



Tayo K. Solagbade [Publisher of THE FARM CEO™ Weekly Newspaper - TFCeoWN]

Tayo is the author of the popular Feed Formulation Handbook, Developer of the Excel-VB Ration Formulator, the Poultry Farm Manager Software, and Creator of the Feed Formulation Home Study Video Series & Farm Products Sales & Marketing Coaching Program. Learn more about Tayo, by visiting www.tayosolagbade.com, www.thefarmceo.net & www.excelheaven.biz

this issue

- [PDF] Hope Agwulonu - Abuja based Farm CEO - Publishes 60 page Quick Start Guide to Catfish Farming Business - Download Your FREE Chapter Preview P.1
- [PDF] Chapter I: The Serious Biz of Catfish Farming P.2
- [URL] Why Farm CEOs Need to Read Non-Farm Related Articles P.2
- [URL] Are You a CEO/Expert With Practical, Experience? [Hint: CEO Spotlight Interview Invitation] P.3
- [PDF] Your Own Money Making Information Product Built by Me! P.3

THE FARM CEO™ Debuts!

On Monday, 8th June 2015, I published the maiden issue of this newspaper, and in that week, began winning subscribers via a special email and bulk SMS promo campaign I sent out at intervals. Those who have so far responded got well over 80% discount on the prices for my popular Feed Formulation Handbook, Ration Formulator Software & Poultry Farm Manager app...If they sent payment within a 24 hour deadline. I intend to continue with the offers, so if you know any one interested in any of my products, let them know. To get notified, email info@thefarmceo.net

The Farm CEO™ is a Digital/Print Paper

This newspaper is available in both digital and print/physical form. This is a deliberate strategy I've conceived to generate interest in the minds of a good number of Farm CEOs within Africa in particular, who still lag behind in adoption of web based informational and educational media like eBooks, blogs etc. This newspaper's use of short reviews (and previews in some cases) with URLs appended for the reader to learn more, is a deliberate effort to draw such readers to come online and get used to the new way of keeping up to date!

Email info@thefarmceo.net for print version (or back issues)

Link you clicked not working? Copy and paste into your browser. If that fails, email to help@thefarmceo.net

[PDF] Hope Agwulonu - Abuja based Farm CEO - Publishes 60 page Quick Start Guide to Catfish Farming Business - Download Your FREE Chapter!

This year's 4th issue of The Farm CEO™ features highlights from Hope Agwulonu's newly published guide book for Catfish Farm Business practioners, enthusiasts, support specialists and even students.

Like I've told as many as will listen, I do NOT believe I need to do it all, with regard to providing useful guide book publications on the various aspects of Best Practice Farm Business Management. Many authentic farm business owners can share wisdom, about how to successfully run the businesses they are engaged in. This is why I have adopted the strategy of encouraging interested Farm CEOs to get their unique knowledge, insights and experiences published in book form, for use by others looking to follow in their footsteps. I use my Ghost-Writing service to support clients in various fields (e.g. Legal Consulting, Leadership Training, Business Coaching, Farm Business etc).

Title: Quick Start Guide to Catfish Farming Business -by Hope Agwulonu, CEO of Providence Farms Limited, Abuja - Nigeria

Subtitle: How to Start Your Own Low Cost Catfish Farm Business

I am VERY excited that this e-book is finally available for sale in Hope's online store. We've worked hard over the past 3 months to get it done, and I'm proud of the final product we've ended up with.

Beyond the generic information found in most manuals, this 60 page publication, despite being a quick-start-guide, offers useful best practice/real world relevant information in different chapters – as shown in the chapter headings outlined below.

CONTENTS 1

- Chapter One | The Serious Business of Catfish Farming 2
- Chapter Two | Choosing a Location for Your Farm 7

Chapter Three | Construction & Mode of Operation 14

Chapter Four | Production of Catfish for food (6/or fingerlings etc for sale) 23

Chapter Five | Prevention & Treatment of Diseases 33

Chapter Six | Harvesting Operations and Procedures 41

Chapter Seven | Finding Profitable Buyers 45

Chapter Eight | Record Keeping for Performance Measurement & Decision Making 51

Conclusion | Next Steps? 58

References | Recommended Reading 61

About the Author 63

AUTHOR (Hope Agwulonu's) NOTE

"Catfish farming is serious business. Not just by virtue of the lucrative returns it yields when done right, but also due to the heavy demands it places on the owner to keep it running that way (i.e. profitably!) for the long term. In my experience at Providence Farms Ltd, not everyone can make a success of catfish farming. Certain qualities are required which are more important than just having the money or required capital. This book highlights the key attributes you need to succeed in Catfish farming, and also discusses theoretical requirements in conjunction with practical considerations you will need to provide for, if you wish to successfully start and run your own profitable Catfish farming business, without stress, and with peace of mind." – Hope Agwulonu, CEO, Providence Farms Limited

