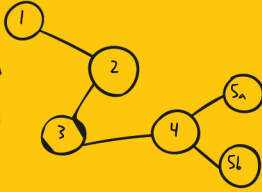


Goals



Ideas

Analysis



Resources



Teamwork

EMEKA NOBIS

GROW YOUR PLATFORM

DISCOVER YOUR MESSAGE TO HUMANITY
VICIOUSLY COMMUNICATE YOUR MESSAGE
GROW SUSTAINABLE WEALTH

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YOUR
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Steal this work if you've got the guts!

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Warning...

I live in Nigeria. Sometimes, my wife buys imported rice. She believes that no stone can be found in those bags of rice. From time to time, my teeth come in contact with a few while I'm chewing cooked imported rice.

I bet you get my drift now.... Or you didn't?

The contents of this work were sieved as much as possible. However, your eyes can chance upon some typographical errors. See them as the stones that escaped the sieve. Don't dwell so much on them - I bet a million bucks that they will be few - but savour the literary experience.

A brief...

At the company where I worked for 10 years as an engineer, I used to run into marketers who wanted us to buy insurance policies.

Some of them would stand by the gate of the company and approach workers as they went for lunch. It was pretty sickening to see workers behave in very uncouth manner towards them. I recoiled whenever I saw the females being rejected or being asked for a romp in between the sheets in favour of getting a signup.

Marketing isn't easy. Many creators like me hate to "show ourselves." We hate to self-promote. When we think of a society that turns up her nose at someone showcasing himself, we fall into depression.

However, when we think of it, our messages, our art, our business offerings deserve to be seen, heard, appreciated and bought into.

I go around to shopping malls in Lagos and I see young artistes, a couple of their audio CDs in their hands, literally begging passersby to get a copy or two.

"Oga, help my ministry."

"Help your boy naa..You na big man, make your boy for chop."

"Auntieeeee, I no wan thief. Abeg patronise me."

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They cajole. They beg. They compromise on the ingenuity of their art in those minutes of beggarly persuasion.

Now, I'm not saying that those strategies don't work. They get sales. I see them make a couple of sales. But, I feel that many of those sales are on the premises of compassion or merciful prerogative.

Such approaches can drain a creative spirit.

Let's flip the switch.

What if you turn around to committing your heart to a long-term pursuit of success, dedicating your time towards creating art that is remarkable, communicating in very powerful ways about the ingenuity of your art using the powerful platforms made available to us in our time?

It's the difference between the hustlers and the geniuses who are making hits upon hits.

It's taking your time to create, being patient enough to communicate with viciousness the greatness in you, and dumbing all forms of desperation to make a sale.

You know what can get you those results?

It's PLATFORM GROWTH!

Simple. And. Short.

QED.

How it all started...

In 2010, I wanted to publish my first book. Having completed the manuscript I desired to publish the book in the United States of America. I scouted around on the internet and settled on Destiny Image. I sent them an email regarding the possibility of being published by the company. They wrote me back, telling me to contact their sister company in Italy that is vested with the responsibility of publishing writers outside the United States of America.

I did. What I got as reply shocked me to my marrows. I was told that I was a risk to the company, being that I was a first time author. Also, my social media accounts didn't boast of great followership that was attractive. As a consequence of that fact, I was told to bear a huge part of the financials for the execution of the project. By the time I got the proposal, totalling all expenses, a copy of the book would sell at N2000.

At that price I figured that it would be very difficult for me to sell the books. I approached an elderly Italian man who worked in the same office as mine back then. His piece of advice set me on this path. I showed a copy of the contract that Destiny Image, Europe, had sent to me. He said to me, "Nobis, leave this contract. I will advise you to start in Nigeria. Grow your work so that you can be famous and have a big followership."

I left his desk encouraged, but how was I to start off growing my work and becoming famous. My public speaking career had started blossoming at the time, but I had a challenge. My working

hours made sure I was stuck within the cubicle of my office space for twelve hours every day. How could I share what I had for humanity if I couldn't be visible?

I still needed my job to pay the bills that could build the empire. Seated on my seat, my mind was a mass of zigzagging thoughts. At some point, I raised my head to take look at my computer screen. My answer jumped at me.

That journey till date is what I'll be sharing with you on the pages of this book. It's my earnest desire that it will trigger yours.

In 2014, I began taking a liking for photography. I bought a Canon 60D, hired a photographer to train me, and began following a few photographers on social media. Of particular interest to me was Bayo Omoboriowo. I loved how his mind worked in the pictures he took. I became a loyal follower.

It wasn't surprising to me when Bayo was contracted to follow the campaign train of Muhammadu Buhari. He did a marvellous job. When Muhammadu Buhari won the election, Bayo was handed the position of the official photographer of the president. I was ecstatic. I loved the trajectory of his rising.

Bayo had a gift. He worked it into an awesome skill that courted the eyes of a media organisation, lifting him into the palaces of the ruling elite of the nation.

When it dawned on me that I could utilise the digital space to

GROW YOUR PLATFORM

exhibit omnipresence while working in my office, I needed to seek out other worthy individuals in Nigeria who were walking the path. Doctor 'Malik Haruna's exploits caught my attention.

As a medical doctor, he is using his knowledge to help people live healthy lives. Via his blog posts, many come into the knowledge of knowing what healthy foods to eat, exercises worth engaging in and general information on lifestyle modifications for longevity.

I'll make bold to say that you've either experienced something or grown expertise in a particular subject area or endeavour. You're knowledgeable in an area by virtue of training or study or you're gifted with one or two talents.

Let's drill down a few holes to make it clearer.

You've EXPERIENCED something. Perhaps, you were raped while you were young by a trusted relation of yours, disrobing you of your innocence and ploughing in painful ridges that scarred you. 19 years on, you're now tinkering over how to stop rapists from raping others or you're helping victims of rape recover emotionally.

That's what you can offer humanity.

You've gotten KNOWLEDGE in a subject area. Perhaps, you're a programmer, an IT specialist, a medical doctor or pastor. By virtue of training, you've gained requisite knowledge in how to get certain results in your area of endeavour.

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Your knowledge can be packaged and shared to humanity.

You've got EXPERTISE. By working as an accountant in an office, you've worked on so many projects, helping the company you work for to salvage accounts.

Expertise is gotten via mastery. By repeatedly doing something, you've gained mastery, and subsequently, expertise.

Your expertise is needed by others in similar situations, whether you know it or not.

You have a GIFT. Perhaps, like me, you're a gifted writer. Maybe you've got the voice of a hummingbird or you can act in a movie.

Look deeply within you, there's a gift in you that humanity can benefit from.

You fall into one, two or all those areas.

Here's where I define myself and what I do. I help individuals who have a message (experience, knowledge, expertise, and gifting) to share with humanity to gain clarity in their message, build a formidable platform for the communication of their message (thoughts, ideologies, principles, processes, and systems), and earn by setting up profitable processes and systems.

So, if you've got knowledge to share with humanity, that's a message. If you desire to use your gifting and earn profitably, that's a message. If you've gotten experience that you feel others can benefit from or you're willing to share your expertise, you've got a message worth sharing!

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To do so requires doing three things :

Clarifying your message.

Commitment to a vicious communication of your message.

Commitment to building a tribe of fans who like, trust and depend on your works to be blessed and transformed.

It's on these three prongs that your exploits will hang.



