

How to legally steal your Competitor's customers. See page 16

SuccessDigest

Nigeria's #1 Life Transformation Magazine

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AUGUST 2025

The Walter Enyinnaya Story: How I Went From a Mud House to \$5,000/Month in Freelance Income.

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Want a better life?
Here's a blueprint
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What if knowing
how to talk to AI
was the only skill
you needed to get
rich? find out how
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Dr. Solomon Ojeagbase
Executive Director, Complete Sports





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SuccessDigest®

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Editor's VIEWPOINT



**Tomorrow
Never Dies**
**Because it
won't exist —
unless you
create it**

If you're a fan of James Bond like I am, the title of this note might have brought a smirk to your face.

In that classic film, the villain wasn't a warlord or a spy — he was a media mogul.

Ruthless. Visionary. Obsessed with turning his news empire into the most powerful in the world.

To achieve that, his agency had to be the first to report every world-shaping event.

But instead of waiting for breaking news, he manufactured it — manipulating events just to stay ahead of the curve.

Now, of course, I'm not suggesting you start a global crisis to get ahead.

But here's what that story reveals — and why the title still hits home:

**The life you
want won't fall
into your lap —
you build it,
brick by brick**

Too many people treat life like a lottery ticket — waiting for the “right time,” hoping for the “big break,” endlessly scrolling through motivation but never making a move.

But that's not how tomorrow works.

And building takes work — real, intentional work. It demands clarity, commitment, and consistency.

You have to define the life you want... and then show up and construct it — one deliberate action at a time.

This month's edition of **SuccessDigest** is filled with proof. You'll meet exceptional individuals who didn't wait for things to happen — they made them happen.

Despite overwhelming odds, they kept going until they hit their mark.

Let their stories remind you:

You're not powerless.
You're not behind. You're not late.

You're just one decision away from building the tomorrow you've been dreaming of.

Let's get to work.

**To your success,
Samson Ojeagbase
Editor
SuccessDigest**

**The future
doesn't reward
wishful thinkers.
It rewards
builders**

Emmanuel Sunny-Ojeagbase's



Wealth Library



How to Create the Life You Desire



Did you know there's a blueprint for creating the life you truly desire?

No matter where you're starting from — whether you're drowning in debt, stuck in a dead-end job, or simply feeling lost — you can rise above it. You can design the life you dream of.

I know this for a fact, because my father, Pastor (Dr.) Emmanuel Sunny Ojeagbase, did exactly that.

This isn't just a story of triumph against all odds. It's a roadmap — a real-life, proven blueprint for anyone determined to change their life.

The Breaking Point

In 1974, my father — then Lance Corporal Sunday Ojeagbase — hit rock bottom.

He had gotten entangled in pool betting. Not out of greed, but desperation. With a young family of five to feed and mounting financial pressure, betting seemed like a quick fix. Instead, it plunged him deeper into debt and despair.

He was broke, in debt, and struggling to provide for his family.

But deep down, he wanted more. He knew he could do better — if only he knew how to start.

Then came the moment that changed everything.



The Turning Point

A friend, Oludare Onasegun, handed him a book.

That single act — so simple in the moment — would completely change the course of his life... and the lives of thousands of Nigerians who would later benefit from his work.

He devoured the book. Not passively. He read it like a man on a mission.

The very first instruction in that book was: **Fix the Right Goal.**



At the time, his understanding of “goal” was shaped by sports. He had won a silver medal in basketball at Nigeria’s first National Sports Festival in 1973. So to him, a goal meant putting the ball in the net.

But now, he had to set a different kind of goal — a life goal.

And so, he began asking himself: **“What goal can I set for my life?”**

Ideas began to pour in.

Eventually, one stuck: *What if I became a sports reporter?*

It was perfect. He was a passionate football lover. He enjoyed writing. And being sports reporter meant traveling to exotic locations for sports events and being paid to cover what he loved.

But there was one problem: he had no idea how sports stories got into newspapers.

So he started asking questions.

The First Steps

His search led him to a senior colleague in the army, Ali Dan Isa, who had studied journalism.

Ali encouraged him to pursue formal training. This led to correspondence courses at the School of Journalism and TV, followed by another diploma from the London School of Journalism.

With two diplomas in hand, he was ready. Or so he thought.

Then came another setback: To be considered for a newspaper job, he needed at least a credit in English at the GCE O'Level.

This was a major obstacle. He had only completed primary school and given his financial situation, sitting for the exam felt out of reach.

Discouraged, he nearly gave up. Even Ali Dan Isa assumed he'd lost interest.

Then fate intervened.

The Breakthrough

In 1974, the Nigerian government issued the *Udoji Award* – a lump-sum payment to civil servants, including members of the military.

