

PURPOSE TO PROFIT PATHWAY

7 Simple Steps to Success for the
Christian Entrepreneur

BY TOBI AWOYEMI

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Dedication

This book is dedicated to Almighty
God,
my Heavenly Father,
who has given me
Purpose, Fulfilment and Love.

To You O Lord,
Be All the Glory, forever,
Amen.

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ACKNOWLEDGEMENTS

Thank you Lord, for lifting me out of a dark place and into the light of your love, fulfilment and purpose for my life.

I am forever grateful to You, Lord.

Thank you to my husband, Femi, who has been a strong source of support in the fulfilment of God's purpose for my life in many ways than one.

Thank you for your continued wisdom and hard work.

You are indeed one in a zillion!

God bless and reward you, my darling.

Thank you to my children for always being proud of mummy and encouraging me with your kind words.

You are indeed an inspiration to me.

Thank you to my mum for your love, the upbringing and education you gifted me with, and the sacrifices you made.

I am forever grateful.

Thank you to my Pastors, Mentors and Coaches over the years.

God's wisdom through you has grown me, taught me, encouraged me and helped me to be who I am in Christ, Today.

Thank you.

INTRODUCTION

My Purpose Story

In 2007, I found myself bored and unfulfilled in my very lucrative role as a Management information Analyst in the financial services industry, a job I had previously desired.

I endured for a while at the advice and encouragement of my very supportive husband and mentors. A great opportunity then came, in the form of maternity leave from my self-employed contract roles.

One day, I went on my knees and prayed to God, asking what I should do;
I did not want to go back to the Information Analyst roles I found unfulfilling!
And then, God told me through an impression in my Spirit,
“HELP THE WOMEN”.

That was the beginning of Finding and Fulfilling Purpose for me.

Since then, I have been helping Women Start and Grow their own Businesses through Books, Online Courses, Coaching, Trainings, Speaking engagements,
the Excel Woman TV Show and the Excel Woman Conference.

Typical of the Journey of Purpose, there have been times of discouragement and a lack of clarity, but I have always been able to find my way again through spending time with God in the place of prayer and His word, coupled with the passion God has given me for the work He has called me to do.

I started out speaking to small groups of women about “Starting a Business”, writing my first book and running small workshops and meetings.

The first series of the Excel Woman Show was recorded in 2015, Broadcast in 2016 on National TV and across Social Media Platforms and the first Excel Woman Conference held in May 2018.

Many women are in jobs they don't enjoy, have a desire to build an income doing what they love but don't know how to go about it.

I want to **Help Women** find what they are naturally gifted to do, and fulfil their Purpose using their God-given gifts, talents, skills and experiences.

I do this through the Excel Woman Ministries, which is a platform through which Women are Equipped and Encouraged to live their dreams, Achieve their Purpose and Succeed God's way.

I am glad to have become connected with you.

My prayer for you is that You will find and fulfil
God's Purpose for your life and be a Blessing in
Jesus name, Amen.

Love & Blessings,

Tobi Awoyemi
Founder, Excel Woman Ministries

**For we are God's handiwork, created in Christ
Jesus to do good works, which God prepared in
advance for us to do
Ephesians 2:10 (New International Version)**

What is the PURPOSE to PROFIT Pathway all about?

From my own experience and in engaging with other women, I noticed that a number of us find ourselves in job roles we do not enjoy, but force ourselves to go to everyday and endure. There is nothing wrong with endurance, but it may be good to have a plan, especially where God may have a better plan for us.

Some of us at this phase of life don't know what else we could be doing, some of us have ideas, some of us have plans with no clarity, some know **what** to do but do not know **how** to do - and this is the reason for Purpose to Profit Pathway.

The Purpose to Profit Pathway is written to give you a step-by-step plan to move you from finding your Purpose in God, to fulfilling your Purpose in Him and that Journey being a Profitable one.

The Purpose to Profit Pathway will take you through the 7 steps of the Purpose to Profit Journey. This is a pathway I have learnt and continue to implement with the products and services I offer to my audience and marketplace.

Now, fasten your seat belt, and get ready to get on the first step to success in Profiting from Purpose.

PURPOSE

Finding Purpose In God

I have brought you glory on earth by finishing the work you gave me to do

John 17:4 (NIV)

There is work that God has for each and every one of us to do on this earth. It is our responsibility to take time out, in prayer and in the word of God to find out what this work is, and then going ahead with God's help to bring this work to fulfilment through prayer, practice of our craft, as well as spiritual and personal development.

In my experience, I have learnt a few things about Purpose:

- ✓ It is a Journey, so be patient 😊
- ✓ There are a few parts to it - I'll explain
- ✓ Prayer, Practice of your Craft and Personal development are non-negotiable for the fulfilment of Purpose.

In order to gain **Clarity of Purpose**, there are few questions we must be able to answer at any point in time, it may be for that season only, but you need clarity in order to take action.

Whenever you seem unsure, I encourage you to spend time with God in prayer, fast if you can, read God's word, take a notebook and pen with you when seeking God for answers, read relevant books, listen to Christian messages that are relevant to your season and remain expectant to hear from God while taking one small step at a time.

For I know the plans I have for you, "declares the LORD, "plans to prosper you and not to harm you, plans to give you hope and a future"
Jeremiah 29:11 (NIV)

To gain Clarity of Purpose, seek God to find answers to the following questions:

- ✓ **Who** am I called to serve? - that is, which group of people am I to help?
- ✓ **What** am I called to do for them? - that is, What problem do I help them solve or What do I help them achieve?
- ✓ **How** do I serve them? - How do I do help them, which avenues do I use? *Hint Hint: This is usually related to your God-given Gifts & Talents*

Being clear on answers to the above questions will give you the foundation to start building and doing what God has called you to do.

EXAMPLE:

I help **Christian Women (Who)** to **achieve Success God's way (What)** through **Teaching, Encouragement, Speaking and Writing (How)**.

