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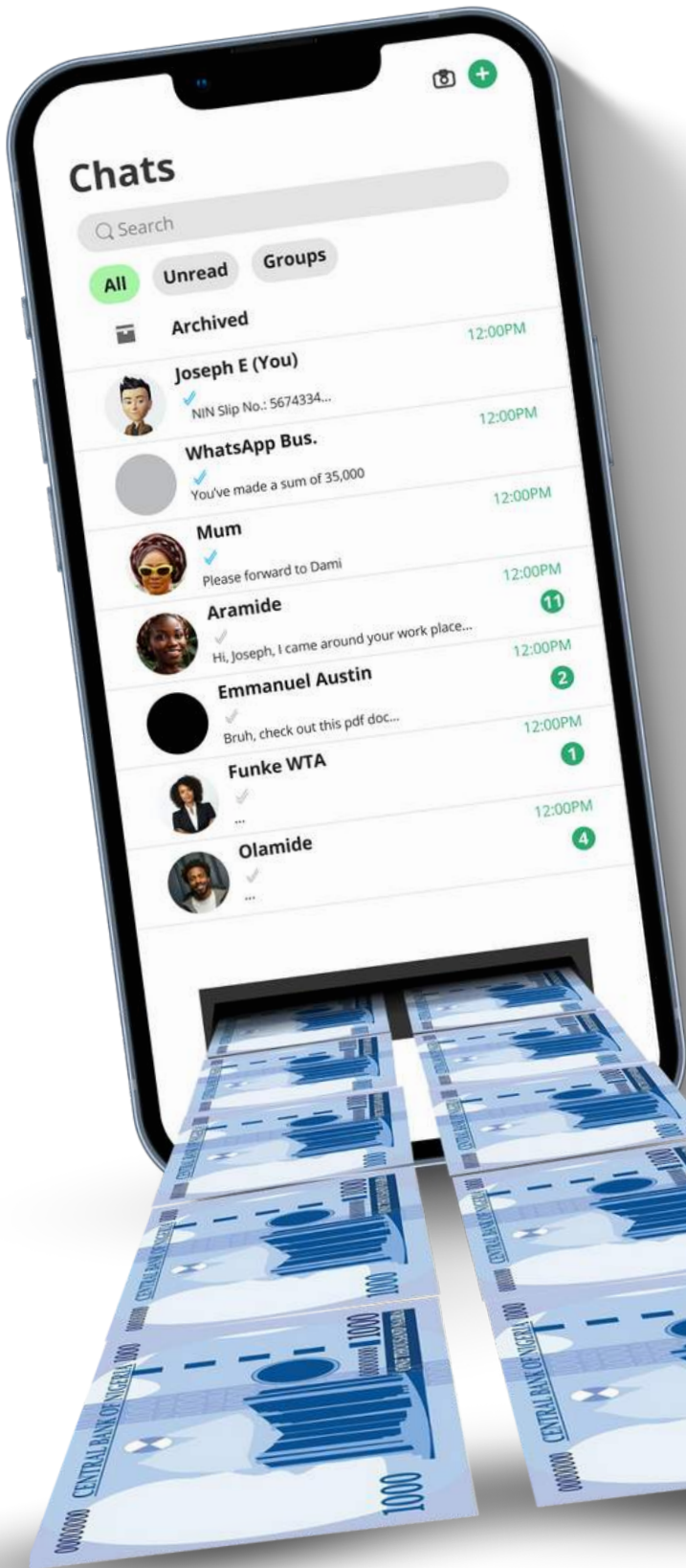
SINCE 1995

# SuccessDigest®

MONTHLY

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FREE



How to Make  
**₦150,000**  
Before  
**Christmas**  
from  
**WhatsApp**

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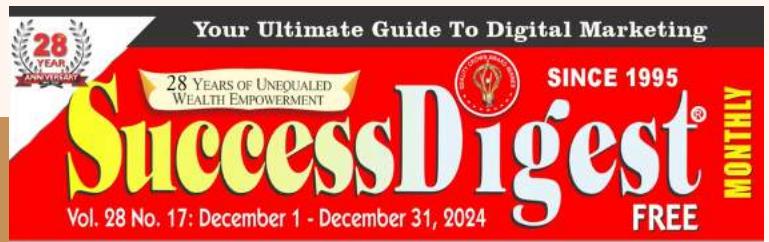
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# “...And His RIGHTEOUSNESS...”

— Matthew 6:33



© Pastor (Dr.) Emmanuel-Sunny Ojeagbese

..... Grooming the Bride for Christ (Revelation 19:7-9) .....

