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SuccessDigest[®]

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Happy Birthday



Pastor Mrs.
Esther
Ojeagbase

As today marks the beginning of a new year for you, may the glory of the Lord continue to shine on you.





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SuccessDigest®

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Emmanuel Sunny-Ojeagbase's



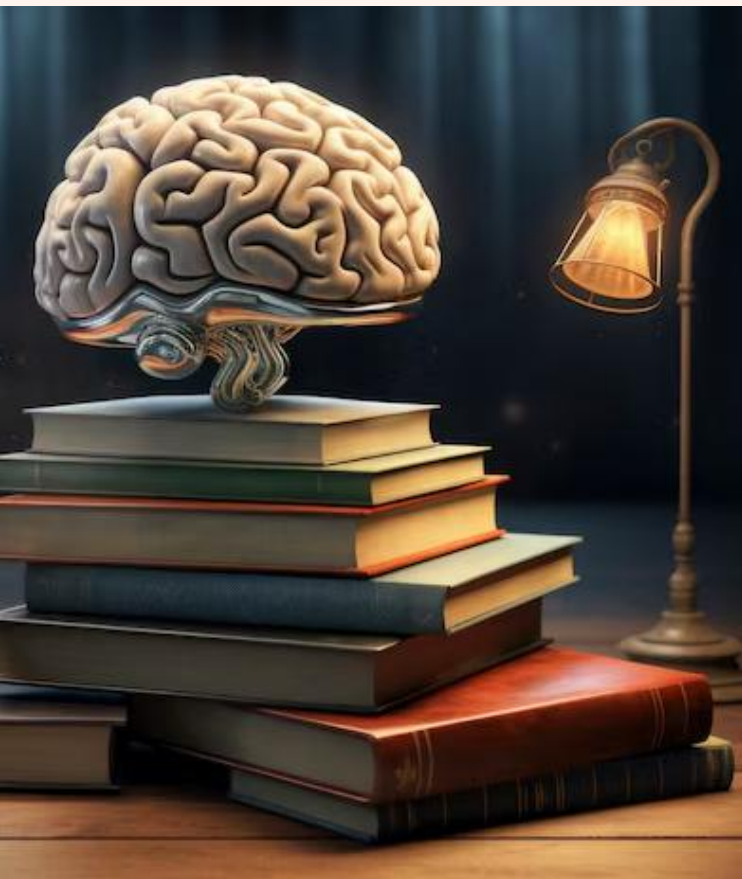
Wealth Library



How To Sell Your Knowledge For Profit (3)

If you're a business owner and you have never experienced the joy of creating cash on demand – that is cash when you need it – then consider yourself fortunate to be reading this article.

I am about to pull the curtains apart and reveal the men whose mastery of marketing helped me to overcome the cash flow problem in my own business.



But before do that, I would like to make a few things clear.

When I started studying the art of marketing, I made the mistake of buying any book that had the word 'marketing' written anywhere on its cover jacket.

I later found out not all marketing is marketing!

Allow me explain.

You see, marketing, like so many other things in life, has more than one side to it.

There is, for example, marketing as taught at Ivy League colleges and universities, say Lagos Business School in Nigeria.

The marketing taught at these institutions, even though great, are too complex for a harried business owner like me who wants a quick solution to my pressing cash flow problem.

It is either I get that solution right now or my business is going to be history.

You get the point?

Great! So all that Harvard Business Review kind of stuff will greatly slow me down!

Now, don't get me wrong.

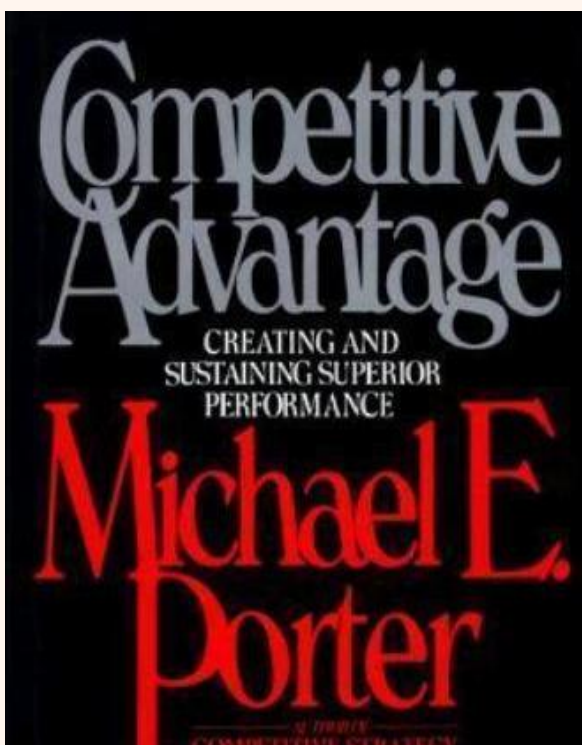
The professors who write the stuff published in the Harvard Business Review do their level best to make you understand and enjoy their books.

I've benefited immensely from their works.

There are not a few brilliant marketing ideas that I've gleaned from books published by the Harvard Business School Press that I found to be absolute life savers.

[While we are at it, why don't you surf to their website at www.hbsp.org and take a look at what they have?]

To give you an idea of how enormously indebted I am to the great marketing minds in the Ivy League community, one of their own, Michael E. Porter, authored the book that saved my skin from competitors.



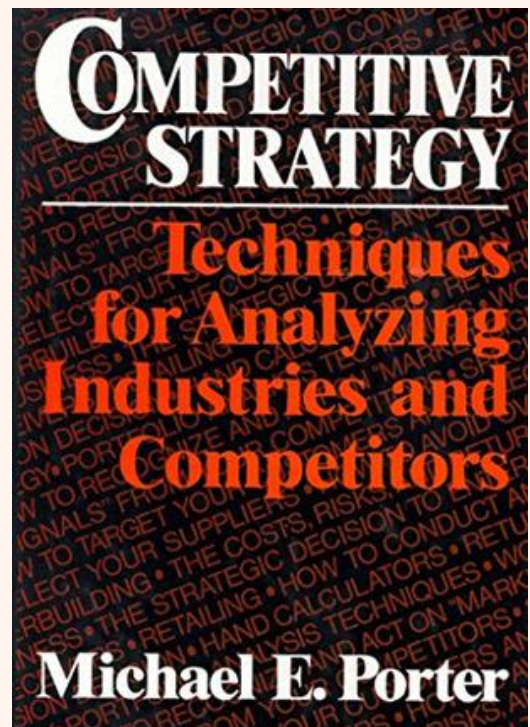
The title of the book is
Competitive Advantage: Creating and Sustaining Superior Performance.

Together with its
Companion title,
Competitive Strategy:

Techniques for Analyzing Industries and Competitors

also authored by Michael Porter,
I was able to fend off
competitors in our publishing
business at a time when we
looked so frail and vulnerable.

Thank you, **Mr. Porter!**



Notwithstanding, there is a simpler way to explain marketing.

When I discovered this approach, I totally fell in love with it.

It was pure, unadulterated marketing brought to the lay man's level.

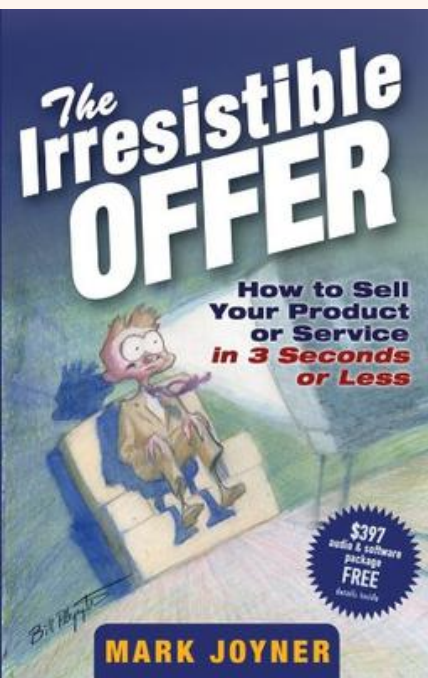
I love it!

And trust me, you'll love it too!

