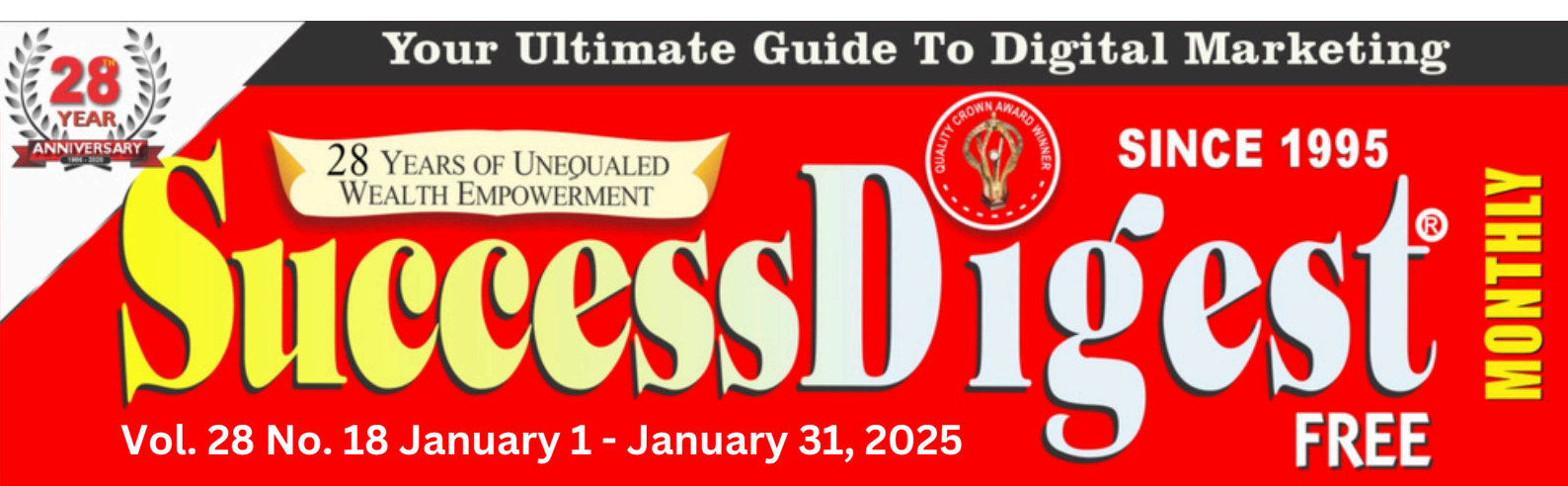




The Rooftop Of Jaba:

**The Art Of Spotting
Business Opportunity**

FOREVER IN OUR HEART

HAPPY
Posthumous
Birthday

Pastor Dr. Emmanuel-Sunny
OJEAGBASE

You are very much alive
in our hearts and we'll never let
your memories fade away.

31st
DEC

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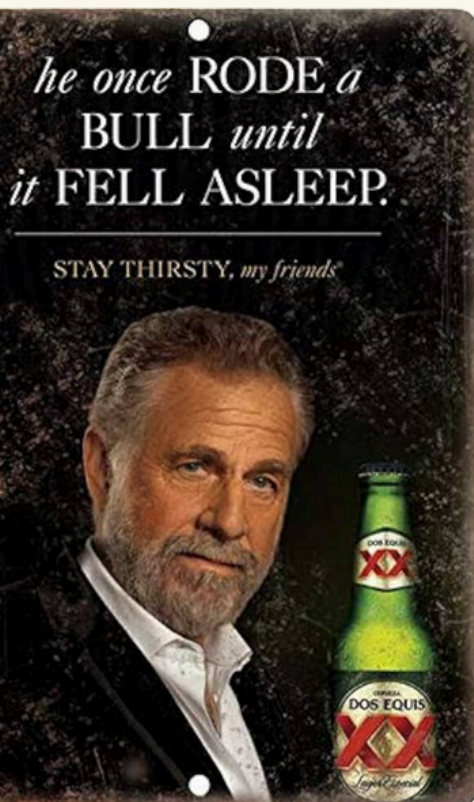
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Emmanuel Sunny-Ojeagbase's

E.S.O. Wealth Library



New Mindset
New Results

How To Get Your Best Result In 2025 (Part 1)

Welcome to 2025, my Dear Reader, I see you reaching the greatest height this year in Jesus name, Amen.

I want you to know this year is going to be different. Why?

If you have endured the disappointment of starting a New Year with goals and plans that eventually fell flat, then what you are about to read will change your fortune this year.

If you want to make this a reality, here are simple strategies for you to follow:

The Starting Point of all Great Success

The most important step for hitting a target is first defining what that target is.

You have to see the end point of the goal you are aiming for before you can make concrete plans on how to achieve it.

According to the experts, you cannot achieve what you cannot see.

For example, if you had no idea that houses exist, can you plan to build one? So, ask yourself . . .



What do I Want?

What is it that if I get it this year I'll cherish it to be my best result?

Create a mental picture of your answer and then write it out in clear details on paper (you are writing it out because you will need to refresh your memory regularly).

You have to engage my mind's eye for this step because it has to feel real to you. After doing this, present your goal to God. Approach Him with a pure heart and ask for His direction (**Isaiah 1:18**). He will guide you.

You have to remember that God desires that you prosper even as your soul prospers (**3 John 2**) and he will see you through if your plan aligns with his word.

