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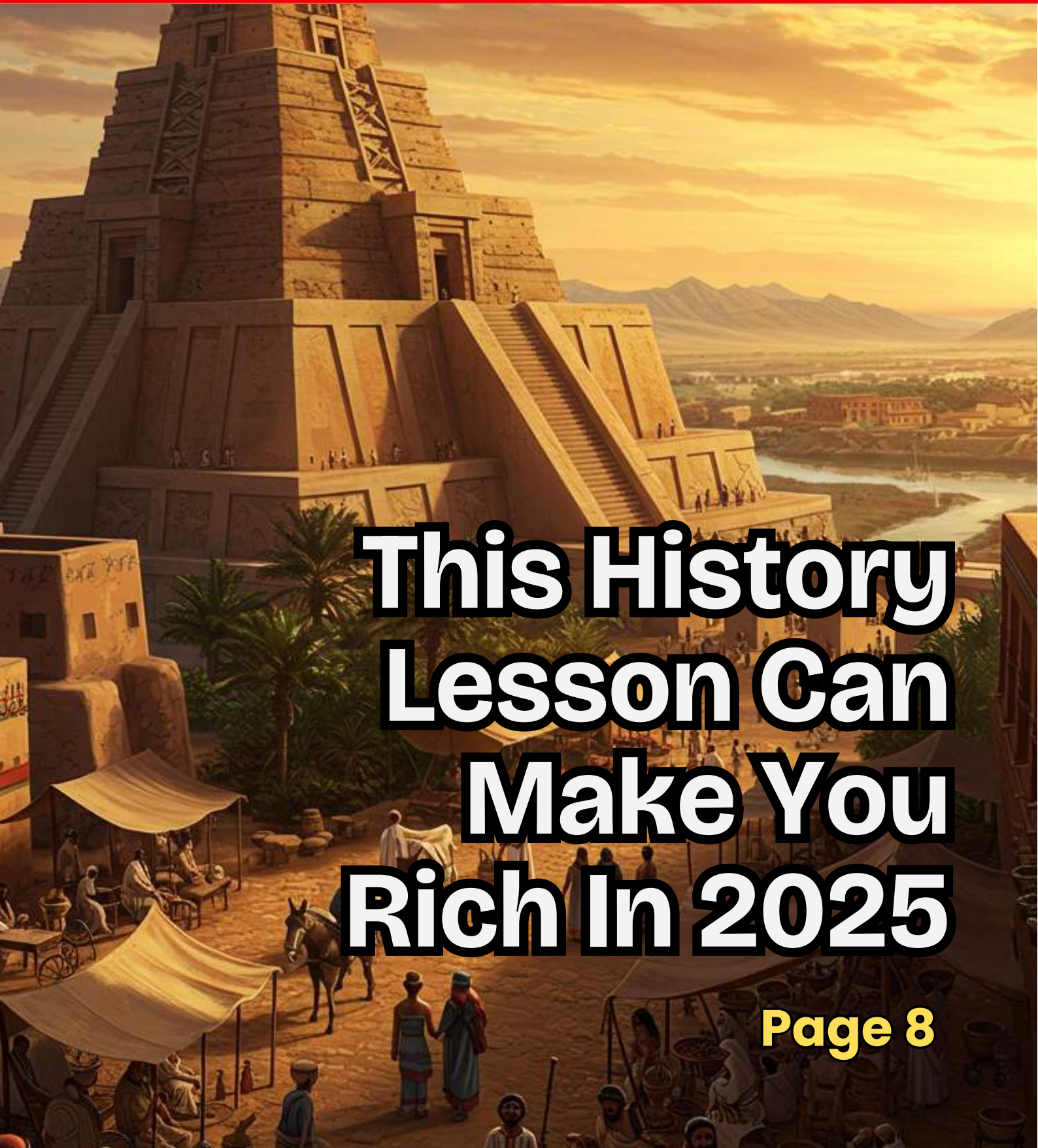
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FREE



## This History Lesson Can Make You Rich In 2025

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Emmanuel Sunny-Ojeagbase's

# E.S.O. Wealth Library



## How To Get Your Best Result In 2025 (Part 2)

In January's edition of SuccessDigest, we kicked off the year by laying out a roadmap for anyone looking to achieve success this year.

