

1ST EDITION

IF YOU

BUILD IT

YOU CAN

HAVE IT



OSAROBO AIGBEDO

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BUILD IT**

**YOU CAN
HAVE IT**

OSAROBO AIGBEDO



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DEDICATION

This book is dedicated to my late grandmother, Mrs Aimierovbiye. M. Aigbedo, who passed away in January 2015 as a Legend of Royal Descent. Life and circumstances could not permit me to say goodbye or attend her funeral. The last time I looked into her eyes was back in 1999, as an 11-year-old boy. Her eyes filled up with tears as I waved goodbye and moved over to Europe. One thing I know for sure is that she gave birth to a great son, who raised an even-greater grandson; your truly (Me)!

May her legacy forever reign!

“If you build it you can have it”

by Osarobo Aigbedo

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To Others – This book took nine years to put together! Along the way, I have met many people from Pastors, Bishops, Businessmen and women, friends and families etc., whom I am really grateful of having had the pleasure of working with, during this book project. You have all contributed towards the development and success of this book and I personally just want to say, Thank You!

"If you build it you can have it"
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PREFACE

If you carefully look around, you will notice many examples of people who are successful at their own individual level. It is our duty to learn from these examples if we truly desire to be successful in life.

You may ask why certain people are so successful, whilst others, not so much, even though they are hardworking, and the truth is, success is never by accident.

Dear friend, there are some well-established principles that lead to success and this book shines a light on several of those principles. Whosoever follows them shall experience great success in many ways, shapes and forms.

This book also reveals some of the prominent and practical principles that I have followed to generate success and it highlights my entrepreneurial journey over the last couple of years; including all the drawbacks and successes that I experienced in leadership, entrepreneurship and in network building.

"Always bear in mind that your own resolution to succeed is more important than any other." - Abraham Lincoln

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Chapter 1

Student Mentality

Be A Great Student

One of the very first steps to becoming great is aiming to be the best student in the area(s) in which you aspire to be in. Student mentality is an art that takes time to develop, but as soon as you master it, it becomes a part of you and no one can take it away from you.

A student can be defined as a person who desires to learn, or someone who takes an interest in a particular subject for their own personal development.

Growing up, I learnt that the best way for me to beat my rivals at work was to copy them and exceed all their performances! For instance, if their work ethic was to run at 100 per cent, I would run at 110 per cent! I also believed that in order to progress in life, I needed to identify the top performers within the organisation to exceed and outshine all their performances!

Every successful person leaves a trail behind and unfortunately, so do unsuccessful people. Avoid unsuccessful people and learn from their mistakes.

The 100% Commission Pay

I began my job-hunting journey as soon as I graduated from University. I applied for a large number of jobs in the field of Architecture, with high hopes that at least one company would get back to me with an offer. Sadly, months passed and not a single reply came back from any of the companies!

I then decided to change my approach by removing any limitations I may have placed on the application forms, such as the job type or location, in order to get a better result! I applied for all sorts of jobs and to anyone who would hire me, anywhere within the country.

At that point, all I needed was a job and money for survival!!! I was desperate but to my greatest surprise, I received an interview email from a Sales and Marketing company based in Manchester.

At that time, I was still living in Nottingham where I went to University, (which was a two-hour journey away from Manchester), but I was determined more than ever to get the job and began to plan my journey out to Manchester, all for the sake of the job!

The day of my interview finally came, and I was really nervous and afraid. I did not want to lose the opportunity!

Shortly after arriving at the reception hall, I was asked to proceed into the director's office for the interview to commence. As I looked into the director's eyes, I began to panic due to the series of questions being thrown at me! She could tell I was nervous and with a smile assured me that everything would be okay! This calmed me down as she began to educate me about the business and what they would expect from me. At the end of the interview, I was then asked to return to the reception hall where I would be meeting the campaign manager, who I would be spending the afternoon with in order to learn more about the role and what I would be doing on a daily basis. I was thrilled at this point and looked forward to our day out!

As my afternoon with the campaign manager came to an end, I was then asked to return to the director's office for the last part of the interview. The topic of pay finally arose, where I was informed that the job would be 100% commission based. This meant that the salary was based purely on performance.

The director then asked me these two questions: -

“Do you think you are suitable for this role and why should I offer you this job over the other candidates that have applied here today?”

In response to her questions, the first thing I did was smiled, because I was confused and did not understand the role or the payment

structures, and then I simply went on to say that *I was willing to learn and grow within the business*. She then looked at me with a smile on her face and reached her hands out to congratulate me for successfully passing the job interview.

With much excitement and with a huge smile on my face, I stood up and gave her the biggest hug you can imagine and thanked her for her time.

As soon as I got home and still in the mood of excitement, I called over my parents to share this wonderful news. My father just out of curiosity asked me what my salary would be like, and I proudly stated that I would be paid based on 100% commission, which made him start to laugh!

To be honest with you, at that point I still did not understand what a commission-based salary was, as my understanding of commission-based work was related to that of the government type of work back in Africa (which in those days usually brought in a lot of money). Sadly, after carrying out further research on commission-based pay, it became apparent and clear to me that commission-based work here in the United Kingdom actually means being paid based on fulfilled targets.

