



DIGITAL AGE BUSINESS  
GROWTH STRATEGIES  
[www.dabgs.com](http://www.dabgs.com)

# 10 QUICK SKILLS TO MAKE MONEY TODAY FROM YOUR SMARTPHONE



# I'M OLUWAMAYOWA

From taking a Cambridge A-Level program to studying Chemical Engineering at the University of Lagos where I volunteered and worked with a lot of notable brands, from Dell to Total Genius Campus, StudentCompetitions, Mozilla, and a lot more. I was also a Google Student Ambassador of the University where I set up programs and initiatives to drive adoption of Google tools that helped learning and life easier.

Graduating school, I co-founded tinklingd.com (a digital marketing company), and then went ahead to create EquilibriumZone.org (a Startup and SME growth acceleration, research, and investment company) to support and facilitate the growth of businesses and startups that have the huge potential of creating decent work and massive job opportunities for African youths.

A professional portrait of a young man with short hair, wearing a plaid shirt, standing with his arms crossed. He is looking slightly to the side with a neutral expression.

I'VE TRAINED  
OVER 3,000  
AFRICAN  
YOUTHS ON  
DIGITAL  
SKILLS

From NYSC camps to campus seminars and a lot more.

You are in safe hands :)



# HOW DO PEOPLE EVEN MAKE MONEY?

## IT'S QUITE EASY

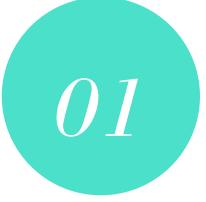
Money is simply an exchange for value provided.

You identify someone who has a problem, you let them know you can give them a solution, you solve the problem, they pay you. It's that simple

## SO,

- Have you identified someone with a particular need?
- Do you have the skills and expertise to provide a solution?
- Do you have all it takes for them to believe that you can provide the solution...

## SO SKILLS IN THIS EBOOK IS BASED ON THESE NEEDS



01

### TECHNOLOGY

A lot of business owners out there are not so used to technology, so even the little you know is a magic to them



02

### SALES

Selling is the lifeline of any business, so business owners are all out for anything that can drive sales for their business.



03

### TIME

That excess time you have is what some people hope to have more of, so if you can offer your time, you get paid.

## LAST WORDS

By all means, make sure people can trust you to do what you say you will do. So if you can create a sample and build a success story or case study out of that, then you are good to go.



# *LET'S TALK ABOUT THE VALUE A LITTLE BIT*

**SELLING ISN'T ABOUT FORCING  
PEOPLE TO BUY**

Yes,

Selling is closing! You figure out the need/want of your buyer, then you position your offer to suit that need/want, you finally go make them an offer and CLOSE the sale.

**PEOPLE PAY FOR THINGS THAT**

**01**

**MAKE MORE  
MONEY**

Every business is all about profit and more money, so this is definitely a key entry point

**02**

**STAY OUT OF  
TROUBLE**

No business owner wants 'trouble'. Some 'trouble' could make them lose their business, so that's one thing to pay for.

**03**

**STAY IN KEY  
TRENDS**

This is from an emotional standpoint, no one wants to miss out in action. So this is a huge selling avenue

**SHALL WE GET  
INTO THE TOP 10  
SKILLS I HAVE  
HANDPICKED FOR  
YOU?**

# Skill 1 - Building a Simple Website

Gone are the days when you need to have sophisticated computer programming skills, in a time like this, there is something called 'Codeless Website', meaning, a website that requires no code. It's also called drag and drop website. You can help businesses or individuals build a codeless website and get paid for it.



## Tools You Need

### Here are tools you need to learn

With <https://disha.page/> you can help any small businesses set up a simple website. With Flutterwave or Paystack you can help that business set up online payment and use the E-commerce function to list their product. All these tools require no special expertise, and by just opening an account with them you can learn how to use them.

## How To Sell This

1. Try your hands and create one for a business owner, get them to write you a review
2. Search through your contact of friends, or search for businesses on Instagram that don't have a website in their bio
3. Pitch your offering to them and showing them an example.

