

AMAZON BEST SELLING AUTHOR

“FAILURE IS ONLY THE BEGINNING”

# FAIL

HOW TO ~~SUCCEED~~



SCOTT .C. ENEJE

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# Appreciation

Of course, as a young black man born in Africa, my appreciation should start with all thanks going to God almighty and my parents, except I plan to fail or suffer in Life...

So, with sincerity to that very well stated fact, I truly do appreciate the Lord, God Almighty for his grace, wisdom and revelation to write this short book and for my life in general.

I also am grateful for my incredible and supportive parents, Mr Cajetan and Mrs Antonia Eneje; who with all their blessings, have supported me through all the many works and ventures I have dived into overtime, and for teaching me every good work. You are my real MVPs.

My brothers, Justice, Michael, Joshua, Caleb and Melvin Eneje are somewhat the people I would love to dedicate this to. I believe Justice should have close to just as much experiences as I do. I'm super curious what your own version of this book would be like.

All of your collective experiences are legendary, and it is from the entire collective of those experiences that I'm inspired to put pen to paper. I appreciate you all with all my heart, and you are truly the drive and motivations to all my pursuit – This is for you guys!

My beloved friends, all of whom I can't name. But if you do consider yourself my friend, I have finally published a book oooo, see what the hustle has done? If you actually bought this book with money; darn! I don't blow oooo, their real daddy! Anyways, drinks on you guys. Bring your own money though, I will still thank you, and yes, this is to us. Arigato!

To my second mom, Mrs Chichi Okereke, who in many ways stirred me into entrepreneurship, and when I was in the worst of places, left me a few words that pushed me into writing this book. This whole book was your idea; Thank you. I truly appreciate and love you dearly for always believing in me.

To you Babe; we had this idea to start a mini book series together to explore our steps backward as a tool into moving forward. You actually believed that the idea made sense, and gave real guidance through the process. Thank you for always having my back and always willing to go through the journey with me. Love you Bibi.

# Introduction

I love to teach, write and build websites. But of all, nothing thrills me like an “idea”, something extraordinary and reasonably unthinkable, then making a business out of it. So, In 2011, I started a group called Generals International with some teenagers after serving as president of the Young Christian Ambassadors (YCA) back from 2003 to 2009. Then with my new and excited GI team, we started the ZionsGate Magazine IN 2012, we published the magazine every quarter and even had one cover with the international Christian band called the Skillet, and another International Band, The Newsboys. We also got the popular Nigerian Public speaker, Fela Durotoye on another cover. In 2013, we started an award event tagged God’s Ultimate Youth Award (GUY Award), and then, I moved on and opened a home kitchen business known as Havens Hub Restaurant in 2015, before co-founding Yandi Nigeria, Yandi Digital Solutions and Digital Evolution – Digivo NG in 2016.

I generally have had a rough experience with starting and growing ventures from my teens, followed every step by step guide to success I could lay my hands on, I even planned and planned and planned some more but apparently, I still can't really tell anyone what exact steps to take to succeed, because even with every book and guide that lists out steps to success that I had read; I learnt that everyone's experience is unique, and the term, success, is very relative. Plus, I know so many poor and/or rich people with even more of those books, with seemingly sound minds and an outright hardworking lifestyle that still can't get their business to succeed.

That said, I'm sorry if you got this book thinking I'd received an epiphany, and solved the success equation with a universally accurate and stable patterns to it, because I haven't. But if there are things I think I am getting a grasp of as I grow, are those things, which if done repeatedly, will definitely cause you to fail.

What then is my angle?

Simple!

Don't do those things that will lead you to fail, and I can assure you, if you avoid them, you will not fail!

In my opinion, there is no direct step to success, but there are steps to failure, avoiding that staircase, means taking the right one

I am Scott C. Eneje and this is my personal guide on How Not to Fail, By Knowing How to Fail.



# Epilogue

Just because I consider many steps I took as certain reasons I failed, doesn't make me or those actions or result themselves a failure, I am not and no one is. With that said, whether or not you made any of these errors in the past, you are not a failure, nothing has truly failed until you give up completely. Even then, you can choose to start over again, and this time, what may have seemed as failed attempts would serve as guides and lessons for your new venture.

People often say that life has no second chances. There is truth in that, but there is a greater truth; every day you are alive is a second chance, maybe not to do the exact same thing, but to do something else, better.

This short book focuses on those things I did and choices I made, that stirred me wrongly, things I probably could have done differently or better, things I can boldly recommend as things to not do based on experiences I had, revelations revealed that I was exposed to or/and even recommended advices and guides from those ahead of me or those following, utilizing their own shared experiences.

That said; this book is a personal guide based on a limited collection of experiences and observations. So, let me expressly state that not all the methods here that led to a failed result would affect all enterprises. In fact, there are those who need to use these seemingly failing strategies in order to thrive... My focus is to look at those who want to try, those who tried but don't seem to want to continue and those who are trying and wondering what next, how next and when next the next should happen? I'm hoping that we can analyse these data together and actually understand the "do not" and the "why" in order to understand what we should do that will work for us. Not all chapters might be relatable to everyone, but at least one or more should. Pay attention to the details beyond your sphere and by grace, this book might bring clarity as to what exactly can be done, and done right!

# CHAPTER ONE

## The One Month Old Baby (Product Testing Phase)

*“Babies are gifts to their parents, and sometimes, how they are natured in the womb and how they are raised would often determine whether that baby would turn out being a gift of joy or a source of pain – Scott C. Eneje”*

The human being takes 9 month in the stomach to be fully formed before they are born.

Even though the baby already has his hands and feet formed as early as the 6th month, it still stays inside feeding and growing for another three month.

The couple involved could have only just tried getting a baby the first day and get pregnant the very next, while some would try for 10 years before finally getting pregnant, but whether it happens on the first day of trial or 10 years after trying, that baby still takes and needs 9 month to form fully.

This is the same for the products testing phase. Your idea and research could have taken 10 years to form or even a day to form before you began tinkering and putting it into place but that doesn't mean the moment you have the product, it should be released to the world.

You need to keep that product inside. Test it, test it and test it. **Take the 9 month initiative (This is a personally created initiative I propose to all created, invented or developed product-based businesses where you take a stretch of at least 9 months testing out your designs and product before coming out as a business or a company that forces you to market or make any overhead expense – please note that it may not literally be 9 month as there are different species and different gestation period, your business gestation period may be different from another, so you must know the specie you belong to, the specific genome you belong to, else, you may over-stay your gestation period and that can also lead to complications).**

During this phase, ensure to bring people to test your product with you, let them act as the nutrients for your baby. Also be careful who's doing the testing and how the testing is being done, if a pregnant mother doesn't eat healthy and rightly, her healthy baby could die, or be born with a defect or even prematurely.

Don't rush the testing, don't start the company just because you have the products ready, a foetus is a baby but it is still a foetus. Your product is a product doesn't mean it is ready for business.

Don't start spending from your company set up or running funds, you'd need that fund when the baby is out.

You know how after the baby is born, you'd have breast milk but still need to buy milk, diapers, sanitizers etc.? Same thing with your product! You will need people aside the people who helped develop and test the project, to milk the products once it is out there.

You will need people who can hold in a mess and then be disposed of right after use. What that means is, not everybody that comes to your business or product should be a part of your team just because they were there in the beginning. Some people are perfect as diapers, they can hold in the mess and be disposed of once they have done their part, this isn't wickedness, when a new born baby wears a spoilt diaper for too long, it also loses its own value and that baby would then start to have rashes and would soon start to smell, but we would discuss more on that later in a different chapter. You will also need people who ensure that no one, not even you can contaminate your product once it is released.

These guys are the experts, they understand what it means to have a new product and the best part is, they know exactly how that product should be presented, because a wrong presentation can destroy that product even before people start using it.

Interestingly, these people will cost you a lot of money, and you must factor that too. Else, you would start running cost at the supposed testing phase and once the market really wants to buy, you don't have proper maintenance ethics or resources to sustain anyone or anything, especially your product.

Nonetheless, these special aid people come 9 month after the baby has already been created, use your testing phase and all you have within as resources to ensure the testing phase works as excellently as possible internally.

Also understand that, just because you have waited 9 month doesn't mean you should not prepare for more testing after release, the new born would experience new things and no matter how much you know about babies, they can still surprise you, so, stay prepared for more testing. The confidence you have with your 9 month testing phase is that your baby is somehow prepared to be immune against external forces after 9 month as against trying to face them within the first month or 5th month of conception. So, when your product is out, it won't be premature or killed at first light when exposed to the unforeseen and external forces out here in the real world.

Your one month old product should stay in the womb, not out in the market. If you want to fail, then please, by all means, release your product prematurely.

One of the ways I failed was while we were still creating our technology for the business, we told ourselves “we would learn everything we needed on the job and adjust as it was being used by people”, somehow true for a lot of businesses as you can’t truly figure out everything before launch, but it is nonetheless very dangerous because you see, you will still be spending on advertising, adjusting, remodelling and recreating an untested product and you will definitely be losing money in the bid to adjust perfectly, and by the time you finally have it right, you would have probably lost all your money and exhausted all your market.

The how to fail step here is to rush your product into the market without taking your time to test it all out within a small circle, then expanding the circle a little bit more for more testing. Even when the product seems to have feet and hands, feed it some more until it is due and stable enough to face the world.

Never let anyone rush you into the market with your product. If you pull out a baby within the first four month from the womb, it isn’t called a birth, it is an abortion!

Know the difference between the birth and an abortion for your business or product before you launch. Not all business-abort phase happen during a down time, some happen at birth because of the rush.

## CHAPTER TWO

### Cooking a Dry Pot (The Budget Planning)

*“Fire and smoke are frequent guests of the kitchen, but just because they visit doesn’t mean they are meant to overstay their welcome, this is how a house get burned down – Scott C Eneje”*

One of the fastest ways to fail is to spend the wrong money on the right thing or the right money on the wrong thing.

