

YOU ARE NOT SUPPOSED TO BE UNEMPLOYED

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**Owolabi Ramon**

# Dedication



*This book is dedicated to everyone whose  
life will be transformed by the reason of  
their contacts with this book*

# Acknowledgement



**I**would first like to acknowledge God who has always been there for me. He provides provision for my vision. I am lost without Him

My sincere and special appreciation goes to my mentor, Rev. Sam Adeyemi for allowing God to use him touch uncountable number of lives around the world. He has touched my life in an irrecoverable way through the different arms of his ministry.

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# Preface



One of the major problems we are having in this nation and even in other nations of the world is the issue of unemployment. This problem is not just affecting one person or one nation, it is a problem that is common to many people and almost all nations, hence, the unemployed people take solace in this, they see themselves as victims of circumstances, and result to self-pity. They often believe that the solution their lies in them getting a job, however, it might sound ridiculous to say but the inspiration I received is that no one is supposed to be unemployed. The revelation is what I shared in this book.

In chapter one, I discussed the causes of unemployment in our country. An average person just knows that there is high rates of unemployment in our midst but only

very few have sat down to think about the cause, and even most of those that think about the cause put all the blames on the government. As a result, I discussed the causes of unemployment in this chapter in a way that no one has ever done. I believe whatever problem one knows its real cause is half solved

Chapter two talks about why we all need to take charge of our lives. If you don't take charge of your life, another person, or circumstances will do it for you and trust me when that happens, what you get in the process is something like unemployment, poverty and other related results. That is why we've all got to take charge of our lives. The chapter indicates tools with which you can take charge of your life such as desire, visions, goals, plans, and others

Personal branding is the discussion in chapter three. It is closely related to taking charge of your life. Nevertheless, deliberately branding yourself gives you an edge in life, makes you more focused, and make you a better person. The chapter teaches how you can effectively develop a brand for yourself and business. Someone who has taken the time to develop a brand for himself cannot go for an interview and fail, or at least not repeatedly. Even if there is no interview to attend, building a brand for yourself makes you know what you can lay your hands on that would be most profitable for you as against wasting time with “trials and errors”

Starting a small business is the topic treated in chapter four. I personally believe that the success of Nigeria's

vision 2020 is largely depended on our people becoming business oriented. People can't continue to look around for job forgetting that there is something they have on the inside of them that we need as a nation to move to the next level. I know of two bankers that were laid off in 2010, they took up the challenge and dared to start a business in line with their natural endowment, today, both of them are doing excellently well. In fact, one of them has a staff strength of about ten now. Chapter four talks about the basics of starting a business, and how to run the business successfully

There are keys that unlock success; these keys are ironed out in the fifth chapter of this book. When you get hold of these keys, then you can unlock success in every endeavor of yours.



## Introduction

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Unemployment rate is skyrocketing in our country with the passing of each day. Hundreds of thousands of graduates are released from tertiary institutions all across the nation every year into the society with no ready-made jobs available. As a matter of fact, a research shows that less than ten percent (10%) of graduates get a job within one year after the completion of their one year compulsory National Youth Service Corp (NYSC) program. Many employed ones are laid off for economical reasons. In 2010, a good number of bankers became unemployed as a result of economic meltdown; some of them are yet to get themselves together up till this moment.

Some unemployed people see crime or engaging in immoral acts for money as a way out of this mess. Some

others believe that God's time is the best so they have to wait for God's time but in the main time they become dependent on other people for money. Another group become frustrated, they either commit suicide or become vagabonds. It is only those who take charge of their own lives and put their own destinies in their own hands that survive. But in my own opinion, no one is supposed to claim to be unemployed.

This book is about letting people know how to live independent of situations. There might be no job anywhere, but you will be employed and be making money. The book will teach you how to take charge of your life. You will discover in the book, how to stand out. In case you don't have a job now, I guarantee you a job after the completion of reading this book. Your mind will pop open and you will discover that only one thing has been stopping you from living the kind of life you ought to be living now- and that is you. Albert Einstein said, "The significant problem we face cannot be solved at the same level of thinking we were at when we created them." Hence, there is need for a paradigm shift. There is need for a change in the way we think and in our attitudes towards circumstances. The book is set to give you a new paradigm that will launch you into a new echelon of success. In case you have a job already, this book will make you know why you need to hold tight to that job or you need to walk away if necessary.

Stop complaining about situations, crying and complaining about a situation is like letting the starter kill the battery when the car won't start, it is like



channeling energy in the wrong direction. It is time to take the bull by the horns and be in the driving seat of your life. Don't bother to read this book if you are not ready to take action because this book will propel you to take some daring actions. But at the end of the day, you will be able to trace back some of your success to this book. Now let's start digging.

**Owolabi Ramon**



## JOBLESSNESS! WHOSE FAULT?

"Every day in Africa, a gazelle wakes up knowing it must outrun the fastest lion or be killed. Every morning, a lion wakes up knowing it must outrun the slowest gazelle or starve to death. It doesn't matter whether you are a lion or a gazelle, when the sun comes up, you'd better be running"

-Anonymous

Anytime a criminal such as an armed robber, an assassin, or what have you is apprehended and is made to pay for the crime they have committed, they mostly claim, especially in third world countries like ours, that joblessness is what leads to them to committing crimes. It is not only criminals that use joblessness as an excuse, those who make money through one immoral act or another are included. Making unemployment as an excuse of either committing crime or engaging in immoral acts like prostitution and the likes, often arouses pity within people and majority of people begin to blame the government for not providing enough jobs for the citizen because we all believe that an idle mind is the devil's workshop. But I question people "why should someone allow his mind to be idle?"

*Crying and complaining about a situation is like letting the starter kill the battery when the car won't start, it is like channeling energy in the wrong direction*



It grieves me to see graduates solely depending on other people for money, some even result to begging on the street simply because they are yet to be employed. They do this for one, two, three sometimes five years after graduation. I often wonder why someone would say she doesn't have a job in this sophisticated world that we live in this 21st century. I am not saying life is always easy after school, because I have been there; my argument is that no one who has decided to be responsible for his life would remain jobless for more than three months after service. He might not be doing a white collar job but he will certainly be doing something worthwhile, he may start with small income but the small income would be better than nothing at all and with time, the small income could turn out to be a great one. However, majority of unemployed people tend to be passive in their responses to joblessness, constantly wishing and hoping that they will get a well paying job soon. A year after graduation, they are still hoping, two years, three years and so on, they are still hoping. They live their lives like people waiting for a bus on a street where no buses go.

Most unemployed people engage in a destructive activity called self-pity. They organize a pity party, share the invitation card to people; people come around

and start pitying them for not having a job. They point accusing fingers to the government and well meaning private organizations.

*We keep pouring new wines into old bottles yet  
we can't stop complaining about broken bottles*



Come to think of it, whose fault is it that a particular person is jobless? If we really want to know whom to blame, we first need to look at the reasons for the escalating rate of unemployment among Nigerians. The reasons are discussed below, among others

### ■ **Pouring A New Wine Into An Old Wine Skin**

The most superior being once noticed that no man in his right senses should pour a new wine into an old bottle (wine skin), else the bottle will break. Unfortunately, we still pour new wines into old bottles in this country and most third world countries. Like James Allen said, “We curse the effect but nurture the cause”. We keep pouring new wines into old bottles yet we can't stop complaining about broken bottles.

*Let not deceive ourselves, the government cannot  
provide white collar jobs for everyone except the  
government will put other aspects of the  
economy on hold*



Relating this to unemployment, in this 21<sup>st</sup> century, most unemployed graduates are still trying to get a job

the same way people got a job in the 70's. Though I was not around yet in the 70's but my research shows that, then, jobs were always waiting for people before they finished from school. My dad said, as a graduate was leaving school, a company was already waiting to employ her, she gets an official car immediately and most of the time, graduates would have to choose between two to three jobs. No wonder our educational system was designed to prepare students for ready-made white collar jobs. This happened to be the case then because only few people went to school. Let us do some calculations; for someone to be a graduate in the 70's, the person would be like 20 years old at least then, now in 2011, such a person would be like 61 years old now. How many people of this age that you know are educated? The educated once among them then were considered to be very privileged. They used to beg people to go to school. So there were more jobs than skillful hands. Even in the 80's, there were still more vacancies than able hands. Compare this to now. How many of your mates are not educated? In fact, the value placed on first degree depreciates everyday because it is too common. There are more graduates now than available jobs. And let not deceive ourselves, the government cannot provide white collar jobs for everyone except the government will put other aspects of the economy on hold. Every business person knows how to balance between supply and demand. You don't use the same pricing process for your goods when supply is higher than demand and when demand is higher than supply. As a graduate, you have to

approach your life in a different way from those that graduated in the 70's. You have got to pour a new wine into a new bottle. The bitter truth is, you should, naturally speaking, not depend on getting a job cheaply reasons being that you have millions of graduates like you to compete with. Some have better certificates than you do. You can't make any impression in the crowd, you have to stand out of that crowd, and you need to know more than an average person. Who says you can't create a job yourself and be an employer of labor.

