



OCTOBER 2025

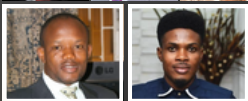
SINCE 1995

SuccessDigest

Nigeria's #1 Life Transformation Magazine

30 years of
impact

anniversary edition



Pst. Dr Emmanuel Sunny-Ojeagbase
and Pst. Mrs. Esther Ojeagbase



Google Books +
ChatGPT = \$1,000 per
month? - Page 33

Answering this simple
question can improve your
quality of life - Page 28

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This proven template has been used successfully with my clients for 12 years as a top Facebook ads specialist. With this template, you'll get:

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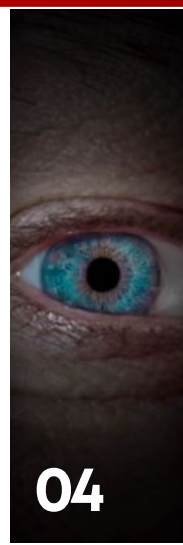
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- Strategies to consistently increase sales
- Insider knowledge on keywords and rules to avoid account bans
- Tips on leveraging Meta's latest tools to boost sales
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This isn't just another template, it's a timeless solution that will continue to drive results for years to come.

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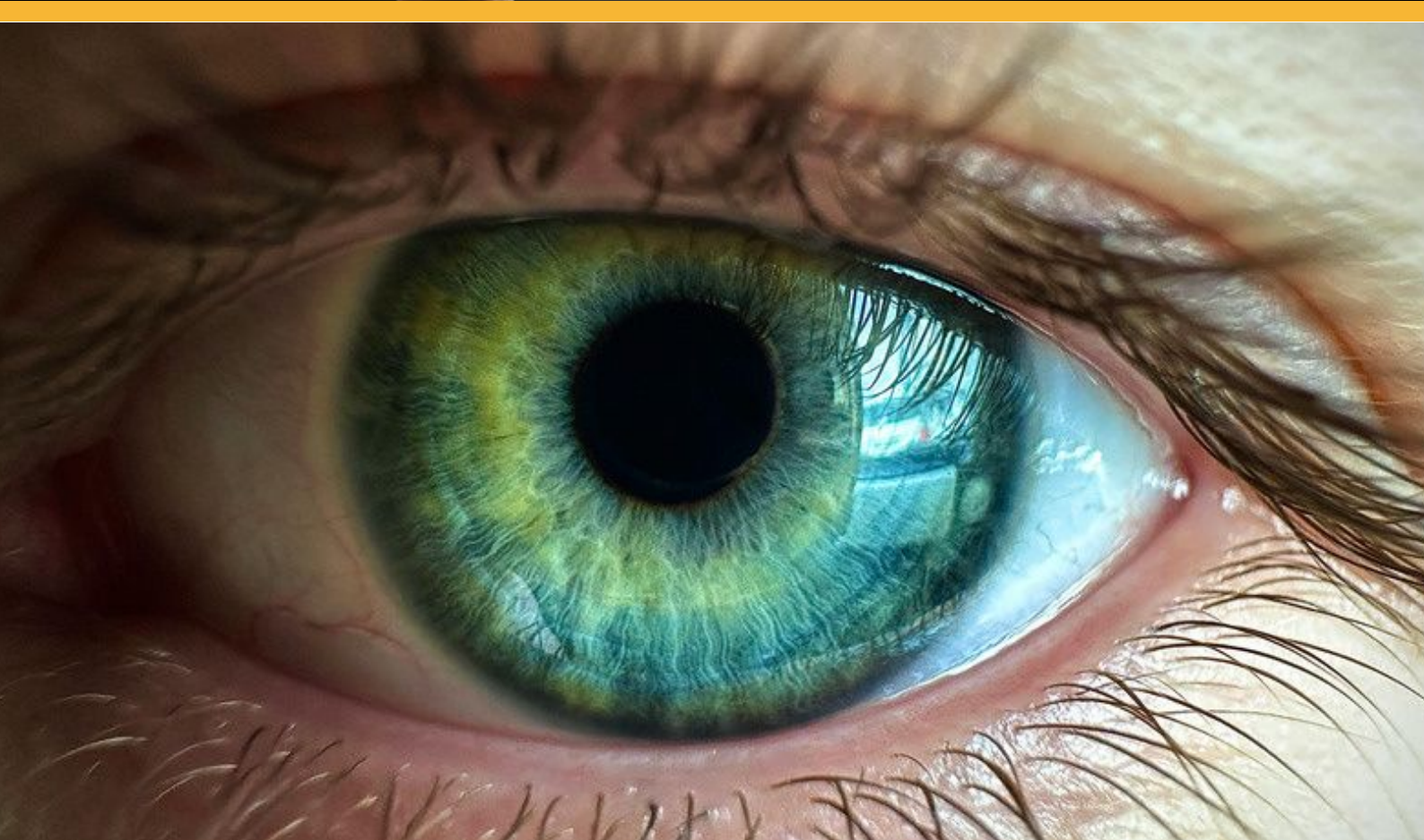
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Editor's Viewpoint



The Power of a Vision

In the year 1248, a group of people came together to embark on an audacious project.

They wanted to build a majestic house of worship befitting of the Almighty God.

The only problem was that this lofty plan would be very expensive to execute and take years to complete.



They were sure they would not see the completion of this project, but these intimidating challenges did not deter them.

They had faith in their vision and laid the foundations for what we now know as the Cathedral of Cologne, Germany.

The Cathedral was completed in the year 1880. It took 632 years, six centuries, three decades and two years to complete.

Generation after generation took up the vision, carried it forward and handed the baton to the next generation until the Cathedral was completed.



This highlights the power of a compelling vision. Just like the Cathedral, SuccessDigest was built on a vision greater than one lifetime.

SuccessDigest was created by my parents, Pst. (Dr.) Emmanuel Sunny Ojeagbase and Pst. (Mrs.) Esther Ojeagbase as a North Star to guide Nigerians to financial independence.

The 30 years' worth of testimonials and success stories we have received show their vision is a reality.

So, what does the next 30 years hold?

Today, SuccessDigest is transcending generations as a global magazine.



Even though our co-founder, Pst. (Dr.) Emmanuel Sunny Ojeagbase is no longer with us in person; his vision remains alive in every edition of SuccessDigest we publish.

Looking forward to the next 30 years, Whatever shape SuccessDigest takes, I am sure it will always provide life-changing information that transforms lives.

Let the story of SuccessDigest inspire you to dream big, pursue your vision and change lives.