Here are some pointers to help you identify the area God may be calling you to:

List the Subject areas that match your Gifts, Skills, Knowledge and Experience:

i. What are you naturally good at doing well?

Examples: Business Start-up, Sales, Sewing, Beading, Baking, Accounting

ii. In which subject area(s) do you have the most study experience, for example, subject(s) studied at secondary school, college and / university level(s)?

Examples: Fashion, Information Technology, Food Technology, Marketing

iii. In which subject area(s) do you have work or volunteer experience?

Examples: Finance, Local or National Governments, Transportation

iv. In which subject area do you have the most experience in your daily life, for example, in your family life or friendships?

Examples: Parenting, Networking, Counselling, Teaching

v. In which subject area do you have experience – within any group / association that you have belonged to / currently belong to?

Examples: Administration, Financial Management, Planning, Hospitality

vi. What do people always enlist your help with?

Examples: Catering for events, Event Planning, Public Speaking, Writing

vii. What do others always complement you on?

*Examples: Fashion & Style, Singing / Playing
Musical Instruments, Art*

Next, we will be looking at your area(s) of Passion or Interest. This will ensure you enjoy what you do!

List the Subject areas that match your Passion or Interest:

- i. What do you love or enjoy doing?
- ii. What topics or areas of life are you most Passionate about (or are dear to your heart)?
- iii. What subject(s) / topic(s) do you always have an interest in, read magazines and / books about?

Choosing something you DO WELL (Step 1) and ENJOY doing (STEP 2), will ensure you are good at what you do, and enjoy it as well!

Option A

Area of Gifts & Talent
+
Area of Passion
=
Best Match

Option B

No Gifts & Talents
+
Area of Passion only
=
Average

Option C

No Gifts & Talents
+
No Passion
=
Below average

PRODUCTS

What Products will you offer?

“Business is all about the customer:
what the customer wants and what they get.
Generally, every customer wants a product or
service that **solves their problem**, worth their
money, and is delivered with amazing customer
service.”

Fabrizio Moreira

One of the questions you must first ask is:
*What Problem will I help people solve or What will I
help people achieve?*

I would like to point out here that you cannot put God
in a box! I believe a number of us may know this
about our Heavenly Father already 😊

I say this because when I sought God about my
Purpose, and asked Him - What should I do?,
the first thing He impressed on my heart is “HELP
THE WOMEN”.

And so, I stepped out to HELP WOMEN the only way
I knew a little how to do at the time and have a
Passion for, “Starting a Business”. As my journey
progressed and I struggled, I subsequently came
back to God for clearer direction on WHAT and HOW
to HELP THE WOMEN - more on these in later
chapters.

I choose for us to tackle PRODUCT as the next step after PURPOSE to make it easier for you to follow, as I have found that most people *have an idea* what they are good at, and are now seeking a way to turn it, into a paid product or service.

In terms of WHO we will offer our Products and Services to, I find that a number of us do not think about this as clearly as we should in the beginning. This is very important, as it is a key part to our success in Business, a Charity or whichever type of organisation we have chosen to run, and I will be sharing more on this in the next chapter.

A Product set to succeed must solve a specific problem for a specific group of people.

Some questions you must ask yourself about your Product(s) and / Service(s) include:

- What do consumers want from your product or service?
- How does your product or service meet that need?
- How do you differentiate yourself from your competitors, in other words, what is your ***Unique Selling Point?***

So how do you know what the consumers of your Product or Service, that is your target audience want?

The first way is to ask them the right questions and listen carefully to their answers! If you are new to business and have only a few or no customers yet, find people that fit into the description of your potential customers and ask them questions about your type of product or service. You can tap into online groups such as women's groups, professional groups, mums groups or offline groups such as business networks to find your specific group of people to ask these questions.

You can do this using a paper questionnaire but most people use online questionnaires making use of tools such as *Survey Monkey*, *Google Forms* and *Typeform*.

Some of the Questions you may ask in your Survey form include:

- What is the number 1 thing you would like this Product to do for you?
- Where do you currently buy this product?
- How often do you buy this Product?
- How much do you currently spend on this Product monthly or yearly?

- List 3 more things you would like this Product to do for you in order of priority?

If you have already established your business and you have had a number of customers, you can share your Survey with them as well. A good thing to do would also be to look at your own customer and sales data which may give you some insight as to what your customers really like, how much they like to spend on the product and how often they spend.

Another important part of the success of your Product or Service is the ability to differentiate it from your competitors', in other words, *How will your product or service stand out?*

Some ways to differentiate your product or service from that of your competitors, that is, create your unique selling point include (you may use one or have a combination):

- Offering more value than your competitors such as: 6 months guarantee, home delivery, dedicated customer care
- Making your Product or Service available 7 days a week or 24 hours a day *where your competitors don't*, this can be made possible through your Business website
- Your Personal *Story* or Unique Brand

In other words, What can you offer that your competitors don't? Take some time out to research your competitors and come up with a Unique Selling Point for your own Product or Service.

As a purpose-driven entrepreneur, I have often being asked, How can I turn my Gift or Talent into a Product?

There are various types of products including: physical products, digital products and of course, services. Physical products are tangible products which can be touched such as merchandise, food and drinks, furniture, cars and so on. The type of physical product you choose will depend on the industry you have decided to start a business in.

With a service business, you provide *intangible products* such accounting, design, education, transportation, dry-cleaning, tailoring, event planning and co-ordination, marketing consultancy and so on. Again, this will depend on your expertise and the industry of your choice.

Lastly, digital products and services are intangible and completely delivered using information technology, they are stored, used and delivered in electronic format. Examples of digital goods include: eBooks, downloadable music, online software, membership sites, internet radio, online courses and more.

Below, I share with you some *Products and Services* you can easily create and start to offer online as a Business, but, before you go ahead choosing which products and services you will offer your audience; there is a system to this, especially with selling online.

The Funnel System

There is a system to creating, offering and marketing your knowledge products and services online and it is called the *funnel system*.

