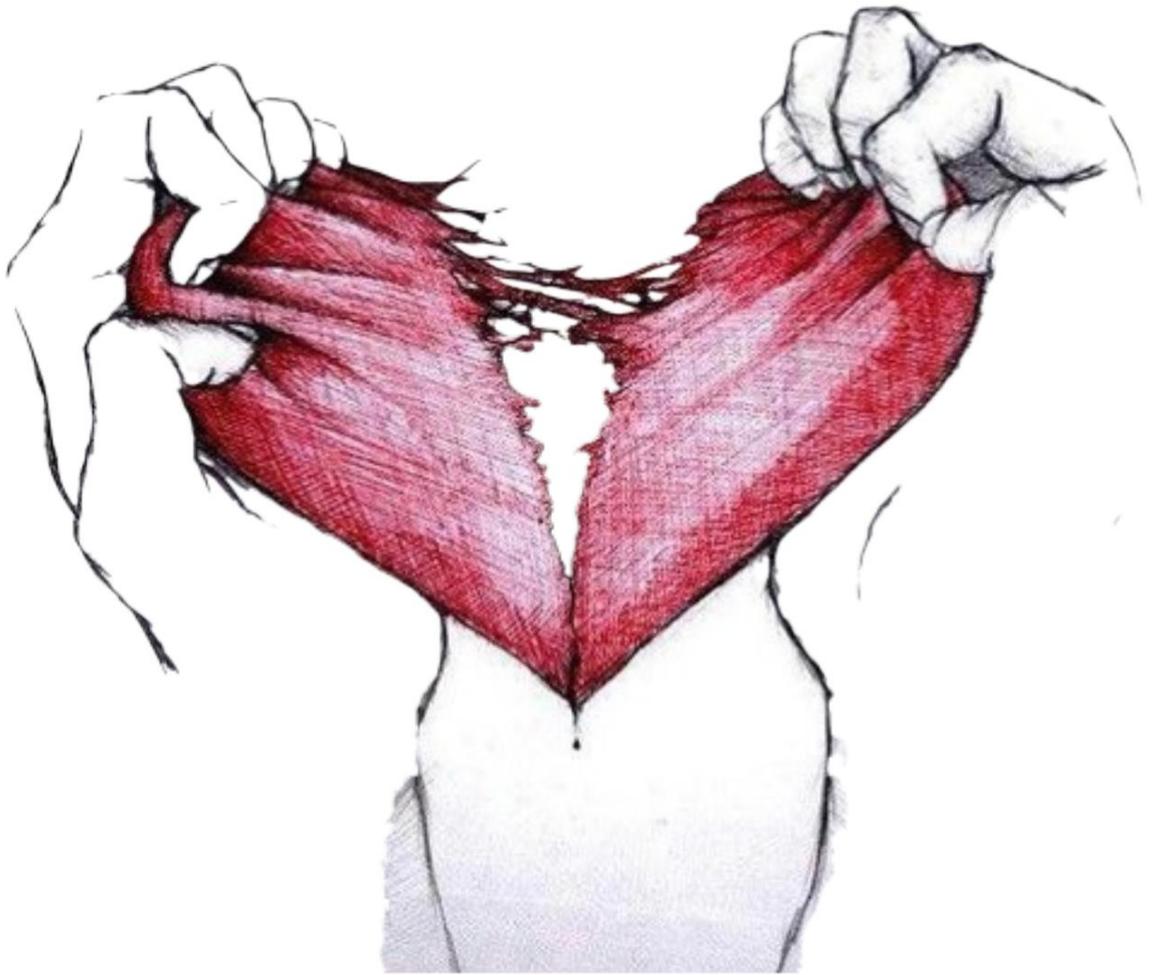


SCREW LOVE!



**LET'S MAKE
MONEY INSTEAD**



**YOUR SHORT PRACTICAL GUIDE
TO MAKING MONEY**

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Introduction

“Huya utore juzi rako rawakakanganwa

Ndikaritarira ndoshaya rugare

....

Zvichimboitirwei?”

Those are the lyrics from the hit song “Juzi” by the now popular Zimbabwean singer, Kae Chaps. It’s a song that was beautifully made and is full of emotion. It reminds you of that one lover – the one who made you believe in love for a moment, the one who genuinely made you happy, the one you really saw yourself spending the rest of your life with and... the one who eventually led you to know the meaning of the word, betrayal.

That’s romantic love for you.

Now that you have been enlightened, let’s talk about something you want. Something you need.



I know. You may be sceptical about this. Why would you listen to a random stranger about how to make money? Well, that’s a good question to ask yourself. I’ll answer you with a question “How many opportunities have you missed out on because you were sceptical about them?”

Get ready to learn a lot in this short read.

*What's Love Got to Do with It [by Tina Turner] lyrics © Wb Music Corp., Goodsingle Ltd., Hornall Brothers Music Limited

How to Make Money

There are several secrets behind how money is made. In this book, we'll explore all these secrets and help you get started ASAP!

Just so you know, all of the successful entrepreneurs know these big secrets that I'm going to share with you i.e. people like Strive Masiyiwa, Elon Musk, Bill Gates, Jeff Bezos, etc.



What is this first **BIG SECRET**?

To make money, you need to know how to **create** and provide **value** to your customers.

Sounds pretty simple right? Well it isn't. That's why most people fail to make money. I love examples so let's dive into one.

Example One: The Young Businessman

Trust Chakanetsa is a young graduate from a reputable institution in Zimbabwe. His vision was to create a nice business after graduating. He decides to fulfil his vision and his first step is to buy the most luxurious sofas available. He then hires an expensive office in the uptown office places in the capital city, Harare. After this, he then starts to look for business ideas.

He decides that the best business for him to do is to sell chicken eggs. 4 months into the business, he realizes that his business is struggling.

Why is this so?