The first one you create will be your advert to get others.

In case you are finding it hard learning this on your own, or need to see how to structure the combination of the tools, access the free course that teaches you how to do this on [dabgs.com](http://dabgs.com).

## Market Opportunity

### Technology is on the rise

With the recent happening with COVID 19, business owners have realized technology can't take a back seat, and one of the ways to leverage the internet is to have a website where customers can make purchases.

## How To Charge

This is dependent on you, you will only need a maximum of 1 hour to create each site, so you can charge about \$25 (about N10,000) for each.

But by all means, sell from a place of value. The tools are used by 'big boys' already, Will Smith uses a DishaPage site as his website (<https://willsmith.disha.page/>) so... go-ahead to sell this out!!

# Skill 2 - Developing A Logo

A logo is very crucial for every business, the moment you put the word out there that you have something to sell or you are providing a service, everyone expects to be able to associate you with an identity. So, every business out there needs a logo and that's an opportunity for you. Even if you are not a professional graphics designer, they are tools you can learn in 1 day and start cashing out.



## Tools You Need

With canva.com you can access a variety of pre-designed logo templates you can adapt to fit any business, you just need to add some creativity.

## How To Sell This

1. Try your hands and create a bulk of logos put them on a doc and turn it into a pdf
2. Search through your contact of friends, or search for a business on Instagram that doesn't have a logo
3. Pitch your offering to them and showing them the pdf.

## Market Opportunity

### More entrepreneurs are springing up

Take a look back into the last 6 months, how many friends/contact of yours have started a business (either selling a product or offering a service). Those are your potential customers right there.

## How To Charge

This is dependent on you, you will only need a maximum of 30 minutes to create each logo. However, bear in mind that, there are professional brand designers who are schooled to do this, so it's okay to let your customers know that this is a makeshift they can use to get by their early days. When they can afford a proper designer, get them to engage a professional brand designer.

Canva.com is quite easy to learn.

# Skill 3 - Setting Up Google My Business

Google My Business is a tool by Google that helps small businesses get found in their locality when a potential customer runs a search for a service they offer. One major thing with Google My Business is that, if done right, it can drive massive traffic and client for a business without them spending a dime. The advantage here is that a business can get customers on GMB without necessarily spending a dime.



## Tools You Need

You simply need to learn how to set up Google my business, get it verified and some few other tricks to make it pop.

## Market Opportunity

Technology is on the rise, more people are online, but most importantly searching, about 4.5 a billion searches happen on Google per day as of Nov 2019. And the place where everyone turns to for quick help is Google Search.

## How To Sell This

1. Look out for businesses around you, or on Instagram,
2. Run a Google search with the business name, if they aren't found online, then you have an entry point.
3. Show them what they are missing and then offer to help for a fee.

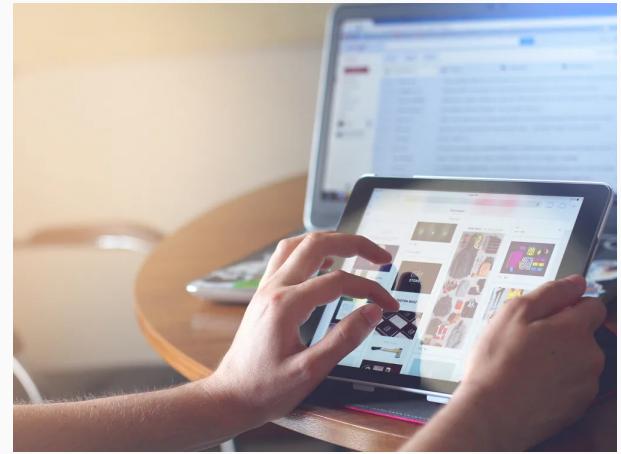
## How To Charge

First, It's free to get on Google My Business (just like it is to get on Instagram or Facebook), what you will be charging for is your time. Again, you need to strategically look out for the best offer you can make that business owner, and the better you can make them see the need, the more you can charge. Some charge up to \$50 for this.