How do I Get It?

If you followed my instructions in the first point, you should have a clear mental image of the goal you want to achieve that feels so real, you can almost touch! What next?

The next step is you figure out what you must do to make this mental image a reality.

This is the price you must pay to get what you want. Let's assume what you want in 2025 is to write your first N1,000,000 cheque.

One of the prices you will pay is that you must render a service that is commensurate with N1,000,000.

For example, you could look for a service that will help business owners increase their revenue and then offer that service to them in exchange for money.



As your profit accumulates, you will eventually be able to write your own one million naira cheque.

Seek out a Mentor

We all need a mentor. Someone who has done what we are aiming to do. The advantage of having a mentor is you will not only be able to avoid the loopholes that will stop you from achieving your goal, you will also be able to achieve your goal in a shorter time with less hassle.





**It is important you
start working on
your goal right
away.
In next month's
edition of
SuccessDigest, we
are going to
conclude our
journey on what
you must do to
make 2025 your
best year yet**



A mentor who cares about your progress will be willing to share what worked and what to avoid. Before I proceed, I have to issue a note of caution because this is a common mistake people make.

Do not attempt to copy your mentor to the extent of losing your own identity.

For example: Let's say you want to be a public speaker and you find someone that speaks exactly how you would like to speak.

You start copying their style down to their voice so you sound exactly like them.

If you make this mistake, you bury the God given gifts that make you unique while becoming yet another forgettable copy of another person.

These three steps above are the crucial starting point for achieving your goals in 2025.

It is important you start working on them right now. In next month's edition of ***SuccessDigest***, we are going to conclude our journey on what you must do to make 2025 your best year yet.

Have a great month ahead.

Would You Copy The Blueprint of **Success** from a Man Who:



- Pioneered the Sports Publishing Industry in Nigeria and published **Complete Sports**, Nigeria's best Selling Sports Daily Newspaper.
- Kick started the Entrepreneurial Revolution in Nigeria with **SuccessDigest**.
- His students have gone on to collectively generate **₦150 billion** from their various Business Ventures.
- He is widely regarded as the Father of Entrepreneurship and Internet Marketing in Nigeria.

If your answer is YES,

Click the button below to learn more about Pst. (Dr.) Emmanuel Sunny Ojeagbase and claim a copy of his Wealth Builder's Library.

[CLAIM COPY](#)



Business Opportunities

By Samson Ojeagbase



The Rooftop Of Jaba: The Art Of Spotting Business Opportunity

Sometime last year, I visited Kano for the first time.

As the plane descended into the Mallam Aminu Kano International Airport, I was looking out the window trying to capture my first glimpse of the ancient city.

From that distance, you can clearly see the layout of the city below and the rooftops of the buildings.

This was when I made my first observation about the potential opportunity.

As I walked towards the arrival terminal, I saw a structure and took a mental note of it because I was beginning to notice a pattern.

And the next morning while taking a walk around the estate in Jaba, Kano.

I looked at the rooftops again and it confirmed what I suspected.

‘This is interesting!’ You see, due to the amount of sunlight Kano receives, generating electricity with solar panels is a good investment which is why a lot of houses and businesses have them installed.



This is pretty straightforward and not a secret.

What I noticed that made me say, 'This is Interesting!' is the fact that these solar panels are covered by dust.

Solar Panels are designed to collect the sunrays through the Photovoltaic cells on the panels and convert it to electricity.

You need direct Sunlight to hit the photo-voltaic cells on the panels for optimal efficiency.

When dust is allowed to build up on the surface of the Solar panels, it reduces its efficiency because the dust acts like a blanket blocking the Sunlight.

Imagine you find an old mirror that has been covered by dust.



You will not be able to see your reflection clearly until you clean off the dust, right?

The same idea applies to solar panels.

The knock-on effect of this reduction in efficiency is the batteries will not charge fully and the user no longer gets optimal performance from the system.

So what would the offer look like?

You approach home owners and businesses that have solar inverter systems installed and first educate them about the effects of dust buildup on their solar panels.

Then you offer to take care of the maintenance of the solar panels for them.

If you do a good job of highlighting how they are losing money due to dust buildup.

They will be inclined to sign up for your service.

Educating a prospect is the most important part of the selling process because even if they know they have a challenge,

if you cannot show them what that challenge is costing them and how you can make their lives better by solving it, they will not do business with you.

The best salesmen are great teachers.

Here is the interesting part,

On the front end, you will not make a lot of money from a particular client because you have to keep the pricing at a decent amount.



But if you do a good job and win their trust, If they need to upgrade their current solar system or get a new one, who will they call?

