

GETTING STARTED WITH TECH

MY JOURNEY FROM NOVICE TO TITAN



MISBAUDEEN YUSUFF ADESHINA

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Misbaudeen Yusuff Adeshina asserts the moral right to be identified as the author of this work.

First edition

Contents

<i>Foreword</i>	iv
<i>Acknowledgments</i>	vi
Introduction	1
1 THE G.S.M. SOLUTION	3
2 MOM'S MAGIC TOUCH	6
3 FIRST STEPS ONLINE	10
4 FINDING MY TRIBE	17
5 MINDSET: SACRIFICE, LEARN, AND EARN	21
6 INFORMATION	31
7 FAILURE, MOTIVATION, AND SUCCESS.	39
8 THE LANGUAGE OF SUCCESS AND MONEY	45
9 THE DIGITAL ECONOMY	55
10 MORE THAN JUST CODE	63
11 SOFT SKILLS	76
12 GIVING BACK AND THE FUTURE	79
<i>About the Author</i>	86

Foreword

How To Use This Book!

Welcome to “Getting Started With Tech: My Journey from Novice to Tech Titan,” a guide designed to inspire and equip you with the knowledge to embark on your own journey in the world of technology and remote workspace.

This book has been written in simple language, with the tech novice in mind. Each chapter builds upon the previous one, laying a foundation that will help you understand the complexities of the tech industry.

Start from the beginning and progress chapter by chapter for a comprehensive learning experience. Jumping a chapter could mean losing out on life-changing information.

Look out for the ‘Tech Titan Tips’ scattered throughout the book. These nuggets of wisdom come from my personal experiences and insights from industry leaders, offering valuable shortcuts and advice.

To deepen your understanding, I’ve taken time to break the discussions into sub-chapters and also include necessary links where applicable. Specific mentions of companies and platforms have been made to shorten the curve for you.

Remember, this book is not just a source of information; it’s a catalyst for transformation. Use it as a stepping stone to ignite your passion for technology and propel yourself towards

becoming a tech titan.

Visit yusuffadeshina.com/community to join my community and connect with fellow readers. Share your progress, ask questions, and find support as you navigate through the tech landscape. I am with you at every step of the journey.

My website, <https://yusuffadeshina.com> and social media are always alive with useful activities you can benefit from; kindly make do with them.

Acknowledgments

As I reflect on my journey from a novice to a titan in the tech world, I am filled with gratitude for the incredible people who have supported, inspired, and believed in me along the way. This book would not have been possible without their continuous encouragement and guidance.

Foremost, I want to express my deepest appreciation to my parents. To my father, who sparked my love for learning and always brought home books for me to read, even at a young age, your dedication to my education and personal growth laid the foundation for my success. And to my mother, whose magic touch and unwavering support propelled me forward, your encouragement to monetize my skills, your financial advice, and your unconditional love have been the bedrock of my achievements.

To my amazing wife, Ajoke, thank you for being my rock and partner in every sense of the word. Your love, patience, and belief in me have been my constant source of strength. Thank you for standing by my side through the ups and downs and for being my biggest cheerleader.

I also want to extend my heartfelt gratitude to my incredible colleagues and friends who have played a significant role in my journey: Osazee Kelvin King, thank you for creating the Writing Cash Code and being a fantastic mentor. Your guidance and support were instrumental in my early success as a freelance

content writer.

Jimoh Oluwatobi, Iyanda Bolaji, and Basit Ifeoluwa, thank you for your friendship, collaboration, and unwavering support during my transition into blogging. Our shared experiences and knowledge have been invaluable.

Alhaji Sheriff, your wisdom and positive influence have been a guiding light. Thank you for always encouraging me to think positively and strive for greatness. Ojajuni Oluwole, Azeez Onifade, Saad A. Ganiy, Adetola Adegbohun, and Abidemi Oyewole, thank you for being part of my network, sharing your expertise, and contributing to my growth as a digital marketer.

Folorunsho Luqman, thank you for being an incredible friend and brother. Your influence and support have been instrumental in my journey, especially in my transition into blogging.

I also want to express my gratitude to the following individuals who have made a significant impact on my life and career: Mrs. Oke, my school mother, thank you for your guidance, support, and belief in me throughout my time at Special College of Education, Oyo (SPED). Your influence has been immeasurable.

Mr. Joe Earnest, Mr. Rasak Fijabi, and Mr. Asua, thank you for your mentorship, advice, and for always looking out for me during my time in Oyo. The proprietor of Kings International College, Mr Olojede Femi, thank you for believing in me and giving me the opportunity to work with your esteemed school. Your trust and support have been greatly appreciated.

Lastly, I want to thank everyone who has been a part of my journey, including the members of the Fiverr Billionaire Seller (FBS) community and the beneficiaries of the Yusuff Adeshina Foundation (YAF). Your eagerness to learn, grow, and succeed has been a constant source of inspiration.

To all the aspiring tech enthusiasts and remote workers out

there, thank you for picking up this book and allowing me to share my story with you. I hope that my experiences, lessons learned, and insights will help you navigate your own path to success in the exciting world of tech and remote work.

With immense gratitude,

Misbaudeen Yusuff Adeshina.

Introduction

I wouldn't know how you got this book, but thank you is all I could say for counting this piece as something you should read. Whether through a random search of your friend's catalog, picking it up at a library, purchasing it online, watching its video, listening to its audio form, or a friend gifting you, you have definitely made the right decision by finding time to go through this epic read. Your time would be worth it, I promise!

This is not a regular motivational book, nor is it a religious script, but I would advise you to take everything you learn therein religiously. Hold on to them with your molar teeth and never lose them to self-doubt, procrastination, information overload, or excuses. Only then can my toil in bringing this beneficial information to you be truly worth it. *Gracias!*

The simplest component of this book is not about how a 'Guru' who has never made a cent in his life by moving a cursor wants to teach you about making some imaginary figures online. It is about rigor, self-awareness, taking up timely opportunities, defying odds, failures, prudence, elasticity, what works, giving back, nurturing relationships, being authentic, and how all these can serve as your compass in navigating the realities of the tech world now and in the future using my lens.

Do well to memorize some resounding lines from some practical tips offered in the book, if that is your way of getting things done faster. After all, what matters is the result. This is not just

any other book; take it as your only key to unlocking your way into tech success.

Happy reading!

THE G.S.M. SOLUTION

I think television is the most powerful invention in the world. It can be used for good or for bad, and it's up to us to decide how to use it."

- Steve Jobs

Growing up in Lagos, Nigeria, my father would return from work most evenings with a book for me to read. He would ask me to read it and then explain what I had learned. At around 11 years old, I remember reading many books, both fiction and nonfiction, and sharing what I learnt with my father.

This thread continued until my father returned from work one day and gave me a book titled G.S.M. Solution. This singular gesture was by far the most important catalyst that would shape my thinking, actions, and inactions in the years to come.

This book was nothing compared to what I had read in the past, as it was filled with practical guides and information on

how to utilize all the features of a mobile phone. Importantly, it contained a section about connectivity to the Internet, and that formed the basis of my first encounter with the World Wide Web.

The idea of an entire world out there where you could chat, download, and ask questions fascinated me, so it piqued my interest. Even though neither my father nor my stepmother had an Internet-enabled phone at the time, I learned the guide that was written in the G.S.M. solution and could perform the actions on my own.

When I resumed school as a J.S.S. 1 student, one of my classmates had an Internet-enabled phone and brought it to school one day. While checking the phone, I realized that it had something called a browser, and I went to the message box to send “Settings” to 3888 (I am not sure I still got the settings correct).

In Nigeria, from 2006 until 2012 or so, if you had an Internet-enabled phone, you wouldn’t have access to the Internet until you sent a message to your network provider asking them to provide you with the configuration settings for your Internet to start work, which was why I sent “Settings to 3888.”

After a few seconds, a configuration setting would be sent to you. You would accept it and save it to your phone, and you could connect to the World Wide Web through your phone browser.

I gained popularity in my class after setting up the Internet connections on my friends’ phones, and other students with Internet-capable phones came to me for assistance with their connections.

I had a Nokia phone with an antenna at the time. Although my phone was not internet-enabled, I had fun with my friends by downloading games, listening to music, and doing many

other things online with their phones. During that period, well-known websites like waptrick.com, wapking.com, and sefan.ru were in use.

This is how my tech career began, and as you will see in later chapters, perseverance and an early start have been the two keys that have helped me get this far.

MOM'S MAGIC TOUCH

If you are successful, it is because somewhere, sometime, someone gave you a life or an idea that started you in the right direction.”

- Melinda Gates

In 2010, I moved from Lagos to Ogbomosho, Oyo State, to live with my mother and stepdad. The reason for the move is personal, and I won't be discussing it here.

My mother was a teacher at Akhbarudeen College of Education, a well-known school in Ogbomosho. She taught subjects such as business studies, commerce, and accounting. After school hours, we used to retreat to her mini-supermarket.