I now had two options. The first was to leave the job that I just got and hope for another to come soon or to secondly, give that same job a try. The truth is I wasn't going to let anything stop me, so I went to work the following day!

What really drew my attention to the business was two main things:

-

Firstly, the commission-based aspect (which meant that the harder I worked, the more money I could make) and Secondly the room to grow (i.e. financially, mentally and to progress within the company).

TWO STEPS ON HOW I OVERCAME THE FEAR OF 100% COMMISSION PAY

Step 1- Leave Your Comfort Zone

Commission work is a great start to any entrepreneurial journey.

Those on a fixed salary tend to live their lives as comfortably as possible by staying within their comfort zones. I, on the other hand, prefer not to stay in my comfort zone because it had always prevented me from discovering my full potential. Leaving your comfort zone does not necessarily mean working extra hard but it simply means going that extra mile in order to get what you really want.

Whilst working for the commission-based firm, I was unable to progress within the company due to the parental financial support I was receiving that prevented me from taking things seriously or pushing myself further within the business, however, as soon as that stopped, I had to leave my comfort zone in order to get better at the commission-based work. This action later resulted in my promotion

as I finally began to operate at my highest level of potential within the organisation.

My point here is to assure you that no matter what stage you are at; if you are afraid of losing something good over something great, you will always operate in your comfort zone. The moment you decide to sacrifice your comfortable lifestyle for something greater, you can, and you will begin to achieve all your goals!

In the world, you will meet all sorts of people from various walks of life. I have chosen to place these individuals into three different categories: -

‘THE POOR, THE AVERAGE AND THE OUTSTANDING’

Let's discuss them all!

The first group of people are the POOR. (With the exception of a few) the majority of these people fail to take advantage of the opportunities surrounding them. They lack the consciousness to see the potential benefits in their circumstances and they choose rather to spend most of their time complaining and envying others who are positioned to be exemplary figures. Most of these people have a negative mentality and prefer to be spoon-fed.

The second group of people are the AVERAGE. These people tend to live a relatively comfortable lifestyle. They have an employee mentality, which is simple and pretty straightforward. They get on with working for others in their 9 to 5 jobs and some of them actually enjoy this lifestyle because they do not like stress and as far as building is concerned, they are not too bothered! They have had

a fairly good education; jobs, etc. and they like to retire at an old age!

The last group of people (my favourite) are known as the **OUTSTANDING**. These individuals like to take on risks, new opportunities and challenges. They go ‘above and beyond’ and believe that one-day, they can and will make it! People around always look up to them.

Dear friend, it is inevitable that in this life you will fight negative thoughts on a daily basis, and if you are determined to fight the challenges and storms of life, against all odds, your destined reward is success, peace and freedom.

The question is, will you let the circumstances of life win the battle or will you fight back?

It takes knowledge to become rich but rather wisdom to become wealthy! A rich man labours to stay rich but a wealthy man generates riches effortlessly, which is why wisdom is the application of knowledge and not the other way around.

During the early stages of my journey within the commission firm, I struggled to pitch products to potential buyers, as I lacked the product knowledge, which was key to earning more money.

Knowing your goals, products and trades will help boost belief and give you the confidence you need to approach people. It is like revising for an upcoming exam! You will be more confident in taking it and passing it if you study hard.

Knowledge is very important. I knew that gaining knowledge in my field would enable me to sell multiple products to consumers and I always provided information as to why they must purchase it.

Step 2 – Gauge Yourself

Find a system that works for you and apply it. The more you perform a task, the more of a habit it will become and the better you will get at it. Success happens naturally; the key is not to give up. The most important thing is having a strong willingness to learn. People with great student mentalities achieve better results and usually become great teachers or mentors.

Being a great student is not always easy. It takes a high level of humility and a willingness to learn to become an outstanding student. We all have the ability to learn something new or to gain new skills based on our desires to improve on what already exists.

Ask yourself what your willingness to learn is? Go ahead and rate yourself from 1 to 10. Then, ask yourself what your willingness to change is? Did you score any high scores? The key here is to try and improve your personal rating each and every day.

Many of us are used to old habits and tend to refrain from leaving our comfort zones as we fear the prospects of change. My advice is that you should try and get into the habit of getting uncomfortable in your comfort zone, as you will experience something new and hopefully achieve something great from doing this.

Chapter 2

Leadership

If you have no followers or people who look up to you and you call yourself a leader, then my question to you friend is, ‘who are you leading?’

Leadership is the ability to guide, manage or influence, a group of people or an organisation. It is an art that one can learn and develop over time.

A good leader is an individual that has been entrusted with the power to rule over a group, organisation, or even a country, which they have made a success of.

I'd like to take this opportunity to tell you about two of the most inspirational people; the greatest leaders I have ever walked with and looked up to since I was a young boy.

MUM VERSUS DAD - THE GAME CHANGER

Become A Great Leader

My mother and father have been well-respected in the community for as long as I can remember, and they still are regarded as influential people within the society. As I grew up in Africa, I did not get to see my father much until the age of ten because he lived in Europe. My father was a very hardworking man who acquired several great things over the years. Every now and then, he would come back home to Africa and visit us. For a long time, my mother stayed patient and single-handedly raised my siblings and I with the support of my father.

