

Features TRUE STORY of Teenager Who Started Making Custom Shoes for Himself Because Shoe Sellers Rarely Have Shoes Fitting His Size 46 Feet



# 10 COMMANDMENTS OF WEB MARKETING FOR BUSINESS SUCCESS

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EDITION**

To market successfully, you need to present yourself as an AUTHENTIC PROBLEM SOLVER to your target audience. But that may not be as easy as it sounds, because first of all you need to know how to decide on what problem to solve, plus how much to charge for it, and who to offer your solution to you, that'd be willing to pay what you ask. To get my message across I share the true story of my 17 year old son, who - being rather big for his age - wears size 46 shoes (mine are 44!). For a long time we often struggled to find shoes to buy for him. Very few vendors had shoes his size! So he often wore odd looking, worn shoes on outings. We had a problem! Today, we have a lasting SOLUTION: he makes his own custom footwear (see photos on his website) - and now offers PAID custom footwear making solutions to others. Read full PDF or listen to the MP3 audio version of this commandment for my full message!

**Tayo K. Solagbade** Location

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# #5 of 10

*No. 5: You Shall Confidently Offer to Solve Real Life Problems For Your Target Audience*

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# 10 Commandments of Web Marketing for Business Success

## No. 5: You Shall Confidently Offer to Solve Real Life Problems For Your Target Audience

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## INTRODUCTION

**Commandment No. 5:** *You Shall Confidently Offer to Solve Real Life Problems For Your Target Audience*

Now, again I'm going to tell a story in describing this commandment, just to drive my point home. And this story is a bit of a personal one, with regard to my family.

This morning my 17 year old son came to me with a list he had written out on a piece of paper. It's actually still in front of me, now - as I speak. And on the list he had written the names of various raw materials that are used for making footwear.

*You see he's apprenticing with a gentleman, not far from the home, who runs the business. This gentleman is actually a polio victim, who despite the challenge of his physical disability, runs his own footwear making business.*

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He actually also makes bags as well, and is well recognized in the community for what he does. Indeed I understand, from what he tells me, that he is the person in charge of the Entrepreneurship Club for Youths in the Redeemed Christian Church of God (RCCG) parish he attends.

**So, this gentleman is somebody that inspires me a lot, because you see every day I see people who are able bodied unwilling to do anything with their hands!**

***[TIP: See the end of this PDF for details of how you can get a copy of my FREE 62 page PDF I published on the need for a Vocational Skills Based Educational System as a complementary alternative to our conventional***

***schooling system. It got me invited to the Ministry of Youth and Social Development.]***

Anyway, back to my point. My son has been apprenticing for over 2 months now. We did not arrive at this arrangement by accident. I actually discovered he had a gift for making and fixing things with his hands ghb- and that's what's made me support him to go this route.

*Each one of us has been given a unique ability by God. Some of us are even multi-talented or gifted. I happen to be one such person.*

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**And one of the powerful gifts that God has given me, that I discovered a long time ago, is the ability to identify in others what they are good at.**

In other words, to identify a person's genius or talent. And I've used this to the benefit of my client - what their strengths are, and how they can make the most of those strengths.

I've volunteered in several places. During my service year (i.e. post graduation), and also before I became a youth corper (i.e. when I was a student).

And after I became an employee with Guinness Nigeria, I did it with people who reported to me (in my capacity as Technical Training & Development Manager). It's something I find is a strength I have, and I put it to use because I believe that's why God gave it to me.

So my strength is helping people to make the most of themselves - by finding out what is unique about them: What is their strength? What is their talent? What is their genius? What is the unique ability that they have? Then helping them to develop it and maximize achievement using it

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I have done it for other people's children, to the extent that today I have some who have stayed in touch with me for over 15 years, because of what I did in their lives, way back when they were young people and they had encounters with me.

A few of them were Industrial Attaché students who came to serve in Guinness Nigeria while I was there as a brewer/manager. Some of them were SS3 students when I was a Volunteer Math Tutor with Volunteer Corps in Surulere during my startup year - 2003 - as an entrepreneur. And in the year book these students said all sorts of nice things: "Mr. Tayo taught me this and that..."

This was not about me. For me it was a God-given gift that I put to use because I saw that if I helped them to achieve their full capabilities, they could become people that would add useful value to society, and in the process they would succeed.

So the essence of saying all I just said now is to explain that

I could (and can) not see any reason to do anything less for my own children.