1ST PRONG:

CLARITY
OF YOUR PATH



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During my primary school years, I had a knack for imitating the handwritings of my fellow classmates. If I saw someone's handwriting and liked it, I went for it. I'd watch and imitate writing the same.

As a result, my notebooks were collages of different handwritings. If you're to see the notebooks I used in those days, you'd think that they were owned by different pupils who converged in school and shared one book. I was undecided on which handwriting to focus on and use. My dad was so pissed with me that after many fights, he had to let me be. It was while I was entering university that I had some stability in my writing.

Sadly, this is the labyrinth where many of us start in life.

In the course of my work as a coach, I pity creative spirits a lot. We are so inundated with so many ideas and passions that we are at crossroads on what to focus on and be adept at.

I meet individuals who have so many parts and want to be known for all of those. I usually paint a simple scenario for them.

You meet Doctor A who tells you that on Sunday he pastors a church, on Monday he spends 5 hours at a teaching hospital and 3 hours at his clinic, on Tuesday he goes to play golf because he is a pro golfer, on Wednesday he plays with his gang in a nightclub, on Thursday he goes to the writing club where he teaches history of Egyptian culture, on Friday he plays football for his football club and on Saturday he travels out of town to go meet with his real estate agents who overlook his real estate business.

Doctor B tells you, "Hey dude, I'm a cardiologist. I operate and work

on hearts 24/7. That's what I love and that's what I do."

If you have a heart disease and you have to choose between the two doctors that I described above, which one of them will be your choice? The answer is obvious.

I meet a lot of folks who are like Doctor A. They bring that predilection into their enterprises, often beating themselves on the chest that they are multitalented.

If 5 people sit in an office and are deciding on who to call for a particular issue, will they call you?

If you hear the names of Praise Fowowe, Paul Adefarasin, John Maxwell, and Alibaba, what instantly comes to your mind? That's how you should begin to view clarity.

If people mention your name, what will they immediately think of? Will they begin to scratch their heads for 5 minutes or will they immediately connect you with a cause, a purpose, a function or a title?

The first thing on this path is to define what you're about. What message are you going to be sharing so that people will know you for something?

There's a deep need in us to have an impact on the world. We're the kind of people who want to help others and contribute something meaningful in their lives, but we don't always know exactly what or how to. We want to go on a journey, but we are not exactly sure where we are going or how to get there.

GROW YOUR PLATFORM

To help my clients as a coach, I devised a system called Mastering Your Message.

It's a pool of ten questions that I guide them through during my sessions with them in order to help them to come to the point of clarity that will make them connect with what's within them.

It's handing over to them the compass that they need to get to their destination. I don't give them answers, but via my questioning technique, they bring the answers by themselves.

It's not a bad thing to like and be passionate about so many things as an individual. However, at the start, you will kill yourself by trying to venture into all things. As your enterprise grows, your interests can be projected further without so much confusion being created in the minds of people who are connected to what you do.

Using MYM, my clients discover exactly who they're called to help, how best to serve them with their perspectives, insights, and skills, and how their messages will do the work of transformation in their lives.

Below are 5 of the questions that I employ to help my clients gain clarity.

1. What people or causes do you find yourself naturally drawn to?
2. What comes to you easily that you take for granted, but others find it so difficult to do?
3. What do you find yourself consistently teaching, explaining to others or sharing to others and you don't bat an eyelid doing so?

GROW YOUR PLATFORM

4. Who are you most passionate about helping?
5. What do you think will happen in the lives of the people you're trying to help if they imbibed your message?

By answering these questions, you inch closer to zooming into that sweet spot that truly marks your territory of influence, value and earnings.



2ND PRONG:

VICIOUS
COMMUNICATION
OF YOUR MESSAGE

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On the 5th of September, 2016, I went out of my home office to go sit in a coffee shop and have a session with a client of mine and a prospective one. The space where we sat could contain about 20 persons.

While we sat during the session, I noticed 6 other persons in there doing a meeting of sorts. Intermittently, I raised my voice and made sure they heard me while I coached, consulted and taught my client from my laptop. I have a Mac and in our parts, Mac laptops command some attention. Mac users are seen as elite folks and anywhere I turn it on, I turn some heads. Deeply psychological move.

As I did, I cast glances to see if the other folks in there were hearing me and connecting with the things I spilled from my mouth. My eye connections showed me that I was hitting home. When I was done with my client and waited for the prospective client to come in, one of the ladies who sat in there, approached me, introduced herself and asked me if I were life coach.

I took her soft hand, held it so gently and thus commenced our conversation. To cut the long story short, she gave me her card, took my number and promised to call. I got home, sent her a text message that read "Thanks Ironi for speaking with me at Coffee Shop today. I look forward to your call. Emeka Nobis www.emekanobis.com."

I had to do that so that my name would stick in her memory. I didn't want to wait till the next day when the freshness of our meeting had turned stale. Inserting my blog url in my text messages is a trigger. By doing so, I'd arouse her curiosity to go check me out and initiate a conversation in her mind that could lead to her considering me to help her.

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I also added her to my WhatsApp broadcast list so she could receive my daily broadcasts. Since she approached based on the things she heard, I assumed, albeit correctly, that she'd love to feed on my thoughts

I am a Telemundo fan. I'm unapologetic about that. My wife is a fan of home videos. So, while we sat and watched one day, an advert for a home movie, *The Meeting*, came on the screen. I loved the advert and decided to see the movie. I bought it and brought it home to see with my wife.

I fell in love with Femi Jacobs, seeing how he acted and fell in love with the youth corper in the movie. My wife fell in love with him too. I checked him out on Google and then followed him on Twitter.

As I read his tweets, I began to have an internal conversation. Here was a man who was an actor, yet in tune with his divinity and shared his love for God, despite the perception of idiocy in the entertainment industry. Guess how excited I was when I met him in one of the groups I belong to on WhatsApp.

By reading his tweets, it sealed the deal for me - Femi Jacobs is a man to be trusted. I don't know his private life, but those two occurrences sealed it for me. Imagine who got to my mind when a pretty lady, who is my friend in Lagos, was narrating her ordeal about getting jobs in the film/moviemaking industry without offering her body. Femi Jacobs! I quickly contacted him and asked that he spoke to the lady.

Why am I narrating all these, you may ask?

Yes, you may have answered all those questions and defined

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what you are about, but who the heck cares about what you do when you don't let us know who you are and what you're about?

As saintly as you may be, you don't go around people's houses wanting to know what they do and how you can help them.

Telling humanity what you do and your offer of value is what will make us come into your home and taste of your delicacy. It's by telling us how sweet your cakes are that we will consider visiting your home to take a bite. And when we take a bite and see the sweetness of your cake, we will now say, "Hmmm, this is sweet, can I have another bite?" Then we will proceed to paying you to have more bites.

That will not happen except you tell us!

This second prong deals with your commitment to viciously showcasing what you've got to the world so that humanity will pay attention to you and pay you for your perceived worth.

When I sit down with my clients, I learn why so many people are not truly living their dreams. These things are deeply fundamental.

One sticky fundamental truth is that many are held down by fear.

We are fearful of what people will say. We feel that when we say we are experts at something, people will raise their voices and ask us who authorised us to say such. I've had some prospective clients shut the door on me because I tell them that no one certified me to coach folks on writing and thought leadership. Based on a culturally skewed mindset that is hooked on certification, they foreclose the benefits of my coaching expertise. Well, I can't do

much for them.

