

Women Do Business

*Answers for the Christian
Woman Entrepreneur*

*(Adapted from the Excel Woman
TV Show)*

Tobi Awoyemi

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**This Book “Women Do Business”
is a compilation of Answers to
Business & Faith Questions
asked on the
Excel Woman TV Show
*And so, as they say, “Enjoy the Show”!***

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CHAPTER 1

BUILD A BUSINESS AROUND WHAT YOU LOVE AND ENJOY

QUESTION: How Can I Turn My Passion into a Profitable Business Idea?

I get asked this question a lot whenever I speak at women's groups, trainings and workshops.

I have grown to love this question so much, mainly because of my personal experience with this issue.

I used to be an IT consultant; this was a very well-paid job, very convenient for my family life too, but I wasn't fulfilled in that role.

I began to experience fulfilment in this area, only when I started working in the area of my passion.

- 1) ***Determine in your heart that you want a business:*** the fact that you enjoy doing something does not mean that you are

ready to take it to the next level as a business venture.

It might just be a hobby.

You might enjoy playing football, but are you ready to become a professional footballer?

It will involve leaving your family behind, going for trainings and travelling all over the world.

Business is not only about doing what you love and enjoy doing; there will be other areas involved as well, such as research, marketing, learning new skills, administrative tasks and even accounting! Are you ready for all that? (By the way, you might be able to outsource some or all of these roles I have mentioned in the future, but as a new entrepreneur, you might need to get your hands dirty doing some of these things yourself).

I'm not trying to deter you from starting your own business; I know it can be very beneficial to make money from what you enjoy doing. A popular basketballer once said, 'I get paid to do what I love doing every day'; that can also be you. I love imparting and impacting people with knowledge, inspiring and motivating them to take the next step towards success, I enjoy

that, that's what I do, and I hope that is what I am doing for you presently.

There is a question I often ask people who have the desire to start their own business but don't know what to do, or have become unfulfilled in their current role - If everyone in the world, gets paid the same hourly wage for whatever we do, be it a cleaner or taxi driver, the President or the school teacher, what would you do? I would do what I am doing right now – Inspiring, Motivating, Empowering through Knowledge.

So, determine in your heart that you REALLY want to do this as a business and not as a hobby. If companies like Facebook and Google can make such a huge impact on our world today; you can also do same; nothing stops you from doing the same.

“Your Business venture

is

much more than

a

hobby you enjoy.”

- 2) *What are you passionate about?* Let me help you discover your passion here.

Remember my question earlier, If everyone in the world, gets paid the same hourly wage for whatever we do, what is it that you would do? The answer to this question determines what you are passionate about.

Now let me ask you; what is it that you enjoy doing that even if you weren't paid to do it; you would still do? What magazines do you like reading? What shows do you like watching? What books do you like reading? What do people compliment you on? What is it you do effortlessly? Think deeply about these things; they are indicators of what you enjoy doing.

- 3) *How can you now turn this passion into a product or service that people want?*

Now that you have discovered your passion and you're convinced you are ready to start a business, let me share some tips on profit-making from that business with you.

If you love baking, how about teaching others how to bake or selling your baked goods? When you have achieved some degree of success in this business, you can

also teach others how to start their very own successful baking business!

If you love making jewellery or other fashion items, you can start by making and selling these items; then teach others how to be successful in that line of business too – how to hire the right employees, do their accounting, where to source quality materials and so on. These are a few simple ways to make money from your passion.

4) *Who will buy these products from you?*

Let's talk about your target audience.

The individual, business or organisation that wants your product, has a keen interest in your product, as well as, the buying power to purchase your product, is your Target Audience! For example, If you design children's clothing, part of your target audience will be parents of children of that particular age range, because they make the overall decisions and have the buying power to pay for your product.

Your target audience may also be other business owners, for example, I run a social media consultancy firm, so my target audience includes businesses who want to build their brand and business using social media.

Also, governmental bodies and charitable organisations could be your audience too.

(If you're still struggling to find your passion and / target audience, there are several industries you can look at, such as the health and wellness, beauty and fashion industries. These are industries that you can easily start your business in).

Whatever you do, make sure that your target audience exists and are easily identifiable.

***“Make sure your target audience
exists and are
easily identifiable.”***

Defining your target audience affords you the opportunity of knowing who you are speaking to, and becoming a master at serving that specific group of people.

You can define your audience by focusing on the following:

Who do you like working with or want to work with? Are they:

Individuals – Gender, age, income level, level of education, shopping habits, hobbies and so on

Businesses - Micro, small or medium-sized businesses; large corporates; start-ups or established businesses

Governmental organisations - Local, State, National or International level

Charity Organisations – Health, Economic, Education areas and so on

All these are very important because knowing your target audience will help you to accurately identify those who need your products and services and the avenue through which you can make these solutions (your products and / services) available to them so that they are willing to buy from you.

Be sure to research on your target audience, interview some people, check websites like Amazon and EBay for the books people are buying currently in your field of expertise, look at your competitors, what are they doing? If you have none, find out why?