### ■ SOME LADDERS ARE LEANING AGAINST THE WRONG WALL

It was Steven Corvey who said, *“It is easy to get caught up in an activity trap, in the busy-ness of life, to work harder at climbing the ladder of success only to discover it is leaning against the wrong wall”*. Some people are trying to get jobs with wrong certificates. There are some courses that students study at the university that leave them with little or no direction after school. This is where craftsmen and unskilled workers become advantaged. Someone who learns to become a mechanic by the roadside knows what to do after graduation; he opens a shop afterwards and stands on his own.

*You can't make any impression in the crowd, you  
have to stand out of that crowd, and you need to  
know more than an average person*



As soon as the graduation day of a fashion designer apprentice is approaching, her family starts gathering money to purchase necessary machines for her because

everyone knows that the next step is that she gets a shop and starts her own business. This is not always the case for educated fellows. Except for probably people that studied the so called 'lucrative' courses like medicine, pharmacy, engineering, law, accounting and so on, that have direct practical application in the real world, most courses offered at our tertiary institutions have no direct practical applications in the country or there are very much more number of graduates in the field than required. For instance, thousands of archeologists, zoologists, botanists, anatomists and the likes are produced all over the nation from our different institutions every year, where are they going to work? Except for few that might want to consider lecturing in that field. I fell into that category or should I say 'trap'. I studied physiology as my first degree program. I, like most other people, wanted to study medicine but I had a low JAMB score, so I was offered physiology. I accepted the offer because I was very eager to go to a tertiary institution and never gave a thought to life after school. I was just studying hard so that I would have a second class upper (2, 1) that would enable me get a good job after school. However, I was in 300 level (first semester to be precise) when my department organized a conference. During this conference, the best student in the final year class of my department stood and asked the Head of Department (H.O.D) with a tone that depicted self pity and dissatisfaction, "where can I work and what can I do with a degree in physiology?" This question rang off the hook in my head. I felt like crying. I thought to myself that if a final year student of

a university does not know how to apply their knowledge in the real world, then, it would have been better if they had not bothered going to school. I discovered at that point that I was heading for the same direction if I did nothing. From that point, I only devoted about 20% of my reading time to the course I was studying, I spent the remaining of the time reading books written by successful people and a lot of biographies. I wouldn't have graduated with a 2,1 if not that it was too late for me not to have it because of the strong G.P I had in the previous classes, but, believe me, graduating with a second class upper was no longer my priority.

*There are some courses that students study at the university that leave them with little or no direction after school*



A lot of people are in this class. They studied some disciplines that seem not to be marketable. Nevertheless, that is not the end of the world. You might not be able to market that certificate, but the certificate has added a value to your person, you can market yourself. If you find it difficult to get a job with your credentials because of your discipline or the grades you graduated with, shift your attention from your certificate to yourself. That is why you need to go through the process of self discovery (as shall be discussed later in this book). The ladder you are trying to climb to success might be leaning against the wrong wall but you can correct that with the right information.



That is what this book will help you do. Keep reading!

## ■ LIVING BY DEFAULT

Another good reason why there is high unemployment rate is the fact that most people are living their lives by default, they leave everything to chance. Ke sera sera (what would be would be) is not far from their mouths. Sincerely, the reason most people leave things to chance and luck is because they believe they are helpless. Their belief about getting educated from when they were growing up was that they needed to study good courses at the university, got good grades and got a 'well paying' job after school. This is fantastic, but what happens when the so called 'well paying job' becomes scarce or does not exist. Every parent wants their children to study medicine, law, engineering, accounting and the likes because these courses happen to have direct practical application in the real world. All students that are applying to enter into tertiary institutions choose almost the same courses. The universities offer some courses that no one would like to study. In an attempt to fill up those empty departments, the universities admit those they can into the sought after courses and made those with low entrance examination scores to have a rethink, they offer them another discipline. These students might not know anything about the courses they were presented with, but out of the zeal to gain tertiary education they accept the recommendation with the hope of graduating with a good grade so that they can get a good job in a good place like bank, telecommunication and other industries where it is believed that any

degree would do. At a point in this country, almost everyone, including a graduate of Yoruba education, wanted to work in a bank. But when the bank started downsizing and laying off employees, people began to look elsewhere for employment.

*I thought to myself that if a final year student of a university does not know how to apply their knowledge in the real world, then, it would have been better if they had not bothered going to school*



Living like that is living by default, it is possible you are not living by default now but before you exempt yourself answer this question: what is your mission on earth? Do you have a clearly written goal and plan for your life? In case you can't answer these questions, you need to start from there. Design your life on paper and then live it through. Imagine a building without an architectural design. You cannot live the life you are meant to live except you plan it on paper and then work it out. Mahatma Gandhi said, "We must become the change we want to see". And please in your planning, plan independently. Plan as though no one owes you any favor or obligations and work your plans out. In case you are sensing that you are travelling on a wrong direction now, please turn back. A Chinese proverb says; "No matter how far you have gone in the wrong direction, as soon as you know, turn back". Should you be sensing that you can earn better than you are earning now, staying at that level of income is travelling on a wrong direction, I dare you to go for it. If you are

thinking that there are little chances of breaking through with the certificate you obtain from school, change your direction. Discover where you will be relevant. Get trained in that line, read books in that field and go for it. Don't be like people, who despite knowing they are travelling in the wrong direction, continue anyway, thinking there is no point in turning back. I always tell people, you can't move towards Abuja and end up in Lagos. As a final year physiology student in the university, I made it known to my colleagues that I was in that department by default but I was ready to take charge of my destiny henceforth. They often wonder, whenever I told them I was going into the world to liberate people and my next certificate was probably going to be an MBA. Some of the people I talked to got inspired, they were ready to figure out what they were meant to do. We graduated and scattered years back. Recently I drove into my alma mater to see a lecturer and I ran into one of my former school mates who studied plant biology and throughout our school days he used to complain how miserable his life was for accepting to study the course. I asked him what he was doing around; he said he came back for masters. "What course?" I asked, he said, "the same course, plant biology". I was disappointed. I said I thought you made it clear to me that you were there by mistake. He became sad and said "what else would he do to fix his time after he had scouted the whole country for a job, yet, nothing showed up", I couldn't say anything to him again in order not to add salt to his injury but I thought to myself, "even if he was to go back

to school for masters, he should have at least done it in a better way by figuring out which discipline he needed to go into in order to fulfill destiny” but it was obvious he was still living by default. He knew he was travelling along a wrong direction, still he continued. Rev. Sam Adeyemi said, *“People just never seem to rise beyond the level of their knowledge”*. If you have an idea of what you should be doing differently but you seem not to see any point in turning back, please turn back now for the single reason that you can still make it. You can't do the same thing the same way expecting a different result.

*You might not be able to market that certificate, but the certificate has added a value to your person, you can market yourself*



## ■ SELF-CENTEREDNESS

A young man goes to the university to study law because he perceives law to be lucrative; therefore becoming a lawyer would give him the luxury of earning a large sum of money after school. He eventually becomes a lawyer; he climbs up the ladder very fast and becomes a judge. After some time, his judgments start favoring the highest bidders. Don't blame him, he is pursuing the self centered goal he set long time ago ever before gaining admission. Arthur Gordon once said; *“When motive is wrong, nothing can be right”*.

The mindset of an average young person aspiring to get into a tertiary institution is to get a good degree that will

enable them get a good job so that they can afford the luxury of living in beautiful houses and drive the best of cars. This mindset is defective. The reason for getting educated should not be self-centered, in other words, the reason should be more of other people than the person aspiring.

*When motive is wrong, nothing can be right*



The motivation for going to school should be to solve problems with the knowledge acquired from school. Though we want to live well, our foremost effort should be to help others live well. A medical student spends seven years in school so that she could solve health related problems in the society. An accountant is meant to deal with account related challenges. Of course, in the process of solving these problems, you get rewarded, financially more often than not, in return. This would be the profit of your labor. You will make money through your career but solving problems should be your way of thinking.

Lack of this mentality is one of the reasons people are jobless. Why wait for a paycheck job when you can start meeting needs and adding values to people's lives with the knowledge you obtained from school? You can never be broke if you cultivate this habit. Always remember that if you don't meet needs, you won't be needed. You need to meet needs to be needed. When you become needed, you become more valuable, and then you attract the material equivalent of your worth.