In the funnel system, you have a range of products starting with low-priced products at the top of the funnel, and then moving down to higher-priced products at the bottom of the funnel.

Imagine the shape of a funnel, with a wide and open top and then narrows down into a stem (like in the picture you will soon see below). In the same way, coming in on top of your funnel are prospects and / buyers who will sign up for free products or purchase a low-priced item from you, that is, a low risk item, giving them a chance to get to know you better and determine if you can *really* help them.

You can then offer them higher-priced and more elaborate products and services as they go down the funnel. In essence, once a customer has

purchased a product or service from you, it is your job to convince them to buy the next higher-priced item in your funnel and so it goes. This is also known as “upselling”.

It is not totally impossible that some customers will come into your funnel at a high- priced product level, but most will come in by buying a low-priced item first, and then progressively move to higher priced products and / services.

Now armed with “WHAT” problem you are solving for others or the desire you are helping others achieve (from the *Purpose* section), let’s determine your “HOW”, that is, the Products and / Services you will use to help them!

The FUNNEL. *What will you put in yours?*



1. **eBooks**

This can be an entry level product in your catalogue of products. eBooks are easy to deliver due to their being a digital product so your customers can simply download this online. They also carry good value.

eBooks can cost as little as \$0.99 or as much as \$99 or more for highly specialized topics.

You can write your eBook using any word processor, such as Microsoft word and then convert to the best version for the platform you want to publish and sell it on. The most popular version to convert your word document to is PDF.

After creating your eBook, you can sell it on your own website or other sites such as Amazon, Blurb, Lulu, Nook Press and so on. Certain platforms require certain formats, so do your due diligence to find out what works for the platform you want to sell your book on.

There is also no specific number of words expected for your eBook. Depending on what you are writing, the number of words is set and determined by you. There are also eBook platforms now that are unique to your location, you might want to leverage on that. Nigeria for instance, currently has Okada books, find out what platforms you can leverage on for your eBooks sales.

Finally, you may or may not need an ISBN for you eBook depending on the platform you want to sell it on, for example, you will need one to sell your eBook on *Amazon Kindle* but not on your website.

2. Books

A book is usually referred to by some as a “Big Business card” and is a great marketing tool as it gives you credibility in the eyes of your target audience.

A book is also a great “entry level product” as they are averagely priced between \$10 and \$30. On the other hand, there are a lot more lucrative products and services that you can offer your market as you will see further down the list.

You may also choose to develop an audio version of your book. You can do this by recording this at a professional studio or purchasing your own recording software.

Some points to note:

- You may either write your book yourself or get a ghost writer to do this for you
- You can publish your book yourself or send your manuscript to an established publisher (in this case, it can take up to 12-18 months before your book get into the bookshops).

For books, unlike eBooks, an ISBN is important. An ISBN is an International Standard Book Number which once assigned, cannot be reused again.

If you plan to sell your book in bookstores or through online retail sites such as Amazon, you will need an ISBN number.

3. MP3 files and Audio CDs

Audio products can be very successful but It is important to note that Audio CDs are getting less and less popular due to high demand for the immediate consumption of content through digital methods such as eBooks and MP3s as described above.

In other words, MP3 files, which are downloadable audio files, are preferred over physical Audio CDs.

In the case of Audio CDs, you may choose to create a set of 2 - 6 audio CDs packaged together or a single Audio CD.

The Price of your Audio Program will depend on how many MP3 files or CDS you offer together (the more files or CDs, the higher the price), your industry and your target market.

You may also be able to sell your audio CDs with the permission of the host, at the back of the room at events you speak at.

You can also bundle up your Audio CDs or MP3s with Books, Workbooks, Coaching or Consultancy

in order to increase the perceived value and so, be able to sell the package at a higher price.

3 ways you can create audio content to sell are:

- i. Record your physical or online training event (this can be either a FREE or paid event)
- ii. Interview expert(s) in your industry and record it
- iii. Record an interview of you done by someone else

4. Webinars

You may also choose to have a webinar. A webinar is a seminar that is delivered online. This could also be referred to as a web-based seminar. There are various webinar tools including Zoom, Go to Meeting and so on.

It's a good idea to package your recorded webinar with one or more information products such as a workbook, which you can create from your webinar recording. You will then have a package to which you can add personalised coaching or consultancy.

It is actually best to do a webinar when you have a product to offer at the end of the seminar. Deliver

your webinar in the best way you can, give value and then whatever product you have to offer has a higher chance of sales.

If you have to take presentation classes or learn new skills in order to deliver your webinar in a professional fashion, please do so.

Webinars can be powerful to help engage your audience and can be a great tool to understand your clients better too.

5. Online Courses

This is a good high-end information product created around the “solution to a problem” or “How to do something” that your potential clients want to learn. For example, “How to make \$100,000 a year in your Online Business”; this could be delivered as an online training course of between four and eight lessons including written materials, video and / audio.

You could also include audio and video CDs, slides, assignments, a discussion forum and / some form of support, such as email, telephone.

To achieve utmost engagement with your course delegates, it is advised that you give them time-sensitive assignments on the modules as they proceed; this will test the level of retention of the

information shared, ascertain if they are following or not, and highlight where they need help.

In order to see success in the sales of your online course, you will need to consistently promote it using various tools and over a period of time. We will be discussing some of these promotional tools in later chapters.

6. Coaching & Coaching Programmes

Coaching is the practice of supporting an individual through the process of achieving a personal or professional result. As a coach, you would motivate your client, give direction and help to prioritize and achieve their goals. You do not necessarily give any advice but help individuals to plan and follow-up on their projects and goals. Most coaching is typically done over the telephone or online which makes it easy to record your sessions and send this to your client thereafter.

You may choose to offer hourly or one-off coaching services but a Coaching Programme is more lucrative. For a Coaching Programme, coaching would be over a specific number of months or sessions with handouts, a workbook and maybe audio CDs and DVDs. You may choose to have coaching sessions weekly, fortnightly or monthly.

