

# HOW TO BUILD A BUSINESS FROM SCRATCH

**SAMSON ITOJE**

CHAIRMAN ZY PROPERTIES

WEB SITES:

<http://www.home-based-business-for-small-business.com>

<http://www.lagos-nigeria-real-estate-advisor.com>

# WHAT IS THE GOAL OF A BUSINESS?

- THE GOAL OF ANY BUSINESS IS TO . . .

MAKE PROFIT

- PROFIT IS THE AMOUNT LEFT AFTER DEDUCTING ALL BUSINESS EXPENSES
- THE OWNERS OF A BUSINESS NEED MONEY
- THE PROFIT FROM A BUSINESS IS WHAT FULFILLS THAT NEED
- A BUSINESS FOLDS UP OR SHUTS DOWN IF IT CANNOT MAKE PROFIT

# HOW DO YOU START A BUSINESS FROM SCRATCH?

EVERY BUSINESS . . .

- STARTS WITH AN IDEA
- FROM SOMEONE WHO WANTS TO BE INDEPENDENT OF HIS/HER EMPLOYERS

OR . . .

- SOMEONE WHO BELIEVES IN HIMSELF AND WANTS TO BE A LEADER

AND . . .

- WHO BELIEVES IN HIS IDEAS AND WANTS TO MAKE A DIFFERENCE

THIS IDEA IS . . .

- DRIVEN BY DETERMINATION AND PASSION
- KNOWLEDGE, PERSISTENCE AND DETERMINATION ARE WHAT MAKES AN IDEA BECOME A BUSINESS SUCCESS

# WHAT KIND OF BUSINESS SHOULD YOU START?

- START A BUSINESS ON A SUBJECT YOU'RE PASSIONATE ABOUT
- THERE WILL BE DIFFICULTIES ALONG THE WAY
- YOU WILL SURVIVE THOSE CHALLENGING TIMES IF YOU'RE INVOLVED IN A BUSINESS YOU LOVE

# CHALLENGES OF STARTING A BUSINESS

- THERE ARE TWO KEY CHALLENGES TO STARTING AND RUNNING A BUSINESS
  - 1. LACK OF FUNDS
  - 2. LACK OF CLIENTS
- YOU FACE THE CHALLENGE OF FUNDING WHEN STARTING A BUSINESS
- YOU FACE THE CHALLENGE OF 'CLIENTS' OR 'VOLUME OF BUSINESS' AFTER YOU START THE BUSINESS
- THE MORE CLIENTS YOU HAVE, THE MORE MONEY YOU MAKE
- THE FEWER THE CLIENTS YOU HAVE, THE LESS MONEY YOU MAKE

## **THE RISKY THRESHOLD**

- A BUSINESS BEGINS TO MAKE A LOSS IF IT DOES NOT DO ENOUGH BUSINESS TO COVER ITS BUSINESS EXPENSES

# FIRST CHALLENGE: FUNDING

- WHERE DO YOU GET THE FUNDS TO START YOUR BUSINESS?
  1. FROM YOUR SAVINGS
  2. FROM A COMMERCIAL BANK
  3. FROM A MICROFINANCE BANK
  4. FROM FRIENDS
  5. THROUGH PARTNERSHIP
- SAVINGS – HOW MUCH DO YOU NEED TO START? HOW MUCH CAN YOU SAVE?
- COMMERCIAL BANKS – ZENITH BANK'S SME PROGRAM OFFERS MINIMUM OF 20 MILLION AND MAXIMUM OF 500 MILLION NAIRA

## FUNDING (CONT'D)

# QUESTIONS TO CONSIDER

- MICROFINANCE BANKS – THEY CHARGE ABOUT 6% INTEREST MONTHLY. CAN YOU AFFORD THAT?
- FRIENDS – DO YOU HAVE WEALTHY FRIENDS WILLING TO INVEST IN YOUR BUSINESS IDEA?
- PARTNERSHIP – IF YOUR IDEA IS GOOD ENOUGH, YOU MAY GET SOMEONE TO PROVIDE FUNDING IN A PARTNERSHIP ARRANGEMENT
- THE PARTNER MAY BECOME A SLEEPING PARTNER AND YOU THE ACTIVE PARTNER