When I arrived in Ogbomosho, I continued to assist individuals in accessing the internet, and I did so for free. After noticing that I was helping people connect to the internet without charging, my mother suggested that I begin charging individuals for

internet access and downloading digital media for free.

This was my first business venture and my first foray into entrepreneurship. I followed her advice and placed a signboard advertising my services and expertise outside my mother's mini-supermarket.

People came, and at that time, I charged as little as 100 NGN to 300 NGN for internet access and downloading digital media per phone.

It was 2010, and I was just 15 years old, but that was how I got started with internet marketing.

I bought an internet-enabled phone with the money I saved from charging people for internet access. I continued helping people connect to the internet for a fee, but I also taught some people how to connect for free. They, in turn, taught others for free as well.

However, I couldn't continue my business because I ended up teaching people how to do it instead of offering it to them as a service, only. The knowledge spread, and I went out of my first business.

Nevertheless, I had my phone and became obsessed with it and the Internet. It routinely got my mom pissed off, and I could remember her getting angry and asking me, "Why are you so obsessed with your phone? Is it that you have a ship on the water you are expecting, or are you doing business with the phone? You are always on the phone, chatting and downloading games; is that all you could use it for?"

From those questions, I had a life-changing moment when I decided to search on Google for ways to make money with my phone. I received a lot of search results, but most of them seemed to be targeted towards adults. Therefore, I had to change my search terms and start looking for ways to make money with

my phone as a student.

The search results were meant for other countries, so I redefined the search term again and started searching for “How can I make money with my phone as a Nigerian student?”.

I got results meant for Nigerian students; I got paid and free results, and I subscribed to the free ones. I immersed myself in learning, as I was made to understand that before you can make money online legitimately, you need to offer some kind of service or sell a product.

To offer a digital service, you must first become proficient in the necessary skills and master them. The learning continued until one day; my mom received a text message from a bulk SMS marketer promoting an eBook that promised to teach 65 ways to make money online.

The message was intended for me but was sent to my mom because I used her details to sign up for various online offers.

The eBook was on sale for 3,000 NGN. I pleaded with my mom to give me the money; she agreed, but one thing about my mom is that she spends on budget, so if you want to collect money from her, you must have told her prior that you would need the money.

To get the 3000 NGN, she said she would give me 100 NGN per day, which she advised I give to the mobile microfinance agent who goes about the community helping people save their money for calendar days. You would get your money back at the end of the calendar day, but the agent would keep one day’s worth of savings as commission.

I started the savings, and by the end of the month, I had enough money to pay for the course. I made the payment myself, and it was my first time buying a paid course, and the year was 2011.

The course was not what I expected, as it was more informational than a practical guide, but it contributed to my knowledge as I learned more ways to make money legitimately online.

In simple terms, my parents influenced me into tech and techpreneurship. I remember once having an argument and being in support of the idea that parents have more influence on their children than society, while others in the same argument believed that society has more impact on the child. My experience is a compelling example of the power of parental influence.

Having a father who came home from work and, most times, instead of biscuits and candies, brought back books for me to read when I was very young shaped me into the man I am today. I was at an age where I should have been running around and playing, but he subjected me to reading, and I read and understood what I was reading.

Eighteen years later, I am still reading and have founded a reading club called 1 BOOK CLUB.

1 Book Club, as the name implies, subjects me and the members to read one book each month on politics, business, governance, financial literacy, and personal growth and continues the cycle every new month.

My mom was also instrumental in shaping who I am today. She encouraged me to monetize my knowledge, supported me, and directed me to use my phone productively instead of just downloading games and chatting over the phone. Her guidance helped me to focus on productivity, value, and achieving success.

FIRST STEPS ONLINE

I think it is possible for ordinary people to choose to be extraordinary.”
– Elon Musk

As I progressed with life, I learned more and more about making money online until I finished senior secondary school.

After graduating from Akhbarudeen College of Education in Ogbomosho, Oyo State, in 2013, I told myself that I needed a laptop to put everything I had learned into practice.

I did not ask my mom to give me money to buy a laptop because I did not want to put unnecessary pressure on her and her finances. She was the only one footing my bills at that time.

However, I asked my mom to give me money meant for my admission into a higher institution and promised to use the

money to start a Bet9ja shop outlet while I ventured into making money online as a side gig. I aimed to ensure a stable source of income that would finance my lifestyle and afford me the money needed to start a career online before I continued my education at a higher institution.

My mother agreed with the condition that I would have to sign an agreement that she would draft, noting that I had collected the money meant for my schooling to start a business and with the promise that after I achieved a considerable level of success, I would continue my schooling. I agreed!

However, the following week, she called and told me her offer was off the table, and the only thing she would release money for was for me to return to school. That wasn't what I wanted, as I believed that going into business or monetizing my skills after secondary school was my best bet. She was the only one financing my bills, and seeing her struggle to get it done was an eyesore.

While waiting for the next admission session, I worked in a cold room in Ogbomosho as an attendant and was paid 8,000 NGN at the end of the month; this was still in 2013. I couldn't save any money as missing stocks were deducted from my salary. Although I was not the only attendant, whenever a stock went missing, it was deducted from all of our salaries. I resigned from the job after a couple of months.

I found another job with a laundromat; I think the salary was 6,000 NGN. I did not complete a full month because I needed to take a JAMB class for my upcoming admission exam, and I couldn't afford an 8 am to 6 pm job, so I resigned, and the CEO gave me 1,500 NGN as part of my salary.

I started a JAMB class and found a teaching job that only took 7 am to 2 pm and afforded me the luxury of attending my JAMB

class, which was slated for 4:00 pm to 6:30 pm. Everything worked fine, and I was getting paid 5,000 NGN as a teacher in early 2014.

I continued learning about how the Internet works, what makes money, and why it makes money. However, in all I was learning, digital marketing stood out, maybe because I was a commercial student and understood what marketing was all about.

While working as a teacher, I founded my second company, a bulk SMS marketing company.

I created the website and outsourced Mayowa Oladele, popularly known as Baba Modder, to complete the mobile application for me.

I crafted proposals detailing how bulk SMS can help businesses and establishments reach their target audience professionally and digitally. I submitted the proposals to schools and churches.

I got a lot of “Noes”, but I also got some “yeses”. One of the “yeses” I got was from the proprietor of one of the oldest and most prestigious schools in Ogbomosho, Kings International College, who would later become one of my mentors and godfathers.

The day I met him, I introduced myself, gave him the proposal, and explained the concept and how my business could help promote the image of his school. Without hesitation, he paid me 8,000 NGN to open an account with my business and set up the school profile. I was surprised because the man did not know me from Adam, but he believed in me and even trusted me by paying for the service upfront. That day, I formed the opinion that no matter how hard things can be to start, God will reward you if you put in the work.

This continued until I got admission into the Federal College

of Education, Oyo (Special) in late 2014.

Life and business continued till I started helping bank staff configure their internet access in Oyo town. I was known at GTBank Owode in Oyo, First Bank, and Access Bank. As of then, I was always granted access to the banks after work hours. It was 2015, and I was just 20 years old, but the connection I had, the knowledge I had, and the people I had around me took great care of me.

Notable people who were always looking out for me, helping me, and advising me were Mr. Joe Earnest, Mr. Rasak Fijabi, and Mr. Asua, among many others. If any of you are reading this, I would like to say a big thank you, and God bless you all.



Figure 1-A picture of me with Mr. Joe Earnest, the chief of security at GTbank, Owode Oyo Branch.

I continued my life, studies, and learning digital marketing until the end of my 100 level, and we were meant to go on a compulsory

4-month SIWES program. My department did not have a SIWES arrangement then, but we would also need to take those four months off from school.

My friend and colleague Matthew told me about his aunt in Ogun State, who owns a bakery. He told me that they needed a supplier for the bakery, and they paid a basic wage of 4,000 NGN per week with accommodation.

The bakery was not far from Lagos State; in fact, it was easier and faster to get to the bakery through Lagos State. All you needed was a canoe, which takes about 5 minutes to cross the river between Lagos State and Ogun State.

I went home and told my mom, who did her due diligence.

After much back and forth, she allowed me to go to Lagos and work as a bread supplier. I was happy because it took a lot to convince her to let me go.

At that time, all I was thinking about was that I had finally found a job that would allow me to save money and get the laptop that I needed.

I resumed work as a bread supplier at Eleshinmeta Bread, Ogun State, with two of my friends who also took an interest in working instead of sitting at home for four months.

It was a whole new level of experience. I would wake up around 3 a.m. to load my wooden bread pouch and drive my bike, loaded with the pouch, to the nearby river where a canoe and its operator would be waiting for me. I would load the canoe with the motorbike, the bread pouch, and myself, then travel to Lagos, arriving between 4:30 a.m. and 5 a.m., to supply the bread before parents started waking up to prepare breakfast for their children.

My job was to get the bread to retailers that sell it to the end consumer, allowing the final consumer access to freshly baked,

soft bread. It was a good job with a lot of experience. It came with its own roller coaster, but I had a lot of fun, and as I am writing this, I am blushing as the memories unfold.