The answer is pretty simple. His execution was rather poor. He started with the wrong steps and as a result, he failed to provide maximum value as he put his capital and time on the wrong things.

His first step was supposed to include choosing a market/location and finding out the common complaints there. A complaint is another word for a problem. Another word for a problem is a business opportunity.

After identifying the problem, his next step would be to create a solution that the customers would be willing to pay for. This is how value is created.

Unfortunately, he started with all the wrong stuff and 4 months in, he's realized that his business is doomed. Poor guy.

Example Two: COVID-19 Masks

The COVID-19 pandemic has wreaked havoc all over the world. It has unfortunately resulted in the loss of several lives all over the planet. It, however, also created business opportunities for people with basic sewing skills.

Ever wondered where cloth masks come from? Well, they are made by somebody. Those surgical masks? Some manufacturing industry out there is actually failing to meet up with the demand for them.

Why?

This is because that is a product which people see to be valuable.

COVID-19 is the big problem. It is a scary problem. One of the solutions put in place to mitigate the spread of the virus is the use of masks. People who got into this mask selling business early on and managed to sell masks to individuals, small businesses and large corporates made a killing during this pandemic.

Super-Secret # 2: Have **Super Money Identification Lenses**



Remember Superman? Superman had the superpower of having extraordinary strength. You can also get your own superpower. This super power is used by millionaires all over the world. The super power is having super money identification lenses.

How do you get them?

Open your eyes.

When you get into town be very observant. Let me teach you how by dissecting the day of a typical worker.

Stage 1: Wake Up

It's time to wake up. You've turned your alarm clock off. You brush your teeth, head over to bath.

Just this process has a lot of money making opportunities. Have a look at your alarm clock. Ask yourself "Who makes this?", "How much money do they make per alarm clock?", "How many people find these alarm clocks valuable", "How much are they willing to part with for one of these"

Look at the soap you use for bathing. Look at the toothpaste you use. A business idea here could be to get these everyday bathing goods at a really cheap price and sell them at a higher price then make a modest profit.

You will be creating value because people bath everyday (well most people do) and they NEED bathing utensils. It is your job to find out which bathing

utensils they like, how much they are willing to pay and how to get them at a cheaper price.

Business Example: Runners (people who buy stuff outside the country at a cheaper price and sell it here in Zimbabwe at a slightly higher price)

Stage 2: Eat

You make yourself a modest breakfast. This could be anything from bread with spread to porridge.

This process also has a lot of money making opportunities. Everyone NEEDS breakfast.

There are different types of customers in this breakfast niche:

#1. Those who want the cheapest possible breakfast materials (eggs, bread, tomatoes, onions, cereals, jam, margarine, etc.)

#2. Those who want the healthiest possible breakfast materials. These are the ones who want stuff that has a high fibre content, stuff that's made organically and is fertilizer & chemical free, and stuff that is super nutritious.

There are several businesses that you could setup. For case #1, you could become a "Runner." You could also get into drop shipping. Drop shipping is a fancy name for a middleman. In this business you can get goods and services from one part of the country, find a client in another part of the country and deal with the logistics.

Example:

You know several farmers with good potatoes in Rusape. You have clients in Gweru. You then act as the middle man between the farmers in Rusape and the clients in Gweru.

For case #2, you could setup a store like freshinbox.co.zw (by Kuda Musasiwa) but you will have to look for a way to make your store different from his. Maybe you could focus on areas of the country where his company isn't operating.

Stage 3: Go to Work

When commuting to work you have several options:

- Walk
- Drive a private car
- Get a lift
- Board a kombi
- Board a bus

Each of these people have problems that are unique to them and would be willing to pay to have their problems solved.

If you drive a car, you need to have it serviced after every now and then. You need tyres, spark plugs, belts, windscreens, insurance and more.

All these things I've mentioned are separate industries that you can get into. You can be a "Runner" for tyres and tyres only. People will know you as "Mr Mataya" and you will dominate that niche.

Servicing cars is bloody expensive. I remember seeing a quote for a Landover rim for around 2500 United States dollars. No wonder why people do not go to well established service centres.

Paying high prices is really painful. The alternative is going to guys with informal car repair businesses and getting your car serviced there. This is not always a pleasant experience as some of these informal businesses are owned by thieves who do nothing but steal from their customers.

Here's a **business opportunity**: to be a middle man. The objective is to make sure that everyone who gets their car done through you gets the job done at a modest price without getting anything stolen.

You could setup a nice website, and have people email you through your professional email. You will then look for good, trustworthy informal businesses in every town/city. You will provide immense value to the client as they will not worry about having to pay ridiculous amounts to get their car serviced, and also will not have to worry about knowing exactly where to go to get their car serviced.

Business opportunity for those who walk to work

If you walk to and from work, you probably know how it's like to walk with really bad shoes and smell horrible when you get to work. You can create a nice package which has affordable, comfortable shoes + a nice affordable deodorant.

Stage 4: Work

By work I do not mean being employed and working in an air controlled office. By this, I mean virtually anything that is done to give profit. Anything legal that is.

All people who work have a few problems in common.

#1. Boredom. There are times when sales are slow (or when the boss is absent) and you're bored out of your mind.

#2. Hunger. People get hungry around break time (10.15hrs) and lunch time (13.00hrs)

#3. Achievement. Everyone wants to have that sense of achievement. Nothing stings more than being asked “Why do you go to work if you can't even buy yourself x, y, z?”

All those problems are **business opportunities**.

For #1, you can become a content creator and hope your content entertains those with super-fast internet connections. All those Instagram celebrities, YouTube celebrities and Twitter celebrities actually make money through their seemingly horrible jokes and boring skits.

How do they make money? Advertising. Have you seen celebrities asking you to try out a product? Well, someone would have paid them for the advert.