In part 1 of this series, we covered the following points which I will summarize below:

- The starting point of all great success is the question, 'What do I want?'



- After answering the question above, you need to figure out how to get it.
- You then need to find a mentor to guide you towards your goal.

So what is the next step in your journey to success in 2025?

## Have a Route Map

To arrive at a predetermined destination (Your goal for the year), you need a route map.

A route map is a guide that will detail all the things you need to achieve your goal, when you need them and how you will get them.

A route map will also prevent you from falling for distractions and keep you on track.



“  
**Your goals are the road maps that guide you and show you what is possible for your life**  
”

To illustrate the importance of a route map, imagine your goal for 2025 is to earn your first N10,000,000 within the next 11 months.

To achieve this, you have decided to offer your services to help business owners boost revenue.

You know what you want to achieve and how you plan on making it a reality.

The route map will look like this:

- Identify your target audience.
- Reach out to them and pitch your services.
- Close the deal with interested clients.
- Deliver the service and receive your payment.
- Rinse and Repeat.



One thing to note is a route map is only useful if you follow it.

You also have to be flexible with your route map.

During the execution phase, you will encounter challenges and this is the point most people give up.

Here is what you should do instead.

## Prepare to Overcome Challenges along the way


The greatest mistake you will ever make is to think you can achieve anything worthwhile in life without facing and overcoming challenges.

Life will put a spanner in your wheels and your best bet is not to abandon your goal.

What you need to do is go back to the drawing board and re-strategize.

And always remember, commit your steps into God's hands and let him be your guide.

I wish you success as you work towards achieving your goal.



**“ The most effective strategy is often the one that aligns with your authentic self. Be real, be intentional, and success will follow ”**



# 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,

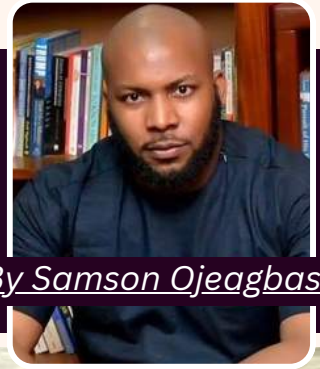
Click the button below to learn more about Pst. (Dr.) Emmanuel Sunny Ojeagbase and claim a copy of his Wealth Builder's Library.

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# Business Opportunities



*By Samson Ojeagbase*



## This History Lesson Can Make You Rich In 2025

Food, water and shelter.

These are the basic needs of every human and ancient man had to live a nomadic lifestyle in search of these critical resources.

