebook Ad Expert. You can go argue it with Mark Zuckerberg, he certified me through his online courses.

Anyways that's by the way.

To my story.

So I started afresh and opened a new Facebook account.

It's not having many likes and comments without making sales.

What are you looking for? Money or likes and comments? Both are good but money is better. What good is Comment and likes on a product for sale?

So, if you have been having this same frustration like I mentioned, you need to open a new Facebook account or clear off space like I said earlier. It's hard to start afresh but it will profit you on the long run.

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3.

RENT YOUR SHOP IF YOU HAVE NONE

There are two kinds of stores or offices, Online and Offline. In our world today, online store is bae.

Why did I say that?

It is estimated that as of the first quarter of 2018, Facebook had over 2.19 billion monthly active users worldwide.

In 2017 according to Nigeria Communication Commission report, the numbers of Facebook users was released as about 16 million in Nigeria alone with 7.2 million online users daily

So, rather than sitting in your offline shop or office waiting for customers to come, Out of 100 people that may pass by your shop, only 30% notice you are there, 20% say hi and pass, 5% enters to price and walk out, 5% buys the rest 40% of people are not even aware you are there. They are probably thinking about their lives.

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Now in a day, roughly 7.2 million people engage on Facebook, so it will be so unwise not to have a Facebook account and business page, it will be so unwise not to have your brand or business registered on Facebook. It will be unwise for you to be online and all you do is post “irrelevant” post, pictures, comment and like peoples post and chat without anybody knowing what you are doing. And without you making no dime from one of the world’s largest market yet you are always broke.

At times I laugh when I hear people say the reason, they haven't started their business or profession is because they don't have money to rent a shop. No! Not in this generation. This is the best generation ever.

With an online store, you can do what so ever you want and millions of people will see in a day. With an online store, you have the world in your palm, you can sell from anywhere to anywhere. You can affect the world from your bed wearing just your pyjamas. **How do you start?**

Have already told you that,

Rent a shop. That's to say, if you don't have a Facebook account, open one. Then create a business page. It's simple. You can do it with your phone or laptop or better still ask someone to help you out.

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And then,

The same way you open a store or office and beautify it,

Give your Facebook account and business page a professional look.

Your profile is like your store. What is the first thing people see before they CLICK your profile or should I say before they enter your store? What will attract them to your store? I mean how do they get to know what you are selling or the kind of business you are

doing? There's a signboard and then maybe some other things to signify. And Facebook as an online store has not forgotten these things

1. A profile picture which is like a signboard
2. A cover picture
3. A temporary bio immediate after your profile picture which categorically tells what you do.
4. Others Vital information that as to do with yourself. That is the about section

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Rules for a perfect profile picture

In our perception driven world, the way you are perceived affects and determines the way you are received. One way people's perception about you is formed on Facebook is through your profile picture.

Some thought leaders were asked their criteria for accepting and adding friends on Facebook, profile picture was among the top listed criteria.

You cannot deny that you have accepted or added some persons simply because of the quality of their profile picture, if you haven't, I have. Same goes with if people what to

patronize you.

Normally when I get adds, I would usually do a check on the person, but most times just merely looking at the profile picture of some, makes me hit the accept button. Your profile picture should be a neat and clear picture of yourself (I would advice that it be just you alone) not of a church, school, your pastor, mentor, a symbol, logo (except for your business page) or a friend's. I have done most of these things before though. If you have a brand or product you want to promote, you can use that as a cover photo not profile picture, except your image is attached to them, should you use them as your profile picture.

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I have seen people run their personal account as though it is a church or networking marketing page. That is your personal account friend, your profile picture space is for you. Don't say it doesn't matter, except you want to keep adding people that could have added value to your life and not get accepted. Except you don't wanna build a brand. I have over 500 requests (mine is even small, I have seen people with thousands) I have not accepted simply because I am seeing a flag, quote, politician, pastor, and other funny images as their profile picture. Can't add or deal with someone I don't even know how they look like.

If you can and when you can, take a very neat picture of yourself and upload, that alone can change your experience in this space. This is part of how to Build a high-class online portfolio so your client likes, trust and buy from you

1. It Has a Professional Look

This particular point has two parts to it. First, it should depict what you do or who you wish to portray yourself as. As a lawyer, you can take one with your wig on so people can easily identify you as one. If you're a thought leader, look professional with a suit on. If you're a fitness coach, look it. If you are a make -up artist make yourself up bad, snap and upload that when people see it, they will ask who made you up.