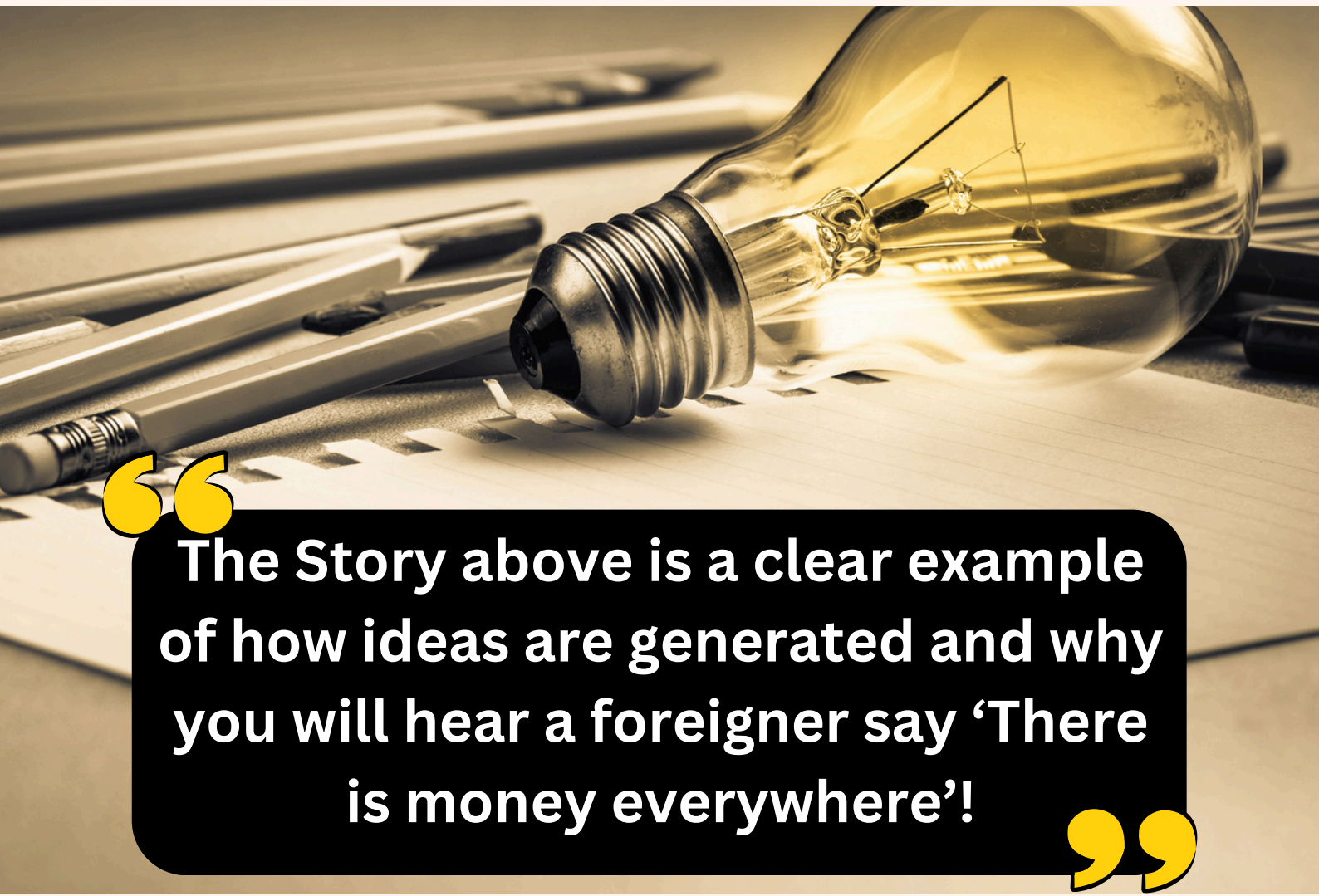
If a friend needs the same service, who will they call?

Do you understand?

Very good!

The story above is a clear example of how ideas are generated and why you will hear a foreigner say 'There is money everywhere!'

So how do you spot business opportunities?



“

The Story above is a clear example of how ideas are generated and why you will hear a foreigner say 'There is money everywhere'!

”

► **Keep an open mind:** The advantage of being a new comer in an environment is everything seems new and you start asking the right questions that usually lead to an opportunity.

Unlike when you have been in an area for a while and you just assume, 'that's just the way it is'.

► **The Right Questions lead to a pot of gold:** In business, Curiosity does not kill the cat, it makes the cat rich.

Questions like,

- ✓ What do they have here that can be improved?
- ✓ What do they need but cannot easily access?
- ✓ What do they need that can improve the quality of their lives?
- ✓ What product/services is the 'well-to-do' buying?

► **Take Action:** Do not pat yourself on the back for spotting a business opportunity.

A gentleman I shared
this idea with before
leaving Kano has
already started
working on it

Take Action!

The value of an idea is in the execution.

Carry out your research, ask questions and keep fine tuning the idea along the way.

A gentleman I shared this idea with before leaving Kano has already started working on it.

Last I heard from him, He had 3 willing clients.

So there you have it, the art of Spotting Business Opportunities and I believe if you use the information in this article, 2025 will be a better year for you, financially.

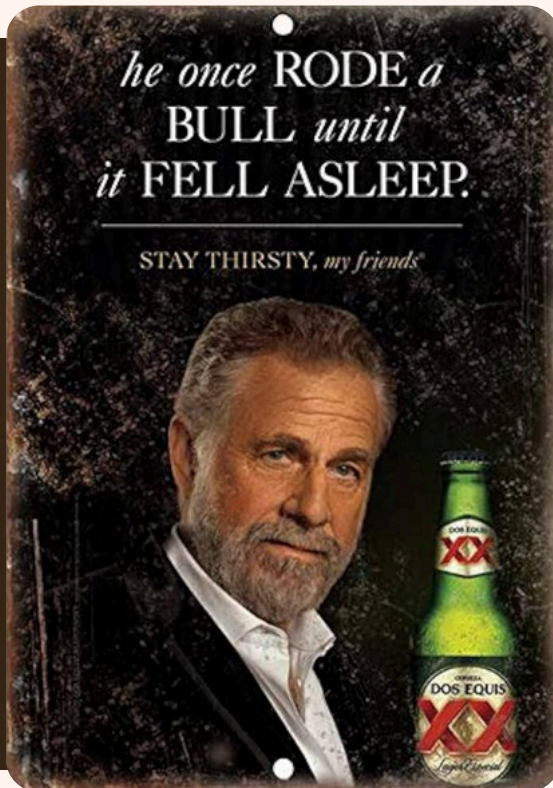
Have a great month ahead.