People focus too much on the certificate. No, education is less of certificate but more of the knowledge obtained. Napoleon Hill noted, "An educated man is not necessarily the one that went to school, but one who knows where to get a particular knowledge when he needs it". People should look more for the opportunity to meet needs and add values to people's lives than job opportunities

*If you don't meet needs, you won't be needed. You need to meet needs to be needed. When you become needed, you become more valuable, and then you attract the material equivalent of your worth*



If you find it difficult to meet needs with the knowledge you obtained from tertiary institution, you can learn other skills that will enable you do so. A graduate that becomes an auto mechanic would do far better than the unlearned ones. Have you ever had a vulcanizer gauge your tire before? The same gauge can give three different readings on three different attempts. A graduate can do better than that. Honestly speaking, it is not easy for a graduate to decide to go into those kinds of jobs because in this part of the world, we treat people who do lowly jobs with contempt and so much disrespect. Nonetheless, there are some contemporary skills such as graphic design, make up artistry, photography, web design, bead making, hat making, cake baking, to mention seven, that one can learn within a month and could use to meet needs and make money in the process

## ■ IGNORANCE

According to Robert Kiyosaki, *“A man's life is a struggle between ignorance and illumination. Once a person stops searching for information and knowledge of oneself, ignorance sets in”*. A good percentage of unemployed people don't know who they really are. They depend too much on the certificates, whereas, an average graduate can't really defend the certificate he is carrying because we are only taught theories in school. I have heard a lot of professionals talk on the media about how “half baked” young graduates are, but if they want to be sincere, they would tell us that most of them were like that too when they left school, their competencies now are as a result of practice and experience. When I was in year one at the university, there was a roommate of mine who was in year three electrical engineering class. One day, the light in our hostel room suddenly tripped off, so everyone shouted arsenal (that was the guy's nick name) with the expectation that he would help us out. The young man tried indeed but couldn't assist. It was an Agric student that later helped us out. Arsenal felt embarrassed, especially when roommates started questioning his inability to solve the light problem. He later bailed himself out by saying, “we are not taught how to do this, we are only taught theories” then his accusers kept quiet because we all know that indeed, tertiary institutions only teach theories.

*You are unique because no one has your combination of temperaments, with the same sets of values, the same potentials, the same abilities, the same sets of books you read and same experiences. This uniqueness is what job seekers ought to be carrying around in the place of their certificates*



There is something you know more than anyone else. There is a need you can meet better than anyone else. You are unique because no one has your combination of temperaments, with the same sets of values, the same potentials, the same abilities, the same sets of books you read and same experiences. This uniqueness is what job seekers ought to be carrying around in the place of their certificates. Your job is to discover your area of uniqueness and exploit it. If I were to employ labor, believe me, I would look less on the applicant's certificate and look more into his person. For instance, I believe that a sanguine with a 3<sup>rd</sup> class certificate will do better than a melancholy who graduated with a 1<sup>st</sup> class in a field like marketing, and in project supervision, I would choose a choleric with 3<sup>rd</sup> class ahead of a sanguine with a first class certificate and so on.

Having discussed some of the reasons why unemployment rate is high, you will agree with me that though the government has a share of the blame but a larger percentage of the blame falls on the shoulder of the unemployed. There will be a tremendous change in our society if the government can review the



educational system. Our educational curriculum was perfect in those days when job was always waiting for a graduate. It is no longer valid for this age. In addition to whatever discipline people are studying at the university level, government should introduce skill acquisition and self-reliance programs into the curriculum. However, the individuals that are yet to be employed need to get over self-pity and self-doubt. They need to discover a need they can meet in the society, get out to meet those needs, maybe for free at first but that is for a short while before they start getting paid for their services. Unemployment rate will be drastically reduced and there would be a large revenue generated by the government if people can take their destinies in their own hands, become problem solvers and make this nation a better one. Then, Nigeria's vision 2020 would be a dream come true.

*A whole lot of people are not in control of their lives. They allow other people, circumstances, the government, and the economy to be in the driving seat of their lives. No one can get to the top like that*





CHAPTER

2

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## TAKE CHARGE OF YOUR LIFE

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"Your life is an occasion, rise to it"-  
**Suzanne Weyn**

**O**n the 25<sup>th</sup> of August 2006 is a day I will never forget in my life. That was the day I started succeeding even though I never had anything of my own until 2009. What happened on that day was the fact that I made up my mind to succeed. I concluded that I wouldn't stop until I fulfill my assignment on earth in a grand style. If I succeeded, I give God the glory but if I failed, I would blame no one for the reason that no one would determine my success, not my background, neither the government nor circumstances. I wrote it down. A thought came to me while writing it; the thought says "I should stop deceiving myself. Who will help me, considering my background?" I was the one fending for myself in school at that time. I responded to that voice and said, "That makes it sweet". No one would be surprised that

the son of a rich man is rich but a time is coming when people would not believe that I come from the background I come from because of my influence in the society” I wrote it down. I set goals and wrote out some plans. I achieve some of the goals but not all and I didn't really get to follow the plans I wrote the way I planned it and I was still very broke. However, that vision, and the decision to be solely responsible for my success and failure changed my life.

*A whole lot of people are not in control of their lives. They allow other people, circumstances, the government, and the economy to be in the driving seat of their lives. No one can get to the top like that*



A whole lot of people are not in control of their lives. They allow other people, circumstances, the government, and the economy to be in the driving seat of their lives. No one can get to the top like that. You've got to take charge of your life. Decide that when the dust settles, it is going to be you and God standing. Act as if you were born to help people, to promote the growth of this country, to make the standard of living of people better but they don't owe you anything. Whatever they give to you in the process of you fulfilling destiny is a privilege. Christian Nestell Bouee noted, “We make way for the man who boldly pushes past us”. You have to be bold in facing the circumstances and challenges of life. To take charge of your life, the following parameters have to be in place:

*I would recommend that you spend more  
time discovering yourself than you spend  
preparing a C.V.*



## ■ SELF-DISCOVERY

The first step everyone needs to take after the decision to take charge of their lives is to know who they really are. I would recommend that you spend more time discovering yourself than you spend preparing a C.V. Discovering who you really are is one major step towards becoming successful in life. I stated earlier that you are unique. This may sound like an ordinary word of encouragement but it is true. Your job is to discover the area of your uniqueness which you can only know by knowing who you are. You already know your area of uniqueness if you can answer the following questions:

- ❖ What are your primary and secondary temperaments?
- ❖ What are your core values?
- ❖ What are your strengths and weaknesses?
- ❖ Do you know your gifts and potentials?
- ❖ What are the things that drive your emotions?
- ❖ Is there any particular experience in your life that leaves an indelible mark on your person?

If you can answer all these questions, then your area of uniqueness is already staring at you, that is the area you

would have to exploit if you want to be great. If you can't answer any of these questions, I would recommend you read my book; "good grades, do they matter?" The book will guide you through answering these questions. Please ensure that all answers to these questions are written down clearly. You will need to go through them. Just as you know that no two persons' finger prints are the same, you also need to be aware that no two persons in this world can give the same answers to these questions. In the response to these inquiries lies the need that you can meet better than almost anyone else in the whole universe.

*Until you see where you are going and how  
to get there, you will live a life of defeat*



Apart from discovering your area of impact by answering these questions, you will also be able to take charge of your life. You will know how to make maximum use of your strengths and manage your weaknesses. Of what use are the abilities and strengths that you possess that you are not even aware of? Knowing yourself this much makes you know where you need to consider for work and places you know you wouldn't be much needed. Working for someone is like marketing yourself to the person. How can you effectively market a brand you know little of? So you need to take self-discovery very seriously. Though you were created to meet needs, yet you can't meet every need. Your job is to discover the needs you can meet to prevent time wasting.

## ■ DESIRE

This is another factor that will help you in the course of taking charge of your life. You must have probably heard that if wishes were horses, even beggars will be riding. That is true. Most people wish all through their lives without achieving anything because they only wish, they do not desire. Desire makes you become hungry and thirsty for what you want to achieve. People can still take a “no” for an answer if they only wish but someone with a burning desire will never take a “no” for an answer. You have got to be hungry for, and decide what you want in your life. This desire should be strong enough to create a burning passion within you. Napoleon Hill said; *“Whatever your mind can conceive and believe, you can achieve”*. A burning desire makes you aware of resources around you that would enable you achieve your aspirations which you wouldn't have seen ordinarily. Ask yourself some personal questions like:

- ❖ What do you really want from life?
- ❖ If you are unemployed, decide where do you really want to work?
- ❖ When do you want to become financially independent?

And so on

Vision without action is daydreaming,  
action without vision is a nightmare



I dare you to desire to be rich, desire to contribute largely towards the growth and development of this nation. Desire to be a problem-solver. Desire to cause a phenomenal change in this nation and beyond that generations unborn will benefit from. Desire to be a lender and not a borrower. Desire to be a giver and not a beggar. Someone achieves success around you, instead of envying him, desire that kind of result. The list is endless, just desire great things. If you are unemployed, reading this book up till this point shows me that you are serious mind. On this note I want to advise you; don't focus your attention on being an employee. Art Williams, in his book, "all you can do is all you can do" said; "If you want to be someone in your lifetime which is a flicker, there is no job out there for you". You can start from being an employee but don't stop there. You need to decide what type of business you would like to own, and remember that this big business has to be in the area of your uniqueness. Desire is one strong factor that helps you take charge of your life. As a matter of fact, it is the foundation on which every other parameter I am about to discuss in this chapter slouches. If your desire is strong enough, then you wouldn't have any problem with the other parameters that I am about to confer.