Let’s look at cooking. Cooking is great and most times, water goes in into the pot first. There’s this connection between the water, the pots and the fire.

You see, none of them would work if the other was removed from the equation, there would actually be no cooking happening. Say you put in water and fire without a pot or holder of some sort, what you will experience is the water quenching the fire.



If you then put water and the pot alone, nothing happens, all you have is a water holder, no cooking or boiling what so ever. Let's not forget what happens when you put the pot and the fire alone, no water or liquid involved, what you have is a smoking, burning pot that would choke anyone around and probably lead to a dangerous fire outburst.

This dangerous and unhappy combination is what happens when you are planning your budget and you skip the right steps of expense or even plan and expend the budget sum in a poor manner.

There is a sure fail in your future when your budget is expended in the act of cooking a dry pot.

Remember that before you start your business, you must have made research, asked all the right questions and done your mathematics.

Firstly, you have observed the need in your environment that you wish to provide value, service or the product for. Then you have checked in on the market to see whether or not you providing that service is truly what is needed at that particular time.

If you bring grounded sports cars for a bunch of people that live in an environment where they have no roads or money to fix their roads, they would either not drive those cars or they will ruin those cars on that bad road.

You must consider how much you would need for your business; this must include a set up plan, a salary plan, a marketing plan, a research plan, sustenance plan, an expansion plan, contingency plan and contingency to your contingency plan

What this means is, your budget planning would only help you if you cover all the angles. There's no need planning a budget when it is not detailed, when you have your pots and fire listed in, missing something as simple as the water could destroy your business before you know it.

Let me tell you some ways the burning pot burned one of our businesses back in the days.

First off, we had done a lot of research on the market and had our solutions written down and how to address all the problems we wanted to fix.

We then created our product but didn't finish testing before releasing it out to the public.

Secondly, we knew exactly what was needed to run the business and how much we needed for our first year, but only had our funds to run for two and a half month when we went public. We had purchased needed machines, utilities and a space to use, that meant people, equipment and a facility.

But we failed... Why? One of the many reasons was the missing ingredient in our cooking pot. We had that poorly tested product out, and went on spending the little we had on marketing and salaries but forgot something as simple as maintenance cost.

Let me explain better, pretend you have a budget of one million naira to cover all the major listed area of the budget for a year, every single thing from your set up cost, salary cost, marketing cost, research cost, sustenance cost, contingency funds and contingency to your contingency funds but you only have one hundred thousand in your pocket, don't make the mistake of trying to cook the pot alone hoping that water would come in the nearest future.

Many people would then decide that they should pick one important thing in their list with that one hundred thousand naira and run the business hoping that they would fix other things on the list later.

Don't do that! No, never do that! That is a way to fail because if for example you pay salaries and leave out marketing, your business would suffer, if you do marketing and ignore salaries, when you don't make enough (which will most likely be the case for a new business), you would then run into debt, if you have both but don't maintain your equipment like your generator, you won't have good power to run your business, or even your roof could start leaking and no one would be able to work.

Your budget is helpful because it is complete and whole, so when your funds are not complete and whole, you will fail when you think you can just do one and throw the other away.

Here's the solution, if you have one hundred thousand naira to run a business that was originally set to run on one million naira. This is and should be your first move.

## RE-WRITE THE BUDGET!

Yes, you have to rewrite and evaluate that budget, don't just look at it and say; we can remove this one and do it now, later we will do this other one... No, rather, rewrite and review the budget by cutting the expense of each to the current percent ratio.

Pretend you were to spend one million with a breakdown but then only had one hundred thousand naira, what do you do?

Start small... See the table below to understand what I mean by the term “start small”.

### **WHAT WE DID WHEN WE DIDN'T HAVE AS MUCH MONEY AS OUR BUDGET PLANNED, THAT CAUSED US TO FAIL**

<b>Expense List</b>	<b>Original Cost</b>	<b>New Cost</b>
<b>Set Up</b>	100,000	
<b>Salaries</b>	400,000	50,000
<b>Marketing</b>	300,000	50,000
<b>Research and Development</b>	50,000	
<b>Sustenance and Maintenance</b>	100,000	
<b>Contingency</b>	30,000	
<b>Back Up Contingency</b>	20,000	
<b>TOTAL</b>	<b>1,000,000</b>	<b>100,000</b>

We believed that we could simply just pick the most important thing and when we make money, we would do the rest... This was a terrible plan because those other things existed and so, the fact that we didn't do them at all affected the business, those little things were the missing "water" in our cooking pot. And so, they mattered more than we imagined and they came back to haunt us badly.

## WHAT WE SHOULD HAVE DONE, AND YOU SHOULD DO IN OTHER TO NOT FAIL

<b>Expense List</b>	<b>Original Cost</b>	<b>New Cost (Start Small)</b>
<b>Set Up</b>	100,000	10,000
<b>Salaries</b>	300,000	30,000
<b>Marketing</b>	400,000	40,000
<b>Research and Development</b>	50,000	5000
<b>Sustenance and Maintenance</b>	100,000	10,000
<b>Contingency</b>	30,000	3000
<b>Back Up Contingency</b>	20,000	2000
<b>TOTAL</b>	<b>1,000,000</b>	<b>100,000</b>

The first thing you do when you realize that what you have isn't up to what you had planned that you needed is that you must cut down your expense.

If you had plans to take in 2 employees, cut them down to one or start alone even. If you wanted to rent a billboard for advert, just pay for a newspaper page or even do a well-planned digital marketing campaign. Get your own hands on most of the work, learn majority of the skills you need and do your own research in order to cut your cost as much as possible.

Start here, cover everything needed but start smaller than intended, then observe your growth and earning before re-writing your budget again. Never just depend on the first budget, you will struggle, adjust it as you earn and grow with it...

Those things that you think you need to pay for, when you drop down the plan to a baby sized business for the purpose of growth, you will realize that you may not need to pay for those things anymore or just yet, I know of several successful businesses happening in people's living room, and many that started out like that before they became major outlets.

Do you know that there are several applications and websites and tools that would help you do anything or learn anything you want for free? I make a mean Pizza, I learnt from YouTube; even started a Pizza business based on it, Grilled Chicken, Fries, and Cakes? Yes! YouTube, it taught me a lot, then there's Animaker, Canva, Filmora and Plotagon... Check out those mobile applications and you will be wowed how many things you can do in your business and for your business in terms of skills and designs.

If you want your business to not fail, master the act of doing most of the work yourself or getting favours from people around you whom you have influenced positively in the past, let their little contribution of skills add up to your growth, don't force it.

The key here is not to skip any important part of the budget, just cut each by the percentage made available, because trying to skip a step or anything else can be futile and you will fail. Those things in a budget plan are there for a reason, pot and fire alone would always be dangerous, get that water, no matter how small, get it, add it, don't spend the right money on the wrong thing or vice versa.



## CHAPTER THREE

### Too Many Cooks in the Kitchen (The Team Gathering Phase)

*“Na too much hand inside pot dey spoil soup – Nigerian Proverb”*

*(Translation; too many cooks spoil the broth)*

The expression, “too many cooks in the kitchen” is often used when discussing leadership or having disagreements when it comes to decision making.

But I will be looking at it from a different perspective. Sometimes, you may not have the issue of several people being the ones deciding, though this is also one of the ways to fail but I won't be addressing that as it is a commonly known recipe for frequent disaster. But sometimes, it is the assistant cook, the watching kids, the dish washing people and the person handing you the plate that might be your undoing.

Your team! The most important piece in the puzzle, picking the right people to work with is major; **but knowing when to start putting those pieces together is your ultimate first move that can kill or save your business.**

Your business as a start-up is your kitchen and as a start-up business, **your kitchen at the beginning is too small to have several cooks there at a time.** There is nothing wrong with being the only cook for the time, you can do your own dishes, set your own pots, light your own fire, mop your own floor etc.

If you are a shoe maker, don't make one shoe and then employ someone to join in your marketing. No! Make your shoe, market it yourself and when you finally get a buyer and a demand for two or more than you can handle, don't just jump and start employing, No! Stay up, give the hours, make those set and sell, market yourself some more until your orders become constant and double your maximum limit. Then you can employ because the shoes you are selling in excess can pay that employee, not your start up fund, because you were already part of the expense before you employed anyone, you are a staff too, remember that.

If you are a web developer, don't start a firm with 10 developers believing that because you guys are skilled developers and if you can collectively start marketing yourselves, everything would be fine.

No! Start alone, have that business plan and budget plan kept, then draft a budget that covers just you as the business employee, then get your clients.

If you can build three websites weekly, focus on getting three jobs weekly and run that company alone. Remunerate where necessary and keep the profits accordingly, pay yourself a salary, no matter how small, if not, when you are stranded, you will just dive into your profit and expenditure funds and shutdown your own business with your own hand.

The moment you start getting six website jobs a week, then you can employ someone and put them on a salary too, ensure that your negotiations with them is set in a way where their salary can be covered by two websites in a week pay, that way, not only are you having more clients, but the employee is actually making you more money, not just themselves, which is the point of an employee anyway.

This way, you will still be making the profit you were already making alone and now, the profit they are making for you, other expenses on the list would now just double being that the source of income doubled. But if the source only increases by a margin, don't employ anyone...

That income would either pay only them or bring you no profit and sometimes, it won't even be enough to pay your employee and you will be forced to share your own earnings with them, this is no longer an employee system, it is a monkey working while the baboon is being feed system.

So, it is either you stretch yourself a little or you out-source, don't burn unnecessary energy or employ someone who would not be of any benefit to you because you will just be paying them the money they are making for you, nothing gained at all...