He used the funds to clear his debts and enroll in the required courses.

Two years later, in 1976, his first article was published in the *Nigerian Herald*. That single byline launched a new chapter.

In 1978, after voluntarily leaving the army, he joined *Daily Times*.



By 1980, he moved to Sunday Concord as a sports reporter. By 1982, he became Group Sports Editor. And in 1983, he was appointed the pioneer Sports Editor at The Guardian.

In October 1984, alongside his wife, Pastor (Mrs.) Esther Ojeagbase, he founded Complete Communications Ltd, Nigeria's first sports publishing company — now the home of Complete Sports, Nigeria's #1 sports daily (and now a digital platform).

What This Means for You

As I said from the start: **there is a blueprint for creating the life you desire.**

And that blueprint begins with one critical step:

Fix the Right Goal.

What do you want from life? What would your dream life look like?

Once you've answered those questions — the next step is to figure out *how* to make it happen.

Then comes the most important part: the willingness to pay the price.

The life you desire won't fall into your lap. You must build it — brick by brick

Because the life you desire won't fall into your lap. You must build it — brick by brick.

There you have it.

The blueprint has been handed to you.

What will you do with it?

“

*Finding the
right goal
was the single
decision that
changed the
entire course
of my **life***

”



PST. (Dr.) Emmanuel Sunny Ojeagbase
Founder. Complete Communications Limited

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

How to Legally Steal Your Competitors' Customers

Hint: It's not juju. It's just good customer service.

Why Do Customers Switch?

Why do some businesses in hyper-competitive environments consistently outperform others — even when they sell the same product at a higher price?



Samson
OJEAGBASE

KNOW
YOUR
CUSTOMER

Why do customers abandon the cheaper option and almost effortlessly flock to the competition?

In a traditional Nigerian setting, frustrated competitors would whisper that their rivals are using juju to win over customers. But deep down, the customers know the truth:

It's the experience.



The Horror of Poor Service

Almost everyone has a horror story of doing business with a difficult artisan or vendor.

They're hard to reach once they collect your money. They deliver shoddy work — if they even manage to finish it. You end up chasing them with phone calls, begging them to fix their mistakes. And somehow, they act like you're the problem.

Why do we tolerate this?

Sometimes, it's because there are no better options around. Until you finally get fed up — and start looking elsewhere.

The Breath of Fresh Air

Then a friend hears your complaint and says, "Try this guy instead."

From the first interaction, there's a clear difference.

They sound professional. They listen. They ask questions and actually understand what you want.

The bill may be a bit higher, but based on your friend's recommendation, you pay.

And this time?
No stress. No chasing. They keep you updated. They deliver on time. And the work is exactly what you hoped for — maybe even better.



Still, you stay cautious. You've seen this movie before: They wow you once, then disappear or start acting up.

But not this time.

They stay consistent. They show up. They deliver. And soon enough — you're telling others about them too.

The Secret to Endless Referrals

That's how referrals are earned. Not begged for. Not manipulated.

Just earned — through professionalism and integrity.



What many vendors and entrepreneurs don't realize is this:

You're not doing the customer a favour by providing a service.

They're doing you a favour by trusting you with their money.

But when you treat customers like a burden — like a necessary evil you must endure — don't be surprised when they leave.

But What About Difficult Customers?

Yes, some customers are unreasonable. Some are toxic. That's where emotional intelligence and boundaries come in.

Still — no one cares that a particular customer gave you a migraine. What the world sees is how you responded.

If it's too much to handle, politely refuse the job and issue a refund.

You can maintain your standards without burning bridges.



The Bottom Line

If you want to legally “steal” your competitor’s customers, here’s the secret:

Treat every customer the way you’d want to be treated. That’s it. That’s the edge.

In a business environment where good customer service is rare, your reliability becomes a magnet.

And in that kind of market:

Your pipeline will never run dry.

“

*In an environment
where **customer
service is lacking, your
pipeline will never run
dry** – if you show that
you care*

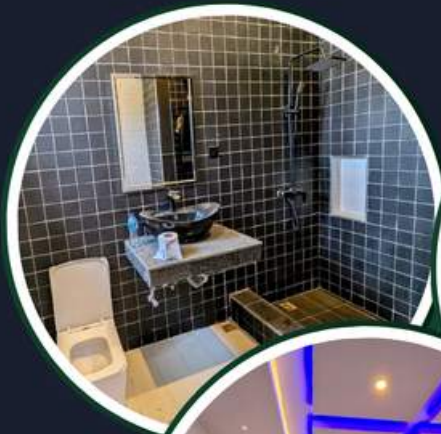
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Entrepreneur's Spotlight

The Walter Enyinnaya Story: From Rock Bottom in a Mud House to a \$5,000/month Freelance Income



In 2018,
Walter Enyinnaya hit rock bottom.