We are fearful to hurt our families.

When I was contemplating leaving my job to face consulting, writing, and coaching, my mum visited and I shared my thoughts with her. She fell on the floor, begging my wife to never let me do such, citing my father's failed business as a worthy example. My wife, whom I had been prepping for the eventual switch, fell into despair. Angry as I was with my mum, I realised that she was doing so out of love, based on her mindset - one that had been forged from years of working in the civil service for the government.

One culture that is prevalent in government offices in Nigeria is an absence of the penchant for disruption. They're scared of tipping the cart; to be called heretics. Repairing the damage she did on my wife took another six months. A whopping six months!

This fear also translates to those who want to share their stories, but are afraid of a cultural backlash. Ladies who have been raped fall into this category. They're scared of what the society will say; perhaps calling them tainted women unworthy of being married. So, they keep those stories hemmed in, oblivious of the help that their stories can render to other ladies who have been in the same situation.

We desperately seek approval.

I've met individuals who have told me that their men of God told them that God spoke to them not to launch out. On analysis, I see their eagerness and readiness to unleash, but the utterances of their men of God, who have heard from God, keep them from letting the dam of greatness open.

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Who am I to question their men of God? Going against those men of God is tantamount to be being burnt at the stake. Heretics get burnt at the stake. I can tell you that this fear is real. The backlash I got for writing UNCHURCHED is enough to make me recoil and drown my voice, but I've gained a thick skin and the joy of seeing a soul saved by reading the book gets me donning my Superman cape always and unleashing more.

There are many other gremlins that dog the steps of people who want to showcase. However, the bottom point is that these gremlins keep us from achieving.

Having defined your message, this second step is about choosing a platform and committing to a vicious showcase.

We won't blow your trumpet for you. We are busy with ours and we need to hear yours.

A simple definition of a platform is the framework where you stand to be seen and heard, like the way it is done at crusades. The pretty thing is that you don't need to erect wooden platforms anymore.

The digital revolution has collapsed the geographical boundaries and you can preach from your toilet, in your pants or boxers!

Now, you can become your own star!

You can lead us from your bedroom!

The truth is that you can!

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The moment you step up to showcase to us what you're about, you've accepted the call of leadership. You've accepted the responsibilities that come with the call. It's a huge one. You're now in the limelight and your words are consistently being weighed.

In our digital world, folks are becoming increasingly choosy. You can't afford to be bland. You've got to consistently work on yourself to give value.

When people encounter you and day in, day out, all they're hearing are recycled stuff, they'll bolt. That's the SCARY part of rising and choosing to share your message and lead.

Lots of folks ask me why I spend money to get trained on Neurolinguistic Programming, Emotional Intelligence, Anger Management, and Cognitive Behavioural Therapy when I say I am a writer. They don't know. It was during NLP that Innocent Usar told me that I was a conversational hypnotist as a writer. I loved the feeling and that's what I do with my writings. I train, train and train to be a better writer each passing day.

The good part is that as long as we are alive and breathing, there'll always be novelty for those who deliberately train their minds to expand their awareness.

As a writer, I expand my awareness by being keenly observant. You too can be that way. A lot of things inspire me - couples making love in a movie, a baby's fresh bum, a woman's chiffon dress, gossip in a bus, venting at newspaper stands, and the lines engraved on the stem of a tree.

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What are you supposed to be communicating, based on the definition you've gotten by answering the questions in the Mastering Your Message template I shared?

It's a mix of a whole lot. However, all you share and do MUST be aligned with your values and your core message.

That's why when folks hire me, we do a "cleanup" of their social media channels. For example, I help them do their tagging setting on Facebook. Your wall shouldn't be a dumping ground of all sorts. I should go to your wall and by reading the first 10 posts, I should know what you are about.

Going to your wall and seeing posts on political bickering, sales of dissimilar products, wedding shots of your friends at parties, jokes of friends, religious messages from many religious leaders and all sorts is brand distortion. You damage the perception people need to have about you.

What are you communicating? Share your perspectives, failures, frustration, victories, processes, stories of success with clients, endorsements for your brand, your family life (this showcases your values as this is a cultural thing for our society) You should share your solutions to people's challenges in line with your core area.

Example, if you've had issues with paying back loans, your narratives can cast lights on legal issues, business misadventures, and documentation anomalies that have hampered the effectiveness of your business.

If you've had adventures going on evangelistic missions, your experiences can be documented in an ebook that can be sold to

those who desire to venture into missions.

As an actor or actress, you can document your experiences in each of your movies and put those into an ebook that aspiring actors and actresses can buy and tap into your bag of experiences.

Sharing the process that enabled me to resign and focus on my enterprise has attracted me speaking engagements.

There is a whole lot. Insert yourself into the story and see where yours can be useful. That's the starting point.

When I began writing and sharing the #Unchurched series on Twitter, I began to connect with folks who had issues in their churches based on doctrinal errors. They were scared to speak up, but by seeing me write, they found a connection and began to share with me. They shared my posts and many more saw my writings. I became a leader to them, helping them to think of viable solutions to their dilemmas.

I can never forget the day I met a lady at a restaurant who told me that my writing on tithe liberated her. Her pastor was a thorn in her flesh and because she wasn't married, he used it as a means to fleece her in the guise that he was praying for "open heavens" so that she could marry. It was a truly rewarding moment for me as she hugged me so warmly. We spent 30 minutes to enact strategies to get him off her case.

Sharing content on your platform imposes a perception of expertise and raises your trust factor. It elicits a spirit of gratitude and benevolence in the minds of the tribe that you lead.

You can inspire new ways of thinking, stimulate change, and trigger

action-based results.

I call myself a content beast. I rise daily to create content to showcase my message. Seth Godin and Gary Vaynerchuk are my role models. By using automation tools, my content assumes omnipresence. By using certain applications, my tweets are dished 24/7 on Twitter. The tweets showcase my campaigns, lead people to my blog, and expose my thoughts to my tribe. When they are shared, many more follow me. It's a conscious effort that requires time, focus and energy.

If you must do this, then be prepared for the journey!

As a coach I advise clients to choose a primary platform and then embassies. My primary platform is my blog. I don't advise the .blogspot.com or .wordpress.com. I advise them to go for self-hosted blogs. With that, you're in charge and you can do as you wish. You can instal plugins that help the functionality of your blog, help you grow your list and improve social media shares.

Your blog is where your thoughts are frozen in time. It's your digital home.

These days when people ask me what I do, I just give them my blog's url. That invites them to my home to feast. By the time they have read a few posts, they make up their minds whether I'm worthy of being their coach or whatever it is they want me to do.

While I won't discuss the technicalities of blogging here, I usually advise folks who are really keen to become thought leaders in their areas of endeavour to embrace blogging.

For me, I blog twice or thrice a week. Thereafter, I send emails

GROW YOUR PLATFORM

(written by myself) to my list for those number of times. Consistency is key. It's about delivering anticipated, personal, and relevant messages to people who want to get them. It's what Seth Godin calls permission marketing.

Secondly, we choose embassies. Why we call them embassies is because they're rented lands and can fold any time. Don't kid yourself, Facebook can close tomorrow. Remember Hi5, MySpace, and recently Blab and 2Go. Facebook Live is edging Periscope off the cliff. I see Periscope packing up soon. So, imagine growing all your content on Facebook and Mark Z sells it off tomorrow and wanders into the deserts of Arabia. You start from zero. That's why we advise blogging.