**I still recall one teenage student I coached back in Niger state's Vatsa Village (Lapai Local Government Area) during my NYSC service year. He's all grown up now, spotting a beard and all. But back then he was so small in stature. His nickname was Ndanda.**

This was a young man I coached a lot. We grew so close, and at a point he even lived together with me in my home. He was Gwari by tribe/ethnic leaning. This village was where same one that General Vatsa (famously accused and executed for plotting a coup against former Military president - Ibrahim Babangida) hailed

from. I and other Youth Corpers became friends with Mohammed Vatsa, the son, while there.

Years later, Ndanda has repeatedly sought me out, to say hello and thank me for what I did for him. Among other things, he told me he was the only person who passed the WAEC exams in his set, from the village.

He later got admission to Bida Polytechnic and today works as an employee with an organization.

My point is that THAT young man wrote me a letter after I left Vatsa village, on completing my service year. He was then still a teenager.

*In the long letter (which was all of 4 foolscap pages) "...When my brain was undeveloped, dull, shallow and even hollow, you came and developed it, sharpened and brightened it, and you push(ed) it forward to mature brain. You create (d) key to my brain and making it (a) quick information receptor. You ma (de) it wider so that 100 different lessons and thoughts can enter at once."*

*He went on to say: "Sir, how I wish you would marry on time. I have said this now to assure that you get good offspring on time with common sense and thought just as yours to succeed or inherit your wonderful characteristics..."*

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The point is, like I said earlier, this ability I possess is a gift given to me by the Creator: To help other people see what their strengths are and help them work - guide them, support them to make the most of those strengths that they have.

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It is what I do with my clients as well. Be it web marketing or what have you. And that is what I've also been doing with my own children.

### **So, coming back home. I saw in my son way back in 2014 when I came visiting from Cotonou that he seemed to be very good in making use of his hands.**

*Several times he and his siblings would return from school and he would have used cardboard or carton material to make-believe slippers and sandals (and other handicrafts) for his siblings.*

*He was always doing these things - nobody would prompt him to do them. Looking at him, I told myself "This is something that's coming from within. This young man needs somebody to help him make the most of this thing that's trying to speak through him."*

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So gradually I began to work on him, and eventually I got him basic tools used by the typical shoemaker, just before going back to Cotonou. By the time I returned to Nigeria again, about 4 months later, I was shocked to learn that he had stayed for several weeks with a mallam in the estate, who had taught him how to mend shoes, so that he had begun doing that for his mother and siblings in the home.

As a result, they no longer had to pay N100, N200, N300 or even more to mend problems with their shoes, whenever they got bad.

Now this may look small or sound like it's no big deal, but remember, in the home, it's not just about money.

Sometimes it's a Sunday and the mallam/mobile shoe repairers are not around to fix shoes.

Because you have somebody in your family who knows how to fix shoes, you just give it to him or her to mend for you. And then you will be able to go out, So you won't need to endure the humiliation of having your shoe with an open mouth or back. This can - and does - happen to rich persons too. Sometimes the person may not find it convenient to get another pair of shoes for various reasons - and mending it, may be the expedient option. Having someone around with the skills to do it becomes greatly appreciated under such circumstances!

### **So my son was interviewed by his boss-to-be, who asked if he was truly interested in learning. He replied that he was. So, the boss told me what the fee was, we made payment and he began.**

Just over two months on, he's already made his second pair of shoes - sandals (the first were palm slippers with custom butterfly design on it).

Every day he leaves home from about 9a.m in the morning looking eager and excited, and comes back from 9 to 9.30p.m, eats dinner and drops off to sleep, exhausted.

I sometimes stop over at the shop where he's learning, just to see what he's doing, and his boss has often had positive things to say about his attitude to work. This made the man keen for my son to get started quite early making his own products on a trial basis.

But it goes without saying that I am seeing a bigger picture than just shoe mending - since he is learning to make custom shoes!

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**This brings me to the MAJOR motivation he and I had for enrolling him to apprenticeship in the custom footwear making business.**

*You see, for his age he's quite big. As a 17 year old, his shoe size is 46. To help you put that in perspective, mine is 44 - and I am 48 years old.*

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So we have found ourselves, many times going to the market only to return home unable to find shoes that fit him.

His 12 year old sister, who is almost as tall as I am (I'm just over 6 feet) also has the same problem. Long feet, which often makes it very hard to find ladies shoes that fit her. Something she finds very unfunny - understandably!