I created an ebook explaining how to get on Google My Business and how to drive massive traffic and sales with it (the ebook was built out of the success of one of the business owners who attended a class where I explained the tricks and hacks to make sales on Google my business without spending a dime) It's available for free on [dabgs.com](http://dabgs.com)

# Skill 4 - Creating Social Media Content

Social Media usage is on the rise! Some businesses are 'killing it' on social media big time, but a lot of business still battle with making social media work for their business. Those are your customers right there. Business needs social media graphics to grab the attention of their customers.



## Tools You Need

### **Here are tools you need to learn**

You don't need a tool in that sense here, but majorly you need to learn how to write content for social media. I recommend you follow pages like <https://www.instagram.com/thesocialmediaoga/> consume and digest the hacks there, then go-ahead to sell the skill.

## How To Sell This

1. Look out for businesses around you, or on Instagram,
2. Simply approach them and offer to help for a fee.
3. Again, you need to probably show what you have done in the past, so the drill of trying this on a business is needed.

## Market Opportunity

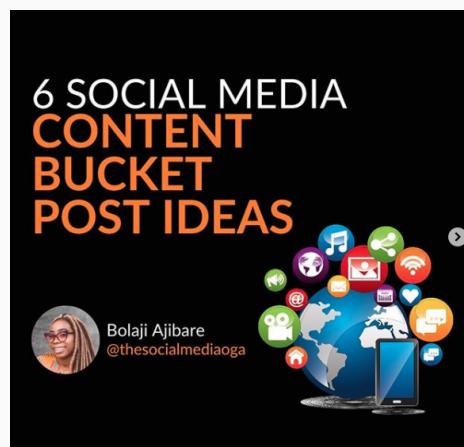
Everyone is working so hard to be seen on social media, and branding is becoming crucial, no one wants to appear shabby. So there is a great opportunity right here

## How To Charge

Depending on the type of business you are approaching, this can largely vary, Even though I co-founded a company that does this for a little bigger businesses, I can't specifically say this is what you should charge, I will say, start small, gather success story and use that to price high.

We have a free course that teaches you how to do this on [dabgs.com](http://dabgs.com)

# Here is a post I found to get you started



SOCIAL MEDIA MARKETING/CONTENT CREATION

**ENTERTAINMENT**

People love to enjoy themselves! So entertain (and attract) followers with some fun content. Here are 7 entertaining content types. Which would work for your business?

- Fun Holidays
- Memes
- Jokes
- Throwback / nostalgia
- Contests & Giveaways
- Puzzles
- Comics

@thesocialmediaoga

SOCIAL MEDIA MARKETING/CONTENT CREATION

**INSPIRATIONAL**

Inspirational quotes are always popular. It can also come in the form of case studies like customer testimonials and stories of failures and challenges that you have experienced.

- QuotesTrivia
- Amazing Facts
- Personal stories of yours
- Clients testimonials

@thesocialmediaoga

SOCIAL MEDIA MARKETING/CONTENT CREATION

**EDUCATIONAL**

For more leads and sales, share educational content that warms people up to your products and services.

- Tips & Tricks
- Industry Research
- Free Resources (reports and guides)
- Answers to FAQs
- Case Studies
- Live Video Training

@thesocialmediaoga

SOCIAL MEDIA MARKETING/CONTENT CREATION

**CONVERSATIONAL**

Whether your post is strictly conversational or falls into another content category, you should always try to incite conversation. Your followers respond best when you don't just talk at them, but listen too. You can do similar with educational content.

@thesocialmediaoga

SOCIAL MEDIA MARKETING/CONTENT CREATION

**CONVERSATIONAL**

- Have you tried this?
- Have any more tips to share?
- Which tip is your favorite?