Depending on their work, I help my clients choose 2 or 3 embassies to focus on. For those in the visual field like baking cakes and fashion, Instagram and Facebook should be their topmost embassies. For writers like me, Facebook and Twitter are key.

Embassies help us showcase what we do. I use my Facebook page and wall to direct people to my blog so that they can join my mailing list. Apart from that, when they visit my blog, they are pixelled and become part of my Facebook custom audience. That's why you leave certain websites or blog posts and when you sign into Facebook, an ad from the company pops up in your face. It's the work of pixelation.

So, by visiting my blog, they become pixelled. When they get to Facebook and see my ad, they're likely to click and buy my products because they're now a warm audience, not a cold one.

I'll boldly say that I'm glad about the Internet. I work from home

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since I resigned from my job after a 10-year stint as a mechanical engineer. 90% of my clients come from social media. I host virtual classes using Facebook groups and I get paid - no overheads, no physical barrier, and no hassles. Just me and my laptop, and in boxers!

The Internet nation is growing and for those of us who are taking it serious in Africa where less than 10% of its potential is being milked, I smile when I see 5 years from now. With what Mark Zuckerberg's speech about satellite launches when he visited Nigeria, the future is sweet!

I look forward to taking my family around the world and being in a place for 6 months, while earning from my laptop.

Here comes the WARNING!

You've got to be sure of what you feed humanity and by extension, your tribe. Empathy is the word. You've got to ask, "If I am the one buying this, how would I feel?" It's a question that requires depth of reasoning.

Back when I was starting out in 2011, I bought a lot of ebooks written by Nigerians who were already playing in the online space. Most of the ebooks were hogwash cobbled together by desperate folks in need of quick bucks. They were of no value to me. In retrospect, those ebooks have taught me what not to do with my brand.

As you begin to share your thoughts, let empathy play a role. People are tired of the mundane. They want change. They want transformation.

Make sure that what you give out to your tribe is an experience

that helps them to transform!

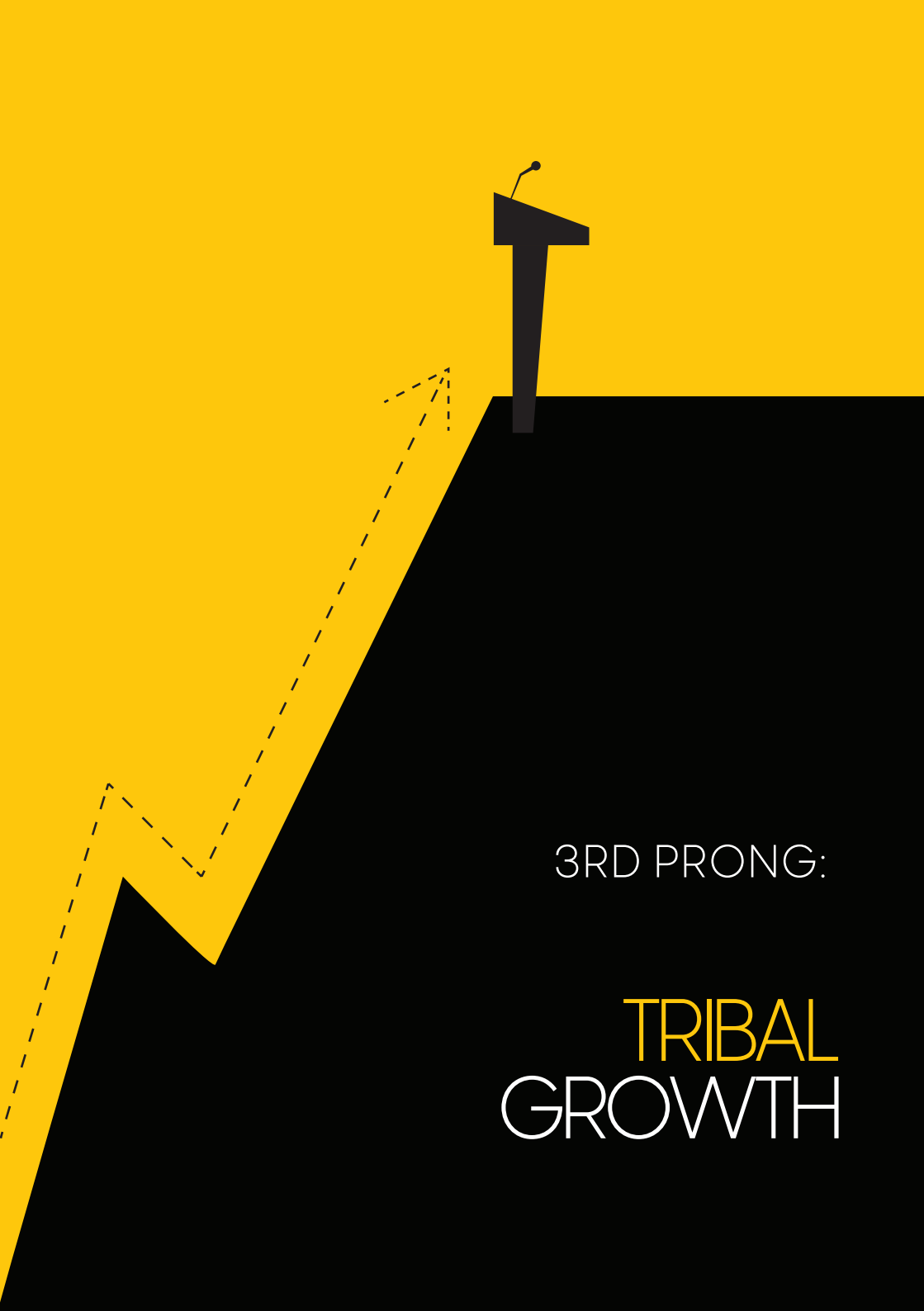
If folks find out that you're a phoney, you're toast, done and dusted!

One of the beautiful spots to be in is to have true fans who love you, who care for what you do, and are really keen on investing in what you do.

When I began hearing about Innocent Usar of Innocent Minds Consulting, I was taken in by how the participants at his trainings touted that he was the best. The testimonials won me over. For the 7 days I had a remarkable experience that turned me into a fan. I share about his works to people I know who are keen on transforming their lives.

That's what true raving fans do - they bring their friends along and showcase what you do to more sets of eyes and pairs of ears.

It all starts with an honest heart, a desire to be empathetic, and commit to being true and remarkable at what you do.



3RD PRONG:

TRIBAL
GROWTH

GROW YOUR PLATFORM

We buy products, not necessarily because we so love the product, but because of the experience we expect.

I buy a Rolex, not because of the time I will see when I wear it, but the prestige it bestows on me. I buy an Apple product because it puts me in the class of the elite. I buy a Polo shirt, not necessarily because it covers my body, but the message they've sold to me - durability, comfort and class.

Those experiences we have and the expectations that have been met become a thread that connects us when we see other people using the same product.

When I traveled to Italy for the first time, I found myself in a neighbourhood in Sardinia, Southern Italy, where it wasn't common to find black folks. Everyday I yearned to see one black guy. Imagine my excitement the day I saw a guy walk into the supermarket where I was, and he was black!