Who would pay? Anybody who realizes that the celebrity has a large social media following and their followers may be interested in the person's products.

For #2, you can create a business which makes fresh homemade sandwiches, pies, and then sell them to your co-workers. Don't forget to buy a nice cooler bag to keep the fizzy drinks you sell super fresh!

For #3, you can become a “Runner” for cool gadgets like smartwatches, fitness bands, smartphones, high tech gadgets and other premium stuff. For this a professional email + a website will put you light-years ahead of your competition.

Bonus tip: Also get professional photos (or get a friend with a really good camera + good clothes + a really good background. Believe it or not – with the right skills a place like Harare Gardens can make you look super awesome).

Stage 5: Back at Home

I skipped the commuting step because I've already mentioned it in the beginning.

After spending a long day at work, you come back home and have 2 kids that need to be fed, a messy house and a baby that just won't shut up. Because of COVID-19, you need to do home-schooling for your 2 kids and make sure that they have done the work given to them.

Let's have a look at these problems in detail

#1. Hungry kids

#2. Messy house

#3. Home-schooling

#4. Absolutely tired

As you now know, all problems are business opportunities.

For #1, you can be a “Runner” for food items.

For #2, you can create a service for maids. You look for good maids, and people operate through you. In the end, you will end up attracting top talent and people will trust you and deal with you and only you. For this a good website + a professional email will get you ahead of your competition.

For #3, you can setup e-learning solutions. There are various ways of doing this. You can choose a high end website solution,

- You can use video conferencing applications like zoom, and
- You can use WhatsApp. Make a business account to make it professional.

So that brings us to the end of this chapter. Remember, behind **everything** you see – a calendar, a door, or even a road sign, there is somebody making money.

All they did is they used their super money identification super power and managed to **find problems** that **people are willing to pay for**.

Super-Secret # 3: Use Technology to YOUR Advantage

This is such good advice that I will say it twice:

Use Technology to YOUR Advantage

Use Technology to YOUR Advantage



How?

When I say use technology, I don't mean that you need to be a super nerd with 500 computers, 20 robots and an army of androids doing work for you. I just mean that you need to leverage the digital tools you have to make you make money.

WhatsApp Business

This is a very powerful tool that you can use to make you look professional.

Tips to make a good account:

1. Select good pictures (for the love of God, remove that "Shot on Itel" watermark. I don't care how much you love your Itel*, but that's not professional.) A good picture has good lighting, a decent background (a brick/concrete wall is not a good background), no watermarks. Try to go to the many free parks in the country and be creative.
2. Select one good picture for your profile.
3. Take good pictures for your products. Use these pictures for your catalogue.
4. Make good short, but sweet "tweet-like" descriptions. 150 characters should be your max limit.
5. Make sure you spell your stuff the right way. How can I trust you to render good service when you can't even spell your stuff correctly?
6. Set realistic opening & closing hours (operating hours).

Bonus tips:

Add a professional email & get a website

Learn how to use WhatsApp links so that people do not have to save your number to send you a message.

Here's an example: <https://api.whatsapp.com/send?phone=263777123456>

*An "Itel" is a popular low cost phone brand in Zimbabwe

Instagram

Instagram is a really nice place to market your products. It is best suited for short videos and pictures. This means it is ideal for businesses such as: clothing shops, runners displaying their products, fashion accessories shops, tech gadget shops, etc.

Tips to make a good Instagram account

1. Good photos are a must. Don't have an iPhone? I don't care! Do what you must to get good photos.
2. Add Instagram highlights. Don't know what these are? Google and find out!
3. Learn about hashtag strategies.
4. Instagram analytics. Find out what this means.
5. Find out what successful accounts are doing and copy them.

Email

Yes. That thing that you used to send plagiarized assignments to your teacher/lecturer can be used as a digital tool.

You use email to communicate with prospective clients. There's something called cold pitching. This is the art of talking to somebody you've never talked to before and pitching your product/service to them.

You can send an email about the latest professional makeup kit you have to a popular musician. You can send an email about your new bike repair shop to prospective clients. There's so much you can do with email.

Can I Use a Gmail account?

For a start, yes. As you grow, it will be best to get a professional email.

A professional email makes it very easy for the person who you are cold pitching to respond. Imagine you are a busy CEO of a company and you get two emails. You are a bit curious about what these emails are about but don't have time to open both. You can only skim through one.

Email 1: bhorongibharangizha22@gmail.com

Email 2: contact@tapiwachigorimbo.co.zw

Which one are you going to choose?

Tips for creating a good email

Please do not have emails that make you sound like an upcoming hip hop artist. An email like ruebabez29@gmail.com is a horrible choice.

Good email names for Gmail:

name + surname e.g. rutendokamwendo@gmail.com

name + surname initial e.g. rutendok@gmail.com

name initial + surname e.g. rkamwendo@gmail.com

an email like ruruxoxo92@gmail.com is an **abomination! Don't use it!**

Good email names for a custom email:

name@businessdomain e.g. timothy@zimbabwetileindustry.co.zw

contact@businessdomain e.g. contact@chickenhuku.co.zw

info@businessdomain e.g. info@sadzasuppliers.co.zw

contact@yoursurnamedomain e.g. contact@tatenda.co.zw

Twitter

Twitter is a platform that you can use to expand your business. It supports text, super short videos and pictures. I find it best to use it for text based stuff + a nice pic to make the post grab your audience's attention.

Tips for creating a good twitter account

1. Don't choose a ridiculous name. A provocative name is okay if you want to get attention.
2. Put a good picture
3. Put a good cover photo
4. Make a short and sweet description

After this, start following people on twitter.

Bonus Tip: Make use of hashtags to promote your products. In Zimbabwe, we currently have the #redmarketsunday hashtag that is to be used every Sunday (from around 8am CAT to 6 pm CAT). Use it to promote your business.