And this can be done through:

- Questions
- Polls
- Fill in blanks
- Ask for advice
- "Caption this" photos

@thesocialmediaoga

SOCIAL MEDIA MARKETING/CONTENT CREATION

**CONNECTION**

People buy from people! It's a great idea to connect with your followers on a personal level. As with Conversation, you can add Connection into almost all your posts by infusing your personality in your image choices and captions.

@thesocialmediaoga

SOCIAL MEDIA MARKETING/CONTENT CREATION

**TRY THESE:**

- Behind the Scenes
- Product Previews just for followers
- Photos of Your Life (hobbies, vacations, family)
- Stories
- Nostalgia
- Photos from events you're attending
- Thanking followers
- Share your favorite cause
- Ask for opinions and feedbacks.

@thesocialmediaoga

SOCIAL MEDIA MARKETING/CONTENT CREATION

**PROMOTIONAL**

It's generally considered acceptable to spend 20% of your content on promotion. You might get away with more if your free webinars and opt-in freebies are truly valuable. Those would cross into the educational category.

@thesocialmediaoga

Even if you don't know which content to create for these businesses, here is a list of ideas you want to try.

PS: This content was shared freely on her IG page, the content is screenshots as it is shared publicly online.

# Skill 4 - Developing Social Media Graphics

So, if you get through helping small businesses to create content, then you might want to just go ahead to help them with social media graphics.



## Tools You Need

With canva.com you can use a pre-designed template to create amazing social media graphics. Another good app for this is crello.com. If the business needs you to create content, Google can come in handy.

## How To Sell This

1. Look out for businesses around you, or on Instagram,
2. Simply approach them and offer to help for a fee.
3. You can come up with a bouquet option (something like you design 10 graphics for x\$ and 20 for y\$ monthly)

## Market Opportunity

Everyone is working so hard to be seen on social media, and branding is becoming crucial, no one wants to appear shabby. So there is a great opportunity right here

## How To Charge

As against offering a price to design 1 image, you can offer a price for designing a pack of content, e.g I will design your social media content for 2 weeks at \$50. So, you can run a quick audit for businesses you are trying to target to see how much they are willing to pay, then you can build your price around that.

Canva is so easy to learn, when you make your first few incomes, you can then invest in getting a good course that teaches you more tricks.

You can also check out our Canva course on [dabgs.com](http://dabgs.com)

# Skill 5 - DM Closing

Direct Message is a feature built into most social media platforms but very common with Instagram. DM closing is simply helping business use their own social media account to follow up with potential client and 'closing' them. You are going to be leveraging on the social media page they have to start a conversation with a prospect and turning them into a customer.



## Tools You Need

### **Here are skills you need to have**

Persuasion skills

Organization skills (You will need to at least track those you are reaching out to so you can plan to follow up)

How to use the helpful features on the social media tool you are doing this on (e.g quick replies, etc)

## Market Opportunity

Sales driven service is never going to fade away, and now, digital sales are on the rise.

Some people actually offer this service professionally, see - [https://www.instagram.com/mehdi\\_himself/](https://www.instagram.com/mehdi_himself/), so what's the excuse?

## How To Sell This

1. Look out for businesses around you, or on Instagram,
2. Simply approach them and offer to help for a fee.
3. Then set up a modality for this to work.

## How To Charge

You will likely want to do a commission on every sale. That is totally up to you. But a quick tip is if you know how much they spend to acquire each customer, then you can ask for a similar price estimate as your fee. That should help you figure out which business is more profitable to do this with since you will be expending almost the same effort on whichever business you choose.

# Skill 7 - Data Entry

According to a very trusted business leader in the accounting field, the highest reason for the abandonment of new software, especially in African countries is the lack of the ability of business owners and managers to handle the data entered into the tool.

Whether it's a new project management tool, a new accounting tool, a business inventory tool, etc. That's where you come in.



## Tools You Need

### **Here are tools you need to learn**

First, you need the basic word processing skills (that's how to use Microsoft Word, Excel most especially), then how to perform basic functions.

You also need to find out the software businesses might need you to run data entry for and then go right to learn how that works.