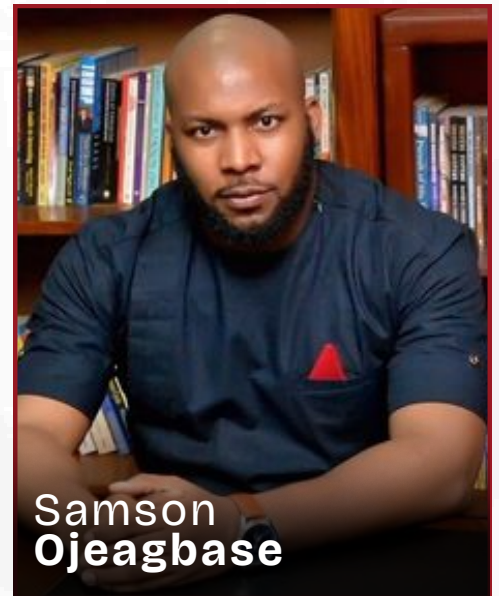
From the desk of Samson Ojeagbase, the Editor of SuccessDigest:

If You Are Looking To Get Ahead In Life And Business, Reading My Daily Email Could Very Well Be One Of The Best Decisions You Make.

Dear friend,

What do you think about receiving a daily email from me that shares proven business opportunities, building better relationships and getting ahead in life?

Should I also send a free copy of **Digital SuccessDigest** straight to your email inbox every month?



If this appeals to you, I invite you to join thousands of like-minded individuals in the SuccessDigest community.

It is free to join, and you can leave at any time.

Are you ready to join us?

YES, I WANT IN

Note:

You will have to confirm your subscription to join the list. If you do not see the confirmation email in your inbox, kindly check your spam, junk or promotions folder and mark it as 'Not Spam' so you do not miss future emails.

The Pearls of Success

Special 30th Annivarsery Edition



In October 1995, a little-known magazine hit the newsstand for the very first time.

It was a first-of-its-kind entrepreneurial magazine dedicated to teaching Nigerians that it is possible to make money legitimately.

The magazine was initially met with skepticism. 'What? Do you think you can become rich in Nigeria without having a godfather or pursuing a government contract?'



At the time the magazine launched, the future looked bleak for a lot of Nigerians with no sign of things getting better.

There was also the fear of getting scammed as 419 had ravaged the little trust Nigerians had left.

So you will forgive them for their skepticism.

This will spell doom for most publications. Luckily, this unique magazine had a vision stronger than any resistance it would face.

The co-founders and their team invested their time and resources in educating people.

Each edition brought a new perspective and a wealth of business opportunities which everyday Nigerians could tap into.



They organized seminars and training programs that enlightened and enriched their attendees.

In 1996, They hosted the first ever Internet training bootcamp in Nigeria. This was at a time when the Internet could be said to be a baby wearing diapers but the power of the vision that started this magazine saw the Internet was going to change lives positively.

Also in 1996, the first ever SuccessDigest Enterprise Awards was held to celebrate the achievement and success of Entrepreneurs in Nigeria.

The magazine continued to soldier on, and then something strange began to happen.

At first, it started as a whisper, then became a chorus.

‘This magazine changed my life’

People started to share testimonies of how this special magazine gave them the knowledge to change their lives.

People who were written off as being nobodies, destined to roam the Earth penniless, became persons of value after coming in contact with this magazine.

Seminar attendees flocked to the SADC building from all over the country like pilgrims going to a holy site.

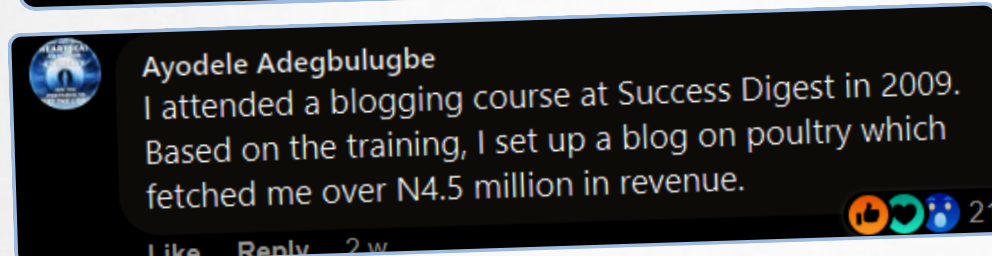
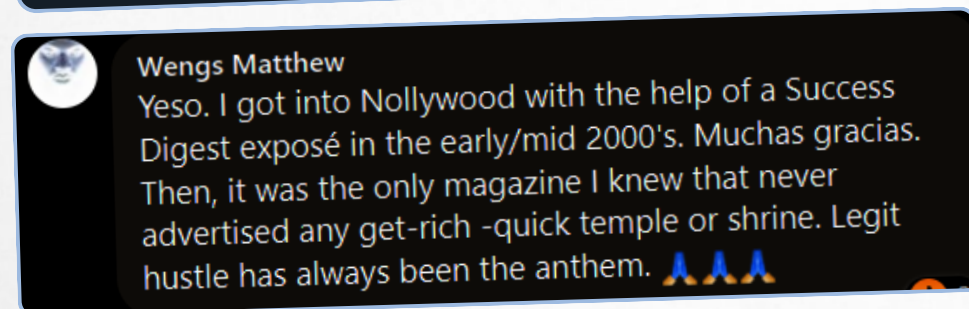
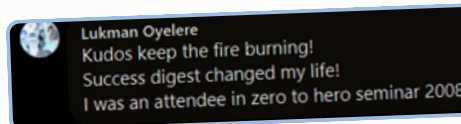
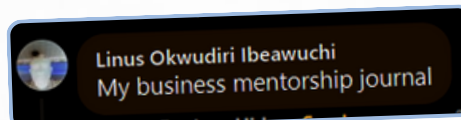
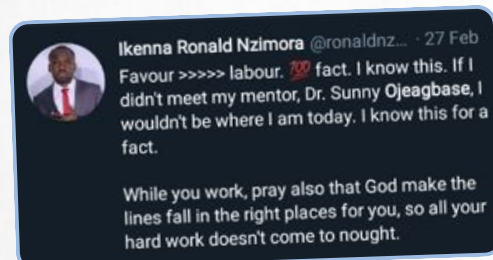
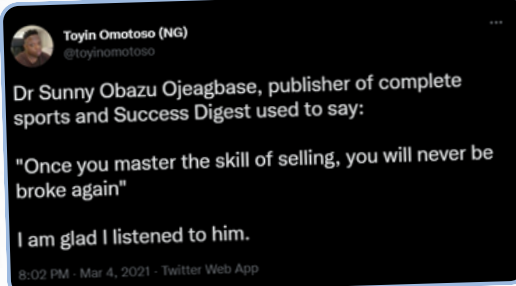
Readers had to set up deals with their newspaper vendors to keep a copy of this magazine for them.

This magazine sparked a revolution that is still enriching lives.

And as we celebrate the **30th anniversary of SuccessDigest**, we take a look back at the last 30 years and attempt to answer the question, ‘What makes a brand stay this long and still inspire loyalty?’

The answer is four timeless business lessons.

And the Testimonies Speak for Themselves



How to build a brand that people love to buy from

1) Have a Compelling Vision:

SuccessDigest was created by the co-founders, Pst. (Dr.) Emmanuel Sunny Ojeagbase and Pst. (Mrs.) Esther Ojeagbase as a vehicle to show Nigerians that it is possible to be financially independent and live a life of wealth with peace of mind.