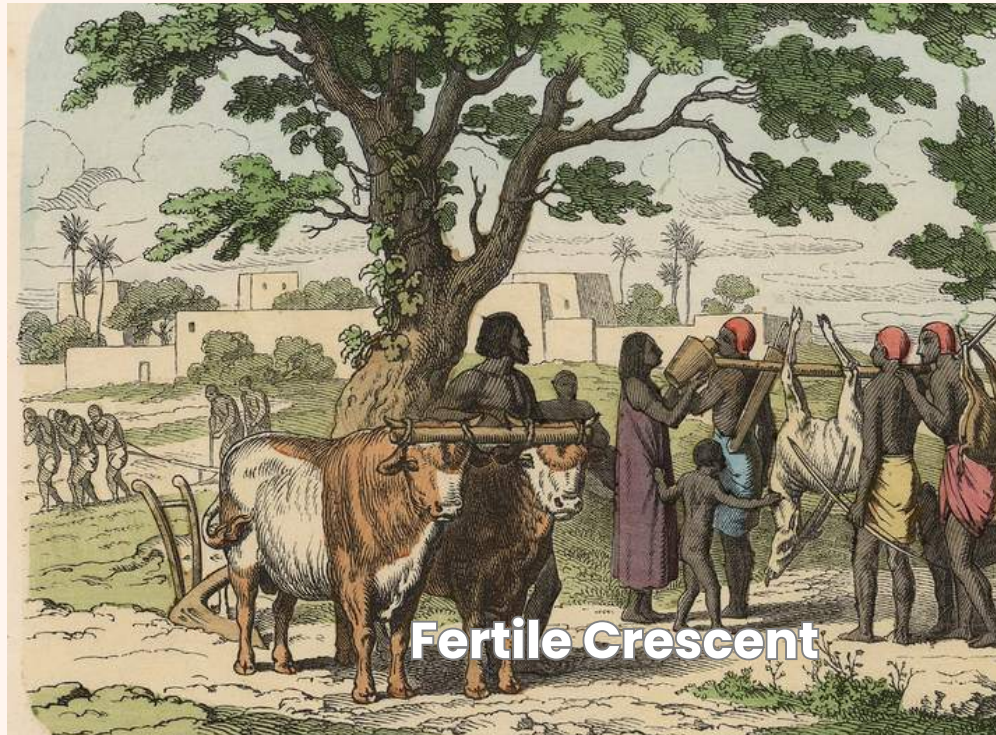


Until the year, 3,000BC, when farmers in the area known as the 'Fertile Crescent' in modern day Iraq enjoyed a bountiful harvest and decided to settle down there.

They named their city, Sumer.

Sumer became the first human civilization and grew to become the center of the known world until its collapse in 1739BC.

Archaeologists re-discovered the ruins of Sumer in the 1800s and during the excavation process, they uncovered ruins of temples, the palace, communal areas and a **Market**.



The secret of Sumer's growth into a powerful civilization is not necessarily the fact that their land was fertile.

The secret of their growth was what happened in the market.

The Sumerians knew what people needed (food) and gave it to them at a price.

They made it easier for people to have access to food which is a better alternate than migrating to search for it.

These people settled down to form cities and relied on trade with Sumer to survive.

Sumer earned a lot of money trading with other cities and re-invested this considerable wealth into developing their society and military power.

Before long, they became the financial and military power of the ancient world.

Interesting right?

## **How can this make you Rich in 2025?**

Since the beginning of time, humans have been in the business of buying and selling.

People have found what others need and then sell it to them at a profit.

Commerce is the lifeblood of every great civilization and the merchants who mastered the art of commerce become rich beyond their wildest imagination.





If there has ever been an ever-green business, this is it.

The best part is, you do not have to rent a shop or travel to a distant country to source for products.

With the smartphone in your hand and access to the Internet, you can setup a successful business selling products via the Internet.

In December's edition of SuccessDigest, I wrote at length about setting up a profitable eCommerce business using your smartphone and WhatsApp.

I will add a link to that article at the end of this article so you can read it.

What I want to tell you about in this article based on an observation made in December, 2024.

It is one thing to understand the mechanical side of a business (i.e. knowing where to buy the products, setting up adverts and fulfilling orders) but what separates successful businesses from others



who struggle is a deep understanding of the human side of business.

Allow me explain with 4 more stories:

## Story 1:

July 2024, a lady purchased a product from our store.

She mistakenly transferred more than the product cost.

Immediately my team saw this error, we called her attention to it and requested for her account details to refund her.

The money was refunded.

December 2024, she purchased more products from us.

## Story 2:

There was a mix up in a customer's order.

As expected, she was not happy about it and we promised to send the correct item to her the next day.

Her location is far (Ikorodu) meaning higher logistics cost and no profit on the sale.

But the customer's satisfaction comes first.

The correct item was shipped to her the next day free of charge.