FINDING MY TRIBE

“You are the average of the five people you spend the most time with.”
– Jim Rohn

It had been four months, and I was ready to resume school with a total savings of 48,000 NGN. I left Lagos for Ogbomosho and bought a Nigerian-used laptop that cost around 30,000 NGN.



Figure 2-A picture of the laptop, which was also my first laptop.

Now that I have the laptop, what's next?

Around the time I acquired my laptop, one of my Facebook friends, Osazee Kelvin King, started his video course, The Writing Cash Code.

The Writing Cash Code was an A-Z practical guide on starting a career and dominating the freelance world as a content writer on Fiverr.

Fiverr is a freelancing platform where people offer their skills as a service to people looking for such services or skills to solve their day-to-day and business problems. It is one of the many

freelancing platforms out there.

I enrolled in The Writing Cash Code, and at the time of its launch in 2016, it was sold for a one-time fee of 7,500 NGN.

I watched the video course for days before implementing what I learned in the videos. It was easy, as I just had to click where my tutor was clicking and exchange his information for mine. Of course, I had to think outside the box to make it better and get the desired result.

During the first month of setting up my profile and gig on Fiverr as a content writer, I completed my clients' content projects and earned 140 US dollars. It was my first time making such money, and I was so happy.

I had challenges, like when my Fiverr account got flagged and deactivated for violating Fiverr's terms of service. My tutor stayed with me, and we got another account up and running.

This time, it was even better, as I had more experience with what works and had learned from my past mistakes that led to my account being deactivated.

I was one of the most successful students in the Writing Cash Code, and Osazee was always proud of me and there to help me.

I preached the gospel of the Writing Cash Code, and with my results through Facebook, people started to see the course as mine.

I remember a post where some people were dragging with Osazee Kelvin King that the Writing Cash Code belonged to Yusuff Adeshina. That got Osazee on edge, and he commented that he would investigate if I had been selling the course as mine.

After his investigation, he realized I was just promoting the course and never selling it as my own, but that incident made me stop promoting the course and face my own brand squarely.

As always, I continued learning and growing while making

money from the comfort of my class and hostel room. Oh yes, I was still in school, at the 200 level, in the first semester.

Working remotely and having classes to catch up with was not an easy task as I had deadlines to submit my clients' projects; some were just 24 hours, some were up to 5 days, and even 14 days; it all depends on the size of the project.

As I continued to polish my skills and earn more, I added people of the same profession to my Facebook account, followed the influencers in my niche, and learned from them.

I also had to pay for some other courses. Another notable course that I paid for was from a tutor called Arewa Lanre.

While others complain about the threat social media and the internet pose to the youth, I was making 5 figures from the internet at the age of 21. I started paying my own bills and told my mom not to worry about my bills anymore. I remember her telling me to come home from school on the second day to explain how I was getting money.

I went home, opened my Fiverr app, and showed her my profile and the services I was offering. I also explained how clients purchased my gigs, how they paid, how I delivered their projects, and how happy they were as I solved their problems.

She was happy, prayed for me, and gave me cogent financial advice. One of the notable pieces of advice that stuck with me was “Owo ʼti ọmọdẹ bá kọkọ rí, àkàrà ni ómá n fíí jẹ”, which literally means “a kid's first earnings are spent on junk”. She advised me not to be such a kid, to save money, and to use the money correctly.

I continued to follow and befriend people I could learn from, and it helped me as they constantly published content and allowed me to consume content that helped my career grow daily.

MINDSET: SACRIFICE, LEARN, AND EARN

“**P**ractice isn’t the thing you do once you’re good. It’s the thing you do that makes you good.”
– Malcolm Gladwell

Sacrifice

As a 200-level student in the Special College of Education (code-named SPED), Oyo, I routinely missed my general classes and had my friends write my name on the attendance sheet so that I could have time to deliver my clients’ projects.

Missing my general classes was not a big deal, as there were over 1,500 students in the hall. If you were not at the front of the hall, you hardly heard what was being taught and would later have to resort to self-learning, which I happen to be good at.

I did attend my departmental classes because we were just about a hundred, and one of my lecturers, Mrs. Oke, took an

interest in me and became my school mother since my first semester in the 100 Level session.

Why? I blew her mind off with how I answered the exam questions she had set for my level. Most of my friends would complain about my 'absenteeism' in class. They did not support it, but I was the only one who understood what I wanted and what was at risk.

In school, you would see me with my backpack and my laptop inside of it, jumping from one department to the other to see where there is a power supply that I can plug into to recharge my laptop and work on submitting my clients' projects.

My school mother also complained about my actions and told me it would affect my academics, but I told her not to worry; I got it all under control.

I wanted to go for campus politics; I won the primary election, but my school mother kicked against it, telling me I already had a lot on my desk and that joining politics would ruin me. I later stepped down and allowed my opponent to take the reign.

It was time for our 200-level first-semester examination, and many of my clients' projects were in the queue. I outsourced some of them to other freelance writers that I knew of and was sure could deliver.

I took the examination while delivering projects to my clients and avoiding late projects, cancellations, or bad or worse project delivery experiences with my clients.

It was not an easy task, as I remember having about 16 courses to sit for in the exam and about 12 orders (projects) in the queue, but when there is a will, there is a way!

I did my examination and got my career in good shape, with most of my projects or orders submitted and new ones in the queue to be attended to.

When we resumed for the second semester, 200 level, I continued with my life, career, and studies, missing general classes to deliver my clients' content projects.

Our first-semester 200-level result was posted; I was not in school (I went out of campus for electricity), so I asked my friends to check my results. They reverted to me, saying that I passed all my courses, with my grades mostly sitting on B's and having a few A's and C's.

I was also told that my school mother, Mrs. Oke, saw them while they were checking the exam result board and asked them to write out Deshina's results for her (yeah, she calls me Deshina).

When she got the result, she was surprised and told my friends that she thought I would fail my courses because of the way I was skipping classes and going about with my laptop lifestyle.

Life continued until I finished the three-year program without failing a course because I knew what I wanted. It was not easy, but my sacrifice paid off as I graduated from SPED and still had my career in perfect shape.



Figure 3-A picture of my school mother, Mrs. Oke, signing out on my T-shirt as I did my last paper on campus.

I have always believed that whatever it takes, I must continue to move forward, so when I should be resting or gisting with my

friends, you will find me working on my laptop to deliver my clients' content project!

Most of the time, I had to jump from one shop outlet to another in search of a power supply to avoid delaying my clients' project submission.

It is funny how I see young people complaining about the electricity supply in Nigeria, while sitting at home without stepping out of their comfort zone to make things happen.

Learning and Earning

After graduating from SPED in 2017, my girlfriend asked me, "So what next?"

Without wasting a second, I replied that "I now have the time I needed to focus on my career".

I continued my career while also indulging myself in more learning. I have always believed that you need to learn and be better before you can charge people for a premium service.

As I learned, I could charge more for my service because I could negotiate better and offer my clients a better service and experience.

As my learning progressed, I transitioned into traffic acquisition, monetization, and content marketing, which most would call blogging.

Folorunsho Luqman, my internet-savvy friend and brother, influenced my transition into blogging! Notably, others who provided support and made my transition as smooth as you could ever imagine are Jimoh Oluwatobi, Iyanda Bolaji, and Basit Ifeoluwa.

I started content marketing and monetization in 2017 and became a monetization partner with Google AdSense. My goal then was to earn \$100 in a month, as it was just a side gig for me.

I had numerous challenges in my new-found side gig, but as always, I kept my head cool and always tried to move forward regardless of the challenges.

In October 2017, things started going south with my freelancing career. Since the peak of my career, the least I made in a month as a freelance content writer was \$400.

However, my earnings tanked to \$50 in October 2017.

At first, I hoped it would pick up, but it got worse, and by the end of November 2017, my income was \$0.

I was depressed. In December 2017, my mom noticed my depression and asked what was wrong. I told her my challenges, and she told me it is normal for things to go south once in a while as we are human beings; we can't have a straight line of progress; it has to tank and then go back up.

I was relieved, but the challenges persisted. As the challenges ate into me, my mom told me not to think about my challenges and asked if she should resume my monthly stipends.

I refused!

I left her house that day, telling myself I do not want to start collecting money that I had stopped collecting (I stopped living with my mom since 2013 and was living with my senior brother, Akanbi).

I had to sit down and diagnose my problem and realized that my gigs on the freelancing platform were no longer appearing in the search results.

In a simple sentence, this means that when potential clients searched for my services, my gigs did not appear in the search results.

As I got home, I took my laptop and searched YouTube for "how to rank my Fiverr gigs."

With YouTube, I watched many videos on how to re-rank

my gig. I followed the recommendations, including contacting previous clients and asking if they had a new project they would like me to handle

I got a lot of “Sorry, mate, we currently do not have any projects right now,” I also got some yes and resumed work.