Let me discuss how this action caused us to fail during one of our ventures to better stress the point.

When starting out a small business, we had a team of about 10 to 15 people on payroll, but hadn't made a dime yet, so this was what happened. We spent the first three months training people who would run the systems properly, while our technology was still being tested, designed and redesigned, our business was already public and open.

All these combined meant, our team of 15 were not really ready for the market, but we were already paying salaries, so, If we had prepared maybe 6 months of capital to run the business, hoping to start making any income, we had spent three months' worth out of it without making it back. And like any business owner, the founders got frustrated and took it out on the employees who themselves were just learning this new innovative business idea.

So what did we do, we were force to start firing people, cutting down, executing penalties or hitting hard on the team, who I must insist truly did not know how to handle the pressure or understood the work in itself as they were seemingly still learning the process.

Now, after we fired them because they didn't deliver both on their jobs and in the business growth. We unknowingly had lost three months of investment on people with time and money. We didn't only spend those three months paying people, but we spent it training people we fired who would now use our training and experience to add to their CVs to apply for new jobs were they would use the skill we taught them as experienced workers for someone else.

The worst part is that we were forced to then employ new hands whom we still had to spend another month drilling on the ethics of our own business and by the second or third month when it seems they were catching on, we had ran out of capital and could neither retain the new hands or run the business without external or new funding.

Consider some basic facts about being a start-up small and/or medium enterprise; you never really have enough to hire real professionals at the beginning, because the real professionals are often more expensive and high valued than your budget.

So, when employing comes to mind for many SMEs, we always look out for skilled, cheap labour, but what we don't know is that even cheap labour comes at a price.

You will need to train them, groom them into the professional you desire, and if they are grateful people, not only will you have professionals working to bring your business or venture to life, you will have loyalists behind you, and nothing is more important in a team than loyalty, the type that is rooted in value and heart. Forget all the hard talks they bring when saying this is business, business is a game of emotions, the person who understands how to get to the heart, always wins. People buy and spend emotionally and people commit also emotionally, so, as long as there is heart in that business of yours, a heart of loyalty in your team and commitment to excellence in your product, you will not fail... eventually.

But also, another truth though is that, as a start up, you cannot train people on your own money. That's like paying someone to learn from you when you are almost certain that you won't get that money during their time, and it is even worse, if your budget isn't long term to outlive the training period and to last into the profiting period.

So, rather than being the deep trainer that grooms them as you had hoped to be when you first started your journey into developing your team with your business start-up fund, you will end up being pushed to the edge of wanting your money to come back so much so that you will end up a thorn in your team members flesh.

They won't even see your wound, but your demands and complaints would be evident on them, and they will either walk away or continue to do mediocre work until you fire them, and just like I stated earlier, the training you paid for with your money would serve someone else.

Here's the way to not fail; reduce the people in your kitchen, ***let your team grow based on your clientele, you cannot have more workers than clientele or people who are paying you at any point in time***, and as a business, no matter how sweet and innovative you want to brag that your atmosphere is, if you are not making money, you are not a business, simple as A, B, C....

You have too many cooks in the kitchen when your kitchen is not yet big enough, focus on your individual growth, and your income ratio, and then expand your kitchen with it before getting more cooks... If not, you will be dealing with more heats than those caused by the fire, and that's how to fail.

## CHAPTER FOUR

### Separation of Church and State (The Money Making Phase)

*“We are a species of association, it is our very nature to interact and socialize, isolation is what drives us insane, but just because we need interaction, doesn't mean we can't suffer over population, we are an infinite breed, exhausting a finite resource, and these two are not one and the same - Mixed”*

Do you know much about the American constitution? I had some free brooding time and I used it to understudy the relationships between the Nigeria Constitution, The American Constitution, The British Constitution and The Roman Laws... And during these studies, I came across an interesting bind, which as it turns out, has a famous sub quote made out of it.

The first amendment of the American Constitution, which ratified in 1791 states that “Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof”



Though the famous line I highlighted below is not stated in the American constitution, it was paraphrased from Thomas Jefferson's quote for the First Amendment; this quote was to establish a clear line between the leaders and their religious views popularly quoted as ***“The separation of Church and state”***.

I, on the other hand would be using it as a case of study to create scenario between a business start-up and the business people involved.

This is probably also the phase where many start-ups start experiencing their break it or make it phenomenon.

Say as a young lady, you have a thing for fancy shoes or hand bags, then you open an Instagram page, invest some of the money you have in importing those shoes, or the materials in making them, then you start telling all your contacts to buy your shoes, or even do a sponsored advertisement to get the word out.

The truth is, based on your current circle or influence or reach of your ads, you may make great sales in your first go, some people would call it beginners luck, others would say it is your calling or skills, some may just say it is because you have rich friends who like high end shoes, in the end, you may have invested N2000 (two thousand naira) per shoe but ended up selling for N8000 (eight thousand naira) per shoe.

It seems like a great business so far, right? You start seeing yourself as a business person, an “Entrepreneur” and you start putting up motivational quote and tips on how to succeed and how working for yourself is bae, and how you’ve worked so hard to earn what you have... All these are alright and practically a pattern these days for most business starters, so there is absolutely nothing wrong here, until the money comes in... Let’s say you get 10 shoes for N2000 (two thousand naira) each, meaning you made a capital investment of N20, 000 (twenty thousand naira) and after sales for N8000 (eight thousand naira) per shoe, you would have made a total of N80, 000 (eighty thousand naira), which is four times your investment capital.

It is the signs of a great business already, as you have made profit and broken even... But because you are a small business, you see yourself and your company as one and the same; you assume that you are Tony Stark and Ironman all at once... But this is not true... You and your business are two different entities. You may be the brand representative, spokesman and all, but you are not the business. Why am I stating this? Because after you’ve made eighty thousand naira in the first week, with sixty thousand naira profit at your finger tip, and no one to pay, in your head, it is you who made eighty thousand naira a week, so, when you have an expense to make, you spend your company’s money.

Yes! You've not started seeing that your small venture as a business and a company, not knowing that the mistakes and patterns we practice in small things are what we expand on in big things, you then consider that you can keep or spend most of that money on your current need, something completely unrelated to growing your business, or even maybe related to the business but not valuable under a growth plan listed in your business plan and business model. All these actions taken because you believe that it is your money and you worked for it.

Let me spell it out clearly, you may have worked for it, but it is not your money, **IT IS YOUR COMPANY/BUSINESS MONEY!**

There has to be a definite separation of church and state, where you are a church and your business is the state, you and your mind are creative, innovative and capable of doing anything as your "spirit" or gut guides you, you are a body in whole in your own right, but your business is the state, with rules, guidelines, budgets, expense sheets, plans, models and even government entities observing your figures in the bank, so, you cannot treat both yourself and your business as the same thing when it comes to the money that comes in.

Take a look at the richest people in the world, I will analyse the current number 1, 2 and 5 richest men in the world as at September 2019, not because I want to compare their wealth or use them for motivational quotes, but truly analyse the mathematics between their wealth and the wealth of their business.

Ready? Let's begin;

Jeff Bezos, the founder of Amazon as at 2019 was ranked richest man in the world with a value of 153.72 billion US Dollars... Amazing right?

Bill Gate, founder and former CEO of Microsoft is the second richest man in the world as at 2019 with a value of 102.1 billion US Dollars, which is rather soft for a nerd.

And another nerd makes the list as number five, in person of Mark Zuckerberg, founder of Facebook with a value of 67.4 billion US Dollars.

These men are some of the richest people alive as at September 2019, but as rich as they are, their companies are worth far more than they are. Why? Separation of Church and State.

Look at the maths below and I will explain further...

<b>Richest People</b>	<b>Their Net worth</b>	<b>Their Company Net worth</b>	<b>The Gap in their worth</b>
Jeff Bezos	153.72 Billion	1 Trillion Dollars (2018)	846.28 Billion
Bill Gates	102.1 Billion	717 Billion (2019)	614.9 Billion
Mark Zuckerberg	67.4 Billion	138.3 Billion (2018)	70.9 Billion

Do you see that many of these companies are worth more than twice their CEOs or/and founders?

Here's the initiative, you cannot be making more than your company, you cannot be richer than your company, especially if your company is the source, I mean If your company is either your only or major source of income, because if it is and you are spending or living a life richer than what your company has in its accounts, that business will definitely crumble in time.

You see these guys listed above understood the rule; they built their company to have value, and in turn became rich for it.

Bill Gate currently owns less than 2% of his former company, but that small number still adds to his network every day, because the business is bigger than he is, and big enough to ensure anyone with the Gates name benefits

Let me now bring it home to you, as a start-up, we often use our business to manage our lives, and it is difficult to keep both excellently without a form of sacrifice at least for a while.

If you sell and make an average total income 80,000 naira a week and you expend and average of 20,000 naira weekly to restock.

What this means is that you spend an average of 80,000 naira monthly and make an average total income of 320,000 monthly and also an average gross profit of 240,000 naira monthly as a business... Note; this is not you or your own money... This money is for your business, all of it, so if you must do anything at all with it, your company must decide.

Remember that in an earlier chapter, I stated that you are an employee of your company from day one. So, as an employee, you have to pay yourself, but think about it, would you pay your employee all the money you made? No! So, do the same, if your gross profit is 240,000, as a lone employee, pay yourself a maximum of 20% to 30% of your gross profit which is between 48,000 naira to 72,000 naira which leaves you with a net profit of either 168,000 naira and 192,000 naira monthly.

In a year, your company would have in the company statement, an average of 2.3 million naira or 2.016 million naira. And being that you own 100% of that business, your value would be between 2.016 million to 2.3 million naira at that year's end, even though you have been earning a living under about 576,000 naira to 864,000 million naira yearly.