What's more compelling than a better future?

This vision gave the reader hope that things will get better for them and those who took the information in the magazine to heart are enjoying the future they dreamt about.



Can you paint a compelling vision of how your customer's life will look when they patronize your brand?

Your answer to this question will make your brand more memorable than others in the market.

2) Love Thy Customers:

The most successful brands are customer-focused.

I know you are about to say every business is customer focused but is that really the case?

Customer-focused brands do not need to tell you they care about their customers because it shows in their business processes.

To build a successful brand, you have to know exactly who your ideal customer is, the challenge they are facing and how to take good care of them.

If you care about your customers, it will reflect in how you handle business dealings with them.

If you take good care of your customers and solve their problems, they will take good care of your bank account.

SuccessDigest focused on providing timely and legitimate information to her readers, and this built a deep trust that is still in place today.

For example:

There was a seminar which was hosted by SuccessDigest, and in the course of the training, My Dad discovered the resource person was not giving the audience the value for the money they paid for.

So what did he do?

He immediately halted the seminar and instructed that the training fee be refunded to every attendee. Everyone got their money back!

This example showed that SuccessDigest cared about the satisfaction of her customers.

It is not uncommon to see people buy products just because they saw them on SuccessDigest.

Do you know your customer? Do you genuinely care about helping them solve their problem?

Let it show in how you treat your customers.

3) Consistency Builds Trust:

Trust is not built overnight. It is earned through showing up again and again with value.

For 30 years, SuccessDigest has been consistent. Month after month, Nigerians could count on SuccessDigest to deliver practical business knowledge and trustworthy information.

Consistency creates reliability and reliability breeds trust. When your customers see that you keep your promises over time, they stop treating you like a vendor and start treating you like a partner in their success.

Do you keep your word to your customers? Can your customers trust you? Are you reliable?

4) Evolve With the Times:

The brands that endure are the ones that evolve.

SuccessDigest started as a print magazine and now, you are reading it as a digital magazine on your smartphone.

Thanks to the Internet, you no longer have to travel long distances for seminars.



You can join our webinars live from anywhere you are in the World.

SuccessDigest introduced Nigerians to the Internet when most people didn't even know what "www" meant.

If you don't evolve, you become irrelevant.

If you evolve too much and abandon your core vision, you dilute your brand.

The sweet spot is holding on to your vision while adopting newer and more creative ways to provide value to your customers.

This is how you stay relevant for decades to come.
Here's to the next 30 years of teaching financial Independence and proving that building wealth with peace of mind is possible.

Emmanuel Sunny-Ojeagbase's **Wealth Library**



How to Handle that Critical Period between When You Start A New Business And When Money Starts to Come In (2)

In last month's edition of **SuccessDigest**, we started a series talking about the critical phase every Entrepreneur must pass through.

I also revealed a blueprint with a 70% success rate for setting up a business without having to endure sleepless nights before you earn a profit.

I know you are asking, 'what about the 30%?'

I promised to share a story about a situation that left me so dangerously boxed in a corner, I had to call on God fervently to save me.



It all started towards the end of 1995.

We had a vision to publish a daily Sports paper at Complete Communications Limited. Our goal was to join five other countries or so (as at that time) that had a daily Sport paper.

“

***The moment
when you feel
like giving up
is right before
your
breakthrough***

We went to work to realise our dream.

The timing was in our favour.

The African Cup of Nations Championship's kick-off was about a month away, and Nigeria's Super Eagles were favoured to win the trophy back-to-back in South Africa, having won it in Tunisia two years earlier.

Football fans were looking forward to a show-down between Bafana Bafana and Super Eagles.



***Companies that change may survive,
but companies that transform thrive.
Change brings incremental or small-
scale adaptations, while transformation
brings great improvements that ripple
through the future of an organisation.'***
- Nick Candito

You couldn't get a better setting for attracting the attention of football fans with a well-packaged product.

So, on December 18, 1995, we launched the Sports daily, Complete Sports. But barely two weeks later, General Sanni Abacha, Nigeria's Head of State, pulled Nigeria out of the competition.

And with that decision, the market we had hoped to cash-in on, disappeared over-night.



How we got out of the financial mess that the Government's decision brought upon us, is a story I will probably tell you another day.

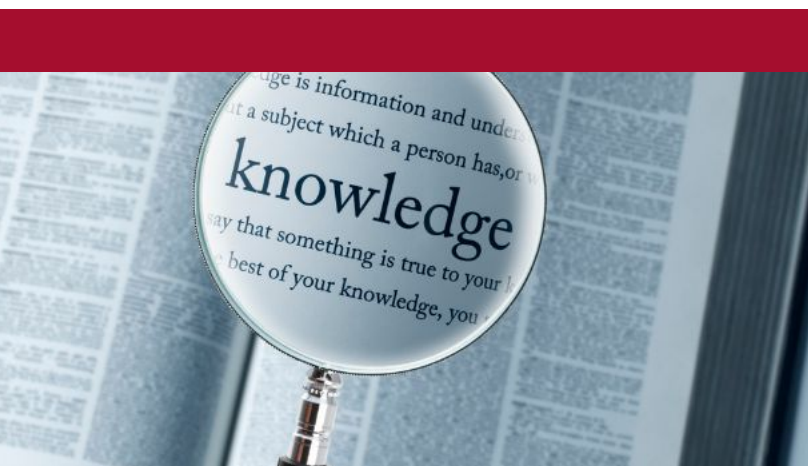
But learn in the meantime the very important lesson that even when you know where to reach your customers before you launch a product, it is not foolproof that something cannot go wrong.

If a method that pushes up your success rate by as much as 70% can leave you gasping for breath, then deliberately going into a market where you have no idea of who your customers are is nothing short of knowingly drinking acid and expecting it to refresh you like cold water.

That is, by the way. Let's get back to the **'Beginner Entrepreneur's Nightmare Zone' or BENZ** as I will refer to it from henceforth.

BENZ was decreed in existence in Genesis chapter 8, verse 22. That is where God said, 'While the Earth remains, seed time and harvest shall not cease'.

The All-knowing God, who created Heaven and Earth and everything in it, gave us an important key for succeeding in business here.



Being our creator, He knew we needed the key. But out of ignorance, we didn't find it early enough. That's why God said 'my people are perishing for lack of knowledge' (Information).

Now, this important key in Genesis 8:22 brings to our attention that we must have a seed and sow it at the right time. We satisfy this condition when we establish a business. What we are doing when we launch a new business is sowing a seed at seedtime.

The farmers know the secrets.

Years of planting and harvesting have taught him to know how this great mystery, which still confounds a beginner Entrepreneur and makes him suffer needlessly, works. Now, let's observe a farmer at work.



The farmer knows there is a particular time to clear the bush and plant the seed. The seedtime must be prepared for. Planting must be done in season and each seed has the right condition for planting it.