Two Things That Activated My Entrepreneurial Spirit

Mid-June 1997; my mother did something that changed the way I thought about life till this very day. She could hardly speak English or calculate numbers well but the one thing she knew and excelled at doing was buying and selling goods, always making a profit (which is what business is all about)!

One must be able to build a relationship with their customers. In the end, you will have repeat buyers because they will start to buy into your personality.

I can remember returning home from school one day to find my mother in a small room stacking up a tonne of toilet rolls. At first, I was very confused as to why there were so many toilet rolls in the room (as we did not need them all) but I simply stood there observing her counting the rolls, whilst my elder brother was right there next to her, counting some money.

Soon after this discovery, I realized that my mother had been buying toilet rolls from the city at the wholesale price and selling them to the locals at a slightly higher price in order to make an extra income to help support our family.

After a while, what began in a small room full of toilet rolls grew into a shop, which she opened herself. In the shop, I can remember the different types of products that she stocked, from foods to body care, to educational products. Her shop became really popular within the community in such a short period of time, which I thought was just amazing! My mother is not money-motivated! The person I saw back in 1997 was just a very patient woman, that simply desired to serve others and support her family.

My mother is a great leader, who not only inspired me but set the pace. I promised myself that I would go to university and run my own company in honour of all her sacrifices.

"Success requires patience and humility; that's why I'm still married to your father." - Margret Aigbedo

My father always had great characteristics which defined his leadership abilities. He was and still is, to this very day, a go-getter. As a father, he has been an outstanding family motivated individual, which in my opinion is a remarkable mind-set to have. All he has ever wanted was the best for his family and has been willing to go that extra mile to achieve this.

He's always managed to persuade himself that with God, anything is possible. He has also shown me that no matter where you are in the world, you can achieve all your goals.

*"To be knocked down is not the same as being knocked out. Life can only knock you down. So, get up and keep fighting."
- Clement Aigbedo*

The road to becoming a leader is not always an easy one because people will start to look up to you and depend on you for a sense of direction. Most of the leaders I've had the privilege of working with have all had some great experiences with stories to tell.

Let me now share three difficult circumstances that I have passed through in the world of business. The keys I learnt and used here to overcome these circumstances were *Endurance* and *Persistent*.

1. *Surviving Unjust Treatment*

Unless you are born into an extremely wealthy family, life, for the most part, is incredibly difficult and unfair, however, complaining about life being unfair is a complete waste of time. Decide to use your time productively and stop making excuses!

A leader is supposed to be a survivor, so remember that tough times don't last but tough people do. Always stand for what is right, what is fair and for what is just!

2. Surviving Rejection

At some point in our lives, we will all have to face some sort of rejection or dismissal, which does not make us bad people. Being rejected can either make or break you, depending on how you take it! Of course, taking it badly usually leads to complaining, mourning and/or failing.

It is easy to be jubilant when things are going your way, but when they stop, how do you react? Aim to find a way of converting all your negative situations into positives.

I have survived rejection on my journey as a business entrepreneur in so many areas i.e. through finance, clientele, suppliers, friends (as they mocked me) and family (who discouraged me). I was completely rejected! But I survived and many who rejected me back then, now show me so much respect today!

The three things that kept me going were my DETERMINATION, GOALS and VISIONS to succeed. Do not allow rejection to kill your vision. To be resilient means to survive all that is thrown your way!

Moving forward in life is like holding a car steering wheel. If you hold the steering wheel continuously straight, you will hit many

objects but if you learn how to control it, turning left and right at the desired time, you will avoid many accidents on your journey!

3. Surviving Every Crisis

A good leader knows how to survive in the midst of a crisis (you've got to hold on to your dreams and visions through them all)! When difficulties arise, one must have self-confidence, determination, and a 'can-do' attitude to get through them all.

Sadly, we will also pass through difficulties at one point or another in our lives, but it is at these times that we must have our families, friends and God to help soothe the blow.

Chapter 3

Greatness

I believe the saying ‘*some are natural born leaders, whilst others develop or learn to become leaders*’ is very true. During my journey, I have worked with what I classify as three different types of leaders: -

1. Those who lead through emotion (i.e. the way they feel)
2. Those who lead through circumstance (i.e. through the things that are happening around them) and,
3. Those who lead by their mentors (i.e. from the knowledge and experience they have gained whilst working under great leaders)

I have had the privilege of working and relating with a number of great leaders, whose advice and guidance I have often humbly sought! Over the years, I have realised that if you surround yourself

with positive like-minded or goal-oriented people, you will always find the right solutions to whatever problems or issues you might be facing!

"Life is not a competition." - Clement Aigbedo

As a leader, you will struggle if you cannot handle other peoples' opinions. A great mentor once said to me that the only thing that stays constant in life is 'change', which is why everything around us is constantly evolving e.g. cars, mobile phones, buildings etc. Very little change can make a big difference, whether positively or negatively.

As a leader, I always welcome new ideas because doing things the same way over and over again eventually leads me back into my comfort zone, which is not ideal for achieving greatness.

How to unveil the Secret of Greatness

A good question to ask yourself is whether or not you truly desire to be great, but before you can do that, let's find out what greatness actually means!