I approached him and introduced myself. As he opened his mouth to speak, I realised that he wasn't Nigerian, but the mere fact that his skin was my own colour gave me some form of warmth. It turned out that he was an African American married to an Italian. We became friends instantly. By the next day, he had invited me to his house. I met his lovely family and the bond grew. It was nostalgic leaving Italy because of the good times we had. Till date, I'm still in touch with Larry Stevenson.

Why are humans like that?

Answer : We are tribal people. Simple. You can't do jack about that!

GROW YOUR PLATFORM

Gossips love the company of gossips. Rich men flock together. Pregnant women meet at the bus stops and begin their narrations. Drunkards meet in bar and engage in their banter over kegs of palmwine.

A tribe is a group of people who believe in an ideology, and by that very reason, connect to others who believe in the same ideology and will also connect with that individual who is bold enough to step up and lead the pack.

When you begin to communicate your message with viciousness, people who are helped by what you're communicating begin to seek you out. Those who believe in the same ideology want to become your friend and fraternise.

It's a thing of faith. We believe in something that others believe in.

We have the need to belong to something. It's just the way we are. It's purely human. We want to be part of something and either contribute or soak up the benefits of being the group. That's why you belong to your church. That's why you belong to that village meeting. That's why you belong to the school PTA. That's why you belong to Old Girls' Club.

When you rise and begin to communicate your message, you begin to connect with those who believe in your message and need you.

As a mathematician, if you rise and begin to teach how students can pass Mathematics using a reliable system, you begin to attract a horde of individuals who want you to help their kids and other folks who have been knocked on the head by the difficulty of Mathematics.

GROW YOUR PLATFORM

As a marital relationship expert, if you rise to share about the bliss in your marriage, women who need to find nice hubbies will begin to flock so that they can live blissful marital lives.

As a shoe aficionado, when you rise to tell women that their shoes represent a figment of their self-confidence, women who need to reshape their psychology about shoes and exude classiness will begin to pay attention and seek you out.

They are waiting for you in the shadows. You call them forth by rising. Will you rise and do what it takes?

The beautiful thing is that you can now connect via the digital network. You don't need to go to the village square anymore to sound a gong. With the tablet in your hand, you set up your channel and begin to broadcast your ideologies, solutions, perspectives, successes, processes and systems. The Internet has collapsed those geographical boundaries.

How do you begin to attract the people who will form part of your tribe?

It's by showing up and communicating that you exist and you are to be seen and heard.

It's by sharing valuable content.

Content contains the experience, the expertise, the gift, the ideology, the process, the system, but those have to be communicated.

The marketing is the communication you need to embrace!

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And before you freak out, marketing isn't just what you see those folks who stand at shopping malls asking you to sign on vouchers that will make you land in one exotic villa on holidays.

Marketing is a sum of all the activities that you do to enter a profitable relationship with people of your tribe, who believe in your works, and will instantly or eventually pay you for what you're offering.

How do we do that?

It's by attracting them with content!

When a certain Patricia shares on her platforms that she has developed a system that helps bankers get out debts, what do you think will happen? She will attract the attention of those bankers bound over by debt, who cry at night, wondering when they'd become free.

When a certain Gloria shares that she stays at home as a mum and runs a business from the comfort of her home as a fashionista, she will begin to attract women who want to do the same.

How do Pat and Gloria (and by extension, you) pass that message to attract them?

Give away a freebie, what we technically call a lead magnet. The lead magnet can be a 2-10 paged PDF, a video or an audio recording of your processes or solutions to problems which can be given away to bring people to take notice.

When I didn't have a blog, I wrote and published *SO YOU CALL YOURSELF A WRITER?*, put it on Dropbox, generated the link, and gave it away to people to download for free. By simply reading the title, you'd know that my target is the writer who is struggling with his or her identity as a writer. It means that technically speaking, bricklayers, vulcanisers and football players weren't welcome. My target was specific.

There's no need shooting blanks. Once again, your core message defines all that you do.

Now, those lead magnets should not be as big encyclopaedias. The essence of lead magnets is to draw people in and have them consume it sharply and connect deeper with you. That's why *SO YOU CALL YOURSELF A WRITER?* is consumable in less than 15 minutes. You want to doubt that? **Download here**

The problem with not having your lead magnets hosted on your website is that you can't know how many people who are interacting with it. As at the time of writing this work the ebook has been downloaded more 35,956 times since February 11, 2016, that I hosted it my blog. How did I know? I have a plugin called Simple Download Monitor on my blog that counts all downloads.

Using that data, I can utilise the power of social proof to showcase the book and win the hearts of doubters. Imagine writing, **"SO YOU CALL YOURSELF A WRITER?"** has been downloaded 35,956 times. What did these people see to make them download those number of times. Find out by downloading yours."

Humans love safety. In the multitude of numbers is safety. The doubting Thomas will now likely download because he has seen

“proof” for his not wanting to download before.

Lead magnets can also be challenges. For example, imagine a Bunmi doing a PDF of **15 Steps To Step Out Of Debt As A Banker** and giving it away for free, what do you think will happen? She will attract bankers who need to be cut off from the demon of debt. She gains traction, becomes known and gets paid as a result of other things that will be tied to her exploits.

If you're a fitness person, you can do a 5-day Fruit Detox Challenge.

As a leadership expert, you can do a 7-Day Discovery Challenge for men.

Let me give an example of what I did sometime ago. I decided to set **PLATFORM GROWTH** as my trademark classes where I'll be doing live teachings on how to build enterprises based on knowledge, experience, expertise and gifting. The first of those classes held on 22nd October, 2016, but I wanted to gain traction for it and attract people.

To draw people, I decided to set up the challenge in one of the **groups** I administer on Facebook. To draw people I shot a 3-minute video of my 9-month daughter and wrote the following :

Faith and Creativity.....

Since last week, my 9-month-old daughter has been trying to walk. The funny thing is that she's been trying to bypass crawling, something that amazes my wife and I.

I see faith in her while she tries to put one leg forward, albeit shakily.

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I also see faith in how I work. I see faith in the hearts of creators of experiences that have transformed lives.

Last week I fell into deep thoughts concerning my work.

I teach in a group of hundreds on invitation. At the end of the delivery, no one asks a question, let alone ask me about my services. I walk away.

I teach in another group of a few score persons. When done, a dozen folks line up to work closely with me in my business.

In trying to analyse what factors make these two situations happen, you can trump up a thousand pointers.

Which of them is really the singular reason for the results? Would you say it is an aggregation of all the factors? Which of the factors truly combined?

In living my life as one who creates, everything I do is based on faith.

Humanity thrives on faith. I have faith that when I wake in the morning, my body will flex and I'll feel my muscles. I have faith that leaving my babies in the hands of my maid will not cause them harm. I have faith that my knees will not buckle as I make a dash across the busy express road in Port Harcourt.

I've come to see that faith isn't an exclusive right to Christians alone. All humans live by faith on a broader scope.

It hurts a lot that I see lots who don't have faith that their expertise, experience, gifting, and experience can be used to build a

profitable enterprise.

I've decided to do a 5-day challenge called EXHUME! in a closed Facebook group.

From knowing how to define the path of your purpose, understanding the need for communication of your message, to knowing how to earn, it will be five days of transformation.

To join us in **The Exceptional Leadership Academy**, please send us a request.

The challenge begins on Monday, 12th September, 2017.