I learnt a bit of this myself when I was growing up when I followed my father to his small farm at Osogbo. I watched him as he planted cassava, beans, corn, pepper and yam.



Trouble was, I never connected what I observed my father doing at his farm to what I had to do when I went into business for myself. Oh, how I wish I made the connection!

So the farmer plants his seed and although he knows that there's harvest to come, he does not go home and look for a cosy bed to lie on while waiting for that harvest.

He instead invests the time in-between to care for the seed he planted, weeding the grass and getting rid of locust or other crop destroying insects invading his farm.

This is what he continues to do until harvest time arrives and he will be rewarded for his care and patience for his crop.



A startup Entrepreneur is supposed to do the same thing.

He should start his new business and continue to nurture it until it grows to the point of harvest.

He must be as industrious and patient as the farmer.

If they are not, they would not enjoy a bountiful harvest. Starting a business, for most beginner Entrepreneurs, takes a lot out of them.

Capital is not easily available to take off and by the time the business arrives at the marketplace, they are all stressed up as a result of all the effort needed to raise the money.

This condition makes it extremely difficult for them to exercise the necessary patience before harvest comes.

How then can Beginner Entrepreneurs who find themselves in this condition cope?

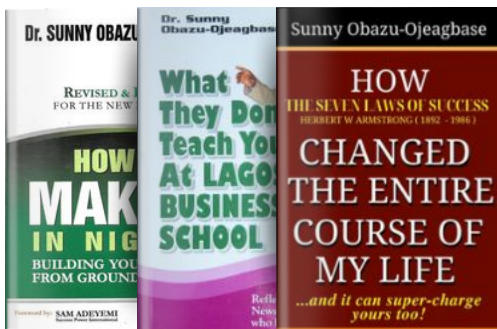
We shall go right back to the farm to seek a solution in next month's edition of **SuccessDigest**.

I will show you what I learnt while I was grounded in the BENZ.

**SPECIAL
OFFER**

For anyone looking to build
Wealth with peace of mind...

**Grab Six of
Pst. (Dr.) Emmanuel Sunny
Ojeagbase's books on Business
Success and Wealth Creation
for the Price of One.**



**How to Make it in
Nigeria, building your
Wealth from ground up.**

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Teach You at Lagos
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Unlocking the people code

Tips To Building Mutually Beneficial Relationships



Can I ask you a question?

At the end of this article, I want you to do something for yourself. Something your future self will thank you for. I understand that Life gets busy, and it is easy to get caught up in the daily grind, chasing goals and a better life.

It is easy to develop tunnel vision and lose track of other things happening around us.

Until an event jolts you back to reality. In your case, this wake-up jolt will be my question to you.

‘If you lose everything right now, who will drop everything and come to your side?’



Take your time and think about these special people in your life.

Then pick up your phone and call them. Send them a gift of appreciation. Let them know you appreciate them. Why? These are the people who matter at the end of the day. And you never want to leave it too late to say ‘Thank you’.

Make that call right now.



5 Bedroom Duplex for Sale - Move in Ready!

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ENTREPRENEURAL LIFESTYLE

Secrets for passing IELTS, CELPIP and PTE for Canadian Permanent Residency nobody will tell you



If you desire to get a Canadian Permanent Residency, passing the language test is extremely important.

Many Nigerians are stuck failing these exams while losing money and time because they do not know the secrets I am about to share with you.

Based on my more than 5years of experience guiding Nigerians on successfully relocating to Canada and getting their permanent residency, I share the secrets nobody tells you about passing these crucial examinations, such as:



✔ How to use keyword techniques.

✔ How to skim and scan effectively.

✔ How to handle tricky paraphrasing.

✔ How to manage time under pressure.

You will also learn tips used by top scorers plus common traps to avoid.

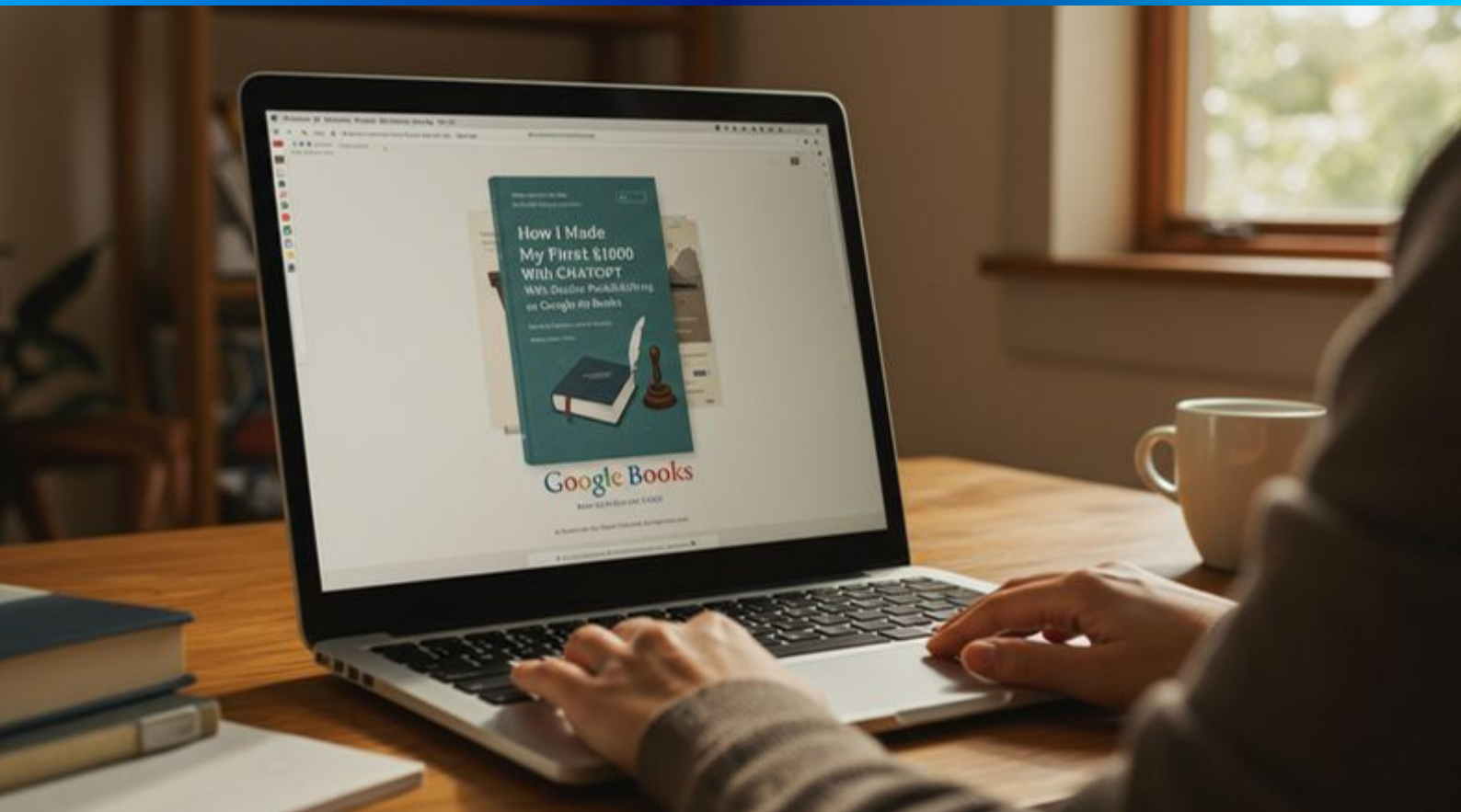
The information in this video is perfect for anyone looking to make their Canadian permanent residency a reality.