He was flat broke and was left with no other option than to move into a mud house — just to have a roof over his head.

One particularly rough night as rainwater seeped through the roof and soaked his torn mattress, Walter made a decision.

‘I will do whatever it takes to be out of here in 3 months’.

Today, in 2025, Walter earns \$5,000/month as a freelance copywriter serving clients from the US, UK, and Canada — all from his laptop and a home he paid for with his hard work.

Over the past 10 years, he cracked the code for setting up profitable eCommerce brands that generates millions of Naira every month.

The ability to build successful brands has given Jonathan the freedom to live life on his own terms.

In this edition of Entrepreneur's Spotlight, Walter opens up about how he transformed his life.

- How he got his first client without having connections or years of experience.
- How to get started as a freelancer, the biggest challenge beginners will face and how to overcome it fast.
- How to handle skepticism from foreign clients about your Nigerian background.
- How to build lasting relationships with clients so they keep hiring you and even refer you to others.
- Walter's honest view on whether AI is killing freelancing and what to do about it.

If you have ever wondered if it is possible to build a dollar-earning career from right here in Nigeria, you need to watch this video.

[Click here to watch the full Interview.](#)



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Entrepreneurial LIFESTYLE

Which Canadian Province Should you Target in 2025 if you have a low CRS Score?



In 2025, Canada reduced the number of people it will accept through provincial nomination programs.

That means if your CRS is under 470 — picking the right province could mean the difference between success or rejection.



**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.

From Alberta (where even a 300 CRS can still work) to New Brunswick (which increased its quotas), this video breaks down the top provinces for:

-  Tech professionals
-  Healthcare workers
-  International students
-  Nigerians without job offers

Learn which province favors your situation, offers a lower cost of living, and still welcomes immigrants – so you don't waste time applying where your chances are slim.

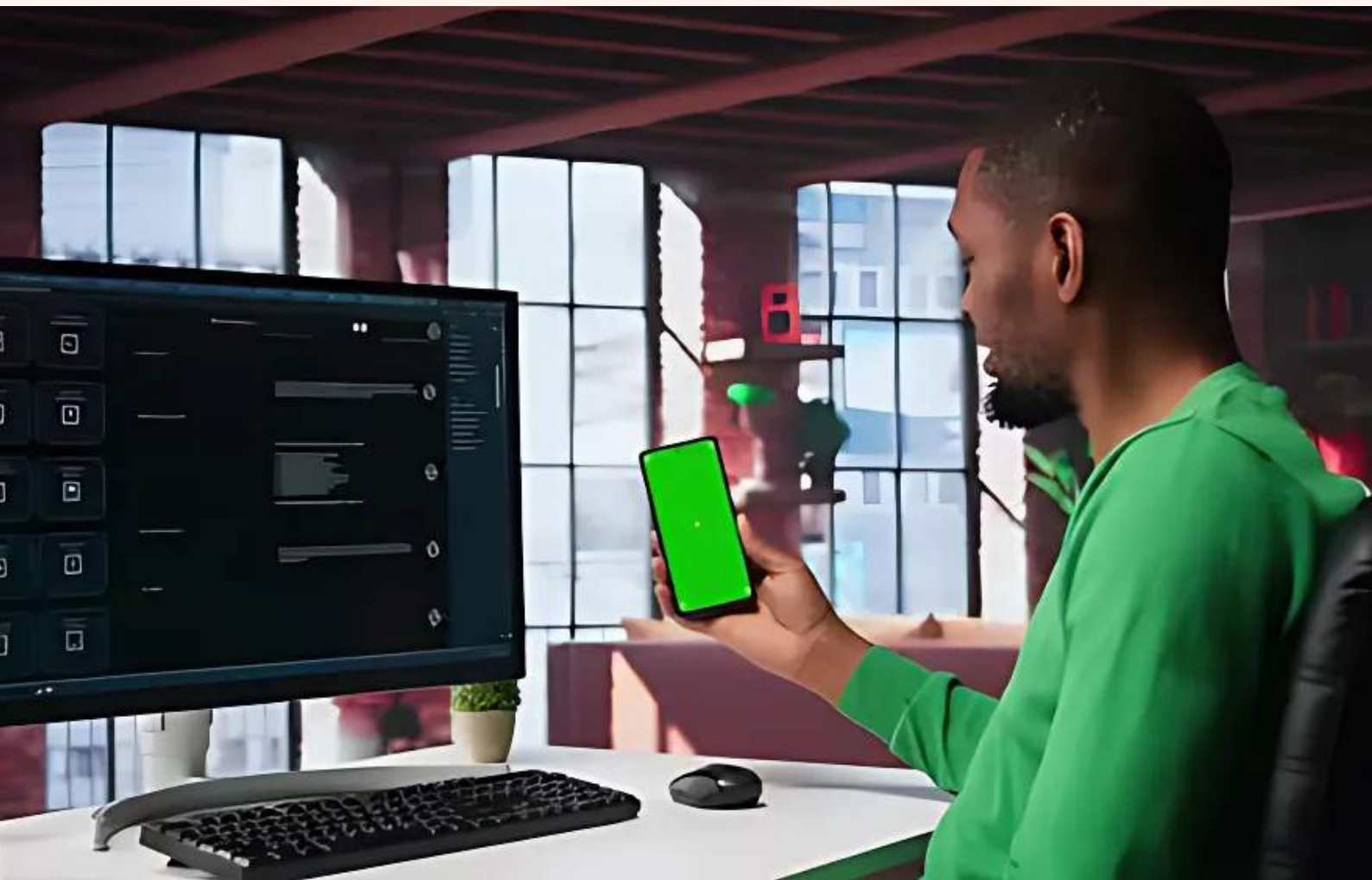
Watch this before you apply – one wrong decision could delay your PR by years.

