

# DECEMBER 2025 SuccessDigest



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IS YOUR LIVER  
HIJACKING YOUR  
PRODUCTIVITY?  
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### Founders:

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

### Editor:

Samson Ojeagbase

### Guest Writer:

Seyi Obasi  
Adewumi Ebuk

### Graphic Artists:

Francis Jacob  
Emmanuel Oshin



successdigestonline.com



mysuccessdigest@gmail.com



0916-730-3178





# Editor's Viewpoint



## The gods envy us!

**'The gods envy us, they envy us because we are mortal' – Achilles, Troy (2004)**

Why would immortal beings envy those who die? Because our limited time makes every moment precious.

Unlike the gods who have eternity, we mortals must create, build, and leave our mark before our time runs out.



And what a mark we've left.

We humans are amazing. For all our flaws and fragility, we do truly remarkable things.

We are the only species that can imagine something and bring it into existence.

You're reading this on a device that was once just a thought in someone's mind.

We've transformed hostile deserts into thriving cities.

We've walked on the Moon and sent our creations into deep space.



The same creative power that achieved all this lives in you.

As we close out 2025, I want you to remember something: every innovation, every achievement, every breakthrough started as an idea in a mortal mind; someone who knew their time was limited and decided to use it well. That someone can be you in 2026.

What do you want to create?  
What do you want to achieve?



**Start with  
an idea**



**Turn it  
into a plan**



**Take  
deliberate  
action**



**Watch it  
become  
reality**

Your mortality isn't a weakness; it's what makes your dreams urgent and your achievements meaningful.

The gods may have eternity, but you have something better: the precious pressure of limited time. Make them jealous.

Here is to an extraordinary 2026.

***Samson Ojeagbase,  
Editor, SuccessDigest.***



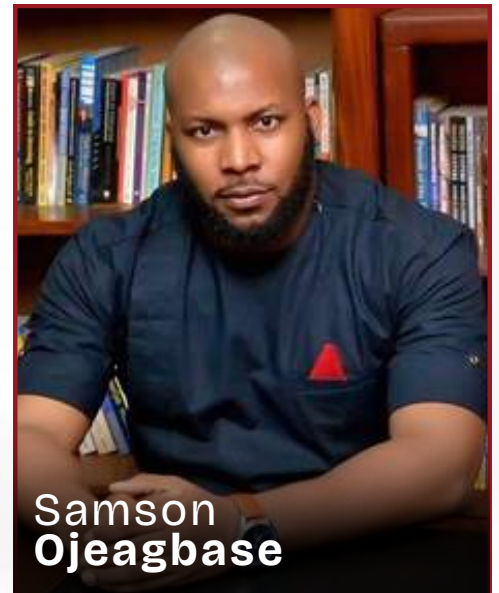
From the desk of Samson Ojeagbase, the Editor of SuccessDigest:

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*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.*

## 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 (4)**



In the final entry on this series, I will reveal how I was able to navigate the difficult phase between when you start your business and when profit starts coming in.

## Here is how I managed this situation:

### 1) Be Determined:

Although I did not realize it was going to be as tough as it turned out to be, my “I-will-never-quit-no-matter-what” attitude, saw me always picking myself up after each set-back, most of which had to do with money always running out.

### 2) Never Take No for an Answer:

In those days, I would write long letters to my suppliers expressing our situation and appealing for more support. I always assured our suppliers that in spite of what we were going through, we meant to remain in business.

Those letters, written with feeling and oozing the genuine intention of the writer, helped in making some suppliers go an extra mile for us.

Many of them that had said, ‘No, we won’t go further than this...’found themselves changing their minds after reading my letters.

There was a particular bank manager in whose branch I used to spend half my working day in a week.

Before we produced an edition of our magazine, which required more money than our cashflow could finance, I would send a cashflow projection to the bank.

Rather than wait for the bank to get back to me with a reply, I would shift my base to the bank and try to follow my proposal from one desk to another.

When I was told the branch had completed its work and the proposal had been sent to the head office, I would follow up and ensured I got a favourable result.

This was how I got to know many bank officials back then. Many of them have remained my friends till today.

Of course, I did not always succeed but on most occasions, I did.

It was tough work.

But how else could I sustain a business that was yet to get enough customers that would generate the revenue our company could rely on?

### **3) Stay Focused:**

During the period when you are waiting for your harvest, you can be tempted to stray away from your business.

I was so tempted several times.

This is how it happens.



You discover you are short of money to do a few things, especially at the home front.

Then the thought enters your mind, 'Suppose you approach company A where you know somebody who could give you a contract?'

That sounds like a good idea, you think.

Then you set out to work on the idea, maybe you get the business, maybe you don't.

But whether you get it or not, while you were chasing that contract, something was dying in your core business.

For many owners who are unlucky, they come back to discover that the damage done to their business is irreparable, and they lose their business altogether.

So, watch it!

It was not an easy journey but at the end of the day, it was worth it.

If you are going through this phase in your business, I want you to understand that you are not alone and there is always a way out.

If you missed the 3 previous installment in this series,

**[CLICK HERE](#)**

to access free copies of the past editions of SuccessDigest and read them.

See you at the top!

**SPECIAL  
OFFER**

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

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# Unlocking the people code

Tips To Building Mutually Beneficial Relationships



## If Only Peter said 'Hello'

Peter had a huge problem. He was selected to represent his company at a new client's fundraiser.