Typically, personal coaching programmes go at lower prices than Business Coaching Programmes. Do some research on the range of prices charged in your industry before making a decision as to the right price for you and your customers.

You may offer specialist coaching such as, goal setting, mindset, confidence, fitness, start-up, social media coaching and so on. You can also approach businesses in your field of expertise in order to offer coaching to their staff.

Find the pain point of your audience and create a solution around it.

7. Speaking

You may choose to add keynote speaking to the products and services you offer. You can actively market yourself as a speaker or even be sought out by individuals and/ businesses once you have established yourself as an expert in your field.

Keynote speaking involves speaking at events such as conferences, charity events and launchings and is averagely about 60-90 minutes long.

When speaking at events, with the permission of the host, you can sell your other products and services at the back of the room after the event

such as Books, Audio and Video CDs, Coaching and Consultancy Services.

In order to promote yourself as a speaker, you will need to put together at minimum, a “Speaker’s Sheet.”

This is a snapshot of your expertise, testimonials, services and background and should all fit within the front and back of 1 sheet of paper.

Typically, a speaker’s sheet includes:

- Action shot(s) of You
- Testimonials with clear results from clients
- A summary of your experience within your area of expertise and education
- A list of topics you speak on
- Your contact information
- The benefits (a minimum of 5) of having You as a speaker

Some points to note:

- Your “Speaker’s Sheet” should be directed to event planners, meeting planners or the relevant personnel in charge of hiring a speaker for events.
- It should also include your logo and / tagline as well as logos of organizations you might have worked with.

- You should make your speaker's sheet available on your website and should be downloadable as a PDF file.
- Make sure to speak from the client's perspective by not using too much of "I".

In order to profit from speaking:

- Make sure you deliver great content always
- Be very organized whenever you get the opportunity to speak at any event because there in that audience, is your next speaking gig
- Always end your speaking engagements with a call to action

Remember, you have eBooks, Books, Audio and / Video Products, Coaching and Consultancy for sale, so always end with a call to action relevant to your audience.

PEOPLE

Who are the People that will buy your Products and Services?

Who comforts us in all our troubles,
so that we can comfort those in any trouble with the
comfort we ourselves receive from God

2 Corinthians 1:4 (New International Version)

As I shared in my story at the beginning of this book, God told me in 2007 to “Help the Women” and I have since been helping women find their God-given Purpose and fulfil the same, just as I do mine.

The Bible says that God helps, comforts us, as we go through troubles so that we also, can then help others.

The Question is, what experience have you been through that can be a blessing to others?

What have you walked through with God’s help, that you can now show someone else how to walk through in Victory and with God’s help?

And most importantly, who has God called you to help?

This Question was partly answered in the “Product” step in the previous chapter, where you determined the problem you will be solving for others.

The “Product” you will offer and the “People” you will offer it to, are highly intertwined and that is the Question we will be answering in this chapter.

The People you will be offering your Product to are called your Target Market.

Your Target market is the specific group of people that want your specific Products and Services, that is, your potential customers at which you aim your products and services.

They are the ones who are most likely to buy your Product and / Service and those you want to reach with your marketing message.

Here are some questions to help you trigger your thoughts on WHO, that is, the PEOPLE you will be offering your Products and / Services to:

- i. Who do you like working with?
- ii. Who needs/wants/is most likely to buy your products/services?
- iii. Are there already Magazines, books, other products/services that serve this target market, in other words, does this target market exist already?
(Make sure your target market exists!)
- iv. Does this group of people have a disposable income so that they can afford your Product / Service?

4 Ways to research Your Niche Market and Target Audiences

1. Interview your intended market

Approach and interview about 25 people who belong to your intended 'target market' and then ask them questions related to your intended products and / services.

For example, what are the top 3 things you would want this product/service to do for you? In what format would you like it? How much would you pay for it? What else if included, would make you want to buy from me?

You can also use an online survey tool, such as, survey monkey, to carry out the above exercise.

2. Research your Competition

- i. How are your competitors currently serving the market, that is, which type of Products and Services are they offering?
- ii. What works in your industry and how can you improve on it?
- iii. How can you stand out from the competition?

3. Use Social Media and eCommerce Websites

Ask questions in relevant groups, such as Facebook groups, your Instagram followers, wherever your target audience are (be sure to follow the group rules and ask for the permission of the group owner where necessary).

You can also do your research on sites such as Amazon and eBay by finding out which products people are interested in and what they want more of if relevant to your industry (read peoples feedback on products).

4. Run a FREE Webinar

Run a FREE Webinar on your niche / topic and solicit for questions both before and during the Webinar. This will help you identify the needs, wants and problems (pain points) of your chosen niche.

WHO WILL PAY FOR YOUR PRODUCTS AND SERVICES?

There are 5 MAJOR (you will still need to break down your Target Market into smaller sectors of people) groups of people that may be able to pay you for your Product or Service:

Consumers: Individuals

Businesses: Home, Small, Medium-sized Businesses, Social Enterprises, Large Corporations

Governmental Bodies: Local, State, National and International levels

Non-Profit Organisations & Charities

Educational Institutions: Schools, Colleges, Universities and other Training Organisations

Important Points to note:

- i. You may want to serve 1 or more of the above groups with your Products and / Services.
- ii. You may have more than 1 Target Market if you have a range of Products you offer, for example, the target market for your eBooks

may be slightly different from the target audience for your consultation services.

- iii. Make sure your Target audience can afford to pay you at a profitable rate for your product and / service.
- iv. Don't worry if the people you enjoy working with cannot afford your product and / service, find out which one of the groups mentioned above, for example, government or charities, is willing to pay on their behalf. For example, the government may be willing to pay you to train unemployed individuals who cannot afford your training services.

You can apply the same principle above to any other groups of people who you think might not be able to afford to pay for your products / services.

