

# **Blogging for Business**

**How to Get From Idea to Cash**



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I'm guessing you've attended some seminars or conferences before now, that left you confused more than you were. The speakers only aroused your emotions, raised your hope higher, but left nothing practical for you to apply.

You're here for a different experience, because you're going to be getting insights that will move you up the ladder of success.

You've made a wise choice being here today.

## **Let's Begin With a Secret**

Having attended various gatherings in the past, I've found these tips useful for getting the most out of any program: Apply this today, and your time will be worth it.

1. **Play full house** - Remain energized and be present while you are there. Ask questions and contribute.

2. **Capture Useful Ideas** - Never try to follow presentations word for word (copying). Always relate the discussions to your situation and your environment, and pay attention to what ideas fire up in your mind. Write such ideas down with how you plan to implement them immediately after the program.

3. **Use what you learn** - In order word, take action on those ideas you got.

You success is only found in the actions you take. Remember, it's not enough to have ideas, implementation is what matters.

***Do I Have Your Commitment to Doing These Things?***

## Here's My Promise to you

There are secrets you'll not find anywhere in the public domain about succeeding with blogging. I'll hand them over to you in the short time we spend together today.

You will get the clarity you need to align your business -mission with your blogging efforts, and be able to apply it to your business for increased profits.

## What We Shall Cover.

*There are hidden essentials for successful blogging.*

Sorry, I'll not be teaching you on how to set up a blog.

Or, of what benefit is a blog you set up that does not add values to your business?

# SIMPLE OR EASY?

This will require **work...**

**But it WILL payoff!**

You need to understand you are setting on a path to something spectacular, and life changing. Yes!

This will take you through and some things novel to your personality. It may throw up a little imbalance in your life! You will definitely have to count the costs and be prepared to pay the price.

**I know this is counter intuitive**, but I've got to tell you the truth. It pays both you and me to know what we are getting ourselves into.

I won't tell you it would be easy as most people paint the picture like, you set up your blog and begin to make thousands of dollars from it monthly. NO.

It's not always going to be easy because, this is a new path you are getting into. It will require you change some things about your life style.

Are you the type that finds discipline herculean? Then, you may need to have a rethink.

I'm telling you this because that's what I need to tell you.

I don't teach you just how to make money, but what you need to build a business that makes the money, and continues to do it repeatedly.

Because this is a serious business, you may eventually need to reschedule your time, cut down the time you devote for watching television or doing socials generally, at least for the first few days in pursuing this dream.

If you can be able to do that together with paying attention to other insights I have for you today, then you are good to go.

Let me also advise that you adopt a beginner's mind for you to get the REAL secret behind success with blogging. You might have heard a lot about the topic, but please, treat this as a new revelation.

**Who is here today to know how to make money?**

## **The only sure route to that is in You Selling Either a Good or Service**

It's not a secret. For you to make any money, either online or off, you must be selling something to people that help them solve their problems.

### **But why have you not been selling, even with all efforts on your part?**

It's because you've not been selling the right way. You'll know the reason later in this presentation.



### **Who is Najeem Akinwande?**

Najeem is on a mission to stamp out dishonesty from Nigerian online business community and reset it to one driven by transparency, honesty, and high integrity.

He writes about, consults and coaches about building small businesses that make money.

He's the Owner of ProfitsMax Business Concept, and Founder, [Profit mastery Arena](#), where he serves and trains small business owners and entrepreneurs on how to build and grow their business profits with high integrity in their markets.

This year (2016) marks his 19th and 9th year in business, and the online business industry respectively. The first seven (7) years was characterised by losses and difficult times to learn from.

He worked with wrong mindset and beliefs that made him lose over **N900, 000**. That's about a million naira to various false hopes (**scams**) before he got his break in November of 2013.

Since then, he has rebuilt successful businesses, and continued to help others on their paths to building their own businesses without falling victims to the impostors.

## Relationship Between Business and Blogging.

Two variables are in play here; *business and blogging*. One depends on the other to succeed. In this case, your business depends on blogging for it to make the kind of money you would want it to make.

Interesting! But is blogging the only medium you can use to achieve your business success?

No! It only happens to be the one we're focusing on in this presentation. Very many other media are available that ensure you build a profitable business. Its potentials for success is no different than the good old media like television, newspapers and radio. The only advantage it has over them though, is the capacity for scalability ad leverage.

You can use your blog to get in contact with prospects and customers that would never have been possible for you to rich through any of the aforementioned media. This is so, because your blog experiences zero restriction on geographic limitation. If you run a business that caters for people in the United States of America or any other country in the world, doing business with them has never been easier than now.