# 2<sup>ND</sup> CHALLENGE: GETTING CLIENTS

YOU GET CLIENTS TO YOUR BUSINESS IN TWO WAYS:

- A) WHEN YOU ADVERTISE YOUR BUSINESS
- B) THROUGH RECOMMENDATION OF AFFILIATES OR PARTNERS
- C) WHEN YOU OFFER FREE TRAINING

- ADVERTISING IS DONE ONLINE & OFFLINE
- OFFLINE ADVERTISING IS DONE THROUGH . . .
  1. NEWSPAPER ADS
  2. RADIO
  3. TV
  4. HANDBILL & POSTERS



# GETTING CLIENTS ONLINE OR VIA THE INTERNET

- YOU CAN GET CLIENTS FROM THE INTERNET IN TWO WAYS:
  - A) FREE TRAFFIC
  - B) ADVERTISING – PPC (PAY PER CLICK) ADVERTISING

## FREE TRAFFIC

- BUILD A POPULAR WEB SITE RESPECTED BY SEARCH ENGINES LIKE GOOGLE, YAHOO! AND MSN
- THESE SEARCH ENGINES WILL SEND VISITORS TO YOUR SITE WHEN THEY TYPE IN WORDS RELATED TO YOUR BUSINESS IN THEIR SEARCH ENGINES
- FOR EXAMPLE, MY WEB SITE <http://www.lagos-nigeria-real-estate-advisor.com> GETS MOST OF ITS CLIENTS FROM THE INTERNET **FREE**

# ONLINE CLIENTS (CONT'D)

**NOTE:** I USE A PACKAGE CALLED SITE BUILD IT! IT HELPS SMALL BUSINESS PEOPLE BUILD PROFITABLE WEB SITES THAT SENDS UNLIMITED PROSPECTS

**FOR DETAILS, VISIT . . .**

<http://www.home-based-business-for-small-business.com/site-build-it-home.html>

## INTERNET ADVERTISING

- PAY PER CLICK (PPC) ADVERTISING USING GOOGLE ADWORDS
- YOU PAY FOR CERTAIN KEYWORDS AT GOOGLE.COM AFTER OPENING A GOOGLE ADWORDS ACCOUNT
- GOOGLE SHOWS YOUR ADS WHEN SOMEONE TYPES IN THE KEYWORDS YOU PAID FOR AT  
**ADWORDS.GOOGLE.COM**
- YOU PAY ONLY WHEN SOMEONE CLICKS ON YOUR ADS

# ONLINE ADVERTISING ADVANTAGE

## ADVANTAGE OF INTERNET ADVERTISING OVER NEWSPAPER ADS

- PEOPLE WHO CLICK ON THE ADS ARE PEOPLE INTERESTED IN WHAT YOU OFFER – YOUR AD IS HIGHLY TARGETTED
- YOU PAY ONLY WHEN PEOPLE CLICK ON YOUR ADS AND VISIT YOUR WEB SITE TO SEE YOUR PRODUCT OR SERVICE OFFERING
- ADS ARE CHEAPER COMPARED TO OFFLINE NEWSPAPER ADS
- YOU GET REPORTS ON YOUR AD PERFORMANCE. THE REPORT SHOWS NUMBER OF PAGE VIEWS, CLICK RATE, AND CONVERSION RATIO
- YOU CAN TEST SEVERAL AD FORMAT EASILY (AT NO EXTRA COST) AND COMPARE RESULTS. THIS ALLOWS YOU TO STICK WITH WHAT WORKS AND GET BETTER CONVERSION RATE

# GETTING CLIENTS: THIRD PARTY ADVERTISING

- YOU CAN ALSO GET CLIENTS THROUGH THIRD PARTY ADVERTISING BY AFFILIATES
- THIS IS CALLED AFFILIATE MARKETING

## HOW IT WORKS

- YOU SET UP AN AFFILIATE PROGRAM FOR YOUR PRODUCTS
- YOU OFFER ENTICING COMMISSIONS FOR AFFILIATES
- OFFER MINIMUM OF 2 TIER COMMISSION STRUCTURE
- EMPLOY SOMEONE TO MARKET YOUR AFFILIATE PROGRAM – THE AFFILIATE PROGRAM MANAGER
- PAY AFFILIATES AS AND WHEN DUE
- MARKET YOUR AFFILIATE PROGRAM AGGRESSIVELY ONLINE AND OFFLINE

