

Why I Convert Video/Audio Interviews & “Informal Narratives” by Others Into Downloadable PDF/Slideshow Versions – Tayo K. Solagbade

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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 services to clients, I encourage them to explore as many intelligent and cost-effective ways as possible, to present themselves to the target audience. For instance, stories told to “friends” on Facebook can become PDF reports they can give out and encourage others to share freely!

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 transcripts. **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 transcripts 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 transcripts. 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 learning 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,



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About TAYO 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 – and 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).

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, and then later acted in senior management 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 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/teksola) and **Facebook** (www.facebook.com/tayo.solagbade). Visit www.tayosolagbade.com (Tayo's Flagship Performance Improvement website) to download over 10 performance improvement resources to boost your personal and work related productivity.

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 as part of a back links building strategy, and his Farm Business guest posts now appear on www.africabusinesscommunities.com.

He is the author of the Self-Development Bible™ and the popular Practical Feed Formulation Handbook. He also developed the Excel-VB driven Ration Formulator & the Poultry Farm Manager software. His latest book is titled **“Kukuru Danger™: 5 True Stories About the Adventures – and Misadventures! – of a School Age Child Trying to Find Purpose in Life.** [Hint: You can download a 20 page FREE PDF chapter preview of this unusual book at www.tayosolagbade.com/buy-kukuru.htm]

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@teksola.com. Visit www.teksola.com and www.tayosolagbade.com for more.

Useful Resources I've converted - available at: www.tayosolagbade.com

A. Breakthrough to Purpose – Andy Brine Interviews Efe Ohwofasa

B. Ten (10) Valuable Lessons I Learnt About Blogging for Passive Income, from Yaro Starak's 60 Minute Podcast Interview with Patrick Meniga

C. NEVER Let Anyone Tell You What YOU Cannot Do! (Transcript Slideshow Version of ESPN's July 21 "SportsCenter" Profile video about Richie Parker - the engineer born without arms, who designs championship winning NASCAR race car parts/components)

D. HOW I MADE MY FIRST MILLION AS A WRITER SELLING BOOKS...(A True Story About Potentially Traumatizing Sales & Marketing Dilemmas Book Authors Face in Nigeria) – narrated in a post by award winning writer - Charles Ayo Dada on his Facebook wall on 18th August 2014. Contact Charles via Facebook (www.facebook.com/charles.a.dada) for a copy of this. Or you can email tayo@teksola.com and I'll email it to you as a PDF attachment.