Website

This is the best way to show clients that you are serious about your business. If you have a website + professional email, clients will have much more trust in you than if you have a simple WhatsApp business account. It really makes your business look legit and I would strongly advise you to get one.

E-book

Having an e-book / digital information resource will put you light-years ahead of your competition. Why? Because it makes it look as though you are an expert in that field. Imagine this. You are looking for a power bank for your daughter who is going to school. You find 2 suppliers, Supplier 1 and Supplier 2. Both have attractive websites, professional emails and competitive prices. You then scroll to the bottom of the website of supplier 1 and see that there is a free e-book present which helps you choose the best power bank for your needs. The e-book is easy to read, is well designed and has a lot of technical jargon for you to do.

Which supplier are you going to choose?

Before we move on...

I am a webdeveloper and I have made a couple of good looking websites for my clients.

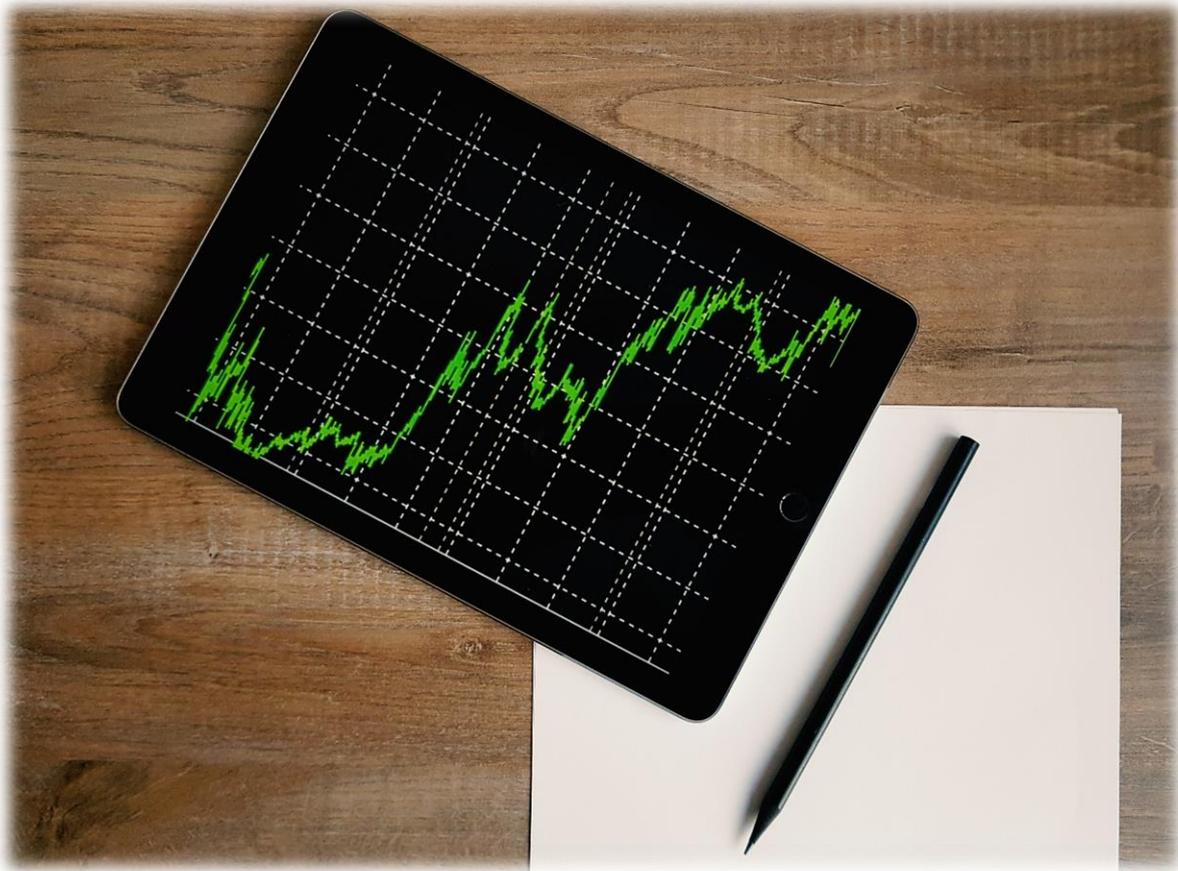
This is the right time to put your best foot forward and establish an online presence.

If you want to keep reading, then go on, keep moving

If you want to see how awesome the website I will make for you will be, press the **I wanna see** button.



Super-Secret #4 Follow Trends



COVID-19 changed everything. It introduced us to ZOOM, made us know that there are things called hand sanitizers and also made us know all the facemasks that are available.

In business, the environment changes on a constant basis and it is your responsibility to follow the trends.

When the trends shift in one direction, see how best you can get on that wave and maximize on the new trends before new competitors start flocking in. Just remember to do your stuff in an ethical manner.

Let's have a general look at a few trends:

Computer Trend

This is when computers became super popular and started getting used in the home.

People who capitalized on this trend: computer repair technicians, people who sold software for those computers, people who sold computer accessories

Smartphone Trend

This is when smartphones became affordable to the general population.

People who capitalized on this trend: phone repair technicians, phone app developers, phone accessories salesmen and businesses

High Speed Internet Trend

This is when you could actually use your smartphone to do stuff on the internet and it wouldn't suck.