*“Defining your target audience
affords you the opportunity of knowing
who you are speaking to and
becoming a master at serving
that group of people”*

CHAPTER 2

MOTIVATION TO START AND BUILD YOUR BUSINESS

QUESTION: I have a good Business Idea but Starting Up has been a challenge, What Can I do to give myself the Extra Boost needed?

Let me start by sharing some amazing benefits of starting your own Business with you:

1. *If you start your own business, you get to do what you love.* There is a place to gain experience, and a place to use the experience gained in your own business. You have your freedom and time to yourself. You can be creative. You can set the tone of your business. You can determine your marketing strategy and the customer (service) experience you want to give to your customers without having to wait for anyone's approval.

*“There is a place to gain experience,
and a place to use the experience gained
in your own business”*

2. *You can create a legacy.* Your business can become a legacy that you leave behind for future generations. You also have a bigger opportunity to impact other people because now, you are in the driving seat. You can have a major impact on the progress and lives of others.

*“You’re building a legacy, a dream,
a pathway that can help you
make a difference in the lives of others;
don’t quit on that”*

3. *You gain satisfaction and fulfilment* when you start your own business. A lot of people are stuck in jobs they don’t

like; the job is convenient and well-paid, but they do not enjoy what they do. Your own business will give you that satisfaction and fulfilment a day job may not give you.

4. *You will be in control of your time, efforts and money.* As long as your business is doing well; you can give yourself a raise. You can work around your family and commitments.

Starting your own business can be very profitable. Nothing is impossible.

Go out there and build an enterprise that you will leave as a legacy; an enterprise that can become a very profitable one.

5. *You can create a passive income for yourself.* Money comes in, even when you are sleeping, especially if you sell digital products and /sell your products and services online.

You can go into affiliate marketing (become a reseller) – where you sell other people's products and services for

them, and you get a percentage of every sale you make. You can choose to sell products and services in that area that you enjoy.

6. *The Network marketing business* is also another area some people have found success in. It is usually a ready-made “business in a box” and some entrepreneurs may prefer it, as they can avoid much of the heavy-lifting that comes with putting together all of the aspects of owning your own business, especially at the beginning.
7. *There is a wealth of information available* at your fingertips especially on the internet. There are courses, free reports, eBooks, coaches and mentors out there who are willing to take you to the next level. There is a lot of personal development that goes with building a business. Don't let anything stop you when there is so much information and help available to you. A lot of organisations out there also

support entrepreneurs, even specifically and especially, female entrepreneurs. *

*“There is a wealth of information
available at your fingertips,
especially on the internet,
take advantage of IT”*

***Excel Woman is an organisation that Equips and Empowers Women for Success – check ExcelWoman.TV for Help and Resources with Starting and Building a Business You Love.**

8. *Don't let your day job stop you.* There are a lot of 5pm – 9pm entrepreneurs out there. If you can't start your own business full-time now, start part-time. You're building a legacy, a dream, a pathway that can help you make a difference in the lives of others. You can make a difference in your world through your business.

*“You can make
a difference
in your world
through your business”*

9. *You can start your business as a second career.* This is the opportunity to have that thing that you didn't have in your first career. Again, it can be a part-time affair; you don't have to leave your day job. Build your income and clientele before you decide to go full time. Don't let money stand between you and your dreams. Social media and other online marketing tools are a great way to promote your business both locally and globally from the comfort of your smart phone. Put systems in place before you go full time.

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*“Don’t let money
stand between
you
and
your dreams”*

If I could do it; you can too. God is no
respector of persons!

CHAPTER 3

GROW YOUR BUSINESS WITH SOCIAL MEDIA MARKETING

QUESTION: How Can I Use Social Media to Grow My Business?

This is something I practice daily; I use social media to grow my own consultancy business. Some of us might also say we do a lot on social media, but we do not see results; this is something I hear on a regular basis from new clients and some of my audience.

There are a number of important points to bear in mind before you set out to use social media to grow your business:

1. ***Have a goal in mind:*** what are your social media goals? What are you looking to achieve? Do you want to brand your business or create a followership? Are you looking to actually sell online? What exactly are your goals?

This is the first step; determine your social media goals.

Your strategy for branding is different from your strategy for selling on social media; likewise, your strategy for creating a following would be different.

*“Your strategy for branding
is different from
your strategy for selling
on Social Media”*

2. ***Who are your target audience and where can you find them?*** You need to determine which social media platform is right for your target audience.

There are various social media platforms including Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest and more. As an example, I always say to my clients, if your business is very much based on people being able to see your products and services before buying from you, e.g. Caterers, bakers, decorators,

florists, event planners, personal and fashion stylists, then Instagram is a great social media platform for you to promote your business on, because it is a highly-visual platform.

It is important that you think deeply about your target audience and the kind of content you will be sharing before choosing the social media platform or platforms you will be connecting with them on.