Continue reading at <http://tinyurl.com/tfc-34pgle>

Request your FREE chapter of Hope's new book by sending her email via hopeagwulonu@yahoo.com or call her on +234-802-310-3423. Alternatively, fill the form at www.tayosolagbade.com/contact.htm



BECOME MY 50% AFFILIATE PARTNER! [NEVER ENDING OFFER]

Signup with **NIDK** (My 45th Birthday Anniversary GIFT!)

It was my 45th birthday anniversary on 6th July 2015. Apart from my new DVD product on Passive Income Generation, I setup the following offer to earn PASSIVE INCOME...

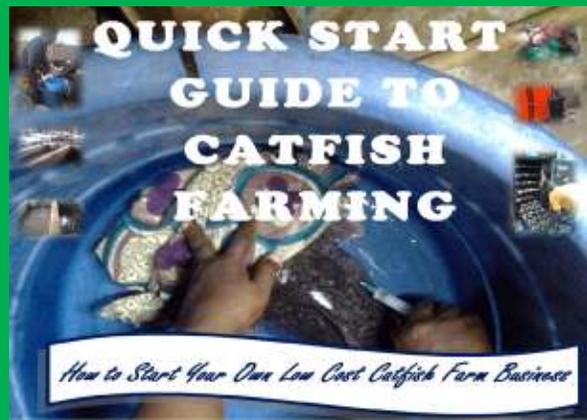
So, here's a **NEVER EXPIRING** offer to YOU as a paid subscriber to **THE FARM CEO™** newspaper: Pay NIDK...and you instantly become my 50% Affiliate Partner so that when anyone buys ANY of my products through you, you KEEP 50%.

How does this work?

Simply tell others about my Ration Formulator software, Feed Formulation Handbook, Poultry Farm Manager etc and if ANY decide to buy, just KEEP 50% of the money they pay to you, as YOUR commission, and send me the rest, with buyer details, so I can send them their products!

Bonus: You get 40% discount to have me develop YOUR OWN Branded Passive Income Generating Product for you to sell to a global audience!

Pay to GTBank, Tayo Kayode Solagbade, A/C: 0002908675. Call/text +234-803-302-1263 or +229-66-122-136 Email info@thefarmceo.net



Click the link below to visit the store (A short URL that is easy to remember):

www.lulu.com/spotlight/hopeagwulonu or
<http://www.tinyurl.com/hopeagwulonu>

Chapter One | The Serious Business of Catfish Farming

www.lulu.com/spotlight/hopeagwulonu

CATFISH IS A POPULAR CHOICE FOR AQUACULTURE - AND FOR GOOD REASON!

The above statement is true in various markets across the world.

From America, to Asia, and Africa, various species of catfish get routinely reared for commercial purposes under intensive conditions virtually all year round.

Some of the unique qualities of the catfish which make it so preferred are listed below:

Characteristics That Make Catfish Popular for Aquaculture

Catfish have several useful features that make them very popular for commercial farming across the world.

1. Ability to breathe air: This makes it possible for them to survive in poorly aerated water bodies.
2. Being able to breathe air, they simply swim to the surface to gulp what they

need.

2. Flourish in shallow freshwater water bodies of all kinds, such as swamps, streams, marshes, rice fields etc.

3. Very hardy: They can endure crowding, and as a result, are highly adaptable to being reared at shockingly high stocking densities other fish would not tolerate.

4. Will eat pelleted, powered, chicken offals, maggots, worms as well as wet/mashed foods.

5. Generally commands high prices in the market place for its tender meat, which is eaten as a delicacy.

6. Has serious export potential.

DECIDING IF CATFISH FARMING BUSINESS IS FOR YOU

Continue reading at <http://tinyurl.com/tfc-34pg2a>

Request your FREE chapter of Hope's new book by sending her email via hopeagwulonu@yahoo.com or call her on +234-802-310-3423.