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The truth about it all is that the mind can easily be deceived. Once it perceives you as something, it gets that registered.

Secondly, it should be taken by a professional and not you. Your profile picture should never be a selfie. If you don't have a phone with a powerful camera, visit a photographer. Even if your phone has a good camera unless it's an iPhone 8, I'll still advice you to get a professional shot with a professional camera.

2. It should be a Headshot or Waist Up.

An awesome profile picture is never a full picture showing your legs neither should it be like a passport. From waist up is good or just headshot but not with that serious passport look.

3. The Head is Tilted.

There's something lovely about a peaceful head tilt. Don't stand erect like a soldier. Give yourself some angle tilt. Try to kill it by maybe slightly moving your body away from the camera but bringing your head in obedience to admire the camera lens. Another thing too, never stand erect in a profile picture. Psychologically, it shows you as too serious and mean. You don't want that embargo.

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4. It is like a CloseUp Advert.

I know CloseUp is not paying you but can you bring yourself to look at those beautiful faces with the angelic teeth blazing like the sun? Now that's what I mean. It's lovely and inviting. Make yourself attractive by borrowing a few smiles from your extrovert friend in case you don't have some in your bank.

5. It's Not With Some Eye Glasses.

Even if you have an eye challenge, try to keep the glass aside when you want to take a profile picture.

6. it's not a Mirror Selfie
7. It's Not on a White Background.

Yeah white background used to look cool but honestly it doesn't anymore. It doesn't look attractive to the eye. Add some color to the background. Use something else aside white. When your name is searched on Google, do you know which pictures are shown? Yeah, your profile pictures and the ones you've used on articles on other platforms. So you want to look important, show us you are important through your profile picture.

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The same goes with your cover photo.

But I will always advice you put your brand logo, that's what you do or represents as your cover picture. It could be more of a graphic design.

Strategy for creating an effective Facebook bio?

One thing with Facebook Bios is that it is a strategic tool to bring in prospective clients to buy your idea, gain attention and spread your message. It shows the world who you are and what you do and will determine the friends and people who accepts your friend

requests, who sends you request or reach out to collaborate with you, it determines how much people would trust you with their money. Remember what I told you earlier, it's not about, many titles but tactics.

A compelling and thought-provoking Bio to pitch prospective clients should include a combination of at least any three (3) of the following;

1. Consider your Professional field/Expertise
2. What You are Passionate about
3. It should identify a Problem
4. Provide Solution to a Problem

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5. Advertise Your Products/Services
6. Indicate Professional Organizations or companies you are affiliated to
7. Identify your demographic target audience

For example, here is mine highlighted in blue; but permit me to use this opportunity and re-introduce myself. My Name is David Uwak, I'm an Author, Motivational speaker, online sale consultant and a Facebook Ad expert. Have spoken to and trained thousands of people across the nations and on the same stage with great minds like Emeka Nobis. “I

help brands and businesses gain visibility, increase sales and make impact using

sponsored Ads”, also, as a motivational speaker and author, “I disrupt limiting beliefs that hinders one from reaching their greatness and living their dream”

Next, Fill in other details accurately in the about section. Especially school and then work. Where work is mentioned, don’t put “working in self employed” even if you don’t have a company or a company name, create one and add it. This will make people know and believe you are genuine when they start checking in your profile. Include companies or organizations you have worked with or working for and the position you occupied or occupy.

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Next,

Increase your visibility so as to gain followers and friends that will in turn become your customers. First, do you know that when it comes to Social media, “**Your network is your net worth?**”

Is not all about who you know and who you don’t know, it’s all about who and what you want. Gone are the days where Facebook was just for family and friends. LOL. Don’t isolate yourself after you are done opening your account, grow your followers, and increase your visibility. Grow your friends, to grow your income. You don’t necessarily

have to like them. It's called social media so learn to be sociable. Stay in touch with them, chat them up to ask how they are doing once in a while and follow up previous conversation. Be always apt to reply messages whether they make sense or not. Remember, humans are emotional beings, until they feel your love, care and begin to trust you, they can't open their wallet for you. Especially when they haven't even known you from adam or met you before.