You may also choose more than one social media platform to market your business through. Again, I always advise my clients (especially sole proprietors), not to learn and newly start using more than two social media platforms for their business at the same time, except they have someone else helping them. The reason I say this is because, it can easily lead to overwhelm – learning to use various tools for your business at the same time, while still carrying on with other core business activities. What then happens is, you may spread yourself too thin, and end up not doing much or achieving any reasonable results from your social media efforts.

*“Don’t spread yourself too thin;
you won’t get
much done”*

Start with two platforms, learn those platforms, share content on them, get to know your audience, get established on them before you move on to learn, and use more social media platforms to market your business if you wish.

*“Don’t try to learn to use
more than two social media platforms at a
time
for your business,
except you have someone helping you”*

3. *What content does your audience want to see* in the area of your offerings (Products and Services)?

One very important thing to share on Social Media is valuable content or information from your area of expertise - What tips and tricks do your target audience want to know? Which “How-to-information” can you make available to them? What value can you give your target audience that is going to make them want to follow you on social media? Sharing value on your area of expertise with your target audience is what will position you as their “go-to expert” in your field!

“Inspire, Educate

and

Entertain your target audience”

One mistake some people make with social media marketing is trying to sell only; social media is a place to BUILD RELATIONSHIPS. Let your audience get to Know, Like and Trust You; then they will buy from you – this is known as building the KNOW, LIKE and TRUST factor! Share something of value - Inspiration, How-to information, Humour, games and more. Entertain your

followers. Three things to do with your social media posts: Inspire, Educate and Entertain. Have your ideal client in mind for everything you share on your social media platforms.

*“Use Social media
to build relationship
with your audience”*

Don't be about selling alone, always think - 80% value and 20% promotion!

Give valuable content 80% of the time, and use the remaining 20% of the time to promote your products and services to your audience.

Inspirational and motivational quotes are big on social media; everyone wants and needs encouragement at one point or the other. This is especially useful if your target audience are individuals.

*“Don’t be about selling alone
on social media;
give value”*

4. ***Be consistent.*** If you are invited for a meeting, and you get to the arranged venue, the windows are dusty and the place looks deserted; I can assure you that you would hesitate to go in there. That’s the same feeling people get when you have a social media account, and you don’t post on it for long periods of time. It looks like an abandoned property to them. If you are in business, you can’t afford to let your social media accounts go dormant for a week or two without any communication to your audience. You need to be consistent and publish posts to your social media accounts regularly, so your target audience know you are truly in business!

“Be Consistent.

Posting regularly

let’s your target audience

know

you are truly in business”

5. *Track your results.* As you use social media marketing for your Business, be sure to check on your “return on investment (ROI)” of time, efforts and money! You need to know what is working for your business, as well as, what is not working.

Make good use of the insights (data / analytics) provided by the social media platforms about your account. For example, which one of your posts do your audience like the best, which posts do they engage with - comment on / share with others, are your posts driving traffic to your website or blog, are they resulting in sales? Your social media insights will also give helpful information about your audience (followers) that will help you focus your social media marketing

efforts, such as, gender, age range and world-location.

Be sure to make use of your Social Media Insights / Analytics!

*“Always look at
the Return on
your Investment (ROI)”*

6. *What is your budget for social media marketing?* You should consider having a budget for your social media marketing, no matter how small. This can be used towards advertising your business on one or more of the social media platforms, getting coaching and training on how to use these social media platforms effectively for your business or even outsourcing your social media marketing activities.

If you do any of the afore-mentioned activities (social media advertising, coaching & training and outsourcing) well, you can expect a return on your social media marketing efforts.

7. *Give away something of value to your target audience:* take your audience away from the (noisy) social media platform where you met them to somewhere you can further build a relationship with them, your own platform – in form of your website / blog or email marketing list.

Here is How – Offer your audience a FREE eBook, report, checklist, audio or video, with valuable information in your field of expertise that your target audience *really* want. In order to get this awesome information you are providing FREE of charge, your audience will need to give you their email address, so you can deliver it digitally to their email inbox. This is usually called an “ethical bribe”. Basically, you are giving your audience information they need, in exchange for their email address, through which you can further build a relationship with them. This way, you can build an email database of potential clients who you continue to build a relationship with via email, and of course, social media.

You continue to “court” your potential clients via email (now that you have their email address) by continuing to give value and of course, recommending your products and

services as a solution to their problems or needs.

Be sure to remember the 80/20 rule - 80% value, 20 % promotion.

Be careful not to stuff your audience with too many sales campaigns; otherwise, you turn them off and they may unsubscribe from your email list or database.

On Social Media, your followers may choose to hide your posts or unfollow you if all you do is sell to them without providing any value.

Remember to develop the KNOW, LIKE and TRUST relationship with your audience in all of your social media marketing (and online marketing as a whole).

CHAPTER 4

CASE STUDY - WHAT PRODUCTS AND SERVICES CAN I OFFER MY POTENTIAL CLIENTS?

QUESTION: How Can I Package my Knowledge of Leadership into Products and Services?

1. *The very first step to take* is to decide on a specific area of leadership to focus on or specialise in. Some areas of leadership are: business, corporate, spiritual and so on.