The issue was, Peter would rather sit in front of his laptop than talk to people. To Peter, this was the worst form of torture, and he slowly counted down to the event date with dread.

The day arrived and Peter walked into the packed hall sweating like he just got out of the sauna.

He avoided eye contact and held on to his glass of wine like a shield.

Due to the nature of the event, opportunities to start conversations with people he found interesting opened up. But he always found a way of talking himself out of it.

Eventually, the event ended and Peter returned home thinking about what could have been.



If you can relate to Peter's story, you are not alone.

As a child, our biggest fear was the dark or something hiding under our bed but as we grow older, we realize there is no monster under our beds.

This childish fear is replaced by a crippling fear in adulthood.

## What is this fear?

The fear of meeting new people which is known as Social Anxiety.

The problem is unlike our childhood fears of the dark which had no consequences; social anxiety deprives us of meeting people and opening doors to opportunities.

If you have ever battled social anxiety at any point in your life, you will learn how to banish social anxiety and take that crucial first step to forming beneficial relationships.

The first thing you need to know about social anxiety is like the fear of the dark as a child, social anxiety is a trick your mind plays on you.

Now, this does not mean there are no valid reasons to be cautious when meeting people.

After all, you are putting yourself in a vulnerable situation and the other person might not be in the mood for a conversation. This is why the first thing you need to know about developing the ability to start conversations with strangers is...

### 1. Talk to Receptive people:

Imagine this scenario; you are at a fundraiser like Peter and there are two other guests also sitting alone at their respective tables.

Person A has a closed off, unapproachable demeanour while Person B is smiling and has a welcoming aura. Which of these



individuals would you choose to start a conversation with?

Conversations are basically communication between two individuals where one party invites the other to talk.

If someone looks like they are not in the mood to talk, it is best you stay clear.

On the flipside, if you want people to talk to you, you have to make yourself approachable. You should be the person B in the scenario above.



So you manage to approach someone who seems to be interested in starting a conversation without falling over.

What do you say?

## **2. The Greatest Ice Breaker:**

Do you want to know the one word that gets anyone to drop whatever they are doing and pay attention to you?

A word so powerful, every known language in human history has a version of it?

Of course, you do!

The English version of this magical word is Hello.

Hello calls the attention of the person you want to spark a conversation with.

You can then follow it up by introducing yourself. Here is an example. 'Hello, my name is Samson. How are you doing?'

Very simple but it gets the ball rolling.

This is the point where people get stuck because they do not know what to say next but there is an easy way to keep a conversation going even if you don't know what to say.

### **3. Ask the right questions:**

If you learn how to ask the right questions, you will discover that a whole new world of opportunities will open up to you.

Here is the thing, the most interesting topic we all love to talk about is ourselves and if you know how to ask the right questions, you can get anyone to happily tell you about themselves.

The benefit of doing this is you are seen as a great conversationalist that people enjoy talking to and most importantly, you remove the pressure of having to think of what to say.

There is a YouTuber, Kalina Silverman, who has mastered the art of asking strangers she meets engaging questions that gets them to open up.

I have linked her channel at the end of this article for you to check out her page and learn from her.

The questions you ask will depend on the event and situation you two are in.



In the story above, Peter could have asked, 'How are you enjoying the event?' or 'Have you tried the food yet, any recommendations?'

You could ask about how the person's day is going or if they have a particular item with them, ask them about it.

This approach gets them talking and opens the door to deeper conversations.

#### **4. Listen:**

It is one thing to know how to ask the right questions and get the other person to talk.

It is another thing to listen to what that person is saying.

Have you ever been in a conversation with someone and you sense the person is not listening to you?

How does it make you feel?

This is the same for other people when you are not listening to them.

If people love talking about themselves, they love people that listen to them talk about themselves.

Listening is simple really.

Pay attention to the person in front of you and hear what they are saying.

Do not waste your time worrying about the next question to ask or what to say next.

If you are actively listening to the person in front of you, the conversation will naturally flow.

These are simple steps to take you from being as clueless as Peter to becoming a great conversationalist.

With consistent practice, this can become your reality.

Imagine the doors to opportunities you can swing open by sparking great conversations with strangers?

*P.S.*

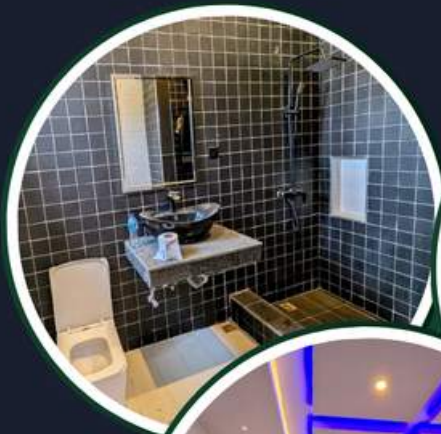
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# ENTREPRENEURIAL LIFESTYLE

## Would you be Affected by Canada's Immigration Levels Plan Change in 2026?



Canada just released its 2026 to 2028 Immigration Levels Plan, and the changes are big.

Provinces will get more power through larger PNP (Provincial Nominee Program) quotas, while a new fast-track pathway will help some long-term workers and protected persons already in Canada.

The plan focuses on “quality over quantity,” aiming to ease pressure on housing, healthcare and jobs while attracting skilled talent.

In this month’s video, I explain what these Immigration levels plan are and what these changes mean for anyone planning to move to Canada.