## Double Your Income Now!



I got a hold of Brian Tracy's hot new book, **Focal Point**, recently and I was absolutely thrilled by an idea he shared in it.

According to the author, you can double your income and double your time off by just changing a few things about your daily activities.

Because I more than anything else in the world want to double my "Time Off" this year so that I could devote more time to the things that I truly enjoy, I quickly rush through his recommendation and immediately started to apply them.

To my utter amazement, I discovered an incredibly simple way of getting more things done than I had been able to do in recent months. What I changed was my timing for sleeping.

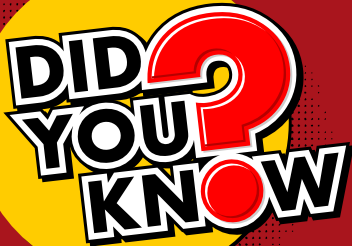
I used to stay up all day and slept at about 10p.m. hoping to wake up at say 1a.m. get a few more things done for two to three hours, and go back to bed to wake up at 6a.m. for my morning devotion.

I changed that routine to going to sleep at 6p.m. or thereabout, waking up at 10p.m. or thereabout and working for four straight hours until about 2 to 3 a.m. when I go back to bed and wake up at between 5 and 6a.m. for my morning devotion.

This new regime has helped me tremendously! I've gotten more achieved and better still, I do not feel short of energy! I'm quite relaxed and having a great time. Was I able to double my income as a result of this new schedule? The answer is "Yes" And you can bet your money on it.

You see, if your productivity increases, you will be able to double, even triple, your income!

For instance, because I do not have to struggle with drowsiness which robs you of the ability to get things done when you wake up at night, I could get the books I'm writing to the press faster, create more seminars and information products and generally be in a position to serve my public in a better and more efficient way.



***According to the National Institute of Health, Good sleep improves Brain performance, boosts creativity and overall long term health.***

And once I'm able to accomplish that, I will be a direct beneficiary of what our Master Jesus Christ describes in **Luke 6:38-39** and it reads: ***"Give and it shall be given unto you; good measure, pressed down, shaken together and running over, shall men give into your bosom. For with the same measure that you use, it shall be measured back to you."***

Will Brian Tracy's idea work for you? I frankly do not know. The reason I said that is because I had to apply what I read in the book before I discovered that it worked for me. Since I do not know about your seriousness to double your income this year, I cannot beat my chest and say it will work for you.

But this much I know. If you find the idea appealing and you apply it to your life, it will work for you. Yes, I guarantee that! No, you do not have to beg me for the Brian Tracy's Double Your Income; Double Your Time off Formula.

If you want a copy of this book, [CLICK HERE](#) to get a copy.

Pastor (Dr.) Emmanuel Sunny Ojeagbase is regarded as the Father of Entrepreneurship and Internet Marketing in Nigeria.

His Creative genius gave birth to the Sports Publishing industry in Nigeria through **Complete Sports** and built a Multi-billion Naira company, Complete Communications Limited.

Alongside his wife, Pst. (Mrs.) Esther Ojeagbase, He established SuccessDigest to teach Nigerians how to setup profitable businesses irrespective of the situation of the country. His students have gone on to make a combined total of more than **₦150 billion** from their various business ventures.



Pst. (Dr.) Emmanuel Sunny Ojeagbase documented his journey from a 16years old orphan into one of Nigeria's most successful business minds and leaders in a series of books which are collected called, Dr. Ojeagbase Wealth Builder's Library. To grab a copy, [CLICK HERE](#).



# 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.

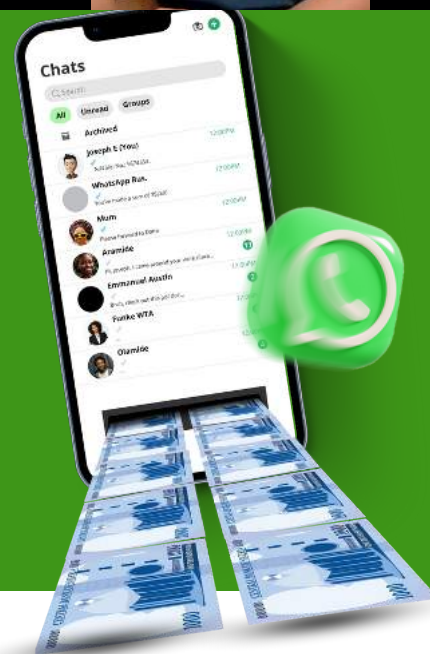
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# Business Opportunities

*By Samson Ojeagbase*



## How to make at least ₦150,000 before Christmas Using WhatsApp



If you tell people you don't use WhatsApp, they will give you a weird look. Why? Everyone and their pet are on WhatsApp. It is estimated that 2.87 billion people use WhatsApp worldwide.