People who capitalized on this trend: internet service providers, website developers, modem salesmen & Mi-Fi salesmen

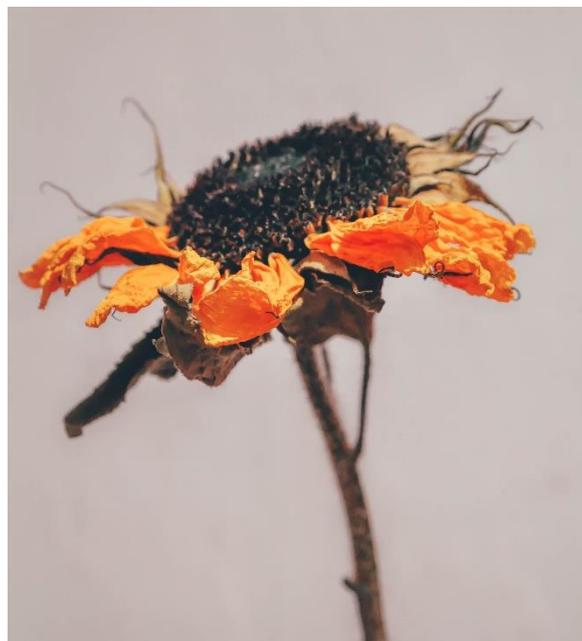
COVID-19 Trend

This is when the pandemic started to force us to stay indoors. Now that people are stuck indoors, people are now focusing on using businesses that:

- Employ digital technologies – websites, zoom, social media, mobile apps, etc.
- Use strict sanitisation and social distancing in their operations.
- Have door to door delivery services

In this trend, if you have a business and you have not employed digital technologies, door to door delivery services and strict sanitization procedures then you may be on your way to becoming the next NOKIA.

ADAPT OR DIE



That's business for you.

Super-Secret #5 Learn the SUPER TOOLS



You now have ideas on how to make money. You now need to execute the ideas. This is where the SUPER TOOLS come in.

These super tools are things that everyone who wants to get into business really needs.

Super Tool # 1: How to Sell

You have a customer. The customer has a problem. You have a solution in the form of a product or service. The process of you telling the customer that you have a solution that will address his or her problem(s) and getting the money is called sales.

Everybody needs to learn sales. In Zimbabwe, if you board long distance buses, you will often see a guy with a bag of goods at the beginning of the ride, and he will try to sell his goods to you. It's usually a guy who usually has under 7 minutes to conclude his sales. He usually gets away with a few sales and gets ready to start the process all over again.

Now that you have super money lenses, instead of looking down upon such guys, learn from them and see the techniques that they use.

Sales Tip

Use the **AIDA** format. **A**ttention, **I**nterest, **D**esire, **A**ction.

Step 1: Attention

Why do you think I chose such a provocative title for this book?

Step 2: Interest

Interest the potential subject. A good story usually works wonders.

Step 3: Desire

Now is when you introduce your product. Show the client that they are missing out!

Step 4: Action

This is the most important phase. Show the client the next step to be taken. Good phrases include "Purchase your x, y, z from me on WhatsApp on the following number", "Send an email to contact@yournamehere.co.zw to get your x, y, z now!" and "What are you waiting for? Call me now on [+263777123456](tel:+263777123456)"

Bonus Tips:

Sell your products where there is actually a demand for a product. Don't try and sell fire extinguishers to plumbers.

Avoid stopping people from knowing what you are trying to sell. That is a mistake that most people do. They explain how they are from a reputable company and spend the next 5 minutes explaining how the founder made the business and the trials and tribulations the founder went through. WE DON'T CARE! Cut the introduction and get down to business!

Super Tool # 2: How to Make Contracts

Clients are people who say one thing and do stuff that you did not agree upon at all.

Example

Craig has a client who wants an engineering drawing made for him. They agree that the client will pay 150 dollars after the drawing is done.

Craig is pretty fast and he finishes the drawing in 2 nights.

He phones the client who then tells him that he needs a minor revision. Craig spends the night working on the project and finishes it. He calls the client the next day. The client says the drawing is perfect and asks Craig for his bank details. Craig wanted hard USD cash. The client wants to give Craig the equivalent of 150 USD (US dollars) in the local currency.

Craig does not want the local currency. The client says he will send Craig his 150 at the end of the month.

At the month, the client says that his wife told him that his prices were astronomical and the client wants to pay 70 USD hard cash. Craig is furious. They argue and the client finally agrees only if Craig makes a "little adjustment"

Craig and the client were communicating via Google Drive and Craig hadn't saved the project stuff anywhere else. The client then deletes the shared Google Drive folder with the project stuff.

Craig discovers that the contents are gone. He tells the client that to do the job, the client will now have to pay 300 dollars because he will have to completely redo the project. The client says no.

After 3 weeks of heated conversations, Craig accepts the stubborn truth. He's getting nothing.

Do you think this would have happened if Craig had a proper contract?

Super Tool #3: How to Negotiate

Clients are like lazy children. They want to be given a whole lot of stuff for very little input. If your negotiation skills are rubbish, get prepared to get ripped off – a lot!

You need to learn to negotiate with clients. If you do not learn this critical skill, you will end up undervaluing your talent and that is self-sabotage. We don't want that do we?

I believe that those markets you find down town are the best places to learn negotiation. You learn the concepts of having your starting price, your bottom line, and the steps (decrements to follow).

Example

Mitchell wants to buy a pair of crocs. She goes down town. She has 5 dollars in her purse. She is willing to part with 3 dollars, but wants to pay 1.50. Her absolute maximum is 3.50 (that's the bottom line in this case).

When she negotiates, she starts at a dollar. The seller, an old lady who has quickly sized up her client and seen that she will offer her at least 2 dollars rejects the price and demands for 3 dollars. Mitchell says she's comfortable with 2 dollars. The seller refuses her offer and demands 3 dollars. Mitchell then gives her final offer as 2.50.

Then there's silence

Mitchell then gives the seller her back and starts to slowly walk away then the seller quickly calls for her to come back and take the pair of crocs.

That's how negotiation works. Remember, **clients really don't want to give you their money** and will want you to give them all the freebies you can offer.

Super Tool # 4: How to do Research

Starting a business, no matter how small, is like dancing in the dark. You never know what you're going to hit.