## ■ VISION

Where there is no vision, the people perish. Dr. David Oyedepo warned, "*You can't feature in a future you can't picture*". Vision is the mental picture of your desire. Helen Keller said, "*It is a terrible thing to see and have no*

*vision*". Where do you see yourself in five years time? You must have heard the question before, however, listening to people answer this question made me conclude that most people don't know the meaning of the question. The question shouldn't be taken literally. Only a man of vision can give correct response to this inquiry. It is your vision that sets the pace for your desire. Until you see where you are going and how to get there, you will live a life of defeat. You can't hit a target you can't see. You need to always visualize yourself in the future, not the way you are now, but the way you want to be. Do you really want to run that industry? Start visualizing yourself transacting business. Are you sure you desire to be the president of this country? Begin to see yourself in Aso Rock. Start dreaming. Dream and visualize big, there is no offense in dreaming big. Your vision, in fact, has to be bigger than your present condition for it to be meaningful. Dreams and visions are closely linked but vision is more powerful, reason being that vision is a dream backed up with action. Your dream becomes a vision the day you start acting on it. Meanwhile, dreaming alone would only lead to frustration except you turn it into vision. Vision alone cannot take you anywhere, you have to act. A Japanese proverb has it that, "Vision without action is daydreaming, action without vision is a nightmare." Take action on your vision. Your action speaks volume about how burning your desire to achieve your vision is. The first action I would like you to take is the simplest, yet, the most important. Sit down quietly somewhere, visualize yourself in the future.



Five to ten years from now. How rich do you see yourself becoming (not based on your present level but based on your desire)? Where do you live (Victoria Garden City or Ajegunle)? What job are you doing? Whom are you married to? What type of car are you driving? How have you been able to contribute to the growth and development of this country? What you see while doing this is your vision. Write it down boldly. If you are married, do this with your wife. After writing, the next action you are supposed to take is to begin to meditate on how to fulfill this vision. The best means through which you can do this is by setting goals.

## ■ GOALS

Imagine a football match without goal posts, the match will be tiring and frustrating for both the players and the spectators. You will soon give up on your vision if you don't set goals around it. American sales trainer, Tom Hopkins said; *"Goals are the fuel in the furnace of achievement"*. Have you tried travelling to a place you have never been before without a road map, a road sign and no one to ask for road description? You would have to turn back home. The goals you set are the roadmaps or road signs to your destination. Most people don't set goals because they had set one before that they didn't achieve. You would have to set another again. Rev Sam Adeyemi once said on success power; *"Accomplishment of your goal is not the best reward you get from goal setting, your best reward is the person you become in the process of trying to achieve the goal"*. As the bricklayer is building the building, the building is building the bricklayer. We

live a life of goal setting. If a goal is achieved, it usually leads to the setting of another greater goal.

*Accomplishment of your goal is not the best reward you get from goal setting, your best reward is the person you become in the process of trying to achieve the goal*

You need to set goals for your life. At the end of your journey on earth, how do you want your biography to read like? How many lives do you want to touch before then? How much of inheritance tangible and intangible do you want to leave back for your children and children's children? Answers to these question and more should suggest your lifetime goal.

*Whether or not you have the means and wherewithal to achieve your goal, make your plan all the same*

You need to set a long term goal of like ten years. You break the goal down into short term of five years. The five year goal is broken down into annual goals. The annual goals are divided into monthly goals, then weekly goals and lastly daily goals. Achievement of your everyday goal will motivate you take the monthly goal on with confidence. The confidence keeps building on until you become a champion goal setter and then all your visions will be realized.

You have to set goals in the area of your finance, career, health, relationship, knowledge and other seemingly minor ones like, whom to call daily and the likes.

*"Make big plans, don't make small plans. Big plans attract big people, small plans attract people and small people cause big trouble"*



- ❖ **FINANCIAL GOAL:** This is very important. You would need to set a financial goal for yourself. To do this effectively, you need to acknowledge your present financial income. What is your financial level now? Write it down. If you are unemployed, I wouldn't be surprised if you are currently on zero level or even negative (probably N,10,000 or the amount you owe people). Don't be shy to write it down. You only need to make up in your mind not to remain at that level for too long. Determine the amount of money you would like to make in a year's time, five years, ten and twenty years. Write them down clearly and get to action.
  
- ❖ **CAREER:** Another important area that requires serious goal setting is your career. People often ask me; "what is the difference between a job and a career?" Your job is the work you do to make ends meet; it might not necessarily be your career. Your career is your purpose. The work you do with the whole of your life and for the rest of your life. Most people don't earn their first income through their career. They usually do some certain kinds of work before they become clear of what they ought to do with their lives. You need to set goals about your career. Don't just apply anywhere there is an opening. Don't live your life by default, design your

life. I would like to reiterate that it would do you a whole lot of good if you set your career goals around the area of your strength.

- ❖ **HEALTH:** You must have heard that health is wealth. What is the essence of a life lived with sickness and disease. You would need to determine how healthy you want to be and look. We don't really have much of overweight problems in this part of the world, yet, we need to identify and set goals for our health which eventually affects our life style. It amazes me how people seem not to bother whether they live or die, yet, when they see death face to face, they scamper. You use your money to buy cigarette, at the back of the pack, they wrote "smokers are liable to die young", and despite this warning from the maker, you still go ahead and smoke it. Someone with a destiny to fulfill will not do that. Check what you eat and what you drink. In addition, one of your civil responsibilities as a citizen of this country is to ensure your safety and security. Take good care of yourself. Set goals for your health. Set goals on how you intend to stop smoking, quit drunkenness as so on as relevant to you.
- ❖ **INFORMATION:** If you are not informed, you will be deformed. Set goal on how much information you really want to have. How much do you know now? The best way to get informed is through books and internet. How many books do you want to read in a month? How many times do you search the internet in a week, not for networking or

entertainment purposes but strictly for seeking knowledge?

- ❖ **RELATIONSHIP:** There are people in your life right now that you probably have to do away with because they are nothing but distractions. You need to identify the relationships that you require in order to take complete charge of your life. Set goals on those that can help you fulfill purpose. You need mentors. It is your job to identify how to get to them.

There are other goals that are seemingly not important but as you progress in the school of goal setting, you learn to set goals for almost everything you do.

In general, your goals have to be **SMART**:

**Specific:** Your goals have to be well defined. How much exactly do you want? What exactly do you want to achieve? Be specific

**Measurable:** The goals you set have to be quantifiable. This will give you the privilege of assessing how far you have gone in achieving your vision. This will create enthusiasm that is much needed in accomplishing greater visions

*Don't try to cut corners so that you won't  
be cut short*



**Attainable/Realistic:** The two words mean the same thing. Be realistic and practical with your goals. Ambiguous goals usually lead to frustration. You are unemployed now and you are setting a goal to earn 50

million naira in two weeks; that is ridiculously unrealistic. In as much as you have to set big goals, the goals have to be attainable. Let the more difficult ones be set later.

**Time bound:** Setting a goal within a specific time makes you to be more focus. Time makes you know if you are making progress or not and then it gives you the advantage of moving to more important goal upon accomplishment of the set goal.

*Empty the coins in your purse into your mind  
and your mind will fill your purse with gold*



The goals you have set cannot just jump on you from the book simply because you set them. That takes us to the next factor needed to take charge of one's life, plans

## ■ PLANS

Whether or not you have the means and wherewithal to achieve your goal, make your plan all the same. It is necessary you make concrete plans. Just believe in your plans and your subconscious mind will go to work. Ideas that will generate the resources needed for the accomplishment of the plan will begin to pop up in your mind. All things are possible to them who believe. I would like to bring to mind a Chinese proverb that says, *“Make big plans, don't make small plans. Big plans attract big people, small plans attract people and small people cause big trouble”*. Note that this proverb didn't say have people you need before making plans but rather make

plans and your plans will attract not just the people needed but also every other resources

All the goals you have just set, you need to make plans on how to achieve them. If you have set a goal to make ₦10,000,000 in a year's time and right now you are worth ₦50,000 (you are owing ₦50,000), it is possible. Plan on how you can accomplish it. Include in your plans, what you are ready to give up in exchange for your goal. No prize without a price. Don't try to cut corners so that you won't be cut short. Make plans on how you want to achieve other goals. Your career goals, health, relationship and other goals you set. A goal without a plan is daydreaming.

No plan is worth the paper it is printed on unless it makes you start doing something. Start working on your plans. Take actions. It was Dr Mike Mudock who said, *"The proof of desire is pursuit"*. You must be kidding if you have a plan to make ₦10,000,000 in a year's time yet all you do with your time is watching T.V and playing games in the name of being unemployed. Is it possible to make the money? Yes, but you have to take actions. Plan on which needs you can meet in the society, what business you can do and go for it.