## How To Sell This

1. Look out for businesses around you, or on Instagram, you should focus business that seems to sell a lot of physical product
2. Simply approach them and offer to help for a fee.
3. Sign a deal :)

## Market Opportunity

With the advent of technology and the need for businesses to be efficient, the software is becoming the norm. Even a small shop has a little POS system to generate receipt from, so somewhere in the backend, there is some Data Entry activity.

## How To Charge

Depending on the type of business you are approaching, this can largely vary,

This area is not where I have the expertise, so I advise that you check out this course -  
<https://accountinghub.ng/data-entry-course/>, the last section talks about how to price.

PS: I do not have any business affiliation with the creator of this course

# Skill 8 - Leads Researching

Leads researching is simply helping business owners research and find contacts who are a good prospect for their offers.

A lead is important to every business owner and there is a popular saying: You shouldn't expect to sign up a customer when there are no leads in your pipeline.



## Tools You Need

### **Here are tools you need to learn**

You can do this manually, by using tools like LinkedIn Sales Navigator or directory pages to find these leads.

A key soft skill you need to have here is the ability to 'score' the lead, I mean, evaluating them and strategically finding out if they are the right prospect for the company you are researching the leads for.

Another alternative is generating leads via online marketing.

With Facebook Leads ads, you can help any business generate leads for their business by simply putting out an offer and requesting details to find out more (this might need a sound knowledge of how Facebook ads work)

Lastly, If you have a large contact base, get those interested to reach out to you, each person interested is a lead.

## Market Opportunity

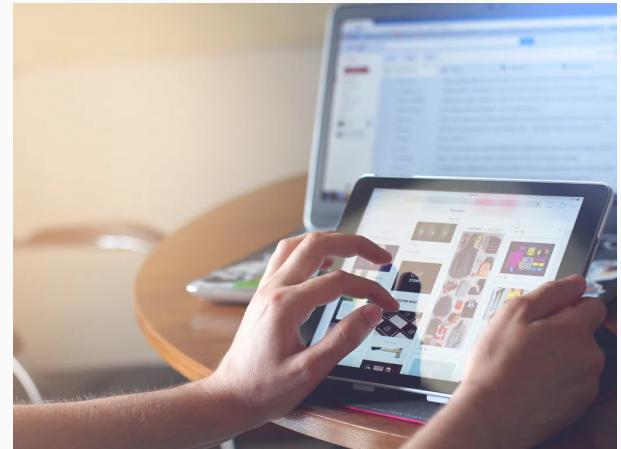
Sales are the lifeline of every business. No customer, no business. So anything to help business owners drive more sales is something they are always open to.

## How To Sell This

1. Look out for businesses around you, particularly those that aren't doing a lot of digital sales
2. Reach them for an offer to get them a consistent list of potential customers
3. Then you agree on compensation modalities

# Skill 9 - Affiliate Marketing

Affiliate marketing is the process of earning a commission by promoting other people's (or company) products. You find a product you like, promote it to others and earn a piece of the profit for each sale that you make.



## Tools You Need

### Here are tools you need to learn

Here, you will need a mix of soft skills and then knowledge of some tools,  
The soft skills first: The 2 most skills needed here are really:

1. Ability to spot someone with a need (no one buys because they feel like buying, people buy because they have a need, either emotional or logical needs)
2. Ability to sell a solution: Even if a person has a need if you can't sell the solution (in other words, believe that you are the right person to provide that solution), you are not going to make the sale.

Now to the tools:

1. Whatsapp: Your contacts are someone's client, knowing how to craft the story around a product on your Whatsapp is crucial
2. Social media: What applies to Whatsapp applies here too.
3. An email list: if you already have people you communicate to by email, it might be a good time to monetize them by introducing offers to them.

The above are those you can start using today and likely make a sale today, but if you need more revenue through affiliate marketing, you will need to learn how to reach a whole lot of people at once without doing that one by one, this is where Facebook ads come in, also Email marketing and other marketing channels.