*“Decide on
an area of
specialisation”*

2. *Secondly, decide on your target audience.* Deciding on your target audience will help

you focus and channel your marketing efforts towards the specific group of people. It is said that it is better to be master of a particular area, than to be a jack of all trades.

*“Deciding on a
Target Audience
will help you focus
your marketing efforts”*

3. *Thirdly, determine the various formats that are ideal for your target audience – which formats would your target audience want your products and services made available to them? For example:*
 - i. Digital products such as eBooks, webinars (online seminars), online courses, Audios, Videos and Online Membership Sites
 - ii. Physical learning materials such as Training Manuals and Books

- iii. Live Trainings & Workshops,
Conferences and Seminars
- iv. One – to – one coaching and
Group Coaching Programs

It is important that for any formats you choose to make your products or services available to your audience, they are properly priced for your target audience. One of the ways to determine this is to look at what your competitors are currently charging, as well as, how much you want to get paid for your work. Be sure to have a good balance so you can effectively compete in the market place.

- 4. *Lastly, you must have an overall marketing strategy*, as well as, a specific marketing strategy for each of the product formats you choose to make your products and / services available to your target audience in – this is because the different formats may resonate with audiences that are slightly different, so you must find ways to catch the attention of these various segments of your target audience.

It is also important to position yourself as an authority or expert in your chosen field so that your audience already Know, Like and Trust you and are poised and willing to buy from you. Remember, sharing valuable content from your field of expertise with your target audience, will position you as a go-to-expert in that field.

“Position yourself

as an authority

in your field

of expertise”

You can also collaborate with others - for example, let's say you have a business colleague who has the same target audience with you but is not a direct competitor, Can you leverage on their audience by getting access from them to promote your products and services to that audience? Again, for example, you have a colleague who is a fashion stylist for Women in Management, and your area of speciality is Women in

Corporate Leadership, can you leverage on her audience and she on yours?

A word of caution, always be sure to reach an agreement on the way commissions will be shared and paid before going into any joint venture.

There are also numerous ways to market your leadership products and events online and offline.

Your online marketing methods may include, social media marketing, pay-per-click advertising, banner advertising, blogging and email marketing.

Your offline marketing methods may include, word of mouth / referrals, newspaper and / magazine advertising, flyers and business networking.

CHAPTER 5

START-UP CAPITAL AND BUSINESS OPERATIONS

QUESTION: How much Capital do I need to Start My Business?

You want to start by determining what kind of business it is you want to go into and then, what you will need to start out on your new venture.

Is it a home, small or medium-sized business? Will you need a lot of equipment and machinery as this will determine how capital-intensive your business will be.

The location your business will run from is also a very important factor when it comes to capital. Do you need to rent an office space, large factory or can you work from home?

What kind of facilities will you need? Electricity, Phone, internet access – these facilities might be easier for you to incorporate into your current spend if you choose

to work from home but might mean additional expenses if you will be renting an office space away from home.

Will you need employees or will you be starting out as a one-man show?

What professional level of staff would you need? For example, there will be a big difference between hiring high-level professionals and staff who you are happy with to learn on the job.

What kind of marketing strategies will you be adopting? There will be a huge difference in your marketing budget if you are choosing to do billboard, television, radio or newspaper advertising from if you choose to go for methods with much lower costs, such as social media and online advertising as a whole.

QUESTION: What's more Important for a Start-up: A Business Idea or Capital?

1. I believe it's having a business idea.

A lot of people have deprived themselves of the life and future they want by giving the excuse of not having capital. Don't let money stand between you and your dreams.

*“Don’t let money
stand between you
and
your dreams “*

I believe there is always a way – starting small, loans (small or large), investors, partnerships, raising finance by yourself or through others and more.

2. Be sure to write your ideas down.

The plans you have written down add fire to your drive to succeed in every area of your dream, including sourcing capital and seeing your business work.

“Always write your ideas down.

*The plans you put down
add fire to your drive”*

3. *Remember, God can always make a way* for us where there seems to be no way. Pray consistently for your business idea (and the business you already run) and God will open doors of opportunity for you.

QUESTION: How Can I minimise the risk of losing money on a new Business, even after thorough Research?

1. I would recommend some very practical research; that is, apart from researching online, interview people who have done the same type of business before.

Take time out to meet and discuss with them. Find people who can tell you the ins and outs of this business. Find out how you can leverage their lessons in success and avoid any mistakes they made.

Attend events, conferences, shows and exhibitions that cover the industry activities.

Go on courses, trainings and workshops targeted towards the area of Business you are going into.

All of the above will not only open your eyes to hidden areas of the business you might have missed, but will also prepare you for the exciting journey ahead.

*“Learn from people
who can tell you about
the specific business -
their lessons in success and
how you can avoid
any mistakes they made”*

2. Another way to minimise the risks that might be involved in starting this new business is to start on a small scale. You can carry out a trial if possible, or create small samples of your product. You may also choose to test your idea out on a small group of people or community. In conclusion, test the waters first before you make a final decision.