Greatness can be described as "the quality of being great; eminence or distinction". (Oxford, 2018)

Mohammed Ali described himself as 'the greatest', which demonstrated his integrity, as he never failed to deliver on his promises. Great people never take the easy option. If you cannot overcome or deal with obstacles efficiently, the chances of you leaving behind a legacy for others to follow are very slim. You will

need extraordinary grace to be great. Grace gives you the power or enables you to do things effortlessly.

Here are four keys to understand whilst pursuing greatness: -

1. You will need to put on humility in order to sustain your greatness
2. You will need to have faith to achieve your goals
3. Live a life of service; meaning you will need to serve others before you can be promoted
4. Believe and Trust in God to make a way for you to the top!

Chapter 4

Essential Principles of Good Habits

At the earliest stage of my sales and marketing journey, I had the opportunity to meet with some managing directors whilst on a business trip in London. Although our meeting was quite short, I learnt some valuable lessons; with one of them being a “*good-finder*”. According to one of the directors, a GOOD-FINDER is a person that always finds positive things to say about others.

"Please, sir, why do I need to be a GOOD-FINDER?", I asked. He laughed and responded by saying, "If you want people to like you, you have to like them first and speak positively about them to others. Being a good-finder will help you to build strong relationships."

With time, I have found that it is easy to adopt bad habits, however, in business, it is essential to adopt good habits. In this chapter, I will share Seven Great Habits that have helped me during my sales and marketing journey.

7 GREAT WORKING HABITS

1. Have a Positive Mental Attitude

I like to define an attitude as a settled way of thinking or feeling, about another thing. Deciding to have a positive mental attitude is a good choice.

Growing up as children, we are often taught by our parents that we can do anything that we set our minds to. Having a can-do attitude is a positive way of thinking and eventually, this shall lead to achieving great things. Positive thinking attracts a positive lifestyle, and this can be likened to the 'good in - good out' analogy.

Make positive confessions daily using the words 'I can' and 'I will. Sooner or later you will begin to experience these positive confessions.

Our thoughts are very powerful! I say this because most of the Big-Time companies that we all know and hear of today, all started with

a simple thought or idea. Dear friend, if you set your mind to it, you can, and you will achieve all your goals. Always remember to surround yourself with positive likeminded people to ensure positive results.

The rules are simple: - If you start your day with an amazing attitude, people will follow and will want to work with you! You would be surprised at just what a good attitude can do!

2. *Be on time*

Always be on time! Being late can be costly. The law of timekeeping is straightforward: - if you are not early, you are late! Rushing things can easily cause stress. If you are running a business and you arrive late, the overall performance and efficiency of your workload shall be greatly affected negatively, so get into the habit of showing up early!

3. *Be Prepared*

A famous quote from Benjamin Franklin states that "*By failing to prepare, you are preparing to fail*"; likewise, I believe that having everything ready the night before will help to create a smooth start the following day.

I like to use this analogy to define an unprepared person. Imagine two soldiers going to the battlefield and with them on the battleground, the first soldier carries only a knife and folk. The second soldier has with him machine guns, a bulletproof vest,

grenades and a first aid kit. Who is more likely to survive? The first soldier or the second? Of course, the second soldier as he is more prepared than the first!

Always be fully prepared for both the known and unknown circumstances that may come your way. Try and start your day with plans and set goals that you can achieve throughout the day! Being fully prepared mentally for the day will also help you to overcome any surprises. Yes, we work hard and yes, negatives things may occur, but you can be ready and prepared for them all!

4. Use Your Time Wisely

Learn to use your time wisely. Don't just try and get through the day but be efficient and use every minute wisely by making sure you are working hard and not just long! Spend time with people who are ambitious and who have high goals! Sometimes you have to go the 'extra mile' to get where you need to be. The average person spends about forty hours a week in their place of work, whilst the above average spends over forty! These "above averages" have goals they are determined to hit. The number of hours you spend on your business or personal development will determine your final output or result.

5. Maintain Your Attitude

By nature, we are bound to encounter negative situations every single day, but always remember that it is not how many negatives you take that matters. It is rather, how you react to the negatives,

that matters! Get good at handling negative situations and seeing the positive side of things. Safeguarding your attitude allows you to progress quicker, so always be on guard. Do not take the negative comments from people personally, but rather use them as fuel to push yourself to do even better.

6. Know Your Goal

In order to be successful, you need to have faith and have a clear vision of your goal first. Goal setting can help you to achieve the impossible.

A successful businessman once told me that when goals are written down, you have a 1000% chance of achieving them all! Writing down your goals is like having clear targets, which will help you to stay focused. Each day I try and write down about ten goals, that change every month. When I achieve a goal, I reward myself. The aim of this exercise is to achieve as many goals as I can.

Remembering your set goals will encourage you to keep going throughout the tough times. The secret of writing and setting goals is to work at them constantly.

7. Take Control

Things will not just happen or work overnight; you have to make them happen! To live an exquisite lifestyle requires a certain level of hard work and YOU DECIDE how fast you progress. LIFE is 100% performance based. You have full control of the opportunities

that come your way on a daily basis. Taking control means being in charge of the situations around you. Decide today that you are going to take control!