→ **[Click here to watch the video](#)**



# Tech Talk

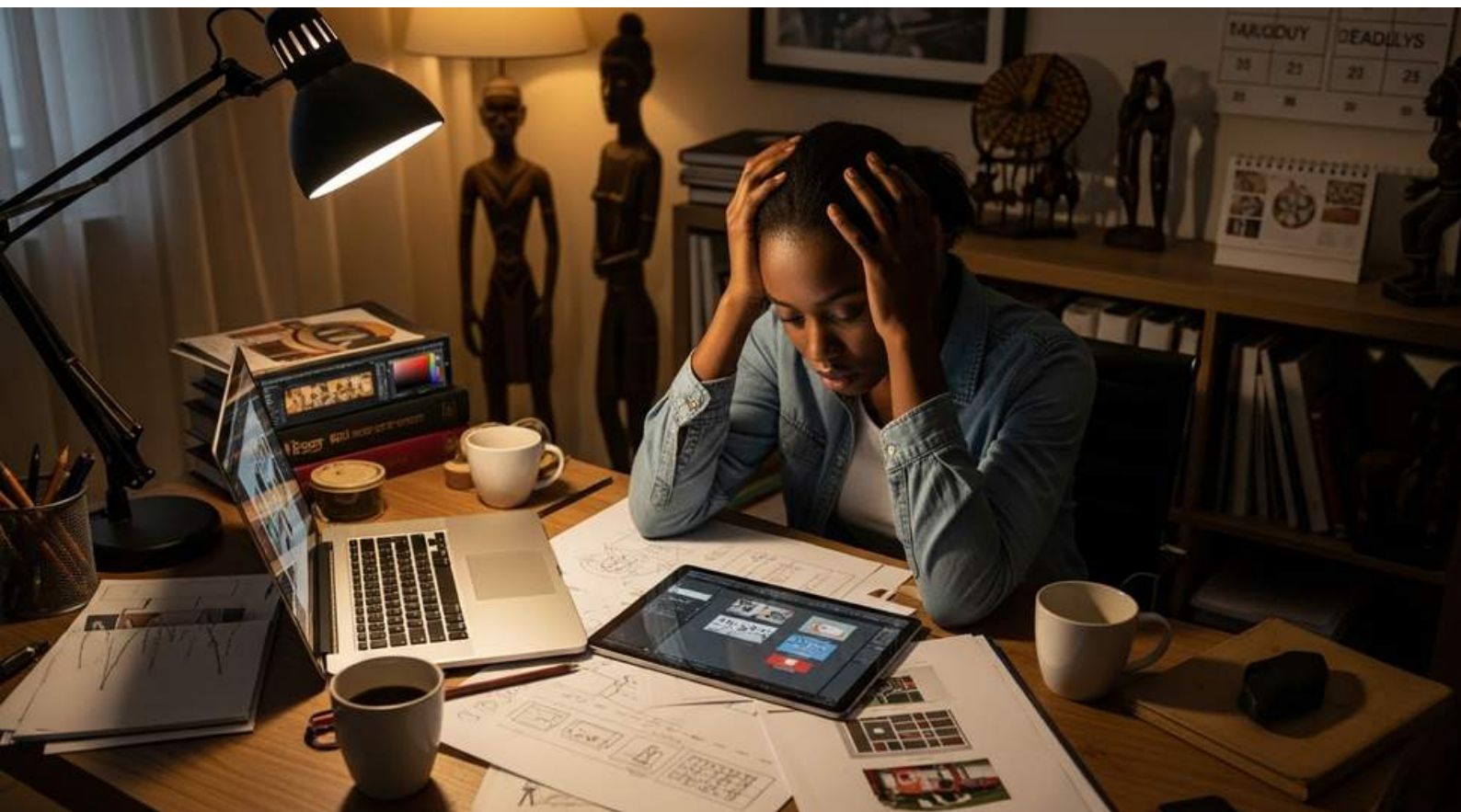


## How These AI Skills Are Creating the Next Generation of Million-Dollar Earners

Twelve months from now, the highest earners in almost every industry won't be the programmers... or the superstar salespeople... or even the marketing gurus.

They'll be the AI power users.

I didn't fully believe that either, not until I met Maya.



Maya was a graphic designer who felt she was falling behind. Clients were demanding more work in less time, and the market was changing faster than she could keep up. She wasn't a coder. She wasn't a tech genius. She was just... stuck.

But Maya did something most people never do:  
She paid attention to the shift happening right in front of her.

And that shift is the same one you're reading about now.

Within nine months, Maya learned a handful of AI skills, some of which I'm about to show you, and she doubled her income. Today, she earns more than many senior designers, not because she works harder...