TARGET MARKET EXERCISE

Before you Start this Exercise, Please note that there is a

LIST OF NICHEs and a **LIST OF TARGET MARKETS**

to help you at the back of this Book, in the **APPENDIX** section

EXERCISE

Who will pay for your Products and / Services?

Describe them Below so that you can be specific about who you are targeting:

- i. Consumers, that is, Individuals who are your Target Audience.**

Example: New Mums in London

Think of where your Target Audience / Market fall within these demographic categories:

- a. Age
- b. Gender
- c. Location
- d. Ethnicity

- e. Marital Status
- f. Level of Income
- g. Level of Education
- h. The Problems they want you to help them solve or Desires they want you to help them Achieve
- i. Books & Magazines they read
- j. Who they follow on Social Media

ii. Businesses – Home, Small, Medium-sized Businesses, Social Enterprises and even Large Corporate Organisations

Example: ABC Home Business

Think of the types of Businesses you want to serve / offer your Products and Services to:

- a. What size are these Businesses:
small, medium or large corporations?
- b. How long have they been in Business,
are they start-ups, being in Business
for 3 to 5 years or longer established
Businesses?
- c. What industry are they in, for
example, Pharmaceutical, Financial,
Petroleum?
- d. Do they usually have a budget for the
product or service you offer?

- e. How much do they typically spend monthly or yearly on the type of product and / service you offer?

iii. Governmental Bodies – Local, State, National, International

Example: Local Government

Think of which governmental bodies you want to target:

- a. What level of government do you want to target?
- b. How do they typically make supplier decisions?
- c. Which type of suppliers have they used in the past?
- d. Do they have a budget for your product / service or will this be new?
- e. If they already have a budget, what is it?

iv. Non – Profit Organisations & Charities

Example: ABC Charity

Think of the types of charities you want to target:

- a. Who do they help?
- b. What are their values, that is, what is important to them?
- c. What is the size of the organisation?
- d. How do they currently choose suppliers?
- e. Who currently provides the service you want to offer
- f. How do current suppliers provide the service and how can you stand out?

v. Educational Institutions – Schools, Colleges, Universities and other Training Organisations.

Example: ABC College

Think of:

- a. What level of education do they provide?
- b. What is the size of the institution?
- c. Are they public (government owned) or private?
- d. Who currently provides the service you want to offer
- e. How do they provide the services and how can you stand out?

PRICING

What Price are your Target Market willing to pay?

It is said that one of the secrets to Business Success is pricing your products properly. If you ask people to pay too much for your Product or Service with a value that does not match the price you are asking, then people won't buy. On the other hand, if your price is too low, then your profit margin is greatly reduced or you are left with no profit at all, or your customers think your product is low quality.

There are a variety of *Pricing Strategies* you can use in your Business, but there is some research to do before determining your strategy:

Know your Market

- Firstly find out how much customers will pay for your Product and / Service by asking them. You can do this via a paper or online survey as described earlier.
- Find out how much your Competitors charge for the Products and / Services which are similar in value to the same ones you want to offer your Target Market.

Work out your Costs

Calculate all of your costs including those directly related to making your Product available such as raw materials, packaging, transportation and others such as rent, wages, amenities, and so on. Add all your costs together and divide by volume to get the unit price, that is, how much it costs to produce one unit of your product or service.

In other words, be clear on what it will cost you to bring your Products and / Services to market.

We can then go on to determining a Pricing Strategy. I will cover a few strategies here:

- i. Product-line pricing:* offering different products within the same product range but at difference price points, for example, eBooks at \$10, Online Courses at \$100 and Business Coaching at \$1,000
- ii. Penetration Pricing:* setting a low price to enter a competitive market, to gain market share, and then raise prices later
- iii. Premium pricing:* setting a price that shows your product / service as exclusive or higher in value in comparison to competitors, for example, luxury holidays

- iv. Freemium pricing: setting the basic service as free of charge but introducing a fee for premium level services. This strategy is often used by internet-based service companies
- v. Cost-based pricing: setting the price based on the total cost of producing, distributing and selling the product and then adding a profit-element
- vi. Value-based pricing: setting the price of your product or service based on the value it offers customers, that is, the value of your product / service as perceived by the customer
- vii. *Competitive Pricing*: setting a price based on what the competition charges
- viii. *Bundle Pricing*: offering a group of your products and / services at a reduced price
- ix. Economy pricing: a no-frills marketing strategy where the price of the product is kept minimal by reducing spending on production and marketing. This pricing method is used by a number of large retail food stores and is suitable where large volumes of products are sold at low prices.

- x. Psychological pricing: setting a price based on the customer's emotional response and not rational response, for example, charging \$199 instead of \$200 or \$9.99 instead of \$10. The customer thinks the lower price is “cheaper” even though the difference is very little.

You may choose to use one or a combination of these pricing strategies in your Business.

PROMOTION

How will you Promote your Products and Services to your Target Audience?

Promotion is an element of marketing and is the publicizing of a product, service or business in order to increase sales or public awareness.

There are various ways to promote a product or business and I will be sharing a number of them with you.

An important point to remember is that, the *consistent promotion* of your Products and / Services is very important to your business for continued sales and increased public awareness.

Whichever forms of promotion you choose, you must do it consistently.

1. Have a Website

A website is one of the greatest tools for the promotion of your business. Customers need a platform where they can get all the information they need about you, as this will help them decide if they want to do Business with you or not.

Websites have become increasingly important and a standard requirement for Businesses to have due

to how billions of people now turn to technology to do various things.

As a business, it is essential that your marketing efforts drive people back to your website to get to know how you can help them better, connect with your business in one way or the other, for example, email or actually purchase a product or service from you as a business.

2. Create a Professional front for your Business

You can create a professional front for your Business through Branding. Your logo and colours are only a part of your Branding, but more importantly, Branding is what people feel about your Business and what it stands for.

Your branding covers the overall experience people have with your business, basically, the taste you leave in their mouth.

Good branding will set your business apart from other businesses and bring in new customers as people always tell others about brands they love.