To the average person, that's a large crowd. To the marketer, that's a lot of money waiting to be harvesting into your bank account.

Before I take you through the steps to making at least ₦150,000 before Christmas using your WhatsApp, I have to explain a few principles to you.





# Understanding these principles will help you get better results.

## 1. Buyers will buy:

There is a joke about a guy that loves food so much; he will stop to buy bread on his way to heaven after the trumpet is blown during Rapture.

Irrespective of what is happening in country, people will always want things and if you can present these items to them at a good deal, They will pay for it.

You also have to understand some people will not buy what you are selling even if you reduce the price to \$1.

Focus your efforts on people who are not only interested in what you are selling but most importantly, have the money to buy it. This will save you a lot of headache down the road.

## 2. Money loves Value:

Money is a snob and the only way to get its attention is by offering something of value to the right audience.

Value in this case is anything the person you are talking to is willing to pay money for.



City  
News

BANANA SELLS FOR MILLIONS OF DOLLARS

Just recently, an artwork of a duct-taped Banana was sold for **\$6.2million**. It sounds ridiculous but the person who bought it considers the artwork valuable enough to pay that amount for it.

### **3. Buyers have to Know, Like and Trust you before they do business with you:**

Who would you rather do business with? Someone you have known for a while and can trust or a total stranger?

As long as the first person remains trustworthy, you will always do business with that person.

Secondly, you are more likely to purchase a product if your friend recommends it.

This is the same thought process for buyers and that is the leverage WhatsApp has.

Ideally, you have a relationship with the contacts on your WhatsApp meaning they know you, like you enough to give you their contact and probably trust you.

So you have broken past a major barrier to selling.

### **4. Pay attention to your Profit Margin:**

After deducting the cost of making a sale i.e. cost of getting the product plus cost of delivery and other bonuses, you want to be left with a healthy profit. There is really no point selling if you are not going to turn a profit.

### **5) Do not Kill the Golden Goose:**

To make money with this system, you are going to rely on the goodwill of your network.

This means you have to make sure you are offering quality products that will solve the challenge. Do not try to cut corners here.

Do you want a one-time sale that leaves a bad taste in the mouth or a regular customer? You need to understand these principles and work with them on this journey we are about to take.

Before we proceed, you need to grab a notepad and pen because you will be taking notes down.

## **So, how can you make #150,000 from your WhatsApp before Christmas?**

### **STEP 1: UNDERSTAND YOUR AUDIENCE**

The most important component of a sales system is not the product you are offering but who you are offering it to.

For this exercise, You will be selling products to the contacts you already have on your WhatsApp list This is the point where you look at your contact and ask yourself

#### **‘What would they be interested in buying?’**

Would they be interested in health products?

Would they be interested in getting fashion accessories?

Would they be interested in purchasing a new phone or Gadget?

Would they be interested in getting a book?

Would they be interested in getting a plot of land or new car?

Would they be interested in purchasing gift items for Christmas?

You have to remember that December is what I will refer to as a ‘Spenders Month’. Most people are in purchase mode and will be more willing to buy at that time of the year irrespective of the economic state.

## STEP 2: CREATE AN IRRESISTIBLE OFFER:

After you find the interest of your contact list, the next step is to create an offer to satisfy their desire. You do not have to own or import the products you decide to sell.

There are two options:

1. Find a vendor selling the product, add your profit on the cost of the product and sell it at this new price.
2. If the vendor has an affiliate program, you can sell the product and earn a commission on each sale.

Jiji.com is a good place to find products at decent prices. Search their platform for the product you want and contact the vendor.

Please ensure you see the product before you make payment to the vendor.

The next thing you want to do is turn this product into an Irresistible offer. The easiest way to do this is by adding bonuses to sweeten the deal. You want the bonus to compliment the product you are selling.

For example, If you are selling a car, offering free servicing within the first 6 months or a fuel voucher can sweeten the deal. If you are selling a laptop, you can add a mouse or laptop bag. If you are selling a phone, why not throw in a free pouch and screen guard?

What about if you decide to sell bags of rice? Will adding vegetable oil seem like a good idea?

The bonus should be something related to the product and should help them save cost and enhance the experience of using the product.

Adding the right bonuses to your product will make it seem like a no-brainer to buy from you and also separate your offer from the others in the market.