[CLICK HERE TO WATCH THE VIDEO](#)



TECH TALK

**What if knowing How to
Talk to AI Was the Only
Skill You Needed to Get
Rich?**



Imagine this:

You're chilling at home, your phone in hand. You've just seen someone post a viral AI-generated skit, or a perfectly written business plan from ChatGPT, and you're wondering...

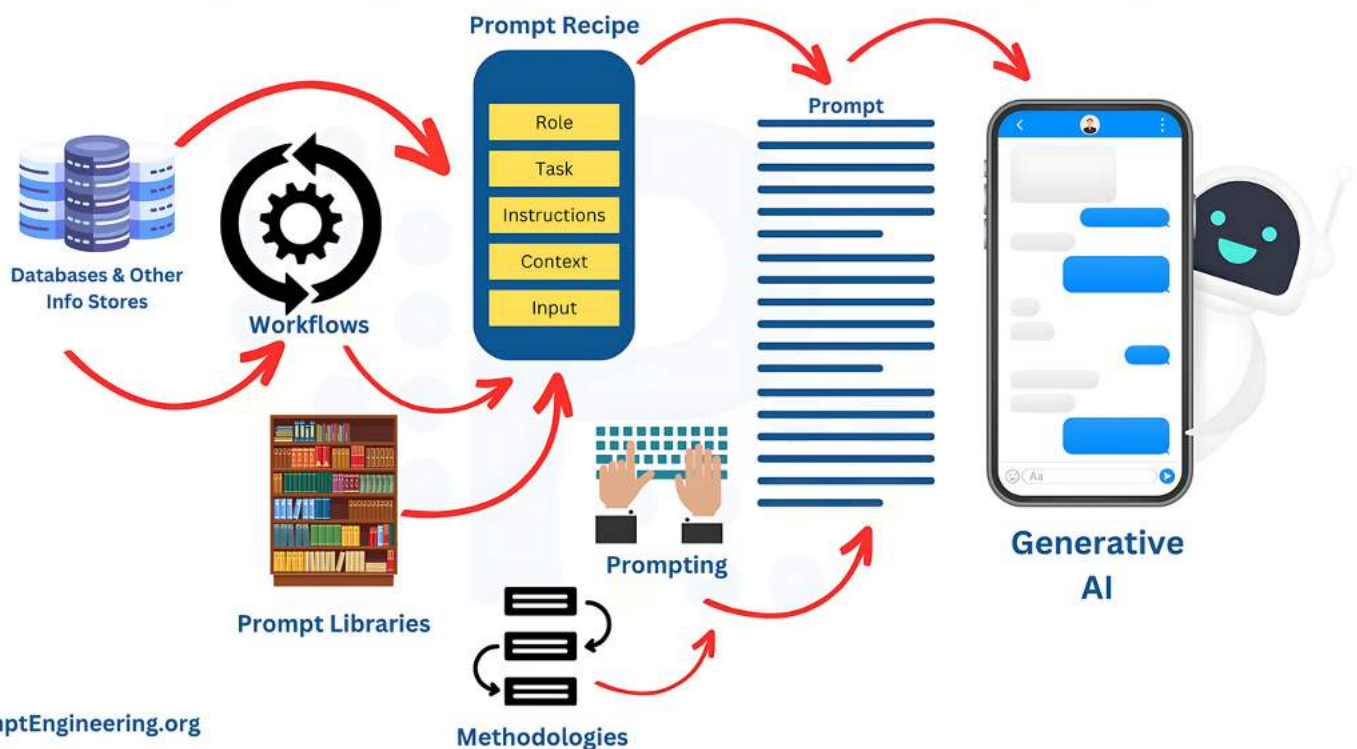
"Ah ah, how dem take do am?"