Let me start my introduction of these marketing geniuses [my own opinion, mind you!], from **Mark Joyner**.

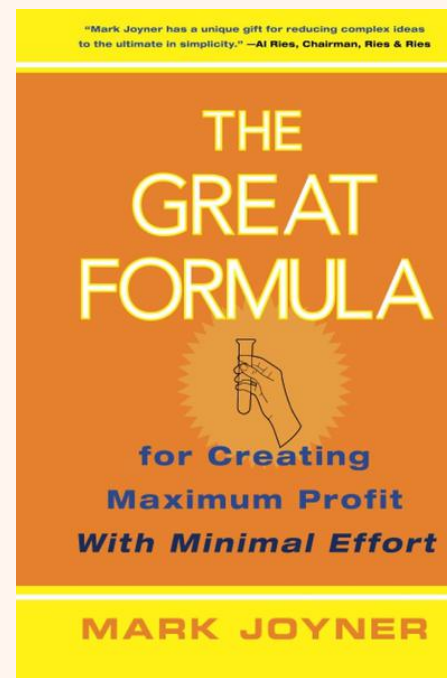
Ever heard that name before? Never mind.

From now on, both of you will be inseparable.



Let Mark take you into his marketing world with his **The Irresistible Offer: How to Sell Your Product or Service in 3 Seconds or Less**

and then follow it with **The Great Formula: for Creating Maximum Profit with Minimal Effort**



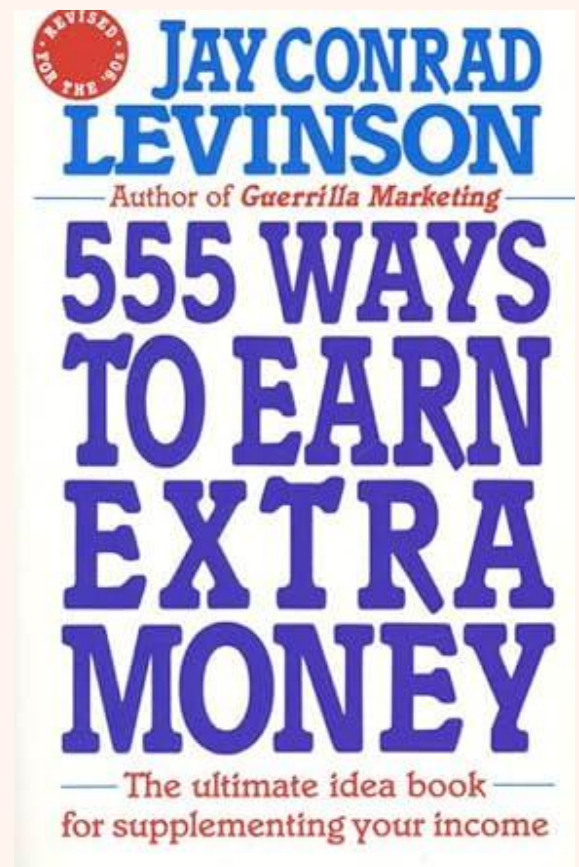
With those two books for a start, you will have an idea of what I am talking about.

Next on my list is **Jay Conrad Levinson.**

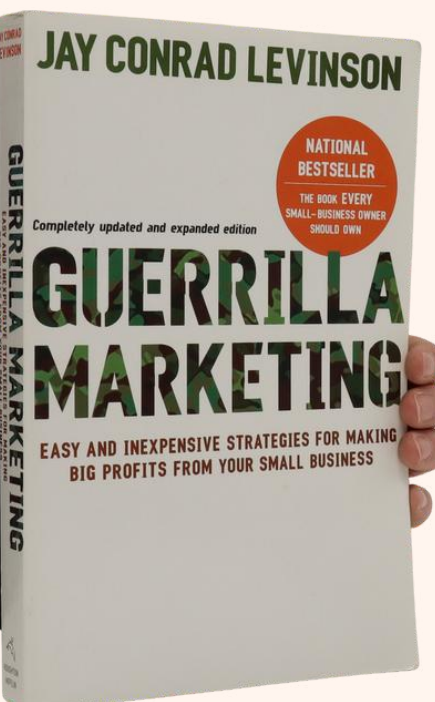
Do you remember that name?

He's the one who wrote the book, **555 Ways to Earn Extra Money.**

Which I discovered in Entrepreneur Magazine and opened my eyes to the wonderful world of marketing!

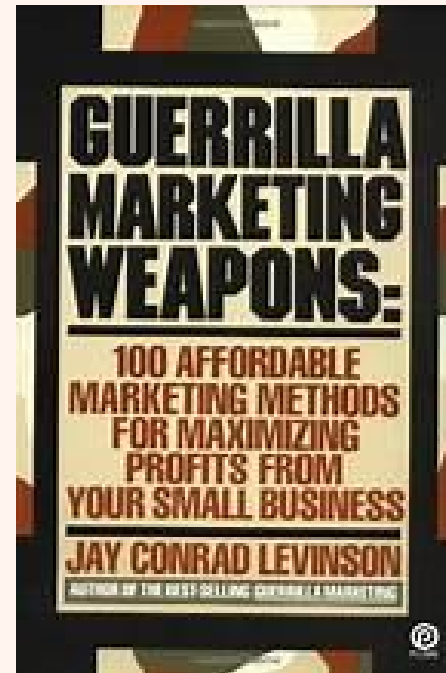


Any of Jay Conrad Levinson's books is a winner any day.

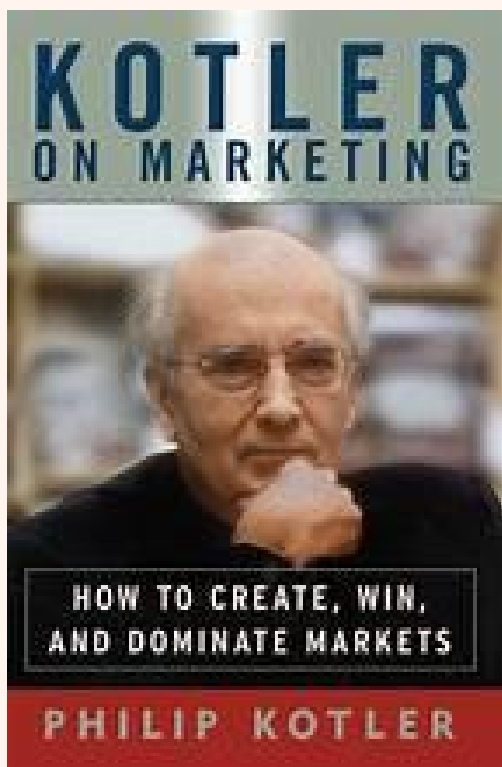


Also grab a copy of **Guerilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business**

and **Guerrilla Marketing Weapons: 100 Affordable Marketing Methods.**



While you are it, grab a copy of **Philip Kotler's, Kotler on Marketing: How to Create, Win, and Dominate Markets.**

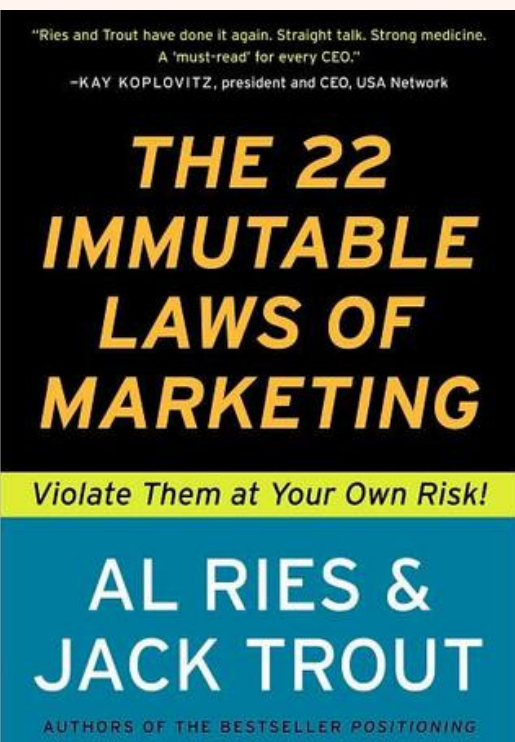


Now let's move on to two men whose books always have great value

I am talking about Al Ries and Jack Trout and their all-time best seller, **Positioning: The Battle for Your Mind.**