### ■ DISCIPLINE:

This is one of the most important factors in taking charge of one's life. George Washington said, *"Discipline is the soul of an army. It makes more numbers formidable, it procures more strength to the weak and esteem to all"*. Dr. David Oyedepo said, *"Even the weak have a*

*future with discipline*". It takes discipline for you to act on what you have read so far. When you are disciplined enough to do the right things, you definitely become self confident. Self confidence is much needed in fulfilling purpose. Jim Rohn believed, *"lack of confidence results from two major things; no goal or plan and no daily discipline to achieve"*. Knowledge is the fore-runner to success. Benjamin Franklin once said, *"Empty the coins in your purse into your mind and your mind will fill your purse with gold"*. However, it takes discipline for you to sit down and read books. Some people buy books to show off but they never sit down to read those books. Buying the books shows they desire knowledge, yet, not reading the books reveals that they lack discipline. Jim Rohn, during his life time said something profound, *"All of us probably have all the knowledge we need to attract all that we want, we probably have the knowledge we need to become all that we'd like to be but in spite of the knowledge we spend our time acquiring, most of us fall short of our goals and ambitions. We settle for a small fractional part of what we'd have otherwise had, we settle for a life of existence instead of a life of substance due to lack of discipline in applying all that we know"*.

*It amazes me how people seem not to bother  
whether they live or die, yet, when they see  
death face to face, they scamper*



Some people lack discipline in the area of time. They actually know what to do but always procrastinate. You





than any other thing". He was determined. You have to be disciplined enough to be persistent. It is obvious you have been knocked down but the amount of time you spend on the ground matters. Would you be disciplined enough to get back on your feet or you just want to accept defeat? When you have determination and discipline as parts of the weapons in your arsenal you will always shout, "No retreat no surrender" in the face of challenges.

You need to discipline your thought pattern and the kind of words that come out of your mouth. Your thoughts generate imaginations. If you have negative thoughts, you have negative imaginations and before long, those imaginations will become your reality. Dr Myles Munroe said in one of his teachings; "*Imagination is taking a journey into your future and making plans to get there*". You become what you think about most of the time. James Allen noted, "As a man thinks in his heart so he is, as he continues to think, so he remains". Be disciplined enough to think positive so that you have a positive imagination and talk yourself into success. Some people's defeats start from what they say with their own mouths. Speak correct and positive words into your life and future. Say words like; I am creative, I am a blessing to this nation, I will leave inheritance for my children's children and other positive words you want to see in your life. Those words will come to reality in your life after some periods of time. On the other hand, some people are full of talks without action. It takes the combination of the two to succeed.



CHAPTER  
**3**

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## PERSONAL BRANDING

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"A man who wakes up and finds himself a success hasn't been asleep...."  
- **Wilson Mizner**

**A**fter self discovery and the decision to take charge of your life, you need to brand yourself. Branding can be defined as follows: A brand is the name, term, design, symbol, or any other feature that identifies one marketer's product as distinct from those of other marketers. The American Marketing Association (AMA) defines a brand as, *"A name, sign, term, symbol, or combination of all that is intended to identify the goods and services of one seller and to differentiate them from those of other sellers"* We are all familiar with branding as far as products are concerned but a lot of people still find it difficult to come to terms with the fact that everybody is a brand. Whether you consciously brand yourself or not, you are a brand. You will be disadvantaged if you are branded by default as opposed to making conscious effort to brand yourself.

Personal branding involves managing your reputation, look, style, attitudes and skill sets in a way that they describe you exactly as you would love to be described. Either you are an employed or unemployed person, one of the goods you can do for yourself is to develop a brand. I mentioned earlier in the previous chapters that you are selling yourself to any company you decide to work for, which makes you a product. You will agree with me that sometimes, what makes us buy an item might not be the content but the way it is branded. Develop a brand out of yourself that will out shine other brands in the market (say, job market). I am not surprised that one of the commonest questions interviewers asked during interviews is “tell us about yourself” because anyone would like to have full information about a product they are ready to purchase. This question ought to be the selling point for applicants but unfortunately the reverse is the case most of the time because majority of applicants never sit down to discover who they are not to talk of building a brand. If you are a business person, you will need to develop a brand for yourself and for your business

*Some people's defeats start from what they  
say with their own mouths*



Your brand is what comes to people's minds when your name is mentioned in terms of your skills, dressing, attitudes, values, potentials, strengths, weaknesses and what have you. Every star you know today is a brand. When you hear Sam Adeyemi, what comes to mind are

his hairstyle, cool nature, leadership, daystar, success power, accountability, excellence, love, vision, goals, motivaton, national development and so on. For football fans, when you mention Cesc Fabregas, part of the things that come to mind are arsenal, Spain, tattoos, attacking midfielder, accurate passes, calm nature and others. When your name is mentioned, some things come to people's mind either you like it or not. Your job is to consciously mould your brand. When you build a brand for yourself, you will be associated with specific ideas, look, movement, attitude and people. The more you refine your brand, the more targeted your message will be and the more you will be doing the kind of work or business you want to do with the people you want at the right price.

Part of the criteria that determines the type of brand you give to a product is the kind of need the product is meant to meet. I assume that you have already taken the first step needed, which is to determine what you have set out to achieve in your life. Your visions, goals and plans. The next step is to maximize the labeling theory.

## ■ THE LABELING THEORY

This theory states that an individual's identity is partially or largely dependent on the words used to describe them. Sociologists explain that the word you constantly say about someone especially a child will soon become his identity. According to the theory, if you constantly tell your child that she is dull because she came 7<sup>th</sup> out of 15 students in a class, please don't expect her to come 7<sup>th</sup> next time, she would probably

come 12<sup>th</sup> or 14<sup>th</sup> because those words you constantly say to her will soon become her reality. On the other hand, if you relentlessly say to someone she is brilliant, smart, intelligent and creative over a period of time; those statements will become her label. You can brand yourself using this theory. What you say to people about yourself most of the time will soon become your brand.

*What you say to people about yourself most  
of the time will soon become your brand*



This theory became real to me as a result of an incidence. There was once a pharmaceutical sales girl I used to joke with when I was working as a pharmaceutical rep in Ilorin, Nigeria. In her words, she would jokingly say she was always skeptical about relating with me because every of my name sake she knew were stubborn and wicked, I would jokingly reply that I am different; in fact I am the best Owolabi in the world. She would reply with a body language that suggested “keep deceiving me”. But I will reiterate playfully again “I am serious, I am the best Owolabi in the world”. This continued every time I saw her over a period of time. One day, her boss called me and said he would like to do a particular business with me because the sales girl said I was not just the best Owolabi but I was the best pharmaceutical rep she transacted business with. Labeling theory branded me as the best in a field that has little to do with my abilities. You can use labeling theory to brand yourself. If you are a creative writer and speaker but you have little

experience in your field, for certain reasons, you are yet to start doing the job full time, you work somewhere else, may be as a pharmaceutical rep as in my case, just to pay the bill. Don't ever introduce yourself as pharmaceutical rep except when on the job, introduce yourself as speaker and author. Tell everyone who cares to listen, your little achievement in that field. Very soon, you wouldn't have to be a pharmaceutical rep again. Labels are powerful; it works hand in hand with the law of positive confession.

If you are a job applicant who is not ready to go into his career full time yet, but needs a job to foot the bills, please be wise. Don't go for a banking job interview and tell them you are a writer and a speaker. You can only mention them as if they were just hobbies but know in your mind where you are going. You may not also want to introduce yourself as a doctor at a scene where someone is injured in an accident when you are yet to gain admission into the university. However, you can begin to imagine one day when you will be able to help and treat people in that kind of condition.

In personal branding, labeling theory also extends to what you wear, your hairstyles and how you present yourself. A lot of what people consider to be in vogue today are what entertainers use to brand themselves. Your hairstyle speaks volume about you. How will you attend a business meeting or go for a job interview with a "gallas" hairstyle? You need to cut your hair like the person in your vision or in correlation with the brand you are building not like an entertainer you saw on T.V. why would someone go for an interview without

having a neat shave before leaving home?. A human resource individual once told me about a job applicant who attended a job interview with his trousers below his waist. For every meeting you attend, dress at least as well as the people you are meeting with or sometimes, you can even dress a little more richly. This will give them the notion that you are doing well, so, they will believe more in your services.

## ■ SKILL SETS

Apart from using the labeling theory, building a formidable brand for yourself requires skill sets. You can't build a brand without a skill. As a brand, skills are required to meet the needs you are meant to meet. Imagine a coca-cola that cannot quench thirst, or a doctor that is suffering from nosocomephobia (fear of hospitals); there is no way they are going to be needed. What skills do you have? How do you develop those skills? And how do you use them? These are all questions your brand must answer.

