



# Tayo SOLAGBADE



Publisher of the **Daily Self-Development Nuggets™** blog  
 Owner of the popular **Cost-Saving Farm Biz ideas Website**  
 Author of the **Practical Feed Formulation Handbook**  
 Developer of the **Excel-VB Ration Formulator™**  
 Creator of the **Feed Formulation Home Study Video Series**  
 & the **Farm Products Sales & Marketing Coaching™** Program  
[www.boostyourfarmprofits.biz](http://www.boostyourfarmprofits.biz)

**Tayo K. Solagbade** graduated as best student – with 2<sup>nd</sup> Class Upper Division Honours - in Agricultural Extension Services from the University of Ibadan, in 1992.

He works as a multipreneur, with a bias for **Farm Research & Extension Advisory/Best Practice Services** provision.

Apart from a growing library of popular farm business articles, Tayo's **Feed Formulation Handbook**, and his customisable **Excel-VB driven Ration Formulator**, bring him in constant contact with farm business owners, feed manufacturers, policy makers and extension professionals in and out of Africa.

Among other services, he develops custom Excel-VB driven software (e.g. an **Excel-VB Driven Poultry Layers Farm Manager**) used in measuring Farm Key Performance Indicators for timely/accurate farm planning and decision making. See video demo at:

[www.spontaneousdevelopment.com/pfmgr.html](http://www.spontaneousdevelopment.com/pfmgr.html)

When not with clients, Tayo works as the creative force behind his blog at

[www.spontaneousdevelopment.com/sdnuggets](http://www.spontaneousdevelopment.com/sdnuggets)

- where he also publishes a **Weekly Speaking IDEAS™** newsletter to promote Burt Dubin's ([www.speakingsuccess.com](http://www.speakingsuccess.com)) Speaker Mentoring Service to experts across Africa.

For a limited time, he is available to speak to your group or organisation for a moderate fee.

## 3 Zero Cost Strategies to Attract Profitable Buyers for Your Farm Products

Learn (among other things) why...

- ✓ People in Your Farm Neighbourhood Are Unlikely to Be Your **Best** Buyers.
- ✓ Your No. 1 Priority Should **NEVER** be Your Farm Products Output!
- ✓ Paid Advertising **CAN** Hurt You More Than It Can Help You.
- ✓ Your Best Bet Will Often Be to Take Ownership of Your Own Marketing!

**...PLUS you'll learn: details for implementing 3 little known strategies to find profitable long term BULK buyers.**

*"FACT: You Do NOT Need Access to a Database of 2 Million "Buyers" For Your Farm Products! Many small business owners hold grossly misguided views about marketing. Most do not track Cost of Customer Acquisition (COCA) – a crucial parameter that determines profits! Smallholder farmers are especially guilty of this. That's why most will question the foregoing. And it's also why they won't find profitable buyers!" – Tayo K. Solagbade*

Learn more about Tayo & the Self-Development Academy at [www.spontaneousdevelopment.com](http://www.spontaneousdevelopment.com)



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