

# Breakthrough to Purpose - Andy Brine Interviews Efe Ohwofasa (Verbatim Text Transcript Created by Tayo K. Solagbade)



**Efe Ohwofasa**

[www.todayschampioncoaching.com](http://www.todayschampioncoaching.com) [www.youtube.com/user/AuthenticPresenter](http://www.youtube.com/user/AuthenticPresenter)



**Andy Brine**



Breakthrough to Purpose - Andy Brine Interviews Efe Ohwofasa

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[ TODAY, HE ENJOYS GROWING RECOGNITION AS A COMPETENT BUSINESS COACH, FROM CLIENTS IN DIFFERENT PARTS OF THE WORLD.

BUT HE HAD TO OVERCOME POVERTY AND REPEAT FAILURES TO GET WHERE HE IS TODAY... FROM THE AGE OF 13 TO 21, HE SOLD GROCERIES ON THE STREETS TO HELP HIS PARENTS MAKE ENDS MEET.



THE TOUGH TIMES WERE HOWEVER SO UNRELENTING, THAT AT A POINT, HIS FATHER FELL ILL AND PASSED ON. THEN THINGS GOT EVEN WORSE, TO THE POINT THAT THE GIRL HE WAS DATING, AND DREAMING OF MARRYING LEFT HIM SAYING:

**“EFE THIS IS NOT GOING TO WORK. I DON’T KNOW WHAT YOU’RE UP TO IN LIFE. YOU DON’T HAVE A FUTURE. YOU DON’T HAVE MONEY, NOTHING IS WORKING FOR YOU. YOUR BACKGROUND IS VERY POOR.”**

HE WAS DEVASTATED, BUT EVENTUALLY CLAWED HIS WAY BACK TO SANITY, AND MOVED ON, TILL HE SUCCEEDED. THIS GUY’S STORY IS AS AMAZING, AS IT IS GRIPPING! ]

# Why I Manually Transcribe Video and Audio Presentations (Especially Interviews) – By Tayo K. Solagbade

What you're about to read is a verbatim PDF text transcript of a 23 minute long video interview conducted by Andy Brine (of **Become Authentic on Video**) with Efe Ohwofasa (Nigerian born, UK based business coach).

This is not the first time I'll be doing a verbatim audio to text transcription of this kind. In the past, I've created similar resources from interviews and presentations with other experts and professionals.

Two examples are Burt Dubin (who I represent as Sole Agent on the African continent, for his speaker mentoring products and services), and Patrick Meninga (the gentleman who achieved fame as a blogger by building a \$2,000 a month adsense website while working full time, and then selling it for \$200,000).

**“But why do I do it” many people are likely to wonder?**

Is it to get publicity, or to get those I feature to notice me and give me jobs? What is my real motive?

1. **My main reason is that I want to help people discover proven techniques and strategies they can use to IMPROVE themselves in whatever area of endeavour they are engaged.**

That's why I call myself a **Self-Development/Performance Enhancement Specialist & Multipreneur**. I have a passion that has endured for over 20 years (right from my days as a student in the University, through my time as a high flying employee in Guinness Nigeria), to help serious minded and

results focused individuals develop and implement practical strategies to do what they do better.

Due to my versatility, and quick learning ability, I have over the years proven myself to be a valuable addition to the arsenal of any group or organisation.

So many people find me to be a useful resource because my active search for practical information about what works enables me add value to them.

Anywhere I go, whatever I see or read, my natural instinct is always to find ways to share it with others to help them improve their performance.

I'm the kind of person who cannot help HELPING others. I am naturally driven to be a catalyst. No matter who I interact with, I create the impression of increase. **People generally find that they leave me better off than when they meet me.**

*Most of my clients often get much more measurable value from interacting with me, than they pay for.*

I work this way not because I want to be Pope, or because I'm a priest. I do so because I LOVE to see people make the best use of their God-given abilities to achieve their fullest potential. NO MATTER what challenges they have to confront and overcome in life.