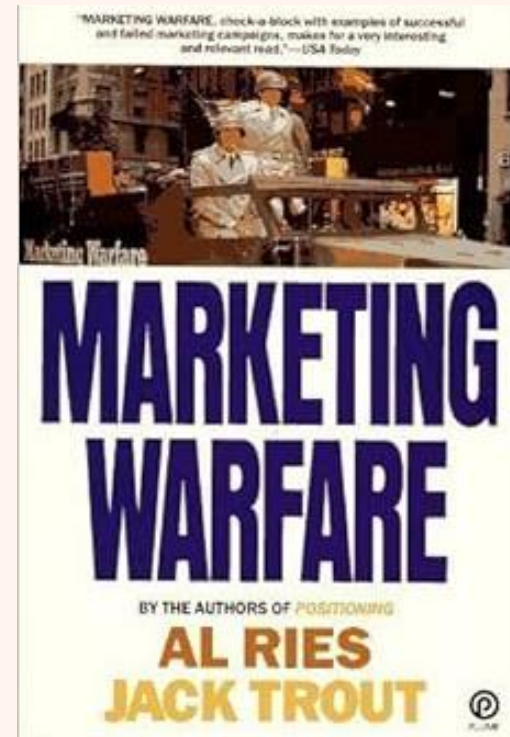
You absolutely must have a copy of this book and read it.

Great stuff!



Two other must have titles by these co- authors are: **22 Immutable Laws of Marketing: Violate Them at Your Own Risk!**

and **Marketing Warfare.**



Al Ries and Jack Trout's contribution to my marketing knowledge is unquantifiable.

What can I say of Jay Abraham?

Jay is considered to be one of the greatest marketing minds alive.

But be warned: Jay is not cheap!

Jay has a reputation of charging his clients \$5000 per hour as consultation fees.

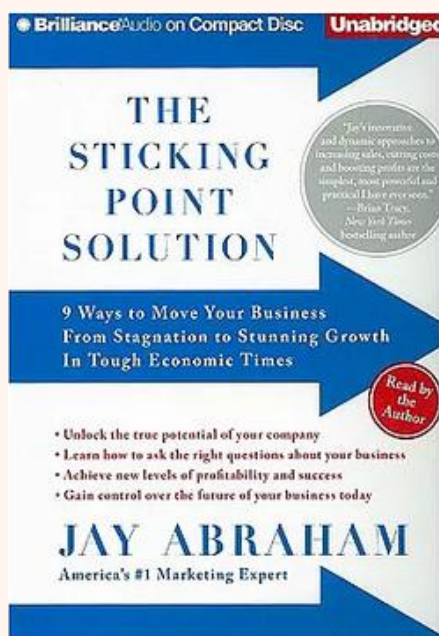
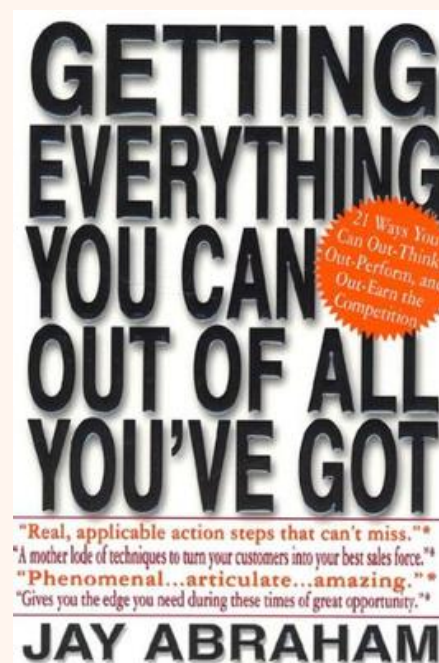
Now, let's assume that I didn't already have the solution.

What I would've done is simply to go and look for a solution for them.

And he's known to have charged \$25,000 per person for a three-day seminar.

Jay Abraham has written only two books.

The first one is titled: **Getting Everything You Can out of All You've Got: 1 Way You Can Out-Think, Out-Perform, and Out-Earn the Competition.**



While the second one is titled, **The Sticking Point Solution: 9 Ways to Move Your Business from Stagnation to Stunning Growth in Tough Economic Times.**

It doesn't matter which of the two books you lay your hands on, you'll get full value for your money.

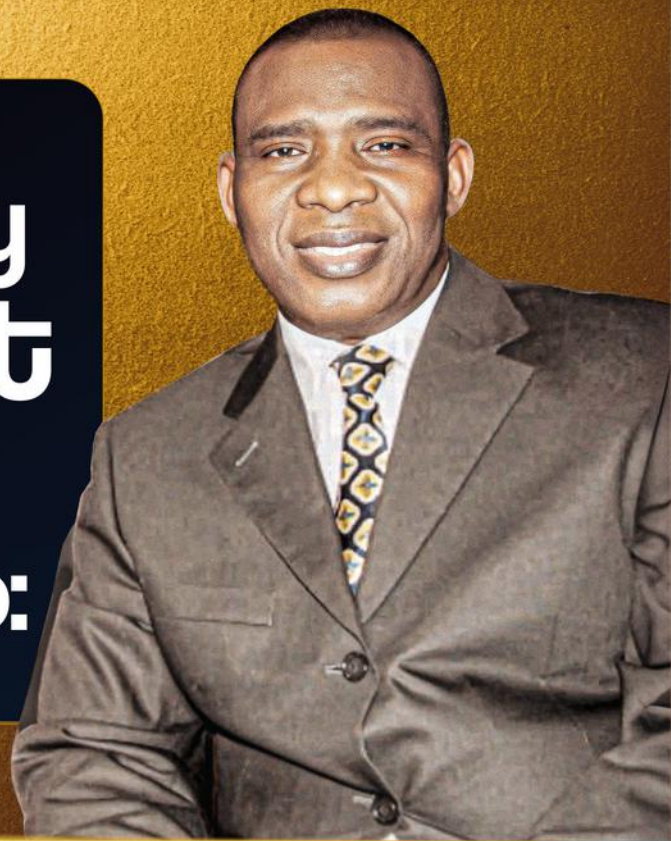
But I'll recommend that you go for these two titles and his audio programs.

They are powerful stuff!

Okay, this is where we will stop in this edition.

Have a profitable 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](#)



Unlocking the **PEOPLE CODE**

Tips To Building Mutually Beneficial Relationships

Did you Know Catfishes do not Like Bread?

Many moons ago, I watched a documentary about fishing and as a young kid on holiday, you could bet I was itching to try it out myself.

For my fishing gear, I rolled a sewing thread around a stick and then attached a hook I made out of safety pin with a small piece of bread as bait.

I was ready to go a-fishing!



Samson
OJEAGBASE



Luckily for me, there was a swampy plot of land close to my house and I met a group of boys fishing for catfish.

We exchanged greetings and got to work.

Two of them were placing baskets in the muddy water while others searched for Earthworms in the mud around the pool of water.



After a few minutes of talking and waiting, they pulled out the baskets with catfishes inside.

My hook on the other hand had not caught anything.

Why?

One of the older boys decided to check my hook and told me my bait will not work.

He then showed me they were using Earthworms to attract the Catfishes and that made the difference for them.

I quickly got an Earthworm on my hook and guess what . . .
I caught a Fish!

If a fisherman cannot attract the fishes, he will go home hungry.

This brings us to the point of this article.

You want money, love, attention and co-operation from others, right?



Are you offering the right 'bait' to attract these things to you?

This might sound like news to some people but you are not the only one that wants something.

Everyone wants something and if you are not giving them what they want, they will not stick around.

You are reading these words on the pages of **SuccessDigest** because the information is useful to you.

If this article was about a topic of no interest to you, would you read it?

So, If you want people to give you their money, love and Co-operation, you have to be ready to do what attracts these things to you.

If you want to make friends, you need to become a friendly and approachable person who is willing to start small talk with strangers.

If you are looking for love, you have to show traits of a good lover.