*“Test the waters first
before you make
a
final decision”*

QUESTION: Should I get a Franchise or Start-up on My Own?

A franchise is a great idea. Let's take a look at the pros and cons:

Some of the advantages may include:

1. Everything is all set and ready for you – a sort of “Business in a Box”.
2. Contacts such as suppliers already exist and are readily accessible to you.
3. You have an avenue for sales as there is a ready-made target audience, especially if the franchise is a successful brand.

Some of the disadvantages may include:

1. There might be details in methods you don't agree with but will not be allowed

to change due to set processes, in essence, it will be very difficult for processes and systems that have been put in place to be changed for you.

2. Most successful and established franchises are usually deemed to be on the expensive end, in terms of the cost of purchasing a licence.

QUESTION: How Can I Run my Retail Business from Home?

- i. You can create your own online store using various tools available online
- ii. You can have your online store on already established platforms such as Amazon, EBay, Etsy, etc
- iii. You can set up a pop-up stall from time to time in markets, events and exhibitions on a regular basis
- iv. You can also go for the “shop in a shop” alternative; where you pay a certain percentage of your sales to the shop owner who showcases your products in their store. For example, a fashion store can stock your jewellery, and you get a

percentage on every sale made based on a pre-agreed contract.

QUESTION: What is the Key to Satisfying my Customers?

1. Make things clear. Be clear on the products and services you provide, as well as, your terms and conditions.
2. Maintain integrity: Be true to your words. Don't turn your customers off, as negative word of mouth can be bad for business. Always strive to give and leave a good impression.
3. **Go the extra mile:** It's the extra that you give your customers that will differentiate you from your competitors!
4. **SMILE!!!** That's a language everyone understands regardless of where they are in the world.

*“Go the
extra mile
if possible”*

QUESTION: What Should I Look for in Hiring New Staff?

The first question to ask yourself is this: ‘is this person a good fit for this role’?

Does this person have similar or the necessary experience for this role? (this is important, but not necessarily enough)?

Consider the potential for development. Sometimes people are at a particular point where they are a clear fit for your business, but do you want them to stay that way or will you train them for higher roles?

Do they have the potential for what you want? Can you see this in them?

Are they a team player? Ask questions about their experience working with other teams. If your goal is to grow your business, there will be other individuals in your business from time to time. Any member of staff you

hire needs to be able to work with others effectively.

They should ideally be enthusiastic about the role. You want someone who is happy to work with you and your business. As individuals, we all have particular areas we are passionate about, but he/she should be generally enthusiastic about their role.

Good presentation is also key and very important. The first impression *really* does matter. They should be appropriately dressed and keep to time.

CHAPTER 6

UPSCALING YOUR BUSINESS

QUESTION: How do I Manage my Business as it Grows to a Large Scale?

I will start by saying - SYSTEMS and PEOPLE!

1. Firstly, what you may need is a few **automated systems** to take the manual work out of your business routines.

It may be systems that can run reports for you instead of you creating them yourself, social media scheduling tools, Customer Relationship Management (CRM) tools and so on. The use of intelligent systems in your business will help you to reduce overwhelm, save time and money, which will in turn allow you to focus on the most important aspects of the business.

2. Secondly, you may need **more staff** where the work has to be done by an individual or team of people.

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It may be a sales department, human resources, marketing or finance. This does not mean you need to hire an entire team of people at once, you can start with hiring one person and handling over the responsibility for that department and role to them. As the business grows, the departments can grow with it.

You may also choose to outsource the work that needs to be done to an outside agency. This may be cheaper for you at the beginning in comparison to hiring your own staff.

So, the answer is – more automated systems and people!

QUESTION: How do I Identify Employees who fit into the long-term Vision of my Business?

Pray about it: I personally speak to God about a lot of things. Nothing is too big or too small to take to your Heavenly Father. There is nothing we ask God that is a burden to Him. Nothing about us, is unimportant to him.

Interview and share your vision with them:

Plainly share your vision with them in various formats – written word, video and / one-to-one. You can then seek to find out if they buy into the vision or not.

Probationary period: Start out with them on the basis of a probationary period, for example, four weeks, eight weeks, three or even six months. This probationary period would have been stated and agreed at the inception of the working relationship, that is, as at the time of their employment.

If during the probationary period, you discover the employee to be an ideal match for your business and vision, then you can decide to have them continue in employment with you. If the situation is contrary, you can hopefully end the employment on good terms as agreed as at the start of their employment.

QUESTION: How Can I get Help with my Business at affordable rates?

A number of us try to do everything ourselves when we are just starting out in business – while this is sometimes under-

standable because we are trying to save money, we may be wasting precious time spending days and weeks doing what could be completed by a professional in hours. A professional might also do a better job than us.

In essence, there are times when it would be wise to bring in help – for example, designing a website – this would probably be done faster and better by someone who is professionally trained and / has knowledge of this area.