You are going to face all sorts of trials and tribulations. Your best defence against these trials and tribulations is having good research skills.

Here are the following research methods that will come in handy:

- 1. Plain old asking.**

Yep. Using that mouth to ask questions works pretty well.

- 2. Google**

If method 1 doesn't work, then use google. Try to get information from reputable sites e.g. sites that end with .gov, .ac

Also check that multiple sources back up your data otherwise you will end up believing a lot of fake stuff because MANY WEBSITES LIE!

- 3. YouTube**

If you have internet data bundles, then try to look for information on YouTube.

Super Tool # 5: How to deal with fear

It is said that 90% of startups fail in the first year of operation. I say that figure is

WRONG!

Why?

The figure is much higher than that. Fear is an emotion that causes us human beings to make irrational decisions that make absolutely no business sense and lead to us sabotaging ourselves.

For this, I'll share a story about my very first business, Super Glue.

"Get your Maputi from me!"

This was a very confident guy I told myself. He sold maputi (popcorn) to students. I remember him carrying around scores of maputi packs in his bag and selling them all in a matter of minutes. I really envied him as he was making good money. A friend and I made a few calculations and they did prove that he (Mr Maputi) was making good money. I was making nothing. After having a few discussions complaining about how us students were very broke I decided to make a drastic change.

Super Glue

You guessed it. I was going to start a business. I wanted to sell superglue. You see, in electronics, for you to make a good project, you need good casing. This could be a simple transparent plastic casing or a nice metallic body. We used simple transparent plastic, and to keep this together you need to buy super glue. For those who don't know what this is it is glue that sets really quickly and binds things together permanently, hence, the name superglue. I went down town in Harare since that's where it's sold cheaply and bought a couple of tubes. After buying, the salesman gave me the receipt and challenged me to start my own superglue business. He explained the profits involved and they were certainly better than other low-capital business ventures like selling airtime. I smiled and left. I thought about that all night long. Selling superglue.

If "Mr Maputi" could make good money, then so could I. The problem was that I was really scared. We believe in entrepreneurs with Ferraris and custom made furniture in their offices. The society really looks down upon vendors. I found myself in a pretty tight spot because I had realized that vendors are actually entrepreneurs – small scale entrepreneurs but I knew that not many people saw them in that way. I thought about what people would think of me if they were to hear that I was selling super glue. "Mr Maputi" passed by my room with his big bag and after seeing myself unconsciously giving money to him I challenged myself to start the business. If he could do it, then so could I.

I did what any entrepreneur would do. I went on google, looked for a nice template of a super glue business, carried out research about my ideal target market and the right approach I needed to take. I spent days choosing the right logo for my super glue business. After a week I had successfully done **NOTHING**. No customers approached. I had packs of super glue in my drawer just staring at me begging to be sold. I spent another week doing nothing. After finally realizing that the business was going nowhere I realized that there was a need for drastic action. I opened a Microsoft Word document, created a short advert and got it printed. I then waited till 00:30 when everyone was asleep and put my flyers on all noticeboards. I then went to sleep.

Super Success

From those packets of glue, I managed to buy a Mercedes for my parents, buy myself a plane ticket to Dubai and donate 5000 dollars to a charity organization. Yes. This all happened in my dreams. In the real world, things were different. The business was a success in the end as I managed to sell a whopping 40 packets of super glue in 2 months. I believe that it was almost a miracle that I managed to sell so many of them. My advert had no location (address / house number / room number), and no name. It just had a short statement saying that I sell super glue and a number to call.

So What Went Wrong?

Well, its simple. The society we live in demonizes entrepreneurship. We believe that we will make money in the first week of starting a business and live in fantasy land. We heavily discourage those who are starting out and instead of supporting them, we laugh at them and give them nasty labels. We refuse to buy their products because we deem them to be inferior.

Why do people demonize entrepreneurship? You may ask. It is because we are scared. It took guts for "Mr Maputi" to sell maputi to other students. All of my friends that I talked to greatly envied the guy and wished they had the courage to do so. This experience left me with one very valuable life lesson. I was not alone. Many people were crippled with fear just like me. It is fear that murders many people's dreams and leaves them saying "I wish ..." and spend entire lifetimes being afraid to try out entrepreneurship.

How many business ideas have you had and got too scared to implement them?

Fear Pills

Here are a few things you can do to deal with your fears:

1. Surround yourself with good, supportive friends.

According to an article by the publication, "Business Insider," David P Brown Motivational speaker Jim Rohn famously concludes that we are the average of the five people we spend the most time with.

If you do not have friends who support your crazy ideas then look for new ones. Remember, long ago, trying to create a device that could fly like a bird was nothing but a ridiculous idea.

Is getting into a plane crazy now?

2. Memorize this:

The only way to start making money is to ACTUALLY START.

If you have a ridiculous business idea and it fails, you are going to learn a ton from the unsuccessful venture. You will now know what **NOT** to do. In business, it is quite often that knowing what **NOT** to do is far much more important than knowing what **TO** do.

3. Do your research

You won't believe how confident you will become after doing your research. It makes you extremely confident, and it will make you appear very professional. Nothing screams the words "Unprofessional" more than a guy who is clueless about everything. You don't want to be that guy.

Super Tool #6

"Good artists copy, great artists steal" – Pablo Picasso

Yep. You read that right.

You see, there is nothing new that is under the sun. Every idea you come up with is also being thought of by at least 2 other people in separate places in the world. The one who wins is the one who will have the best execution.

This just shows you how much we think the same. We have a big problem. We either demonize stealing, or we do it the wrong way. Let's talk about this more through an example

Pretty Katigurunge

Pretty is a student who really hates how little money she has. She hates always having to beg her parents for money and is saving up money to start

her own business. Her friend, Matigonesa who lives next door, has started her own business of selling eggs. Pretty then decides to put the empty space in her family's kitchen to good use and also starts selling eggs.