Look at the above and see how I crafted the content.

Your message has to be one that connects emotionally. Humans are more emotional than rational. You should present your content in such a way that they see the foolishness of their decisions and then embrace a liberating ideology.

If all you do is to go to the social media and post "My name is so and so, here is my product, please call so and so to buy or book," that's why you've been stuck. That's akin to a small boy shoving plantain chips in your face through the window while you're in an aeroplane.

Your content has to stir emotions. You have to tell stories. That's why Jesus told stories. Instead of telling you to love your neighbour, he tells you the story of the Good Samaritan. Just a story, but it sinks the message into your subconscious because of the emotional neural association packed into the story.

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Secondly, your content has to have a lead-in effect. Lead-in means leading on so that the person being baited can lean in to know the full gist. That why even if I'm writing to say that I have done a blog post, I use my lead-ins to lure people in to read.

If I want to tell people about what I have blogged, I can't go writing, "Please click here to read my new post." That's bland. Too banal. Instead, I can write, "Do you know that I had to go to the gym today to begin my workouts? One woman said I wasn't worth listening because my potbelly was showing through the shirt I wore to speak at an event for women. Damn, I felt bad. What did I do? Check it out here by clicking...."

It's called the miniskirt approach. As a man, a woman on miniskirt, who has very nice legs will stir us more than one who is completely naked. The anticipation of what lies under the skirt makes us even undress the woman with our imagination. That's what lead-ins do.

The issue many times is that people are not utilising the human emotions to attract. You need to speak the language so that they will understand and connect.

Done with the post on Facebook, I also wrote that and sent as broadcast to my broadcast lists on WhatsApp. Almost instantly, the requests started pouring in.

Why do I choose names like REVIRGINED and **UNCHURCHED** as titles for my books? It's because the remarkable always remains in people's minds. People who have read UNCHURCHED now refer me to the "unchurched man."

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In this digital world, your tribe can gather anywhere that you give them the chance to. As a blogger, it is my list. For some, it's Facebook groups. Others use WhatsApp. Some use YouTube channels, while some also use BBM groups.

I always advise that you stick to what works for you.

You have a tribe and you're the leader of the tribe.

The essence of building a tribe is to raise a community so that you can focus your energies on people who truly see you as their hero.

It boils down to asking the following questions.

Who's the ideal person that you want to help?

What will he or she gain by connecting with you?

You have to be clear with these before you draft what attracts them to you. In drafting what you will use to lure them in, you must consider three things.

Firstly, are you passionate about this? Are you sure that we won't see you telling us about how to live blissful sexual lives and tomorrow you're now telling us how to sell puppies to dog owners or live in the cold like eskimos?

You've got to be sure that you truly care about your core message.

Secondly, do you have the expertise to lead folks? Empty heads can't lead folks, else they all go down a blind alley. However, the good thing is that you don't have to have all in a place. You commit

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to consciously learning and growing. On this path, you're a lifelong learner. Eat books like crazy. Give yourself over to immersive learning experiences. Question your beliefs and refine your thoughts.

Thirdly, is this a potential money-earning thing? Yes, you can tell me that you love to carry people to space, but if you go telling that to people living in a poor neighbourhood, will they afford to pay you to take them to space? So, yes you've got what your message is, but you have to really find out how you will make money, based on the peculiarities of where you are and to whom you're projecting.

A few possible questions to help you know who you can help and how to craft your products and experiences.

What's their current biggest frustration?

What do they need?

What do they Google about?

What do they pay money for?

On the average, people need help so that they can save time, make more money, get out of pain, avoid suffering, and trounce emotional upheavals.

You have to POSITION to become known for providing a specific market with a specific solution to a specific problem.

And by all that you do with your content and engagement with your tribe, you have to make them believe that they can trust you to connect them to that hope they seek, and then move them from that hope to actually paying to have the solution.

GROW YOUR PLATFORM

Having attracted these people, what do you do with them?

Answer : Serve. Serve. Serve.

That's the point where many people flunk out or give up.

This enterprise is the one of focus and investment of effort. If you're in, you're in.

We are to serve, serve, and serve the tribe.

How do you that? By providing them with the opportunity to connect with you and with one another.

Leadership is not just managing people, it's by giving people the chance to grow and become better because they're connected to you.

By serving, you're providing the tribe you serve with the tools and means to become better and grow. For me, it's by the emails that I send. It's by the messages that I share in the groups that I run. It's by the heartfelt connections I make with people when they meet me virtually or in person.

By providing the tribe with continuous content which inspires them, galvanising them into taking actions, you're raising an army of generals who will be so willing to pay you when you have products and also announces you to others so that they too can come to taste of the waters of your blessedness.

I see folks these days who want to open and run Facebook groups.

GROW YOUR PLATFORM

When you ask them, they say they want to do so to market their products. That's so selfish and wrong. The intention is so wrong from the beginning and that's the beginning of failure.

Let me share a few ways that I engage with my tribe.

I lavish people who connect me with praise. In my Facebook groups, I praise members for their works and encourage them to do better. It makes them feel encouraged. That's not to say that when folks do bad, I lavish praise. With my skills in emotional intelligence, I am consistently working hard on how to wield words to pass the message without demeaning the person.

I spend time to connect physically. When I resigned from my job I spent one month in Lagos, meeting and having free strategy sessions with people who were following me on Twitter and engaging me on Facebook and in my groups. I usually went with my camera or tablet. We'd take pictures and I'd write about the person and what he or she does. Usually, they report back to me to say that their followership increased after my posts on Facebook.

While sitting with one guy one evening, he made a statement that stuck with me. "See how you came from Port Harcourt and having meetings with us, while the ones we have here don't even bother to sit down and discuss the way you do." He mentioned some names that are the gurus that I follow too.