Now, when you go to investors with numbers, it is not how much you have or how many pictures you took in exciting places that would matter, it is the numbers your company pulled in and how much it has at the moment that would be used to forecast how much you would have in 10 years with a particular sum.

So, I will draw you another example to further analyse and help you see what this separation does for you.

If you make a total income of just 130,000 naira monthly as a website developer or an application developer or in any of your venture, while spending 30,000 naira in marketing and business maintenance, then you pay yourself 30% monthly of the 100,000 gross profit that you make using my analysed initiative here, your company would have 70,000 naira monthly.

All you have to do is act like a salary earner for one year who earns 30,000 naira monthly or for six month depending on how steady your earnings keep on coming.

Your company would have secured 70,000 naira every month too, remember, this is your company income I'm referring to, it is not some sort of savings that you would spend later, this is your business money that you plan to use to make your small company a large empire.

By the end of the first year, your company would have 840,000 naira as your company value. You would have lived a low key life, but your small 30,000 naira paying company has a value almost three times your own earning. If you take that statistics to an investor, they would see a steady growth of over 300% of imputed sum.

Now, imagine you sell 10% of your company for a share value of maybe 3,000,000 naira in order to expand, take in more hands and market yourself to reach more clientele.

This is what will become in 5 years if your earnings ratio increases by the percentage it had with your personal input.

At the beginning of your second year, with new investments, your company would have 3,840,000 naira, which is 100% increase on your regular monthly expense.

Your general income of 130,000 naira a month under a continuous expense of 30,000 naira a month means with your new capital, you can now expend 300,000 naira monthly for marketing and all usual expense following the ratio, if 30,000 naira brought you back 130,000 naira at the end of the month, it means with 300,000 naira in expense, you will make an increased earnings of 1,300,000 million naira monthly, which gives you 15,600,000 million naira at the end of that year. By the time you increase your salary by the same ratio, which is now 300,000 naira monthly, you, as an individual would earn 3,600,000 million naira, you will have 12,000,000 million naira as your gross profit in year two... In the remaining four years, your company would have 60,000,000 naira. (All these under the probability statistics and business forecast using the analogy that your income increases based on your invested capital ratio).

I know it seems like a lot of numbers now, but since you only sold 10% of your company, your current value is 90% of 60,000,000 which is 54,000,000 million naira.



In the end, your company's total value increases your own value. That is why and how Facebook CEO, Mark Zuckerberg is richer than his investors who were richer than he was in the beginning.

This mathematics is simple proof that when you separate church and state, you will actually build an actual empire. But the inability to separate yourself from your business, especially when you start getting money would definitely lead to failing or crashing your business.

In the end, never forget that you may survive without the extra money, doesn't mean your business would. You are an infinite breed, but your business is a finite resource.

## CHAPTER FIVE

### Misplacing the Area of Duty and Love (The Employing Phase)

*“Until they burn my body, I will love you, for to die for you is love, and to love you is my duty – Unknown”*

There is this thing about the idea of being a professional. Some people are so bent on being mean and telling you that they are being professionals, they would hear that you are ill, dying and/or having issues that can affect your sanity, and they will insist that those things do not matter and that you either deliver on the job or get fired...

Now, let's play a different scenario, let's look at where all a person's illness, their emotional wreckages and them dying is really considered and put into play, and then, this person who is being considered and understood every time with the idea that their challenge is beyond their control, then starts under performing in a way that affects the business as a whole, you want to fire them, but the salary they are receiving is the only reason they are not dead or on the streets yet.

Oh, let's even look at it from the idea of giving people a chance or even the fact that you creating a business was to create an open and more humane environments where the wellbeing and nature of your team and employees are put into consideration at all times, but then this consideration is taken for granted as your business keeps suffering because you have people who are not able to deliver.

These two scenarios are terrifying; first off, you either play the heartless boss building a business without a soul or any human factor. You will have a group of people who work with you but neither have any loyalty or passion towards you or your business because you seem to be all about the money.

Then there's the role of the boss who is admired as the good boss, but then your business starts to suffer because the people who work for you are seemingly too relaxed and in the process of them not delivering on deadlines, and you constantly being understanding to their excuses which they believe are important enough to ignore your business; those missed deadlines ends up costing you your clients, costing you money and costing you your business image, which in turn could cause your business itself to crumble.

These two scenarios are perfect ways to fail, and I have played both roles on different front and ended up having people who either think I'm an inconsiderate boss that they never want to work with, or those who like me, but not enough to get the job done which in turn caused my venture to fail.

So, what was wrong? What did I miss? What do many business start-up miss?

I will tell you. But wait, have you heard of those business owners who kept changing hands, looking for the perfect fit because it seemed they only employed devils who either hated them or those who fell sick so much and their business suffered?

What did they miss and how can anyone not go through this circle to avoid failing at the employing phase?

**FIND A BALANCE!** Yes, a very used term by many speakers and teachers, but what is a balance? How do you know that you have a balance? The popular phrase "Love is the death of Duty" plays a role here. Do you not love because you want to be dutiful or would you not do your duty because you are a creature of love and love is only natural?

I say, there is a connection to both, where your duty is love! The place of duty for you to not fail is love!

The love of the value your business offers.

The love of your business.

The love of those who care about the value your business offers.

The love of those who help you share your business value and offer to more people and;

The love of those who are the recipients of the value your business offers.

If you make love your duty with these listed things, you would have a balance and you will not fail.

Now, let me further explain what the love of those things mean and how you making it your duty to love those things mean you will not make a mistake in your employing phase.

**When your duty is to love the value your business offers**, it means you have your eyes on the bigger picture, you know and understand that what you are offering is beneficial to people and if you fail, those people will suffer for it.

No matter how important or caring you want to be about those in your space, you know that it is not about you, it is about your value, you are saving the world with your products, you are clothing kids with it, you are making shopping easy for millions of people, you are saving someone's money, you are saving a life, you are developing technology in the world...

These simple idea that your product or service is changing the world in some way means whether or not you are losing your mind or dying, it is not about you, the value your business or idea is giving is far above you or anyone working for you, and your love for the bigger picture would help you focus more on results than any emotions that counter the results being positive, somehow, you have told yourself that if you fail, if one employee fails, ten thousand people are affected, and those ten thousand people are the bigger picture, you must love what great works or good work your service is bringing to and for them.

**Your duty to love your business** is simple, you love making money, and you need money to continue. People would talk of the glory of a beautiful road or monument or building, but if that structure is not maintained, it would end up becoming a shadow of itself. This danger involved is caused, because the money stopped coming.

This is the same with your business, if you have no love for the money, you will be blinded to your loses, you will be blinded to the errors; you will be blinded by the neglect or laziness... But when you understand that you love your business and you want it to continue and not die, you will keep an eye on the money. IT IS NOT A BUSINESS IF YOU ARE NOT MAKING MONEY! Simple!

**The duty to love those who care about the value your business offers** are those to partner with or employ. You will be able to love them and care about their wellbeing with ease, because they also care about the bigger picture, they know that when they fail or do not deliver on deadlines, your business which they care about and the value your business brings which means a lot to them would suffer. So, rather than have a solid and honest excuse to not deliver, they have one that is stronger and pushes them to always deliver, they have traits that suit you and your business, they love your business's value, and so, employing them means your business will thrive no matter what, the same way your duty is to the love of them, their duty will be to the love of your business and its values.

**Your duty to love those who help you share your business value and business offers to more people;** is a duty to uphold gravely when employing people. They don't only love your business, but they want to market it, they want to sell it, they want people to explore and gain from you. These people make good affiliate, great sales people, excellent marketers and the best business developers.

Picture employing a business developer that you are paying 50,000 naira monthly, and at the end of 6 month, you would have paid that developer 300,000 naira which in return, at the end of their six month being paid by you, they have only made a sale or marketing that yielded about 30,000 naira in total or less...

That doesn't develop your business at all; rather, it causes it to suffer.

How? That employee only gave you back 10% of what you spent on them, meaning you have employed someone who may care about the values that you are offering, but does not care strongly enough to share that same value to more people.

This group of people are great friends, they may even give great counsel, but they are not good for your business and would not make good employees. These people are not your duty in your business; your duty is to love those who share your business value and business offer to more people, especially when looking at it as a rule or guide for employment, Anything else is not your duty, and carrying a duty that isn't yours is going to weigh you and your business down, and the love that is not your duty would be the death of your business. But when you love the people that love to share your business values and offer, your empathy wouldn't affect your business because these lots would not make excuses to not share the business excellently, and in return, they will also love that you love them.



**Your duty to love those who are the recipients of the value your business offers;** this is simply the love of your customers, the saying “the customer is always right”; has no logical correctness as a statement because it generalizes that anyone who is buying from you is right, even if that person is insane and isn’t saying or doing the right thing. In logic, there is right and wrong, and it is not generalized based on a sect of people but the actions of people.

But what that statement truly translates into is that you love those who buy or use your service. They may not always be right and they may be insane, but you love them still, this is your duty, and because you love them, you will focus on providing your best service no matter what, you will also focus on bringing the right people on board to serve them too, if you love your customers, it means when you are employing, you will think of your customers as well, you will ask yourself these key questions.

1. Will this person love my customers too?
2. Will this person focus on providing the best service to my customers at all times?
3. Will this person take care of my customers and;
4. Will my customers feel secure and safe knowing that this is the person providing them this service?

The love of anything pushes you to ask the right questions, and to treat those things rightly, thus, the love of your customers would push you to both providing your best and employing your best for their good, not your selfish or emotional reasons, but because your customers are important and you love them.

When you try to feel love and still perform your duty, it will either blind or overwhelm you and this will cause you to fail, but when they are one, when your duty is to love, and loving the right things rightly, you will employ rightly, and in turn, not fail at your employing phase.