She was happy because she did not expect it because of previous disappointment from other vendors.

She has patronized our store on two occasions afterwards.

### Story 3:

There is an item we purchase regularly (as much as 30 to 40 units in a week during peak demand).

We had been patronizing this particular vendor for a while and requested for a discount due to the frequency of our orders.

Unfortunately, the vendor not only refused our request, the response came in a condescending tone!

What do you do when you are insulted by someone you do business with?

You quietly take your business elsewhere.

Weeks later, this vendor sent a message enquiring why they stopped hearing from us.

There was no point responding.

### Story 4:

A returning customer placed an order and mentioned in passing that she saw the product for a cheaper price somewhere but decided to return to us.

So while packaging her order, we added a free gift.

You can imagine her surprise when she opened the package and saw the free gift.

She was so excited about it.

## What is the Most Important Factor for Success in business?

Is it your location?

Is it the product you are selling or the service you are rendering?

Is it the economic situation of the country?

Although these are important factors to consider, the most important factor is the **human that will be giving you their hard earned money.**

I am sure you have encountered service providers that made you regret doing business with them.

I am sure you also had pleasant business dealings with other vendors.

It is a no-brainer who you would call next time you require that service or need to refer someone.



Now, Imagine a lot of people are singing praises about a business and referring their friends to that business.

What do you think will happen to such a business?

The business will grow!

Before you click the link below to read my December, 2024 eCommerce article, write these questions down and read it every morning before going to work:

What does my target audience want?

How can I make it appealing to them to ensure they buy from me?

What do I need to do to make sure they are satisfied after buying?

How do I keep them coming back to patronize me?

And that wraps up this article.

As promised

**[CLICK HERE](#)** to read my December, 2024 eCommerce article titled: 'How to make N150,000 from WhatsApp before Christmas'



# UNLOCKING THE PEOPLE CODE

Tips To Building Mutually Beneficial Relationships

*By Samson Ojeagbase*



## 7 Bullet Points For Success in Life



**Do unto others what you want them to do to you:**

If you would not like someone else doing it to you, you should not do it to them.



**Presentation Matters:**



How you present yourself and ideas will go a long way in determining if it is accepted or not.





## **Everyone jumps on a moving train:**

If you want people to support your dream, you have to start working on it in your own little way. When people see evidence that you are on the right track, you will be overwhelmed with support.



## **The best relationships are built on Reciprocity:**

If you want to receive from people, be willing to give.



## **Value makes the World go round:**

If you or what you are offering is considered valuable enough, people will give you their money, time and attention.



## **It is cheaper to maintain your health than to regain it.**



## **Show people that you appreciate them and they will happily do more for you.**



# HOME FRONT

Pastor (Mrs.) Esther Ojeagbase



## Why You Should Wear Your Spouse's Shoe Often

Imagine for a second, you are having a conversation with someone.

In the course of the conversation, the person tells you they keep secrets from themselves!

It does not stop there.



The person goes further to say they are not going to share their time, money and affection with themselves.

How would that sound to you?

How would you look at such a person?

This is how the idea of a selfish partner sounds.



When a couple takes their wedding vows, they become one.

I becomes we.

You becomes Us.

My becomes Ours.

They vow to share the good, the bad and the ugly together.

So why then do people abandon their partners when the storms of life start raging?

It is simply because they approach marriage with the thinking. 'What can I benefit from this person?' without considering their spouse's needs.

Selfishness deprives a marriage of substance.

Selfishness turns a marriage from two people working together as one into a conflict of competing interests.

Everyone is looking out for what they can grab without considering the other person and this is another reason why we have so many broken marriages.

The solution to the plague of selfishness is the Golden Rule.

And the Golden rule states:

Do unto Others What You Want Them to Do to You.

Would you like to be cheated on by your spouse?

Would you like to be neglected emotionally and physically by your spouse?

Would you like to be insulted by your spouse?