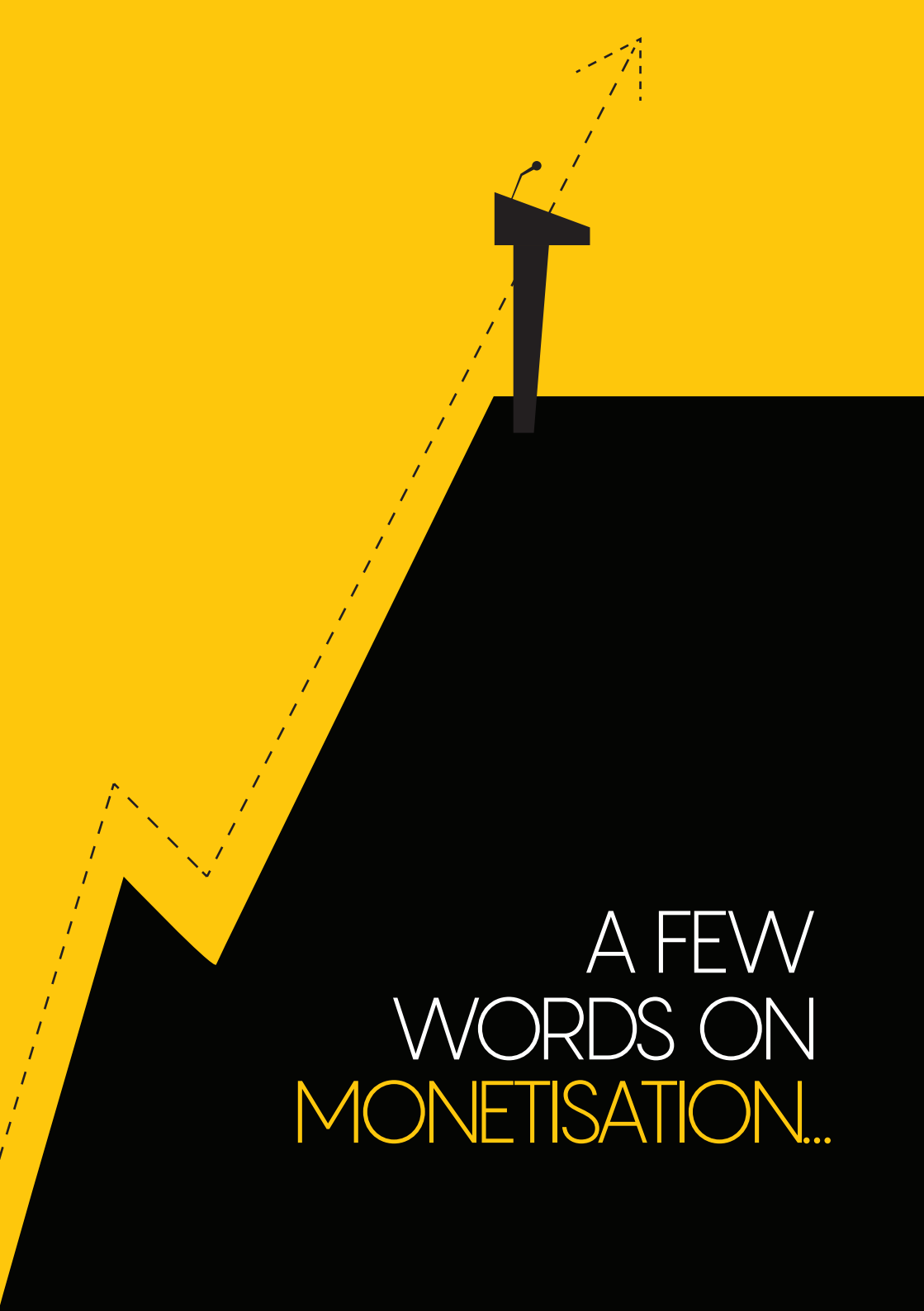
While I considered that as a compliment, I can't exactly conclude that my life should be yardstick for those names he mentioned. They may not have the time to do what I do, but it passed a message - Emeka Nobis cares for me. I like that!
Never demean anyone. I respond to comments. I don't get so

bloated by my intelligence and see it as a right that someone placed a comment on my wall. I engage them and respond to comment. Many times, these folks send me messages thanking me for really responding to them. Some go beyond that to asking if they should do something for me. At that point I don't usually sell, but I direct them to join my list or groups where they experience me on a deeper level.

I was looking up to some established writers in Nigeria, but when I tried reaching out to a few of them, I saw that egoistic predilection, perhaps imposed on them by the number of awards they've received. You can't begin to imagine the pain that courses through one's body when your question is passed over in the comment section and for you to see the owner responding to someone else after you. You check the person to see that he was given attention because of status. I see individuals who don't understand tribal growth via engagement. These days, I don't connect so much with the established writers. Thanks to the Internet, I can bulldoze bureaucracy.

If you want your tribe to connect and stick, then you have to be up and doing, providing them with content to aid them transform, while providing them with the support they need to continually become better.

Serve. Serve. Serve.



A FEW
WORDS ON
MONETISATION...

GROW YOUR PLATFORM

You have defined your path. You've started communicating and you're building a tribe. That's awesome.

Your earnings will come as a byproduct of your service to the people you lead. You've gained trust through the projection of what you are about. You've shown expertise via the consistency of your feeding the tribe. You've become a hero in their eyes by how great you're connecting with them and serving them.

However, money won't come if you don't have products.

You've got to have products. You've got to package what you know into a product that can be exchanged for money.

If you're going to do this as an enterprise, then money is a serious concept to be considered. Sadly, many of us have a skewed consciousness about money. Some of us are so scared to ask for money in exchange for what are helping people achieve. I've come to see that much of this is based on the religious concoctions we have been fed concerning money.

In my interactions with people, you won't imagine the damage that the verses - "It's easier for a camel to pass through the eye of the needle than for a rich man to enter the kingdom of heaven" and "The love of money is the root of all evil" - have wrought in people's minds.

It's easier for them to demand and collect salaries, but to ask people to pay for a service of theirs, it seems like a sin.

Money plays a serious role in keeping your enterprise alive. Money has to be top on your agenda if you're going to change the world in your own small way.

GROW YOUR PLATFORM

If you're not thinking money, you're not running a business. You'd be better off running a charity!

The numbers matter. A poor man can't save the world in our times.

Many times I see married women not being so serious because their husbands are providing for them. One way I shock them is by telling them to imagine that their husbands weren't there. Perhaps, if it happens that hubby isn't there, what will you do with this journey? Many times, it makes them give heed to the money aspect of thought leadership.

If you have issues with money and its acquisition, the first step is to get that completely sorted out. Therapy can help!

I checked out Femi Jacobs' Facebook page and he's got an amazing engagement. He's got people sharing his posts and that's amazing. He can truly leverage on those to make great earnings. Imagine with the name he's gotten in the industry, Femi documents his stories, his thoughts on the industry or his lessons on being an actor and sells it as an ebook of 50 pages for say N3000. I can bet that he can make N3,000,000 on the day of the launch, going by the engagement. With a launch sequence in place, anticipation can be ramped to the high heavens and the dough flows on the day of unveiling.

My leaning is towards the digital. I'm not so keen on physical interactions before I earn. This is something I have also found as a mental block. Some people feel like they're fraudsters if something physical doesn't exchange hands before money can be made. It's a mindset worth purging.

I'll share a few ways you can make money utilising your expertise, experience, gift or knowledge. Please understand that this list isn't exhaustive. They're the ones that pop up so easily on the radar during my coaching sessions with clients.

However, due to the peculiarity of different areas of endeavours, documenting all the ways here will stretch this work into 1000 pages. That wouldn't augur well. Peculiarities can be sorted out during private engagements with a business strategist who can drill down to the basics and enact very particular ways.

Look at each one critically and see how you can insert yourself and what you do and see if you can utilise it.

Develop your product.

Based on the fact that my 5-year transition plan worked for me, I sat down to think through the steps that I took to go from being an employee to running my own business now. The processes that I went through have now been packaged into a product called SWITCH. For now, it will be taught in live classes. Thereafter, it will be packaged into a video course, hosted online and sold.

Also, my 5 years of knowledge and experience in teaching and coaching thought leadership has led me to create PLATFORM GROWTH. I've decided to train others too.

So, you can create a product that can be delivered online.

Back then when I used to teach using Blackberry Messenger, I

packaged my strategies into an ebook. Many people didn't know that they could host paid classes using BBM. I packaged everything into a PDF which I sold at different times for N1500, N3000, and N5000. Same PDF with same contents, but sold at different times and for different prices. The only work was the writing and the packaging, but I sold it over and over again. I made close to a million bucks selling that ebook.

The mode of delivery was via email. When people pay in the bank, I send them the ebook via email. However, an automated system which takes off the stress from you can be set up, allowing the entire process to run on autopilot. The person clicks your link, the landing page opens and he or she pays with the debit card, and the product is downloaded to his or her device. You get your bank alert and life is good.