As it is popularly said in the business world, it only takes one yes!

By implementing what I learned, I started getting jobs from my old clients, and within a week, my gigs started appearing on the search result page, and I was back in business towards the end of December 2017.

As I continued my efforts to get my gig to the first page of the result page, I got a single project from a new client for a content writing project for \$700. I was so happy, and even at the end of the project, the client tipped me a whopping \$50 for a job well done.

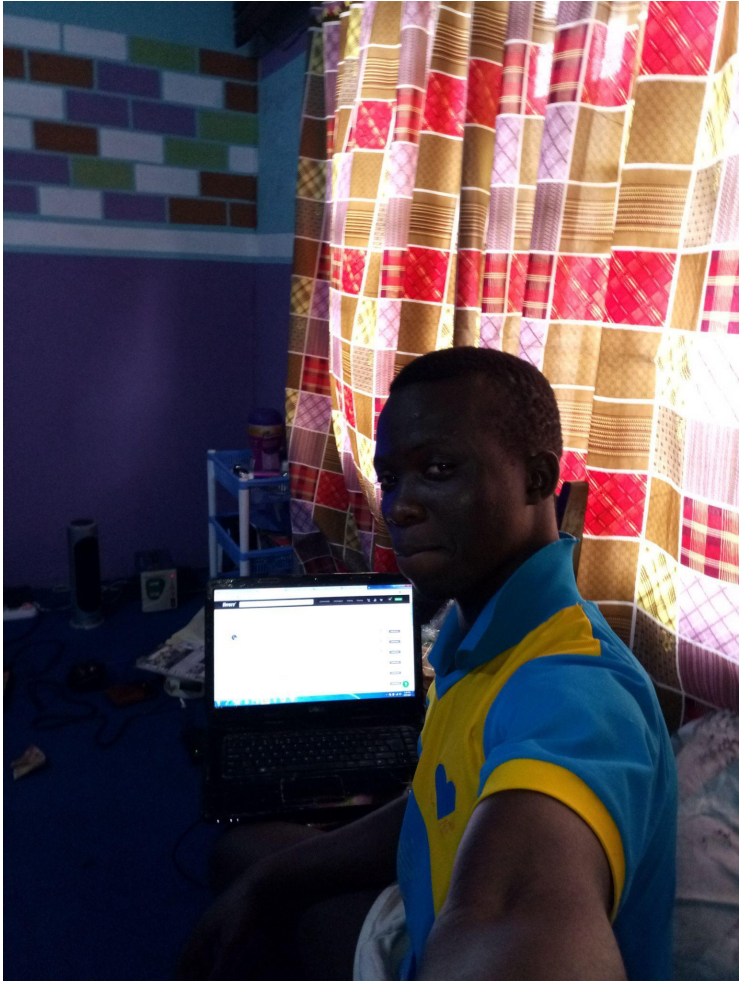


Figure 4-A picture of me working with my laptop on Fiverr.com in my one-bedroom apartment

Lest I forget, while going through the challenges, I was learning and building my content marketing project (the blog). By January 2018, it was already doing well and generating a monthly

income of \$100.

It was not an easy ride with the blog; as I earlier stated, many challenges cost me a lot of money while setting up the blog, but if there is anything about me, it is that I do not give up.

I can remember one day; I was having issues with Facebook. They shut down my pages and banned my blog URL from working on their platform. It was hell. I was frustrated, as that was not the first time, and I had exhausted my options for finding a solution to the problem. All I could do that day was shut down my laptop and phone. I went over to my brother's room and tried to escape the frustrations of having my URL banned from the Facebook platform.

It helped! And on the second day, I resumed the fight and watched YouTube videos on how to rectify the issue. From the suggestions provided in the YouTube videos, I solved the problem and put the necessary infrastructure in place to avoid such problems in the future.

Blogging is a business that combines numerous digital marketing skills, such as traffic generation and optimization, traffic monetization, website design and set-up, web host setup, content writing and monetization, funnel buildup, and affiliate marketing. To be successful in blogging, you must equip yourself with most of the skills that I listed.

What is your impression of this simple story of mine? You have to LEARN before you can EARN.

The Internet is a world on its own; it is a reflection of the physical world, just that you could get things done faster and easier. For you to make a legitimate living online, you have to help another user online to the point that they would be willing to pay you in return. That's it!

I don't think I'm putting this properly, but let me try again.

You have to know the solution to people's problems and offer them the solution in exchange for money, and there you go!

It is also like that in the physical world, but you are limited by location, but on the Internet, you are borderless.

In my entire career as a content freelance writer, I can count the number of times I handled projects from Nigerians, but I cannot keep track of the number of times I handled projects for clients from the US, Canada, or the UK.

I even preferred getting jobs from citizens of these tier-one countries, like the UK, US, Canada, Australia, and others, as they pay more than Nigerians, the rest of Africa, and the Middle East.

However, before you can offer services to tier-one countries, you have to learn a lot and understand what it takes to offer your services to them. We will touch more on that in subsequent chapters.

In conclusion, earning on the Internet has a formula. The formula is represented by your mindset, where sacrifice + learning = earning. The Internet rewards learning. You just have to LEARN and then you EARN.

INFORMATION

“**A**re those who know equal to those who do not know? Only they will remember [who are] people of understanding.”

- Quran 39:9

One of my teachers once told me, “If you aren’t informed, you’ll be deformed.” Those words really struck a chord within me. Information is the lifeblood of the internet and tech space in which I operate. Whether you’re offering a skill or running an online business, while working remotely, you have to stay on top of the latest information.

The reality is that the internet world moves at lightning speed. What worked for you last month on a platform like Facebook, LinkedIn, Google, Upwork, Fiverr, and others could become

completely useless today. These companies are constantly tweaking their algorithms and systems to improve the user experience. So, whatever strategy you were using to get excellent results could suddenly stop working after a major update. New factors come into play, determining what works and what doesn't.

That's why it's important to surround yourself with a community of people who share fresh, relevant information. As an internet marketer and remote worker, I have multiple ways to tap into that flow of up-to-date knowledge.

Trusted Sources

Reading blogs from experts in my industry is one way I stay looped in. I also set up Google Alerts for topics related to my career, so I get pinged anytime there's fresh news or updates I should know about. And, of course, YouTube is a gold mine. I'm constantly watching YouTube videos from industry experts and influencers sharing tips on optimizing ad campaigns or generating more traffic and leads effectively.

Following The Influencers

As a digital marketer, I religiously follow industry influencers who are at the top of their game—people like Neil Patel, Tanner Chidester, Matt Diggity, Miles Beckler, Adam Enfroy, Damon Burton, and Simon Høiberg. I tune into their Facebook, Twitter, LinkedIn, and YouTube pages to study how they approach and solve day-to-day digital marketing challenges.

Learning from Peers

I pay attention to more than just the big-name influencers. I also follow colleagues and peers like Ojajuni Oluwole, Azeez Onifade, Saad A.Ganiy, Adetola Adegbohun, and Dr. Abidemi Oyewole among others. Seeing how they tackle issues from their

unique perspectives expands my thinking and exposes me to novel ways of getting things done more efficiently.

The Power of Collaboration

Another big way I gather valuable information is by collaborating with others in my field. I've got a network of colleagues with whom I constantly share what's working for us and what's not. It's an awesome way to shortcut your learning curve instead of randomly experimenting to see what flies.

Let me tell you about one of my experiences collaborating with colleagues for information exchange.

When I wanted to start blogging, I had a friend who was already in the blogging space and was meant to teach me how to set things up, but he ghosted me.

After months of trying to communicate with him, I had to take a different route: self-learning with my friend, Jimoh Oluwatobi, who also had the same goal of starting a profitable blog business.

This wasn't my first rodeo with blogging; one of my earliest sites dates back to 2013, when I had a wapka.mobi and a blogspot blog discussing mobile technology trends. But back then, it was just a hobby, not a project to make money.

It wasn't that I was entitled to the information my friend possessed, but I had the impression we had a synergy, so he should honor that and help prevent me from having to do excessive trial and error.

Jimoh and I started learning the fundamentals of running a content blog as a real business. It was far from smooth sailing; I burned my fingers numerous times as Google kept shutting down my advertising partnership with them due to policy violations, among other challenges. But no matter what, I kept learning and understanding the right process to set up my business funnel, and I was doing it alongside Jimoh.

We started seeing some results, but setbacks kept pulling us back. Still, we didn't give up. We continued to learn from YouTube, industry blogs like Shoutmeloud and WPBeginner, and other reputable websites that write about setting up a profitable blogging business.

While running my blog, I somehow crossed paths with the old friend who had previously ghosted me. I confronted him about disappearing when he was supposed to share his knowledge. He apologized, explaining that he had been busy when I tried to reach him.

He offered professional suggestions and advice that helped me avoid continuous Google advertising and webmaster's policy violations and account shutdown. Experience they say, is the best teacher.