## Market Opportunity

Sales are the lifeline of every business. No customer, no business. So anything to help business owners drive more sales is something they are always open to.

## How To Sell This

1. Look out for businesses who sell or provide a service you are interested in
2. Be sure you have an audience that will likely be interested
3. Approach the business and ask if they can give you a commission on every new customer you bring (some business do about 7%, some do about 50%)
4. Get them to set up a transparent way for you to track those you are bringing to them
5. Sign an agreement (particularly if it's a high ticket sale)

# We Actually Have An Affiliate Program At DABGS

Through our affiliate program, we give a whopping 50% to people that help us promote the community etc.

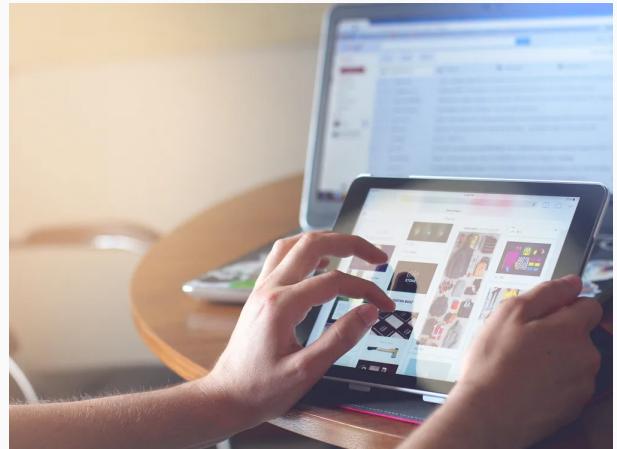
We have built a dashboard that helps you track your traffic, sales, and earning withdrawal



Interested, send us an email  
[affiliate@dabgs.com](mailto:affiliate@dabgs.com)

# Skill 10 - Putting Knowledge Out There

Information marketing is a thing. It's a day to day work for some people. This is simply finding out what people are having issues with, learning it, and then marketing it to the people that will likely need it. Just the same way I noticed a lot of people want to make extra cash, so I put together simple skills that can help you do that and you pay me for the ebook. Another angle to this is consulting, all those people that want to 'pick your brain', get them to rent your brain for a fee instead.



## Tools You Need

### **Here are tools you need to learn**

1. You need to learn how to figure out what people need, or what people are having issues with
2. Learn tools that help you organize that knowledge, you can use canva.com to create an ebook (I created this ebook on Canva.com), or learn how to use video tools to shoot video course.
3. A Tool that helps you automate the selling process, You can use DishaPage to create a landing page and then Flutterwave to accept payment online, or you can simply use <https://simvoly.com/> (it allows you to house your ebook or course, accept payment and even set up affiliate program.

## How To Sell This

1. Share on your Social media
2. Increase sales with online ads
3. You can also recruit affiliate to help you sell and then share profit with them.

## How To Charge

Here are two ways to go:

1. Price a bit low and drive a lot of sales
  2. Price a bit high and make only select people able to buy.
- usually, both arrive at the same point. One key thing to know is, the higher the price, the more the persuasion you need to do, a good way to do that is to load your sales page with a lot of success stories of your product helping other people.

# SOME EXTRA HELP

## HERE IS HOW TO GET STARTED

01

### CHOOSE

Carefully choose which of these skills resonates with you the best and you will likely enjoy doing.

Also, carefully compare that to the market value.

02

### TRY

Get a business owner to try these skills on (of course while learning them), Document the journey so you can create a success story or case study as that will help you convince your new clients

03

### SELL

SELL!! Don't be afraid to sell. Rather than seeing this as selling, see your service as committing your time to make life easier for your client and then getting compensated for that.

## HERE ARE OTHER THINGS TO WATCH OUT FOR THOUGH

No matter how casual you might think some of these side skills are, they matter a lot and could be the transformation a business out there needs.

However, to ensure you don't have a sleepless night, think about the likely issues that might arise when you offer this service to each client, then draw up something called a 'Service Level Agreement (SLA)'. Something that indemnifies you against issues that might be out of your control.