Are you ready to make this dream a reality?

[CLICK HERE TO WATCH THE VIDEO RIGHT NOW](#)



Tech Talk



How I Made My First \$1,000 With Chatgpt Publishing on Google Books

When I first stumbled across the idea of publishing ebooks with Google Books, I honestly didn't take it seriously.

Amazon dominates the space with Kindle Direct Publishing (KDP), and I figured Google Play Books was just a side project.

But then I gave it a shot and in my very first month, I earned over \$1,000.

I want to be clear that it's not a plan to make quick money. It takes work to compose and publish a book, whether you do it by yourself or with ChatGPT or other AI tools.

If you want consistent results, you will need to do more research, test, and publish.

That said, Google Books has a massive advantage most people overlook:

- It's available in 75+ countries.
- It's pre-installed on 3 billion Android devices.
- And because it's less crowded than Amazon, there's actually room for beginners.

Allow me to take you step-by-step through the procedure I employed.

Step 1: Register for Google Books Partner Center

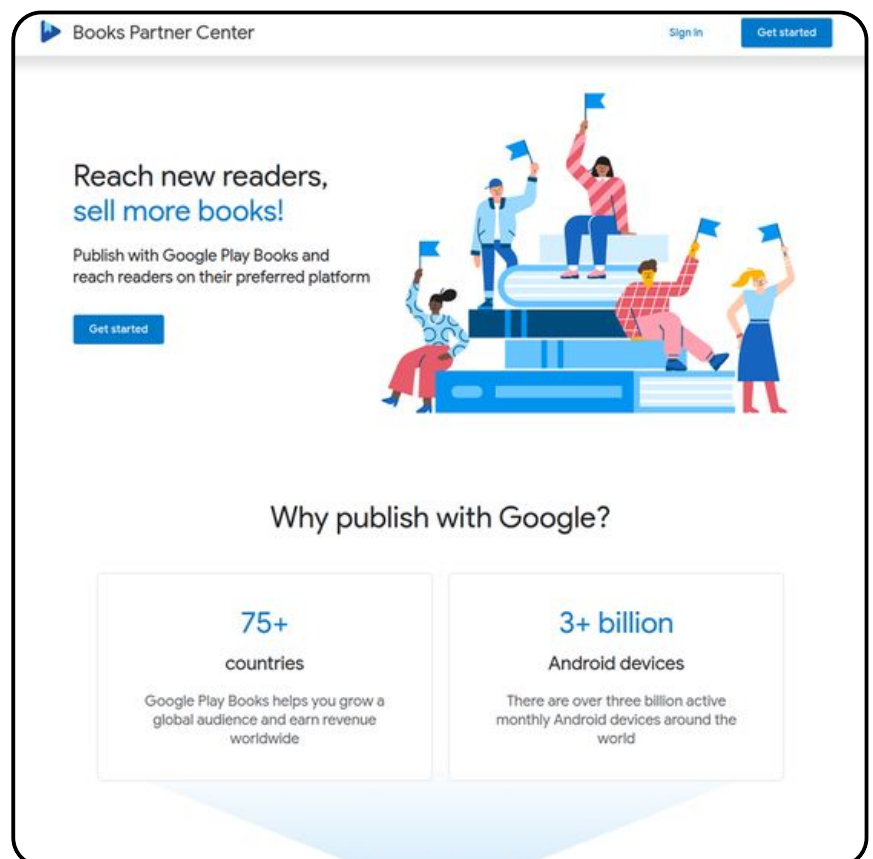
Google has its own publishing platform called the Google Books Partner Center.

Think of it as Google's version of KDP. Setting up is straightforward:

1. Head to the Partner Center website.
 2. Sign in with your Google account.
 3. Choose "Self-Publish Author" under publisher type.
 4. Enter your information (name, phone number, and country).
- Boom. You're now registered.

Step 2: Set Up Your Payment Profile

Before you publish, you need to tell Google where to send your money. Link your bank account (I used Bank of America, but any bank works). Once that's done, you're ready to earn royalties.



💡 *Note: Google pays 70% of the book's sale price. So if you price a book at \$10, you'll pocket \$7.*

Step 3: Find Trending Topics

This is the fun part. The best-selling books are usually tied to what people are already searching for.

I use Google Trends to find hot topics. Here's how:

Go to **Google Trends**.
Look at "Trending Now" to see what people are looking for. Look for topics that are rising fast but don't yet have a ton of books about them.



Example: At one point, Hurricane Milton was trending. That gave me the idea to write an ebook on "Hurricane Milton: The Economic Aftermath."

Step 4: Create the Book with AI

This is where **ChatGPT and other AI tools** are useful. They can be used for:

- Generate book title ideas.
- Outline chapters.
- portions of the book in draft form.

For example, I requested ChatGPT:

“Write me an ebook titled Hurricane Milton: The Economic Aftermath, around 20 pages long.”

I was given an eight-chapter draft that included an appendix, conclusion, and introduction.

Before publishing, I added research, expanded some sections, and made sure it felt complete.



ChatGPT

Pro tip: Don't rely too much on AI, even though it's a great assistant. Always add your own voice, fact-check, and proofread.

Step 5: Format and Upload

Once you're happy with your draft:

- Export it as a **PDF or EPUB file**.
- Create a cover image (you can use AI image tools, Canva, or hire a designer).
- Upload everything to your Google Books Partner Center dashboard.

Step 6: Publish and Promote

Decide on a price and press publish after uploading. After being reviewed by Google, your book will be released on the Play Store if all goes according to plan.

Here's the tricky part: publishing is easy, but selling requires visibility. To boost your chances:

- Share your book link on social media.
- Write about your subject on Medium and include links to your book.
- Make sure your book description contains keywords that correspond to what people are looking for.

My Results (and Lessons Learned)

On October 21, 2024, I noticed \$1,241 in sales when I checked my dashboard. I was astounded.

But here's what I learned:

- Not every book hits. Some flopped completely.
- The ones tied to trending topics performed best.
- Covers matter more than you think; people really do judge a book by it.

- Scaling is the real secret. One book won't make you rich, but ten or twenty?

That's where things get interesting.