The answer? **Prompt Engineering.**

What Is Prompt Engineering?

Prompt engineering is simply the skill of asking AI the right questions — or better still, giving it the right instructions to get what you want.

What is Prompt Engineering? Everything that goes before the prompt



Think of AI (like ChatGPT) as a very sharp but obedient genie. But the genie only gives you exactly what you ask for. Nothing more.

If you say, “Write me an article”, you’ll get something basic.

But if you say:

“Write me a funny article, using Nigerian slang, about how Gen Zs are surviving in Lagos — and end it with a motivational quote.”

You’ll get something creative, funny, and highly specific.

That’s prompt engineering — turning vague requests into powerful instructions

Why Should You Care?



Because prompt engineering can help you:

Make money (freelancing, writing scripts, building content for brands)

Finish assignments faster

Design logos or flyers in seconds

Build viral TikTok ideas with AI

Learn faster by making AI explain things in pidgin, Hausa, Yoruba, or Igbo



Real-Life Examples of Prompt Engineering

1. For Creators:

Old Way: "Write a script for Instagram"

Prompt Engineer Way:

"Write a 30-second Instagram skit where a broke guy uses AI to design a logo and ends up landing a ₦100K client. Add humor and Lagos references."

2. For Students:

Old Way: "Explain photosynthesis"

Prompt Engineer Way:

"Explain photosynthesis like you're teaching a 15-year-old Nigerian student who doesn't like biology. Make it funny and short."



3. For Hustlers:

Old Way: “Write product description”

Prompt Engineer Way:

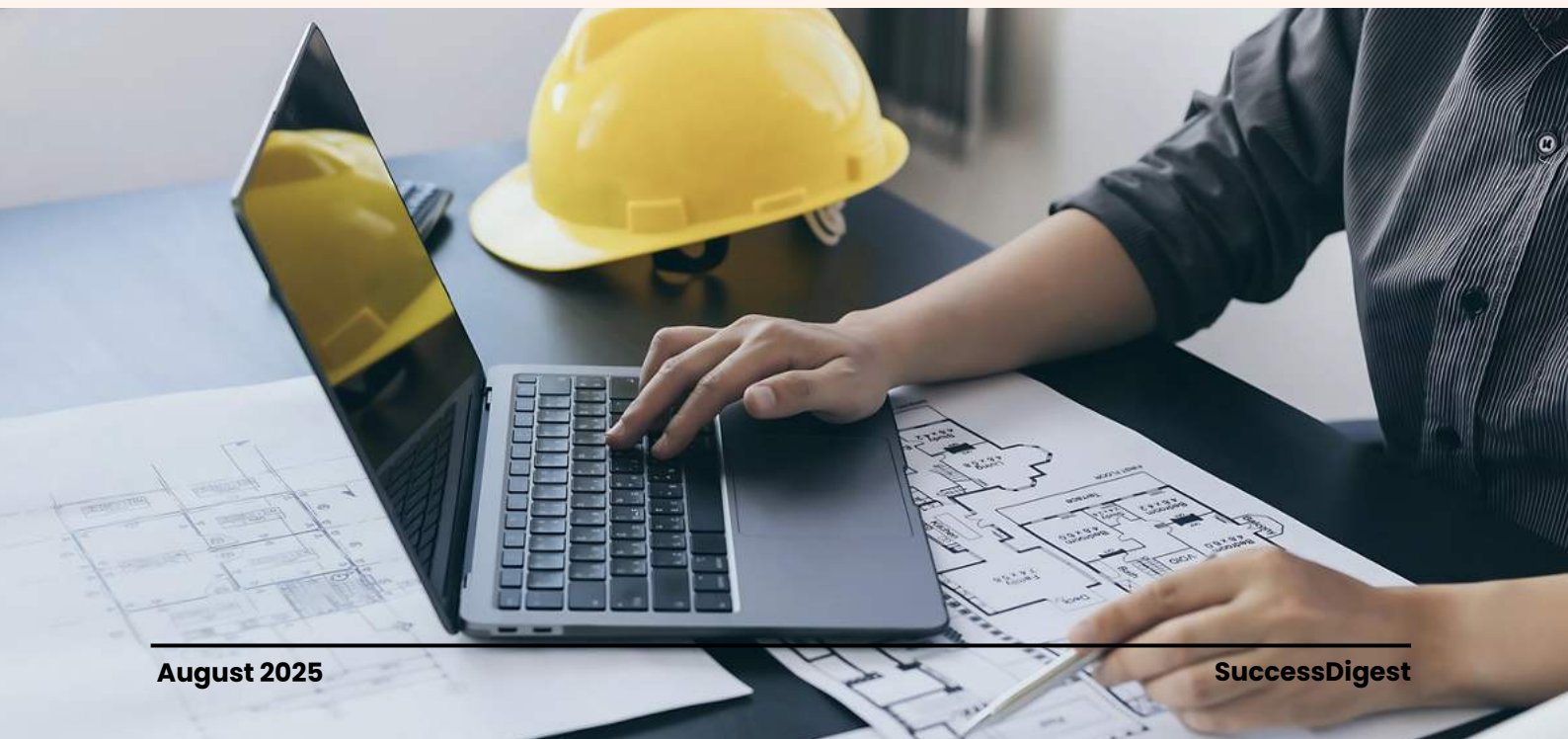
“Write a persuasive WhatsApp message selling skin glow gummies to Nigerian women aged 25–45. Make it sound like gist between friends.”