And that is why I pick on videos and presentations of authentic achievers, whose messages convince me they are who they say they are. Due to the challenges of poor connectivity in my part of the world, I realise many who desire to benefit from the wonderful video and audio presentations available online may not get ready access to them – except via text transcripts like those I create.

This is why I create my verbatim transcripts and offer them free.



**2. Another reason I do these transcripts is to contribute to the work done by those who create these FREE presentations.**

Their willingness to share their knowledge and insights at no charge to the target audience, as a way of gaining name recognition and credibility deserves to be encouraged.

Doing so gives people who seek help an opportunity to make more intelligent hiring or buying decisions. Their competitors or rivals, who do not offer such presentations will naturally get challenged. They must show what they are made of in a similar way, if they wish to be taken seriously by the target audience.

Ultimately, a healthy atmosphere is created for “buyers” of their products and services to make safer and more rewarding purchases. By creating these verbatim transcripts I believe I contribute my own quota to the above, and I like that.

Of course, it goes without saying that all the parties involved also get to know me. And that will certainly help ME as well. But even if it did not, I would still do it.

**3. A third reason is to demonstrate to the featured (and other) experts, an EXAMPLE of practical ways they can re-package and re-present the same material to achieve wider reach and impact.**

In providing Web Marketing/Performance Enhancement services to clients, this is a habit I encourage them to develop. That is, to explore as many intelligent and cost-effective ways as possible, to present themselves to the target audience.

**4. Lastly, I do it to distil useful learning summaries &/or develop Actions Plans for target audiences to adopt.**

I am not unaware of the availability of software used for transcriptions. **However, you see I also LOVE to learn – and to help others learn better.** That’s why I extract or “distilled” lessons from each interview.

Forcing myself to do the manual transcriptions enables me listen REPEATEDLY to the material, until I internalise most of it. Then over a few days I let it “cook” within me, and soon enough, the “lessons” to be had from it become apparent.

I then write and publish it as a blog post – linking to the verbatim transcript. That’s what I have done with other transcriptions. And that’s what I will do with THIS one.

I have found that this method dramatically boosts comprehension rates of people. Not everyone can readily extract useful summary of learnings and develop action points by watching a video, or listening to audio recordings.

It is my hope that you will find this PDF transcript useful in reaping more wisdom from the powerful message shared by Efe in his interview with Andy, towards pursuing achievement of your goals in your personal and/or work life.

If it helps you, I urge you to please SHARE it with others you know can benefit as well. I thank you in advance!

With kindest regards,



4<sup>th</sup> August 2013 @ 06.22



**0:00 Hello there everyone, and welcome to Andy Brine TV. Today I'm actually interviewing Efe. Efe's got an amazing story that I wanted to share with you all today. He runs a business in Bournemouth about Coaching, and about Business Strategy.**

But what we're going to talk about today is purpose and Living with purpose. So Efe it's great to meet you today. Thanks for coming on to the Interview



**Efe:** Thank you Andy

**Andy:** So I know you've had an amazing story that you're going to share with us today. So, why don't we share that with the audience. Where was it that you first started, and what got you to do what you're doing to day.

**00:45 Efe:** Ah that's a good question Andy. Ehm thank for inviting me to the studio. Ah my name is Efe Ohwofasa. I am the CEO of today's Champions ...and we work with small to medium sized business owners, and we help them to improve their performance productivity and profitability.

Ah I've come a long way. It's been a very tough and challenging journey for me.

Ah I'm originally from Nigeria, in West Africa. And ehm I was born into a family of five. I'm the eldest child, ehm two boys and 3 girls. Ah my parents they were good people, they wanted the best for us, but they didn't have enough resources and money to provide the basic necessities we needed in life.