## CHAPTER SIX

### Sitting under the Cold Sun (The Experience Phase)

*“It is a myth that the darkness and the light are enemies, for what is light, if there is no darkness for it to shine its brightest, and what is darkness, if not to look forward to the light at the end? They are a circle, one admonishing the other – Mixed”*

Whenever the sun is mentioned, people immediately think of heat, light and power, it is often perceived as the eyes of god by some religious bodies and for some, it is god himself or a god of some sort. The sun seems perfect; beautiful at sunset, majestic at sunrise. There have been so many things written and said about the sun that speaks mostly of its significance to our life, being called the power of the universe and even referred to as the source of life.

When people talk about a business these days, they paint it as the sun, the moment people in your circle find out that you are a CEO of some sort and you are even employing people, they see the light, that new power and then the almighty heat.

Everything from the rising to the setting is both majestic and beautiful. But there are things about the sun that many people don't know and they won't know. These same things apply in business too.

Our sun, the almighty sun is dying. Yes! This is not a joke, neither is it just a part I added to this book just to make a point, even though the point it makes relates to the purpose of this book, but in an actual and honest sense, our sun is dying, literally.

Burning for thousands of years takes a toll on anything, and just like any star, after shining real bright and sustaining life for so long, it too would die. There is a fault in our star, just like any star, plus, there is a fairly cold part of our star, even though all we think about is the radiation, power, light and heats it gives and emits, there is a cold place in the sun.

This also applies in every business. No matter how glamouring it seems, no matter how confident you get that your business idea and execution are excellent and for that reason, you will never experience any form of failure, you are wrong.

At some points, every business must face failure, failure is actually one of the ways to not fail, avoiding failure is a definite proof that when it hits you, you may not know how to fail, and when you do not know how to fail or how to respond to failure, you will definitely fail.

So, this is the part of the book where I say welcome to the real meaning of my book, the real reason to know how to fail.

The experience phase; when I first experienced failure in one of my ventures that I was guaranteed had done all the homework's, laid out all the plans and even checked them twice with books and books and more books, I didn't know how to handle it and for many months, I fell deep into depression.

People don't really talk about this topic in the real sense of it, but if I am being honest, I might as well trust you with the details of my actual life here...

I fell into depression just like anyone who started a business, grew it to a certain level and then experienced a failure that they didn't prepare for, and worse, thought they should handle it alone.

I sank into debts, owed my teammates, lost all my savings paying out those teammates from my pockets and paying debts as well, and when I couldn't hold it anymore, I locked myself away and disappeared, I remember feeling like the world was staring at me and laughing, like the ground should open up and I should sink into it, sometimes, I wished for death, I fell so far that I stopped talking to people, stopped getting dressed, stopped my life and lost so much weight that I never really had. All this wasn't because I didn't have access to money or food or even people, in fact, I had a lot of people there to help at will or even ensure I was doing great, people who didn't think it was that bad, but because I couldn't handle failure, it got me swallowed up in a deep sea.

Somehow, I had believed the lie that my business was like a shining sun, never surrendering, never defeated and never cold. So, when I actually arrived at the cold part of the sun, the new temperature was freezing and overwhelming, and just like any sun, I assumed I had reached my light burn and it was time to die.

But the truth was and is that this phase was important and part of the process, it was my response to it that actually killed the business, not the cold phase, not the failure I had pictured, what I didn't know in terms of experience is that failure is truly one of the phases a business must go through in order to not fail, and even though I had read that many times in over a hundred books, the experience was numbing.

Failing felt like falling to the abyss and that abyss seemed like the end of the road, what I didn't realize was that, the sun is a star, and right before it seems as though a star want to die, it would shoot itself through the universe, travelling for light-years, becoming even more beautiful in tenacity, that the so called dying sun becomes the amazing shooting star. But I didn't know this, and even if I did, I didn't know how.

Allow me to paraphrase what Churchill once said; **“failure is not fatal, it is what we do afterwards that matters most and that is what determines who we really are”**

Many people today talk about the Marvel Cinematic Universe (MCU, makers and owners of THE AVENGERS movie) with so much fondness; in fact, there are people who don't even know that the company Marvel had existed for more than 30 years before the Ironman movie of 2008 or even any of the Avengers movies.

Let me now reveal my cartoon loving side and share some interesting details. Many people who enjoyed movies in the 90s or early 2000s would know of the popular Movie called "Blade", one of the most successful vampire movies that actually starred a black man in the lead role of a superhero movie long before the Black Panther movie; yes, that Blade belonged to Marvel. Way back.

Do you know what happened? After years of releasing incredible comics and animations like Spiderman, The Avengers, Blade, Ironman, Thor, Captain America and so many popularly named comics from the 60s down to the 90s, Marvel Comics and her CEO, Stan Lee experience the cold sun phase...

The company fell so flat that they crumbled into debt and couldn't even sustain themselves, this is a company that had sold millions of comics and had so many animation runs on television, but even with all that glamour, the numbers weren't adding up, there are so many big companies today that are looking good but having terrible numbers. Marvel Comics was one of those companies at some point.

When they couldn't handle it anymore, they started to sell out their characters, one by one just to ensure they didn't fold down completely... That was how Blade was sold, the irony of the black man huh? The first character to be sold to a major movie production company and was then used by that company to make the legendary Wesley Snipes Blade movie was a Black Man. But they actually sold Blade for scrap...

The success of the movie however made it easy to sell out even more characters, until they sold Stan Lee's favourite characters, something still hunting them till today, the Amazing Spiderman and the Fantastic Four... You still want more gist? Get closer then, let me tell you the craziest part of this gist.

They still needed more money, to at least keep producing, so, when Tobey Maguire's Spiderman of 1999 made so many waves and gave them some capital, they tried selling Ironman also...

Funny thing is, Ironman wasn't such a popular character on his own, DCs Batman outshined him a million times over, so, when they couldn't sell him and had tried a few break out stunt with The Incredible Hulk in 2008, they decided to release Ironman themselves since nobody was going to buy Ironman.



I'm sure if you live on this planet, you know who Ironman is now? The rejected stone has become the chief. That character well played by another failing Actor, Robert Downey Junior, who himself, had been having troubles and was just out of prison ended up, kick starting one of the biggest Cinematic Universe of all time, The Marvel Cinematic Universe.

Now, that failing Marvel Comics Company is big enough to face giants like Sony and Fox who they once sold to, and begged to buy many of their Characters. Now, with the help of Disney, they are buying their Characters back.

Was the journey easy? No! They experienced their failing phase for almost twenty years... this short story of rise and fall and rise again I just shared lasted a period of over twenty years... Can you keep failing for that long and still keep your company? Will you stay standing after the ground is taken off your feet?

If you don't know how to fail, you will definitely fail. Somehow, whether intentionally or just by chance, Marvel Studios knew how to fail, and that it why even when everything was going away, they focused on raising enough money to stay active every time, just enough to give them the push they needed.

To better express how to fail, allow me to quote Al Pacino from Devil's Advocate; "can you summon your talent at will? Can you deliver on a deadline? Can you sleep at night?"

Because when the failing starts, and it will, you must be able to know how to summon your talent at will, you must be able to focus on deadlines, you can't allow yourself sink into that place where you start thinking it is over and you have failed. Everybody fails at something's some time, focus and deliver no matter what, and lastly, just because I said no matter what, doesn't mean you will cast yourself into things that will take your sleep away, and I am not talking about work, I am talking about fraud, anything that steals the value of your business, anything that damages the good you want to give through your venture, those things you won't be proud to say after you have done it, those things will steal your conscience and steal your sleep, If you will lose that, you will definitely fail, either in your own time or someone else's, nothing stays under forever. Fraud will come back to haunt you and you won't sleep at night, when your own night comes.

Stan Lee himself was giving a speech and I will pick pieces of his quote as he said; "if you have an idea, that you genuinely think is good, don't let some idiot talk you out of it (note that some idiots are incredibly smart people, great people, but they may not give the best advice at that time)," He said; "that thing that means something to you, try to do it, because I think that you can only do your best work when you are doing what you want to do, the way you think it should be done, and **IF YOU CAN TAKE PRIDE IN IT AFTER YOU'VE DONE IT**, Try to do it. Give it your best shot".

Practically, there are things you can do when failing... Rather than run into debt, cut down on your companies expense immediately the storm starts, don't try to wait it out, you will accumulate even more debt, cut down on staffing, cut down on purchases, focus more on sales, even if you have to resume selling all by yourself, ignore anyone else and focus on your service and product and keep selling it until it picks up again.

You don't need a building or a ton of people in order to stay a company, there are companies of two people, three people, some times, even one person, be your own company if you have to, but cut down until things pick up.

You see how Marvel kept selling not because they just wanted to eat, but because they had plans to use that income to bounce back and make something? That should be your plan too, focus on coming back with all your energy, don't give any of it to the thought of failing or the fact that you lost all your people.

When you are up again, you can get those that matters, as long as you allowed them go at the right time, because in truth, timing is everything.

Another secret; the sale of Blade made it easy for them to sell even more, find your own "Black man Blade", you need to make the kind of sales that would bring more sales... The focus is growth, and soon, you will sprout again, and just like the sun, you will enter into the core, where there is more heat than any part of the sun.

# CHAPTER SEVEN

## Getting cocky (The Business is Good Phase)

*“Pride goes before destruction and a haughty spirit before a fall – Proverbs 16:18”*

Seven is my favourite number, it's only best that I title this chapter after one of my favourite lines in recent times. This is not rocket science, there is a certain pride that comes with a growing business, when things start looking up, you start to feel smart, your decision making skills are at its best, your experience is your gold and now, as a millennial, you are an automatic motivational speaker, business coach, strategist or writer...

Can you see the trail? At this point, I feel like I'm practically writing this chapter to mock myself, but then again, the entire book here is a tease at all my poor choices, choices I noticed were trends many people who start the climb to not failing make... and here, at this very peak, one of the ultimate ways to fail, comes in, you start to get cocky.