Chapter 5

Entrepreneurship

Maintaining Your Integrity

My integrity was tested quite a lot as I run my first company. I had to be honest and stick to all the promises that I made. There comes a point where it's not all about becoming successful but rather about maintaining your integrity.

Integrity is very important! It can be applied in various ways, whether through following up on personal promises, or by being loyal and meeting business demands; it makes a big difference!

Respect

People want to be respected at every level. In the business world, gaining respect is like a commodity, which means you have to be outstanding in a certain way for people to look up to you! Respect is earned, not generally given and people will naturally follow who they look up to.

Many do not recognise opportunities when they are presented to them. Having an opportunity is like standing in front of an open door. It will eventually close because doors are not meant to be kept open forever! Each day we are presented with a chance to make a difference or a change in our lives and it is up to us to recognise these chances!

Desire to Better Yourself

Striving for excellence is an important part of professionalism in business. It separates the achievers from the others. Decide to improve yourself at least 1% each day by doing something that will motivate you to work harder (such as reading inspirational books or listening to motivational speeches). 1% might sound little, to begin with, but if you make a habit of it, consistently stick to this plan, you will see great results.

Show and Tell Business

Many fail to back their promises with action. I can remember a time when I encouraged my sales team to go door-to-door pitching products to potential customers, and how they would always come

back with plenty of excuses and very little-to-no sales! I could not blame them though because the truth is, at that point in time, I had never actually shown them how to get sales, so I decided to join them heading out one day and this time I showed them how I myself pitched products to customers. I could see that just by doing this little action and going out with them that day; this exercise had not only built up their confidence, but it showed them that they too could successfully pull off great pitches!

Thankfully the next time they went out, they were all highly motivated and did extremely well all by themselves, successfully carrying out a large number of sales!

I believe in showing people how to do things because telling them only, may not be good enough and some people learn quicker from watching.

Chapter 6

How to Build a Business

Starting A Business

My first company started in my bedroom and today, it is a great success.

To start or to build something new can be a very challenging process. Over the years, I have met so many people with great ideas whom I have often asked why they did not just start a business, and over and over again, I have gotten back the same responses, which include the words, “*I don't have money to start and what if I try and it doesn't work?*”

My response to these kinds of replies is always the same. I say, “*Yes, you are right and yes, some money is needed to start a business, but truthfully, not all start-ups require immediate or large cash injections! Personally, I believe that all you truly need in order to start a business is Passion!*”

Passion is an extremely powerful emotion and it can drive your business into great success! Even through all the tough times, when you are passionate about your business, nothing will ever stop you!

Investors may not always catch onto business ideas at first, but they can, and they do buy into personality and character. My easiest sales leads were all a success because customers bought into my personality first, which would then lead to the development of strong relationships and finally them going on to recommend me to their families and friends for business.

I am not saying that money is not important or a huge factor in starting a business, but do not let it stop you, as there are many ways of getting around it and if you truly desire to have a business, you can, and you will certainly find a way!

Be yourself and get into a business that you love! Your passion and zeal are what will drive you all the way up to the top!

The Fear of Starting a Business

No one desires to be called a failure or be labelled unsuccessful in anything they do. Sadly, this happens often to many new business owners.

Starting and running a business is something that anyone can do; no matter how young, old, rich or poor you are. People are simply afraid to take the first step because they just don't know where to start from and some are just not patient enough from the beginning.

The truth is “*there is nothing new under the sun*”. It's not always easy to find or come up with a brand new, never-been-seen or heard-of idea before, therefore my advice for those looking for business ideas is to simply look at what is currently in existence for inspiration and find a way of improving it and making it your own. Make sure not to steal others' ideas though! The best way of avoiding this is to just try and come up with your own! Think of all the problems around you that need solving and try and come up with a list of possible solutions! One of them is bound to be a winner! **If you build it, you can have it!** That way, the business idea is all yours and no one can claim ownership or take it away from you!

THE PRINCIPAL OF BUILDING WITH ONE HAND AND FIGHTING WITH ANOTHER!

Dreams can come true and just like Les Brown, I personally believe that the richest place on earth is the graveyard.

“The graveyard is the richest place on earth, because it is here that you will find all the hopes and dreams that were never fulfilled, the books that were never written, the songs that were never sung, the inventions that were never shared, the cures that were never discovered; all because someone was too afraid to take that first step, keep with the problem, or determined to carry out their dream.” – Les Brown.

We all have dreams and visions, yet many of us fail to achieve them because we are not motivated enough to turn them into a reality!

I once had a dream, where I saw myself holding up a sword in one hand and in the other, I held up a brick. I did not fully understand the dream at the time, but I presumed that it had something to do with building and fighting. We all tend to have dreams, but we do not always interpret or understand them immediately. A few months after my dream, I decided to do some research on fighting and how to build. In the midst of the search, I came across a motivational video by the well-known actor, Will Smith, which was a very important discovery.

In the video, Will Smith explained how, when they were younger, his father had made him build a brick wall with his brother.

After watching the video, I gained some knowledge and understanding as to how I could build and move forward with my life, in a whole new way. I immediately began to assess the things in my life, just like laying one brick after another to form a perfect wall and I set realistic goals to work my way towards this. Friend, it was not simple! The most challenging part was trying to move forward and build, but then having to turn back and fix all the mistakes that I made, (which may have occurred from all the distractions around) that caused me to leave a massive hole in the wall; all whilst I was still building!