3. Partnerships

Partnerships are great for businesses and afford the opportunity to leverage on the experience and /

resources of others to take a business to the next level.

One benefit of partnering with other businesses is that it can broaden your client base, while others use this as a strategy to strengthen the weak points of their business.

Whenever you go into partnership with other businesses, be sure to have a contract or agreement between you, and have a strategic goal for coming together.

4. Webinars

Webinars are web based seminars and take place virtually using online tools such as Zoom and GoToMeeting.

You can host FREE webinars where you share valuable content in your field of expertise with your audience and then introduce them to your paid products and services for purchase.

5. Upsell your Existing Customers

This is basically showing or telling your current clients in a creative way, more ways you are able to help them, so that the same people spend more money with you.

It is an easier way to promote your products and services, as this group of people are already your clients and you have possibly being able to gain their trust already over time.

6. Facebook Marketing

Facebook is one of the biggest social media platforms with currently over 2 billion users worldwide, as at the time of this writing.

You can share information about your Products and Services on Facebook using text, graphics and videos.

You should create a Facebook Business page where you can share content, connect with new customers and promote your products and services using paid Facebook advertising.

You may also use other Facebook tools such as Facebook Live, Stories and Groups.

7. Instagram Marketing

Instagram is another massive social media platform and currently has over 1 billion users worldwide.

Instagram thrives on good quality pictures and so it is important that you make this a priority when promoting your business on this platform.

Instagram currently has various tools you can use to promote your business such as Instagram posts, stories, live and Instagram TV.

On this platform, you currently need a graphic/picture to share content. You can also use text and videos of various lengths in addition across the Instagram platform.

You may also use paid advertising on this platform.

8. YouTube Marketing

YouTube is a video sharing platform with over a billion users currently, and over 5 billion videos watched daily on the platform.

It is also the current second largest search engine in the world.

In order to use YouTube Marketing as a method to promote your Business, you will need to create a YouTube Channel and upload videos to the platform regularly, usually weekly to continue to gain and grow an audience.

If using YouTube Marketing for promoting your products and services, the use of keywords that are relevant to your audience is very important, as is, the quality of your videos and creatively describing how you can help your audience achieve better results in the text area provided on the platform.

9. Twitter Marketing

Twitter is another great social media platform with millions of users.

It is a fast paced platform with millions of content shared daily, known as “tweets”.

Text is the main way content is shared on this platform but you can also share short videos and graphics. There is also the opportunity for paid advertising.

10. Speaking engagements

Another avenue you may employ to promote your products and services is by seeking and accepting opportunities to speak at events.

You may be asked to speak for free, in which case, you can ask the host for the opportunity to promote your products and services to the attendees from the stage. You can also request a resource table to

sell any physical products or services you offer once you have finished your talk.

You may still be able to promote your products and services even if it's a paid speaking engagement, dependent on your agreement with the host of the event.

11. Affiliate Programmes

An affiliate of your business is someone who promotes your products or services in exchange for a commission.

This is a win-win method and a great way to broaden your client base.

12. Email Marketing

Email marketing as the name implies takes place via email. You can reach as many people as you like via email using email marketing tools like Aweber, Convert Kit, Mailchimp and many others.

The sure way to build a healthy list of email addresses is to give away something free, such as, a free eBook, checklist, audio or videos in exchange for email addresses of members of your target audience.

You can then continue to share valuable content relevant to your field with this group of people via email, while promoting your products and services some of the time. Be sure to share more valuable content than promotional content when you email your audience.

13. Newspaper and Magazine Advertising

Yes, a large part of the world has gone digital but you can still reach many via local and national newspapers and magazines. A number of newspaper and magazine companies also have an online presence, that is, a website where they can share information about your products and services in addition to their paper formats.

Remember, your goal is to put your products and services in front of as many people as possible.

14. Free events

Another great way to grow your business is to host free events where you again, give your audience good value and then promote your products and services to them.

This free events, like tastings, can give people a feel of what they will get if they were to purchase a product or service from you.

15. Influencer marketing

An influencer is someone who helps people buy from you because of the influence they have on the purchasing decisions of your target audience, that is, their endorsement of your product or brand can sway people to make purchasing decisions in your favour.

Influencers are usually celebrities, bloggers or experts in their field but are not limited to these groups of people.

The idea is to get a trusted personality that has influence with your target audience to endorse your product and / share it with their audience. This is usually paid and can have great success with the right influencer on board.

16. Free Trial or Consultation

People are usually willing to try a product or service for free before making a buying commitment so offering tasters of your product or service is a great way to acquire new customers.

Be sure to make sure your use of this method is strategically planned and does not put you at a loss in business.

17. Exhibiting at industry events

Several industries have their own regular and annual exhibitions and events that you can get involved in. You can choose to exhibit your products and services which gives you great exposure to the people who attend these established events.

They are sometimes a 1-day event or longer. The cost of exhibiting will depend on the calibre of the exhibition and how long you choose to have an exhibition stand for during the event.

You can usually find out about these events through industry groups and event listing sites.

18. Referrals or Word of mouth

People can be a great source of advertisement for your business. When you render valuable services to people, they will gladly tell others about you. Word of mouth can convert faster than you selling yourself, so be sure to ask your current customers to tell their friends and family. You could even offer a reward for referral such as vouchers and discounted products and services.

19. Search Engine Marketing

This is when you promote your website for increased visibility online by carrying out paid advertisement with search engines such as Google, Yahoo and Bing.

Google is currently the largest search engine in the world, followed by Bing and Yahoo, in that order.

There are currently 63,000 searches per second and 5.6 billion searches per day on Google!

This is an amazing opportunity to market to billions of people all over the world but should be done by someone who has technical knowledge of these type of marketing so there is no wastage of resources.

20. Online and Offline Networking

Joining a Chamber of commerce and other local small business groups will help connect you with more people to promote your products and service to, and form strategic partnerships with.