If you want money, you have to offer a skill, product or service people need and are willing to pay for.

If you want the support and co-operation of others, you have to show them how supporting you will benefit them.

It sounds counter-intuitive but if you want more of something, you have to think less about what you want and more about what you can give.

If you can master the 'Giving mentality', you will be able to get anything you want out of life with ease.



Entrepreneur's SPOTLIGHT



The Rachel Augustine Story: **How an Innocent Joke Created a Millionaire**

The ability to write ads and/or letters that sell is by far the most wonderful money-making skill you could ever hope to acquire

The time is 8am on a beautiful Tuesday morning and Rachel is sat at her workstation.

What is about to follow is 4 hours of a process which she likes to refer to as a Superpower.

Rachel's ability to harness this superpower has provided her the luxury of working from a cozy apartment in a pricey part of Lagos without the hassle of commuting to work.

She does not have a boss breathing down her neck or tight deadlines (Rachel does not work on Monday because she has checked out of the rat race).

This superpower has granted her the financial capacity to live life on her own terms.

And unlike the unique abilities we see in Superhero movies, this superpower is not reserved for a select few or an innate ability you are born with,

It can be learnt just like Rachel did . . .



The Innocent Joke that made a Millionaire

During a random WhatsApp conversation, a friend teased Rachel;

“You will make a good copywriter, you already talk like one”

To Rachel, it did not end as a joke.

She got curious and you need to understand why.

The year was 2020.

Covid had shut the world down.



Rachel was laid off from her job as a video Subtitles Editor and lost her only source of income.

With her savings running low, she was desperate for a miracle.

She jumped on the Internet in search of answers which led her to legendary Gary Halbert and the brilliant Andy Mukolo.

Following the instructions of these two great copywriters, Rachel started a journey that has transformed her life.

Thanks to the money generated from harnessing the superpower called Copywriting, Rachel relocated from her family house in Ikotun to a cozy place of her own on the Island.

She has knocked 5 countries off her bucket list, setup businesses with staff on payroll and become a blessing to people around her through her charity work.

Her transformation is nothing short of a miracle.



And in this article, Rachel reveals how to harness the money making superpower of Copywriting . . .

SuccessDigest: What is Copywriting and how would you describe it to a total stranger.

Rachel Augustine:

Copywriting is the ability to move people to action through words.

This action could be purchasing a product you are selling, getting donations for your NGO, grabbing the attention of that client or just getting a date!

Here is an interesting story highlighting the power of Copywriting:

A blind boy sat on the steps of a building with a hat by his feet.



He held up a sign which said: "I am blind, please help."

There were only a few coins in the hat.

A man who was walking by took a few coins from his pocket and dropped them into the hat...

Then, he took the sign, turned it around, and wrote some words. He put the sign back so that everyone who walked by would see the new words.

Soon the hat began to fill up, really fast!

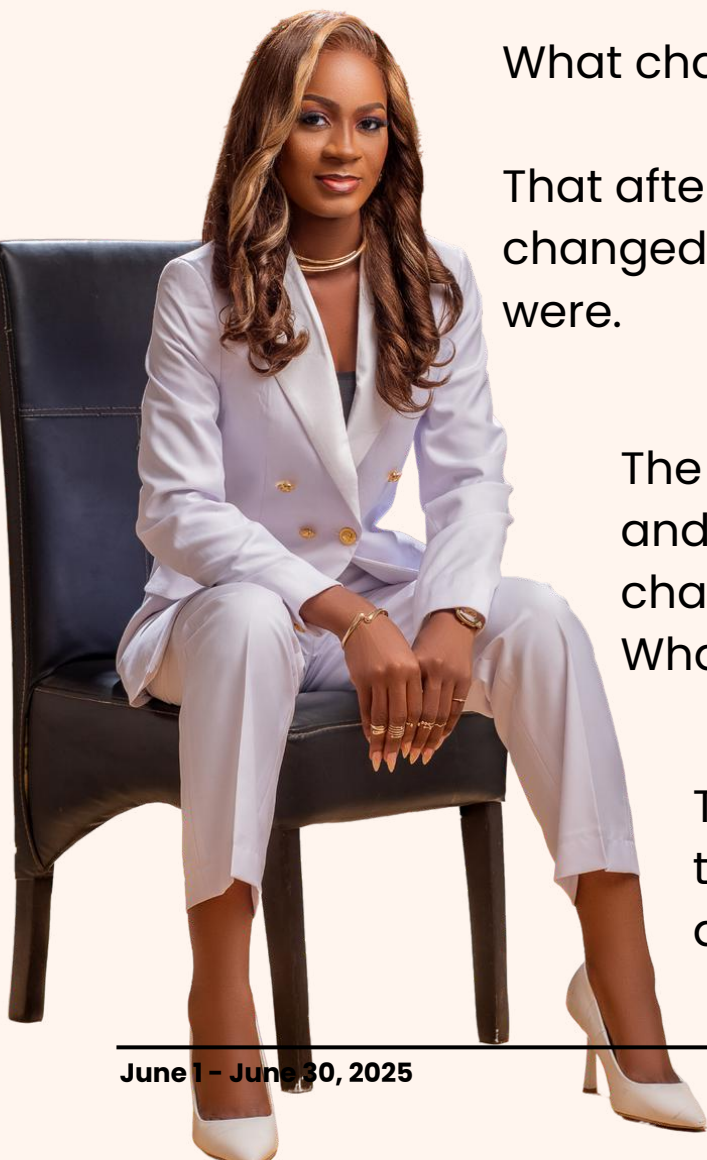
A lot more people were suddenly giving money to the blind boy.

What changed?

That afternoon, the man who had changed the sign came to see how things were.

The boy recognized his footsteps and asked, "Were you the one who changed my sign this morning? What did you write?"

The man said, "I only wrote the truth. I said what you said but in a different way."



What he had written was:

“Today is a beautiful day and I cannot see it.”

Both signs told people the boy was blind, right?

But pay attention here:

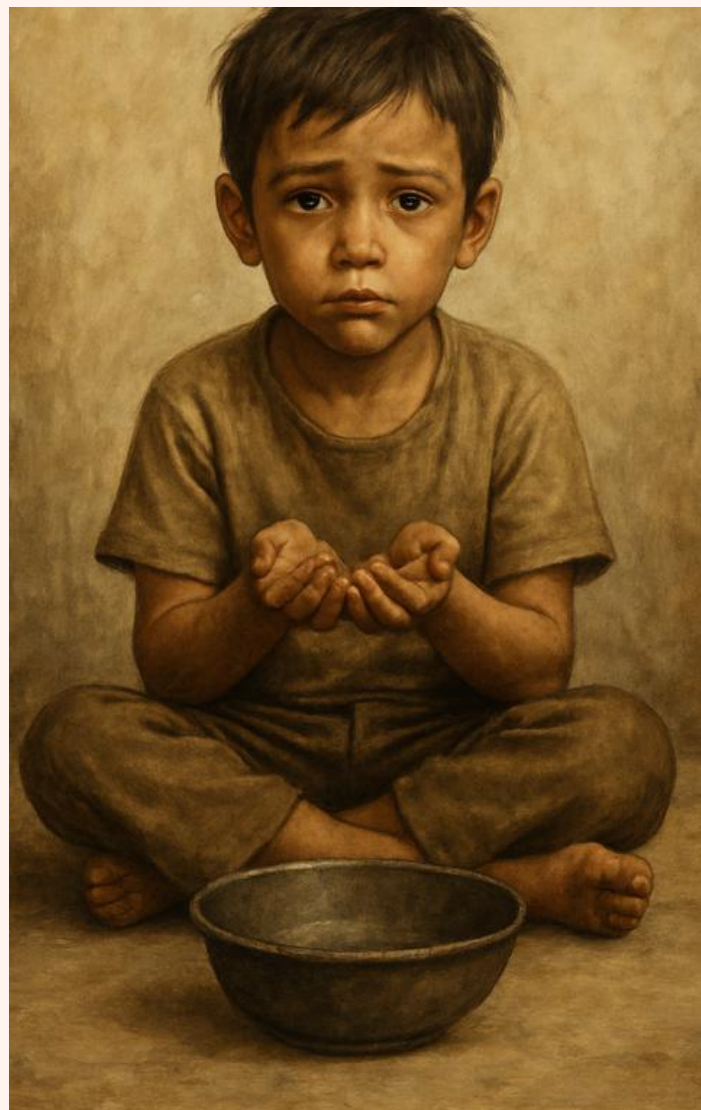
While the first sign simply said the boy was blind, the second sign reminded people how fortunate they were to have their sight.