Why is Prompt Engineering so Powerful?

AI tools are now everywhere — ChatGPT, Claude, Gemini, Midjourney, Copilot, etc.

But only the people who know how to “talk to it well” are getting results.

Prompt engineering is like street-smart communication with machines. It’s not about speaking big grammar; it’s about being precise, creative, and intentional.



Final Word: The Future Belongs to the Prompt-Savvy
Whether you're a:

- ✔ Content creator
- ✔ Student
- ✔ Small business owner
- ✔ Freelancer
- ✔ Tech bro or fashion sis...



If you can master how to speak to AI clearly and creatively — **the possibilities are limitless.**

In this digital age, prompt engineering is like knowing how to control JARVIS in Iron Man.

And guess what? It's not hard to learn.

You just need a healthy dose of curiosity.

Now here is the kicker.

This entire article you just read?

It was co-written by AI.

Prompted and guided by a human who understands how to speak to it clearly.

That's the beauty of prompt engineering.



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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!

Words That Hurt: The Hidden Pain of Emotional Abuse and Depression



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.

Abuse doesn't always leave bruises. Sometimes, it leaves questions. Doubts. Apologies for things you didn't do. For Chinwe, emotional abuse crept in quietly — masked by affection, hidden under concern.

"After everything I'd been through, I thought he was different," she recalled. "He even warned me: 'If you ever notice me being emotionally abusive, tell me.' I thought that meant he'd never do it."

But the red flags came. Slowly. Subtly.

“When I told him he’d hurt me, he flipped it,” Chinwe said. “I ended up apologizing. Every time.”

Over time, the pattern deepened. Gaslighting. Blame-shifting. Minimizing her feelings. “I felt like I had to walk on eggshells to avoid fights,” she said. “And when things went wrong, it was always my fault.”



The Invisible Bruises of Emotional Abuse

Unlike physical abuse, emotional abuse doesn't leave visible wounds. But it damages a person's mind, confidence, and sense of reality.

Signs someone may be experiencing emotional abuse and depression:

- ☑️ Constantly apologizing, even for things beyond their control
- ☑️ Doubting their own memory or feelings (“Maybe I’m overreacting...”)
- ☑️ Isolating themselves from friends or family
- ☑️ Mood swings or persistent sadness
- ☑️ Losing interest in hobbies, academics, or life itself

Chinwe’s friends noticed she was drifting away. “They thought I didn’t care anymore,” she said.

“But really, I was trapped. I didn’t know how to explain it.”

Her family didn’t notice either. “Mental health is so overlooked here,” she noted.

“Even in families. No one checks if you’re okay mentally.”



Mental Health Awareness: The Urgent Need for Change

Emotional abuse is rarely taken seriously in Nigerian society. Victims are told to “adjust,” “submit,” or “be patient.” Mental health struggles are dismissed as weakness or overthinking.

But emotional abuse is real harm — and it can lead to serious mental health issues like

depression, anxiety, or suicidal thoughts.

What We Need to Do:

1. Educate people about emotional abuse. It's not “normal drama” or “love quarrels”
2. Create safe spaces for people to speak up — schools, workplaces, churches
3. Encourage therapy and counseling without shame.
4. Stop blaming victims for staying. Abuse is designed to make leaving hard
5. Check in on friends who seem distant. Don't assume they're fine.

If someone confides in you:

- Listen without judgment.
- Believe them.
- Don't minimize their experience ("It's not that bad").
- Help them explore safe exit plans and professional support.

A Call for Compassion

"I thought I was the problem," Chinwe reflected. "I thought if I could just be better, he'd stop. But that's the lie abuse teaches you."



Her depression deepened. Her world grew smaller. Yet no one saw it — because emotional abuse doesn't show.