Alternatively, fill the form at www.tayosolagbade.com/contact.htm

Proven Ways to Generate Useful Passive Income

Money FREE | Money WITHOUT WORKING | Money EASY | Simple OFFER | No Marketing!

Whether you're in paid employment or run your own business, you CAN earn MORE without needing to work MORE. In fact, you can earn income while you sleep! I do it...and I want to do it using simple, smart, proven, time-tested & fool-proof methods. You can learn how to do it too!

FREE ONE HOUR TALK | Sat 11th July 2015 | 7pm | Skypoolive Arcade, Oyo State, Lagos State | Lagos, Nigeria

Can't Make It?

No problem. Pre-Recorded Audio DVD Version Available (FREE Delivery in Lagos)

Tayo K. Solagbade | +234-803-302-1263 | +229-66-122-136 | tayo@tksoke.com

I clocked 45 on Mon 6th July 2015. To celebrate, I created my new Audio DVD on Passive Income Generation. YOU can order the DVD and book a FREE face to face session with me! - Tayo K. Solagbade | +234-803-302-1263 or +229-66-122-136 | tayo@tksoke.com

[URL] Why Farm CEOs Need to Read Non-Farm Related Articles

<http://tayosolagbade.com/sdnuggets/why-farm-ceos-need-to-read-non-farm-related-articles-hint-like-the-multidisciplinary-articles-on-this-blog/>

I believe, from over 2 decades of observation/experience, that one major mistake being made by conventional farm support specialists is that they focus mainly - sometimes exclusively - on farm related issues, in serving farm business owners.

This can be self-defeating, because other aspects of the farm owner's life can - and do! - interfere with his/her ability to make progress with the farm!

Farm CEOs are human beings like the rest of us: they have to balance different aspects of their lives!

That means virtually everything that we have to contend with in life, outside their core vocation is what they most likely also have to deal with.

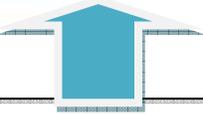
Most people do not think about it, but many times stuff that happens in other parts of our lives can - and do - affect our ability to function effectively and successfully in our chosen vocations.

Indeed, many of the most successful people in the world get to be that way because they develop strategies to keep firm control of other areas of their lives, so that nothing interferes with their ability to focus on the core purpose they have.

That's why many top sportspersons have personal managers, and other people they pass their routine chores to. Continue reading at <http://tinyurl.com/tfc-34pg2b>



Would you like to build your own Passive Income Generating Information Product (which you can also use for self-promotion/business marketing) in YOUR area of proven knowledge/expertise, BUT lack time/training to START, and FINISH it?



[PDF] Your Own Money Making Information Product Built by Me!

<http://tayosolagbade.com/pod-24thNov.pdf>

Would you like to build your own Passive Income Generating Information Product (which you can also use for self-promotion/business marketing) in YOUR area of proven knowledge//expertise, BUT lack time/training to START, and FINISH it?

If you said YES to the Above, This Offer May Interest You: Let me do all the work for you as a Ghost-Writer (research, writing, recording, book cover design, book publishing, audio/video DVD Information Products creation etc)

In other words, I will help you write, design and publish a PHYSICAL BOOK to MONETIZE your knowledge and expertise in your

vocation or profession. We can do it face to face or remotely. It won't matter.

I will interview you (and record/transcribe what you say) on the topic, to get what you know in written form. Then I'll use my wealth of experience to research the subject to add more to what you give me. I will then combine it all, creatively, to make a ready-to-sell Information Product in PDF format, with front and back book cover designs for a PRINT version – both will be put up for sale in an online store I will setup for you.

NB: You will be the author, and you will own the content and copyright. I would literally NOT exist ...except to YOU.

What Do You Get When I'm Done?

1. A complete Information Product published in both DIGITAL and PRINT/PHYSICAL formats, with your name as Author, ready-for-sale to a global audience in Print-On-Demand Publishing Online Store. See an example of such a product that I created for a Cotonou based client at: <http://tayosolagbade.com/pod-letter.html> (Photos on that link and the next page).

My standard fee for ghost-writing/publishing a book as above is N50k. But for this offer, I will do it FREE for ALL CEOs/Experts who take up this offer by taking up my Web Marketing for CEOs offer priced at N150k (see details below)

Continue reading at: <http://tinyurl.com/tfc-34pg3a>

Your Questions Answered.

Since I've only featured 4 companies I visited in this report, I imagine you're thinking THIS:

Q: But Tayo, what about the other companies that were present at the exhibition? Don't you have any information about them and what they put on display?