Publishing on Google Books isn't magic, but it's a real opportunity most people overlook. If you're willing to experiment with topics, use AI tools smartly, and stay consistent, you can absolutely turn this into a side hustle or more.

Will everyone make \$1,000 in their first month?
Probably not.

But could you earn your first \$100, \$500, or even \$1,000?
Absolutely..

So, if you've been looking for a fresh side hustle, here's my advice: Set up your Partner Center account today.

Pick one trending topic and create a short book. Publish it and see what happens. Worst case? You learn a new skill. Best case? You wake up to your first royalty payment from Google.

And that feeling? Priceless.

Published Sept 15th, 2025 on learnaitoprofit.com — [Reddit](#) — [Linkedin](#)



Get a Skill on any of the following...




What we do!

Hair Growth Product Formula
Hair Making and Retouching
wig Making and Ventilation
Bridal Hair Styling
Hair Treatment
Barbing

Other Services

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Natural / Relaxed Hair Treatment
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Occasional Hair Styling
Dread Installation
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 Book an Appointment with us Today!



The Gospel of Money



Unlocking the Secrets of Financial Success

In our quest for financial success, we often find ourselves searching for the key that will unlock the secrets to wealth and prosperity.

We look for that one piece of advice or strategy that will change our financial situation for the better.

Well, my friends, I'm here to tell you that the key to financial success lies within you.

1. Knowledge is Power:

The first step to unlocking financial success is to educate yourself.



***The more you know,
the better equipped
you will be to make
informed financial
decisions.***

Take the time to learn about personal finance, investing, and wealth-building strategies. Read books, attend seminars, and follow financial influencers like Paul Huggins who offer valuable insights and expertise.

The more you know, the better equipped you will be to make informed financial decisions.

2. Set Clear Goals:

Without clear goals, it's difficult to know what you're working towards. Take some time to define your financial goals.

Do you want to save for retirement, buy a house, or start your own business? Once you have a clear vision of what you want to achieve, you can create a plan to get there.

3. Embrace Leverage:

One of the key principles that Paul Huggins emphasizes is the power of leverage.

Leverage allows you to use other people's money or resources to achieve your financial goals.

Whether it's through real estate investments, starting a business, or investing in the stock market, leverage can help you multiply your wealth.



Leverage allows you to use other people's money or resources to achieve your financial goals.

4. Take Calculated Risks:

Financial success often requires taking risks. However, it's important to take calculated risks rather than blindly jumping into opportunities.

Do your research, analyze the potential rewards and risks, and make informed decisions. Remember, not all risks will pay off, but by taking calculated risks, you increase your chances of success.



5. Surround Yourself with Success:

As the saying goes, "You are the average of the five people you spend the most time with."

Surround yourself with individuals who are successful and have a positive mindset towards money.

Their influence and guidance can help you stay motivated and focused on your financial goals.

6. Stay Disciplined:

Achieving financial success requires discipline and consistency. Create a budget, stick to it, and avoid unnecessary expenses.

Save and invest regularly, even if it's a small amount. Over time, these small steps will compound and lead to significant financial growth.

7. Learn from Mistakes:

Financial success is not a linear path. There will be ups and downs along the way.

When you make a mistake or experience a setback, don't let it discourage you.



Instead, learn from it and use it as an opportunity to grow and improve your financial strategies.

Remember, the key to financial success is not a magical formula or a secret strategy.

It lies within you and your willingness to learn, take risks, and stay disciplined. By following these tips and embracing the mindset of success, you can unlock the secrets to achieving your financial goals and building lasting wealth.

So grab that key, unlock your potential, and start your journey towards financial success today.



Ring Road 3,
Uyo, Akwa Ibom
(20mins from the
Airport and City Center).



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LIVING HEALTHY



Are you neglecting this important asset?

When you think about assets, you imagine the cash flow business that pumps money into your account daily or a plot of land in a desirable part of town.

There is an important asset which everyone has but most ignore.

What is this asset?

Allow me paint a scenario for you. You are representing your company in a high-level meeting, and sitting across the table are representatives from the other party.

You are looking at them. What is the first thing you notice about their appearance? The well-tailored suits? The confident demeanour? The quality of their wristwatches?

Or did you notice the appearance of their skin and subconsciously draw a conclusion about them?

The scenario I painted above is more common than people would like to admit.

The appearance of your skin plays a huge role in how people perceive you. It also affects your confidence and self-esteem.



Skin & Success

- 75% of adults say their skin health affects their confidence in professional interactions.
- People with clear skin are perceived as more energetic and reliable, according to surveys in social psychology.

Your skin is an asset, and taking care of it will boost your confidence and self-esteem.

This confidence will spill over into other areas of your life, and the results will naturally follow.

According to a research carried out by Tricoci University, the total value of sales generated by the global beauty industry in 2023 was \$446billion.



Skincare sits at the heart of the beauty economy. How big is the skincare industry? The global beauty market generated **about \$446 billion in retail sales in 2023**, and **skincare products provided roughly 44% of that revenue**. Analysts expect the **skincare industry to grow from around \$162 billion in 2025 to more than \$222 billion by 2030**, a compound annual growth rate of roughly **6.5%**. While Asia Pacific is the fastest-expanding region, the United States remains the largest national market and exerts an outsized influence on global trends. This report condenses the most recent skincare industry statistics to provide a snapshot of the U.S. skincare market in 2025.

That's a lot of money, but when you understand the benefits of having clear skin, the volume of sales generated does not seem outrageous anymore.

But here is a question.

Do you have to break the bank to have good skin or are there daily habits you can practice to get it?

The good news is, yes, there are daily habits you can practice to have good skin.



5 Daily Habits for Clear Skin

1) Beauty Sleep:

The most important habit to having clear skin is enjoying quality sleep every night. Why? Sleep allows the body to heal itself.

Quality sleep allows for the regeneration of skin cells, reduces breakouts, wrinkles and improves overall skin health.

An added benefit is that you look and feel more energetic and radiant during your daily activities.

2) Water is your friend:

Water keeps the skin hydrated and helps to flush out toxins from the body.

According to Mayo Clinic, it is recommended that females drink 2.7 litres of water per day while males drink 3.7 litres per day.

3) Clean up your diet:

The quality of food you eat reflects on the overall appearance of your skin.

According to a research paper titled: Diet and Skin Health: The good and bad, If you want clear skin, prioritize fruits, vegetables, Omega-3 oil and lean protein keeps the skin looking healthy while consuming excess sugary food and processed food takes a toll on the skin quality.

4) Apply Sunscreen:

Constant exposure to the UV rays from the sun takes a toll on the skin. You need to add a quality Sunscreen to your skincare kit. Applying sunscreen prevents wrinkles, pigmentation and skin cancer.

5) A Collagen gummy a day keeps the wrinkles away:

According to a research paper titled: Aging of the Skin Connective Tissue: How to measure the biochemical and mechanical properties of aging dermis,

The Human skin is made up of 75% collagen. Collagen is a protein that is responsible for giving the skin its structure and elasticity.