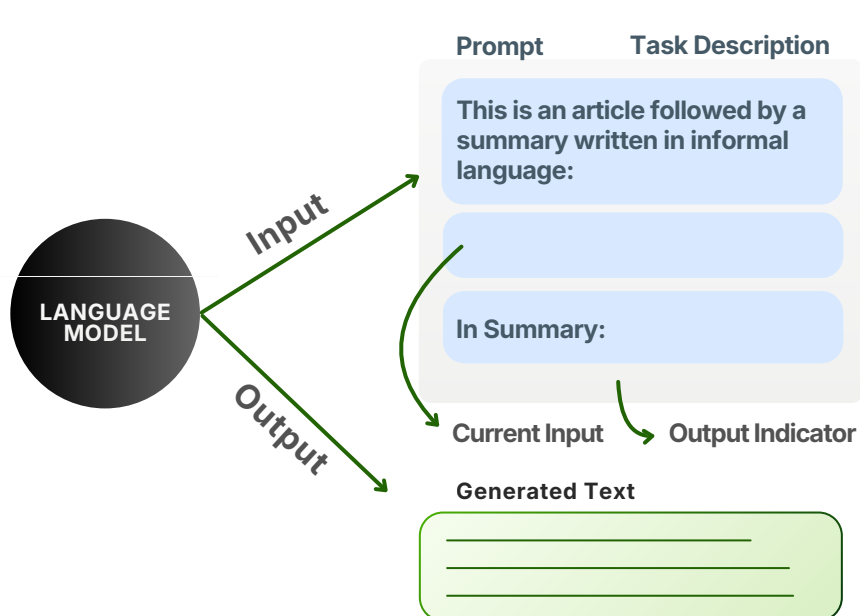
...but because she works smarter.

This is the world we're entering.

A world where AI doesn't replace you, AI rewards you.

Below are the nine most valuable AI skills you can learn starting today, even if you're starting from zero. They're told through the same journey countless people are taking right now: waking up, levelling up, and rising with the new wave instead of getting pulled under it.

## 1. Prompt Engineering – Speaking AI's Language



**Income: \$50 – \$100/hr**

When Maya first started, her prompts looked like most people's: short, vague, and hopeful.

But she soon discovered something powerful:

AI responds to clarity the way a compass responds to true north.



She learned to:

- Assign roles: "Act as a lawyer..."
- Feed real data and examples
- Ask clearly and directly
- Demand a specific format

Once she mastered this, her AI outputs went from average to extraordinary.

Her clients noticed.

And the referrals began.

Prompt engineering is not typing, it's directing. And directors get paid well.



## 2. AI-Assisted Software Development – Building Without Coding

**Income: \$100 – \$200/hr**

Maya's next awakening was realizing that building software no longer requires years of coding experience. Tools like Replit, Cursor, and Retool changed everything.

She typed a single request into ChatGPT:

*"Teach me how to build a simple project management tool using AI. Step by step."*

What she got back was a full course.

Lessons. Steps. Instructions. Everything. And suddenly, she wasn't just a designer anymore; she was a product creator.

### 3. AI Design – Creativity Unlocked

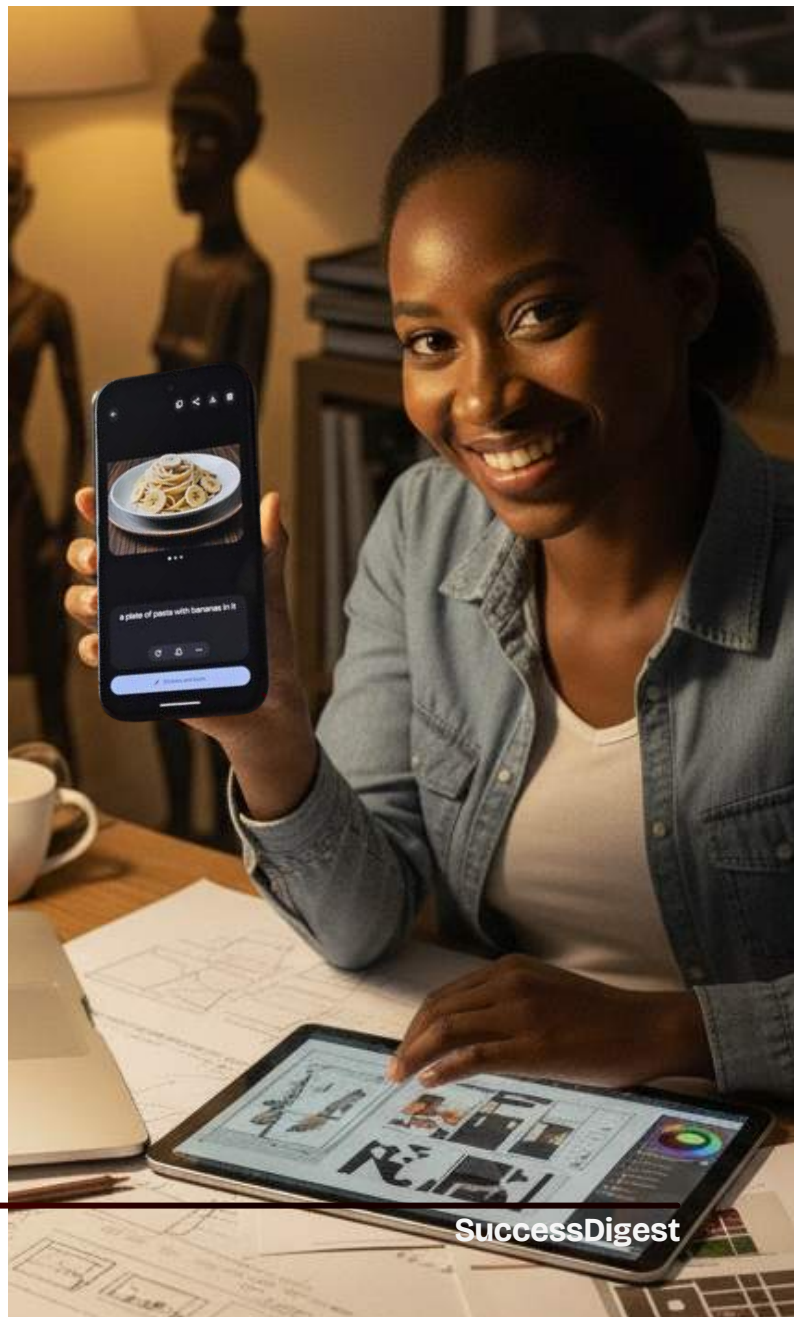
**Income: \$100 – \$200/hr**

Design used to demand high technical skill. Now? It's powered by imagination.