However, it is important to note that if I had waited for him, I might not have started blogging until now! As the Yoruba elders say, "It is the child who lifts his or her hands that the parent will lift up." This means you have to get started to get help, rather than waiting for it.

The Internet has decentralized information, and we have faster access to information than any previous generation.

You shouldn't be afraid to implement what you learn, even if it means failing at first. Failure is part of the journey, and as you learn from it, you build a valuable experience that increases your chances of success the next time.

If there's one thing about me, I'm not afraid to learn and fail. I have always believed that I could do better whenever I fail, as I would gain more experience and approach the task differently.

My collaboration with Jimoh was valuable, as we were in the same boat, paddling together until we reached our destination. Many others, like Iyanda Bolaji, Folorunsho Luqman, Adeyemo

Basit, contributed greatly to my successful transition to blogging.

Watching Out for Leeches

Of course, this collaboration game has its risks. Some people will act like they don't have the information you need while hungrily feasting on everything you share with them. It's not always easy to sniff out those leeches early on, but their selfish ways become obvious over time. At that point, the best move is to cut them off and protect your energy. Permit me to share an anecdote with you here:

A Painful Lesson

There was this guy with whom I generously shared some game-changing tips and information, but when I needed information about an advertising company he was working with, he said he could only release the information if I paid him. I paid him but realized that part of the information the guy sold to me was the same information I'd given him for free!

When I confronted him, he dared to remind me that I'd told him there's no such thing as truly "new" information, just different ways of implementing what's already out there. This was someone whose income had increased 10x from the motivation and information I provided him. I was pretty pissed! I cut him off and stopped sharing any vital information. You live, and you learn even more.

Investing in Premium Knowledge

Another avenue I've leveraged is paying for information by investing in premium courses. I've bought courses ranging from \$10 to a hefty \$1,500 for a single program. While some were incredibly valuable in shaping my career and revenue, others were underwhelming. But the 30% of courses that were

incredible made it worth navigating the duds.

Let me share one of my experiences investing in premium courses and programs.

A series of events unfolded following the 2016 U.S. election, which saw Donald Trump become the President of the United States of America.

One of the major events was the accusation by intelligence reports that Facebook helped the Trump campaign by using data collected from U.S. citizens to create targeted advertising campaigns supporting Trump's candidacy.

This led to Facebook's founder, Mark Zuckerberg, being summoned to testify before the U.S. Senate about data privacy and Russian disinformation on the social network. The fallout saw Facebook crack down hard on advertising across its platform.

As a blogger running Facebook ads to promote my website content, I and the others were affected, which was incredibly frustrating. No matter how compliant we tried to be, Facebook's AI kept on banning our ad accounts and business managers.

Businesses crashed as we scrambled to leverage other available ad platforms, but they weren't as effective as Facebook.

One day, while brainstorming a solution, I remembered a course I'd purchased the previous year on using Facebook Messenger for e-commerce sales funnels. I initially bought it to learn e-commerce but had focused on content marketing instead.

I re-watched that course and built a new funnel directing messenger traffic to my blog. While it stopped the ad account ban, the traffic quality and quantity weren't substantial enough to offset my ad costs; my return on ad spend was negative.

But I didn't quit. I studied the user behavior data and optimized the Messenger funnel until my return on ad spend turned

positive. I was the first blogger to implement this messenger-to-blog funnel model, which is now used by 80% of Nigerian bloggers running sponsored traffic to their niche sites. This was possible because I passed the knowledge down to others and helped them become successful in their blogging careers. I am proud to have done that.

Investing in premium courses has consistently provided me with career-reviving information. I once bought a \$200 course on affiliate blogging, and with the knowledge I gained in the course, I had added \$20,000 extra income to my revenue in two years.

So, while not every course delivers, even having 20% that produce such seismic impacts makes the investments worthwhile. You just have to filter the quality from the duds.

Filtering for Genuineness

Ultimately, there's no surefire way to verify if the information you are buying is legit until you implement it—that's about 80% of the time. The other 20% comes from having enough experience under your belt to sniff out something that sounds promising or not based on your fundamental understanding of the subject.

The Never-Ending Journey

Staying informed is an ongoing game that never stops in this internet world. By tapping into the right sources, collaborating wisely, and investing in valuable education, you equip yourself with the knowledge to overcome hurdles and meaningfully utilize opportunities.

Even if you are tempted to forget everything you have learned in this chapter, always remember that, in the end, it's how you keep levelling up that matters!

FAILURE, MOTIVATION, AND SUCCESS.

“**I**’ve missed more than 9,000 shots in my career. I’ve lost almost 300 games. 26 times, I’ve been trusted to take the game-winning shot and missed. I’ve failed over and over and over again in my life. And that is why I succeed.”

- Michael Jordan

No journey worth taking is without its ups and downs, triumphs and setbacks. My path in the digital and remote workspace has been no exception.

From the earliest days of trying to establish myself, I’ve experienced gut-wrenching failures that made me question if I had what it took to succeed.

At the same time, I’ve tasted the sweet victories that made

all the struggles and dark moments worth persevering through. It's been a rollercoaster ride of crushing lows and soaring highs, each extreme shaping me in profound ways.



Figure 5–A picture of me with the Google Business Manager of Nigeria, Felicia Otolurin, at a Google Partner Summit in Lagos.

On Failure

As I mentioned, I'm not afraid to fail because I believe failure is just a part of the journey. When you fail, you get to start again with a better experience under your belt to perform better than your previous attempt. I've lost count of how many times I've failed over the years because I've come to see it as a normal process.

You can't avoid failure, so you might as well embrace it and keep pushing forward!

I vividly remember one particularly brutal failure early on

when my advertising partner kept shutting down my account, accusing me of not complying with their terms of service and advertising policy. No matter how carefully I studied their guidelines and optimized my funnel for compliance, the shutdowns kept happening again and again.

Then, there were the annoying times Facebook removed and blocked my website links, claiming I violated their terms of service, while colleagues doing the exact same things were not having their links taken down. Those failures were not a one-time thing; they continuously happened as I tried to realign and re-optimize my funnel to comply with the said policy.

It felt devastating, like I would never recover my stride.

But instead of spiraling into demoralization, I chose to view each failure as a lesson. By diving deeply into understanding these platforms' documentation and terms, I gained knowledge that gave me a competitive edge. While frustrating at the moment, those shutdowns and blocks forced me to master the inner workings and policies at a level my peers hadn't.

The path to success is never a straight line free of obstacles.

Those setbacks were brutal, but they were also catalysts for developing unique expertise. I wouldn't be where I am without first stumbling through those landmines.

On Motivation

One of my teachers once told me, "If you're not inspired, you'll expire." The same logic applies to motivation. Motivation gives you the reasons, the "whys," to keep going even when the coast isn't clear ahead. It's the fuel that propels you through the storms.

When I first started in the digital and remote workspace, I faced tons of challenges and setbacks. What kept me going was my powerful "why." My motivation for persisting was

the tantalizing vision of freedom—the freedom to work from anywhere, anytime, as long as I have an internet connection.

The freedom to literally work in my pyjamas from a café or even at 35,000 feet in the air on a plane. The freedom to become a global talent, working with people in tier-one countries like the US, UK, and Canada, among others, and earning in dollars! The freedom and flexibility to achieve a work-life balance—that’s what drove me, and has always been my “WHY”.



Figure 6-A picture of me with the executive governor of Oyo State, Governor Seyi Makinde, on a golf course.

The secret to motivation is that your “why” must be compelling and visceral enough to see you through the tough times. It has to be something you can vividly picture and emotionally tap into when you need an extra push. For me, that vision of an unrestricted, free lifestyle and financial flexibility was and is still my North Star.

No matter how many shutdowns, blocks, or failures I faced and will still face, I could always reconnect with my “why” of true independence. That reignited motivation allowed me to bounce back from each setback, continually putting one foot in front of the other toward my bigger vision.

On Success

Success is one of those concepts that means different things to different people. To some, it’s about material wealth and status symbols. To others, it’s about the impact and leaving a legacy.

For me, success is about having complete autonomy and freedom—being a global citizen, unrestricted by geography or other limitations. It’s waking up each morning as the architect of my life’s journey rather than being forced down a prescribed path.

No matter how you define it, the road to success is always challenging. It’s filled with failures that test your resilience. It requires strong motivation and constantly reconnecting with your “why” to propel you forward.

That’s been my experience every step of the way—facing failures that could have derailed me if I let them, but staying motivated by my bigger vision of being free and a global citizen. It’s an arduous climb, but it’s also immensely rewarding when you catch glimpses of your envisioned success.

Like the first time, I worked from a beach resort simply because I could. Or when I helped clients across the world meet

a tight deadline while I was 35,000 feet above the ground. Those were powerful realizations of my “why” coming to fruition.

The pursuit of success is a lifelong journey. But as long as you can learn from failures, stoke your motivational fire, and clearly define what success means to you, you’ll never stop making progress toward that vision.