That emotional impact and connection moved more people to “take pity” on the blind boy and give to him.

This is the power of Copywriting.

To achieve similar results, you need to understand the human emotions, persuasion and uncovering what makes people tick.

If you can learn to do this really well, just like the blind boy, the weight of your bowl – sorry, bank account – will be proof that you’re doing something right.





SuccessDigest: What are the key traits needed to become a successful Copywriter?

Rachel Augustine:

First, you need to be curious about people and the world around you...

And while at it, remember to always keep an open mind.

Second, you need a healthy dose of empathy to truly understand the feelings & thoughts of your would-be customers because that's the only way to effectively recommend & sell them a solution.

Next, you must always think like a problem solver and train your mind to quickly come up with innovative ideas because brilliant copywriting is a function of great ideas...

And only the best ideas bring in the money.

To find with these ideas, you must learn to pay attention to details and cultivate a crazy work ethic for deep research and the copy creation process.

Like everything else, all of these are learnable with determination and consistency.

SuccessDigest: How does a Copywriter make money?

Rachel Augustine:

There are various ways a copywriter can make money and in my book "The SuperSkill Blueprint"

I talk about 10 ways a copywriter can make money using just one skill.

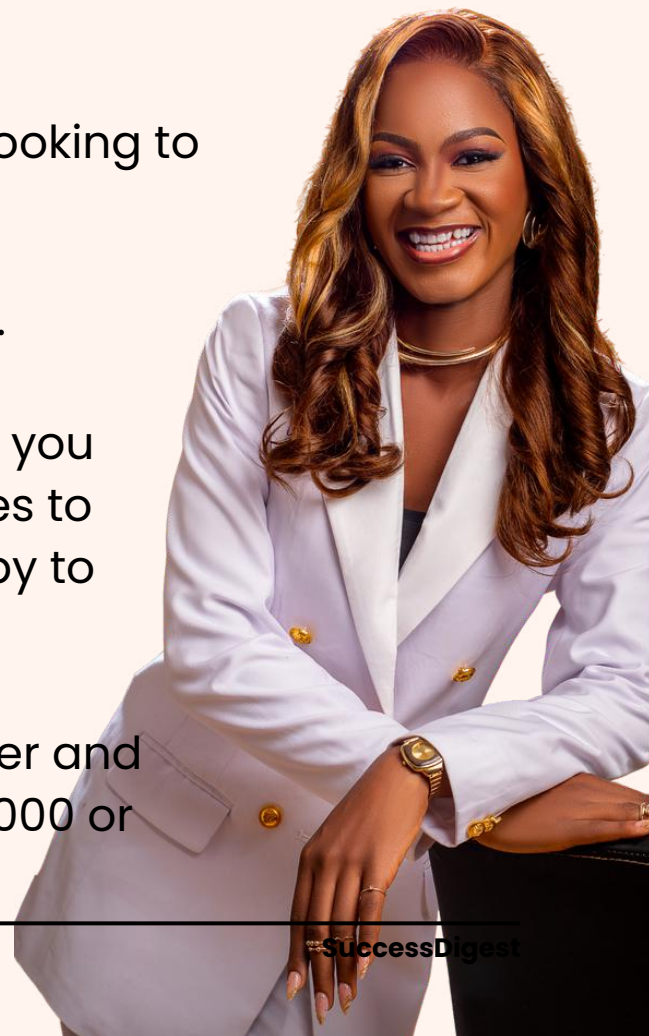
But for the purpose of this article, I'll highlight 2 major paths:

Offering your service to businesses looking to improve their bottomline or...

Creating and selling your own offers.

As a Copywriter working with clients, you work with forward thinking businesses to create marketing strategies and copy to increase revenue.

Depending on your negotiating power and results, you can earn as much as \$1,000 or more per project.



This is how a good number of young Nigerians are earning their daily bread and I am happy to have coached a few of them.

On the other hand, you can also use your knowledge of copywriting to sell products or services for your own business.

I own a few eCommerce businesses selling a wide variety of products and this would not have been possible without my knowledge of Copywriting.

SuccessDigest: How did you motivate yourself to keep going even when you were not getting results?

Rachel Augustine:

Three things, a burning desire to succeed, Choicelessness & Angels.

I'll explain:

“

I own a few eCommerce businesses selling a wide variety of products and this would not have been possible without my knowledge of Copywriting

”

With copywriting, it was a “do or die affair” for me.

First, I got in because I really needed to make a lot of money & copywriting offered me that possibility.

Then, I fell in love with the flexibility of choosing my hours, picking my clients & deciding my own financial fate.

I saw that, with Copywriting, no boss could send me packing overnight and land me in a helpless state...

Because even if a client pulled out or a contract ended, I could easily sign another.

That reeled me in.

But then, I had no other choice, really.

My city was locked down & I couldn't easily move around (my previous job as a video subtitles editor in 2019-2020 required my physical presence)

Also, when I decide to do something, I focus on that thing alone – no plan B.

It was that choicelessness + a burning desire to succeed that kept me going...

Even when my savings dried up and I hadn't gotten my first client – I just kept going.



**It was that choicelessness + a burning desire to succeed that kept me going ...
Even when my savings dried up and I hadn't gotten my first client – I just kept going.**



Copywriting was my Plan A – Z.

This resilience and laser focus on my craft, in my early years, also blessed me with angels in human form.

Men and women who saw my determination and taught me with love, compassion and depth.

And oh, they didn't just teach me – they also recommended me for opportunities, mentioned my name in rooms that mattered & held my hand through my difficult days.

Their rare selflessness and compassion has shaped me into the kind of copywriter and coach I am today.



SuccessDigest: What is the best part of being a Copywriter?

Rachel Augustine:

The superpower it gives you.

I still don't think it's talked about enough.

Do you understand how it feels to know that even if all you had was \$1,000 for data, a phone with stable internet connection and a working brain...

You can get someone to pay you for something of value that you can offer?

Whether a service, a product...

Or even a recommendation?

With copywriting, you can lose all you have right now and rebuild it stronger in less than 12 months – so far you understand human psychology, buying behaviors and offer creation.

That's how powerful copywriting is.

It's not a skill. It's a superpower. Master it.

SuccessDigest: If you had the chance to talk to your younger self, what advice would you give her on the copywriting journey?

Rachel Augustine:

I'd sincerely tell her to:

Breathe, ignore the noise and focus on building.



Because at the end of the day, what matters is what you have built – not what you wanted to build.

Trendy topics, tools and methods will always be introduced into the industry & world at large...

Pay attention to these updates & keep your fingers on the pulse of the industry so you don't get left behind BUT stay locked in on the main things – psychology, persuasion and storytelling.



Pay attention to these updates & keep your fingers on the pulse of the industry so you don't get left behind BUT stay locked in on the main things – psychology, persuasion and storytelling

Master this skill.

Master how to sell this skill.

Master how to diversify this skill.

All three are important to your career and financial growth.

Also, don't get too busy that you forget to build your personal brand.

If you're still unsure of where to start as a beginner, document your growth, lessons and gradual wins, regardless of how small – but don't stall.

And on days you're tired, just find a way to keep going - it does get better.

Ultimately, never forget these words from the prince of print, Gary Halbert:

"The ability to write ads and/or letters that sell is by far the most wonderful money-making skill you could ever hope to acquire. If you master this skill you should never again have to worry about money.

The ability to write copy that brings in orders on a profitable basis is as rare as hen's teeth. And, if you can do it, I mean really do it; you can virtually write your own ticket."

Stay unstoppable!

“

The ability to write ads and/or letters that sell is by far the most wonderful money-making skill you could ever hope to acquire. If you master this skill you should never again have to worry about money

”

Would you like to Learn how to
Write Simple Letters
that Fetch **\$800, \$1,200** or
even **\$3,000** per project?