AI became Maya's artistic partner:

- She generated photorealistic images.
- She revived old photos for clients.
- She built website visuals in minutes instead of days.

People weren't paying her for the clicks she made. They were paying her for the ideas she brought to life.



## 4. AI Video Editing – Creativity at Hyper-Speed

**Income: \$100 – \$200/hr**

Video editing used to take the patience of a monk. Now silence can be cut, lighting fixed, and clips created—with a click.

Maya learned:

- Clipping with AI tools
- Generating avatars and talking videos
- Finding and creating b-roll instantly
- 

Suddenly, she wasn't just a designer, she was a full creative studio.

## 5. AI Writing – Turning Noise into Gold

**Income: \$100 – \$200/hr**

Maya started helping clients turn long, messy content into polished stories.

She learned to:

- Extract ideas from transcripts
- Generate new creative concepts
- Build AI tools that write like her clients



She didn't replace human writing; She enhanced it.

And businesses paid handsomely for that enhancement.

## 6. AI Content Marketing – Becoming Everywhere at Once

**Income: \$200 – \$300/hr**

This was the turning point. Maya realized major creators were using AI to run podcasts, newsletters, and entire content ecosystems without lifting a finger.

She began offering:

- Full content planning
- AI-powered creation
- Endless repurposing for social media



Her clients became “everywhere people”—the kind that show up on every feed, every platform, every conversation. And she became the person behind their rise.

## 7. No-Code AI Automation – Saving Companies Time (and Millions)

**Income: \$300 – \$400/hr**

Businesses waste time.  
A lot of it.

Maya learned to walk into a company, map their workflows, and automate everything:

- onboarding
- lead nurturing
- email sequences
- sales processes

She wasn't just improving systems, she was printing time. And time is the most expensive currency on earth.

## 8. AI Data Analysis – Seeing What Others Can't

**Income: \$300 – \$400/hr**

Most businesses swim in data but drown in confusion.

AI turned Maya into a translator of truth:

- Cleaning messy spreadsheets
- Enriching customer data
- Identifying patterns that boost profits
- Finding hidden opportunities inside numbers

Her clients didn't want data.

They wanted confidence.

And they depended on her to find it.

## 9. No-Code AI Agent Development – The Highest-Paid AI Skill Today

**Income: \$400 – \$500/hr**

This was Maya's final leap.



She learned to build AI agents, automated workers that operate 24/7 without breaks, complaints, or tired mistakes.

Sales assistants.

Customer service reps.

Marketing coordinators.

Research analysts.

She didn't fear agents replacing jobs. She used them to replace inefficiency.

And businesses paid her more for one agent than she previously made in a month.

## The Moment Everything Changed

One night, while reviewing her progress, Maya realized something so profound it felt like a punch to the chest: She didn't become "smarter." She became strategic.

AI didn't just level the playing field, It tilted it in favor of those willing to learn.

The world is changing. Fast. But it's not leaving you behind unless you choose to stay.



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# The Gospel of Money



## 4 Simple Steps to Financial Wellness in 2026

Chioma stared at her bank app in disbelief.

Another month, another salary that seemed to vanish before month-end.

She'd promised herself that this year would be different, but like many of her new year's resolutions, her financial goals seemed to fade by February.

You're not alone.

While many Nigerians excitedly plan to hit the gym or eat healthier in the New Year, financial resolutions often get pushed to the back burner.



Yet your financial wellness is deeply connected to your physical and mental health. Money stress can affect everything from your sleep quality to your relationships.

The Good News?

Improving your financial wellbeing doesn't require an economics degree or complex strategies.

Here are four practical steps you can take today to set yourself up for financial success in 2026 and beyond.

## 1. Revisit Your Household Budget (and Make It Realistic):

When was the last time you actually looked at where your money goes each month?

Start 2026 by creating or updating your budget with fresh eyes. This isn't about restriction, it's about awareness and alignment with your priorities.

### Here's how to do it:

- a) Track your actual spending for one month using your bank statements or a budgeting app. Don't guess—you'll likely be surprised by what you find.
- b) Calculate your monthly income after taxes. Include all sources: salary, side hustles, rental income, etc.
- c) Categorize your expenses into fixed costs (rent, insurance, loan payments) and variable expenses (groceries, entertainment, dining out).
- d) Identify the gap between spending and priorities. Are you spending money on subscriptions or services you barely use while saying you can't afford to save?

**Reality check:** With inflation and the fluctuating exchange rate affecting everyday purchases, you're likely spending significantly more on essentials like rice, fuel, and transportation than you did two years ago. Your 2024 budget won't cut it in 2026.



Pro tip: Use the 50/30/20 rule as a starting framework—50% for needs, 30% for wants, 20% for savings and debt repayment. Then customize it to fit your life and Nigerian realities.