The hidden benefit of giving the right bonus is you can sell at a higher price than others but it still seems like a killer deal!

## STEP 3: HAWK YOUR OFFER

This is the part where you present your offer to the audience you planned for.

There are three ways to achieve this on WhatsApp:

- 1) Post pictures and videos about the Offer on your WhatsApp story.
- 2) Post about the offer on groups.
- 3) Chat directly with prospects about the Offer.



### **1. Post pictures and videos about the Offer on WhatsApp story:**

Viewing WhatsApp stories of your contacts is one of the favourite past times of WhatsApp users and they will keep coming back to your stories if you regularly post interesting content.

I want you to see your WhatsApp story as a billboard along a busy expressway offering you a chance to showcase your offer to prospective buyers.

If you want people to regularly view your stories, you need to make it interesting and catchy because no one looks out for boring content.

And please, make the videos and pictures appealing. Packaging might sound vain but it goes a long way in getting the right results.

### **Here are angles you can approach it from:**

- a) Tell a story about how your offer helped xyz person solve a challenge your prospects are facing (you can find products testimonials on Amazon or through a quick Google Search).
- b) Spell out the benefits of your offer. To get the benefits, look at the feature of a product and ask yourself 'how will this feature help solve the user's problem'?

For example, a Laptop with keyboard light means you can use the laptop in the dark when there is no power supply.

Do you understand?

## **2. Post your Offer on groups:**

If you are a member of active groups and you know they will be interested in what you are selling, posting on these groups will be a great way to make sales.

Make use of the angles I talked about in the first point above.

3) Chat directly with Prospects:

This is by far the most effective method of selling because you are approaching the person as a friend who found something

useful for them especially if you already had a previous conversation about the topic.

The end goal of the **3 points** above is to get the sale.

When someone agrees to buy your offer, you **MUST** ensure the product is delivered to the person and the person is satisfied.



This is the only way you will get repeat business from the person. And there you have it, a step by step guide to make ₦150,000 from WhatsApp before Christmas.

If you have questions or want to learn more about this topic, Send an email to me by [\*\*CLICKING HERE\*\*](#).



# UNLOCKING THE PEOPLE CODE

Tips To Building Mutually Beneficial Relationships

*By Samson Ojeagbase*



## Bake that Bread



The year is 1788, 3 ambitious men established a settlement on 800 acres of land in the United States of America.

This was a few years after America gained her independence from the British Empire leading to an influx of people to the 'New World' In search of a better life.

The three founders of this settlement; **Mathias Denman, Colonel Robert Patterson** and **Israel Ludlow** had a vision to convert the empty land in front of them into a prosperous settlement.





To make this a reality, the three men were assigned crucial responsibilities. Mathias Denman was to provide funding to sustain the small settlement. Israel Ludlow was to survey the land for resources which they could sell and startup a trading route with other settlements and cities.



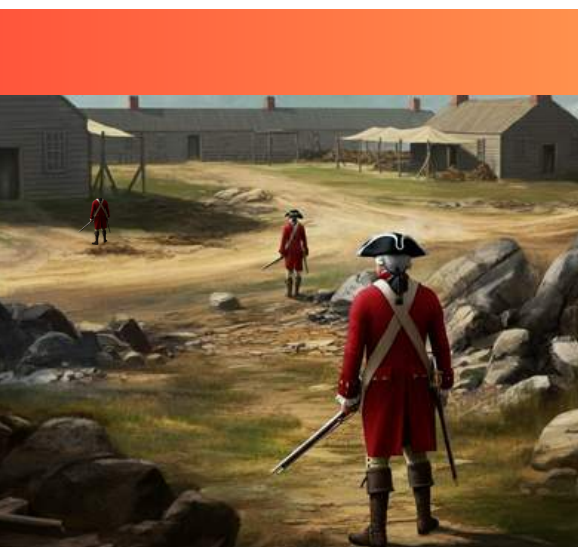
Colonel Robert Patterson was tasked with attracting new settlers into their community. At the end of the first year, They could only muster up 3 new cabins. But this was about to change. The location of the 800 acres was strategic. It was located close to a well-traveled River. What value can they provide for weary travelers who will be willing to stop over at their town in exchange for money?

First, a military outpost was established close to the settlement to protect travelers from bandits along the route. The benefit of this was travelers felt safe enough to stay and eventually decide to settle down in their settlement.



Secondly, more people in the community meant more money making opportunities. More mouths to feed meant an opening for merchant selling food and restaurants. Hotels, taverns and log cabins had to be built to accommodate the rising population.