And that placed a demand on us. And it was so tough and difficult for my family. Ah I had to go on the high street at the .age of 13, carrying

tray on my head, hawking groceries at the early morning time of 630am to 745a,m

Ehm, then I would go to school 8am and finish from school ehm 230pm. And when it's 4pm I would get back to the high streets again hawking groceries to raise money and to provide for my family. And I did that at the age of 13, 14, 15, 16, 17, 18, 19, 20, 21. Every ,single day, except Christmas day and New Year day

It was very demanding. And in between these years, I worked in factories on late nights. I was carrying 50 kg every night just to earn a bit of extra income to support myself, my younger ones and my family.



**3:10 Efe:** And it got to a stage, my father was very ill and he died. He couldn't make it. And things became so...worse for us

**Andy:** So you became a father figure of the family all of a sudden

Yes, yes. So it was very very demanding and ehm (exhales deeply) I was moving on in life. And the only thing that kept me going then was being grateful for having life. And it got to a stage and I said I have to move on with my life. Something good has to come out from my life, and I have to do something better with my life. So I left those factory work, I stopped hawking in the streets after 21 years. I was shy of doing those things because my mates were seeing me. And I wanted advance in my career

And you know sometimes in life, the higher you go, the tougher it becomes (both launch).

So I was faced with tough challenges, difficulties came my way and I lacked the self-confidence, I lacked the self worth, I didn't have good self esteem. There's no money, things were very challenging I became so depressed. And, I saw myself as a failure in life. So I withdrew from

friends. I wasn't involved in a lot of activities. And things were so ...very very difficult.



**04:42 Efe:** And I had a female friend then. She was the only thing giving me inspiration then. And I had always dreamed, I say one day I want to become very successful, get married to her, and ehm those kinds of dreams.

**But along the line she came to me and said:**

***“Efe it’s not going to work. I don’t know what you’re up to in life. You don’t have a future. You don’t have money, nothing is working for you. Your background is very poor. “***

(Exhales) It was heart breaking. And she left and things became worse for me. Well, I was just living, surviving, having no reason for living, no purpose, nothing.

**05:36 Efe:** And luckily one day, I went to a church that a friend invited me, And during this church service, this man, pastor, whom I'll ever be grateful for in my life. He's called Pastor Chris Israel Urwanka. And He preached a sermon, and the topic of that sermon was “The Dignity of labour”.

And he said something...when he was speaking to the audience he was speaking directly to me. He said out “There is something inside of you ,waiting for your expression. You're gonna to reach deep within you to express yourself.

**06:12 Efe:** And that was how the change came. I bought that tape and I played it over and over again for over 6 months. And things began to happen within me - inside. And I went back to meet this pastor, and I told him a little bit about my background, and my story. And he encouraged me, and he gave a me a gift. And that gift was what changed my life.

And that gift was a book



**Andy: What book was it ?**

**06:47 Efe:** The book is a book written by Anthony Robbins titled “The Unlimited Power”.

**Andy: Yeah, fantastic book isn't it. Absolutely great.**

**Efe:** Yeah, I read the book page to page. I read every bit of it. And it began to change my thinking pattern. It began to...it...it made me to think in a different way. And that was how I got into personal development. So I began to read other self help books. I read a lot of books.



**07:14 Efe:** And few weeks after I received that gift, I had a motivation, I had a belief. And I went on doing a research and I did the research and I wrote my own little book on academic excellence. It was a 27 page book. And I developed it, I wrote it manuscript and managed to raise the finance to get the book published.

And that was where the journey began. And I published the book, and within a period of 12 months, I sold over 6,000 copies of that book.

**Now how did I do that? The book was meant for young people.**

**Teenage...ehm young adults who are in schools.** And one of the ways for me to sell the book was to go to schools and to do public speaking. And I didn't have confidence in public speaking. And what did I do? So I went back to my church, and I requested to be one of the teachers from the children's department, to be teaching the young...the the children.

And I started from class...where we have children of age 6 to 7 years. So I began to teach them. I began to build confidence in public speaking. Then from there I moved to the youth department. Then from

the church I now went to secondary schools. I was talking to young children in colleges, and from there I build up my momentum, my public skill began to improve. I went to tertiary institutions, universities and all that.