The human body naturally produces sufficient Collagen to keep the skin looking firm and healthy.

But starting at the age of 30, the body's collagen production begins to reduce and this causes the signs of aging on the skin to begin to appear.

This is why it is important to incorporate collagen supplement into your daily routine.

Your skin is more than biology it is part of your personal brand. Just as you wouldn't neglect a profitable business asset, you shouldn't neglect the asset that represents you every time you walk into a room.

These five habits are simple investments; little daily investments that yield massive returns in confidence, presence and perception.

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](#)

EXCLUSIVE BOOKBONUS



How to Think Strategically

*Sharpen Your Mind. Develop Your
Competency. Contribute to Success*

The Summary in Brief

There are thousands of jobs posted on career search sites that explicitly require strategic thinking.

Organizations value individuals who can think strategically and want them on the front line of management as well as in the executive suite.

***If you have just
two alternative
strategies, and
one of them is
dominated, then
the other must be
dominant***

Competent strategic thinkers are exceptions. For that reason, they are rare. One challenge of organizational development is in recognizing that prevailing culture often discourages deviation from the norm.

Hence the cliché, the nail that sticks up gets hammered down.

Greg Githens, in *How to Think Strategically*, draws from his experience as an employee and as a consultant, for an array of organizations: fast-growing entrepreneurial companies, family businesses, large businesses, government agencies, military, universities, and nonprofit community and professional organizations.

Strategy without process is little more than a wish list. – Robert Filek: Strategy is about making choices, trade-offs; it's about deliberately choosing to be different

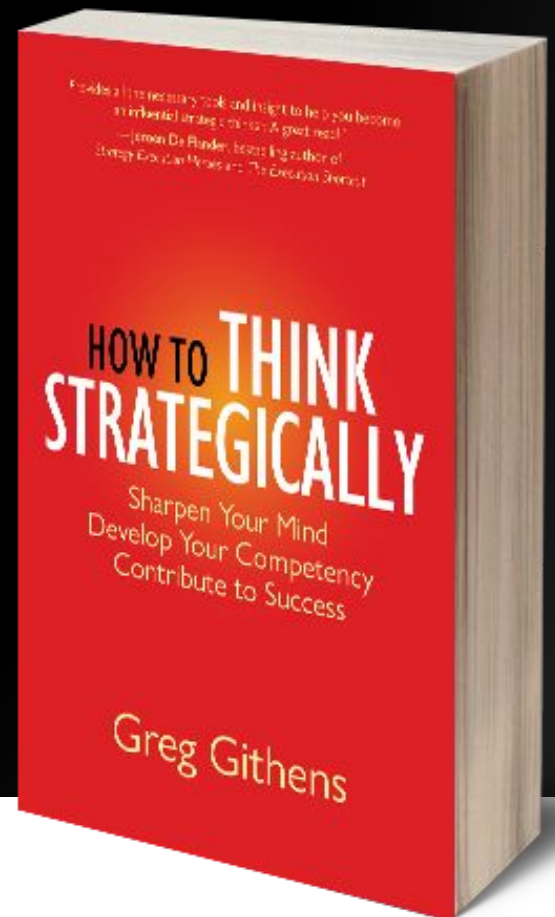
He's worked with those at the top of the organization and those on the front line.

Find the personal relevance in Githens' examples and questions.

You will be rewarded with competence and mastery that will benefit you in all areas of your life.

IN THIS SUMMARY, YOU WILL LEARN:

- The difference between strategies and goals.
- To identify the microskills needed for strategic thinking.
- Understand why ambiguity is a precursor to great strategy.
- How curiosity sparks insight for forward thinking.



Competence and Cleverness

This book's big idea is that individuals are the sole practitioners of strategic thinking, and each person practices it in a way that can be judged as competent or not.

Competent individuals have the capacity and ability to understand a situation and act reasonably. Strategy is a relationship among ends, ways, and means. People with competence and cleverness are the ones who connect the dots in the relationship.

Moneyball

Moneyball is a story about a brilliant strategy developed by an unorthodox leader willing to challenge conventional beliefs. Billy Beane, the general manager of the Oakland A's professional baseball team, believed that his rivals were not valuing talent correctly and that he could exploit his better knowledge.

His policy was to secure the contracts of undervalued players and deal away overvalued players.

***Success is 20% skills
and 80% strategy.
You might know how
to succeed, but more
importantly, what's
your plan to
succeed?***

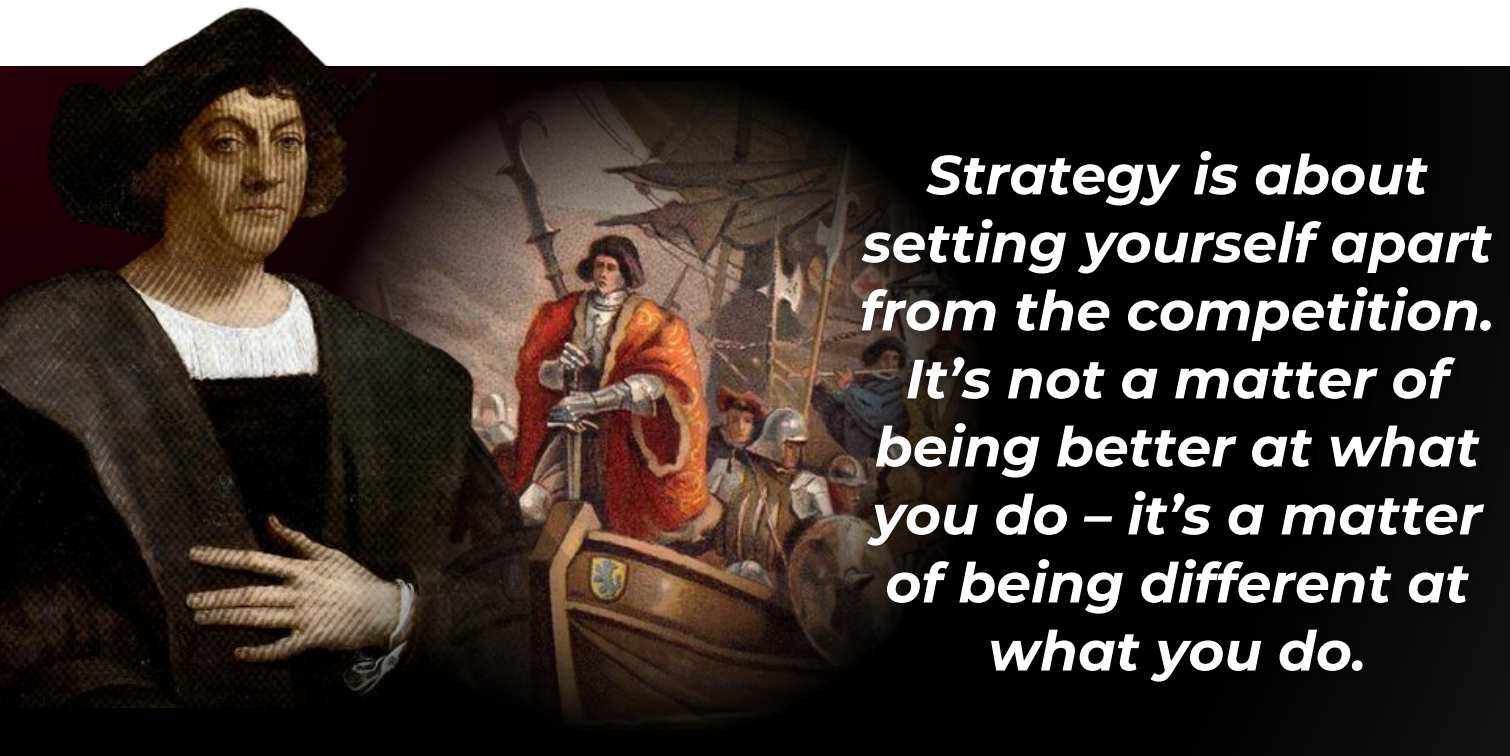
Oakland's Moneyball strategy was effective and produced an exceptional result: over a multiple-year period, Oakland won more regular-season games than any other team (except the Atlanta Braves) and reached the playoffs several years in a row.