**Do Unto  
Others  
What You  
Want  
Them To  
Do To You**





**Consider your spouse in every decision you make, because ALL your choices will impact him/her in some ways**

Would you like to be betrayed by your spouse?

If your answer to these questions is No, why then do you think your spouse will enjoy such treatment?

It is important you start putting yourself in your spouse's shoes when you want to make decisions.

This decision alone will lead to a happier and peaceful home.

# 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](#)



# Got Value?

*By Samson Ojeagbase*



Money has taken many forms over the years.

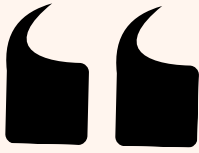
From Cowry shells to Cocoa beans and even Salt, humans have always found a way to exchange value.

Value makes the world go round, Dear Reader.

What is Value?

Value is anything someone is willing to exchange time, money and attention to get.





**Money is nothing more than a reflection of your creativity, your capacity to focus, and your ability to add value and receive back**



It does not matter what it is.

If someone is willing to pay for it, that person considers it more important than the money, time or attention they are letting go of.

Why am I writing about Value?

If you want anything in life, you have to provide the necessary value to get it.

How much value do you offer to your Customers and clients?

How much value do you offer to your Employer?

How much value do you offer in your interpersonal relationships?

Answering this question genuinely can change your life.



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!

## Expert Offer Some Fatigue-Zapping Tips That Really Work



Everyone is familiar with all-out energy drain — that exhausting day (or night) when no matter how enticing that new movie, fabulous shoe sale, or friendly barbecue, we just can't psych ourselves up to go.

What can be harder to recognize is a low-grade energy drain.

In this case, you may not necessarily feel the classic signs of exhaustion — like achy muscles or that all-over tired feeling.

What you do experience is an increasing lack of get-up-and-go for many of the activities you used to love.

“You may also find it harder to concentrate on tasks, and, eventually, you can also find your patience grows short and your level of frustration rises, even when confronted with seemingly simple challenges,” says New York University nutritionist Samantha Heller, MS, RD.

If this is starting to sound familiar, take heart.

Energy zappers are all around us, some obvious, some hidden.





The good news: There is a way around almost all of them.

To this end, we asked health experts to help compile this list of the top 5 energy boosters.

Try one, two, or all 5, and you're bound to see your energy levels soar.

## 1. Increase Your Magnesium Intake:



Eating a balanced diet can help ensure your vitamin and mineral needs are met.

But if you still find yourself too pooped to pop, you could have a slight magnesium deficiency, Heller says.

"This mineral is needed for more than 300 biochemical reactions in the body, including breaking down glucose into energy," Heller says. "So when levels are even a little low, energy can drop."



The recommended daily intake of magnesium is around 300 milligrams for women and 350 milligrams for men.

To make sure you're getting enough, Heller suggests:

Add a handful of almonds, hazelnuts or cashews to your daily diet.

Increase your intake of whole grains, particularly bran cereal.

Eat more fish, especially halibut.



## 2. Walk around the Block:



While it may seem as if moving about when you feel exhausted is the quickest route to feeling more exhausted, the opposite is true.



Experts say that increasing physical activity — particularly walking — increases energy.

“I like walking because it’s accessible, easy to do, doesn’t need training or equipment and you can do it anywhere,” says Rita Redberg, MD, science advisor to the American Heart Association’s “Choose to Move” program.

In experiments conducted by Robert Thayer, PhD, at California State University,

A brisk 10-minute walk not only increased energy, but the effects lasted up to two hours. And when the daily 10-minute walks continued for three weeks, overall energy levels and mood were lifted.

### 3. Take A Power Nap



Research has shown that both information overload and pushing our brains too hard can zap energy.



But studies by the National Institutes of Mental Health found that a 60-minute “power nap” can not only reverse the mind-numbing effects of information overload, it may also help us to better retain what we have learned.