She sells her eggs at the exact same price as Matigonesa and buys them from the exact same supplier. There's absolutely no difference between her eggs and Matigonesa's eggs.

Problem!

This is a very good example of how NOT to steal.

When you decide to steal ideas, you need to follow this simple rule:

Tailor the idea to suit your unique needs

In this case, pretty did not do that at all. She just copied the idea, pasted it in her mind and expected to make a truckload of money. It doesn't work that way.

Pretty should have been innovative! Innovation simply means stealing stuff in a super clever way.

Here's how she could have been innovative and stole Matigonesa's idea the right way:

1. Use digital technology. Matigonesa has no clue what digital technology is. Pretty could create a nice Whatsapp Business account. She could then put nice pictures, illustrating the eggs she has for sale – small, medium and large ones.
As the business grows, she can then get a nice website + a mobile app.
2. Target market. Right now, Pretty is selling to anyone who wants to buy eggs. She could identify the different reasons that people buy eggs. Some use them for breakfast. Some are body builders and eat them raw.

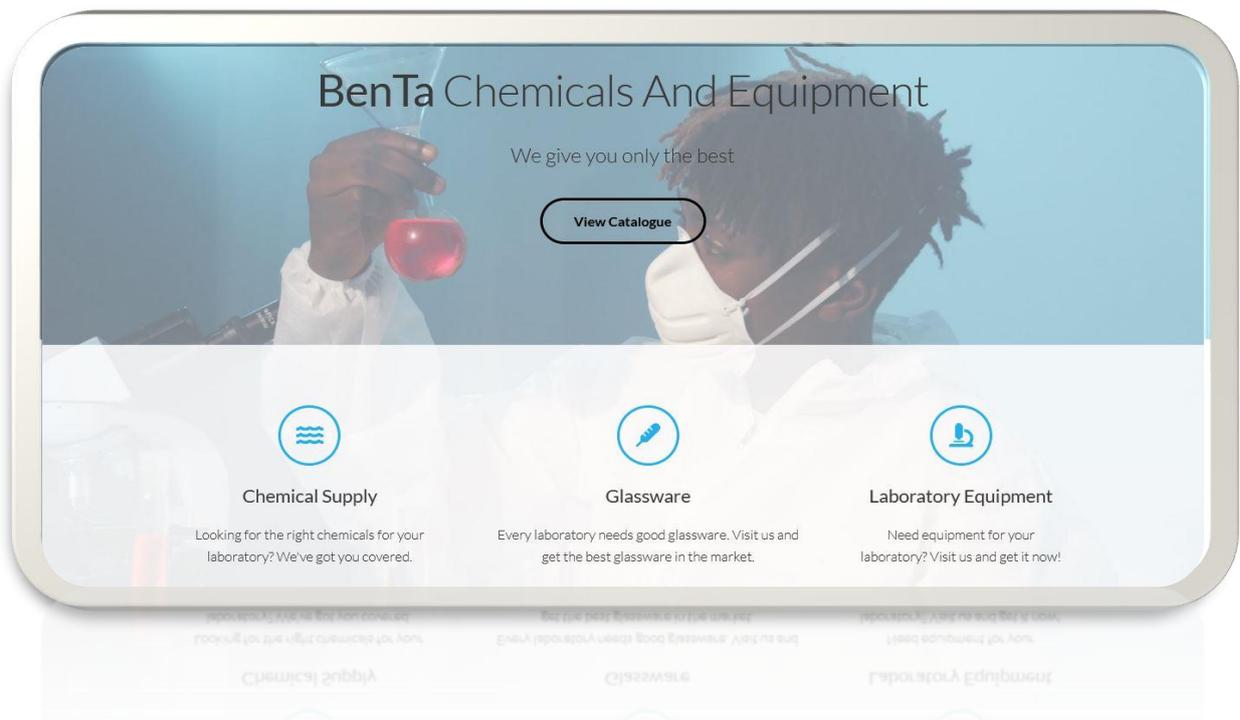
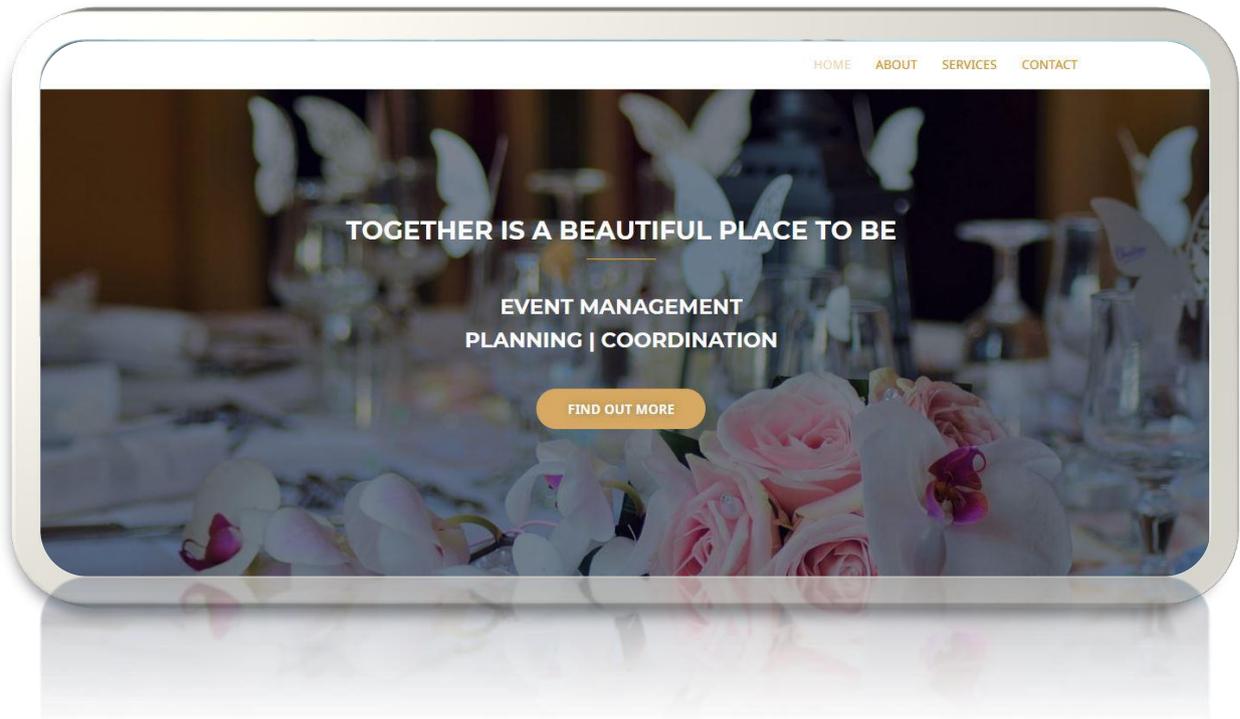
She can then create custom packages for her clients e.g. buy 2 crates and get free tomatoes, etc.