Opportunities in a safe environment mean more money to be made and this will attract even more people.



And before long, This tiny settlement of Cincinnati founded by 3 ambitious men became one of the most influential cities in Ohio.

### **WHAT IS THE MORAL LESSON OF THIS STORY?**

If you want more out of your relationships, business and life in general, You have to be willing to provide value. The best relationships are mutually beneficial. If you want to receive, be willing to give.

The founders of Cincinnati understood that if they want more settlers to come into their community (and be able to benefit from taxes and levies), They had to create an enabling environment for prospective settlers to live and carry out profitable business activities. They baked a large enough pie for everyone to benefit from and reaped the rewards.

If you want friends that are helpful and supportive, be willing to become that helpful and supportive friend to others. If you want a loving partner, be willing to be a loving partner. If you want to make money, be willing to provide value in exchange for money.



If you focus solely on providing value and solving problems, The results will amaze you. Have a great month ahead.

P.S.

If you have any question or comment about this article, Simply [\*\*CLICK HERE\*\*](#) to send me an email.



# HOME FRONT

Pastor (Mrs.) Esther Ojeagbase



## Want an Unshakeable Marriage? Read this.

It started with a friendly conversation. A conversation that convinced Felix that Funke is the woman he will spend the rest of his life with and Funke was on the same page with him.

Felix is the only son of his mother and his family did not want him to marry outside their tribe (Felix is from Kogi state) and this was a challenge because Funke is from Ogun state.



It was beginning to dampen Funke's desire to marry Felix as she did not want to deal with family issues while Felix on the other hand did not see any problem with it and was ready to stand by his wife to be.

This gladdened Funke's heart and she was happy to proceed with Felix. They got married and everything was moving smoothly for them until a certain visit from Felix's elder sister, Amina changed everything.

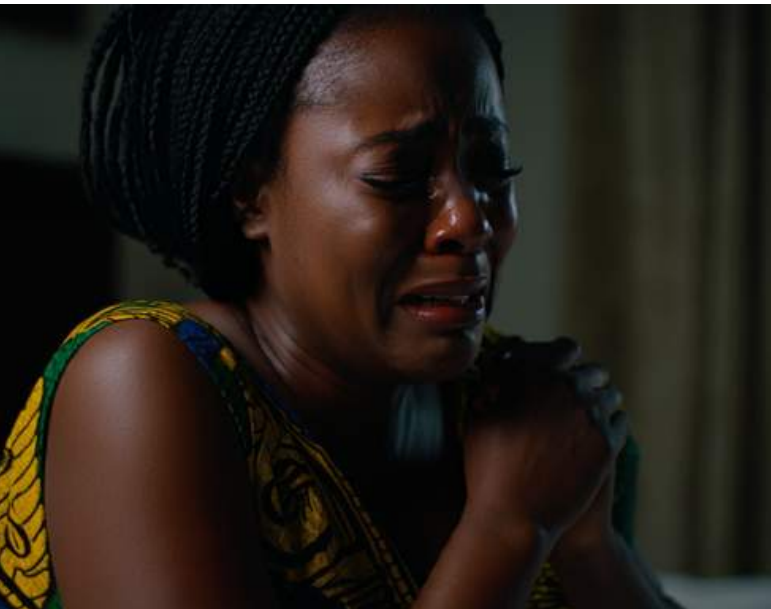


Amina who is usually friendly and supportive of Funke came with a mean look on her face.

Funke guessed she was having a rough day and offered her a bottle of cold water to help her relax. Amina rejected the offer and then berated her. **'You...na to dey chop food for my brother house you sabi. e don reach 18 months since una marry no pikin!'**

You see, the couple had been praying for the fruit of the womb and it was already a source of concern for them especially Funke.

Amina's words broke her heart but she decided to maintain her cool and reply respectfully. **'Ahn ahn, Aunty Ami...'** **'Shut up!'** Amina shouted as she cut Funke off. **'I just came to tell you that we have found a fertile wife for my brother and you should start packing out...empty barrel!'** Funke couldn't control



the emotions anymore. She went into her room and cried her eyes out. Hours later, Funke could hear Felix coming back home from work and calling out to her but she did not come out. How could she come out with the way she was looking after crying for hours?

Amina called her brother aside and informed him about the wife she has found for him. Funke could not hear bulk of the conversation but she definitely heard Felix say he is not leaving his wife and Amina angrily leave the house. Felix immediately came into the room to comfort her and this single act reminded Funke about about a promise they made to each other before they got married.

### **‘We will not let anyone come between us’**

And that was the last time any family member raised the issue of second wife or children. A few months later, the marriage was blessed with a bouncing baby girl. Every marriage will face challenges at different times.