UNLOCKING THE PEOPLE CODE

Tips To Building Mutually Beneficial Relationships

By Samson Ojeagbase



The Most Interesting Man In The World

Dos Equis, a brand of Lager beer brewed in Mexico ran a brilliant advertising campaign to promote their product. The campaign was named **The Most Interesting Man in the World**.

The 30 seconds long ad featured a debonair man with a voice over narrating outrageous and funny facts about him.

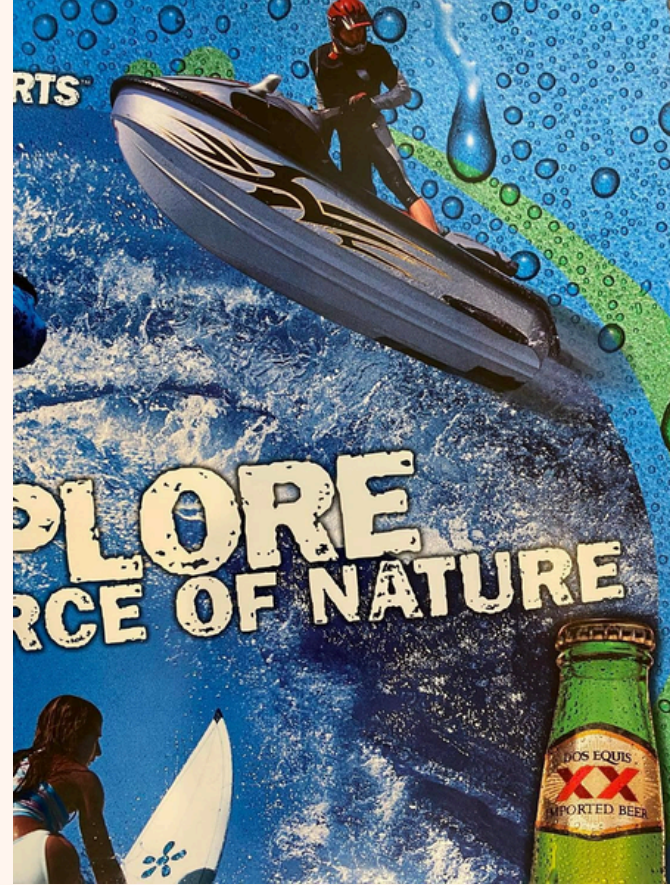
Here are some notable mentions:

- ▶ Mosquitoes refuse to bite him out of respect.
- ▶ If Opportunity knocks and he is not at home, Opportunity waits.
- ▶ He can kill two stones with one bird.

The advertising campaign ran until 2018 and made Dos Equis a household name in the United States of America while putting a lot of money in their bank account.

Why am I telling you about this advertising campaign?

It is that most sought after compliment, Interesting.



Few Compliments Will Make A Person Happier Than Being Told That They Are Interesting



Few compliments will make a person happier than being told that they are interesting.

I am sure you have met people that just seem to be different in a good way.

They have a unique perspective on life and interacting with them is both exciting and life changing.

They are memorable and the type of friend you always want to be around.

Let's face it.

90% of people will openly admit they want to become more interesting while the remaining 10% are too shy to say it out.

Having an interesting personality not only helps to build interpersonal relationships, it is the X factor that can make your business more successful as people will want to work with you based on the power of your personality.

In the social media age, having the knowledge and experience alone is not good enough to stand out.

You have to be able to capture the attention of people.

If you people do not know you exist, they cannot do business with you.

So it goes without saying that being able to stand out and captivate your audience will do wonders for your business.

Here is an example:

There are currently at least 40 business entities (not Government agencies like NASA) that can launch a satellite into space but the average person only knows about Elon Musk's **SpaceX**.

This is because SpaceX has been able to accomplish some amazing feats in the industry that got everyone talking and this will translate into more satellite launch contracts for SpaceX because they will be the first on potential client's list.

Do you see the benefits of being interesting now?

The next question on your mind probably is **'How do I become more interesting?'**

And this is where I would usually give you a list of to-do's but on second thought, everything on that list can be boiled down to two words.

Be Interested.



Here is what I mean.

If you want to become a more interesting person that people want to talk to, buy from and respect, you have to be interested in yourself, other people and the world around you.

You must be curious and ask questions.

Curiosity is the bedrock of an interesting personality.

You have to be curious enough to ask questions that will form a unique perspective.

You must be curious enough to discover who you are as a person.

You must be curious enough to try new things.

You must be curious enough to spark up conversations with people and listening to them.

You must be curious enough to read about different topics that do not even affect your daily life.

Develop that curious and before you know it, someone will tell you...

‘You are the Most Interesting Person I have ever met’

In the words of Dos Equis’s most interesting Man in the world, **stay thirsty my friend.**



HOME FRONT

Pastor (Mrs.) Esther Ojeagbase



Do You Have A Family Manifesto?