You know your worth, your value, your business record and you have a firm grip on your business, for this reason, when people try to give you counsel, you stop weighing their words and start weighing them, in your head, you are asking yourself, what does this person even know? What do they think I am talking about? How much have they made doing this thing that they want to tell me about it? Who do they even know? What can they offer me? Do they have the experience I have garnered practicing in this field? How much money have they made or even have in general?

You see, those are all honest and mostly intelligent questions to ask, **“BUT JUST BECAUSE SOMETHING IS INTELLIGENT DOESN'T MAKE IT RIGHT”**. We all either know in bits or in whole, but we know something, every one of us knows something. Knowledge on its own, without use is often considered as negligence and in some cases, can be perceived as foolishness... As we know, it is the proper application of knowledge that is wisdom, and wisdom is wealth and power. But rarely and yet, often, not all possessors of knowledge are meant to use it, some find their place in giving it, never being the ones who apply it but being just fulfilled by giving it to those who can, if they can be humble and smart enough to receive it.

So, just because the person giving the counsel doesn't look like a beneficiary of that counsel doesn't make the counsel always insignificant in itself, in many cases, all you need is the proper application of that counsel. In there, lies wisdom and that is where true wealth is.

What am I trying to tell you? Rather than always asking the intelligent question, why not try asking the right question; “what is this person really saying?” “How can I truly benefit from this counsel?” “What impact does it have on my business future, present and how does it represent my business journey so far?”

These are some of the many right questions, and knowing when, where, how and why to ask them is principal.

Let me share a small experience with you here; at some point, a new venture was formed and it took so much planning and implementing and testing before even going public with it, the team was so excited and confident because of how smoothly everything was going, the maths was working and the numbers were rising, until someone spotted a loop that could be exploited and would in turn crumble the business...

Problem was, the person who spotted the loop had little or nothing to do with the business, plus, they had no experience in that business or even how the technology worked.

The looped was ignored because in all truth, It was a worst case scenario that had about 0.05% chance of being a problem, and coming from this person, it didn't hold any water... the fact that this story makes it into this book alone tells you that the 0.05% chance of happening, happened and it overwhelmed the system and caused the venture to go into hibernation in order to recover from a mighty hit.

Not because the venture was bad or that the process of running were poor, in fact, the numbers were so good, there was truly no reason to be worried, and so, we replaced our worry with being cocky, not confidence, not pride, but blinded by the level of knowledge that we were fully aware of possessing as regards the subject matter.

Someone once said that people who thrived excellently in business had always showed a little trace of insanity and paranoia at every phase of their venture, especially when they are doing their best... The list of these people who were considered to had always been paranoid in their ventures span from the richest man who lived in modern history; John D. Rockefeller to the biggest Philanthropist of the new age, Andrew Carnegie.

They were always looking out for what was going on around them, who was doing what and why, never getting too confident that they couldn't be over turned or that they couldn't make mistakes, this simply attribute made them cautious, something getting cocky removes.

You see, being cocky removes the expression of doubt, so often, it is considered as a good trait, until it is not. And being paranoid is considered a bad trait, until you become a Rockefeller and it is termed the trait of great titans in business. What if I express a little bit of psychology to say that most often, being cocky is a defence mechanism for lack of true knowledge of a subject matter, and the unwillingness to allow yourself to be humbled by an act of true learning.

My mother would often say;

*“because they talk say something good, no mean say you suppose do am, because e fit no good for you, and even if the thing good for you, no mean say e they good for you to go do am now”.*

Let me paraphrase in proper English grammar, **just because something is good, doesn't mean it is good for you, and just because it is good for you, doesn't mean it is good for you now.** So, just because being cocky protect you from being preyed on as ignorant on a subject matter in reality doesn't mean being cocky would protect you as it becomes your downfall.



The one time to never get cocky is when business is looking good, and sadly, this is the one time being cocky lashes out of us the most. I'm not saying you shouldn't celebrate your wins or that you should get so greedy for more that you ignore what you already have. I am saying you should pay attention to every detail, listen truly and be patient enough to understand what you've listened to, knowing that one simply detail, one little hole, one little factor can matter the world to your venture.

Allow me dive into a powerful book for a bit and express the idea of "wanting more" in a light that people never see, a story was told of a good shepherd who had 100 (one hundred) sheep in his fold, and one day, in the field, he noticed that one had gone missing, thinking a wolf would get that one or that one lamp would be killed by the cold, he left his 99 (ninety nine) other sheep to go find and bring back that one...

Defend this all you want, but in this story lays a subtle truth about "wanting more", even when it seems you have enough, his paranoia of even losing one sheep got him so much so that he left the 99 to find that one. If he was cocky, he would have said to himself, well, what is one compared to 99? One of these can reproduce tomorrow and replace that one sheep anyway... But he wasn't cocky, and that earned him the title of being the "good shepherd". He valued the least as much as he valued the most.

It is easy to ignore what we have accomplished through other people, we barely understand the power of subtle inception and the kick off point of a domino set. It is this slight ignorance that creates the place of cockiness... I met someone once, he wanted to play football with all his heart and I think he was fairly good at it, and even though everyone he knew teased him for being too old to play professionally, he was bent on playing football or nothing, even turning down other opportunities in his pursuit, only accepting offers that seemed clear to be a means to an end.

I personally believe the idea of football was deeply sowed into his head that he believed all the odd stories of great footballers who seemed improbable to make it in the professional league but finally did. But anyways, that part of his story I may not be sure of, but over time, he got close to a select some, those people he now associated with were more focused on computing, data analysing and digital marketing business rather than football...

In fact, a few people he was close to lived off the web, he, by association learned graphics skills and slowly started to become over-turned by the digital space, of course there were a specific few who must have taught him what he later mastered over-time in the field, but the ripple effect of simply connecting with one person who was purely driven by the digital space increased his association with more of such people, in the end, he would have found his passion and soon become a self-made digital expert with a select few teachers without paying heed to the subtle idea of inception planted long before the desire.

There was a crowd of dominos that led him through and to that path... domino sets he will never pay notice to or even remember...

As business tend to go well, it is easy for people to ignore those sets, forget the ripples and in time, the more we forget the role of people in the process, the more cocky we get, the more cocky we get, the more careless we become and that carelessness would most often lead to grave mistakes, these mistakes can cause one to fail.

We can't always appreciate everyone in our path, we will not even know them, but bearing in mind that the great achievement that we have now reached was somehow as a result of people and events that seemed random, would help us appreciate contributions, suggestions, corrections and in turn, pushes us to a place of humility and learning, it is this humility that will ensure that we avoid being cocky.

Humility isn't bowing down or saying "sir" every time, it is truly putting value on people and ideas, no matter their source or origin, focusing on the humanity in everything, and this way, even our product would be improved, our services would be better and the benefits would be great, because we valued the one sheep and paid attention to details, not allowing ourselves to be blinded by our pride which is what being cocky is.

## CHAPTER EIGHT

### Going Under (The Place of Development through Research)

*“People perceive going up as greatness and going down as failure. What they often don’t know is this; one of the most expensive venture is fuelling a space ship to go up while one of the most financially profiting venture is finding oil when you go down – Scott C. Eneje”*

John D Rockefeller, richest man in modern history gained his wealth through kerosene, did you know? Utilizing the railway technology at the time which had just started making real impact in how business was done and was being controlled by the one and only Commodore, who also was a titan in those times. Rockefeller’s company known at the time as Capital Oil found a way to package kerosene that was seemingly more stable and reassuring than most which gained him the market respect.

Funny story is, at that time, they were refining crude to produce kerosene while disposing petroleum as waste products.

He however became successful and also became the biggest supplier of kerosene in America at a time when kerosene was the king of the crude world. His business was succeeding and he was making loads of money.

But you see, in his eyes, waste was a sin, he needed to find a way to utilize all that oil that was being wasted, and through his desire to do more, his scientists went deep into research and discovered that there were catalyst in the crude that could act as a more corrosive source of energy, this new finding was petroleum... New Gold!

When you think about it, he was already very rich, he was doing great, what was he looking for? He had shoved the biggest men in the railway and metal business from the top spot with his business; did I mention that he was the one who thought of utilizing pipes as a means to transport oil rather than trains, thereby reducing the income the railways were making? He was smart, big and tough, so, why the continuous research? What was he looking for digging further?

Simple! He wanted more! And he knew more wasn't going to be something too far from what he had, he only needed to keep digging, do more research and get more.

Today, we focus first on a goal and once we seem to be doing fine, we stop growing; we start thinking of just doing stuff without the place of a foundation on those stuff.

As usual, I will tell you how doing that caused us to fail at a different venture and also how many companies have folded because of this simple act of not digging further, ignoring the place of research and continuous development in business.

One time, we developed a product and had it running successfully for a month, this one was tested and trusted, analysed and well put out to the market... what then would have killed it? Four weeks into the market after a high rise and a massively positive result, someone else saw a different and more relatable way to use the initiative and developed something similar but meeting that other unique need.

Boom! Everyone turned face, we even had friends who said to us “men, if yours was doing this, you know I would buy as your friend, but this other one is doing it, please don’t be vexed, I will like to buy the other one for now, and buy yours the next time”.

What we then had was the “we were the first to do something like that” story.

Overtime, the fame of our success died, someone else was playing the game better and was winning. The funny thing about what took us out of the market was that we actually did our research for almost 6 months before coming out and kept testing and testing, however, the moment we went public, we folded our arms and decided to just watch the money come in... There was nothing to be studying, not the buying pattern, not the feedbacks, not the new requests, nothing, we just knew that they wanted something six months ago and we gave it to them now! What were we expecting? “THANK YOU”

But that’s not how business works, we knew that, but we ignored it, besides, who goes back to research after blowing big within the first month? Plus, even if we needed to do more research and more development, why rush in just after one month? There was still time, or so we thought, but the market is like the jungle, a lone Lion would be threatened by Hyenas in order for them to take its catch, so, even when feeding, the Lion has to keep his guard up, ready to bite, ready to fight, looking out for more, looking around for scavengers... That’s research, and the method of feeding and watching to ensure the Lion get his fill before others come to prey on his catch is development.