*You need to cut your hair like the person in your vision or in correlation with the brand you are building not like an entertainer you saw on T.V.*

A skill set is a collection of related skills that when put together, add up to a marketable package. For instance, a professional web designer will have a skill set that includes graphics design, animation, a range of color composition and color contrast, computer literacy. All these skills that come together to help a web designer design a web site successful is a skill set. I was speaking



to a group of fresh university graduates not quite long ago at a seminar; I mentioned how that it is not good for someone to have one source of income. A participant asked out of curiosity, "How can one have more than one profession and still be the best in those professions?" The answer is simple, you diversify, using your set of skills. That is why it is necessary that you build a brand for yourself. You know the skill sets that you possess as a brand; you diversify into any of the skills in your skill sets based on your goals and plans. For instance, a professional web designer could decide to dig deeper into graphic design, he could decide to diversify into animation and eventually be referred to as; a web designer, an animator and a graphic designer. He builds three sources of income from one set of skills. Another illustration, Jennifer Lopez (J.Lo) is a singer, dancer, actress and a fashion designer. She possesses four powerful sources of income using one skill set. As a singer, you are expected to have some acting skills if you want your musical videos to win the heart of fans, at the same time, you should be able to dance. You wouldn't want to appear on air and everyone is wondering why on earth you would put on what you put on, so you need some fashion sense. J.Lo decided to vary into each of these skills; she made a career out of each of them. No wonder she is extremely rich.

*Learning is never always convenient, yet, we  
must learn all through the days of our lives*



It is important to build up a handful of well-developed skill sets if you want to be really successful. Even if you want to focus on just one profession or skill, you will require some supplementary skills in order to be the best in that field. In building your skill sets, you need to first identify the skills you already possess. The number of skills you possess now might be small, you might not be experienced in those skills, I am sure you have some well-developed skills. They may be dusty; all you have to do is to polish them. Then, determine which skills you would like to learn. What are the things you would like to be able to do? Set goals and plan on how you will learn those skills under your career goals. Learning is never always convenient, yet, we must learn all through the days of our lives. Go and get trained on those skills. If you are a graduate and you are yet to be employed, don't just fold your arms and watch because someone is footing the bills. Start gathering skills together that will help you build an alarming brand for yourself. People always talk about investments in real estates, shares, bonds and the likes. The best investment is to invest in yourself. I always give this illustration; if I buy a property, the property cease to be mine the day I sell it. If I invest the money in intellectual property (say I use it to buy books on different fields and read), the investment is mine forever. I will sell the property to anyone that needs it, yet, I still have it. Go and learn those skills you want to learn and they will be your properties forever.

## ■ ASSOCIATION

Superior wisdom advises, *“Become wise by walking with the wise; hang out with fools and watch your life fall to pieces”*. You must have heard before, *“Birds of a feather flock together”*. In other words, you can't hang out with turkeys and end up soaring like an eagle. The company you keep determines your brand. In building a brand for yourself, you have to use the company you keep. There are some categories of people you should not be caught hanging out with not because they are bad but for the reason that keeping company with those people will contradict your brand. In personal branding, there are two major types of company you keep. Your core support group and professional colleagues.

Your core support group consists of people you can trust with anything including your life. They may include your family members, but sometimes, no family members will be inclusive. They are friends, they could be colleagues and they could be mentors. These people believe in you more than you believe in yourself. They laugh at your jokes when they are not funny. They could tell you that your breath is not smooth without making you feel bad in the process. If you are married, your wife should be the first member of this group. If you are not yet married, please marry from the group. This set of people welcome any new development in your life. They encourage you along the way. They pull you back up when you fall and cheer you up when you feel discouraged. You need to nurture this kind of relationship. Advanced wisdom counsels,

“You are better off to have a friend than to be all alone, because then you will get more enjoyment out of what you earn. If you fall, your friend can help you up. But if you fall without having a friend nearby, you are really in trouble”. The best way to nurture this kind of relationship is to always give back. Work hard to be a good friend to people in this group and you will receive back in larger measures.

*There are some categories of people you should not be caught hanging out with not because they are bad but for the reason that keeping company with those people will contradict your brand*



In addition, the people in your core support group help your brand. They give necessary advice and warn you when required. The type of people you have in this category speaks volume about your brand. It is only your type of person you can have in this group. An adage in my native language says, “*It is only a thief that can trace another thief on the mountain*”. Two cannot work together except they agree. You need to be deliberate in the type of people you have in this group. If your person cannot keep up with the kind of people you want in the group yet, work hard on yourself, and keep improving until you get there. Meanwhile, interact with the best people at every level along the way.

The second sets of people you hang out with are professional colleagues. Although, some members of this group might be members of your personal or core

support group, in other words, your relationships might be more than professional, yet, you may not have a close relationship with most of them. The people here do the same business as you do. You only help each other when necessary. You may want to get some advice from these professionals as far as business is concerned. However, it is very important to keep some levels of distance with the people in this group.

## ■ ATTITUDE

How far you go in life is largely dependent on your attitude. It has been well said that your attitude determines your altitude. Attitude, simply put, is the way you react to circumstances and situations around you. Though not everyone will like you, yet having the right attitude will cause some people to like you and even if people don't like you despite your good attitude, you will definitely like yourself. The right attitude starts from being good. You need to be good to everyone around you. Steven Corvey, in his book, seven habits of highly effective people, talks about how we all have emotional bank accounts with every other human being we come in contact with. If you do "good" to anyone, you have deposited into your emotional bank account with that person. The day you need favor from that person, he subconsciously checks the emotional bank account you have with him. If you have deposits, you withdraw in terms of whatever favor you want. If you are always treating people in a bad way, that means, you are always withdrawing; your account is in the red with the people you treat badly. The day you want to withdraw, that is, you need favor; there is

nothing to withdraw from your account. So, you get disadvantaged with them. Being good means different things to different people; it could mean to be, happy, passionate, helpful, resourceful, content, jovial, fun-loving, and buoyant. The list is endless. I have learnt to always do things that benefit others; by the virtue of what goes around comes around, I also get benefitted in the process. Your attitude is one essential part of the brand “you”.

*In building your personal brand, identify which events you must attend, the ones you can attend, and importantly, the ones you should not be spotted in*

The way you relate with issues of life matters. You need to be optimistic and positive at all times. This will give you the energy needed to go through the challenges of life. You will be productive and you will always be in charge of situations. There are other attitudes you can develop. Like being goal-driven, self-motivated, result oriented, helpful, and what have you. Just sit down and ask yourself, what are the qualities you want to be described with?

## ■ EVENTS

It is very crucial to attend events. You meet different kinds of people, you see and will be seen, and you mingle with different organizations at different events. All these are important in building your personal brand. Nonetheless, the events you attend speak loud

about your brand. You should not be seen anywhere that will be detrimental to the brand called “you”. You would have to determine which events you want to attend. If you really want to be successful, settle it within you that you can't honor every invitation and you can't even afford to snap pictures with everyone. Your life style has to agree with your brand.

If you are an event planner, it may be necessary to attend a lot of events, especially the ones that will challenge your creativity. If you are a musician, you should attend a lot of shows particularly when you are still an upcoming artiste. A fashion designer has a lot of award nights and fashion shows to attend. An author should have a good relationship with bookshops and book launchings. However, someone who calls himself a life coach should not be seen jumping from one night club to another every night. What is good for you might be deadly for me. An event that someone requires to attend might not be good enough for you. In building your personal brand, identify which events you must attend, the ones you can attend, and importantly, the ones you should not be spotted in. Are you looking for a job now? You should attend a lot of seminars and trainings. I recommend that you reduce the time you spend partying around.

Now that you know the factors that determine a brand, ask yourself; where are you? Where are you going? What are the good qualities that you already possess? Which ones are not good enough that you need to work on? Determine all these and go to work about yourself.

Let me remind you that it is not going to be easy to build a perfect brand instantly; you suddenly want to stop things you have been doing probably since you have been born. However, it only takes discipline. How far it takes you to implement self-discipline and build a likeable brand for yourself depends on how determined you are.

Other aspects of branding that are yet to be talked about in this book include:

- ❖ **Collateral Package:** This includes your business cards, website, Curriculum Vitae (CV), credentials. The first thing a potential customer sees is not your competency but your business card or web sites. Some people form opinion about you just by looking at these collaterals, that is why excellence should be portrayed in them. A human resource person confided in me one time that 90% of CVs don't get to be considered for jobs, not because of the content of the CVs or the grade of the applicants but because of the way the CVs are packaged. You need to be diligent in preparing your CV if you really need a job. Assume that the person that is going to view your CV is very judgmental and critical. Do everything to impress him through your CV. Your credentials should also be properly arranged anytime you are going for an interview.
- ❖ **Phone Calls and E-mails:** I wonder how some people claim to be in business or try to get a job without a well functioning phone. Some people put their phones in places where it would be very



difficult for them to hear their phone ring, and they don't even bother to call back when they see the missed calls later. Phones, e-mails and probably facebook are our links to the world. You have to be deliberate in the way you answer your phone calls. It is vital that you check your e-mail inbox at least every three days. These also add to the qualities of the brand called you.