Everything That
Becomes True
Starts With A
Manifesto

Before he became a World Renowned Speaker and Author, Jim Rohn was a father of two kids in his early twenties living a life heading nowhere.

At the time, he was content with his dead end life until a particular event shook him out of limbo.

On that fateful day, two young girls knocked on his door.

They were going door to door seeking for donations to support an Orphanage.



Jim did not have any cash at that time so he told the girls to come back by 6pm later that evening which was around the time his wife would return from Work.

He was hoping the girls will get busy with other houses and forget to come back.

Alas, he was wrong!

He opened his door at 6pm to see the excited faces of the young girls from the Orphanage.

At this point, he had to break the sad news that he will not be able to give them the donation as he promised because his wife had not returned from work.



The girls were disappointed and something about seeing that look of disappointment on their faces had a lasting effect on him.

Jim Rohn realized his life was leading nowhere and decided he had to do something about it.

He sought out the services of a life coach to get him back on track and after a few minutes of listening to Jim talk about his life, his life coach gave him an assignment.

What was his first assignment?

**‘Write the names of everyone
holding you back’**

Jim was excited!

‘Finally, someone understands that it is not my fault’, he thought to himself.

So he got right to work on his assignment.

Notably mentions on his list were: his father, the government, the weather, the educational system and taxes.

He happily handed the list over to his coach expecting a pat on the back for a job well done.

Instead, he was met with a puzzled look.

‘This list is not complete’, said his coach.

‘What do you mean, I wrote everything there!’ Jim protested.

I cannot see your name here, Jim.

‘If you did not allow these things affect you, you will not be in this pitiful situation’

This answer from his coach turned Jim’s life around. Years later, he transformed himself into the World Renowned Speaker and Author we all know today.



What you might not have paid attention to is Jim was not the only beneficiary of this turn around. His family also benefitted greatly.

Successful families do not just fall out of the sky. They are built from ground up with a clear vision, unity and hard work.

This story is important for us as leaders of our families especially in tough times like these.

Your actions or lack thereof play a defining role in the survival and prosperity of your family. You do not have control over the economy or the weather or the behaviour of others.

This is why you must always remember the serenity prayer:

God, grant me the serenity to accept the things I cannot change, the courage to change the things I can and the wisdom to know the difference.

The first step to creating lasting change is accepting responsibility for your life and progress of your family.

The next thing you want to do is ask yourself the following questions:

✓ **What is the overall vision for my family?**

✓ **Where are we now?**

✓ **What must we do to make our vision a reality?**

Take time out to answer these questions with sincerity because the answers will guide the trajectory of your family going forward.

I wish you the very best.

2 Gummies a day keeps the Wrinkles away!



- ✓ Clear Wrinkles
- ✓ Clear Dark Spots
- ✓ Rejuvenate Your Skin
- ✓ Regain your Youthful Glow

Good evening [REDACTED], just to let
you know that I can see some changes
Thanks alot

21:59

You

I hope your boss is enjoying the product?

Yes sir

16:13

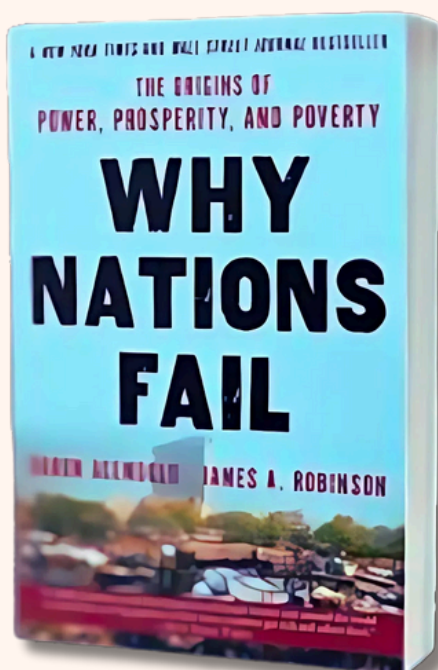
[LEARN MORE](#)



Is Trust The Foundation Of Building Wealth?

By Samson Ojeagbase

The Nobel Prize in Economics for 2024 was awarded to 3 Economists namely: **Daron Acemoglu**, **Simon Johnson** and **James A. Robinson** for their years of research that connected the prosperity of a Country to the strength of their institutions and respect for the rule of law.



Two of these men, Daron Acemoglu and James A. Robinson wrote the book, **Why Nations Fail: The origins of Power, Prosperity and Poverty.**

According to their findings, a country that does not respect the rule of law and has weak institutions will remain

poor because business activities which should generate wealth will be hampered by corruption and fear of loss.

On the other hand, a country with strong institutions and respect for the rule of law prospers because Investors and Entrepreneurs go about their activities without fear.

Basically, if there is Trust, there will be prosperity.

How does this affect you?

Think back to the last person or organization you did business with and they did a brilliant job.

Not only did they deliver on the promise of the product or services you paid for, they ensured you got maximum satisfaction using it.

If you need a similar service or are asked to recommend a reliable service provider, Who would you recommend?



The business has won your trust and will continue to enjoy your patronage as long as trust remains.

A healthy customer base built on trust will make any business rich.

Being wealthy is not necessarily having a lump sum of money stashed somewhere but having assets that are generating money for you.