The only distinction I would want you to get is, in **making sense of your efforts at blogging**.

Are you blogging because you see others do it?

Why do you/are you considering blogging?

If your answer is in any way different from the fact that you are blogging in order for you to better get your business messages to your prospects and customers, by building valuable relationships with them through your contents, then there's need for a rethink.

If your answer is to use it to sell your products/services, then I will say you're short-changing yourself.

### **Here is why**

You get to know your prospects through your blog. It's a great mistake to make your first encounter with them one that prompts them to part with their belongings.

It's human nature and simple psychology to want to develop relationship; no matter how little, with a stranger before you begin to commit yourself.

A prospect that gets to know you through your blog needs some time to allow her to develop the **trust** needed before she can decide to be vulnerable with you. This you will get by providing contents (in forms of text, video, audio, infographics, etc) that enhances her life.

I Heard You! You said but it's a smart move to sell at that first contact in order to cover your advertising costs, and some marketers recommend it.

Yes, if you think so.

But listen & successful experts in the industry have found that very low percentage of people would consider purchasing any product at their first contact (less than 3%). The remaining 97% comprise people who just heard

about you, do not know they need what your business does or do not seem to be interested in what you offer **at that time**, due to some environmental and personal reasons.

### **Here is why it is wrong to sell at the first contact**

Compare just 3% of your target audience taking you up on your offer to about 97% who may eventually do so. How would you like to have that large number of people trying your products?

Logically, it makes more sense to develop your marketing processes to cater for the later categories of people, while the former also benefits.

This, you can only achieve when you consider your blog as a business tool, not a business in itself.

## **Your Blog Is Not a Business in Itself**

Having understood the fact that you need the blog as a tool to make your business succeed, let's talk about the synergy between the two; *Business and Blogging*.

### **What is a Business?**

Business in the context of this presentation refers to any activity that **seeks profits by providing needed products** (goods and services) to others and, one which is independently owned and operated, not dominant in its field of operation and has between zero (0) and ten (10) employees.



## **What is a Blog?**

A blog is specialized web site containing periodic postings that are organized by date and subject, along with links to other online resources.

The process of making those postings available is what I refer to as blogging.

Your blog starts the conversation. It's a medium through which a meaningful relationship is built with your audience.

## **What Do You Need a Blog For?**

1. To serve a source of traffic to your contents that build beneficial relationships between you and your target audience.
2. To serve as a medium of building your authority and create the trust you need from your audience.
3. As a medium to deliver the solutions you have to your target's problems.

## **Is Your Blog for marketing or selling?**

I'll wait for your answer.....

If you answered marketing, you are correct just as if you said selling.

But which one comes first, and the more profitable one you should focus on for higher rewards.....?

By the way, you've heard many 'Gurus' calling themselves '*Internet marketers*'.

But, do you think they are? Or they are 'Internet Sellers' ☺

The blunt truth is that most of them are not doing any marketing, because they know not how it works or how to do it. They rather do selling to compensate for marketing.

Their selling compensate for marketing because of the low level of sophistication in the industry.

Things are changing very fast. Your prospects are beginning to get smarter and can easily recognise when you actually care about them or you are only interested in their money. Hence, the need for you to adopt a different approach to relating with them for the relationship to turn out symbiotic (**win-win**); they get their problems solved without any regret, you get paid for providing the solutions.

The way to go is. . .

## All About Delivering Values While Marketing, **Then Selling!**

Peter Drucker once said&

**"The aim of marketing is to make selling  
superfluous"**

When you make something superfluous, it means you make it unnecessary.

# Marketing

involves activities that bring your  
target market to desire your products  
(goods or services)

You can only create demand for your products by channelling into the inherent DESIRE of your marketplace and connecting it with your solutions.

Marketing is different from Selling. It's the process of taking your prospects from their current mindset to the ideal buying mindset. It involves your efforts to make your prospects desire your products. It's the process of getting your prospects interested in what you have for sale (products).

To take your prospects\_ current mindset to the ideal buying mindset, you need to shift their beliefs and feelings into ones that are in line with the ones who are ready to buy from you.

**For example, what is the common belief people have about your industry?**

If your prospects\_ current mindset is that they'll be vulnerable to extortion if they visit your website (maybe based on public perception) when exposed to your messages, you must do something about it if you want to succeed in that niche

It is your responsibility to take them from that mindset to the one that assures them of safety and guarantee high values for time spent on your website.

***Your marketing messages must change their doubts to enthusiasm and confidence.***

Either offline or online, your job is to understand your prospects, and make them convince themselves they are in the ideal place to transact business (office, blog etc).