3. Recipes. She can create a lovely ebook (like this one *wink *wink) and then share it with her customers. This ebook will be all about eggs and the amazing stuff you can do with eggs.
4. Deliveries. Who would say no to getting food delivered to their doorstep? She could then say that deliveries are free if the customer is in a 3 Kilometre radius and they have to buy at least 6 eggs.

5. And here's the most obvious one. She could identify the right place to sell her goods. Selling the exact same thing as your competitor, in the exact same location using the exact same strategy usually doesn't work well.

Want a Website?

Have a look at a few websites I made. If you're interested in getting one, hit the nice green "Contact Me" button at the end.



Guess what? I'm running the lockdown promotion ending on 28 Feb.

Hurry hurry hurry, hit that button below and get your website now!

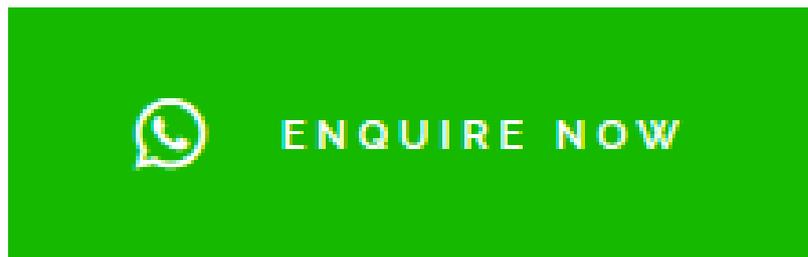


Conclusion

It's already time for me to say goodbye. I hope you learnt something about making money. Making money isn't hard as long as you have a good market. Keeping it is an entirely different story.

Now do a bit of research and **get your first business started.**

If you want to get a website created, or if you want to have a high quality e-book like this one made for your clients, feel free to contact me. Just hit the button below.



BONUS Material

Why do you need money?

I need money so that I will be rich and have millions of dollars in my bank **account**.

WRONG!

That's not why you need money. You see, many people fail to make money because they do not understand the real reason why they need it.

Here is why you need money in my opinion. You need money to exchange it for goods and services that help you to live gracefully with ease.

Let that sink in for a moment.

To help you better understand why you need money, think of when you were still a kid. Imagine how it felt like when you got your first dollar. It felt amazing right? After that, you got your first 2 dollars, then 5 dollars, then 10 dollars.

Imagine if you had decided to just take the money, put it under your pillow and leave it there forever. That would suck right? It definitely would.

What would be the point of having money that just sits there doing nothing? It would be **completely meaningless** to be "the rich kid with 10 dollars" because you would sound rich, but wouldn't really see any realistic changes in your life because you wouldn't be using your money.

Now, tell me, would you want to become the guy with a million dollars that is locked up in a super secure bank in Switzerland or would you rather be the guy who lives gracefully with ease?

What is Money?

Some people think money refers to the US dollar. Others think that money refers to bitcoin and other cryptocurrencies.

Let's find out more about this strange thing we call money.

Money is basically anything that we can use to buy goods and services that has the following characteristics:

1. It serves as a medium of exchange
2. It serves as a unit of account
3. It serves as a store of value

Say you have a sea shell. Is it money? Let's test it.

1. Can you exchange it for goods and services? In my country, Zimbabwe that's not possible.
2. Is it a unit of account? Can you exchange 1 sea shell for something e.g. a pack of mint sweets. Again, in Zimbabwe that's not possible.
3. Does it maintain its value i.e. if you have a sea shell today, can that same sea shell buy approximately the same amount of stuff after a year? In this case, the answer is a no.

We therefore conclude that a sea shell is not money.

Wise men from long ago are the ones who made up all these definitions and rules for defining what is money and what isn't money. If you feel like doing more research, then no worries, have a look at the links on the next page.

Resources

What is Money – James Jani

<https://www.youtube.com/watch?v=6mRbDEtDoyA>

Valuetainment – How to make millions in any industry

<https://www.youtube.com/watch?v=l7JWGq1t7Ss>

One Thousand Ways to make \$1000 by F.C. Minaker

That book is gold. Even Warren Buffet read it. You should too!



ACHIEVE SUCCESS

GET MASSIVE GROWTH WITH OUR PACKAGES



Web Development

We are web experts. Get a professional website and a professional email. Talk to us now.



Book Creation

We create high quality ebooks, workbooks and worksheets that will WOW your clients. Talk to us now.



Ghostwriting

Too busy to write your own book but want one published in your name? Talk to us now.

Clients choose us!

We are number one in this business and we were chosen by a lot of small companies needing our help. Give us a chance to help you to!



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