Elon Musk does not have \$454.1 billion in a bank account somewhere.

He has assets that are valued at this amount.

One of his key assets is Trust.

“Are people comfortable doing business with you because they know you will provide the value you promised?”



If he loses everything today, because of the wealth of Trust he has built up overtime, Investors will happily give him money if he decides to start another business because they know he will deliver.

If the business used in the example above should lose everything and have to rebuild from scratch, do you think their customer base will stick with them?

Ofcourse, they will.

Is Trust the foundation for building wealth?

I would say yes.

What do you think?

In closing, you need to ask yourself these questions.

Can you be trusted with money?

Are people comfortable doing business with you because they know you will provide the value you promised?

Can your employer trust you to develop the goods?

If you answered YES to these questions, you are well on your way to building wealth.

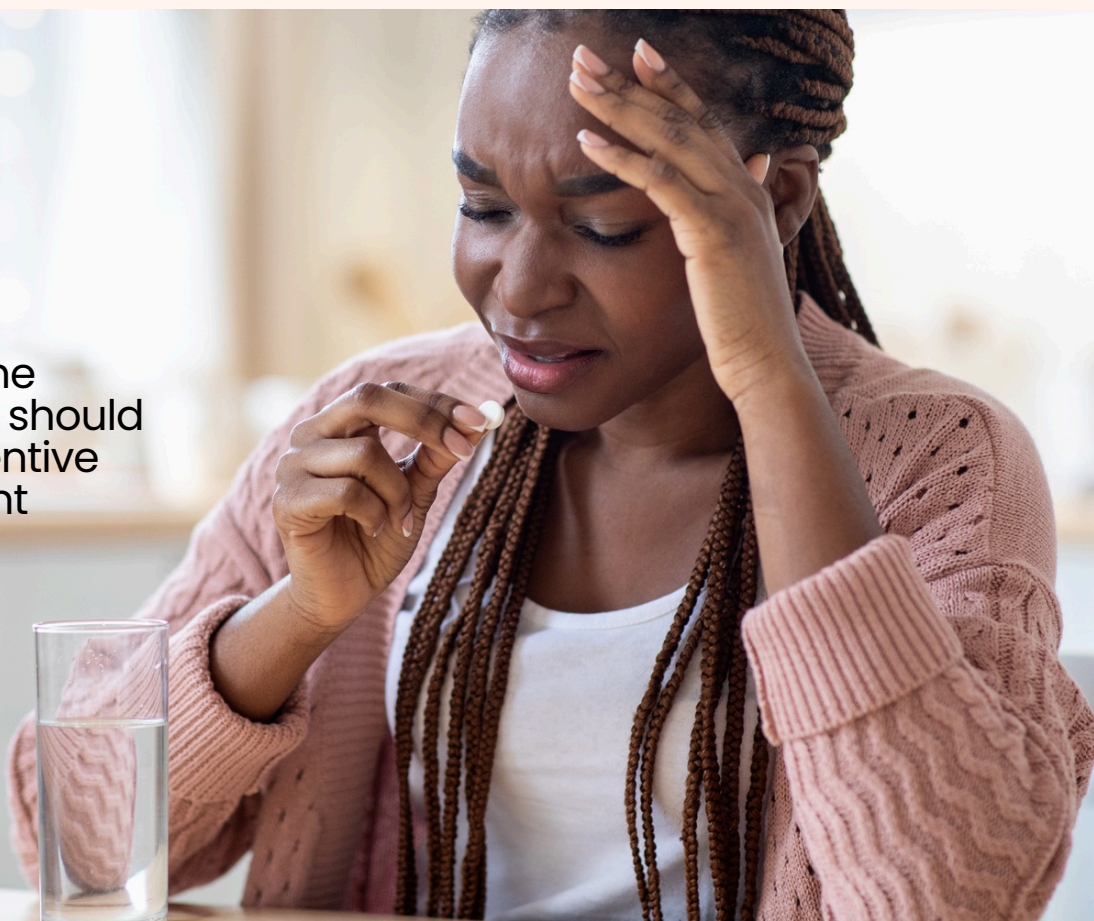
If not, start working on it.

Have a great month ahead.



Indeed, good health is the most important aspect of life. Without it, it is difficult to achieve and enjoy success in other areas including career, business, relationships and family. Even if you make all the money in the world, without good health to enjoy it, it becomes valueless. This is why this page, Living Healthy is created to share with you medical research reports and information to help you take control of your health. Keep reading!

Headache sufferers should try preventive treatment



Painkillers Make Headaches Worse

A million headache sufferers who take common painkillers on a regular basis are actually intensifying their pain by making their brains 'immune' to the drugs' effects, doctors warn.

They are aggravating their symptoms by relying on medications like aspirin, paracetamol and ibuprofen on an almost daily basis. Five in six of them are women.