These are things to consider;

1. You have social media accounts.

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2. You post to these accounts minimum twice a day.
3. You follow other people and organizations on social media.
4. You respond to customer feedback or complaints on Facebook.
5. You begin to share other people and organizations' content, in addition to your own at least twice a week. Note: it must be valuable content that has to do with what you are offering or represent your brand. Don't overpopulate other people's post on your wall... twice a week is fine. Also look for a way to put a privacy on your timeline. To avoid "taggers" covering your timeline with their stuffs. Else, your post will be lost in their tags.

6. You begin to comment on other people's content. You begin to actively try to get your followers to comment on your content. By always ending a content post with a question, suggestion, observation or a task etc (I believe social selling starts here) 7. Advertise Your Products/Services and that of other trusted organization at least once or twice a week.

How do I do that?

1. What do you know how to do? (Even if not perfectly well, but you are ready to learn and improve in the process.)

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2. Know what you want
3. Find the kind of people who wants what you know and has what you want. 4. Be ready to give them what they want

How and where do you find this people?

1. In groups.

Join relevant and value given and driven groups, Headstart community by John Obidi is

one of them. I have personally made tens of thousands from there. No, not through adverts...they don't approve such post. Just give value and people will come around seeking for more.

2. In others posts be it in a group, page or others wall.
3. And what they engage in.
4. Then Send them request,
5. Find groups that gives value and give value and they will send you request too.

NEXT,

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Give value, give value and keep giving value both on your account and other groups you join. (If that is authorize) Make sure not to spam so people don't label you as scam, it will create a wrong impression to your brand or business. Your goal is to let your friends know what you do for a living and how you can help them.

On this online space, have discovered three sources of power that will give you strong influence and that will always put money in your account...always.

It's the 3 MAGIC password to unlocking the online income stream.

Visibility

Availability

Credibility

But then, these things don't just happen. They are acquired overtime. Credibility is a function of consistency and trust in value distribution. Visibility also is a function of showing up consistently and strategically distributing value. Availability is your ability to manage yourself, time and be discipline to distribute value. If people can see you and you are available for them and they can trust you...leave it...you have blown big time.

.....

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Now, from what you can offer.

What you can do.

What you are good at.

From those,

Create;

1. INFORMATION PRODUCT: HOW TO'S

People are craving for information these days. People don't have much access to coaches

and thought leaders, maybe as a result of the fact that they can't afford their fee. But they always go for the alternative. That is the information product. Information product can be produced in different forms. You can have video, post on YouTube and monetize your YouTube page. Facebook video either live or recorded and uploaded, podcast (Facebook has that also) or it can be e-book, Report. It's not hard. Just know how to use Microsoft word and type and the convert to pdf that's all and then you broadcast it on all your social media accounts but before then, you would have given much value so that

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people are aware already how you can help them solve this or that particular problem. You can start doing this free just to create awareness and increase your visibility. I know you have knowledge on a particular subject matter, why can't you pen it down, package it and make money from it?

2. COACHING

My coaching fee range from 5k, 20k, 100k depends on the duration. Coaching is all about helping an individual to get a particular result within a particular period of time. In coaching, you give instructions and give material that can aid the instructions. So, you

can build your empire through coaching and ensure you deliver absolute value.

3. CONSULTING

Consulting and coaching are not the same. As a consultant, you just give them the tips on how to get it done better. It is not necessary you get seated with them for a very long time, unlike coaching. Give your instructions as an expert and let them carry it out.

4. TRAINING

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Training can be offline or online. Once you identify people's need and you can deliver value, why can't you organize training for them by redirecting them to maybe a YouTube, Whatsapp group or Facebook group COPY the link and post it on Facebook with a mouthwatering content? Same can be done with the coaching and consulting. You don't necessarily need an offline office at least for the now.

You can start with online training, even you can start by giving free training to build your Authority first because people don't buy a product, they buy personal brand first.

5. MEMBERSHIP OFFER

This, you can decide to have some people in your inner circle. Those people who will gain access will pay money before they can become a member. You have to know that, to get all these done, you must build your influence and building influence has to do with this 3C: Character, Competence, and Connection. Once you are missing out any of the three, to build your influence and get people attention will be much daunting.

6. ENTERTAINMENT

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Today in the entertainment industry, people are making mad money. If that is where your interest lies, why not. Can you report news? Can you make people laugh? Can you sing? Can you dance etc. Go ahead, make videos upload them, create valuable content that attracts followership to your social media and YouTube page through your YouTube channel link on your social media platform and from there you can monetize your YouTube and as your followership on social media grows, you can start rendering advert services.