The logic behind this approach is that most of your audience would have found values in your products ever before you offer to sell them. They would have identified you and your products as the only viable solution to their problems, begging you (literally) to take their money, instead of you chasing them through sleazy tactics and methods that question your integrity as a business man

This kind of marketing ensures that you get the scarcest gift you can ever get from your target audience - **TRUST**. Once they give you that, you can easily sell them your products with their permission, and continue to do so repeatedly, provided you continue to serve them with the right solutions to their problems.

In my book, "**My Experience With the 'Make Money Online' Scammers**", I made it clear that the technology, which blog is one of them is important to your success, but more important to the overall success is the non-technical part of the whole.

To ensure your efforts at blogging or any marketing pay off, you must invest time and efforts in knowing more about your target audience, and how to relay your communication to them in such a way that will resonate with them and make them consider doing business with you.

If you have a perfect understanding of your audience and what influence their buying behaviours, it would be easy for you to give them what they want and need, and get paid doing so without any need for fowl play.

# Three Keys to a Successful Marketing Message

1. Know your target audience well enough, and make sure your messages meet them at their current desire point. Begin your marketing message with what your audience love to hear about.
2. **Trigger the right emotion.** This is the biggie when it comes to succeeding with your marketing and any eventual sale. It has been proven that humans are selfish (including you and me). Your buying behaviours on a daily basis are influenced by a lot of factors, and major among them is **EMOTION**.

## **You Buy With Emotion And Rationalise With Logic**

You must concentrate more on the **specific benefits** your market stands to get from working or doing business with you, not on the features of your products or just bragging about who you are.

If your market cannot find **something for them** in your message, it may fall on deaf ears.

Depending on your market, the following are some of the emotions you can trigger in them to make them pay close attention to your messages and act according to your plans.

**Fear, Love, Happiness, Sadness, Hatred, Anger, Surprise, Excitement,**

**Amusement, Pride, Disgust etc**

*The best way to profit from these emotions is to perfectly relate them to your prospects\_ inherent desires and direct them to your solutions*

Employ these scientifically proven facts and succeed in your marketing.

**3. Relate with your own story.** This does not have to be anything difficult. Make it simple and relatable. You need to speak to your audience and make them see you as one of them. Relationship is formed with people who share the same similarities and desires with each other. If they can relate to your story and internalise it on their own, then getting them to do what you want will be easy.

## **Never Build A Blog Before You Do This.....**

One of the easiest things you will be doing in this business is setting up a blog. You can get easy guides on doing that from many sources on the internet.

**www.Youtube.com** is the best source I will recommend for anything technical, if you will be doing them yourself. I use it to get most of the technical aspects of my business done without having to pay anyone.

But, what you will not get in the open space is the sauce that makes the medium (the blog) profitable. And that's what I'm giving you here.

Most people will tell you it's traffic, advertising or your products. Well, those are part of the game. But, they CANNOT deliver when you get this wrong.

Still, the thought behind these concepts is what you need to master, not the superficial, easy tools deserve your attention.

If you ground yourself in mastering the secrets behind your audience's buying behaviours, then you're assured of success in any niche or any medium you choose to get your messages noticed.

This is why I'm not teaching you on how to register a domain, install wordpress and the likes here. You can get those done within minutes, and free of charge.

Of what use/benefit is a blog you set up that does not serve its purpose of building your business? Thousands of such blog abound on the internet. I don't want yours to add up to that mess.

## **What problems do you help people solve?**

Now that you're convinced you need a medium to interact with your audience- **a blog**, let's go and build one. . .

# You Don't Know Linda Ikeji

**So, stop following her with your eye closed**

You can easily get confused with the loads of available guides on how to build a blog nowadays. I already told you a secret about how I do technical stuff for free and learn about them free from **www.youtube.com**.

In as much as I do not want to waste your time, I will just guide you through one of the best material I found very useful on blogging. It is written by Yaro Starak.

He talks about the two types of blogging models you can have: **The Magazine and the Expert models**.

The magazine model majorly targets advertising as a monetization method. You can relate to how newspapers and magazines like the Punch, Nation, Encomium and others make money. They ensure they have more of their production in circulation and get it to more people who possibly see the featured advertisements.

This model relies on large volume of traffic and contents and you also have to be good at breaking news in your industry. The advertisements are what pay the bills.

The same thing applies to a blog that adopt that model. The more traffic you get to your blog, the more exposure you have to the featured advertisements on it. A popular example here is Google Adsense programme, which pays pennies per visitor.