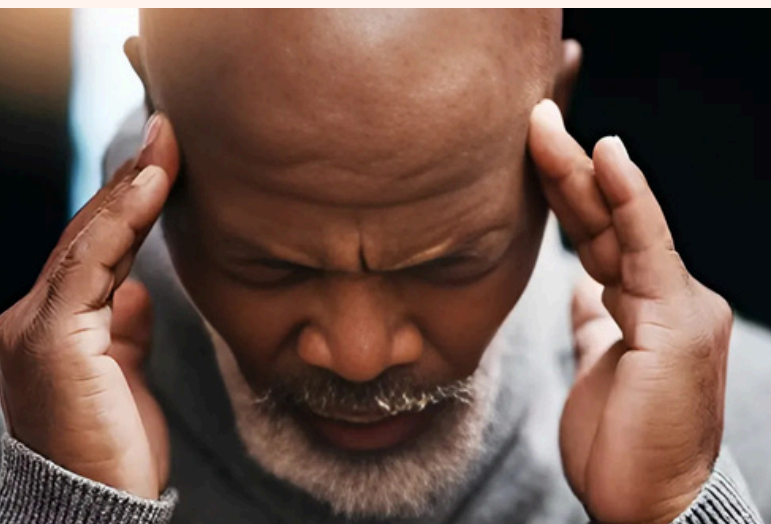
Instead of taking these over-the-counter drugs to combat symptoms when they flare up, sufferers should try treatments that help prevent headaches in the first place - including acupuncture.

Almost everyone experiences occasional headaches but almost 10 million people - a fifth of the adult population - suffer from much more serious and debilitating types.

Of those, some seven million suffer from migraines and another 1.5 million or so develop intense 'tension' type headaches on most days.

A few - perhaps 50,000 to 100,000 - have excruciating 'cluster' headaches that swiftly come and go with no warning.

But another million have what Doctors call 'medication overuse headaches', due to becoming over-reliant on drugs supposed to help with tension headaches and migraines.



However, neurologists believed that Patients with frequent tension-type headaches or migraines can get themselves into a vicious cycle, where their headaches are getting increasingly worse.

Taking normal dose aspirin, paracetamol or anti-inflammatory painkillers like ibuprofen for 15 days or more a month could lead to these headaches.

People could still develop medication overuse headaches even if they took less than the maximum daily dose, although taking low-dose aspirin (75mg) daily to protect against heart disease and cancer would not trigger them.

Taking opioids like codeine, or other powerful painkillers like triptans, ergots or combination analgesic medications for 10 days or more a month could also exacerbate headaches or migraines.

But Dr. Martin Underwood, a GP and professor of primary care, explained that the only remedy was to come off the drugs “abruptly”.

He said: “This is one of the most difficult conversations I have with patients, because the headache will get worse over the next few days.”

Studies indicated most people suffering from medication overuse headaches were those with a family history of migraine, they said. Most were women.



Taking opioids like codeine, or other powerful painkillers like triptans, ergots or combination analgesic medications for 10 days or more a month could also exacerbate headaches or migraines



Though, frequent use of painkillers is believed to desensitise the brain to their effects, “and that leads to more pain”.

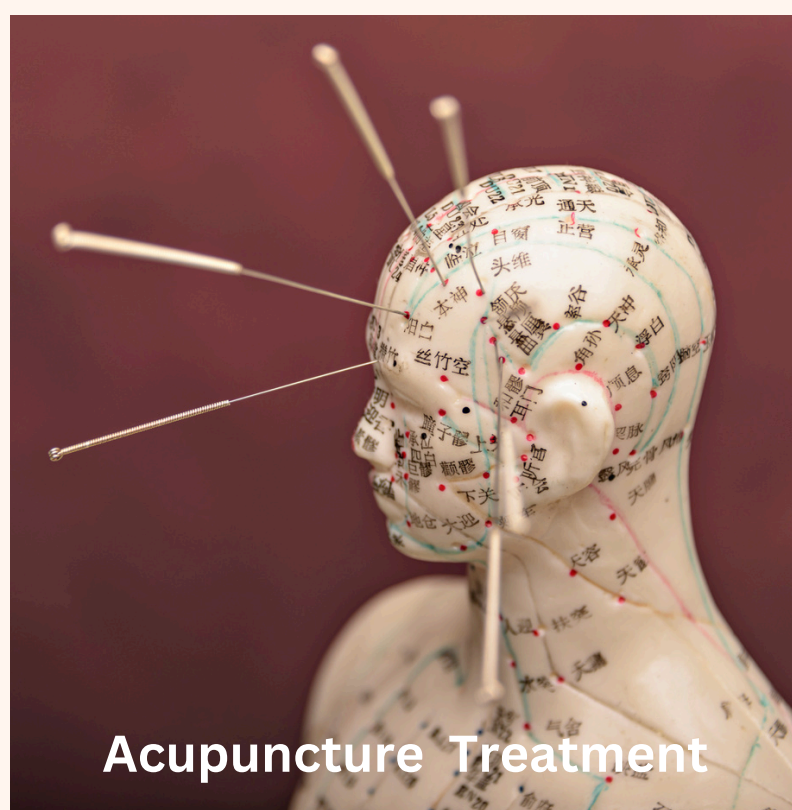
Patients who thought this was happening to them should consult their GPs about preventative medication, he said.

There was strong evidence that the drugs propranolol, topiramate and gabapentin worked to prevent migraines, he advised, but preventing tension headaches was more difficult.

“Acupuncture is the only treatment that we’ve got a good evidence base for.”

The eastern technique was “often not taken seriously enough but trials showed it had a real beneficial effect.

Acupuncture has been recommended to be made available for chronic lower back pain and arthritis.



For those unwilling to subject themselves to the needle, antidepressant amitriptyline appeared to work well “but it hasn’t been tested yet”.

Pharmaceutical companies would not pay for trials because none owned a valid patent, so they had nothing to gain from testing it.