Challenges such as;

- Finance.
- Health.
- Delayed childbirth like in the story above.
- Rejection and loss of love for one’s spouse.

Every marriage will face one or more of these challenges but not every marriage falls apart because of it.

What could be the reason? The answer is **Conviction**.

Conviction is one of the most important factors in the journey to a successful marriage. Conviction can be said to be the cement that holds a marriage together through the toughest times.

Conviction in this case means you have an unshakeable belief that the person you are decide to marry is the right person and come what may, you two will face it together in love and unity.

Conviction gives confidence that we are making the right decision and this confidence in turn gives us the courage to face any obstacle that comes along the way. It was the conviction Felix and Funke had in each other that helped them overcome the challenge they faced.

### **How do you strength you and your partner's conviction?**

**1. Self-Belief:** How can you trust your decision in picking a partner if you do not believe in yourself and your decision making ability?

You have to trust that you are making the right decision in a partner or else, when the challenges come you will find yourself asking if the person standing in front of you was the right person for you.

This line of thought has led to the destruction of many marriages.

## **2. Trust:**

In the story above, Funke could trust every word Felix said because he never gave her a reason to doubt him. If Felix had lied to Funke before, she will not believe him when he said he will not be going along with his sister's plan.

Remember, Trust once broken is hard to repair. Ensure your words and actions do not give your partner a reason to doubt you.

## **3. Recommit your marriage into the Hands of God:**

As the saying goes, A couple that prays together stays together.

Always re-commit your marriage to God and walk in his path. Let God be at the center of your marriage and he will bless it.

## **4. Communication:**

How does keeping a secret from yourself sound...absurd right? This is how absurd it should sound when you keep secrets from your partner.

Communication is one of the key pillars of a successful marriage. Always communicate with your partner on any topic no matter how small or insignificant you think it is.

By doing these 4 things, You will experience a stronger and healthy marriage that can withstand any storm.

# 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](#)





*By Samson Ojeagbase*

# How to Inflation-Proof your Finance



There is no need to sugarcoat it. The Inflation we are experiencing right now is burning a hole in people's pockets. The cost of the basic necessities has more than tripled and life has become more difficult for the average Nigerian.

This information I am about to share with you could not come at a better time. You cannot change the economic policies of the country but you can protect your pocket and financial security.



## Here is how to inflation Proof your finance:

### 1. UNDERSTAND HOW MONEY WORKS:

If you want to get better at any topic, you need to have a basic understanding about how it works and money is no different.

Money is the result of value exchange. Value in this case is anything someone is willing to pay for. It could be a Car, shoe or even a pet rock (there is a rock selling for \$30 on Amazon...crazy!).

If you want to make money, you have to be willing to solve a pressing problem for people who have the money to pay for it.

The bigger the problem you solve, the more money you can make.



## 2. PLUG THE LEAKY HOLES:

Cashflow is basically the flow of money in (income) and out (expense) over a period of time.

Positive cash flow is when the income is more than the expense.



**NEGATIVE CASHFLOW**



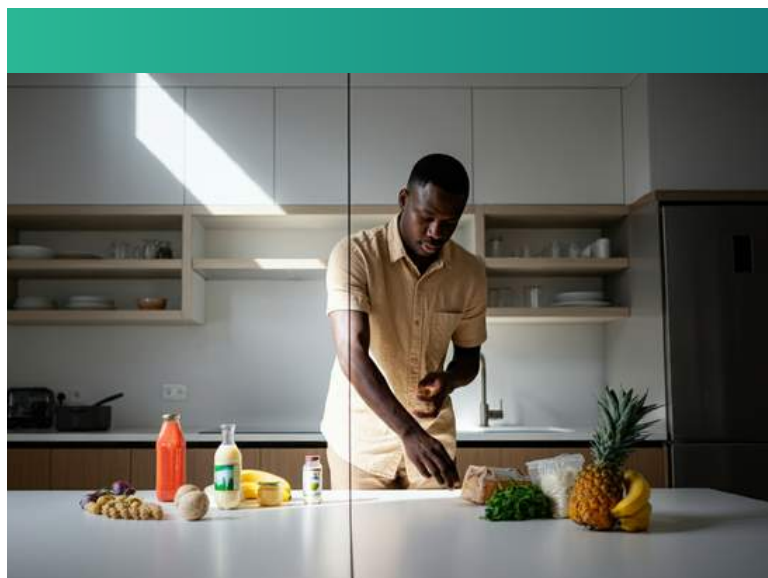
**POSITIVE CASHFLOW**

Negative cash flow is when the expense is more than the income.