**09:08 Efe;** And I began to read books on public speaking, and that was how it all began with me. And while I was travelling across the state where I came from - Delta state - and I sold books and I sold a lot.

And that was how I began to earn money. So that was my first business

**09:30 Andy: What was it that moved you to the UK. What inspired you to move to the UK, and where did you find the inspiration from?**



**Efe:** Ehm, after I discovered myself, I began to ask myself questions. What is more to life? I need more opportunity. I need an exposure, and I have an uncle who lives here in the UK.

I told him I want to come to visit UK. I want to explore. I want to get to know, I want to see, I want to get more opportunity. I want to get exposed there. And it took a while, because I need to go through the visa processing and all that, and ehm luckily enough I was...lucky to get a visa and I came to the UK.

**Because of my inquisitiveness, the first week I arrived UK, I was lucky enough to read one of the daily newspapers, and I read about a business exhibition taking place in Excel, London.** And I had just less than 150 pounds with me then.

So I bought train ticket, I came to the exhibition. Lucky enough it was free to get in. So I got in. I didn't know what I was doing then. So I was moving around different stands, and I came across this guy Jonathan Jane . Ehm he's the founder of the biggest ehm coaching

school in Europe. Ehm the Coaching Academy in London.

**Andy: (Indistinct comment)...Excellent.**

Yeah, so I went to his stand, I took his brochure...I bought his book. It was 14 pounds and some pence then. And I went back home. I read the books...I read his company brochure about coaching.

**11:30 Efe:** And that was how I got introduced into coaching. So I called them up the next day, and I signed up for one of their weekend ehm Coaching training courses. And I went there, and I loved it.

**Andy: Yeah**

And since then I bought every book that came across my way that has to do with coaching. So I began to read books. So I went back to Coaching Academy to do the training. So I got all the skills and I've been reading all sorts of books. And that was how I got into coaching.

**Andy: Yeah...yeah...**

**Efe:** And along the line, ehm, I've been involved in all sorts of training on personal development, on management, on leadership, on business. I did a lot of home study courses and all that. And that has...how I've come this far.

**Andy: Okay**

**Efe:** And when I moved in to the UK, it was very difficult. You need a job, you need to feed yourself, you need money to...and I did all sorts of dirty jobs, cleaning and all those things, to be able to survive myself and come down here. So...and here's how it has come this far.



**12:46 Andy: Excellent. That's really good. So in terms of where you found your purpose. Did you find your purpose through personal development - what you wanted to do? I know you've been speaking to me**

**about you want to go back to Africa, and help over there to change people's perspective... and help them develop.**

**Efe:** Yeah



**Andy:** So where did you find your real purpose for life, and what would you say is the day?

**Efe:** Ehm, my purpose came from...through personal development, because personal development got me thinking. It got me having some questions about "Why am I here"?

And my background as a Christian, reading the bible, I got to understand that there is somebody, something responsible for my existence. Which to my background is God. So I began to read books on purpose, I began to look inwards. What am I created here to do?

**What is it? Why am I here?** So I began to question myself. And that was how I discovered myself doing what I'm doing today. And over the years, I have never deviated from it. I've been on course. I never compared myself to friends and family members. I've been so focussed. Even sometimes it's not that rosy. It's not that easy.

**But somebody said "When you find your purpose.** When you find the reason why you are here on earth. When you know what it is you are created to do. And even if things are not working right for you at the moment, that purpose becomes your secret companion. It's what keeps you going even when challenges are there. So, I've come a long way.



**14:52 Efe:** My mission in life is; I wanna grow with my business, and whatever I become or achieve with my business, I wanna go back to Africa, and Nigeria, to help young people to the best I can, to find a purpose. I wanna take children who are in high streets, like me when I was young, hawking groceries. They are meant to be in school. They are meant to

be doing something more valuable with their lives. But poverty has put them on the streets. I wanna do as much to help the young people.

**Andy:** There's one question I wanted to ask you there. Now, for those people who are watching today, ehm, what would you say would be the three things that you would recommend for people who are looking to find a purpose in what they love to do in life, so they can help more people, whatever that might be? What would say are the 3 principles...?