For example, Google might choose not to verify the Google My Business of a business (maybe because they don't meet the requirement, etc), if you don't put in your SLA that your service doesn't come with a standing guarantee of verification, then the business owner might be requesting a refund from you since their account isn't verified. This is more reason you should try each of this service so you can quickly figure likely issues.



# *HOW TO MAKE YOUR FIRST \$250*

**SO HOW DO YOU CASH OUT?**



**01**

## *TARGET*

Whether it's making \$250 or making \$2500, make a decision on how much you want to generate. Of course that will inform how much work you need to put in and which skills you want to go after.



**02**

## *PLAN*

Go ahead to do some more findings of how much each is worth and how much your potential customer's are willing to pay, that helps you know how many of each service you need to sell to hit your target



**03**

## *IMPLEMENT*

Go after what you want! Implement what you need to get done to sell and deliver each service.. In other words, go walk to talk.

**HERE ARE OTHER HIGH-INCOME SKILLS YOU CAN LEARN**

- 1. SOFTWARE DEVELOPMENT**
  - 2. COPYWRITING**
  - 3. VIDEOS/CONTENT CREATION:**
  - 4. GROWTH HACKING**
  - 5. DIGITAL MARKETING CONSULTANCY**
  - 5. E-MAIL MARKETING**
- And more**

Are you ready to make that extra income??



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[www.dabgs.com](http://www.dabgs.com)

Yaasss!!

We can't wait to publish your success story.  
Please, share your success story with us at  
[shop@dabgs.com](mailto:shop@dabgs.com), if you do, we will give you a  
20% off coupon to pick any other ebook on our  
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Join in now

**And here are testimonials to prove the worth.**

And our offers

From Tolu A to Everyone:

I think I have a better understanding of what having a luxury product entails

Thank you Oluwamayowa

To: Everyone

Type message here...

File

3G 4G WiFi 117 B/s

65%



I liked the examples and case studies. I never knew about segmentation to the point of making it really granular and then crafting content per segment. That was the highlight for me.

12:08 PM

It was very robust session. I enjoyed it

12:08 PM

Those without marketing experience can learn quickly without being thrown in the deep sea of marketing jargons.

12:08 PM

are doing well!!! That guy from @tinklingd is such a vibe. Damn!!! I wish I knew his Instagram handle so I can tag him but all the same that guy killed it. He made the session so interactive, he answered all questions so well, it was as if the session was specially for me. If you see this please hug yourself in the mirror 😊😊 You are doing well!! BTW @piggybankng gave us some goodies , you see that small chops from @12basketsfoodsld is a life saver.

#smwlagos #socialmedia  
#socialmediamarketing #event  
#piggyback #digital #wealthcreation  
#analytics #digitalmarketing #strategist  
#digitalstrategist #tinklingd

19w

Got my first google sale 🎉🎉

👉👉👉👉👉👉, 15,400naira.

No stress, No too much question, next thing send your acct details



9:50 PM

Oh sweet gannnnn 🥰🥰🥰🥰🥰

@Oluwamayowa i owe you a cake. In your DM soon

9:51 PM



theemmanuelmang Is it @oluwamayowaos you're talking about?