I've counted 2 big wins! The second one was getting the approval from the Chief Medical Officer of the hospital today. He said he's very interested and wants me to start work by April. The full project is \$1,200



Kacchi Geoffrey
Marketing Specialist, C.I.A Alumnus

My copywriting success story can never be complete without mentioning Rachel. She's a great mentor that under her tutelage, I hit my first \$7000 in a month and from there... It has been up and up. Thank you Rachel for all you and if you wanna get good and earn a lot of money with copywriting too, Rachel is your go to person.



Dolapo Hamzat
DR Copywriter and Marketer (Done over \$700k in sales)



Rachel Augustine

I've made over \$3,000 applying some of the things Rachel has taught me. I like that she devotes her time to teach and make sure you understand, practically. If you are looking for a Copywriting program as a newbie or intermediate copywriter who wants to sharpen their skill, Rachel is the right person for you.



Jude Chiadika
Email Copywriter for bestselling authors & 7-figure coaches

"I got a contract for another \$800..."



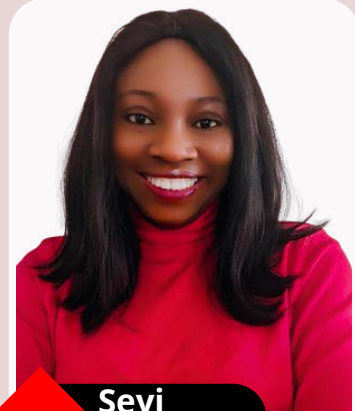
Abraham Ayoade
Direct Response Copywriter, C.I.A Alumnus

[Click Here to Join the C.I.A Copywriting Program](#)

You Don't Need a Job Offer to Move to Canada – Let Me Explain!



If you have been sending out CV after CV to Canadian employers, refreshing your inbox and just hoping someone will give you a job offer so you can finally move to Canada....you can relax because you don't need to do that to become a permanent resident



**Seyi
OBASI**

Seyi Obasi is a Canada immigration content creator and digital educator, who is passionate about helping individuals and families navigate their journey to Canada with clarity and confidence. Known for breaking down complex processes into simple, relatable steps, Seyi uses real-life experience, humor, and heart to provide valuable Canada immigration information.

I am glad to let you know that you can become a **Canada Permanent Resident** without a job offer

Despite what many people think (or what those shady “agents” have told you), there are **several PR pathways** that don’t require you to land a job first.

You can stop stressing about tailoring cover letters and sending out many CVs without hearing anything back.



I’ve broken it all down in a detailed video – the programs you can qualify for without a job offer, how to check your eligibility, the tips to start – everything you need to know to apply smartly and confidently.

Click the link below, grab a notepad (and maybe a snack), and let me show you the options you didn’t know existed.

[Watch the full video HERE](#)



TECH TALK

AI is Everywhere — Here's How to Turn It From Hype to Profit



**David
AKILO**

David Akilo is a dynamic expert in AI automation systems, graphic design, and writing, seamlessly blending technical expertise with creativity to craft innovative solutions and compelling content for businesses.

Unless you've been living under a rock, you've probably heard AI being mentioned in every conversation and headline lately, leaving you wondering what it's all about and maybe if it is possible to use it to your advantage. Spoiler; the answer is an emphatic YES.

If you're a young Nigerian looking to hustle smarter, not harder, you're in the perfect spot. Let's break down how you can turn AI from just another buzzword into your next paycheck — no university degree required.

What Even Is AI?

Let's Start Simple.

AI, or Artificial Intelligence, is like teaching computers to "think" and learn. Think of it as a super-smart assistant that can analyze data, recognize patterns, and even make decisions.

From Netflix recommending "Blood Sisters" to Jumia predicting your next purchase, AI is already shaping your daily life. But here's the kicker: you don't need so much tech expertise to profit from it.



By its very nature, artificial intelligence levels the playing field between beginners and experts, making it easier than ever to tap into opportunities without deep technical skills. The key is learning how to harness AI effectively — so instead of just watching this tech revolution unfold, you can position yourself to profit from it.

Real Ways Nigerians Are Making Money with AI Right Now

1. Freelance AI Services: Get Paid for What You Know

Freelancing is nothing new to Nigerians, this business is responsible for putting food on the table for many young adults in the country. But did you know you can offer freelance services based on AI?

The common notion is that AI is going to take everybody's jobs, from writing to graphics designers (the majority of Nigerian freelancers fall in this category). However, that doesn't mean you cannot leverage AI to put your own spin on these gigs.

For instance, Lanre, a 23 year old graphic designer in Lagos now uses AI image generators in his offerings, to speed up his work and handle multiple clients earning him more money monthly.

As you can see, AI didn't take his job, Lanre simply adapted and integrated AI into his work flow to boost his earnings and you can do the same, so, embrace the technology instead of buying into the fear mongering.

This same thinking can be applied to writing and many other services.

AI has also lowered the barrier to entry in these areas since it does most of the heavy lifting. Instead of learning graphics design, animation from scratch, you can learn and polish your editing skills and use AI to generate your images and videos and you simply put everything together in a cohesive manner with your editing.



To get started with freelancing with AI, you need to niche down, find that sweet spot where the advantages of AI will be a no brainer and craft a gig that will speak to your audience.

Join popular freelancer platforms like Fiverr and Upwork, start with a small competitive fee and scale up when you're more confident.

2. Content Creation 2.0: ***Let AI Be Your Sidekick***

The content creation era which started in the 2010s has evolved drastically and now AI is acting as the new catalyst for this new age of content creation.

And the best thing about content creation 2.0?



Well, you don't have to show your face or require the latest iPhone or special equipment.

Animators like Jude OC are making lots of money on youtube, instagram and tiktok simply by leveraging their drawing and animation skills.

But what if you're not a digital artist or animator?

This is where AI can be your best friend.

With the help of artificial intelligence, you can generate images of characters and then animate them, generate a good AI voice script for your character and dabble in a little bit of video editing and you have a recipe for potential viral content ready to go.

This is just the tip of the iceberg, they're many ways and many genres you can explore with AI content creation.

Some people focus on history based content that educates their viewers about historical figures, others make funny content about celebrities using deep fake AI tools and voice generators.

So it's all a matter of creativity and what you're comfortable with; but the potential here is tremendous.

Here are some of the best tools you can leverage if you want to delve into this space.



AI image generators: midjourney, DALLE, Leonardo

AI video generators: Kling, Runway, Synthesia

Video editor: Capcut, Davinci Resolve

Voice overs: Elevenlabs, Narakeet

3. Build & Sell AI Apps for Businesses: Creating AI Solutions That Companies Need

"You want me to build AI apps? But I'm not Mark Zuckerberg!" I hear you...

Relax — you don't need to go through the rigors of learning to code. Remember what we said about leveling the playing field and reducing the barrier of entry?

This is what you get with AI.



Today, there are so many AI powered solutions that can help you to build, edit and tweak your apps by simply using drag and drop tools in conjunction with APIs.

These no-code tools allow you to skip the process of software engineering and coding to create useful AI systems for businesses. The most popular of these tools include make.com, go high level and zapier.

You can build marketing automations, help businesses automate customer relationships, integrate CRM, simplify workflows and enhance business efficiency.

Imagine creating a system that automates SMS alerts every time a pharmacy runs out of drugs or one that predicts crop yield for farmers based on historical data of soil health and weather conditions.



You can easily build systems like these and sell to local businesses or even foreign clients. Market your services as helping these businesses save costs and improve their overall efficacy.