**Efe:** Good question. One of the principles that has helped me is...I began to ask myself "Who am I?"..."Why am I here on earth?" If you're genuine, to answer that question, it leads to purpose. And when you find that purpose, the next thing you have to do is to make a decision to follow your purpose. Decision is so powerful in life, that it can either create or destroy your life and your future

So the question is: decide to follow your purpose.

Then the third thing is to believe in what you have discovered...that purpose you have discovered about yourself. Believe it's possible. You can achieve whatever you set your heart on. So it was a purpose discovery, making a decision, and believing in myself.

**Andy:** Yeah, yeah.



**Efe:** Then to take one step further, someone has to constantly improve his or her skills. You have to develop your skills. Whatever purpose you find for yourself, whatever area, whatever career, whatever business you find for yourself, invest in yourself.

Go for training, read books, attend seminars, feed your mind with new information.



**17: 36 Andy: Yeah, yeah. Definitely. I think that's where it will come from. Books and ehm life experiences. The more life experiences you come across, the more you find your purpose. What I always find is it's in being open to the door. The door is always open for you. It's whether you're ready to walk through.**

**And ehm, my mentor once said to me actually, it was quite interesting that ehm, the important thing is finding yourself. The second most important thing is er making sure you're happy with what you find. And I thought that very interesting.**

**But it's interesting speaking about purpose in that respect....the 3 principles.**



**Efe: Yeah. It's very key. Ehm, over the years I've worked with quite a number of people – my clients... business owners and professionals working in different organisations and corporate executives. The missing link between where they are and what they want to achieve either in business or in career, is not being able to decide what is it exactly they want to create. Not having clarity of where they are heading to in their lives. Clarity is very key in every aspect of our lives, be it your finances, your business, your health, your marriage, with family. You have to become very very clear, what it is you are after.**



**Andy: Yeah, yeah. That's an interesting one. Sometimes...sometimes it can be harder than we realise, and ehm I think that's when we look back and we see the challenges, and we think they're only challenges in some respects. As long as we're connecting with our true purpose, those challenges, ehm, they're more of opportunities. They ask us questions...how can I better myself, or how can I move through this so I can still live my purpose?**

**Efe: Yeah. That's true. Challenges has great benefits, because it makes us to think inwards. When you are in a very difficult challenge, when you are in a very frustrating moment ion your life, it makes you to look inwards. It makes you to search for answers. And it is those process...those time when you look for answers, you discover things.**

**I'm so grateful for the challenges I've seen in the past, because they made me to look inward. It made me to be asking questions. They made me to be looking for answers. And in the process, I began to discover my God-given talent, my potential, my abilities, and it gave me questions, it gave me reason why to do things I'm doing.**

**Andy: Yeah. They cause you to ask yourself questions...for you will seek the answers ehm in that respect.**

**Andy: Very interesting**

**(Both laugh)**

**Andy: It's really really interesting talking about purpose and how you find your true purpose. And ehm unlike yourself, I find having a look through both reading books and asking yourself questions, and connecting with where you are. I find that discovering your values, what your core values are, and what they mean to you, 'cause once you find them you can align yourself to your purpose.**

**Efe: That's true. Yeah, yeah, yeah. Looking deep down in your core values.**



**21:10 Andy: Yeah. So, in terms of take-away messages, what would you say for those of people watching. What would you say to take away, in terms of what things can they do to find their purpose again. Let's go over that again.**



**Efe:** Ehm, one of the things I can say is be yourself. Know who you are. Know what you're good at. Follow your heart. Don't live to compare yourself with friends or family members.

And when you know yourself, the second thing is you have to raise your standard. What I mean by that, you demand more from yourself. If there are things you have decided to pursue with your life or your career, or your business, make it a must, for you.

Because most of the clients I've worked with across the world anyway, the problem they have most times, before coming to me is: When they have a goal, when they have something they wanna create, they don't make it a must for themselves. So they keep procrastinating. So be yourself, raise your standard, and above all, develop the habit of taking actions.