Ideally, you want to be cashflow positive but with the higher cost of living, you are spending more money to purchase the basic necessities (Food, Fuel, Rent etc.)

So what can you do? You need to pay more attention to where your money is going.

Asides the basic necessities, there are non-essential expenses your money goes to. Cutting these items out will reduce your monthly expenses and leaving you with more money in your bank account to invest.



### 3. INCREASE YOUR INCOME:

After cutting out non-essential expenses, the next thing you want to do is increase your income. Why? With the raising inflation, it is just a matter of time before your income is no longer enough to purchase the essentials.

You cannot save your way out of this situation. You have to increase your income.

So what do you do?

Remember the first point about money and how money is a reward for creating value?

Look around you, what value can you provide?



Money is the result of value exchange. Value in this case is anything someone is willing to pay for. It could be a Car, shoe or even a pet rock (there is a rock selling for \$10 on Amazon...crazy!).

On page 4 of this edition of SuccessDigest, I write about how you can make money selling products with the WhatsApp on your phone.

Read it and implement the steps as soon as you can.

It is important you build a sustainable positive cashflow before thinking about taking on any long-term investment opportunities.

Cash is king and having access to liquid cash at all times will not only keep your head above the waters of inflation but it will also place you in the right position to grab investment opportunities when they arise.

#### 4. SEND YOUR MONEY ON ERRAND:

Speaking of investment opportunities, You have to understand that to build wealth, You need to separate your time from earning power meaning you have to be able to earn money without directly investing your time to earn it.

As a salary earner, You are paid for your skill and time working on your employer's projects.

As a small business owner, You invest your time in ensuring your business is running.

If you miss work, you will not earn money.

Sending your money on errand (Investment) allows you to get a Return on Investment (ROI) as a reward for the money you



Investment is an interesting topic that I particularly enjoy and if you would like to read more about investment opportunities that will fetch you a pretty penny at the end of the day, Why don't you shoot me an email by [\*\*CLICKING HERE.\*\*](#)

One last thing, Everything I have written about here will mean nothing if you do not have the discipline to follow through. A plan is only as good as the execution and this is no different but if you stick to these 4 steps, Your future self will thank you for it. Take care.





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!

# Do you look the Part?



A lady got a job as a sales representative for a Real Estate company that caters to High Networth Individuals. She was tasked with approaching prospective customers and pitch offers to them. She quickly realized something. When she approached the prospects, they either ignored her completely or did not take her serious.

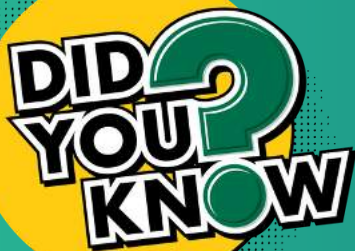
At first, She thought it was just part of selling after all sales is a numbers game and rejections are normal. It was not until she approached a gentleman who patiently listened to her pitch before asking her.



Contrary to what people want you to believe, We really do judge a book by its cover and how you present yourself will go a long way in determining how people respond to you. There is a phenomenon called the **Halo effect**.

**Halo Effect** is when people associate positive traits with a person because of their appearance. People who are attractive and healthy are believed to have positive traits such as confidence, an outgoing personality, competence and leadership skills.

The bottomline is it pays to look good and healthy. The human skin is not only the largest organ of your body. It is also one of the first things people notice about you.



*The appearance of your skin  
is a key indicator of your health?*

A healthy looking skin is associated with health, attractiveness and a good lifestyle. Now that you know how important it is to have good skin,

**What can you do starting today  
to improve the quality of your skin?**

**1. Beauty Sleep:** Beauty sleep is the idea that getting adequate sleep will help you feel better and look more attractive.



This is not just a myth, in a research paper published in 2010([CLICK HERE](#) to read the research paper).

It was discovered that people who were sleep deprived were perceived to be less attractive and healthy than their counterparts who got a good night's sleep regularly.

## **2. Clean up your Diet:**

The quality of food you feed your body play a crucial role in the overall appearance of your skin. A good quality diet will result in a healthy skin and then you get compliments like 'you don dey chop better'.

Avoid fatty food and sugar like the plague while eating more vegetables and fruits.

**3. Drink More Water:** Water not only keeps you hydrated, it also purifies the body by flushing out toxins. Toxins which if left to build up in the body causes breakouts and inflammation which leads to poor skin quality.