## 4. Don't Skip Breakfast — or Any Other Meal:



“Studies show that folks who eat breakfast report being in a better mood, and have more energy throughout the day,” says Heller.

Her personal theory, she says, is that breaking the fast soon after rising supplies your body with a jolt of fuel that sets the tone for the whole day.



Moreover, studies published in the journal *Nutritional Health* found that missing any meal during the day led to an overall greater feeling of fatigue by day's end.

## 5. Reduce Stress and Deal with Anger:



One of the biggest energy zappers is stress, says psychologist Paul Baard, PhD.

“Stress is the result of anxiety, and anxiety uses up a whole lot of our energy,” says Baard, a sports psychologist at Fordham University in the Bronx, N.Y.

Like worry or fear, Baard says, stress can leave you mentally and physically exhausted — even if you’ve spent the day in bed.



More commonly, he says, low but chronic levels of stress erode energy levels, so over time you find yourself doing less and feeling it more.

In much the same way, unexpressed anger can give a one-two punch to your energy level. The reason: “We’re expending all our energy trying to contain our angry feelings, and that can be exhausting,” Baard tells WebMD.

The good news, says Baard, is that we can counter these energy killers by programming more relaxation activities into our day.

While for many folks, increasing exercise burns off the chemical effects of stress and anger, others find relief in quiet pursuits: listening to music, reading a steamy romance novel, or even just talking on the phone.







“Whatever is relaxing for you will reduce tension and that will help increase energy,” says Baard.

*This article was written by  
Colette Bouchez and reviewed by Brunilda Nazario, MD.*

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# EXCLUSIVE BOOKBONUS



## 6 Powerful Steps To Achieve Outstanding Performance

# Go Put Your Strengths To Work



**A 15-minute  
weekly ritual will  
keep you on your  
strengths path for  
your entire career**



The strengths movement is everywhere: the corporate world, the worlds of public service, of economies, of education, of faith, of charity — it has affected them all.

It has its detractors, but an appeal as universal as this begs the question, “Why?” Why do so many people from so many different worlds see such power in the strengths-based perspective?



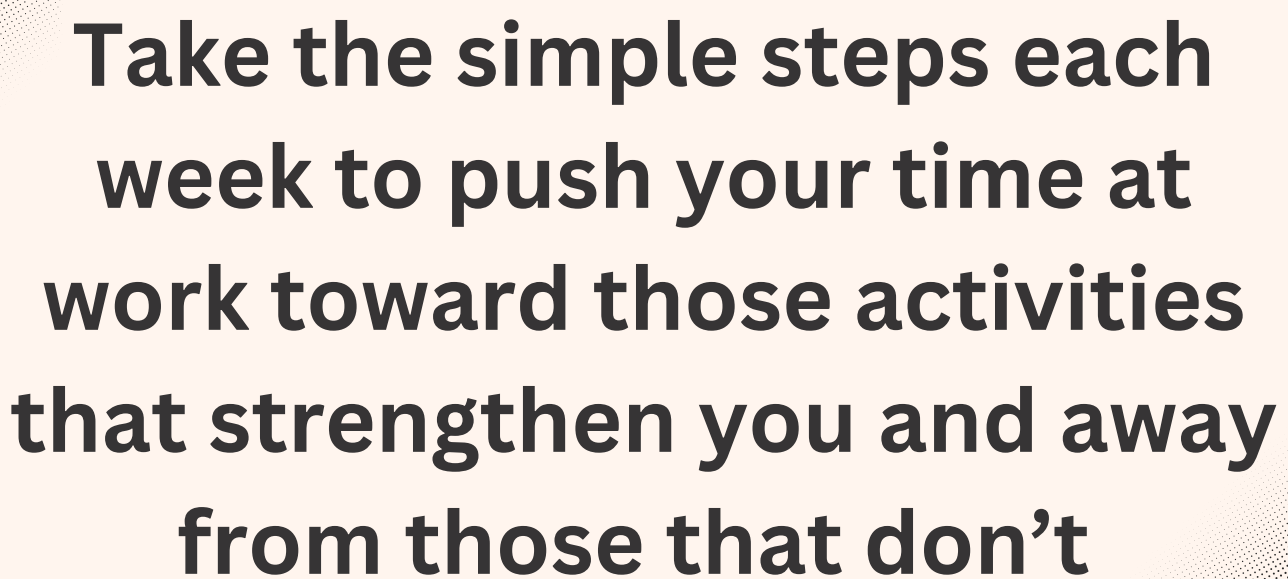
Now that the strengths movement is in full swing, this summary answers that question and the ultimate question: How can you actually apply your strengths for maximum success at work?