CHAPTER

4

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## STARTING A SMALL SCALE BUSINESS

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"All men seek one goal: success or happiness.  
The only way to achieve success is to express  
yourself completely in service to society"

- Aristotle

**N**ewton's first law of motion says, "A body will continue in its state of rest (inertia), or if in motion, continues on a straight line except it is acted upon by an external force". Further study of his theories reveals that the force needed to overcome inertia (set the body in motion) is far more than the force needed to keep it going once the body is already in motion. This explains why people prefer to scout the whole nation for jobs rather than set an organization up themselves and subsequently high unemployment rate in the country. My research shows that almost everyone wants to be a boss; they wish they could have a company of their own. However, the force needed to get a business off the ground is extremely more than the one required for keeping the business running. So, they would rather look for a company that is already running where no or low risk is involved than try to set

one up. No one is ready to cook, yet, we all want to eat a good meal. Alas, the future benefits of being a business owner or an entrepreneur greatly override the initial stress required before breakthrough occurs. As a matter of fact, I believe that there would be a limit to the level of greatness anyone can attain in life as an employee. Robert Kiyosaki noted that the lowest level of income earning is the level of being an employee.

I recommend that we all look less for jobs and try to consider the kind of businesses which we can venture into that will be in alignment with our abilities and purposes. I understand that sometimes it is necessary to get a job in order to raise some funds and get some experiences; however, you need to have your own business at sight. You can even have your business while you still work for the company you work for, just get competent people to be in charge for you. The advantages of being an entrepreneur or a business owner for an individual and the country at large cannot be over emphasized. It has been discovered that small scale businesses are the backbones of successful economies like the United States where over 23 million small businesses employ more than 50% of the private workforce and generate more than half of the nation's Gross Domestic Product (GDP). In Europe, small businesses are largely essential for European employment. It was discovered that one million new businesses are set up in Europe each year. In Taiwan, 70% of jobs are generated by production activities that employ less than 20 workers. In a country like ours, having more small scale businesses will form the

bedrock of our industrial take off in the following ways:

- ❖ **Creation of employment:** Every unemployed person is complaining of the scarcity of job as if it is the duties of some people to provide jobs. You can as well create jobs for other people by starting your own industry. Like I stated earlier, 70% of jobs in Taiwan are created by small business owners not the government. You too can create job!
- ❖ Having more small businesses will lead to national development that would improve more income uniformity; it will raise capacity utilization of industries. It will also reduce inflation by the production of more goods and services, thus, creating competition.
- ❖ The surge of small businesses in our country would also increase our GDP which will overall raise the standard of living of all Nigerians.

A small scale business has been defined as an enterprise that employs between 1-3 people. Some management gurus define it as an enterprise employing less than 100. You can start your own business and with time you grow the business from small scale to large scale until you begin to employ thousands of people all across the nation according to the size of your vision. The journey of a thousand miles, they say, begins with a step.

Most people think what is stopping them from owning their own businesses is capital, but I disagree. Capital is not the first thing a man needs in starting a business, it is

almost the last. Have you set your goals and make plans towards achieving the goals? The next thing you need is a great idea. By a “great idea” I didn't mean one complex plan, it might be very simple but intelligent. Draw a feasibility study for that idea. If your feasibility study is good, other resources, including money will show up. I would advise again that the business you want to set up should be in the area of your expertise or natural endowments. Note that; except you function in the area of your calling, the best you can be in life is second best. We are all on earth for a purpose, you need to identify yours.

If you really desire to start a business now, but you don't know where to start from, you can start by learning a skill that you like. Make a business card upon completion of the training, and start collecting contracts. Wow! Business has started. You may also consider setting up a small scale business that requires little or no capital in the following industries among many more:

- ❖ Restaurant services
- ❖ Laundry services
- ❖ Dress making
- ❖ Portrait painting
- ❖ Landscaping
- ❖ Soap making
- ❖ Clearing and forwarding

- ❖ Hair weaving
- ❖ Renting out of generator sets
- ❖ Telephone operations
- ❖ Selling recharge cards and phone accessories
- ❖ Tailoring
- ❖ Rearing of chicks
- ❖ Electrical installations
- ❖ Ice block production
- ❖ Nylon making
- ❖ Rental services: chairs, canopies and so on

The list is endless

## ■ **NECESSITIES FOR STARTING A BUSINESS**

- ❖ Good knowledge of the business and its environment is essential. You would have to know much about your area of interest and the market. You should know the Features, Advantages and Benefits (FAB) of your goods and services in relation to the needs of the market.
- ❖ You need to have relevant skills. Even if your business is about selling of goods, you should develop selling skills, human relation skills, negotiation skills and so on.
- ❖ Your product must have a good market potential. This best way to go about this is to identify a specific need or some specific needs you want your business

to meet. As long as you are meeting those needs, there will always be a good market potential for your product

- ❖ One of the basic necessities of starting a successful business is a good location. Where your business is situated has a lot of influence on how successful your business turns out to be
- ❖ Compliance with legal requirements is very essential. You wouldn't want to make much money but end up in jail, how are you going to spend it? You need to comply with the laws and orders of the country.

## ■ PREPARING A GOOD FEASIBILITY STUDY

A feasibility study is an appraisal of a business opportunity to determine whether or not it is viable, applicable, or worthy of support. A good feasibility study convinces potential partners, customers, banks in the case of loan and even yourself of the workability of your ideas and the business. The outline of a good feasibility study is as follows:

**Introduction:** It contains the goals and objectives of the business which is expressed through;

- ❖ A brief description of the project
- ❖ The business objectives
- ❖ Economic rationalization of the business

**Market Feasibility:** Here, you look at:

- ❖ Demand and Supply outlook
- ❖ Your marketing strategy
- ❖ The niche you want to carve for your business

Resource Budget: This includes your organization and management strategies.

Financial Plan: This contains the financial projection of the business and profitability. It also includes all costs of production. Special attention has to be paid to this part of the study. It has a major impact on the viability of the business.

Other elements that should be included in the feasibility study are; company registration, management and control of the business, key personnel and their backgrounds, business name and address, and conclusion.

After writing the feasibility study, go through it over and over again. When you are satisfied with it, give it to your loved ones to vet it for you. If they agree with you that the study is okay, please go to work. If there is need for any adjustment, adjust and go to work. The world can't wait to start patronizing you. They have been waiting for so long for someone to develop that product, to solve that problem, to do that common business in an unusual and cheaper way. At last you show up



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## KEYS THAT UNLOCK SUCCESS

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"Your hope lies in your belief. If you believe you will fail, you have no hope, you will. If you believe you have a chance, you have hope. But if you are confident of attaining success, you have more than hope, it is a reality"

**Owolabi Ramon**

**T**here is no door you can't enter through as long as you have the keys that open the door. To say a door is shut against you simply means you don't have the keys. Success is for everybody, anyone can achieve success. I have heard some people cry that some individuals are destined to be successful while others are doomed to fail, I don't buy that. There are principles that guarantee success and there are keys that unlock it. When you implement the success principles and get hold of those keys that unlock it, then you can be confident of attaining success. It doesn't matter who you are, your color, race, background or whatever, if you practice the laws of success and get hold of the keys that unlock it, you are bound to success. Success is a matter of choice not a matter of chance. If you make up in your mind today that you would not

settle for anything less than a total success, good one for that matter, you will definitely succeed. Just make up in your mind to succeed, and be ready to pay the price. The price you would have to pay is not necessarily monetary, they are steps to take that might not be too convenient, but you have to do what you have to do to attain good success. In this chapter, we will be looking at the keys that unlock success

## ■ KNOWLEDGE

You can't really rise beyond the level of your knowledge. Your standard of living most of the time correlates with the amount of knowledge you have. Most people don't read again after leaving school, yet, they wonder why they have failed in all the interviews they have had. If you think you know so much that you don't need to read again, it shows you just don't know anything because the more you know, the more you know there is more to be known. Success is not accidental, stop envying that guy that is always getting results. Try to know what he knows. Let me share this story I read from the book I refer to as my life manual with you:

*There was once a king in Babylonia; he wanted the services of some young men who were smart, handsome, wise, and educated. He wanted them to serve in the palace. The king's chiefs recruited the men they considered as fit for the job; among them were Daniel, Hananiah, Mishael, and Azariah. These four guys read a lot of books unlike their counterparts. The king decided to interview them himself. During the interviews, he noticed that the four aforementioned guys*

*knew ten times more than the rest, even though all of them were handsome, smart, wise and educated. The king therefore created a position for the four of them in the palace that was just a little below his own position above the positions of their mates.*

What made these young men achieve such success suddenly was knowledge. One day Daniel was boasting, he said, *"I Daniel understood by books"*. It was William Ellery Channing who said, *"It is chiefly through books that we enjoy intercourse with superior minds. In the best books, great men talk to us, give us their most precious thoughts, and pour their souls into ours"*. He continued, *"God be thanked for books. They are the voices of the distant and the dead, and which makes us heirs of spiritual life of past ages. Books are true levelers. They give to all who will faithfully use them, the society, and the spiritual presence, of the best and greatest of our race"*. What do you know more than your mates? You have always been going for interviews, you see how many people you compete with every time, what can you say you know more than them? It is interesting to see that you have decided to become successful in your field of endeavor, but sir, how much do you know more than your competitors? Remember, people will always pay you for what you know that they don't. To be more successful than you are now, you need to know more than you know now.