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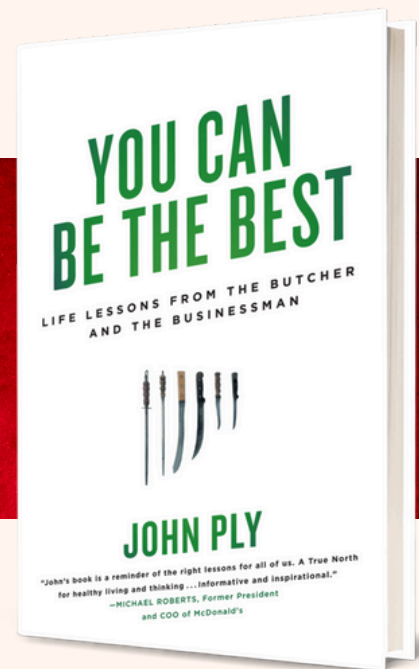
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EXCLUSIVE
BOOKBONUS



You Can Be The Best

Life Lessons From The Butcher And The Businessman

We all have different ideas of success. We even take different paths toward success. But those who are truly successful have one thing in common: they know how to be the best.

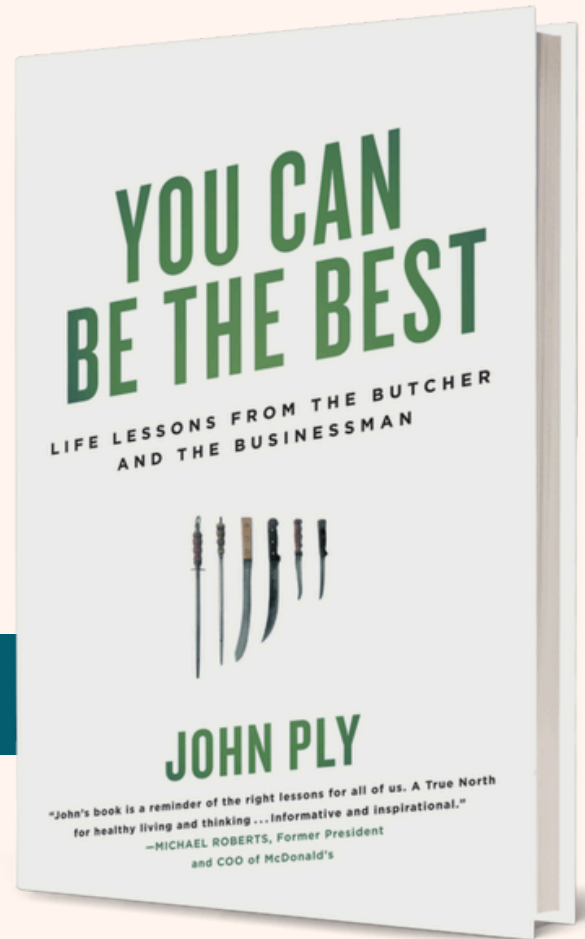


The book ***You Can Be the Best: Life Lessons From the Butcher and the Businessman*** lays out a fascinating exploration of what constitutes success, the journey that can be taken to reach it, and the measurements to confirm it.

Author John Ply opens his heart to share with us valuable personal stories about his and his father's life journeys. By laying out a clear roadmap toward becoming the best, the book helps us unlock our true potential and become the best version of ourselves.

IN THIS SUMMARY, YOU WILL LEARN:

- ◆>> How to become the best.
- ◆>> **How to pursue your passion by using your tools.**
- ◆>> How to always find a way.
- ◆>> **How to be kind, grateful, generous, and never give up.**



Introduction

"What is success?" This seems like a simple question to answer but people often get it wrong. Our idea of success has been distorted. Because of this, people waste time and energy chasing the wrong things. You need to know two things about success:

“

Success is about total happiness. It is also about accomplishment and achieving your dreams and goals

”

Success is not about financial wealth

Success is not absolute

Success is about total happiness. It is also about accomplishment and achieving your dreams and goals. Everybody has a different starting line toward success, which is why success looks different for everybody.

But how do you achieve success? The answer is simple: be the best. Don't try to measure yourself up compared to others. Instead, reach your full potential and be the best you.

Chapter 1: Become the Best

One of the first lessons I learned from my father was to be the best. For him, no matter the job, there was never a reason to do it less than your very best. If you are going to do something, you should do it 100 percent and shift all your focus to a single goal.

Sometimes, we may pick the wrong goals. The goal we set for ourselves is not the goal we actually need to succeed. We underestimate what we're capable of and limit our potential by setting our sights too low. But if you strive



to become the best, you give yourself room to unlock and discover your true potential.

When it comes to achieving your goals, however, there are no guarantees. You may or may not reach your ultimate goal on that long and bumpy road. But that's not the point. The point is to see how far you can go.

You don't want to go through life not trying, because one of the worst things you can do is lead a life of regret. Even though there are no guarantees, it's important to strive to become the best because your goal is your compass that will guide your decisions



When you continually focus on becoming a better version of yourself, the exterior parts of your life have a way of improving

It doesn't matter where you start. We're all dealt different cards in life. You might wish you had been dealt a better hand, but life doesn't come with re-deals. But wherever you are in your journey, whatever cards you've been dealt, you can become the best.

When you continually focus on becoming a better version of yourself, the exterior parts of your life have a way of improving. Be the best "you," and everything else tends to take care of itself.

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