Research shows that most people do not come close to making full use of their assets at work — in fact, only 17 percent of the workforce believe they use all of their strengths on the job.

This summary aims to change that through a six-step experience that will reveal the hidden dimensions of your strengths.





It shows you how to seize control of your assets and rewrite your job description under the nose of your boss.

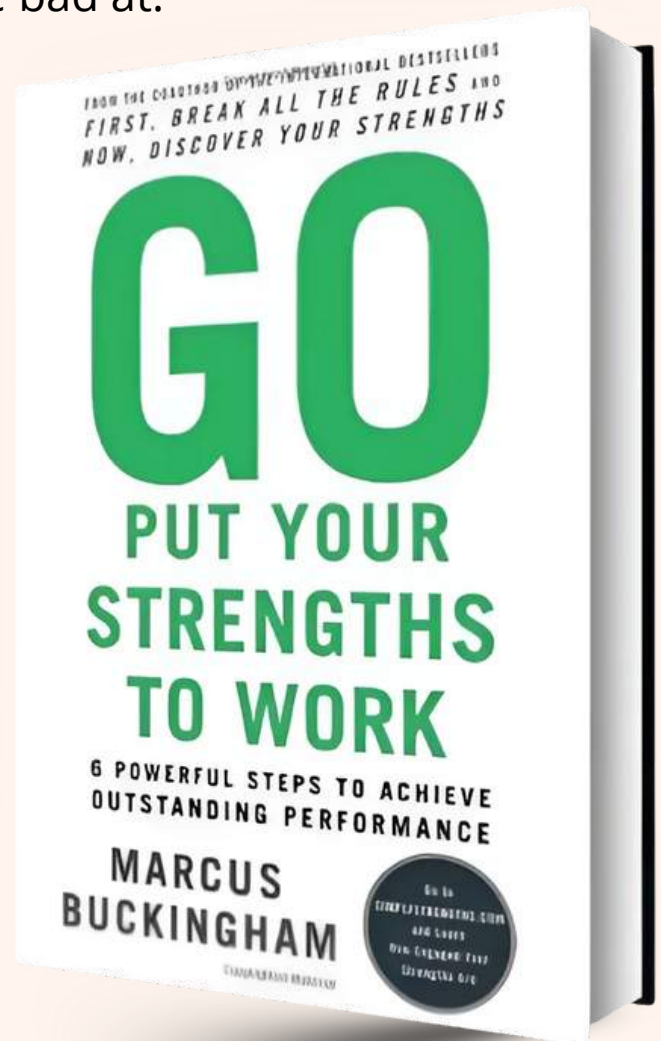
With proven tactics from people who have successfully applied its lessons, this summary arms you with a radically different approach to your work life. It also opens up an exciting uncharted territory for you and your organization.



**Take the simple steps each week to push your time at work toward those activities that strengthen you and away from those that don't**

## IN THIS SUMMARY, YOU WILL LEARN:

-  Why your strengths aren't "what you are good at" and your weaknesses aren't "what you are bad at."
-  How you can take the simple steps each week to push your time at work toward those activities that strengthen you and away from those that don't.
-  How to talk to your boss and your colleagues about your strengths without sounding like you're bragging, and how to talk about your weaknesses without sounding like you're whining.
-  How a 15-minute weekly ritual will keep you on your strengths path for your entire career.