# ADVANTAGE OF AFFILIATE PROGRAM

- 1. Affiliates cover advertising costs. They decide where and how they want to advertise and cover all the advertising expenses.
- 2. The merchant's products are advertised in ingenious ways and in places that even the company wouldn't have thought to advertise. Hence, the products get to the grassroots population at no extra cost to the merchant. That means more money for the you, the merchant.
- 3. Affiliates don't get paid retirement benefits, transport or medical allowances. All costs are borne by the affiliate thereby leaving the merchant to just collect the profit.
- 4. The company benefits from word-of-mouth recommendation by affiliates from different backgrounds and communities. This usually converts faster as friends and family tend to respect the recommendation of someone they know

# GETTING CLIENTS: FREE TRAINING

- PEOPLE LIKE FREE THINGS
- OFFERING FREE TRAINING DRAWS PEOPLE TO YOU AND PROMOTES YOU AND YOUR BUSINESS

## WAYS TO OFFER FREE TRAINING

1. WRITE FREE ARTICLES IN A NEWSPAPER OR A MAGAZINE
  2. PRESENT A PROGRAM ON RADIO
  3. PRESENT A PROGRAM ON TV
  4. OFFER FREE TRAINING OFFLINE
  5. BUILD A WEB SITE WHERE YOU PROVIDE FREE INFORMATION
  6. WRITE A FREE EBOOK LIKE THIS ONE AND LET PEOPLE DISTRIBUTE IT FREE
- MAKE THE TRAINING POWERFUL AND BENEFICIAL
  - PEOPLE WILL ATTEND AND TELL THEIR FRIENDS
  - GIVE TO THE COMMUNITY AND YOU WILL RECEIVE FROM IT

# BUSINESS RESOURCES: WHAT WE OFFER

- WE OFFER FREE EBOOKS

**DOWNLOAD THEM AT . . .**

<http://www.home-based-business-for-small-business.com/small-business-resources.html>

**OR . . .**

<http://resources.zyproperties.com>

**EBOOKS AVAILABLE FOR DOWNLOAD**

1. The Affiliate Masters Course Ebook
2. The Service Sellers Masters Course Ebook
3. The Net Writing Masters Course Ebook

**Ecourse**

**THE 7 GREATEST MISTAKES OF INTERNET  
BUSINESS**

# BUSINESS RESOURCES

## 2: WEB SITE DESIGN

- SMALL BUSINESS WEB SITE DESIGN
- WE BUILD WEB SITES THAT HELP SMALL BUSINESS PEOPLE GET FREE UNLIMITED PROSPECTS TO THEIR BUSINESS

SEE DETAILS AT . . .

<http://www.home-based-business-for-small-business.com/small-business-website-design.html>

- 3 PACKAGES AVAILABLE
- A) STARTER PACK – 15 PAGES; =N=136,000
- B) GOLD PACK – 30 PAGES; =N=226,000
- C) CORPORATE PACK – 50 PAGES; =N=535,000

THE LINK ABOVE PROVIDES FULL DETAILS ABOUT THE DIFFERENT PACKAGES



# BUSINESS RESOURCES 3: WEB DESIGN TRAINING

- WE PROVIDE WEB DESIGN TRAINING ON THE SMALL BUSINESS WEB SITE BUILDING PACKAGE CALLED **SITE BUILD IT!**
- THIS IS THE SAME PACKAGE WE USED TO BUILD OUR REAL ESTATE SITE  
<http://www.lagos-nigeria-real-estate-advisor.com>
- TRAINING FEE: =N=45,000
- SITE BUILD IT! ONE YEAR REGISTRATION - \$299 USD
- TRAINING DURATION: 10 SATURDAYS; 3 HRS PER SESSION
- SEE DETAILS OF THE TRAINING AT . . .
- <http://www.home-based-business-for-small-business.com/web-design-tutorial.html>
- CALL 08033290430 OR 08057912607 TO FIND OUT WHEN THE NEXT CLASS WILL START

# BUSINESS RESOURCES 4: INTERNET ADVERTISING

## INTERNET ADVERTISING

A) ADVERTISE IN OUR SMALL BUSINESS DIRECTORY AT . . .