If you are trying to save money as a new business and you need some work done professionally for you - look out for students in that field of expertise; they won't ask for such high rates. Or volunteers who want to learn – they gain experience, while you get help with your Business. You may also be able to give such individuals a testimonial, as well as, recommend them to other business owners.

In conclusion, if you can't afford to pay for help in your business yet, make use of the resources around you until when you can.

QUESTION: Is it advisable to Outsource and How?

Yes, It is advisable to outsource some of your business activities to outside agencies, such as – social media marketing, sales, website management and more, depending on your type of business.

Outsourcing will help you to reduce overwhelm in your business, as well as, focus on other core business activities.

There are several online websites where you can find freelancers (at a low cost) to outsource business and administrative activities too. Be sure to look at the reviews of the website and freelancer (the person you are allocating the work to) before going ahead.

QUESTION: How do I Manage my International clients?

Get to know your international clients more, as well as their culture. You can do some research online, read books and ask the relevant people around you who might possess the knowledge you require.

WOMEN DO BUSINESS

Getting to know your clients will enable you to satisfy their business needs and give them the excellent service they so desire.

Also, be sure to have agreed terms and conditions in writing so that you are operating at the same level of understanding.

Lastly, arrange to have regular telephone or online meetings to keep one another abreast of where you are with projects, as communication becomes even much more important when there is a lack of access to meet physically.

CHAPTER 7

ADDRESSING YOUR INNER DOUBTS ABOUT YOUR BUSINESS AND FAITH IN GOD

QUESTION: How do I Know my Business is God's plan for Me - is it by Success or failure?

Often, what God needs us to do lies within us already, we just need to discover it. I recommend that you go on a journey of self-discovery with your maker!

1. Having a conversation with your Heavenly Father in the place of prayer is the best place to start from. Ask him for His will regarding your Business and Life. He will always direct you and never leave you in the dark.
2. Prayerfully, seek wisdom from the leaders God has placed around you. Speak to your mentors, coaches, spiritual leaders and

those who know you; they will be able to direct you.

3. Lastly, I wouldn't say it's success or failure that determines God's plans for us. The fishermen in the Bible were failing, but they still met their destiny (becoming disciples of Jesus Christ) in that same place of failure.

Failing isn't fun, I have been there, but it teaches you and grooms you a lot.

The only way to know is by asking the creator himself (praying), prayerfully seeking wisdom from those around you and stepping out!

“Success or failure

Does not determine God's plans for us.

The fishermen in the Bible were failing,

but they still met their destiny

in that same place of failure”

QUESTION: I would like to use my Business as a vehicle to share my Faith, is this right and How do I go about doing this?

Personally, I believe that all I am is a faith vehicle – myself, my family, my business etc.

Yes, we need to share Christ. That's part of our purpose here on earth. We need to seek and follow God's will here on earth. We are here to bring others to Christ.

We need the wisdom of God to share Christ. We should work to let people see Christ in us. Wisdom is key.

Share your testimony. Let people know what God has done in your life and the lives of those around you. Be a witness for Christ – That's how I share My faith.

Another opportunity to share your faith with others is when they share their own life-issues with you. Let them know where Christ has helped you in the past and may be helping you at that particular point in time.

Always take every opportunity to give glory to God for your testimonies and achievements.

QUESTION: Marketing Value versus exaggeration of services – at what point does this become lying?

I will say you don't need to do that at all, that is, lying. I believe we can pray that God should bless the works of our hands and He hears us.

There are other ways to make your business look good. For example, you can offer some of your products and services FREE to friends and family in exchange for a testimonial.

If you want a testimonial from an established organisation, you can explore volunteering with them.

Let's choose to do the hard work on our knees, in the place of prayer.

CHAPTER 8

SUCCESS MINDSET AND TOP SKILLS FOR THE BUSINESS OWNER

QUESTION: What Advice would you give a New Entrepreneur?

- ***Be an action taker:*** Don't just talk about the idea, Start! Go, Take action!

Do your research, prepare and be ready. Don't keep researching to no end. Don't be an individual with an idea going nowhere.

- ***Work hard:*** Business takes time and effort, and it's definitely *not* for the lazy.

When you start your own business newly, you may no longer have all the time you used to – like the time to watch movies, sports or your favourite television programmes, and if you have a day job as well, you may have to work on your business in the evenings and during the weekends.

However, you don't have to work all of 24 hours; plan to take time out to rest and take care of yourself so you can be more productive.

- ***Sacrifice:*** You may have to pay the sacrifice of time; your TV time, party time, hobbies, etc. and / give up some luxuries and invest the funds in your own business, especially when your business is at the preliminary stages. But it will be well worth it later on.
- ***Be ready for growth:*** You will grow because building a business teaches you. You will meet and get to understand people with different mind-sets and cultures; how they think and their expectations of your business. You will also get to know yourself even more. Growth and learning go hand in hand with entrepreneurship.
- ***Be wise:*** You call the shots on your time, the amount of effort you put into your work, how much you get paid, how you choose to handle your finances, how you choose to do your marketing, and more, you are in charge. It's a great place to be, but make sure you do it with wisdom. A

good way to guarantee this, is to surround yourself with wise people who love you.