A lot of the time, what happens is that we embark on a journey full of excitement and as we keep building and moving forward, we inadvertently ignore all the small mistakes previously made, with

the hopes that they will fix themselves. Sadly, if you do this, what will happen is that you will end up going back to fix these mistakes, which could have been prevented if rectified earlier to avoid damage in the long run. Failing to fix early errors can cause an incredibly strong wall to collapse at an alarming rate.

The second lesson I learnt from the dream was from the fighting aspect of it. Holding a sword to me was an indication that I had to be ready for a fight and for possibly a long one! All throughout life, you will have to fight for what you believe or for what you feel is important to you. Nothing good ever comes easily! They say that the best things in life are worth fighting for and in order for you to be the best in anything you set out to do or achieve, you have to be willing and ready for a fight!

“Life is a fight for territory and once you stop fighting for what you want, what you don’t want will automatically take over.” - Les Brown

FOUR THINGS TO REMEMBER WHEN STARTING A BUSINESS:

- Calculate the cost of building
(This will help you to identify any possible threats ahead)
- Avoid desperation and be hopeful
(Don’t be in a hurry to make decisions)
- Find people who buy into your vision or who think like you
- Be hardworking and patient
(Don’t be in a hurry to appoint people into major roles)

Chapter 7

Secret Principles of Wealth

MONEY

Money is crucial for survival, yet, it is true when they say that ‘money cannot buy life, but it can buy you a good coffin’.

Money is designed to keep circulating. It is more difficult for money to grow if it is kept in one place. Sadly, the majority of those who work hard for their money are afraid of letting it go, but unless they take the time to learn how to make more money, they will always have the fear of losing it.

Making money is like playing a game. The great thing about games is that you can learn how to play them, and, in the end, you learn how to master them! Take the time to learn ‘The Money Game’!

Another way of making money is learning how to double what you already have. Investing in a good business or buying shares in a company is a great way of doubling your money and possibly bringing back high returns of investment!

Money above all is a great thing to have but unfortunately, just like life, I believe that money cannot buy you happiness. In my opinion, money can only fill the vacuum of happiness within your soul, which temporarily leaves you with a sense of happiness.

It is a good thing to stay on top of your finances, so make it a point to assess your financial conditions any time you can!

WHAT IS WEALTH?

Wealth is described as “an abundance of valuable possessions or money”, (Oxford, 2018) but I like to think of wealth as all that is left over once money has been taken out of the equation; so, your wealth is comprised of all your knowledge, business connections, resources, reputation, talents and all the skill sets that you have acquired.

Sleeping In The Toilet

I would go the extra mile for knowledge because to me, knowledge is power! I remember a time after being promoted into leadership at the sales company that I used to work for, how I desired to learn how to produce more sales (as the more sales I did meant the more

money I could make), so, one day I decided to travel with my team to an office across the country to learn from the best in the business!

Before heading out, I had to consult with my manager first about the trip with my team, which he agreed upon under one condition and that was for me to pay for all the accommodation and expenses whilst I was down there, which I was more than happy to do! I quickly booked a hostel and took a 6-hour coach all the way down to Wales (where the other office was) with my team and by midnight, we had arrived!

Upon arrival at the hostel, I provided my name to the receptionist for her to look up in the system, but to my greatest surprise, she had failed to locate and stated that the hostel was completely full, as there was a concert taking place nearby. Unfortunately, we just could not stay there. The only thing to do next was go out and look for other accommodation.

Call after call and searching around frantically, I just could not find any other accommodation which had the room to take us all in. All the other hotels and hostels within the area were fully booked due to the concert taking place, and so as the leader, I had to make the decision for all to just return to the hostel that we first visited and sneak into its lounge whilst nobody was around. I was not proud of this decision, but it was either this or sleeping on the streets!

I told my teammates to stay in the lounge and try and get some rest until the morning! I then went into the bathroom and with a bathtub there, decided that this would be my place of rest for the night! Yes, my team and I went through all that just to gain more knowledge! Well, friend, the story does not end there! After a couple of minutes

laying in the tub and trying to fall asleep, I suddenly heard the door open and saw someone walk into the bathroom with a bright torch light on!

It was the security guard and he asked me what I was doing in the bathtub!?! I explained my whole story to him and how my team and I had travelled from far in order to visit a nearby sales office, only to find that the hostel receptionist could not locate my booking, so that is how we all ended up in this unfortunate situation!

I begged the security guard to let my team stay in the lounge and told him that I did not mind sleeping in the bath because there was no other space and honestly, we had nowhere else to go! I even promised him that we would settle the bill in the morning if that was needed, but thankfully with a compassionate heart, he smiled at me and told me that I could go downstairs to a small room and sleep on the sofa!

Friend, I learnt some valuable lessons that night and the one that stood out to me the most was about not giving up on my dreams! I had to be strong and become a problem solver, rather than a problem announcer!

The next day my team and I got up, left the hostel, went for some breakfast and head straight to the main office! It was my first time at the Cardiff sales office, but not only did I get to spend the day with one of the top performers in the department; I got to meet the vice president of the entire organisation that happened to be passing through on that day. I gained the opportunity to have a short one-on-one discussion with him and it was a happy ending after all! The

following week, one of my team members got promoted into leadership!