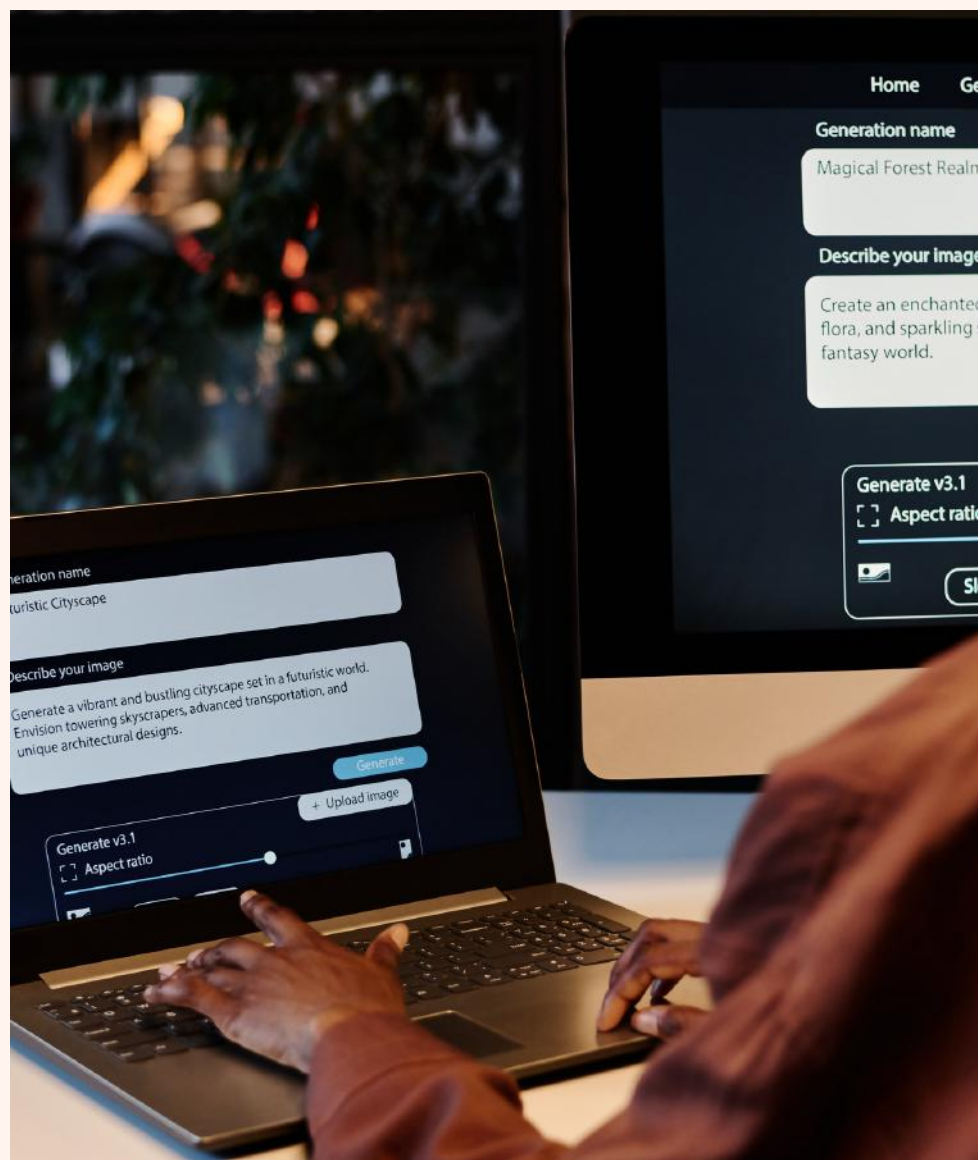
By positioning yourself as a cost saver with the provision of AI-powered efficiency, you can turn your automations into a profitable venture while helping businesses scale smarter

4. Data Annotation: The Hidden Engine Behind AI Magic

Have you wondered how self-driving cars "see" potholes or why Netflix knows you're addicted to Korean rom-coms? The answer is data annotators.

These invisible architects are responsible for training AI to recognize patterns through the process of labelling or tagging data in various formats including images, text or videos.

While this type of work can go well with freelancing, it is best to apply and get a job as a data annotator.



The pay might not be as great as the other opportunities listed here, but you can use it as a stepping stone, to build a foundation that will allow you to transition into something more financially rewarding.

Apply for data annotation jobs with both foreign and local companies. Regardless of how advanced things may look right now,

AI is still in its infancy and data annotators are in heavy demand, so this is the best time to take advantage of this opportunity.

So, dust up your CV, do a bit of revamping and start hunting for data annotation jobs on websites like indeed, glassdoor or even linkedin.



These new opportunities are great, but there is no denying that the age-old problem of 'NEPA' and data can be a stumbling block to your success. Best thing to do is find a work around these issues.

Here are some hacks that work:

Co-working Spaces: Find affordable work spaces in your area that offer steady power + Wi-Fi.

Data Tricks: Take advantage of special data offered by the various networks for downloading courses.

Final Word: AI Isn't Magic — It's a Tool

With how advanced AI has been getting, we may all think that eventually, AI will replace or take all our jobs. This isn't completely true.

The truth is...

AI won't replace you, but someone using AI might. The game-changer? Start now, even if imperfectly.

That phone in your hand or the laptop in your cupboard is a goldmine waiting to be unlocked, you just have to take action.

So, what'll it be? Will you keep consuming, or would you start building?

David Akilo is a dynamic expert in AI automation systems, graphic design, and writing, seamlessly blending technical expertise with creativity to craft innovative solutions and compelling content for businesses.

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The gospel of **MONEY**



How to Go Broke in a Casino

Ever been in a Casino?

Bright lights, loud music, drinks and the irresistible opportunity to make life changing money from one pull of a lever.

A lot of people walk into Casinos with dreams of making it big but end up running away before they lose the shirts on their back.

There are many videos online of people crying or getting angry and smashing the slot machines after losing.

I know you have also heard about the 'lucky gambler' that won life changing money.



So, what gives?

Are some people just luckier than others?

Do these Casinos use Juju?

Well, the reason is hidden in plain sight.

If you pay close attention to the stories of people who struck it big in the Casino halls, you will find something they have in common.

The goal of this column in **SuccessDigest** titled, The Gospel of Money is to build the mindset required to make and grow money.

They picked one game and stuck with it until they struck gold.

They kept playing and improving their strategy until they got lucky.

On the other hand, The gamblers who lose all their money tend to jump from game to game hoping the next one will pay them.

It usually ends with an empty pocket!

Why am I telling you about Casinos?

If you want to be successful at business and eventually hit it big.

You have to pick one viable business opportunity and keep working at it until you eventually become an 'Overnight Success'.



It is important I clarify what a viable business opportunity is.

A viable business opportunity solves a pressing problem that people are willing to pay for.

What's worse than jumping from opportunity to opportunity?

Sticking with a dead-end opportunity!

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Mental Health: Understanding, Awareness, and the Need to Stop Overlooking It



Ruby E.

Ruby E. is a medical student with a strong interest in mental health and emotional well-being. She writes thoughtfully on topics related to self-awareness, psychological resilience, and the human experience. Outside her academic pursuits, she manages a weekend food business that reflects her dedication to care, community, and excellence.

In today's fast-paced world, mental health is finally beginning to receive the attention it deserves—but not nearly enough. For decades, conversations around emotional and psychological well-being were either whispered or completely ignored.

Many were taught to “toughen up” or suppress their emotions, reinforcing a dangerous culture of silence. But mental health is just as essential as physical health, and it's time we treated it that way.

What is Mental Health?

Mental health refers to our emotional, psychological, and social well-being. It affects how we think, feel, and act, influencing how we handle stress, relate to others, and make decisions.

Good mental health doesn't mean being happy all the time—it means being able to cope with life's challenges, work productively, and contribute to society.



Mental health problems can range from common conditions like anxiety and depression to more severe disorders like schizophrenia or bipolar disorder. These issues can affect anyone, regardless of age, gender, background, or status.

The Importance of Mental Health Awareness

Mental health awareness is the first step toward breaking the stigma. It involves educating people about mental illnesses, promoting open conversations, and encouraging those who are struggling to seek help without shame.

Just as we encourage regular physical check-ups, we must also normalize mental health check-ins.

Awareness can lead to early detection and intervention, which drastically improves outcomes. It empowers individuals to understand their own minds better and be more empathetic toward others.

Furthermore, awareness fosters safer communities where people can access support without fear of judgment.

Why Mental Health is Often Overlooked

Despite its significance, mental health continues to be overlooked due to various reasons:



● **Stigma and Misconceptions:**

Many still believe mental illness is a sign of weakness or something to be ashamed of.