## 2. Check Your Emergency Fund (Before You Need It):

***Pop quiz:  
If you lost your job  
tomorrow, how long could  
you survive on your  
savings?***



An emergency fund isn't pessimistic planning, it's financial self-defense. In an economy where job security feels less certain and unexpected expenses seem inevitable, having cash set aside can be the difference between a temporary setback and a financial catastrophe.

The standard advice: Save three to six months of living expenses in a liquid, easily accessible account like a high-yield savings account.

The reality: Your target depends on your situation.

- Three months: if you have stable dual income, no dependents, and strong job security.



- Six months: if you're a single earner, have dependents, or work in a volatile industry.
- Nine to twelve months: if you're self-employed or have irregular income.

### Action steps:

1. Calculate your true monthly expenses (use that budget you just created)
2. Multiply by your target number of months
3. Check your current emergency fund balance
4. Create a plan to close the gap, even ₦50,000/month adds up

Important: Your life changes, and so should your emergency fund. Got married? Had a baby? Bought a house? Your three-month cushion from 2025 might not be adequate anymore.

## 3. Tackle Your Debt Strategically:

Debt isn't inherently bad, it's a tool. But high-interest debt? That's actively working against your financial goals.

If you're carrying high-interest loans, 2026 is the year to get aggressive about reducing them.

### Strategy #1: The Avalanche Method

Pay minimum payments on all debts, and then throw every extra Naira at the debt with the highest interest rate. This saves you the most money mathematically.

- Six months: if you're a single earner, have dependents, or work in a volatile industry.
- Nine to twelve months: if you're self-employed or have irregular income.

## 4. Make Sure You Are Actually on Track with Your Goals:

Here's an uncomfortable question:

**Are your financial goals real or are they just wishes you tell yourself?**

The start of the year is the perfect time to move from vague aspirations ("I want to save more") to concrete plans ("I will contribute ₦100,000/month to my retirement account").

### **Do a financial health check:**

- Retirement savings: Are you on pace to retire when and how you want? Use online retirement calculators to get a realistic picture.
- Investment accounts: Did market fluctuations in 2025 throw you off course? Are you still contributing consistently?
- Major purchases: Saving for a house, wedding, or education? Calculate if your monthly contributions will get you there in your target timeframe.

## Set **SMART** goals for 2026:

Specific



Not "save more" but "contribute \$100,000/month to my retirement account"

Measurable



You can track exact progress.

Achievable



Stretch yourself, but stay realistic.

Relevant



Aligned with your bigger life vision.

Time-bound



Has a clear deadline.

### **The Bottom Line:**

Financial wellness isn't about perfection, it's about progress. You don't need to implement all four steps this week or even this month. Pick the one that will make the biggest impact on your situation and start there.

Maybe it's finally building that emergency fund. Maybe it's clearing your high-interest debt. Maybe it's just opening that retirement account you've been putting off for three years.

Small, consistent actions compound over time.

Remember Chioma from our opening story? She started with just one step: tracking her spending for 30 days. That awareness led to a realistic budget, which freed up money to clear her debt, which eventually allowed her to start investing.

One year later, she's sleeping better and stressing less. This is not because she became wealthy overnight, but because she finally felt in control of her money instead of controlled by it.

That's the real goal of financial wellness: not anxiety-free wealth, but confident control over your financial life.

Your future self will thank you for the steps you take today.

*\*This article is for informational purposes only and should not be considered financial advice. Consult with a qualified financial advisor before making major financial decisions.\**





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# LIVING HEALTHY



## “Your Liver Is Hijacking Your Productivity – Not Your Mindset.”



Adewunmi  
Ebuk

Adewumi Ebuk is a health coach with a niche in chronic health management and a thought leader passionate about restoring the divine design of health - where science meets biblical wisdom.

With an educational background in pharmacy and a 12 year career in health coaching rooted in functional medicine, she explores how behavioral science and our daily choices influence vitality, mood, and longevity.

Feeling tired after meals?

Foggy by noon?

Unmotivated for no logical reason?

This video reveals the surprising truth: your liver–gut overload may be sabotaging your energy, focus, and decision-making — long before “mindset” ever enters the chat.

Blending neuroscience, biblical wisdom, and cutting-edge metabolic research, this episode exposes what truly powers (or drains) your performance.

If you’re doing everything right but still running on 50%, you need this reset.

**Watch this short video - your clarity depends on it.**



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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

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# Plan, Act, Impact

*A Playbook to Elevate Your  
Perspective and Unstick Your Career*

## The Summary in Brief

In Plan, Act, Impact: A Playbook to Elevate Your Perspective and Unstick Your Career, author Colt McAnlis, covers effective ways to achieve the goals that matter to you in your career. You will learn to let go of your cynicism and negativity towards your work.