The moral of this story is never giving up on your dreams! Even if it means sleeping in the toilet like me!

MINDSET

Your mind is one of the most powerful tools you can use to create wealth. If you can control or condition your mind to think in a particular way, you can achieve great success. Most of the successful people you see today, all started with nothing and in the end, managed to become super rich. You may ask what led to this great change and the answer is quite simple. It is the way they *thought* that drove them to succeed.

I say if you think like a rich man you will become rich and if you think like a poor man you will become poor – it's all a mind-set! I also believe that the fastest way to becoming wealthy is by associating yourself with wealthy people. If you constantly do this, you will find that their ways of thinking will subconsciously impact your ways of thinking and you will begin to do what they do! If you have a mind-set to work, you will always do well in life.

HAPPINESS

My father has always preached that money cannot buy you happiness and that is true to an extent. I believe that money may not be able to buy happiness, but it can be used to buy things that can make you happy.

Based on some personal research, I found that the Babylonians from central-southern Mesopotamia (a small Amorite-ruled state that first emerged in 1894 BC) are a perfect example of showing us how we can create wealth. The Babylonians built a system to control their income and expenditure. In those days, most of the local farmers would display how much they had by the number of coins they put in their bags and would leave one coin out, to ensure that there was always something left for future trading. One does not need to be a genius to understand this principle. What they did was wisdom!

Here is a fantastic way of saving: -

1. Firstly, pay for all your expenses (i.e. bills) and then
2. Take ten per cent of what is left over for your savings
3. Divide the rest of your money for any other financial needs (i.e. social gatherings or for entertainment purposes like going to the cinema etc.)

Above all, it is not always how much money we earn that counts, but rather how we manage what is left over after all the bills and other expenses have been paid.

SEEDS

The more financial seeds you plant, the more you will harvest. Spend less than what you earn and sow the remaining as a form of investment. This will help you generate interest, which brings in more money. To create a large pot of interest you have to start small with the aim of creating a snowball effect. In the end, you

will become a master in financial management. Saving money will help you become more financially stable. My advice to you is that you should develop the habit of planting and harvesting financial seeds.

GOOD AND BAD DEBT

Initially, it might sound like a good idea to borrow but remember you will have to pay it back one way or another.

I have encountered many types of debts and I like to put these into two categories; the Good Debts and the Bad. If you borrow money to buy or mortgage a house and rent it out for a profit, I classify that as good debt.

At a very early stage in my entrepreneurial journey, I understood the difference between consumer debts and interest debts. Consumer debts are the things we buy that can easily turn into liabilities such as cars, designer handbags, jewellery; basically, all the things we desire but do not necessarily need. Interest debts are the things we buy that can also turn into assets.

Desire to be debt free! If you start a business or a journey with debt, focus on its elimination by starting from the highest debt to the lowest. You cannot live a lavish lifestyle if you do not raise your income!

Juggling more than one thing at a time can be extremely difficult but in order to be very wealthy, you will need more revenue streams, or to find more than one business to invest in. This can be anything

from properties to land, to owning shares in companies etc. Some investments are great and generate large returns of income, whilst others not so much. Find what is best for you and keep working on it!

LUCK

The most common saying that people use when they see others succeed in life is that "*they must be lucky*".

Ralph Waldo Emerson stated that "*Shallow men believe in luck. Strong men believe in cause and effect.*" This statement suggests that things do not merely occur by fortunate happenstances. One needs to take action and not just any action - the right kind of action - to see results, which affirms the Newtonian Third Law, that "*Action and Reaction are equal and opposite*", therefore, to some degree, when individuals say that others must be lucky, they are right, but this is not always the case.

It is not *luck* that makes a person wealthy, but how they react to the circumstances around them, that activates their opportunities to pay off eventually, which we term as luck!

Chapter 8

Effective Sales Strategies

This chapter provides Practical Steps in some of the basic principles used to generate Sales.

HOW TO ENGAGE PEOPLE IN A CONVERSATION AND WIN

Communication

A communications system plays a major role in any business. If you take McDonald's for example, you will notice that their operations and communications system is consistent wherever you go in the world. This means that if you walk into a McDonald's restaurant in Japan and have a meal, you will get the same results as you would

if you walked into a McDonald's restaurant in Germany and had a meal.

Having the right communications system can help build strong relationships between two or more parties. Learning these systems and using them each day can help optimise results.

THREE STEPS TO SEAL THE DEAL IN SALES

Life is a game of confronting and challenging failure. Be inspired to succeed without the fear of failure and learn from all your experiences. Attitude must dictate results and not the other way around!

STEP ONE: Introduction

I believe that people pre-judge each other within the few seconds of meeting (even before they engage in a conversation), which is a natural thing to do.

There is a saying, "*First impressions matter*". To give the best impression, I recommend that you introduce yourself politely with a smile and be excited; always making eye contact! Making eye contact when speaking to someone helps build trust and shows off your confidence. When you smile, this creates a mirror image and effect, which gets them to smile back. If you are excited, they will be too, but don't overdo it, as people can easily misinterpret your excitement! Avoid looking dull as that will come across as you being a boring person.