7. ADVERTISE

When you have grown your account to at least 5k friends, look for companies, organizations, individuals and their programs you can advertise for. At least once in a week for a fee. When others see this, they will start contacting you.

Now, let's assume you can't do any of what's been said up there. There is what is called affiliate marketing and dropshipping.

Affiliate marketing is the process by which an affiliate (officially attach or connect (a subsidiary group or a person) to an organization) earns a commission for marketing

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another person's or company's products. The affiliate simply searches for a product they enjoy, then promotes that product and earns a piece of the profit from each sale they make.

One of such sites, is fiverr, Upwork etc. Now, it may not really be a recognized, registered organization or company. It could be friends, family, businesses or people you know who have the products and you can simply meet them and negotiate to resell for a commission.

What is a dropshipping business?

Dropshipping is a supply chain management method in which the retailer (you) does not

keep goods in stock but instead, receives the order and then transfers the customer orders and shipment details to either the manufacturer, another retailer, or a wholesaler, who then ships the goods directly to the customer and he/she gets his/her profit

A dropshipping business is where you are able to sell merchandise to your customer without holding any inventory. A customer purchases an item from your store at retail price. You then forward the order to your supplier, which you pay the wholesale price. Once your supplier receives the order, they ship the item directly to the customer under

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your business name while you earn the profit margin. All you have to do is set up the retail website, find customers, and handle customer support.

Now with these two systems mentioned here, you don't need an offline shop and you really don't need money neither do you need to have a product. All you really need here is a social media marketing skill. And lucky you, I added a Facebook ad course to this book. So, all you need do after making the contacts, negotiations and agreement, you get the product images, apply the strategies shared here. You can also, create a sales page for it and set up an advert. If creating a sales page will cost more money or time, use your

WhatsApp link so you can chat with the clients that contact you directly. Sell the products and get your cuts. Is as simple as that.

When once you understand the strategies I'm sharing here, making money online become very easy. You can read more about dropshipping and affiliate marketing on google.

Making money online is VERY DIFFICULT but not impossible. More especially when you are trying to sell intangible products like short reports to people who never met you for once.

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The best online business I have seen is information marketing (creating, packaging and selling short information product) you make money from thin air and it's a one-time thing. You just create it once and keep selling. I have actually had the privilege of working with some persons in setting up their sales page and one thing I discovered is that most of them are just eager to cash in with or without exchanging value.

But how do you get people trust most especially now that you are just an amateur (no insults please) entering the digital space to hustle? For people to open their wallet for you, mehn they have to first know, like and trust you. Trust is very important.

Whatever in pursue in life will always do shakara for you even when they want you. You

remember that your girlfriend?

And the worst is that they are going to outrun you because you are going to get real tired and will start thinking: "No I can't get this", this online thing doesn't work' And you will quit While others keep smiling to the bank.

But here's what I want you to do instead.

Pursue delivering value and keep delivering value and by so doing, you will get people attracted to you. People who are going to buy from you without them reading your sales copy. Which I guess you may not even know how to write a compelling and persuasive

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one yet. When you discover peoples embarrassing problem, you are one step closer to becoming a billionaire but not until you have proven to them that you really understand their problem and that your solution works.

When you are able to do this, they can trust you and smilingly open their wallet for you. Every human being have this 5 buying objections

No money

No need

No hurry

No trust

No time

How can you break these objections so they can buy?

For you to actually break into the strong gates of making it selling information online, you will have to be a person that delivers value. You will have to demonstrate that you are here to help and not sell by actually helping. This is the holy grail of successful internet marketing. This is the secret successful gurus in the online space may not tell you. Deliver value up front and selling becomes helping to your prospects and once they perceive you as helping, then the sale is easily made. And this is what you want.

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It's all about knowing what problem people wants solved, and helping them trust your offering and you watch them sell themselves.

Here are few tips to help you improve your Engagement on your Facebook posts.

More engagement on your posts means more people to build relationships with and eventually offer them your products or business opportunity.

1. Avoid posting links that will take people out of Facebook. Facebook does not want people to leave its platform.
2. Avoid multiple shares of other people's post, videos, etc. Focus on creating more

organic content. When you share anything always has a caption that shares your thought or insight about the content.

3. Avoid posting your sales posts on your personal page. It's against Facebook rules.

Rather share a story about benefits, testimonials. Create Curiosity. Make it Social. 4.