It’s been a thrilling and trying journey through the highs and lows. But I’ve been able to persist by embracing the failures as lessons, clinging to my core motivations, and following my personal success north star.

The path ahead remains unpredictable, but I’m more equipped than ever to confront what’s next.

THE LANGUAGE OF SUCCESS AND MONEY

“**S**uccess is the doing, not the getting; in the trying, not the triumph. Success is a personal standard, reaching for the highest that is in us, becoming all that we can be.”

- Zig Ziglar

I get asked a lot of times what it takes to be successful, whether prayers or hard work. My response has always been smart work, prayers, luck, your mindset, and consistency. While some may have made headway with a combination of two or three, all combined perform wonders in any life.

Let me explain these in simpler terms:

Smart Work vs. Hard Work

What would you choose between smart work and hard work? Smart work is the art of getting things done or carrying out

tasks easily with the aid of technology or innovation. On the other hand, hard work encourages you to subject yourself to “suffering” to achieve the desired result.

Example:

Two remote marketing managers, Yusuff and Adeshina, were tasked with creating a social media campaign for a new product launch. The deadline is tight, and they have limited resources.

Hard Work: Yusuff spends every working hour brainstorming, creating content, and scheduling posts by himself. He works long into the night, neglecting breaks and his personal life. By the deadline, he’s exhausted and stressed and has produced a decent but unremarkable campaign.

Smart Work: Adeshina starts by analyzing successful past campaigns and competitor strategies. He utilizes online tools for content creation and scheduling, automating repetitive tasks. He identifies micro-influencers on social media and collaborates with them for outreach. Adeshina finishes well before the deadline, feeling energized and ready for new projects. He even has time to analyze performance and make adjustments on the fly.

Results: Adeshina’s campaign generates far more engagement, online traffic, and leads than Yusuff’s. This is because he:

1. Prioritized strategically (analyzed success factors before starting).
2. Used resources effectively (leveraged tools and collaborations).
3. Focused on impact (optimized for engagement and results).

Key Takeaway: While hard work is commendable, smart work

often thrives on strategic planning, resourcefulness, and prioritizing efficiency.

Remember, working smarter means maximizing your output while optimizing your well-being and work-life balance. Got it?

Prayers or Luck

You pour your heart and soul into your work, meticulously planning, strategizing, and putting in the smart hours.

It feels like you've orchestrated a flawless symphony of effort. Yet, a nagging question lingers: is it enough?

For someone like me, that is the point at which a higher power or divine intervention becomes imperative.

The feeling of having done your absolute best, coupled with a touch of prayer or a belief in lucky timing, makes the whole difference. It's like putting all the ingredients in the perfect recipe, then letting fate or a higher power add that final, magical sprinkle that propels you to success.

While people like me see it as the result of a prayer made to God, others see it as lucky timing.

To me, success has always been about smart work, prayers or luck, your mindset and consistency. Success does not care about your religion; success is a religion of its own, and it runs on smart work, prayers or luck, your mindset, and consistency.

How smart you prove to be will determine your level of success and the monetary gain you can acquire.

Your Mindset

Mindset is one of the simplest yet powerful tools for success. It is what makes you successful where others fail. Your mindset differentiates your level of success and growth from a regular one.

If you have read "Rich Dad Poor Dad" by Robert Kiyosaki, you would understand that the difference between the rich dad and

the poor dad was their mindset.

In “Rich Dad Poor Dad,” Robert Kiyosaki uses the fictional character of “Rich Dad” to represent the financial philosophies of his friend’s father, who became wealthy through business and investing. This character contrasts with Kiyosaki’s biological father, the “Poor Dad,” who emphasized traditional education and secure employment — the usual rat race.

He started to listen to both the rich dad’s and the poor dad’s conversations and their approaches to issues.

Whenever he asked his dad, whom he called the “poor dad,” if they could buy something beyond his dad’s means, like a bicycle or a car, the poor dad would say, “I cannot afford it”.

On the other hand, the rich dad wasn’t portrayed as someone with loose money hanging around, but when asked the same question, to buy something beyond his means, he would ask himself, “How can I afford it”?

It’s the same problem, but with different mindsets and thought processes for finding a solution.

For the poor dad, telling himself he cannot afford it sends signals to his brain and entire body system not to go beyond thinking about how he can afford it. It shuts down the process of being creative and thinking of ways to afford it, resulting in a restricted solution — living within his means.

For the rich dad, telling himself, “How can I afford it?” sets his mind to work to find creative ways to afford it. That was the major difference between the rich and poor dads — the mindset!

The mindset is what allowed the rich dad to live a life of abundance, freedom, and prosperity, while the poor dad lived a life of restriction, limited to living within a salary and what he had.

Your mindset is your secret weapon on the road to success.

It's the collection of beliefs and underlying attitudes that shape how you approach life's challenges and opportunities.

Here's how it acts as a tool for success:

Fueling Motivation: A positive mindset acts like fuel for your drive. When you believe in yourself and your ability to achieve, you're more likely to set ambitious goals and put in the effort to reach them.

Embracing Challenges: Obstacles are inevitable. A growth mindset sees them as stepping stones, not roadblocks. You're more likely to persevere through difficulties and learn from setbacks.

Bouncing Back from Failure: We all stumble sometimes. However, a healthy mindset views failure as a chance to learn and improve. You'll dust yourself off, analyze what went wrong, and keep moving forward.

Maintaining Focus: Distractions abound. A focused mindset allows you to prioritize tasks, filter out unimportant things, and stay on track toward your goals.

Building Resilience: Life throws curveballs. A resilient mindset helps you bounce back from tough times and adapt to changing circumstances.

Think of your mindset as the software running your brain. By choosing a positive and growth-oriented approach, you equip yourself with the mental tools to go through challenges and ultimately achieve success.

Having a Positive and Growth-Oriented Mindset

Here are some ways you can use to build a positive and growth-oriented mindset:

Challenge Your Self-Talk

Our inner voice can be our harshest critic. Pay attention to your self-talk and replace negative phrases with encouraging

ones. Instead of “I can’t do this,” try “This will be challenging, but I’m up for the learning experience.”

One of my dearest elder brothers, Alhaji Sheriff, would use the phrase “I will get it done” instead of “I will do it” or “I should do it.”

When you look at the three phrases, the first one commands positivity and positions your body system to get the task done, while the second phrase tells your body system that it should get ready to do the task, and the third phrase tells your body system that they should be able to do the task.

Among the three phrases, only the first is powerful, positive, and growth-oriented, as it already positions and prepares the entire body system for the task.

Reframe Setbacks

View challenges and failures as opportunities to learn and grow. Ask yourself, “What can I take away from this experience?” or “How can I improve next time?”

Celebrate Progress, Not Perfection

Focus on the effort you put in and the progress you make, rather than dwelling on achieving perfection. Always acknowledge your small wins and milestones.

Embrace Learning

Approach new experiences and situations with a thirst for knowledge. Be curious and open to different perspectives.

Find Inspiration

Surround yourself with positive and growth-minded people who motivate and inspire you.

Read books, listen to podcasts, or watch talks from successful individuals with a growth mindset.

Practice Gratitude

Taking time to appreciate the good things in your life can

boost your overall positivity. Keep a gratitude journal or simply reflect on the things you're grateful for each day.

Visualize Success

Spend some time each day visualizing yourself achieving your goals. See yourself overcoming challenges and reaching your full potential.

Focus on Effort and Process

Instead of obsessing over the outcome, focus on the effort you put in and the process of working towards your goals. This keeps you motivated and engaged in the journey.

Be Kind to Yourself

Developing a growth mindset is a journey, not a destination. Be patient with yourself and practice self-compassion along the way. Everyone makes mistakes, and that's okay!

Remember, a positive and growth-oriented mindset is a muscle that gets stronger with exercise. By incorporating these practices into your daily life, you will develop a powerful mindset that sets you up for success.

Consistency

Consistency is the glue that holds all the elements of success together. It's the secret sauce that turns smart work, prayers or luck, and the right mindset into tangible results. Without consistency, even the most brilliant strategies and the most fervent prayers can fall short of their potential.

Think of consistency as the steady rhythm that propels you forward, even when the path gets rocky or the destination seems far away. It's the daily commitment to showing up, putting in the work, and staying focused on your goals, no matter what obstacles come your way.

Let me give you an example. Imagine two aspiring tech

professionals, Tolu and Emeka, who both have a passion for learning tech skills and starting their careers in remote tech jobs. They have the determination, the resources, and the enthusiasm to make their dreams a reality.

Tolu begins his journey with great zeal, dedicating long hours to learning a tech skill and working on personal projects. He makes impressive strides in the first few weeks, absorbing new concepts and building a solid foundation. However, as time progresses, his enthusiasm starts to wane.

He begins skipping a day or two of practice, gets sidetracked by other interests, and gradually loses his drive. His tech skills remain stagnant, and his dream of landing a remote tech job seems to slip further away.