A: Well, I got a copy of the Agra Innovate brochure which offers useful information about all the exhibitors, the sponsors, media partners and so on. To get a zipped folder containing digital versions of ALL the pages in that document, email me via info@thefarmceo.net

NB: Send in your questions. I've added this section to make sure I'm serving you what you need. Send me your requests, responses, and questions, early in the week, and I'll dig up as much information as possible, review and publish here for your consideration. THE FARM CEO™ content publishing objective is to save you time, effort and even money searching, researching, studying and/or making sense of the mass of information that's available today, towards making intelligent, timely decisions to boost your farm's long term success.

Email info@thefarmceo.net or fill the request form: www.thefarmceo.net

[URL] Are You a CEO/Expert With Practical, Experience Based Knowledge & Insights to Share? [Hint: CEO Spotlight Interview Invitation]

<http://tayosolagbade.com/sdnuggets/are-you-a-ceoexpert-with-practical-experience-based-knowledge-insights-to-share-hint-ceo-spotlight-interview-invitation>

My name is Tayo Solagbade, and I am your host on the CEO Spotlight Interview (CSI) Series.

I believe that it is important to capture the knowledge, insights, and wisdom of people who have been able to excel in their chosen vocations or professions, so as to inform, educate and empower others who aspire to do the same, or better.

That is my ultimate purpose for conducting this CSI series. This is a public service, and I hope you will find it useful. The CSI Will Feature ONLY Authentic Achievers Willing to Share Useful WISDOM to Empower Others

The CSI Will Feature ONLY Authentic Achievers Willing to Share Useful WISDOM to Empower Others

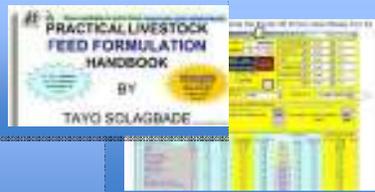


Do You Have Unique Experience Based Insights That Can Help Others Excel, Like YOU?

If YES, then I'd like to interview YOU on the CSI platform.

Read more at <http://tinyurl.com/tfc-34pg3b>

Get N50k 3-in-1 Feed Formulation Home Study DVD Pack – FREE!



Get my Feed Formulation Handbook and Software PLUS over 30 Home Study Video Tutorials delivered FREE: to you on DVD via courier (N50k value) Email info@thefarmceo.net for details.

5% Discount Code!

If you're a paid subscriber to this newspaper, and you have ANY of my products you'd like to purchase, the code below entitles YOU to a 5% discount to buy that particular product BEFORE the next issue of THE FARM CEO™ goes LIVE.

CODE: 25t0k16s

To claim your discount, simply email info@thefarmceo.net with your code.

Paid advert spaces – like THIS – are available for farms, farm consultants/farm biz suppliers, suppliers, disease diagnostic service providers etc. Send e-mail enquiry to info@thefarmceo.net

FREE Advert Spaces for YOU as a Paid subscriber

▪ Earn Extra Income From Your Farm at Zero Cost

5 little known strategies you can use – by Tayo K. Solagbade (Email to tayo@tayosolagbade.com)

▪ Ideas & Strategies to Make Your Entrepreneurship Education Complete

Too many people are running businesses without really being entrepreneurs. Too few of such people every survive inevitable hardships of business, as a result! This talk offers you hard worn wisdom you can use.

▪ Design & Use Your Public Speaking for Business Marketing System™

Speak Professionally. Inexpensively Attract New Buyers. Proven System. Requires Only Your Passion.

▪ How a BOPMS™ Will Boost Your Farm Output & Profits

Discover best practice ideas, techniques and strategies you can use to get more from your farm at less cost, using less effort, in less time and with less money – leading to MORE profits for you!

Send your two line ad to info@thefarmceo.net or use the request form: www.thefarmceo.net

Ads shown above are simply placeholders. Your FREE ads will appear here on a rotational basis.

www.thefarmceo.net | info@thefarmceo.net

THE FARM CEO™

WEEKLY NEWSPAPER

Subscription = \$36/Yr (You get FREE Feed Formulation Handbook: \$82 Value) Email info@thefarmceo.net

Know Someone Who should be a part of THE FARM CEO™?

Refer a friend and get 25% off your annual dues.

Submit referrals to our email address at

Invite@thefarmceo.net or online at www.thefarmceo.net