- ***Cash is king:*** Your Business' cash flow is very important. It is important that money is coming into the business. Always remember you are running a business not a hobby. Have a goal in mind for your business activities - What is the purpose of what you are doing? Remember, Cash is King.
- **Remain Hopeful Always (Be Positive-minded):** There may be set-backs, disappoint-ments or failures, but you will learn from them, get back up (and make a come-back) and also help others avoid the same. You can help others get it right the first-time round.
- ***Always be generous:*** Don't keep giving out your products and services for free but we reap what we sow. Be giving in your business; you may see over the years people you have helped, at one time or the other, give back to your business in the form of sales, referrals and more.

It may not even be your time, money, products or services that you give. It may be wisdom, kindness, love or simply holding someone by the hand and showing them the right way to go. In Business and life, we need others. A successful entrepreneurial journey can be an interesting and exciting one, but it is not usually a quick one, so strive to be kind always.

QUESTION: What Skills do I Need to Be a Business Owner?

- **Willingness to learn:** A Business has so many facets to it; there's the financial, marketing, administrative, people management, communication and more. You would need to learn. You don't need to stop your business idea or dream because you don't have the skills. You just need to possess the willingness to learn and grow.
- **Organisational skills:** You must have some organisational skills (or be willing to learn!). Building a new business will tell on your time; you may have other commitments besides your business, such as, family commitments and personal commit-

ments – you will need to learn to manage your time wisely.

- **Delegation skills:** You *can't* do it all by yourself. You may not be able to handle the HR, Sales, Information Technology and Finance roles all by yourself and at the same time. Learn to delegate to those around you who are willing to help – family members, friends, volunteers or staff (If you can afford it).
- **Resilience:** You must be persistent and resilient in the face of obstacles and challenges. You will have to learn to overcome discouragement and possible disappointments. Remember, it's not about any of these, but about your dreams, goals and purpose.

Remember, Keep your eyes on the goal. Be focused. Prayerfully move forward.

QUESTION: Should I Quit my job to Launch my New Business?

Only if your finances are in place to accommodate this move.

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Can you survive without the income from your day job? If you can, then you can quit your day job; but if you can't, I recommend you stay and plan for the future.

You don't want to find yourself in a tight corner or hard place where you become stressed, anxious, desperate; that's not the best place for an entrepreneur to be. It does not help your creativity and may make you seek unnecessary desperate measures.

It's better to stay in your day job and have a source of income while you build your side business.

TOBI AWOYEMI

BONUS!!!

How to Achieve

SOCIAL MEDIA MARKETING SUCCESS

CHAPTER 9

WHAT TO SHARE ON SOCIAL MEDIA TO HELP YOU CONNECT WITH YOUR AUDIENCE

Social media marketing has made a huge impact on businesses since the introduction of widely-popular social networks such as Facebook, Instagram, LinkedIn, YouTube, Twitter, Pinterest and more.

The world of social media has become populated by consumers of all demographics, geographic locations and economic groups.

This being the case; businesses have seen the potential to sell and market to consumers on a larger scale using these spaces and even connect with their target audiences in ways that were previously unthinkable.

Here are just a few powerful ways to engage with your target audience using social media:

1. Share Valuable Content

When you focus on sharing valuable content that your target audience find useful, entertaining or even educational, you end up connecting with them at a deeper level and start to build, what we call, the KNOW, LIKE and TRUST factor.

This valuable content may be in the form of How-to articles, videos, audios, eBooks, podcasts and so on, remember, your primary goal when sharing content with your audience is to position yourself or brand as the go-to-expert in your field of expertise or particular industry.

2. Follow your content with a compelling call-to-action

In competitive markets (which is true of most markets), creating engaging and informative content is sometimes just not enough. Your great content needs to be accompanied by a catchy headline and a compelling call-to-action. Having a catchy headline that interests your audience will increase the likelihood of your content actually being read, and a compelling call-to-

action will direct your audience to take the desired action, such as, engaging (liking, commenting or sharing) with your content or purchasing your product or service.

3. Use entertaining games

People like to respond to questions, and they like to be right! Use trivia games and quizzes to bring in more engagement with your social media posts and in turn, build a relationship with your audience.

4. The Influencer Effect

Having one or more influencers (individuals with a large following) endorse your content online, could give your business / your brand, a whole lot of credibility, visibility and exposure. Quoting the top influencers in your industry within your content and mentioning their names is also known to spark the interest of your target audience.

5. Humour

Sharing something humorous every now and then can work wonders to keep your target audience hooked! Humour not only relates with the audience on a personal level but can increase the virality of your campaigns.

6. Motivation

Studies have shown that inspirational posts are currently one of the most shared contents on Social Media.

Sharing simple inspirational and motivational quotes, memes or photos also allows businesses to connect with their target audience on a deeper level and in more ways than expected. These posts inspire, motivate and encourage people thereby creating a positive feeling.

Be it a simple photo on Instagram or tweets about words from the wise, sharing something inspirational or motivational helps in building an immediate connection with your audience.