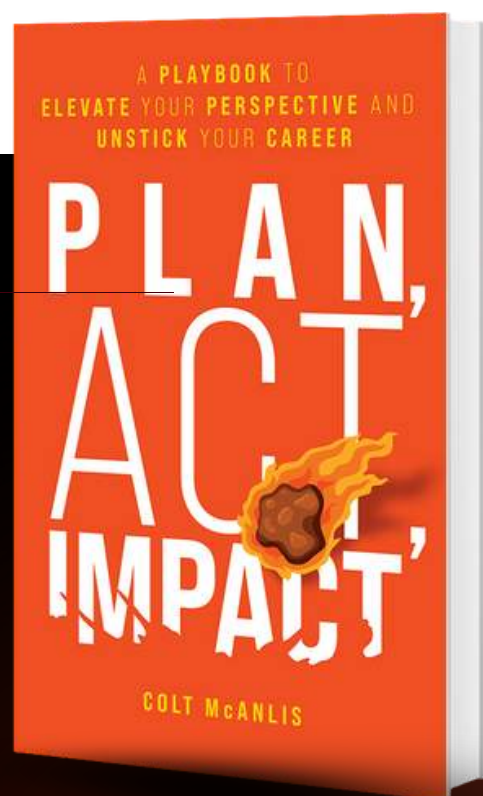
Once you can do that, plenty of opportunities open up for you. You will quickly gain traction in your career and achieve all of your professional goals. We each have a unique path to follow to achieve our goals- but you will discover your own path by reading this book.

We all need to learn how to “escape the mania of the moment”, build clear objectives for our career, and recognize the positive impact that we can make.

This can be a challenging journey for many, but you will gain the tools needed here. Overall, it’s essential to recognize that everyone feels stuck in their career at some point or another. Once you see that, it becomes much easier to work through “unsticking” yourself.

## In This Summary, You Will Learn:

- How to discover what’s stopping you from making an impact.
- How to set artful, meaningful goals in your career.
- How to switch from making impactful actions to impactful ones.
- How to make a plan for your growth and success.



## Discover What's Blocking You From Making an Impact

If you feel stuck, you will want to identify exactly what's stopping you from making an impact. Joanna works hard; she's the first to arrive at work every morning and is always the last to go home at night. She is driven, focused, and very committed to her job. Yet, each year, she's still passed over for that big promotion. Why? Well, she doesn't make an impact.

Companies value the impact that a person makes. You could be a hard worker like Joanna, but never leave an impression on the business. However, many people can't agree on what the word "impact" means.



Managers and CEOs often bring up the word "impact", but what does it mean to them? No one is offered a single definition of the word, which is problematic because impact leads to promotions, raises, and growth at work.

However, you will want to think of impact as completing an important goal. In most cases, this leads to you making an impact, no matter how others tend to define the word.

The goals you achieve can be made by you or by those you work for. Many people feel nervous about not understanding how their work and job performance is evaluated, so if you also feel that way, you're not alone.

However, once you understand how to make an impact effectively, you'll reduce your stress and your work will come to you easier.

## **Low-Level Goals**

Low-level goals include anything basic to do with your biology and survival. Many of us can't meet a high-level goal until we get all of the low-level ones out of the way. For instance, if you don't feel safe in your personal life, you are going to focus on that over your work.

Low-level goals have a lot to do with biology and our natural flight or fight responses to stressors. Be sure to meet your basic needs before you try to meet other, higher and more intricate goals.

## **High-Level Goals**

Once you have all of your low-level goals met, you can start working on the high ones. These goals build on top of the low ones. You can use the following example:



## LOW-LEVEL GOALS

Survival  
first

- Feeling safe
- Having food
- Resting
- Reducing stress
- Basic stability



## HIGH-LEVEL GOALS

Growth after  
stability

- Being creative
- Chasing ambitions
- Working on big projects
- Improving life
- Enjoying higher-quality experiences

"...spending time picking wild berries will fulfill your need to alleviate hunger. However, a seven-course meal prepared by a Michelin-starred chef will too, and you'll probably enjoy it even more."

This fits in with Maslow's hierarchy of needs. The bottom levels consist of food, water, and shelter. Then comes the safety needs, with love and belonging on top of that. The next layer is esteem, which requires all previous needs be met first. Once you've accomplished those, you reach self-actualization.

If you try to meet high goals without meeting the low ones, you will be met with additional stressors and challenges.

# Making Impacts

When making an impact, you need to determine what goals are worth your time and what ones aren't impactful. Any behavior you make often at work is considered to be a pattern.

Anti-patterns are the repeated actions you take that are hurting your goals and successes.

## **Anti-patterns consist of the following:**

- Focusing on actions that feel right, but don't have the ability to create measurable results that matter to the company
- Actions that are impressive and create impact- but no one signed off on them, so the results aren't wanted
- Large amounts of time and effort are put in only to create large, unintended consequences, which causes the impact to get lost.

If you aren't making an impact or feel that your actions are being properly recognized, you are likely stuck in one of the above anti-patterns. Once you identify which of the three is affecting you, you will be able to move on from those actions.

# The Art of Goal Setting



To unstick yourself, you will want to learn how to set goals. Learning to do this accurately and effectively is much like an art- it takes time, effort, and plenty of practice. You can think of good impacts as goals that are set by you or the people around you. When you complete them, you have a stronger impact.

However, that does mean that you need to learn what is expected of you from others.

That could be your coworkers, although it usually refers to management or the CEO of your business. What are the best ways for you to use your time on the clock?

You want to create measurable, wanted results that are approved of, and avoid unintended consequences. When you learn to do all that, you will set meaningful goals in your career.

## Unimpactful Actions

Unimpactful actions are a result of following anti-patterns. You want to learn to switch off your anti-patterns- which can be challenging, especially if you've been following them for a very long time.