**4. Exercise:** Exercising regularly helps to keep your cardiovascular system healthy with the added benefit of improved blood circulation. Improved circulation pushes nutrient rich blood to all organs of your body including your skin and this will result in better skin quality.

**If you want a better Skin and improved quality of life,  
Make use of the 4 points above.**

# Special Offer!

Only **11** left  
in Stock!

Look Stunning without  
Breaking the Bank.



~~₱70,000~~  
₱45,000

~~₱10,500~~  
**FREE**

- ❖ Easy to Use and style
- ❖ Durable
- ❖ Can be used for Different styles

To grab this deal,  
Click the button below to place your order:

[ORDER NOW](#)

EXCLUSIVE  
**BOOKBONUS**



# The Journey To **CEO SUCCESS**

## 7 Practices For High Growth Leadership

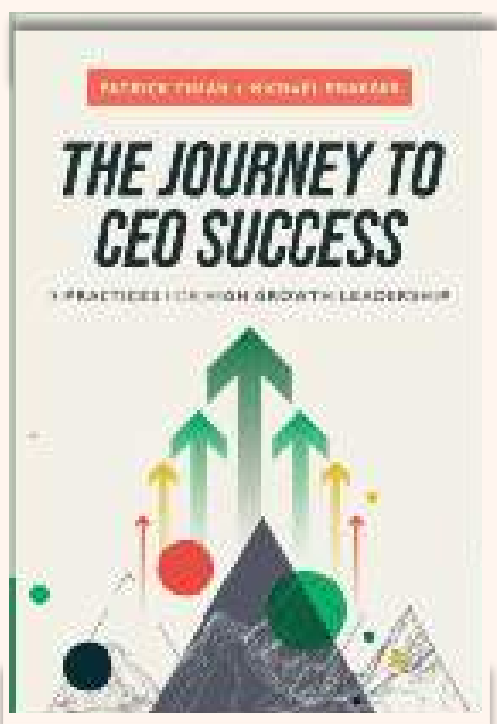
The intricacies of leading a fast-growing organization are numerous. From negotiating to turning corporate culture into the organization's biggest asset, leadership requires good intuition, expertise, and a strategic approach.



The Journey to CEO Success: 7 Practices for High Growth Leadership is designed to help CEOs identify emerging problems and nip them in the bud. The book has been called “a masterclass in leadership and growth,” as well as “a mustread for leaders wishing to enhance their journey with proven methods that have already paved the way to success for numerous C-level executives.”

Authors Patrick Thean and Michael Praeger have distilled more than 20 years of experience coaching visionary leaders and transforming corporate organizations.

The book brings together compelling real-world stories with tested tactics to equip entrepreneurs and CEOs with the tools needed to thrive.



## IN THIS EXECUTIVE BOOK SUMMARY:

- ▶ Everything you should know about the seven practices of effective leadership
- ▶ Sustainable ways to level up your business game
- ▶ How to identify issues early on and resolve them effectively
- ▶ The secret of building a strong people ecosystem to support and develop your business

### Chapter 1: Introduction

Every CEO faces challenges and career-defining moments that will result either in a major success or a complete fiasco.

In those instances, a CEO needs coaching and some guidance to uncover the tools and skills essential for coming up with a resolution. I went on this journey with Richard Giordanella, my first coach.

The best coaches are capable of accomplishing the following:

- ▶ Encouraging CEOs to move forward when they feel hopeless
- ▶ Inspiring them by opening their eyes to the positive things already achieved and the possibilities of the future

“

**We need humanity to  
learn and improve  
ourselves continuously**

- ▶ Teaching leaders how to calm down and solve critical problems instead of doing it for them
- ▶ Holding them accountable to do what they promised

I Assessing the team and showing CEOs how to lead with empathy and demand performance at the same time When I recalled my time with Richard, it filled me with gratitude and respect. CEOs have a tough job, one of the toughest in the world. It's not always fun, and it can be lonely at times.

I was in a desperate and vulnerable place.

He could have taken advantage of me, but he did not. Instead, he gave me empathy, coached me, and helped me to get back up to recapture the joy and excitement of running my company.

I realized that this is my true calling, my purpose: To help CEOs not fail but instead succeed, build great companies, and achieve their dreams.

My True Calling, My Purpose: To help CEOs not fail but instead succeed, build great companies, and achieve their dreams.

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**About the Authors:** Patrick Thean is an international speaker, CEO coach, and serial entrepreneur. He is a USA Today and Wall Street Journal bestselling author. His work has been seen on NBC, CBS, and Fox. He is focused on helping CEOs and their teams experience breakthroughs to achieve their dreams and goals.

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