● **Lack of Education:**

Some people simply don't recognize the symptoms of mental health issues or don't understand their impact.

● **Limited Resources:**

Especially in low-income areas, there are few affordable or accessible mental health services.

● **Cultural and Social Norms:**

In many societies, talking about mental health is taboo. People are discouraged from expressing emotional pain, especially men, who may be told to "man up" rather than seek help.

Why We Must Stop Overlooking Mental Health

Ignoring mental health has real consequences. It leads to increased rates of suicide, substance abuse, violence, poor physical health, and reduced productivity.



In schools, untreated mental health issues can cause poor academic performance. In the workplace, it can lead to burnout and absenteeism. For families and relationships, the emotional toll can be devastating.

By prioritizing mental health, we can:

- Improve quality of life and well-being.
- Create safer, more supportive environments.
- Reduce healthcare costs through prevention and early treatment.
- Promote resilience and emotional intelligence in individuals and communities.

What Can Be Done?

- **Normalize the Conversation:**
Encourage open discussions about feelings, stress, and struggles.
- **Educate:**
Schools, workplaces, and communities should provide information and training about mental health.
- **Support Access to Care:**
Advocate for better mental health services and resources.
- **Be Compassionate:**
Listen without judgment, offer support, and be kind —you never know what someone is going through.

● **Take Care of Yourself:**

Practice self-care, seek help when needed, and prioritize your mental well-being.

Conclusion

Mental health is not a luxury or an afterthought—it's a fundamental part of our overall health. It's time to move beyond the silence, the stigma, and the neglect.

Awareness, education, and empathy are powerful tools that can help us build a society where no one has to suffer in silence.

Let us treat mental health with the urgency, respect, and compassion it deserves.

Because everyone deserves to feel seen, heard, and whole.

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If you're feeling pretty on top of your game and cruising through life right now, maybe now is the time to go to the next places you only imagined.

No matter how comfortable or uncomfortable you are, or what the circumstances of your life might be, no matter where you are in the world or what you have done or not done, now is the perfect time to get prepared.

“

**Your day is today,
and by following
the principles of
this book, your
what's next will be
your best yet**

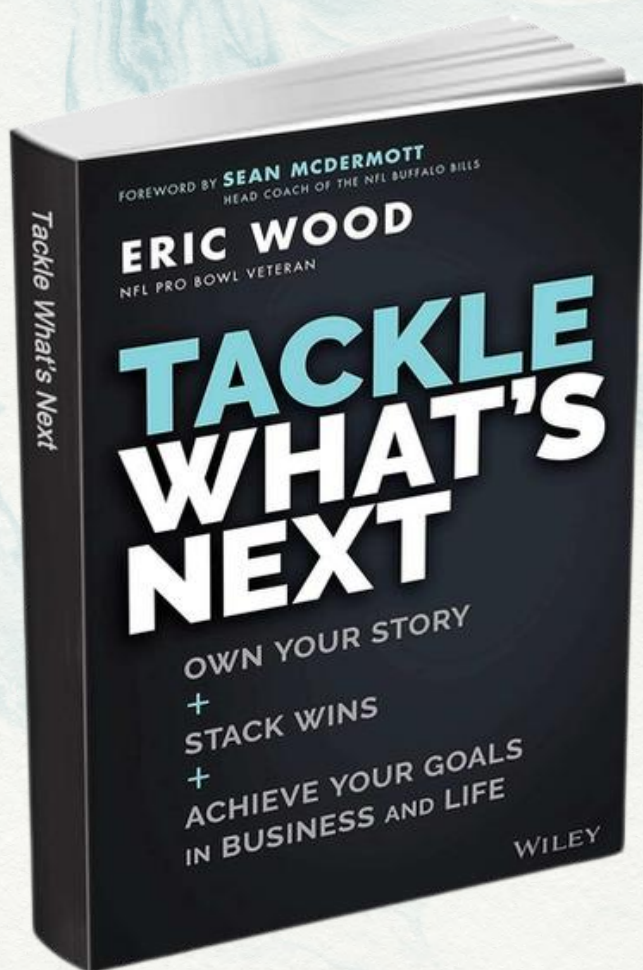
”

You're right where you need to be right now, even though it may not make sense.

The truth is, everyone can prepare to win in any endeavor, but not everyone does.

Eric Wood, accomplished podcaster and former NFL player, wrote ***Tackle What's Next: Own Your Story, Stack Wins, and Achieve Your Goals in Business and Life*** to give you some proven tools that will help you prepare for the next, best chapter of your life.

Your day is today, and by following the principles of this book, your what's next will be your best yet.



IN THIS SUMMARY, YOU WILL LEARN:

- ✓ Four questions to examine your gifts.
- ✓ How to create a vision for your future.
- ✓ How to set a routine for maximum success.
- ✓ The importance of preparation

Examine Your Gifts

You're here on earth with a full slate of natural gifts that you've used all your life, gifts that will continue to serve you as you get to the next step.

If you're having a hard time imagining what those gifts are, it might be because you use them instinctively without thinking about them.

When you find yourself down, you may have trouble seeing your attributes and resources. You have more tools in your utility belt than you give yourself credit for.

To find out what you're going to do next, you need to begin by examining your gifts. You can do this by answering four questions.

Question 1: What Are You Good at Naturally?

Don't overthink this. These are things you seem born to do or were born with by luck.

Question 2: What Have You Learned to Do Well?

Sometimes we learn to be very good at something that started as a natural knack or talent and then we honed it into something special.

“

**To achieve goals
you've never
achieved before,
you need to start
doing things
you've never
done before**

”

Question 3: What Do People Who Love You Say Your Gifts Are?

Sometimes your gifts are obvious to everyone but yourself. The people who love you and know you the best are keenly aware of your qualities and attributes.

Question 4: What Are You Resisting?

When we resist certain things, it can be a clue where our head is, and that can tell us where we need to go. Sometimes what we resist is a gift we have to offer the world.

“

Using your gifts to serve others and affect their lives will lift you up and make you more successful as well

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Using your gifts to serve others and affect their lives will lift you up and make you more successful as well.

One of the biggest challenges in life is to see beyond the adversity that life throws at us from nearly the moment we start breathing.

Adversity is a gift in and of itself that can reveal more of your other gifts.

Having a greater sense of perspective and learning how to interpret and use adversity in a positive way will fundamentally improve your quality of life. Success is nearly impossible without this skill.

Create a Vision for Your Future

As part of professional NFL training, the Bills brought in a performance coach who introduced specific visualization exercises that demonstrated the power of visualization.

If you can create a vision and break it down into smaller steps, really seeing it in the mind's eye, there is a better chance of actualizing it on the field or in life.

Many celebrities who rise to the top of their fields in sports, entertainment, and the arts all say essentially the same thing: visualization works.

Visualization is an incredible thing. If you practice visualizing an action, you get almost the same benefits as if you are actually doing it. It's important to adopt a greater perspective before you start to visualize.

If your thoughts are too negative, they will tax your mind and body as if they had physically happened. Are you practicing failing and fear over and over again in your mind? Or are you practicing the best outcomes?

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Your thoughts become your actions, and your actions become your habits, and your habits create your future. So, you have to be incredibly careful with your thoughts.

You can shift your whole reality just based on the thoughts that you're intentionally creating. Our brains are incredible gifts with power that we are only beginning to understand.

There are so many benefits to visualization. It is incredible how much more calm and in control you feel when you find yourself in situations you have already visualized in advance.

You can make better and more effective decisions about what to do and not get caught like a deer in the headlights.

Your future is bigger than your past! If you're not actively creating a future, you may not like where your future takes you.

About the Author: *Eric Wood was a first-round NFL draft pick by the Buffalo Bills in 2009. He played nine seasons with the Bills, which included a Pro Bowl and two Walter Payton Man of the Year nominations.*

In 2018, he suffered a career-ending neck injury that has led him on a journey to find out what's next for him.

Eric is currently the radio analyst for the Buffalo Bills and the host of the podcast "What's Next with Eric Wood," where he interviews high achievers in a variety of fields.

Eric is a keynote speaker, author, and performance coach who is driven by a passion to help others achieve the best version of themselves.

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