Avoid copying and pasting someone else's post. It's not organic and people normally can tell. Focus on igniting your unique voice and message. Your unique writing style. 5. When posting keep it Social. Make it about your audience versus you. Before posting consider the question your audience is asking "What's in it for me?", "Why should I care?"

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6. Avoid random posting. Be intentional. Post value driven post 90% of the time. Post content that will lead to sales and new leads 10% of the time post less instead of more. Two times a day tops so your posts don't compete with each other. 7. Mix up your post. Include testimonials/results at least once a week. Value post 2-3 times a week. Entertainment at least once a week. Lifestyle 1-2 times a week. Always lead with value and don't always sound salesy.

9. Build your audience by adding value, and engaging with people every day 10. Create content: One of the secrets to sales online is; "Wake up every day and create valuable content that solves problems around your product."

These days, you really don't need to sell by selling. You sell by creating value for buyers.

Become a consultant.

If you are just going to keep screaming "hey, I sell shoes come buy," then you may not really make the kind of sales you desire.

You have to give this people a more concrete reasons to buy this shoe and why they should buy from you. And you do so in your content. Your sales message is where all the magic happens.

It can convert an uninterested passer-by into a dedicated buyer.

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Modern buyers recognize an advert when they see one, and more often than not, they're really not interested in hearing a sales pitch. So, they walk by it.

Because every salesperson will undoubtedly say something good about their product and service. But what assurance does a buyer has?

Content bridge the gap.

Content shows the audience that you have the solution to the problem and you are even giving it out even before they make a purchase – sometimes before they've even considered making a purchase. Without a fee. It's signified a caring and triggers an emotion.

And when it has to do with making a buying decision, this is important Content that answers questions, addresses pain points or provides relevant information are contents that buyers want to read.

Everybody would love to have a foretaste of what they are buying. It's gives them an assurance, and a sense of love and concern.

Brands that can provide helpful and insightful content are more likely to appeal to people who are ready to make a purchase.

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So start creating relevant contents that answers questions, addresses pain points or provides relevant information as it has to do with what you are selling. this is how you sell.

11. Create more conversations

12. Create meaningful connections with people every day by telling stories because that is what your followers can connect their motivation to you with.

That person close to you has a story, which will become a motivational story for someone else TOMORROW, saying;

“If she was able to do it, then I CAN HANDLE this too.”

“Somewhere, someone is waiting for you to execute your dream so they can get theirs activated too.”

Learn how to tell stories, especially your personal experience, (know the ones you have to keep offline if its privacy, don’t go telling the world your privacy) This is an INFLUENCE skill every business owner should have.

Your followers and students hate grammar and “motivational facts”. They prefer to hear about what is going on in your life.

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Your followers want to connect with YOUR rags to riches stories, not your “1,000 ways to be a successful millionaire.”

13. Build a community around your STORY.

What is YOUR CHALLENGING STORY? What gave you the solution?

Break it down. Expand your knowledge on the related problems and its solutions. Then build a community of people going through the same problem you passed through. Sell them the solutions.

14. Treat your INNER CIRCLE like a battlefield General.

Think about your life like an ATM machine. Now ask yourself; who are the people that

surrounds you. Are they there when you needed them the MOST Or are they just there when THEY need you?

Wanna hear a SECRET? Someone said, “After an ATM machine stopped dispensing, what happens next? People move on to the next ATM. Don’t be THAT ATM machine. Know your STANDARDS, and Get picky about your CIRCLE.”

Since you already have a motivating hero story, don’t let another person crumble your arsenal of inspiration with their own negative energy.

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Let your INNER CIRLE be a tight one. Don’t just allow anybody to wander in and out of your life like a backdoor clubhouse. Have standards.

You might not be making millions and feck-ton of money right now. You need to understand what social media is meant for, and what it’s not good for. Social Media is a medium for connections – not for broadcast advertising. It’s a channel to build an audience and influence – not to send out thousands of spammed messages to people who have never heard of you or your business. It’s called social, so you got to be social. Facebook for instance can be turned into an online store, but most people still see it as just a social networking site; Create TANGIBLE products and INTANGIBLE products and

sell via Facebook.

Money won't just come to you until you have a product to sell online; or a service to render. YOU MUST BE OFFERING A SERVICE

You can start up the business of INTANGIBLES> Speaking engagements, online courses, e books, etc. However, even offline tangible products can have an extension of intangible product in form of DIGITAL FORMATS that can haul in monetary rewards for you. What you do as an enterprise or business can be translated into INTANGIBLE Products; I will explain.