**Andy:** Yeah, Excellent. Fantastic.

**Efe:** Taking actions. If you don't take action, nothing will happen.

**Andy:** Action is the key to everything.

**Efe:** Action is the key.

**22: 40 Andy:** So in terms of finding our more about purpose from yourself, where can we find out more about yourself?



**Efe:** Good. Currently I'm focused on working with small business owners and owners of mid-sized companies. And ehm my website is [www.todayschampioncoaching.com](http://www.todayschampioncoaching.com). If you go there you'll read more about how I could help you to grow your business faster than you could have done, by yourself.

**Andy:** Excellent. What I'll do is I will put a link to those websites in the description, so you can have a look.

**Efe:** Yeah.



**Andy:** Ehm, and it was great to chat with you today, and to discover more about purpose, and what it means for not only myself and you, but also those people watching. So really appreciate your time.

**Efe:** Thank you Andy. It's nice speaking to you today.

**Andy:** Thanks a lot. And I'll speak to you soon. Bye for now.

### Websites/URLs

#### 0. Watch the full video interview on Youtube at:

- a. [www.youtube.com/watch?v=MUg4BgbkB6E](http://www.youtube.com/watch?v=MUg4BgbkB6E)

#### 2. Andy Brine

- a. [www.youtube.com/user/AuthenticPresenter](http://www.youtube.com/user/AuthenticPresenter)
- b. [www.facebook.com/becomeauthenticonvideo](http://www.facebook.com/becomeauthenticonvideo)
- c. [www.becomeauthenticonvideo.biz](http://www.becomeauthenticonvideo.biz)

#### 3. Efe Ohwofasa

- a. [www.todayschampioncoaching.com](http://www.todayschampioncoaching.com)
- b. [www.facebook.com/efe.ohwofasa](http://www.facebook.com/efe.ohwofasa)

#### 4. SD Nuggets™ blog post:

*"10 Valuable Lessons I Learnt About Blogging for Passive Income, from Yaro Starak's 60 Minute Podcast Interview with Patrick Meninge (3,567 views as at 4<sup>th</sup> August 2013).*

Click the link below to read it:

<http://spontaneousdevelopment.com/sdnuggets/?p=1972>

**Download FREE PDF Transcript:** (instructions for downloading a 30 page PDF transcript of the 1 hour video are provided in this blog post that I published Mar 9, 2013 @ 18:58)

# About TAYO SOLAGBADE

Self-Development/Performance Enhancement Specialist - Tayo Solagbade provides article and report writing support for website owners, while travelling slowly across West Africa as a **Location Independent Multipreneur**.

He's presently based in Benin Republic, where he's preparing an English-French Language Guide, City Travel Guides, and a Commercial Rabbit Farming Guide.

In a previous life, before leaving to become self-employed, Tayo served for seven years as a high performing manager in Guinness Nigeria. During that period, he rose from Shift Brewer, to Training & Technical Development Manager, then later acted in senior management roles as Production Manager and Technical Manager.

Today, depending on the opportunities that appear in the market place, Tayo earns multiple streams of income in the following ways(using self-taught skills):

**1). Developing custom Web Marketing Systems** to make websites active sales leads generation tools.

This involves using Joomla! and Wordpress Content Management systems to build FREE dynamic and database driven websites for clients - and then writing response generating content (website copy, articles, reports, newsletters etc) for use in attracting pre-qualified prospects for client's products and services.

**2). Delivering Pre-programmed Spreadsheet Solutions** - and also providing **Experiential Coaching in Excel** and Excel Visual Basic.

**3). Delivering products/services aimed at helping farm biz owners**(& those aspiring) adopt practical and cost-effective systems for starting up or managing their farm businesses at LOWER COST, & with LESS EFFORT. For instance, he develops custom Excel-VB driven software used in measuring Farm Key Performance Indicators as well as generating Financial Reports for decision making.