It's becoming increasingly difficult for individual to profit from this model because of the huge requirement to make it work and stay on top of news and producing articles day after day.

No wonder a lot of people get frustrated following this model.



The expert model is sometime called authority model. It needs you to demonstrate your expertise or passion on a subject. You don't need to produce huge contents, nor are you trying to break the latest news using this model.

You do need quality contents, but you can publish once a week or later and still build a profitable business with it. This is because of the high level monetization strategies.

Your monetization strategies do not rely on advertising, but more alternatives like selling your own products, consulting, coaching etc.

Following this model gives you the ability to determine who to serve and at what rate. It proves more profitable because it's much easier to find few visitors to your blog than worrying about getting thousands of visitors daily before you can run a profitable business.

The model you choose to follow determines a lot.

You may decide to go for one that requires you to have thousands of page views daily, hoping to get them click advertising banners to earn pennies, or one that requires you to have between one hundred and three hundred loyal and targeted audience who are ready to pay you thousands of naira in a month.

Your success in using the later is about the quality of your relationship with your audience, not about the quantity of visitors.

You might have observed the rush for Linda Ikeji's business model these days by opportunity seekers, who are only interested in, and are driven by '**making money**' but who fail to understand the psychology behind what Linda does.

The truth is *Linda Ikeji is running a business*. She is not just blogging as they thought.

No wonder most of them end up quitting after their first few months trying to cut corners.

So, if you will be able to make sense of this concept of blogging, you need to develop a mindset of building a business and using the blog to serve as the medium through which you take your business\_ messages to large number of people who are your prospective buyers.

NOBODY makes money without this understanding.

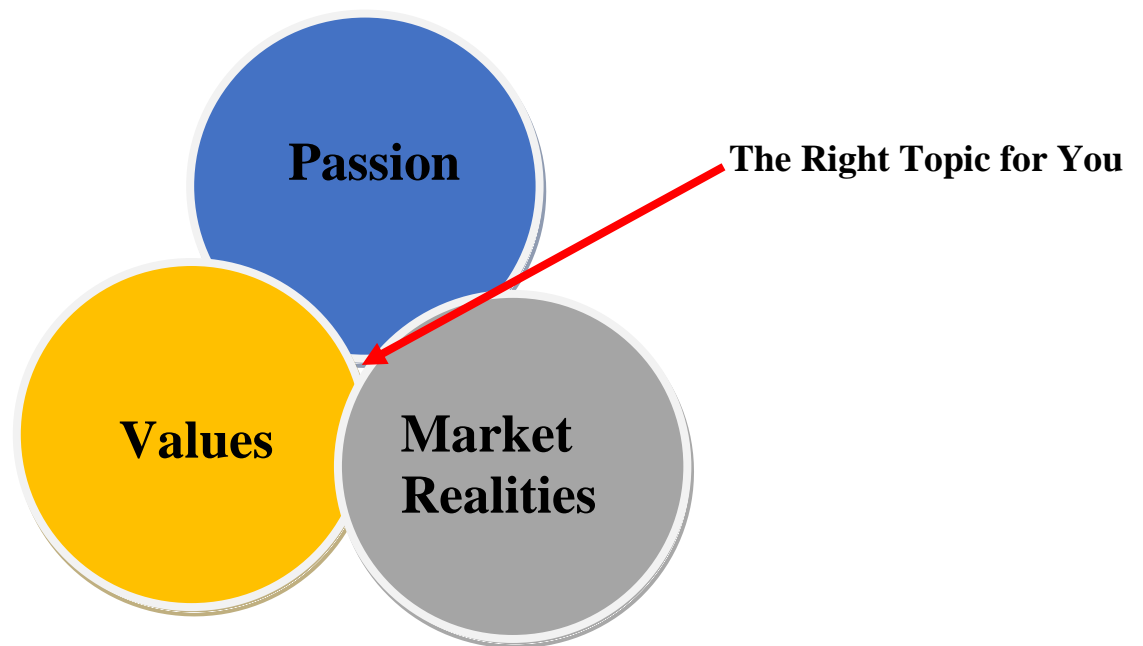
**One other important thing to do before the set up is to decide on your topic.**

This doesn't have to be your business name. You can use a topic that you find resonate with your target audience after you might have researched to know what they want, and found out there are others making money with similar topics.

Your topic has to be in a niche you have or are passionate about seeking knowledge that makes you an expert.

Just as it's important to be passionate about your topic, you also need to ensure that what you will be working on satisfy the two other criteria for a successful business; **your core values and the market realities**.