All you do is to wake up and promote your product. So, imagine that you have 10 of such ebooks and you promote them daily as the case may be. That's cash rolling in on autopilot. The good thing is that these promotions are made so easy using automation tools.

Your product can be your system. It's the distinguishing step by step process that you get results in what you do. The product should not only be delivered by live classes. They can be sold to people around the world and they can learn and do it by themselves. If they need you for a handholding experience, it becomes a premium service that will require flying you in at great expense.

Start a speaking career.

Sometime ago, I sat with a woman who had left the bank to

become a fashionista. Her story was so riveting that it got me glued to my seat. She can make a fantastic public speaker exposing the beautiful things she shared with me.

Start for free. Start from your home if security won't be an issue. Invite people and let them come listen to you speak. Record everything with your phone or a recorder and listen to it. The contents of your speech can be transcribed into an audio CD, ebook or video to be sold.

Ask to speak. In church. In your office. Let your light shine so that people can see the power in you.

Usually in gatherings, I try to shine by showcasing my thoughts. I rise to buttress points, ask questions and even proffer solutions. By doing so, people see me, connect with me thereafter and invite me to speak at their own events or hook me up to work with them to design their own experiences.

From there you can proceed to paid speaking classes. You can now begin to charge. You can then proceed to premier programs and VIP intensive workshops that people can pay hugely for. It's more enjoyable to have 10 folks pay you N150,000 for a day's class than 1000 people paying N1,500.

Prepare tool kits for people.

People need tools to work with. You can prepare tools. From time to time I discover tools that increase my productivity online and in my work and I share. People need these.

Become a coach.

You can coach others on what you know. Please understand that coaching is not just teaching. Coaching is collaboration. It is guidance. You're providing guidance and asking the relevant questions so that you lead the coachee to achieve intended results.

Coaching is helping your client with the right tools so that he or she can fly and become powerful too.

These days, the bulk of my work is coaching, helping individuals become very resourceful so that they can achieve their ultimate goals.

You can also coach, but if you don't have the requisite training, please attend a coaching training course.

...FINAL
WORDS



GROW YOUR PLATFORM

You may be wondering at this point if this adventure is for you.

You may be thinking the same thing that many usually think when presented with an opportunity that can change their lives : Who am I to tell others what to do?

You may be wondering how on earth you can do something remarkable.

I can only tell you in three words : Yes, you can!

Yes, you can!

Those three words are prophetic, I think. It's a good point to shout Amen, don't you think?

By embracing what I shared in these pages, and committing to diligently working the strategies out, you'll see what will happen in the next 6 months.

Try it. And give me a knock on my head if you don't come off with an awesome testimony.

Here's raising a glass of the finest wine to you!

Go and grow your platform!

Acknowledgement...

I acknowledge ONLY YOU!

I acknowledge you for downloading this book.

I acknowledge you because you've got the stirring that can leave a jolt of greatness in the lives of people whom you have chosen to bless.

I acknowledge you because you're a leader.

A few endorsements...

"Emeka Nobis has his trademark of using his giftings to cause an action which leads to a reaction in the life of the reader."

Stephen Igbokwe. *Writer and poet.*

"Emeka Nobis is a writer who delights in eliciting a myriad of emotions from his readers. He is provocative with words and aspires to make them reflect deeply upon what he writes."

Tola Salau. *Social Entrepreneur, Founder and Director of Carisma4U Educational Consulting.*

"Either you own and control your life or others are in charge. Help is already in your hand! This piece from Emeka Nobis will lead you to the most effective tool school hid from you - disruptive thinking."

Ashimolowo Muyiwa. *Lecturer, Researcher, Author and NLP Certified Teachers' Coach.*

"If I am to describe Emeka's art in one word, I'd use the word "deep". He knows how to use his words to make a spine connect to a bone."

Khing James Enejo. *Founder, The Absolute Academy*

"I have followed him for over a year now and Emeka's work will always challenge the status quo. So, if you are big on thinking critically around issues, breaking the norm, looking at life from different perspectives and not following the crowd. You should pay attention to him."

Peter Kajovo. Premium Event Host and Brand Story Strategist

"Great humble gentleman, full of life changing tactics. He moves and inspires people with innovative ideas, turning the ideas into reality. Emeka is a trusted source."

'Funke Quadri (The Skin Fairy). Founder, Peaches N Cream Spas

"Emeka Nobis is a phenomenal thought leader. He reaches deep into your being with the strokes of his pen, helping you find yourself and the sleeping giant within. There is no way you won't discover the better you after reading any of his books."

Mosunmola Osifodunrin.

"Emeka Nobis is a thought leader whose work will inspire you to think new thoughts with your gifting, expertise, knowledge and experience, and viciously communicate those thoughts to grow your platform. He is the only GEEK doctor I know."

Juliet Ogbonna. Founder, House of Ebony.

I don't want us to be strangers, so here's a bit about me and how we can connect....

Graduating at the top of my class in Mechanical Engineering from one of the prestigious universities — Federal University of Technology — it seemed my life's path had been cut out for machines and oils and equations.

On getting a job in SAIPEM Contracting Nigeria, a leading multinational oil servicing giant, life showed me a different colour on the rainbow.

Working with different teams, I regularly entertained questions from individuals who yearned to live above their current struggles. I began to 'coach' (for lack of a better word) these folks on how to tap into the beauty of their gifts and utilise them maximally. They began to see optimum results. Thus began my journey into the world of thought leadership.

In 2010, I knew that I wouldn't last in the field of engineering. I began to feel that ruckus in my belly that told me that the cubicle life wasn't worth embracing anymore. I decided to set my transition

GROW YOUR PLATFORM

plan into motion. Finally, after ten years of working in different roles as a mechanical engineer, I resigned to keenly focus on writing, coaching, consulting, and public speaking.

As a writer, I wield literary pieces to lead readers on path of self-realisation with a goal to make them exceptional leaders in whatever endeavours they find themselves. This has been such a remarkable journey for me.

As a practising coach, I utilise effective coaching models to aid individuals and organisations reengineer their paradigms, thereby creating optimal cultures for success.

As a thought leader I help individuals who have experiences, gifting, expertise or knowledge in subject areas to define clearly what their focus should be, communicate their ideologies using formidable platforms and to earn profitably by setting up processes and systems.

I'm weird in a few ways. My desire is to stick my hand into the anus of an orang-utan one day. I also desire to eat Afghan food someday squatting on a mat with an Afghanistan family. I also desire to sleep in one of the ice hotels in one the Scandinavian countries.

Well, those are my desires for now. They may change as I age or they may not.

So there goes it.

I'm someone who truly loves to read your thoughts. I'd love to really know how this work helped you. I want to know your reservation

and how you think I goofed.

I want to make it so easy to have access to me. I love connections.

Trust me, I do.

Contact me through the easiest means available to you. And hey, I'm available to speak to your organisation (especially your managers, top executives and leaders) in this area and a variety of other topics.

So, send me a **Mail**

Let's connect on **Facebook** and be friends.

Follow me on **Twitter** and tweet at each other.

Sign up on my **Blog**

I'm married to my pretty wife, Joy and we have two kids - Best and Adaeze. We live in Port Harcourt, Nigeria, pending when we want to relocate.

I'm glad you read this book. Spread the news.

Most importantly, grow your platform!

END...