<http://www.home-based-business-for-small-business.com/small-business-directory.html>

- IT'S =N=4,000 PER MONTH
- YOU PAY =N=36,000 PER YEAR (25% DISCOUNT) WHEN YOU PAY FOR 1 YR

B) ADVERTISING AT GOOGLE.COM

SERVICE CHARGE: =N=19,500/MONTH

MINIMUM AD BUDGET: \$200

CONTRACT TERM: 3 MONTHS MINIMUM

YOU GET MONTHLY REPORT OF PAGE VIEW,  
CLICK RATE, AND ACTUAL SPEND

# BUSINESS RESOURCES

## 5: AFFILIATE PROGRAM

- OUR AFFILIATE PROGRAM IS IN TWO LEVELS:
- FREELANCE PARTNERS
  - THESE PARTNERS PAY NOTHING TO JOIN. THEY GET PAID COMMISSION PER CUSTOMER THEY SEND TO US
- **PLATINUM PARTNERS**
  - THESE PARTNERS PAY TO JOIN. REGISTRATION FEE IS =N=25,000
  - THEY ENJOY 2 TIER COMMISSIONS
  - THEY GET LIFETIME COMMISSIONS
  - THEY RECEIVE =N=10,000 WHEN THEY REGISTER NEW PARTNERS AND SUB COMMISSION OF =N=3,000 EACH TIME SOMEONE THEY REGISTER REGISTERS SOMEONE
  - THEY ALSO GET COMMISSION WHEN THEY MAKE A SALE OR WHEN SOMEONE THEY REGISTER MAKES A SALE

# AFFILIATE PROGRAM 2: COMMISSION PAYOUT

Product/Service	1st Tier Commission	2nd Tier Commission	Web Site URL
<b>Real Estate Platinum Membership</b>	=N=10,000	=N=3000	<a href="http://www.lagos-nigeria-real-estate-advisor.com/real-estate-affiliate-program.html">http://www.lagos-nigeria-real-estate-advisor.com/real-estate-affiliate-program.html</a>
<b>Commission on property sale or letting</b>	30% of agency fee received by ZY Properties	10% of agency fee received by ZY Properties	<a href="http://www.lagos-nigeria-real-estate-advisor.com/real-estate-affiliate-program.html">http://www.lagos-nigeria-real-estate-advisor.com/real-estate-affiliate-program.html</a>
<b>Site Build It! Training</b>	7,000	3,000	<a href="http://www.home-based-business-for-small-business.com/web-design-tutorial.html">http://www.home-based-business-for-small-business.com/web-design-tutorial.html</a>
<b>Web design Client</b>	7% of value of transaction	2% of value of transaction	<a href="http://www.home-based-business-for-small-business.com/small-business-website-design.html">http://www.home-based-business-for-small-business.com/small-business-website-design.html</a>
<b>Small business directory listing</b>	10% of value of listing	5% of value of listing	<a href="http://www.home-based-business-for-small-business.com/small-business-directory.html">http://www.home-based-business-for-small-business.com/small-business-directory.html</a>

SEE DETAILS AT <http://www.home-based-business-for-small-business.com/instant-cash-affiliate-program.html>

# MAKE MONEY

- OUR AFFILIATE PROGRAM OFFERS YOU A UNIQUE OPPORTUNITY TO MAKE MONEY
- JOIN NOW!
- VISIT . . .

<http://www.home-based-business-for-small-business.com/instant-cash-affiliate-program.html>

GET LIFETIME COMMISSIONS

# FREE TRAINING

THEME:

“HOW TO MAKE MONEY FROM  
REAL ESTATE”

VENUE: ZY PROPERTIES,  
42 OLOWU STREET IKEJA (3<sup>RD</sup>  
FLOOR), LAGOS NIGERIA.

TIME: 10AM – 11AM

DATE: EVERY SATURDAY