So, one day I told them: "Look, we have a problem here. We cannot find shoes for you guys. Every now and then we have to spend 23, or 4 days combing the market trying to find shoes that fit you, without success.

All the shoes vendors keep telling us "Oga, the size no dey" (Pidgin English for "Boss, we do not have that shoe size").

***But then on the few occasions we do find shoes big enough for you, the things often looks so ugly that you say you do not want it. What's the solution? I say MAKE YOUR OWN SHOES!"***

*I went on to say "Look if you can solve the problem for yourselves, there are other people in and out of the country who also have a similar challenge of big feet, and would be glad to be able to order*

*good looking custom shoes from you."*

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Apart from big feet, I noted that some people would want custom shoes because they do not like what they find to be available in the market place. Typically these would be people who want to stand out in their own unique/original footwear. I ended by telling him:

*Whatever the case is, it's a problem and they want a solution to it. So, first of all it's a problem for you - you can FEEL that problem. So we call it a FELT NEED. You have that problem: You need shoes; you can't get shoes readily in the market. It's annoying to you. You would like to make your own shoes. You might as well make your own shoes after all. And so if you have the skills to make your own shoes - problem solved (Otherwise you'll have to find a custom shoe making outfit to do it for you).*

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***So that gave my son additional motivation to learn custom shoe making. He knew he would be able to make shoes for himself.***

**Bringing this home now to YOU reading/listening to this: *The point I'm trying to make above is about the need for you to present yourself as a PROBLEM SOLVER to your target audience.***

Identify a real world problem. A problem they your target audience) feel -that they identify or accept that

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they need a solution to, and that they have been looking for a solution to.

Now, provide them information, backed by as much proof as possible, that you can solve that problem, and you will see that they will come to you.

*But how do you tell them that you can solve the problem?*

*How do you make them offers stating that you can solve that problem?*

*It's simple: Your Web Marketing System (WMS)*

**So my son comes this morning and gives me this list of materials saying he wants to make another pair of shoes to wear with his traditional native African outfit that he intends to wear to his Aunty's birthday party.**

This will be his third pair.

You see he's already made a pair of strong, handsome looking sandals as well as a pair of palm slippers within the last 6 weeks (See photos below).



To make the sandals about 2 weeks ago, he'd come to me with money gifted to him by his Grandpa (N1,000) and Grandma (N200) and said he wanted to use the money to make himself a pair of shoes to wear with his jeans to church on Sundays.

**Below: His first handmade footwear – a pair of palm slippers**



I gave him the extra money he requested and about 48 to 72 hours later, he came back with the finished shoes.

So I told him I would pay him to make a pair for me as well.

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Now think about it. My son makes shoes for himself.  
But he can also make for other people.

*So if I want shoes for myself, rather than go hunting in the markets or shops. I prefer to give money to my son, so he can make me a custom pair of whatever shoes I want. I've also told him I will pay for him to make shoes for his sisters and male siblings as well.*

*By so doing, I keep the money in my family.*

*That's one benefit to him.*

*Two: This approach gives him the opportunity to practice with real life projects, till he gains firm competence.*

*Three: When I (and others) wear the shoes he makes, it's a marketing opportunity for him. People may ask me who made my shoes for me. He may also get asked where he got the shoes he's wearing and when he replies that he made them himself; some may ask if he can make shoes for them to wear.*

That's what's likely to happen for him again, as he's planning to make this new pair of shoes he wants to wear to his aunt's birthday party.

But he also told me he wants to give his aunty an original gift. Something she cannot find anywhere else. Something that nobody else will be able to give to her - which will be a custom pair of lady shoes he will make.

So he's come to me with his list and said he needs to buy the materials itemized to make the 2 sets of shoes.

*Now I did NOT suggest any of this to him. Can you see how this is working out for him? He came up with the idea himself - because he already has the skill and now feels an urge to put it to use in a way that adds value to others.*

It's only a matter of time before he



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### builds a followership of people interested in paying to gain access to his skills.

His aunt's friends might just be impressed with the shoes she's wearing and ask where she got them. When she says they were made by her nephew, some of them could ask if he could make some for them.

I'm already building a website for him – see [www.emekasolagbade.com](http://www.emekasolagbade.com).



It has a slideshow gallery of photos showing the shoes on display as well those showing him wearing them.

The point I'm making is that he has found a skill that will be his for life that enables him to solve a real life problem for people, which is what kind of shoes they wear.