## ■ SKILLS

To unlock success, you need to be skillful. Success is about problem solving. Forget success if you are not ready to solve problems. I agree with the great men

who said that problems are opportunities in disguise because there is no success without problem solving. You need skills to solve problems. Is there any problem you are going through now? Get skilled enough to solve it for yourself. If you are able to solve it for yourself, you will be able to help other people. When you begin to help people, you begin to be successful. Dr. David Oyedepo said, "My definition of a millionaire is one who has affected a million lives". If you have a skill that is not helping other people in anyway, then the skill is useless. Mind you, don't wish you had a particular skill, anything called skill can be learnt.

I would also like to mention that you need to be up to date with your skills. The world is moving at a very fast rate, skills get outdated too soon, be at alert for any change. Be up to date in your field. Read works by your mentors, read magazines, get on the internet. Embrace every opportunity that helps you sharpen your skills with both hands. Believe me; success is not far from you.

## ■ DILIGENCE

"Have you seen a man diligent in his business, he shall stand before kings, and not mean men". In other words, if you are diligent in your work, you won't transact business with common men; you will only be dealing with the elite. Diligence is a virtue. You show care and effort in your business. Be everywhere necessary. I don't really like to use the word "hardwork" however; "diligence" covers more than hardwork could say.

Don't just do what is enough, go extra miles. Add additional efforts. If you are an employee, don't do your work grudgingly, saying you are not well paid, do it with the whole of your heart. Go extra miles for your company, who knows, your boss might eventually see it and promote you. If you are not rewarded, one day, you will have your own business and you will reap what you sow.

If you are yet to be employed, approach life with diligence. Let your CV reflect diligence. Go extra mile with your CV and other stuff so that your own credentials will stand out as a result of the additional efforts you put into the preparation.

## ■ EXCELLENCE

Excellence is not a big deal for mediocre, however, being successful is largely linked with cultivating a culture of excellence. It takes diligence to nurture excellence. Excellence is not to be satisfied with scoring "90" when you know you could have scored "99". An excellence oriented person will not settle for less than the best. You should cultivate excellence in your business; those little touches of excellence are what will distinguish you from your counterparts. Always ask yourself "what are the things you can add to your business that will make customers feel more relaxed to transact business with you?" Don't ever get complacent, there is always a higher ground.

Excellence is not only necessary in business, we need it in every of our activities. You must have heard before,

“Anything worth doing at all is what doing well”.  
Doing it well is what I refer to as excellence.

## ■ RELATIONSHIPS

One of the elements of success is relationship. People you relate with determine who you turn out to be. To be successful in your field, you need mentors. Make people who are regarded as authorities in your chosen field as mentors. Do everything to get to them. You can spend one year traveling on a journey you could have traveled within a day with a mentor. Your association with your professional colleagues and customers also matters. Be a man of commendable character. Invest in your relationships with people.

## ■ PERSEVERANCE

To achieve true success, you need to persevere. Henry W. Longfellow said, “Perseverance is a great element of success. If you only knock long enough and loud enough at the gate, you are sure to wake somebody”. Don't give up too soon, make it work. Dr. David Oyedepo said, “If your going into business is merely an attempt to see if it would work, you will soon retire”. You are meant to make that business work. Success might not come as soon as you want it, just keep doing the right things, it will soon come. My mentor, Rev Sam Adeyemi, told the story of how he did everything he knew how to do, yet no result. He ran to meet his mentor and ask, “Are you sure this thing works, I have tried everything I can, yet no result” his mentor answered, “keep doing the right things, success is on

the way". Indeed success came. Persevere for a little while, there is light at the end of the tunnel.

## ■ COURAGE

Rev. Sam Adeyemi, in his book success is who you are, said and I agree with him that people always condemn criminals like armed robbers and assassins, but there is something those rogues have that most people lack; courage. Criminals always know the consequences of being caught in the act of carrying out the crimes, yet, they do it anyway. Not because they like what could result from their actions but they just dare. What stops us from attaining success most of the time is fear due to lack of courage. Courage has been said not to be the absence of fear, but acting in the presence of fear. People always say "what if it doesn't work?" I have learnt to say "what if it works". Take daring steps, think outside the box and stretch beyond your limit. Success is certain.

## ■ OPTIMISM

Success requires that you have positive mental outlook towards life. Even though you need to be realistic, yet, optimism should be in place. Most people find it difficult to maintain a balance between reality and optimism, maintaining a balance between the two is a key to success. However, if I must choose between reality and optimism, I would go for optimism. It is optimism that will give you the courage to take exceptional risks. Rev. Sam Adeyemi said, "Forget exceptional success if you not ready to take exceptional



risk". That is the place of courage and optimism. Everything is possible to those who believe. Forget success if you are not expecting it, you must have positive expectation of good things in your life.

There are more keys that unlock success than any book can mention. However, the ones mentioned here, in addition to all the factors listed in chapter two about taking charge of your life, will take you far in your success journey, your job is to keep discovering more and more about success. Success is not a destination it is a journey. Keep discovering more, keep achieving more. I am confident that you will succeed in all your endeavors.

### **THE WRAPPING UP**

I would like to tell this story I read in Brian Tracy's book in conclusion; *"Once upon a time, a long time ago, in a land far away. There lived an old man in a house on top of a hill. He had dedicated his entire life to study and meditation. He was known far and wide for his intelligence, sensitivity, and wisdom. Politicians, businesspeople, and dignitaries came to visit him and ask him questions. His answers were always correct. He seemed to have special faculty that enabled him to cut to the essence of any problem or issue. When his answers and solutions were implemented, the result was always excellent. His fame spread all over the land.*

*In the village below the hill was a group of boys who played together. Sometimes they climbed the hill to visit the old man and ask him questions, for which he always seemed to have the correct answers. Over time, it became a little game, with the boys continually trying to think of a question that the old man*

*could not answer. But they were never successful.*

*One day, the ringleader of the group, named Aram, called the others around him and said, "I have finally found a way to stump the old man. Here in my hand, I have a bird. We will go and ask the old man if the bird is alive or dead. If he says that it is dead, I will release it and it will fly away. If he says that it is alive, I will crush it, and the bird will be dead. Either way, he will at last have been proving wrong."*

*They were all excited about the prospect of finally catching the old man with a wrong answer, they hurried up the hill. The old man watched them coming and noticed the eager looks on their faces. Then Aram stepped forward and asked, "Old man, I have a bird here in my hands. Is it alive or dead?"*

*The old man looked at their mischievous, expectant faces and then quietly said, "Aram, it is in your hands" .*

The moral behind this story is that almost everything that happens to you is in your hands. Every one of us is like "Aram", we are holding our lives in our hands. You either release yourself to fly and soar by exploring your life or you "kill" your life with your own hands. Don't tell me that what you have read so far in this book cannot work for you because you are less privileged, you can be lesser be privileged than I was. I love the fact that no one is regarded as "non-privileged". There is no one that doesn't have privilege; we all have the privilege of making choices and decisions. Some people are more privileged I agree, while others are less privileged. I was one of the least privileged persons you could ever come across. My background did not favor me, my beliefs were self defeating, the course I studied

at the university wasn't too "lucrative", I had no one to talk to at a point in my life, I had no one to depend on, my family abandoned me when I was in the university, friends saw me as a liability and ran away from me. However, I made maximum use of the common privilege that everyone has. I always tried to make the right choices and decisions. In today's decisions and choices lie the seed for tomorrow's success. I chose success, I chose accomplishment, and I chose prosperity and posterity. I decided in my mind I was going to pay the price for success. Here I am today. I am not where I want to be yet, but I am not where I used to be. My life has changed for better in a tremendous way. Sometimes, I think I am dreaming because of the little achievements I have been able to accomplish but I know I still have a long way to go. I am just starting.

Dear reader, I beseech you today to choose success and be ready to pay the price. Start acting immediately on everything you have read in this book. You are not supposed to be unemployed, considering a lot of things you can do but have not done. You will astonish yourself if you put half of your potentials to action. Arise and shine, the world can't wait any longer for your manifestation. It is the dawn of a new day in your life. Believe me; success is around the corner for you.

I have been careful about mentioning the name of God in this book because I want everyone to learn from the book. Mentioning God could discourage the atheists and those that are angry with Him from maximizing this book. However, I would not be totally sincere with

you if I don't tell you that you need God in your life. There is a limit to the level of success you can achieve with your human abilities. I was talking about choices and decisions in the above paragraph, the best choice I have made in my life is to have God in my life and my most impressive decision in life is to leave my care totally in God's hands. Rev Sam Adeyemi said, "You can know the principles but you had better known the principal (God) if you truly want to succeed. If you have God in your life, you can achieve in a year what others achieve in ten years. I am talking from experience, and it will take nothing from you to give it a trial. Sincerely try God and watch wonders without numbers unveiling in your life.

Thank you for allowing me to impact you with what I have shared in this book. The fact that you have read this book to this point only means one thing to me; you are ready to succeed! If you need help in any way, my number is somewhere in the book. Give me a call, and I would be glad to help.

**SEE YOU AT THE TOP!**