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Let's say you are a shoe maker, you can advertise your brand (Tangible products) on Facebook for prospective customers to patronize just like Chioma Madueke does with her shoes (Making the foot the new face) or you may decide to package simple steps and lessons on shoe making for starters into digital format – ebooks, videos or audios (Intangible Products) or organize an online webinar to teach people about your business or to enlighten customers on how to get the best out of your products. As a beauty expert, your Facebook or Instagram page too can haul in huge monetary rewards. You can convert your PROCESSES into eBooks or online courses like Nnamdi Ezinne (Her wig making classes) and have them fly to remote parts of the world. To create your digital

products, you don't just rush and create. You MUST create what people want, not what you think they want.

Now; see the secret; you are an expert in fashion designing, blogger, make-up artist or graphic designer, using Facebook or Instagram, you can be an internet marketer of your brand, a teacher/thought leader in your niche (When you share audio/videos about processes for beginners in your niche or organize online webinars) a writer/author (When you publish eBooks), the best competitor in your niche and if things works once your

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influence and platform grows; you may be booked by individuals, organizations or corporations to solve similar problems offline, making you a consultant. You can imagine the profit you can make from this strategy; same applies to any niche or area of expertise.

Note this: don't just create to sell on your Facebook account and make it all salesy, let your motive be to solve a problem not to make money. The truth is, the money is in the problem you solve. When people notice all you want is their money, they will begin to avoid you, that's why I started by saying, give value, give value, they will come to you telling you to help them, by so doing, you bill them and sell them your products

One of the leaks to your online sales is low self-esteem. Severally I have had people come into our inbox with the intention to promote their products or services... And I noticed few of them always ask this one question "Will I get sales? Will I get people to patronize me? Will people buy?"

Now, why I understand there could be many sides to those questions, one which is "will your ad be effective enough for me to sell?" Another is fear maybe from their previous ad

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experience and then the third which I believe that statement shouldn't be made at all if at all, differently is low self-esteem.

You are not such of your product or services, you don't have confidence in it nor yourself. You don't think it will really solve the problem created for, you feel the price may not be worth the product, you don't think people will patronize you...

This low self-esteem is what makes many unable to sell...because selling require confidence. You need to be audacious.

This low self-esteem is what makes salespersons run after their customers almost to beg them to buy...

This low self-esteem makes salespersons reduce their prices and add more offers thinking that will make them buy. Even if they do, you are destroying your product. You are selling yourself cheap. You won't last.

Never make yourself look like you are at the mercy of your customers.

Never make it feel like your customers are doing you a favor.

You need to become a professional with your product and or services. Become a consultant with your product. Let people see the benefits of getting your product and the dangers of not getting.

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Position yourself as an expert in whatever you are doing. The world patronizes experts not mediocre.

Speak professionally, act professionally and write professionally like someone that knows his/her onion.

If you sell a product don't have confidence in it, why do you think your customers will?

Be audacious in your selling.

Selling is psychological. It's based primarily on perception. So proper positioning and packaging is important.

It is said that when a fool speaks confidently, he is presumed to be wise.

Nevertheless, if you want to last, make sure your product is top-notch indeed.

Ugly truths to embrace

One of those truths we must embrace remains that, getting visibility online is not what you can achieve overnight. If you're online visibility is strong and you are giving consistent value, your audience would be more eager to know the next thing that you have to say.

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People interact and do business with those people they can trust ...but before the trust factor, such an individual must be known and like.

People may know you and don't like you. People may like you and don't trust you and people may know you, like you and trust you.

You cannot get enough engagement online if you isolate yourself, this is law of reciprocal. If you don't engage other content, if you don't like, comment and share others content, your visibility is at stake. To get enough engagement, you must be ready to "push" yourself to people via your content. Remember the saying, "People don't care how much you know until they know how much you care"

In conclusion, looking at the statistics of people on Facebook as shown above, you can limit yourself to just 5000 friends' likes and few follows. When there are many fishes in the river to catch? That's why you must throw in your hook deeper for a bigger catch by engaging in Facebook Advert starting from as low as one dollar, you can reach up to 2800 people daily. You can reach millions of people on Facebook from the comfort of your home anywhere to showcase to them what you do thereby making more money.

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