Our body's hardware all reacts differently to stimulus. For example, getting an email from your coworker is going to trigger one of three things:

- Fight
- Flight
- Or a freeze reaction



This is normal for everyone. However, how you react will determine whether or not you make an impactful or non-impactful response. You need to stop, breathe, and take the time to react appropriately. Otherwise, you will be following your old anti-patterns.

If you are trying to make an impact, but have bad habits, you will never achieve your goals. You will be stuck in a cycle of anti-patterns and unimpactful actions.

## **It's Not You, It's Your Stress**

Many people feel anxious at work. They worry that they aren't making enough of an impact and won't see any promotions or other recognition of their efforts in the future. This way of thinking can stress you out greatly and send you into a downward spiral. We all feel stress in some form.

However, you will want to learn how to manage it, so you can react appropriately. Inappropriate responses will only earn you a trip to the HR office- you want to be sure you are constantly measuring your reactions to your work surroundings.

Many people feel anxiety over not understanding how their work is being evaluated by management. Of course, this can be very unsettling for many, since this has a direct effect on your career progression, your money, and even your future career path.



Learning introspection will assist you greatly in the workplace. Your actions will have a better impact, without any lasting negative repercussions. Remember, your behavior and actions at work also influence what impact you have.

Overall, if you feel that you aren't making an impact or being recognized for your actions, it's likely your stress and anxiety that is holding you back. If you're stressed about not being good enough, it almost seems like a self-fulfilling prophecy when you don't get that promotion.

However, you are likely working very hard despite that. Awareness of your emotions and how you treat others will assist you in that regard.

## **Learn What It Takes**

Next, you will need to learn what it takes to break free from the cycle of anti-patterns and unimpressive actions. You need to build a strong foundation before you can raise your impact at work. You need to start with your goals by choosing the right ones- which all need to be measurable. The more specific you can get, the better.

## **Establish a Solid Foundation**

To establish your foundation, you need to work on your ability to build goals and avoid anti-patterns. That means, you only set meaningful and measurable goals, then work on avoiding bad habits that come from anti-patterns.

Anger could be destroying your foundation. You need to learn to look from a different perspective. You need to build tools that allow you to react appropriately to every situation you face in the corporate world. Moving forward in your career is a skill and an art. You need to perfect your current skills before you can move forward to the next level.

To do that, you need to build on your foundation skills and conduct research. You want to know:

- Who's evaluating the success of your goals
- How you can achieve your goals
- What does the board of directors, managers, or the promotion committee want to see

## Impactful Actions

Impactful actions come from measurable goals. Because, if no one can measure the goal, how can you tell if it was impactful? Your bosses will not be impressed with unmeasurable results—which is why Joanna from earlier was not receiving promotions she deserved. She worked very hard, but her results weren't measurable in a way that mattered to others at the company.

Here are some examples of measurable goals that could lead to impactful actions in the workplace:

- Gain at least three new clients a month for the next four months.
- Meet with mentor twice a week to develop industry skills and knowledge.
- Attend one industry event per month to learn about our industry in detail.

- Pick up a mentee and meet with them for at least 30 minutes per week to teach them and improve your managerial skills.

## Make a Plan

You will need to know how to make a plan. This section, also is referred to as the **Impactful Actions Playbook**. It forms a foundation for you to understand yourself, the situations you cause that prevent you from making impacts, and ways to make stronger impacts. First, you will need to make a plan.



Your plan should include all of your end goals, then how you want to rank and source your actions towards those goals. You want every action you take to be meaningful and impactful, without causing unintended consequences.

You can think of impactful action planning as a meteor. It has impact, but also the potential to kick up a ton of debris when it strikes. Those pieces of debris can cause a lot of unintentional harm.

# Impactful Actions Playbook

You will need to identify your end goals. Then, it helps you to determine what steps you need to take to get there, as well as the amount of effort you need to put in. Plus, you need to consider the ejecta (the debris from the meteor) that happens as an unintentional side effect.

For example, if you constantly want to remind everyone you're the smartest person in the room, there's going to be a ton of unintended consequences- even if you make otherwise impactful actions. You might find yourself destroying your work relationships and constantly in the HR office. Despite putting in the work, you're making the situation worse for yourself, which isn't going to lead to any promotions.

## Source Potential Actions

Once you have your end goal in mind, you can source potential actions. Talk with your managers, bosses, and mentors. They will let you know what they approve of and what has worked for them in the past. You shouldn't hesitate to talk with others who you work with- they can provide you with plenty of information and offer you their own past experiences.

Many people today put in long hours and work hard, but don't get the raise or the promotion they think they deserve. This can lead to a lot of frustration, anger, and anxiety, which then becomes more anti-patterns. If you need help breaking out of



these bad habits, you shouldn't hesitate to talk with higher ups.

Ask what is expected of you and how you can make more impactful goals. They will be sure to let you know and will appreciate being asked; many people enjoy sharing their insight and look for ways to improve the business from the inside.

Overall, you can source your impactful actions without worry. Doing so will show the company that you care about getting the results that they are looking for!

***Colt McAnlis is an engineer, mentor, consultant, and lover of pumpkin pie. As a developer advocate for Google, his content has helped more than 4.5 million developers learn to build better, cheaper, and more performant applications. Prior to Google, Colt was a graphics and performance engineer in the games industry for Microsoft's Ensemble Studios, Blizzard Entertainment, and Petroglyph Games. He has been an adjunct professor at Southern Methodist University and takes the opportunity to lecture at UCLA every now and again.***

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