19w Reply

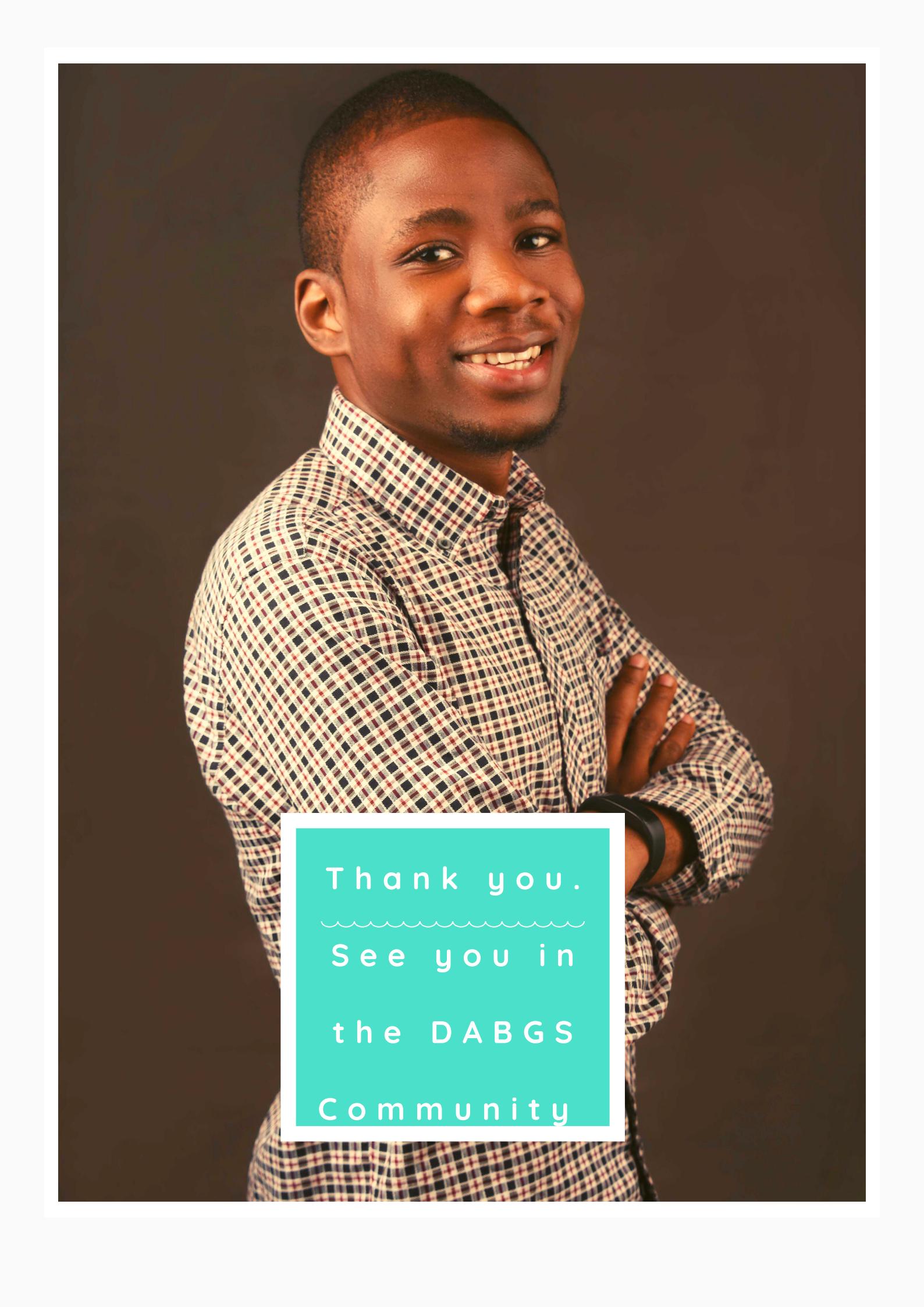


Reply to theemmanuelmang...



thatmainme @theemmanuelmang yea, thank you..... 🎉

19w 1 like Reply



Thank you.  
~~~~~  
See you in  
the DABGS  
Community



# A PUBLICATION OF DABGS

**Digital Age Business Growth Strategies [DABGS] is an initiative created by Oluwamayowa Oshidero (a digital and business transformation strategist) to help business owners understand and implement new business strategies that can help drive the growth of their business in this digital age. You can join our community, or request a service from us, or buy one of our digital products.**



## Our website

[www.dabgs.com](http://www.dabgs.com)

## Contact Email:

[business@dabgs.com](mailto:business@dabgs.com)

## Social Media

Instagram: @dabgscommunity

Facebook: @dabgscommunity

Twitter: @dabgscommunity

Cheers.