We need to start looking deeper. Listening better. Caring louder. Mental health isn't optional.

It's not a privilege. It's survival.

No one should have to fight invisible battles alone. It's time we stopped ignoring quiet suffering.

It's time we spoke, listened, helped.

Mental health matters. Emotional abuse matters. And every life deserves dignity, healing, and hope



EXCLUSIVE **BOOKBONUS**



Non-Obvious Thinking

How to See What Others Miss

The goal of this book is to teach you how to overcome blind spots and become a more original thinker. The authors call this “non-obvious thinking.”

In *Non-Obvious Thinking: How To See What Others Miss*, the argument is made that often the best ideas come from unexpected voices, the non-experts who bring an outsider’s perspective.

At a time when social media algorithms fuel deep polarization in our society, our culture is desperate for more non-obvious thinkers. Old solutions for new problems rarely work.

“

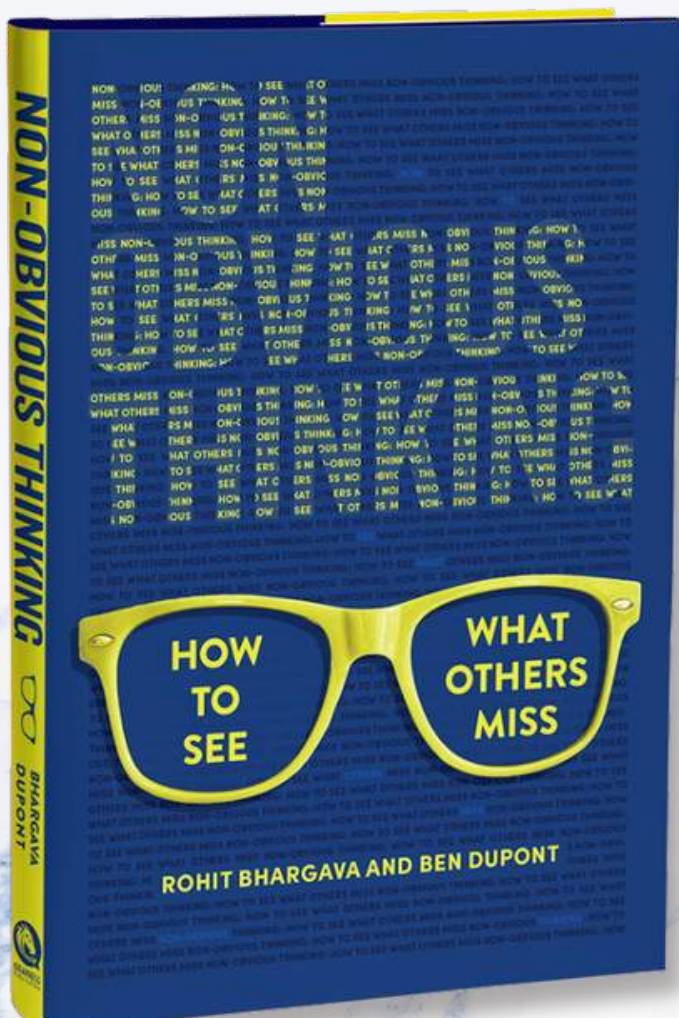
**This Book
Will Unlock
Your Brain
And Inspire
You To
Think
Bigger**

”

We need people who see what others don't, ask questions, and push back against the obvious status quo—people who have the empathy to put themselves in other people's shoes without dismissing alternate perspectives as misguided.

The world needs more non-obvious thinkers. Non-obvious thinkers are the instigators who come up with bold, original ideas that propel all of us forward—and have the courage and determination to turn them into reality.

They are the ones who change things for the better. And every country on Earth is hungry for more of them. You can become one. This book will show you how.



IN THIS SUMMARY, YOU WILL LEARN:

- Discover how to create space for innovative thinking.
- Learn strategies to uncover hidden insights.
- Explore techniques to focus and sharpen your ideas.
- Transform your ideas by adding a unique twist and an unexpected approach.

Part One: Create Space

Creating space goes beyond simply producing more time for contemplation. Sometimes it also involves creating the physical space to have new ideas. Or being more productive with the free time you do have so you can invest it in ways that can help you open your mind into unexplored directions and be more receptive to non-obvious insights.

Yes, having more time can help. But cultivating more mental agility to truly benefit from this additional space is the real cornerstone of non-obvious thinking, and it requires more than just reducing clutter or clearing your to-do list.

In this section, you will learn proven techniques to create space, starting with something that you do every day but hardly ever think about.

Start With Breathing

For an instinctual human function fundamental to life, surprising new science suggests we have much to learn about what good breathing truly means. Without proper breathing, our thinking can remain constrained and obvious.