Emeka, in contrast, adopts a different strategy. He creates a realistic and sustainable study plan, committing to dedicating time to learning and practicing his tech skills every single day, even if it's just for an hour or two. He breaks down his goals into smaller, achievable milestones and celebrates each accomplishment along the way.

When faced with challenges or setbacks, such as difficulty in his tech skill acquisition or rejection from job applications, Emeka refuses to let them hinder his progress.

He embraces a growth mindset, learns from his mistakes, and perseveres with unwavering consistency.

Can you guess who ultimately succeeds in landing their dream remote tech job? You guessed right if you thought of Emeka. Emeka understood that success in the tech industry isn't about a single burst of effort or talent, but rather a consistent and persistent commitment to learning, growing, and pursuing his goals.

Emeka's consistent efforts pay off as he gradually builds an

impressive portfolio of projects, demonstrating his skills and passion to potential employers. His dedication to continuous learning and improvement sets him apart from other candidates, and he eventually secures a fulfilling remote tech position that aligns with his aspirations.

The same principle applies to anyone aspiring to break into the tech industry and thrive in a remote work environment.

Consistency is what separates the dreamers from the achievers, the talkers from the doers. It's about showing up day after day, putting in the effort to learn and grow, and staying committed to your goals, even in the face of challenges or setbacks.

But here's the thing: Consistency isn't always easy. It requires discipline, focus, and a willingness to push through tough times. There will be days when you don't feel motivated, when you'd rather stay in bed than put in the work. That's when you need to dig deep and remind yourself "WHY" you started in the first place.

One way to stay consistent is to create a routine or a schedule that becomes a non-negotiable part of your day. Whether it's waking up an hour earlier to work on your side hustle or dedicating every Saturday morning to learning a new skill, make it a habit that you stick to no matter what.

Another key to consistency is to surround yourself with people who support and encourage you. Find a mentor, join a mastermind group, or connect with others who are working towards similar goals. When you have a network of people holding you accountable and cheering you on, it's easier to stay committed and consistent.

Remember, success is not a destination but a journey. And consistency is the vehicle that will get you there. So, embrace

the power of showing up day after day, putting in the work, and trusting that your efforts will compound over time.

As the saying goes, “Success is the sum of small efforts, repeated day in and day out.” So, keep pushing, keep striving, and keep being consistent. Your dreams are waiting for you on the other side of your dedication.

THE DIGITAL ECONOMY

“**T**he Internet is the first thing that humanity has built that humanity doesn’t understand, the largest experiment in anarchy that we have ever had.”

- Eric Schmidt

The digital economy is based on the concept of remote transactions (services and sales) via the Internet and networked communication technologies, and it is the essence of remote work.

The digital economy can also be referred to as the remote work economy, and it offers a lot of opportunities for individuals to tap into and start generating legitimate income online.

Gone are the days when a traditional 9-to-5 job was supposedly the ‘only path’ to financial stability and wealth.

Now, with the right mindset, skills, and strategies, anyone

can carve out their slice of the digital economy pie, no matter where they are.

As someone who has successfully plugged into the digital economy, making a legitimate living through the internet, I will tell you two primary ways anyone could start making a living in the digital economy: acquiring digital skills and starting a digital business.

Let's take a look at each of these paths and explore how you can leverage them to achieve your financial goals.

Acquiring Digital Skills

One of the most accessible and easiest ways to start earning money online is by acquiring digital skills that are in high demand.

This option allows you to learn and master a specific skill set, which you can offer as a service to individuals and businesses who need your skills to help them solve their daily challenges or streamlining their operations.

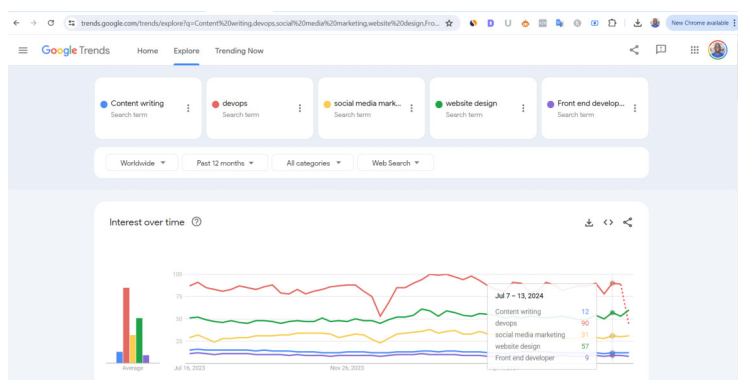


Figure 7-A screenshot showing the demand for 5 different

digital skills globally through trends.google.com

5 Digital skills you can start with:

DevOps: Facilitating seamless collaboration between software development and IT operations teams to ensure efficient and reliable product delivery.

Website Design: Creating visually appealing and user-friendly websites that effectively represent a brand and its services.

Social Media Marketing: Helping businesses establish a strong online presence and connect with their target audience through various social media platforms.

Content Writing: Writing compelling articles, blog posts, and web copy for businesses looking to engage their audience and drive traffic to their websites.

Front-End Development: Building the interactive and responsive user interfaces that bring websites and applications to life.

The key to success in offering digital skills as a service is to first acquire the necessary knowledge and expertise. Thankfully, there are numerous online resources, tutorials, and courses available to help you learn and refine your chosen skill set. Such online resources are: Youtube.com, Google Digital Garage, Udemy.com, Coursera.com, edx.org, and lots more.

Once you've honed your craft, it's time to showcase your abilities to potential clients - **learn, then earn.**

Platforms like Fiverr, Upwork, and Freelancer provide excellent opportunities to connect with businesses and individuals in need of your services. By creating a compelling profile, showcasing your portfolio, and actively seeking out projects, you can quickly establish yourself as a go-to expert in your field and start generating a steady stream of income.

Starting a Digital Business

While offering digital skills as a service is a fantastic way to get started in the digital economy, starting your own digital business can take your earning potential to new heights.

Although launching an online business may require more upfront investment and effort compared to simply acquiring a skill, the potential returns are exponentially greater.

Some popular online business models include:

- **E-commerce:** Setting up an online store to sell physical or digital products directly to consumers.
- **Blogging:** Creating valuable content around a specific niche and monetizing your blog through advertising, affiliate marketing, sponsored posts, and product sales.
- **Digital Marketing Agency:** Offering a full suite of digital marketing services to help businesses grow their online presence and reach their target audience effectively.
- **Online Course Creation:** Building and selling educational courses on topics you're knowledgeable about, allowing you to share your expertise with a global audience.
- **Software as a Service (SaaS):** Developing subscription-based software solutions that address specific business or consumer needs. A good example is Netflix.

To illustrate the potential of this path, let me share my own journey:

My Journey: From Digital Skill to a Thriving Digital Business

I began my career by acquiring the skills of content writing and marketing, which I initially offered as a service on platforms like Fiverr and Upwork.

As I honed my craft and built a reputation for delivering high-quality work, I started recognizing the broader potential of my

skill set.

This realization led me to venture into the world of blogging, where I could not only showcase my writing abilities but also establish myself as an authority in my niche. By consistently creating valuable content and engaging with my audience, I transformed my blog into a thriving business that generated far more income than I could have achieved by solely offering my skills as a service.

The Power of Skill Acquisition in Business Success

One of the key lessons I've learned along the way is that acquiring a relevant digital skill before starting an online business gives you a significant competitive advantage because it allows you to learn the ins and outs of your chosen field.

As you understand the ins and outs of your chosen field, you would be better equipped to identify gaps in the market, create products or services that truly resonate with your target audience, and navigate the challenges that come with running a business in your field.

Moreover, every digital skill has its own business potential waiting to be unlocked. All you need to do is understand the business aspect of your skill.

Let's take a look at a few examples of skill sets and their corresponding businesses:

- Content Writing → Blogging, or Content Marketing Agency.
- Graphic Design → Print-on-Demand E-commerce or Design Agency.
- Web Development → Freelance Web Developer or Web Development Agency.
- Digital Marketing → Digital Marketing Agency and Consultancy.

- Video Editing → YouTube Content Creation or Video Production Studio.

By mastering a specific skill and then strategically leveraging it to launch a business, you can position yourself for long-term success in the digital economy.

The Game of Numbers

I tell people that how much money or success you achieve in this life is a result of the number you can command. Everything is a game of numbers. How many people can you influence in their decisions? How many people see you as an expert in your field? How many people see you as an authority? How many eyes can you command? And what type of people can you influence?

Let's use the scenario of two friends, Kola and Segun, who are in the same business. Let's believe the business is running a tire shop.

Kola runs a tire shop in Nigeria, while Segun runs his tire shop in the United States of America (US).

While both Kola and Segun are tire shop owners, their potential earnings can differ significantly due to the following factors:

Market Size:

Kola (Nigeria): While the car ownership rate is rising in Nigeria, it remains lower than in the US. This translates to a smaller customer base and fewer potential car visits for Kola's shop.

Segun (US): The United States boasts a considerably larger car ownership population than Nigeria. This translates to a larger customer base and potentially more cars needing tire repairs or replacements in Segun's shop.