You can also network with your target audience online via social media platforms such as Facebook, Twitter and LinkedIn.

Now that you've gone through the various ways to promote your products and services, you can make a decision on the methods you will be using.

As you make your decision, be careful to bear the following in mind:

- Start with no more than 3 marketing techniques so you don't spread yourself too thin, except you have a team to delegate to
- Make sure you choose marketing techniques that work for you and your business, test them out and measure your results
- Combine online marketing techniques like social media marketing, with offline techniques, such as, exhibitions and speaking at events.

POSITIONING

Position yourself as an Expert in your field

I have chosen to include positioning yourself as an expert as one of the steps in the Purpose to Profit Pathway because it has been highly instrumental in my business journey.

Positioning yourself or brand as an expert in your field is what makes people listen to you, and consider buying from you. People like to go to a trusted expert for their opinion or service, that's why we have opticians, gynaecologists, paediatricians and other specialists.

So, how can you become a trusted expert in your field?

I share a number of ways with you:

1. Share your story

A great way to position yourself as an expert is having an expert story, that is, your journey to becoming an expert in that field.

How did it all start?

What problem needed to be solved or what needed to be achieved?

What was the journey like?

How did a solution come about?

What is the proven solution to the initial issue?

This story may be a personal one to the owner of the business, or a story of how the business came about.

Think about your story and share it in a compelling way with your Target audience.

2. Share your expertise

Another way to position yourself as an expert in your field is to share valuable content within your field of expertise.

You can share:

How-to information

Checklists

Hints and Tips

Mistakes to avoid and more

You can share these via various platforms such as:

Social media

Video

Blogs

Speaking at events

Article writing and more

3. Share Testimonials

People expect you to say the very best things about your products and services but will believe more, when they hear it from other satisfied customers, that's the power of testimonials.

Testimonials from happy customers will add credibility to your brand and business, as well as, act as a powerful form of persuasion for people to buy from you.

The main way to get testimonials from satisfied customers is to simply ask for it. People are usually busy so you may need to follow-up on your request.

4. Focus on a niche

To be positioned as an expert, you must specialise in a particular field and focus on a specific target audience.

Someone who is a "*Jack of all trade*" will find it difficult to be seen as an expert, you must be a "*Master in an area*".

When you are focused on one area and a target audience, you are able to speak the language of that audience and solve their specific problems.

Going through the “*People*” section of this book will help you choose a target audience to focus on and the “*Purpose*” and “*Product*” sections will show you how to focus on a specific area.

5. Be consistent

You must regularly share value to build a reputation as an expert in your field. It is important that you consistently show up on the platforms you have chosen to share value with your audience on, for example, social media and your blog.

Another area you must remain consistent in, is what you share. If you share on fashion for the first three months of the year and then change to healthy eating for the next three months, and yet another topic after that, your audience don’t know which area you can *really* help them with.

Choose a specific area or industry sector and stick with it. It is *OK* to test over a period of time, then come to a decision and build your reputation in that area and with that audience.

6. Write a Book

Some people say, there is a reason why the word Authority begins with “Author”. Writing a book on your field of expertise gives you credibility, respect and recognition with your audience and in your field.

You are immediately seen as an expert on that topic and people come to you for solutions in form of your products and services.

Being an author will also help you stand out from some of your competitors who have not done the same and can also generate some income for you through the sale of your books, consultancy and speaking.

7. Build Relationship with your community

Be open and accessible with your community. Engage with them online via social media and events; like, comment and share their social media posts where relevant. Be open to finding out what’s important to them and how best you can help them. Doing this will further help position you as an expert in their minds.

You should also build relationships with other experts so you that have a network where you support each other.

PROFIT

PROFIT, Pulling It All Together

In order to ensure you can truly make profit in your business, there are three things that have stood out for me, which I believe you must have in place:

1. Structure

Your structure includes a whole lot of planning!

On a daily/weekly/monthly/quarterly/yearly basis:

- i. What are your *Profit* Goals, that is, how much do you plan to make regularly?
- ii. How many “*Products*” and services will you sell at a particular “*Price*” to achieve your Profit Goal for the day, week or month?

For example:

10 Consultations X \$1,000
50 Online Courses X \$100
100 Books X \$10

What's your Plan?!

- iii. What actions will you take to “*Promote*” your Business regularly towards achieving your “Profit” goals, such as sharing value daily on

social media, writing a weekly blog,
attending an event monthly?

2. Strategy

- i. What is your Unique Selling Point, that is, how will you stand out from your competitors?
- ii. Which “Products” have you chosen to sell?
- iii. Who are your “People”, that is, your Target Audience who you will market to?
- iv. How have you decided to “Price” your products and how many “price points” will you have for various products in your catalogue?
- v. Which methods or techniques have you chosen to “Promote” your Business with?

3. Systems

Having a few systems will make your life easier, your processes flow better, save you time, and in the long run, make you more profit.

A few systems I suggest you put in a place include:

- i. An Email Marketing System such as Aweber, Mail chimp
- ii. Somewhere to record your financials, it may be as simple as an excel document, or a software such as QuickBooks, or even at the higher level of outsourcing to a book keeper or an accountant
- iii. An Appointment tool for clients to book time with you (where applicable), an example, is Calendly
- iv. A calendar to keep your personal and professional schedule and appointments in order such as Google or Outlook
- v. Templates for invoicing, order forms, and so on. Having a productivity suite such as Microsoft office will help you with this.

CONCLUSION

SO WHAT's NEXT?

It's time to take *Action!*

No matter what stage of the **Purpose to Profit Pathway** you are, remember that you have a Purpose here on earth and God has gifted you for this.

If you are at the stage of finding Purpose, continue to seek God for clarity and direction and actively make use of your God-given gifts, talents and acquired skills.

You will discover your gift, that which you do well and with the least amount of effort, and this will ultimately lead you to how you can be a blessing to others.

If you have found purpose, give God all the praise and glory.

It's time to start making headway in Your journey of profiting from your purpose.