STEP TWO: Short Story

Use this step to create an effective icebreaker, to stir the conversation and to create a more relaxed environment. Having the right ‘short story’ helps to buy more time with the people that you talk to. Providing a good short story aims to paint a picture of what you are about to discuss, using the ‘KISS Don't KILL’ principal.

KISS in this context means to Keep It Short and Simple, as people get bored very easily. Avoid excessive talk (i.e. KILL, which means to Keep It Long and Lengthy) to keep their attention.

STEP THREE: Presentation

As the name suggests, the presentation is the final part of successfully engaging the customer (having built a relationship) and you are now able to provide them with a solution to their problem, allowing you to seal the deal.

Note: - Pay attention to their body language (i.e. signs of interest and disinterest) in order to avoid time wasters. If you spot signs of interest, aim to get a deal and close with confidence.

The Impulse Factors

Impulse factors are used to control moods during conversations. The more impulse factors applied, the more of an impact they will have on a person.

Fear of Loss

The 'Fear of Loss' method is used to attract people to products and services, with the idea that they can be easily taken away, which creates a sense of limited availability for the customer. Nobody wants to miss out on anything! The Fear of loss is greater than the need for gain.

Urgency

Creating a sense of urgency allows people to buy on impulse once they are excited about your product or service. Urgency allows you to create a 'now or never' effect, which ensures success in a short period of time.

Greed

I believe this is one of the most important impulse factors, as most people desire good deals. The Greed factor allows one to take advantage of a customer by painting a picture that is 'too good of a deal' to pass by. For example (the price was originally 87.99, then 57.99, the 27.99 and now it's just 17.99). Once the customer has seen this price drop, they will feel good about themselves having secured such a fantastic deal!

Sheep Jones Effect (Keeping up with the Jones)

No one wants to be the first to commit or buy something new, therefore applying the sheep jones effect will allow customers to know that there are others who have previously purchased your product or service, that are happy with it.

Suggestion (Power of suggestion)

In order to speed up a sale, sometimes it is necessary to make a suggestion. Always suggest, never dictate!

Chapter 9

Gratitude

If you could take one moment to get away from all the noise in the world, which will enable you to think of what you could be grateful for, I am sure you would find and make a list of them all. As you are about to read this last chapter, sadly, many people are taking their final breath.

The reason why we seek for things in this life is to be happy or to be content.

Each one of us at a point in our lives has said the words, "*I wish, I was, or I had*", but the good news is, as long as you have breath dear friend, every single day is an opportunity to start afresh or to do something new.

I believe gratefulness creates happiness. There have been points in my life where I've had everything I could ever want, but was not

necessarily happy, and instead of desiring more than what I already had, I should have been more grateful.

The truth about life is that there are many who have come across money that are extremely unhappy, whilst there are others that cannot even afford basic necessities but are just so content and genuinely happy to be alive!

When we are grateful, we stop thinking about ourselves and we start to appreciate all the other things around us.

Here is a list of things that both you and I can be grateful for. They are also things that can easily be taken for granted. Why not think about them all?

1. Ability to independently move around
2. Eyes to see
3. Clean water
4. Good hearing
5. Clothes
6. Food
7. Shelter
8. Automotive Transportation
9. Jobs
10. Talents and skills
11. Being able to read and write
12. Family and loved ones, and the list goes on...

When you are grateful for the things you have, so many other blessings will come your way!”

THE TRUTH IS “THERE IS NOTHING NEW UNDER THE SUN”.

IT’S NOT ALWAYS EASY TO FIND OR COME UP WITH A BRAND NEW,

NEVER-BEEN-SEEN OR HEARD-OF IDEA BEFORE,

THEREFORE MY ADVICE FOR THOSE LOOKING FOR BUSINESS

IDEAS IS TO SIMPLY LOOK AT WHAT IS CURRENTLY IN EXISTENCE FOR

INSPIRATION AND FIND A WAY OF IMPROVING IT AND MAKING IT YOUR OWN.

MAKE SURE NOT TO STEAL OTHERS’ IDEAS THOUGH!

THE BEST WAY OF AVOIDING THIS IS TO JUST TRY AND COME UP WITH YOUR OWN!

THINK OF ALL THE PROBLEMS AROUND YOU THAT NEED SOLVING

AND TRY AND COME UP WITH A LIST OF POSSIBLE SOLUTIONS!

ONE OF THEM IS BOUND TO BE A WINNER! **IF YOU BUILD IT, YOU CAN HAVE IT!**

THAT WAY, THE BUSINESS IDEA IS ALL YOURS AND NO ONE CAN CLAIM

OWNERSHIP OR TAKE IT AWAY FROM YOU!

THIS BOOK ALSO REVEALS SOME OF THE

PROMINENT AND PRACTICAL PRINCIPLES THAT I HAVE FOLLOWED

TO GENERATE SUCCESS AND IT HIGHLIGHTS MY ENTREPRENEURIAL

JOURNEY OVER THE LAST COUPLE OF YEARS; INCLUDING ALL THE DRAWBACKS

AND SUCCESSES THAT I EXPERIENCED IN LEADERSHIP, ENTREPRENEURSHIP

AND IN NETWORK BUILDING.



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