Shallow breathing can often lead to shallow thinking too. Breathing may be something we do every day, but most of us have never learned how to do it “right.”



**In our
changing
world, the cost
of not using
creativity are
higher than
ever**

Breathing with purpose helps you do everything else with purpose too, which makes it the ideal first step to create the space required for non-obvious thinking to happen.

Ditch Your Prebuttals

A prebuttal is a counterargument to what someone might say before they ever say it. It is the equivalent of shouting your disagreement with an unspoken idea, effectively shutting down any chance for genuine dialogue.



When we use our creative thinking to bring forth new ideas, we tap into our innermost personal strength



Prebuttals declare to the world that instead of choosing to listen and think, those who employ them believe that their perspective is the only one that matters.

Prebuttals are a lazy coping mechanism that can lead anyone toward a more narrow-minded perspective.

Human interactions aren't meant to be battlegrounds where you argue until you win. They can be opportunities to understand and see things you might have otherwise missed ... if you let them.

Make Oasis Moments

An oasis moment offers refuge from the usual noise and chaos of the everyday, allowing for reflection and open-mindedness.

Taking a short break from a chaotic situation, even just for a few minutes, can help prevent overstimulation at the wrong moment.

In her popular book *Quiet*, author Susan Cain explains that one key difference between introverts and extroverts is the amount of stimulation they deem comfortable.

While each of us has different ideal levels of stimulation, we all reach a point when we must regroup and quiet ourselves to recharge.

Finding “oasis moments” where you can slow down and reflect for a few minutes is the ideal way to create space in unusually crowded or busy moments.

Embrace Danger

Embrace danger and invite friction into your life to heighten your awareness and build resilience.



A possibility ecosystem is a context-home, team, entire organization- in which people are aware of, the mindsets, tools, and processes that support creativity



When we bubble-wrap our world to make it ultra-safe or super-easy (or both), we risk losing the ability to learn from the mistakes we never make.

Embracing opportunities to take risks and make mistakes, on the other hand, opens you to push your own mental and physical boundaries.

“

The best leaders are those who take responsibility for engaging the creative thinking of those with whom they work

”

When we are in this heightened state of awareness from a hazardous situation, we are more likely to see things we otherwise would have ignored.

Taking more chances is not about recklessly careening ourselves down the equivalent of an icy road without a seat belt. Rather, it is about creating more space for experimentation and saying yes to more unfamiliar experiences.

Change Your Rituals

What you do first in the morning matters—which is why everyone seems to have an opinion about it. Although experts may offer

different advice about morning rituals, they seem to align on one suggestion: For any of these daily habits to work, you must stick to them. Consistency is key. Or is it?

To avoid getting stuck in a mental rut, try something different in the first moments of your day. Rituals are often presented as going hand in hand with perseverance and dedication.

While morning rituals do have the potential to evolve into positive habits, they can also get us into a mental rut. As they harden into rigid routines, they can have the effect of setting our brains on autopilot.

And when we are in this sort of instinctual mode, we stop thinking. If what we do first in the morning matters, starting every day in the same way can make non-obvious thinking much harder.

Here's an alternative way to think about starting your day: What if you treated your morning rituals as a series of experiments? For a week, try drinking chai instead of coffee. Or charge your phone in a different location out of reach from where you sleep.

“

As we improve our creativity, we develop our sensitivities to the world around us: our ability to spot problems, to understand others' challenges, and an overall general awareness

”

“

**When it is obvious
that the goals
cannot be
reached, don't
adjust the goals,
adjust the action
steps**

”

Instead of starting this morning in automatic mode, you can send a powerful signal to your mind that this is a day to be engaged and receptive to new perspectives and ideas.

Allow Time Spaciousness

Practicing time spaciousness can help you avoid feeling constantly hurried or pressured by time constraints.

Perhaps the most widely read self-help book ever written, Dale Carnegie's *How to Win Friends and Influence People*, only happened after a literary agent finally convinced a reluctant Carnegie to publish the book after years of persistence.

By the time the book came out in 1936, Carnegie had been teaching his signature course on public speaking and human relations for 24 years.

When it debuted, it was an instant hit, going on to sell more than 30 million copies worldwide and becoming one of the bestselling books of all time.

Allowing for more time spaciousness, like being more patient, can be challenging because it demands that we ignore some of the pressure the world puts on our shoulders.

Giving yourself more time starts with the mental permission to slow down without feeling that any self-imposed pause is a failure.

About the Authors

Rohit Bhargava is on a mission to help the world be more open-minded by teaching others how to be non-obvious thinkers. He is the founder of the Non-Obvious Company and previously spent 15 years leading brand strategy for large global brands while at Leo Burnett and Ogilvy.

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