There are some people who have big feet, and as a result have problems finding shoes they want.

#### That's Target Group No. 1 for him

**Target Group No. 2** for him are those people who can find their sizes but don't like the kinds of shoes they see in the markets, and would prefer something customized.

So the better he is at making shoes that are strong, and nice looking that people love to buy, the more opportunity he has to make money from those people

who are looking for special shoes that cannot be found readily in the market place!

### Now, back to our Commandment No. 5: You Shall Confidently Offer to Solve Real Life Problems For Your Target Audience

I think this story I've told you provides a useful example to illustrate the point being made.

So the question to ask yourself now is whether what you aim to promote as an offer using your WMS - is it a valuable solution to a real life problem that your target audience has?

Are you sure that this thing you want to offer to them thorough your WMS...are you sure it's something they want, so badly that they will be willing to first CONTACT YOU and later agree to PAY whatever you say is the required investment to get it?

Be it a product you sell or a service you offer, does it provide a real life solution to a real life problem that your target audience is facing and needs to be rid of.

If the answer is YES, then you have no problem. Begin to think now how to create response generating information or content that will communicate that fact to them.

You're going to use videos, articles, reports, audios, images, mind maps. As many kinds of formats and channels as possible will then be used to promote or present that information to your target audience.

*The truth is if you have a solution to a real life problem that people want a solution to, believe me - you can NEVER run out of buyers.*

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**For as long as that need exists among your target audience, you will always have demand for it.**

Indeed, the sky is your limit - potentially.

All you have to do is tidy up your offers, present them with passion, confidence and enthusiasm.

Then make it clear when any of them contact you, that you are authentic - that they did not make a mistake by reaching out to you, AND that they would not be making a mistake by hiring (or buying from) you.

The minute you do that, you would have gotten the key to generating income from the Internet, using your WMS.

**Need help making use of the ideas I describe?** Submit the form at [www.tayosolagbade.com/contact.htm](http://www.tayosolagbade.com/contact.htm).



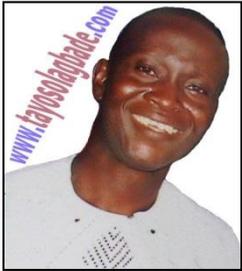
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### About Tayo K. Solagbade



As a Location Independent Multipreneur travelling slowly across West Africa, Tayo's unique ability as a bilingual service provider enables him relate successfully with clients/associates in English/French speaking societies e.g. Cameroon, Ghana, Benin, and Nigeria.

He offers a unique range of Performance improvement talks, seminars and coaching programs for farmer groups, writers, clubs, parents and alumni associations - as well as persons in paid employment.

Since 2002, he has earned multiple streams of income providing individuals and organizations with personal development training and coaching, custom MS Excel-VB solutions, web marketing systems/web hosting, freelance writing services, and best practice extension support services (for farm business owners).

Tayo is the author of the Self-Development (SD) Bible™ & Livestock Feed Formulation Handbook at [www.lulu.com/sdaproducts](http://www.lulu.com/sdaproducts).

Tayo has delivered talks/papers to audiences in various groups and organizations, including the Centre for Management Development, University of Lagos, Corona Schools Trust Council (and all 6 Lagos branches), Adrao International Schools, Christ Baptist Church, Volunteer Corps, Tantalisers Fast Foods and others. In 2012 he was the invited Guest Speaker at the Centre for Entrepreneurship Development's Annual Semester

Entrepreneurial Lecture at Yaba College of Technology in Lagos.

In a previous life, before leaving to become self-employed, Tayo served for seven years (October 1994 to December 2001) as a high performing manager in Guinness Nigeria. He rose from Shift Brewer to Training & Technical Development Manager, and later acted in senior roles as Production Manager and Technical Manager.

When he's not amazing clients with his superhuman skills (wink), Tayo works as the creative force behind his Daily Self-Development Nuggets blog - on which he also publishes his Weekly Performance Improvement IDEAS (PII) newsletter.

He is an Associate Member of the UK based Institute & Guild of Brewing, a 1997 National Finalist of the Nigerian Institute of Management's (NIM) Young Managers' competition, a Certified Psychometric Test Administrator for Psytech UK, innovator of Spontaneous Coaching for Self-Development™ (SCfS-D™), and Founder of the Self-Development Academy Limited.

For a limited time, Tayo is available to speak to your group or organization for a moderate fee. Send e-mail to [tayo@tksola.com](mailto:tayo@tksola.com).

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