Start taking the necessary steps as outlined in this book now, don't waste time, keep asking God for directions all the way, give Him Praise for All He is doing in your life and will do, and never give up on your Purpose or Dreams!

“You are the light of the world. A town built on a hill cannot be hidden. Neither do people light a lamp and put it under a bowl. Instead they put it on its

stand, and it gives light to everyone in the house. In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven.

Matthew 5:14-16 (New International Version)

APPENDIX

LIST OF 101 NICHE MARKETS

1. Career Coaching
2. Fitness motivation
3. Alternative Energy
4. Adult Acne
5. Amazon Selling
6. Event Planning
7. Child Adoption
8. Juicing
9. Weight loss
10. Aromatherapy
11. Anti-aging
12. Vacation / Holiday spots
13. Bread Baking
14. Cake Baking
15. Baby accessories
16. Back Pain
17. Bridal & Baby Showers
18. Diet Recipes
19. Candle Making
20. Crocheting
21. Basket weaving
22. BBQing
23. Knitting
24. Christian Dating
25. Comic Books
26. Food Catering
27. Cycling gear
28. Organic foods
29. Digital Photography

30. Multiple Birth Mums (Twins, Triplets, etc)
31. Digital Courses
32. Dog Grooming
33. Dressmaking
34. eBay Selling
35. Parenting
36. CV writing
37. Gardening
38. Goal-setting
39. Christian living
40. Video games
41. Personal styling
42. Phone Applications
43. Websites
44. Natural Cleaning Products
45. Teeth whitening
46. Voice coaching
47. Book writing
48. Insomnia
49. Interior design
50. Internet dating
51. Food Allergies
52. Natural Skincare
53. Jewellery design
54. Ketosis
55. Kitchen Design
56. Knitting
57. Landscaping
58. Leadership development
59. Languages - French, Spanish, Italian
60. Instruments - Guitar, Piano, Saxophone
61. Shoe-making

62. Self-esteem
63. Maternity wear
64. Nail biting
65. Pet care
66. Natural herbs
67. Organic Makeup
68. Outsourcing
69. Retirement Planning
70. Custom T-shirts
71. Book writing
72. Quitting Smoking
73. Sailing
74. Personal Finance
75. House-sitting
76. Sales skills
77. Pregnancy and post-pregnancy care
78. Pottery
79. Scars
80. Power walking
81. Self defence
82. Productivity
83. Sewing
84. Public Speaking
85. Home construction
86. Soap recipes
87. Business Start-up
88. Social media marketing
89. Public Relations
90. Stress Management
91. Swimming
92. Tax, Book-keeping / Accounting
93. Travel Agency

- 94. Virtual Assistant
- 95. Hair care
- 96. Women's health
- 97. Workplace Motivation
- 98. Poetry
- 99. Men's Formal Wear
- 100. Music writing
- 101. Online tutoring

LIST OF 101 TARGET MARKETS

Stages of life:

1. Babies
2. Children
3. Teenagers
4. Young People (Youths)
5. Singles
6. Married
7. Parents
8. Old-aged people
9. Retired
10. Renters
11. Home owners

Ethnicity:

12. Africans
13. Asians
14. Hispanics
15. Indians

Women:

16. Single women
17. Married women
18. Single mums
19. Pregnant women
20. Brides
21. Bridal Parties

Men:

- 22. Single men
- 23. Married men
- 24. Single dads
- 25. New Dads
- 26. Grooms
- 27. Grooms men

Food Preferences:

- 28. Tea lovers
- 29. Coffee lovers
- 30. Thai food lovers
- 31. Caribbean food lovers
- 32. Mexican food lovers
- 33. Chinese food lovers

Hobbies / Hobbyists:

- 34. Gymnasts
- 35. Golfers
- 36. Bikers
- 37. Cyclers
- 38. Painting
- 39. Pottery
- 40. Backpacking
- 41. Antique lovers
- 42. Automobile lovers
- 43. Boat owners
- 44. Horse riders
- 45. Book lovers

Enthusiasts:

- 46. Gardening
- 47. Football
- 48. Beekeeping
- 49. Art collection
- 50. Swimming
- 51. Fitness
- 52. Bowling
- 53. Dancing
- 54. Tennis
- 55. Cricket
- 56. Sailing
- 57. Squash
- 58. Photography
- 59. Basketball
- 60. Baseball
- 61. Motor racing
- 62. Chess
- 63. Martial Arts
- 64. Skiing

Pet owners:

- 65. Dog owners
- 66. Cat Owners
- 67. Horse / Stable owners

Diets:

- 68. Low-calorie
- 69. Vegan

- 70. Vegetarian
- 71. Paleo
- 72. Ketosis
- 73. Raw food

Values:

- 74. Spirituality / Religion
- 75. Environmental

Professionals:

- 76. Modelling
- 77. Jewellery makers / stockists
- 78. Lawyers
- 79. Doctors
- 80. Engineers
- 81. Accountants
- 82. Teachers
- 83. Coaches
- 84. Dentists
- 85. Nurses
- 86. Entrepreneurs
- 87. Authors
- 88. Architects
- 89. Pharmacists
- 90. Entertainers
- 91. Information Technology Consultants
- 92. Financial Consultants
- 93. Bloggers
- 94. Bakers
- 95. Fashion stylists

- 96. Artists
- 97. Instrumentalists

Geographic locations:

- 98. Global / International
- 99. National / Country level
- 100. State level
- 101. Local level

About the Author

Tobi Awoyemi is a Conference speaker, Business Success Coach and Author of several books.

She is the host of the much-loved "**Excel Woman with Tobi**" show and the **Excel Woman Conference**, through which women are equipped and encouraged for Success, God's Way.

She is often featured as a Business Success expert at conferences and media outlets where her high-impact teachings empower thousands globally to pursue their God-given dreams and succeed in making them a reality.

Connect

Get to know Tobi more, and connect with her on one or more of these platforms:

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