They did this with the lowest payroll in the industry. Beane recognized the reality of the situation. He observed and acted on his insights. Then he developed a new set of dominating ideas. His premise was that getting runners on base was the key to winning games.

This stood in contrast to the traditional approaches. By changing strategy based on data, they were making a smart bet, and it worked. Beane, an individual with unique competence and cleverness, changed baseball.

Future Thinking

Christopher Columbus is one of the most significant people in the history of humankind. He later ventured north and south on the “Great Ocean,” as the Atlantic was then called. He acquired the idea of finding a trade route to Asia by sailing west.



Columbus was curious and listened for details as he talked to fellow travelers. He then organized his thinking by looking to the future. He thought in new ways.

He studied the weather and learned map-making. All these parts of his narrative provided sparks of insight.

Resources

Columbus had a big idea, but he needed resources. He undoubtedly found it logical to begin with a request for sponsorship from King John II of Portugal, because Columbus had contacts within the Court.

Columbus also smartly developed a relationship with the Spanish royalty, who eventually provided him with the resources needed for his project.

Cognition

***Without strategy,
execution is aimless.
Without execution,
strategy is useless.***

Columbus' curiosity and other habits of mind are consistent with the concept of higher-level thinking. When Portugal refused support, Columbus pivoted to Ferdinand and Isabella of Spain, who were receptive when he most needed their sponsorship.

A good strategy adapts to changing information about the situation. He began his voyages expecting to find large and sophisticated trading centers.

He never found those cities, so he switched tactics, applying all he had observed and taking advantages of relationships he had built.

Although Columbus needed the help of many other people, his individual experiences, insights, and effort are at the center of the story.

He understood the situation, adapted to it, and formulated a reasonable approach to advance his interests and the interests of his sponsors.

Microskills

Githens draws attention to twelve microskills of strategic thinking. They apply whether one is discussing military strategy, stock market investing, or governance of a philanthropic organization. We'll look at a few here.

Curiosity

Curiosity is perhaps the most familiar of the strategic thinking microskills and the easiest to incorporate into a busy daily routine.

Strategy is a style of thinking, a conscious and deliberate process, an intensive implementation system, the science of insuring future success

One tip for keeping curiosity in operation is to monitor your thinking, asking yourself this question: "Am I in learning mode?" Strategic thinkers tend to question everything.

They want to know how things work and wonder how they can be made to work better. They're curious about people and their backstories. Githens offers this tip:

Find people whose points of view are the opposite of yours. Rather than try to change their minds, learn why they hold that point of view and how they arrived at it.

Storytelling

The strategic thinking microskill of storytelling is a natural capacity. People understand the basics of stories: characters, tensions, actions, and resolutions. A story can explain an organization's current position in society and its relationship to its rivals.

Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat

One important use of story is the prospective story, one that involves the organization and its people in a new, different, future state. A story can help others make sense of ambiguity, lead people to adopt new beliefs, and organize their actions.

Reflection

The microskill of reflection is sharpness applied to oneself. Your goal is to develop a continually improving understanding of what is important to you and your organization.

Productive solitude provides the opportunity for you to test your inclinations and deepen your understanding of the nature of your present reality and the possibilities of the future.

Fuzzy Front End of Strategy

Githens describes the crafting of strategy as three phases: the fuzzy front end of strategy, the structured back end of strategy, and the programming of strategy.

The biggest risk is not taking any risk. In a world that's changing really quickly, the only strategy that is guaranteed to fail is not taking risks.

On the front end, the strategic thinker is noticing interesting things—patterns, trends, coincidences, curiosities, and anomalies.

Better Questions

A better strategy can be generated if answers are found to quality questions, rather than quality solutions found for poorly posed questions. The ability to ask short, excellent questions is a skill.

Notice how a talented television interviewer helps a subject reveal important information.

***Don't give up.
Obstacles can
be overcome
through
strategy and
learning***

Since strategy often involves conflicting ideas, status, and hurt feelings, it's better to use a conversational tone rather than an interrogative or argumentative tone. Ask one high-quality question at a time and patiently wait for a thoughtful answer.

Knowledge Soup

Knowledge soup refers to loosely organized, dynamically changing knowledge. The problem is related to ambiguity: parts of the soup make sense to some people and not to others; some people see the same "thing" and label it differently from others, some people see things that others don't, and so on.

A strategic thinker retains an open mental stance to sense the big picture. She will be optimistic that she can find a way through the knowledge soup and reach clarity.

The Uncomfortable Unknown

Strategic thinkers focus more on learning rather than knowing. The lesson for strategic thinkers is to keep stretching, putting aside the feelings of stupidity and frustration. The fuzzy front end of strategy is a venture into the unknown.

The better your questions, the more you increase your probability of learning something useful.

***All men can see
these tactics
whereby I conquer,
but what none can
see is the strategy
out of which victory
is evolved***

Pockets of the Future

In the year 1996, fewer than one percent of Americans used cell phones. Within a decade, the cell phone became an everyday part of people's lives. Details found in the present have significant future implications.

William Gibson remarked that “the future is already here; it’s just not very evenly distributed.” Strategic thinkers are the ones who recognize the future.

Anticipation

Anticipation, the ability to imagine the later-than-now, is a strategic microskill. There are three different kinds of anticipation. The first two are preparation and planning, both of which operate with the assumption that the future is “closed.”

Stated differently, in the first two kinds of anticipation, the strategist operates with the assumption that everything worth knowing is known. The third kind of anticipation is discovery and is “open” to emergence.

The author: Frank W. Abagnale is the author of the best-selling memoir *Catch Me If You Can* and *The Art of the Steal*. He works closely with the FBI and corporations around the world as an expert on counterfeiting and secure documents.

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