

Dear Future Record Breaker, This One's for You

Newsletter Archive



Dear ,

Hilda Baci is the name on everyone's lips, and rightfully so! The Nigerian chef has become a source of inspiration to millions around the world with her ambitious, record-breaking feat- the longest cooking marathon by an individual.

We're sure you are inspired by her, and we're here to remind you that you can break records too! Here are some lessons from her inspiring story.

- **Dream big**- It's okay to be ambitious and audacious. If your dreams scare you, that's proof that you are on the right path!
- **Prioritise preparation**- Hilda's feat was not an overnight stint. She invested time and effort into the meticulous planning of her cook-a-thon.
- **Build a support system**- A good team will propel you further than you can ever imagine. Bring people with you on your journey.
- **Persevere**: Hilda set her eyes on the goal and pushed past doubts and distractions to achieve it. You too can! However, no pressure; run at your pace!

Now, have a look at the updates we have for you this week!

Let's Discuss Direct Sales Strategies at Our Next Webinar!



WEBINAR



Business2Consumer (B2C): The Concept of Direct Sales.



ADEDEJI LAYADE
Brand Manager, Guinness Nigeria.
FACILITATOR



OLUFOLAKE IKUMAPAYI
Head, SME, LSETF
MODERATOR

Date: **Wednesday, May 31, 2023**



11:00am

Register: <https://bit.ly/lsetfdirectsaleswebinar>



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Would you love to learn about direct sales (B2C) and how to use them to strategically grow your business, build customer relationships and make profits? Join us at our upcoming webinar on **"Business2Consumer (B2C): The Concept of Direct Sales"**!

Adedeji Layade (Brand Manager, Guinness Nigeria) will facilitate the webinar and explore the world of direct sales in detail, with practical examples, proven tips and relevant insights.

Don't miss it! Register [here](#) and join us on Wednesday, May 31, 2023, at 11:00 am.

Join us for a Physical Legal Clinic!

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**Starting an SME: Putting the
Right Legal Structure in Place**

Date: Tuesday, May 23, 2023

Time: 9:00 am-11:00 am

Venue:

Ifako-Ijaiye LGA



Are you an entrepreneur in Ifako-Ijaiye or its environs? Join us for an informative Legal Clinic, where we will dive deep into the importance of a solid legal structure for your business.

Discover the tremendous benefits of having a legal structure in place and learn essential strategies to safeguard your business's future success!

The session will hold at the Ifako-Ijaiye Local Government Area on Tuesday, May 23, 2023, from 9:00 am-11:00 am. See you there (And bring a fellow entrepreneur along with you!)

**Have You Registered for the Google Hustle Academy Business
Bootcamp?**



Don't miss the opportunity to participate in a transformative experience at the Google Hustle Academy Business Bootcamp!

Get ready for:

- Interactive workshops
- Collaborative networking sessions
- Inspiring guest presentations
- Personalized mentoring opportunities

[Register today](#) if you haven't. Share this opportunity with other entrepreneurs in your circle!

Highlights from Our Impactful Breakfast Meeting







In a bid to explore impact investing as a pathway to MSME growth, the Lagos State Employment Trust Fund, in collaboration with Impact Investing Ghana, Impact Investors Foundation and the Nigerian National Advisory Board for Impact Investing (NABII), held a Breakfast Meeting on "Catalytic Capital and Impact Investing in Nigeria" today.

In attendance were representatives of the aforementioned organisations, Vested World and the Bank of Industry (BOI).

The event featured special presentations, a keynote address and a panel session with LSETF beneficiaries who shared inspiring stories of their growth and success.

See you next week! ❤️

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Your Partner in Progress,

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