As people generally, when we ask the “what next” question, we focus more on what is outside, forgetting that our own brain and mind has not been completely explored... It’s just like the earth and mankind generally, we are so curious to explore the stars and moon, when we have barely scratched what lies beneath the ocean right here on our planet. There’s zero oxygen in space but quite a fair amount in the sea, have we explored that yet? Now, look at your business, it seems fine?

Awesome! There’s someone sitting down in a corner right now, using Google and other search engines to learn techniques to bring your business to dust, and you want to know the best part? They don’t or might not even know you or care about you, they are simply in their own world, doing their own research, the fact that your field of business now exist, means there’s someone out there working really hard to make it obsolete. You make shoes? Great! Someone is making a machine that would reproduce any shoe they draw like a printing machine and soon, everyone would own that machine and just have to draw on their tablet and the shoe would come out.

You do make up? Amazing, someone is inventing a type of application that you only need to look at; select the image you want and it will modify your face to look like that for a few hours...



Sounds unreal? That was what Kodak thought until Instagram used their lens technology to ruin their picture printing business, flash drives destroyed compact disc. Surprisingly, the new technology didn't try reaching for the stars, they just looked at what was already on ground and dug deeper. All they needed was to discover oil.

We all want to go up, but what is up? A vast empty space of nothingness, distant stars and dark moons... have you tried going under? There are gold, crude, metals, precious stones; mineral resources of all kinds, rare archaeological findings are below the surface, if you would value research after the success, if you will implement developments every day.

A trampoline requires you to fall to bounce you back up, and often, the fun comes from the continuous going down and rising up... No! I'm not saying your business should be going up and down to know that you are doing fine, even though it will, but I'm saying that you must learn to look down every now and again, besides seeing what's below, it's a way to ensure you don't fall into a pit while walking, and as you rise, take caution, because if you keep on staring down, you might bump into someone and fall, what this mean is, there is no point of research if there would be no development.

Rockefeller did his research, but also quickly upgraded to development, if not, someone else would have found what he missed. Let me take someone else's quote and add to it; they say watch and pray always, I say watch, pray and act... Always!

## CHAPTER NINE

### Digging the Ocean (Knowing When to Close Shop and Start Again)

*“You can either die a hero, or live long enough to see yourselves become the villain – Harvey Dent (Also known as: Two-Face from the DCs Dark Knight)”*

This is one of the saddest chapters for me to pen down, the experience I would share here was also what led to my first experience of grief and depression.

At this point, allow me to say something that no one ever tells you to do, even I might change my mind within another year of new experiences, but here's a deep and sad truth; *there's nothing wrong in quitting sometimes, especially if quitting is the only way to really win.*

But you see, as business people or people of passion towards our service, ideas, initiatives or drive, we've read so many books and listened to so many quotes, where ***they tell us to never quit...***

But may I say this in response; ***we are never to say never...***

If I'm walking towards a toxic swamp, and I get to the edge to see it or feel it, no matter how far I've walked, seeing the pit should be warning enough to tell me that it's time to turn back and start again, but because I feel quitters never win, and I don't want to look like a quitter, I keep walking, straight to my death. What sense or wisdom is there in doing that?

We often try to dig the ocean with some of our ventures, but just because we can touch something, doesn't mean we can raise it up with our own hands, there are businesses or things we venture into that are ocean like in nature; they are deep, beautiful and magnificent, but rather than dive in, we try to do what we do to solid ground. We get a shovel and try to dig just because someone wrote "dig deeper" in a small book that you read – (which I'm guessing you are still reading).

Anyway, I will tell you a little about an experience that was really intense and would better explain the quote this chapter was opened with.

Some time back, one of my ventures was starting to struggle, nothing was coming in, no money, no investor, no clients, nothing... it was radio silence for months. But because I had been so convinced that my place was to hold my stuff together and keep the business up and running no matter what, I kept the business running.

Running on borrowed funds, taking constant bank loans, having people on payroll, taking from my savings to keep my workers, cutting pay checks on occasions and guarantying to make balance payments when things pick up again. At some point, people practically showed up to work as an activity, not because there was anything to do than brainstorm a “get out” plan, using the office internet to send their CVs to other businesses while waiting for their pay being that they were officially still on my payroll... over time, they too got tired of doing nothing and some left, some requested a day off and never came back... But you see those loans? That unpaid month or two that had gone by and seemingly passed while we were waiting for a solution; they didn't seize to exist.

In fact, they were more important, now, more than ever. Did anyone force me to take a loan? No! Did anyone insist that I kept people on my payroll when money stopped coming? No! The idea that “the show must go on” led me to believe that all the actors on that show were machines, forgetting that our very human nature was a strong and unpredictable factor for any business to thrive or fail.

I should have simply closed shop, drop everyone immediately and being that I was ready to keep the show running no matter what, I should have ran that show alone, tried doing a monologue show for a while, a one man show of some sort until it was good again, not make people to join a burden that they didn't sign up for.

They signed up for work, not a volunteer service. So, whether the show was running or not, they needed to get paid if they had to be featured in it.

This was my mistake; being afraid to quit when I needed to.

Shutting down publicly doesn't mean the dream is dead or the idea was a failure, no! It means we needed time to re-strategize and even if we needed company, it wasn't supposed to be "THE COMPANY", it should have been family and friends and volunteers, until things picked back up.

And so, after several months of winning; the moment we reached that hiccup and I couldn't meet the grounds of paying people or the loan I had taken to pay people, and being that I had thrown all my savings into it also, I watched myself live long enough to become the villain rather than seemingly dying the hero who ran a business, closed when everything seemed good, kept my savings and lost people without grudges or debt until we had picked up again from where we left off.

Hibernation is often like a state of death, it's a very long sleep period, but it is not death, and that was what that business needed, I needed to had hibernated... but I was afraid of closing my eyes, and that constant pursuit from the banks and all drove me into depression, I started burying my head in sorrow, losing my mind to brain blocks... and even when I had people around me to help get things going, I blocked them all out because I didn't know how to handle that very kind of failure.

All my strength was spent digging the ocean, a falling business that was going down no matter what I did.

This happens to so many businesses today, do you know how many former businesses and their owners are in grave-deep debt? Most of them were afraid or ashamed to hibernate when they were supposed to, and they ran into challenges that didn't need to happen, some of them believed that they only needed to just keep digging and one day; the ocean would open up a hole of some sort.

We know that as human beings, we need sleep, and sleep itself is often described as a state of death, yet, without this temporal form of death, we could actually die a more long term death. That is what this chapter is about and that is what we need to correct.

We must learn to be honest with ourselves and understand the reality of our business at every point in time, I know every business requires us to give ourselves to it and even work through those hard times, but those times are not meant to be made harder by poor decisions, they are there to let you pay attention to details, they are there for you to take out time to meditate in order for you to see clearly, to function better in time. Closing shop isn't closing the idea; it is accepting that some costs are not necessary in order for your business to survive.



Imagine paying rent for a space of 5 million naira a year on the island in Lagos, Nigeria, then paying an annual salary of 5 employees at 4 million naira, then running expense of 2 million naira on maintenance and power yearly, then another 2 million naira in marketing for the year (which isn't the best for PR).

By year's end, you got by but made no extra income at all, and by the start of a new year, there are no leads or potential buyers or clients in the works (maybe based on that poor marketing budget stated above in view of other expenses on the list), what happens next? Will you take a loan and keep trying? Maybe; because I know it works sometimes. But not if that loan is spent on salaries (remember what I said earlier about spending the right money on the wrong thing? That's like cooking a dry pot, it will definitely choke you).

So, apart from the survival money, this is where you remove all forms of expense to barest minimum.

Let people talk and say your business shut down, but you will save your integrity and your name, you will save your mental and emotional health which is needed to run a business excellently, you will save some money too...

Drop that rent, and save 5 million in rent, drop that team to barest minimum and cut that salary expense to less than 20% its current cost or less based on your financials, without rent expense, your maintenance on office supply and power would also drop, your unused equipment can go into neat storage for preservation or used for something else while you find your footing again.

Then take the time out to sleep a little, close your eyes and close shop for a while as you deeply reflect on the major challenges your business is facing. This means you are strategizing without incurring continuous running cost, imagine strategizing while running cost is still counting. Even when you finally figure out your way and try to execute, there would be a chunk of debt piled up already, and that could sink you into the same ocean you were busy trying to dig.

When you are done strategizing at the best and most minimal cost, you will have saved up some money to first focus on re-branding or remarketing, and starting that circle all over again, avoiding all the loop holes and mistakes you made the first time that led you down that very path. Please know this also, that with all sincerity, not all businesses are meant to get out of hibernation, some are meant to just die, and die a hero.... but just because your business died, doesn't mean you are dead, you can bounce back, and this time, with a clean record, you know why?

You have not been tagged a villain by anyone, you don't owe anyone, you closed at the nick of time in order to start fresh at a whole new venture, and all you will have in record would be your all high records because you left the stage when the ovation was at its highest.

In fact, I know CEOs who simply sold out and cashed out to someone else, and then started over again, they are known to be titans in raising businesses and walking away... Some travel out and use the previous success record which is still fresh and the fact that they didn't incur any debt as part of their record for getting new jobs or new investors, a sinking ship can be salvaged, but a sunk ship is wreckage... Know the difference.