**If there is no intersection between those three things, your chance of succeeding is very slim.**



You don't want to pursue a topic that has one time solution to a problem.

Rather, get yourself a topic that has a long path to overcoming the problem.

This will ensure you make enough money with people in the industry. An example is in the education niche. That type of a niche is an evergreen niche, where you always find people to do business with as long as the world is still in existence.

An important thing to note in the choice of what to blog about is the people in the market. Some topics are more difficult to monetise than others. Know who influences the buying decisions of your target audience before you begin to allow you plan your marketing accordingly.

## **Tips for running a better blogging for Business**

Now a few critical points before we jump into the steps involved in setting up your blog.

You should never, ever strategize and design your marketing processes around your current technology. What you want to do is use and setup your technology to support the best marketing process possible.

And what I mean by that is I see so many marketers that will design a marketing process, that will design and engineer their marketing around the capabilities of their current email auto responder, their current blog if they even use one. And so what ends up happening is they end up using tactics that are only appropriate for their particular system and they pass on using the tactics and the strategies that would be most effective in their market for converting prospects into customers. You don't want to do that.

You always want to strategize and design the absolute best marketing processes that you possibly can, and then you seek out, find and implement the technology resources and tools to support that process.

Second, the length of your marketing process will depend on the volume of beliefs that you need to establish for prospects to buy and the complexity of the product and offer you're presenting.

And so depending on your product, depending on your niche, depending on your offer will determine how long your marketing process should be.

The main essence of your marketing processes is to channel your prospects' desires towards your products.

One of the ways to keep in touch with your market after their first contact through your blog is to ask for their contact information, and use that to build valuable relationship with them that lead to sales of your products (goods or services).

This is done with an autoresponder software, which allow you to send pre- written messages to your audience at set intervals in line with your overall marketing plans.

This tool is not free in its entirety. It's one of the tools you'll have to invest in.

Few affordable ones are Aweber, Getresponse and Mailchimp.

Among the three mentioned above, mailchimp gives you free 2000 contacts 'for life' while others require you to pay upfront.

My recommendation is to go with mailchimp for you to be able to test the water and see whether it would be worth the efforts without committing much financially. You would have decided on your own before you reach the 2000 free contact max.

## **Now Here Is What You Should Not Do**

Do not go into blogging with the mindset of ‘making money’ alone because it’s killing. Rather, do so with the intent of using it to build a business that will make the money and do it transparently.

Never focus on any gurus\_ model without proper understanding of the reasons for doing what they do.

The best idea is one that has its source from you.

## **Go and Do These Today**

Stop waiting for validation from people around you. Go and get something started today. Begin the journey with a little step.

Never be worried about your size. Everyone you see doing great things today started at zero mark. Begin to add values to people in your market place as you await that breakthrough.

Now go and locate your market (the group of people that need your products), decide which topic to blog about, and craft your messages following the three keys I gave you earlier.

This is very important because to attract readers and eventual subscribes to you blog, you have to speak their language. If your blog is centred around your business, this also means they will eventually become customers.

You want to know what your market is looking for and determine how best to position you contents. I suggest getting crystal clear on who you are going to be talking with. Who is that reader- what do they look like, what do they do and why are they looking for your blog?

Know your target market. Mine for example is small business owners, entrepreneurs, and marketers. Once you know your target market, writing contents specifically tailored to their needs becomes easy.

Decide on either the magazine or expert model. I'll recommend the expert model, if you ask me, because your expertise will distinguish you from the majority and you can monetise easily.

Following this sequence will ensure that you've given priority to the desires of your market, and it will make them consume the message and respond to your calls to action.

# Blogging Resource

Go to [www.youtube.com](https://www.youtube.com), search for 'how to set up a blog' and get set up in less than 30 minutes.

## Why?

You need commitment to get things done in life. I've decided to direct you to those sources because of two important reasons:

1. They will save you a lot of money and wasted time.
2. You will learn on your own and gain mastery of some skills you need without relying on anyone when you need them.

That's how to be a good learner and develop your expertise in no time.

**A Caveat:** Recognising the fact that you're more productive focusing on your strengths, learning any skills you don't have strengths in may be counter-productive.

If going out learning a skill will have negative impacts on your productivity, then I advise that you give it to someone whose strengths lie there, and pay him to get the job done.

You can focus your attention on other things like creating contents and marketing your business.



## Questions?

If you have any questions based on the contents of this presentation, or on anything about building a business that makes money, you can contact me through the below addresses.

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<https://www.facebook.com/groups/profitmasteryarena/>

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**Thank you for your time.**