**4). Providing customisable Talks, Seminars, Coaching programs** on Self-Development, Performance Enhancement, and Best Practice Systems Development.

*When he's not amazing clients with his superhuman skills (wink), Tayo works as the creative force behind his Self-Development Nuggets™ blog, and Public Speaking IDEAS newsletter (which he publishes to promote Burt Dubin's Public Speaking Mentoring service to experts working across the African continent).*

Connect with him on **Twitter** ([www.twitter.com/thsola](http://www.twitter.com/thsola)) and **Facebook** ([www.facebook.com/tayo.solagbade](http://www.facebook.com/tayo.solagbade)) . For a limited time, Tayo is available to speak to your group or organization for a moderate fee. Send e-mail to [tayo@thsola.com](mailto:tayo@thsola.com).

Before launching his SD Nuggets blog in June 2012, Tayo published a monthly Self-Development Digest newsletter from June 2006 till early 2012. The SD Nuggets blog has since replaced that newsletter.

Tayo has published over 300 articles on his website. Over 170 appear at [http://ezinearticles.com/?expert=Tayo\\_Solagbade](http://ezinearticles.com/?expert=Tayo_Solagbade) as part of a back links building strategy, and his Farm Business guest posts now appear on [www.africabusinesscommunities.com](http://www.africabusinesscommunities.com).

He is the author of the **Self-Development Bible™** and the popular Practical Livestock Feed Formulation Handbook (for which he developed an automated Ration Formulator spreadsheet software version). His latest paid e-Book is titled **“WHY YOU KEEP FAILING TO ACHIEVE YOUR WRITING GOALS! (10 Habits that are Holding You Back...and How to Change Them for Good!)** – see [www.lulu.com/sdaproducts](http://www.lulu.com/sdaproducts).

*Tayo believes that development of a positive mindset, mental stamina, and visualization are the most crucial elements required for any person(s) to achieve success in any areas of human endeavour.*

For a limited time, he is available to speak to your group or organization for a moderate fee. Send e-mail to [tayo@thsola.com](mailto:tayo@thsola.com). Visit [www.thsola.com](http://www.thsola.com) and [www.tayosolagbade.com](http://www.tayosolagbade.com) to learn more about Tayo's on-demand learning events.

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## Guest Post Contribution Offer – *From Tayo Solagbade*

Hi,

Thanks for reading my new eBook. I hope you've found my ideas of some use.

**I'd like to make you an offer. It's based on a plan I've put together to achieve (a) better name recognition (b) high quality back links to my website, so as to achieve reliable search engine visibility over time.**

Since 2005, I have published online, a growing library of write-ups (articles, blog posts, and information products) on entrepreneurship, marketing, employee career development, workplace performance improvement, farm business best practice systems development, and parenting.

As part of my repositioning efforts, I'm currently moving over 170 of my **static html web page** based write-ups into my new multidisciplinary SD Nuggets™ blog (see [www.spontaneousdevelopment.com/sdnuggets](http://www.spontaneousdevelopment.com/sdnuggets)), where I now focus my efforts.

**Do you own an authority website? Or do you run a high profile print publication related to my areas of focus? Get in touch if you'd like me to contribute a short (500 to 750 word) write-up. I can propose a topic if you wish.**

By "guest posting" on your site (or contributing to your print publication), I believe I can add useful value to your readers, while cementing my credibility via increased name recognition. It would be a win-win for us.

Browse [www.spontaneousdevelopment.com/sdnuggets](http://www.spontaneousdevelopment.com/sdnuggets) to get a better impression of what I can offer.

I look forward to hearing from you.

With kindest regards,

A handwritten signature in blue ink that reads "TAYO SOLAGBADE". The signature is stylized and written in all caps.

**Mobile:** 234-803-302-1263 | **Email:** [tayo@spontaneousdevelopment.com](mailto:tayo@spontaneousdevelopment.com) | **Web:** [www.spontaneousdevelopment.com](http://www.spontaneousdevelopment.com)

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