# CHAPTER TEN

## Mother and Child (The Owner and His Business)

*“Pikin way talk say him mama no go sleep, him too no go sleep – Ancient Nigerian Proverb”*

*(Translation; a child who refuses to allow his mother get some sleep, would also not get any sleep himself)*

If you are reading this chapter, CONGRATULATIONS! You made it to the end, either that or you just skimmed through to the end or felt like starting from the end... whatever the reason or method you used, it doesn't matter.

Welcome! You are here.

Every chapter before this focused on your business and things that can cause it to fail, things to avoid ensuring your business survives. One of my focuses throughout this book was to ensure that you know that you are completely responsible for your business, whether it fails or doesn't fail are mostly based on your choices or/and actions. There are always other factors, key factors, but your choices through and from those uncontrollable factors and variables hold a great place in determining the future of any venture you dive into.

There are variables like timing, location, economy, resources and laws that determine your business statistics. One major factor that many people don't talk about is the God factor; many call it luck, chance, coincidence or even Tao... In truth, this factor holds a very strong place in the business structure. But you see, no matter how all these factors control the variables of your business statistics, you are solely responsible for them all.

When you start your business, is your choice on time, where you choose to start your business, is your choice on location, how you choose to start your business, is your choice on economy, what you use to start your business, is your choice on resources and who you choose to start your business with is your choice on the governing laws. Even the God factor would only work based on how prepared you are; if God brings the president your way and you have nothing to offer at that time, you will be forgettable... and your level of preparation is based on your choices to start growing and learning something now!

In the end, the most important variable in any business is you, and the choices you make. So, if you are that important, why do you neglect your personal, mental and physical well-being? Yes! You know what I'm talking about; you have not been taking care of yourself as much as you should because someone told you that starting any venture is about sacrifice?

Oga! Be wise. The richest and wisest man who ever lived in Biblical history didn't sacrifice himself, he sacrificed cattle and sheep, so that he would be alive to reap wisdom and richest. And you and I know that with inflation, competition and market versatility, you will not beat Solomon's record, so what in the universe are you dying for?

This chapter is about you, as the mother of that business, your business is your child, and when you put your entire attention breast feeding your child while you yourself are not eating right or healthy, you will not be able to produce milk for that child, causing your child to be malnourished. And if in the process of constantly trying to take care of that child, you ignore your own health, you will give out, leaving that child motherless, and you see that child you didn't want to suffer before? Will start to suffer more than you can even imagine, and do you know who would be responsible for that? You!

I have a special health condition, I'm genetically, partially sickle... what this means is I often would have partial health crisis triggered by stress or Malaria.

You didn't see that coming did you? But yes, I was fully aware of my health challenges when I ventured into so many business adventures, promising to be mindful of my health, but never really being mindful of it. You see, I had thought the business and its vision was bigger than me as I should have, but even so, like an ant carrying a log bigger than it, I had forgotten that I was that ant and the log would not lift itself if the ant died or became too sick to even stand up on its own.

Is any health condition an excuse to not start any venture you desire? No! But is it a factor as to how you pursue and manage that venture? Definitely yes!

One of the steps I took that resulted in a failing experience was ignoring the mother while giving everything to the child, I would stay up late for weeks and travel distances for exams and return back to work to continue where I left off, and even with people there to support, I wanted to carry this invisible giant log alone. And when they actually needed me the most, karma would have gotten hold of me, the continuous and unnecessary, plus unproductive stress would have taken its toll and caused me to be sick longer than usual... and in that time of absence, the business and some people involved would have wrecked unfixable anarchy.

I once had an employee that came in telling everyone he was my replacement, and being that I was away and had acknowledged being the one who sent him without clear details in my absence, he bullied the other employees and contested with other members of the board saying he was speaking on my behalf.

That little and relatively insignificant action created a rift amongst directors and employees alike, and all that drama in a small business helped deliver some blows that later crippled it.

In fact, being that I and some key players in the business were juggling too many things at the same time with limited care on ourselves, we missed out on so many important things that were being left like breadcrumbs into an abyss.

On reflection, I realized that 80% of the company crisis that occurred, and ended up contributing to damaging rifts in the business, happened in my personal or other key player's absence, and mine mostly because of health or that I personally didn't have my "stuff" together at the time. All these happened, because I wouldn't give attention to the mother at the right time.



If you want to fail, then please, go ahead, kill yourself... but know that you would have missed out on the very essence of why you started that business. You will miss out on watching that business grow, you will miss out of all the beautiful first steps, funny first words... you will miss out on everything.

Your biggest contribution to your business is a mentally stable and physically fit you. You are the gift your business needs and if you take that gift away, your business may most likely fail, especially if you are only just starting off.

Hold on now, am I saying you should stop working hard or smartly? No! Hard work pays and smart work pays more.

So, I will never tell you to not work hard for your baby (your business), what I am saying is that, you do not neglect one of the major factors and variables responsible for your business growth, and which is you.

Take time to sleep, eat, jug, rest, play, go on dates, and laugh regularly. Don't mind those people who tell you that some of the sacrifices you make as a business owner are sleepless night, crying often, losing friends and a lonely lifestyle.

Will those things happen sometimes? Yes, they will happen, but should I shock you? They also happen to people who don't own businesses or even those who have all the money in the world, those things are not the trait of business people or entrepreneurs, they are simply the challenges of being human, and they happen to everyone.

Accepting them as a culture or your way of life because you want to be a record carrying business person is one ticket to failing, either in health, mind or even your business.

Jay Z once said he was not a business man but he was a business. Meaning, he wasn't just about the work, he too was the work. You must treat yourself like a business, feed yourself like a business, value yourself like a business and ensure you are growing constantly like a business. Am I saying you should spend your business money and time on yourself? No!

But just as your business have a business plan, a financial budget, a social and economic responsibility, a marketing strategy, a proper public relation, a standing and working internal structure and work ethics written on paper and followed with diligence, I'm telling you to do the same thing for yourself.

Your budget and time may not be equal to your company because in truth, it is not really about you alone, but you are involved nonetheless, so you can make those things based on your size, your company value is for 50 people? Fine, you are one out of those 50, the same percentage of care dedicated to each one to sustain their business relationship and welfare is what you should take out for yourself, equal yourself as one of the many.

You know how they always tell employees that if they kill themselves for work or their jobs, that the company would hire someone the next day... let me now expose a sad detail and a mean truth that they never bring up as sentiment for the company.

If that company you built has a retirement plan or insurance, after death, you are the one who is responsible for continuously paying that care, putting back money, even after the person is gone, you are officially responsible for the welfare of that persons kin, based on the contract binding you both, and even though you will employ someone else the next day, you may still owe that person. As for you, when you die as the employer or if anything else happens to you, the employee would mourn and move on, either the company would continue in someone else's hand or it closes down based on your succession plan put in place, and that former employee of yours would get another job or answer to someone else, their own work or money cannot be tied to you in anyway after you are gone.

One thing is certain, that employee owes you nothing. In fact, whatever inheritance your kin receive, it is still based on your work and the hope that your company survives your successor.

# GAME PLAN

1. Understand your gestation period and test your idea/product within your small circle before giving birth to it...
2. Remember that all the ingredients are necessary when writing and re-writing your budget, always use a percentage matrix to avoid missing an important piece
3. You don't have to boss anyone to become a boss, boss your idea and business first, don't rush the employment phase, expand, then employ
4. You and your business are not one and the same; your business money is not your money, even if you are the only one in that business.
5. As far as your business is concerned, your duty is to love, and to love what concerns you because particularly.
  
6. All businesses experience a failing moment, it is how you respond to it that matters, learn from those moments and remember, people only know you failed because you already told them your goals, no one would know a finish line that wasn't drawn, until you stop running

7. Never get cocky, there's a place for confidence, and even pride, but never get cocky, it is the one way to get carried away.
8. Always keep an eye out, research and development are a twin pair, always do your research, always execute your findings or someone else would execute it before you do.
9. Not all businesses will do well, the era, time, location and many other things are factors, know when to shut down and close shop for your own good.
10. You need as much attention as your business, take care of yourself, so you can take care of your business as well.

## Connect With Me

The Nigerian business landscape is somewhat a volatile terrain, and just like many great places, only the strong survive. Take it from someone who had been knocked out a few times. What else can I say; if you don't want to fail, you have to know how to fail. I believe that most often, recognising a bad door helps as a signal, warning to not enter that room.

Follow my progress journey on Instagram @scottceneje and LinkedIn as Scott C. Eneje.

You can also write me via mail to [PR@scottceneje.com.ng](mailto:PR@scottceneje.com.ng) and My website at [www.scottceneje.com.ng](http://www.scottceneje.com.ng)

Shalom.

AMAZON BEST SELLING AUTHOR

FAILURE IS ONLY THE BEGINNING

# HOW TO FAIL



SCOTT C. ENEJE



# About the Book

Won't it be a little bit cliché if I told you that this book has exposed an epiphany of something you've never read or seen before?

Truth is, we all have experiences that shapes us, guides us, and makes us. Several of them are unique to just us, but many are common and universal. Sadly, those are the ones we often ignore, and worst is, those things we ignore sometimes comes back to bite us in the buttocks.

This book focuses on those seemingly ignorable business patterns that would most likely lead to failing at a venture.

Many common mistakes we make because we believe it's what business people or entrepreneurs would do, and then following an unmarked path that often leads to a terrible fall.

Through this book, we explore those steps, in order to know how to fail, so we may not fail.

# About the Author



Scott C. Eneje, passionate award winning writer, story teller, coach and tech enthusiast is the Co-Founder of Yandi Nigeria, Yandi Digital Solutions and Digivo Nigeria (Digital Evolution). Driven by a pursuit for Change and Mind-Building. He's published several bulletins, youth focused magazines and hosted multiple events in the quest to act as an agent of change.

"Failure is only the beginning - everything has a purpose"

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