7. Reviews and Testimonials

Gone are the days when a business could simply jump towards asking audiences to buy their products or services online. In competitive times such as now, we need the extra push or nudge to convince our audience to choose our products or services over that of our competitors. One sure way of doing that is by sharing reviews and testimonials from previous clients and making it readily accessible to potential clients. From Amazon to Facebook and across social media platforms; sharing client testimonials is indeed one guaranteed way of assuring potential customers of the effectiveness of your product or service.

8. Celebrating Moments

Sharing key moments of your business and celebrating them with your audience is yet another way of engaging your clients. From business milestones to something as simple as a fun weekend; sharing behind-the-scenes pictures of your business with your audiences allows them to feel like they are already a part of your business. However, the key is to focus on the way you talk about

these moments! Remember this is not a press release hence you're free to loosen up a little with the tone and language you use; as long as it is in line with who you are and what your business stands for!

9. Podcasting like a Pro!

Podcasting is yet another effective and portable way to not only connect with your target audience but also build an ongoing relationship with them. A well-conceived podcast allows businesses to create a loyal listener audience that can extend their brand and communicate effectively with their target audience. These podcasts may range from topics on anything like success stories to tips and 'how to' or even sharing a day at work as long as it appeals to your audience and keeps them engaged.

10. Hosting webinars

Hosting Webinars (online seminars) has proven to be a user-friendly and interactive means of connecting with your audience. Customers tend to love the visual aspects of

a webinar with live video of the presenter, graphics and slideshows hence you end up reaching a larger audience. However, when hosting a webinar, make sure you allow the ability to comment where your audience can share their opinion and feedback with you.

CHAPTER 10

TOP TIPS FOR SOCIAL MEDIA MARKETING SUCCESS

Social media is a platform that offers visibility to businesses, unlike any other marketing tool.

Like several other new media, social media has altered the way businesses sell online, which means it has changed the way businesses now interact, address and fulfil the requirements of their customers.

It doesn't matter if you are running a home business, small business or large corporate, social networking is now one of the crucial elements to connect you with your potential customers. It gives you a platform to transform your fans, followers and subscribers into loyal customers.

Spend time crafting your social media content

Make sure your social media marketing content is in alignment with your business goals. Understand the needs and wants of your target audience and get crystal clear about what you can give them to meet these requirements. Your content should always provide value to your target audience and show how the solutions you offer can meet their needs.

Expand your Influence

Try to expand your reach across multiple social media platforms if you want to become successful online. Don't limit yourself to one social media platform. First, learn how to use one or two and establish your brand on those, then do the same with another.

Establish Your Brand

Maintain consistency so that you can brand yourself or business. Let people know you by an easily recognisable Personal or Business Brand. How can you achieve this? Keep your profile picture / logo, company colours and

graphics consistent across social media platforms.

Variety is the Key

Don't limit your posts to one particular format only, for example, text or graphics. Deliver your message to your audience in various formats such as videos, podcasts, webinars (online seminars), questionnaires and so on. Find out the format most of your audience prefer by looking at your social media insights / analytics across platforms and do more of that, but with variety. The idea is to interact with your audience as much as possible in ways they enjoy and are comfortable with.

Interact and Engage

Once you are able to attract the attention of your potential customers, it's time to engage them and make them feel special (because they are!). Take time to respond to their questions, doubts, comments, and address their issues. Let your audience know they are

valued by being consistent in your replies; they will appreciate your professionalism!

The 80/20 Rule

Remember the 80/20 rule? 80% of all content you share with your audience should be of value – Inspiring, Educational and / Entertaining to them. The remaining 20% is where you promote the solution to them – your products and services.

Your audience should not feel as though you are trying to sell to them each time you publish a post to social media.

If you always keep your audience engaged by mostly sharing content they find valuable, they are most likely to buy when you promote your products and services to them because they have come to Know, Like and Trust You.

Research is important

Always use analytics to learn which content is making the most impact on your audience. You should never forget the fact that research plays a crucial role in social media marketing.

So always take the time to evaluate and understand your social media insights / analytics across social media platforms.

Stay updated

Keeping your content up to date is a sure way to maintain the relationship you have built with your potential customers. Always try to keep yourself updated with trends in your industry, area of expertise, as well as, topics relating to your target audience.

Reassess and Restrategise

Social media is not stagnant; Hence, your strategy should keep up with new ways people are consuming information on Social Media. Always be ready to reassess and restrategise your social media marketing efforts whenever/wherever necessary.

A FINAL WORD

My belief is that there is only one Recipe for Success in all areas of life, and this is it:

*"Study this Book of Instruction continually.
Meditate on it day and night
So you will be sure to obey
everything written in it.
Only then will you prosper
and succeed in all you do."*

Joshua 1:8 (New Living Translation Bible)

MORE BOOKS BY THE AUTHOR

101 Home Business Ideas by Tobi Awoyemi

The “Knowledge to Cash” System by Tobi Awoyemi

Both available on Amazon.

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