## Lead This Movement

Conventional wisdom tells us that we learn from our mistakes. However, the strengths movement says that all we learn from mistakes are the characteristics of mistakes.

If we want to learn about our successes, we must study success.

Fueled by this idea, the first stage of the strengths movement — the stage we are in right now — has been dominated by efforts to label what is right with things.

Thus, whereas the World Bank used to rank countries according to their negative qualities, such as poverty, violence and vulnerability, today it has developed a list of positive labels that capture a country's overall level of well-being, labels such as social capability, economic self-determination and sustainability of local customs.

## High-Performance Teams

Ask a nationally representative sample of the work force how often they feel an emotional high at work — a sure sign that they're playing to a strength — and 51 percent say "about once a week."

Our challenge now is to dramatically increase how often we play to our strengths. On high-performance teams, people say they call upon their strengths more than 75 percent of the time. For us to reach this level, we don't need to cast aside our current work and strike out for the perfect dream job.







**Your best hope for achievement and reward, you tell yourself, is to try to focus your time so that you spend most of it on those few activities that will really drive your goal.**

Instead, we simply need to learn how to take our existing job, and each week, reshape it around our strengths — even in the face of interference from the world around us. To do this, we need to master a new discipline, one that brings order and focus to a series of incremental moves.

If we put this discipline into practice each week, we will gradually, degree by degree, tilt the playing field so that the best of our job becomes most of our job.

## 'The Push Discipline'

Simply put, we need to ditch the typical “pull” approach to work and replace it with the “push” discipline.

“Pull” looks like this: Somebody else tells you what is expected of you; your goals are set.

Your best hope for achievement and reward, you tell yourself, is to try to focus your time so that you spend most of it on those few activities that will really drive your goals. As such, your goals pull you toward certain activities and away from others.

The “push” discipline looks very different. It begins with you taking responsibility for identifying your own strengths and weaknesses. Then, having identified them, you take a stand for them.

In practical terms, this means that you push the people at work, along with their many expectations, toward your strengths and away from your weaknesses.

These people — your colleagues, your customers, your manager — are good people, with good and appropriate expectations of you, but they don’t know your strengths.



## The Best of You

You do know your strengths. It’s your responsibility to know how to push each week for more opportunities to play to your strengths. This doesn’t mean you should swagger into work each day and demand that you be asked to do only strength-based activities. No one would want to work with you if you did this.

But what you can do each week is start this new discipline — discipline that begins with the simple question, “How will I ensure that I put my strengths into play just a little more this week than I did last week?” and ends with you building your job around the best of you.

## Here are the six steps that make up this discipline:

### 1. Bust the Myths.

Capitalizing on your strengths is the best way to compete.

### 2. Get Clear.

Identify your own strengths and weaknesses.

### 3. Free Your Strengths.

Learn how to volunteer your strengths to the team.

### 4. Stop Your Weaknesses.

Learn the best strategies for lessening the impact of your weaknesses on the team.

### 5. Speak Up.

Master the art of talking about your strengths without bragging and your weaknesses without whining.

### 6. Build Strong Habits.

Build the right habits, so that week in, week out, and year upon year, you stay in control, always pushing toward activities that strengthen you, ever watchful for those that drag you down.

**Build the right habits, so that week in, week out, and year upon year, you stay in control, always pushing toward activities that strengthen you, ever watchful for those that drag you down.**



## Two Places for Conversations About Contribution

At work, the two most common situations in which you should have a “my strengths and weaknesses” conversation are the “how are we going to divide up the work” conversation with your teammates, and the one-on-one with your manager.

You want them to know how to set you up so that you can make your greatest possible contribution.

*To order your copy of this book* [CLICK HERE](#)