Income Per Car:

Kola (Nigeria): While tire repair and replacement costs in

Nigeria are gradually increasing, they are still lower compared to the US due to factors like varying tire quality and economic differences. This could lead to a lower average income per car tire serviced by Kola's shop.

As someone who lives in Nigeria, I can easily get my car tire fixed for just a thousand NGN, which is less than a dollar at the time of writing this.

Segun (US): Generally, car owners in the US tend to own vehicles with high-quality tires, which often cost more to repair or replace.

I have friends in the US who have told me that it costs an average of \$30 to fix their car tires in the US.

While we cannot compare the cost of living and doing business in both countries, we can all see that Segun earns more than his friend, who lives and runs his tire shop in Nigeria. Before Kola earned an equivalent of \$30, Segun had already earned over \$900.

Segun is able to earn a higher income even when he is in the same business as Kola because he controls a larger number of people, and the quality of people that he controls have high spending abilities.

This is not only applicable to people doing business in Nigeria and the US.

Look around you. In the nearest market you have around, do you notice that the traders at the entrance sell faster and better than the ones inside or at the back of the market? That's it. Placing yourself in a place where you would be seen, having a skill, or running a business that can give you access to the quality of people in terms of disposable income with high spending abilities makes all the difference in the level of success that you can attain.

Your Digital Economy Success Story Starts Now!

The digital economy is a world of endless possibilities, offering the chance to turn your passions and skills into a thriving source of income. Whether you choose to start by mastering a digital skill or dive straight into building an online business, the key is to take consistent action and never stop learning.

Embrace the challenges and opportunities that come your way, and don't be afraid to adapt and pivot as needed. Stay focused on your goals, but remember to enjoy the journey and celebrate your progress along the way.

With dedication, perseverance, and a willingness to embrace the digital workspace, you can start writing your own success story in the digital economy.

MORE THAN JUST CODE

“**T**echnology is nothing. What’s important is that you have faith in people, that they’re basically good and smart, and if you give them tools, they’ll do wonderful things with them.”

– Steve Jobs

When you hear about tech, are you among the people who see it as a career that revolves around learning to program some languages and coding?

The real magic of tech lies beyond cranking out lines of code. It’s about using the power of the Internet to solve problems and make a positive impact on people’s lives.

Before You Get Started

Here’s the truth you should know before getting started:

The tech world is a vast ecosystem. Coders are rock stars, but they're just one piece of the puzzle.

There are a whole lot of roles out there, all working together to leverage the Internet's potential to make the world a better place.

Think of it like building a spaceship. You need engineers (i.e., coders) to write the code, but you also need designers to craft the user interface, marketers to get the word out, and project managers to keep everything on track. The internet is our spaceship, and it needs a crew with diverse skill sets to keep working.

Here's the good news: you don't have to be a coding whiz to be part of the crew.

There are countless paths to take, and the best part is that the internet is constantly evolving, creating new opportunities all the time.

For the past 10 years, I have been working as a digital marketer. I didn't write a code; I created content, advertisements, and funnels that reached hundreds of millions of people, helping businesses grow and connecting them to their target audience anywhere in the world.

Although, as someone with a decade of experience, I have a good command of some basic coding skills to make my job faster; it was never needed, but I got the skill to work smarter and provide better results.



Figure 8–A picture of me at the airport, waiting for my flight while working on my business. Everywhere is my office.

In this chapter, I am going to show you the top 10 tech careers that you can go into without coding.

Top 10 High-Paying Tech Careers (No Coding Required)

Here's a breakdown of the top 10 tech careers you can explore

without needing to write a single line of code:

1. **Product Manager (average salary: \$100,000+):** Think of them as the “chief architects” of a tech product. They lead the team, making sure the product solves a real problem for users and fits the market perfectly.
 - Skills: Strong understanding of product management principles and fundamentals; strong communication, leadership, and problem-solving abilities. Understanding user needs and market trends is important.
 - Problem Solved: Creates products that make people’s lives easier and better!

1. **Technical Writer (average salary: \$70,000+):** Translate tech jargon into plain English! They write clear instructions, manuals, and other documentation for software, websites, and more.
 - Skills: Excellent writing and communication skills with a strong grasp of grammar. An understanding of technical concepts is helpful.
 - Problem Solved: Ensures everyone, from beginners to experts, can understand how to use tech products effectively.

1. **Digital Marketing Manager (average salary: \$85,000+):** The masterminds behind online marketing campaigns! They oversee strategies across various digital channels like social media, search engines, and email marketing to reach target audiences and achieve business goals.
 - Skills: Strong understanding of digital marketing principles,

with expertise in specific areas like SEO or social media. Excellent communication and analytical skills are key.

- Problem Solved: Helps businesses get their message in front of their target audience online, increasing brand awareness and sales.
-
1. **Content Writing and Marketing (average salary: \$65,000+):** Storytellers of the Tech World! They create engaging and informative content (written, visual, or video) to attract and keep audiences interested in a company or product.
 - Skills: Excellent writing and storytelling skills with a knack for understanding what works in convincing the target audiences. Knowledge of content marketing tools is a plus.
 - Problem Solved: Creates valuable content that educates, entertains, and builds trust with potential customers.

 1. **SEO Specialist (average salary: \$70,000+):** The “search engine optimizers”! They optimize websites and content to rank higher in search engine results pages (SERPs), so businesses can be easily found online.
 - Skills: Understanding of how search engines work (SEO) and knowledge of relevant tools. Analytical skills and a keen eye for detail are important.
 - Problem Solved: Helps businesses get discovered online, driving more organic traffic to their website.

 1. **Social Media Manager (average salary: \$60,000+):** The voice behind a brand’s social media presence! They develop and implement strategies to build brand awareness, engage

with followers, and grow communities on various social media platforms.

- **Skills:** Strong communication and storytelling skills with a creative flair for social media trends. Understanding different social media platforms and their audiences is important.
- **Problem Solved:** Creates a strong online presence for businesses, increasing brand loyalty and customer engagement.

1. **IT Project Manager (average salary: \$90,000+):** The organizers of the tech world! They plan, manage, and execute IT projects, ensuring they meet deadlines and stay within budget. Strong communication and leadership skills are key to keeping everything on track.

- **Skills:** Excellent project management skills, with the ability to handle complex tasks and tight deadlines. Communication and leadership skills are crucial.
- **Problem Solved:** Creates IT projects running smoothly, ensuring successful implementation of new technologies.

1. **Video Editor (average salary: \$60,000+):** Call them the digital moviemakers! They edit and create engaging video content for online platforms like YouTube, social media, and marketing campaigns.

- **Skills:** Storytelling ability, strong video editing skills using software like Adobe Premiere Pro, Final Cut Pro and other video editing software and apps, and an eye for visual detail. Understanding video marketing trends is a plus.

- **Problem Solved:** Creates compelling video content that either educates, entertains, or connects with audiences on a deeper level.

1. **Community Manager (average salary: \$60,000+):** The online community builders! They build and manage online communities around a brand or product. They foster communication, engagement, and a sense of belonging among users.

- **Skills:** Strong communication and interpersonal skills with a passion for building relationships. Excellent listening skills and the ability to handle online discussions are a plus.
- **Problem Solved:** Creates a loyal and engaged online community that supports brand advocacy and customer satisfaction.

1. **Graphic Designer (average salary: \$65,000+):** The visual storytellers! They create eye-catching visuals for websites, marketing materials, apps, and other digital applications.

- **Skills:** Creativity, strong visual sense, and proficiency in design software like Adobe Photoshop and Illustrator. Attention to detail and the ability to translate ideas into visuals are key.
- **Problem Solved:** Creates impactful visuals that grab attention, enhance the user experience, and effectively communicate brand messages.

PS:

The average salary mentioned above was derived from re-

search on job boards like Indeed.com, ZipRecruiter.com, and other relevant job boards. This represents what people with experience and expertise are paid, and the figure stated is for annual payments. These figures are accurate as of the time of writing this book.

So, there you have it!

These ten diverse tech careers offer exciting opportunities to contribute to the digital economy without writing a single line of code. There are other tech career jobs that you can get into without needing to code, and they are not on this list. You should do more research on your own to discover such gems.

The key is to find your niche—the problem that ignites your passion. Then, leverage the diverse skill set the tech world offers to proffer a solution to the problem and get paid for helping people and businesses to solve their problems.

Remember, regardless of your chosen path, a passion for technology and a willingness to learn will be your greatest assets.

The Roadmap to Making Your First \$500 - \$1000 in 6 to 12 Months

The world of tech careers can be an exciting and rewarding experience, even without coding skills.

This roadmap will guide you through the process of discovering your niche, acquiring valuable skills, gaining practical experience, and ultimately monetizing your expertise to earn your first \$500 to \$1,000 within the next 6 to 12 months.

It is important to note that for you to be successful with this map, you must be disciplined as detailed in the previous chapters.

Step 1 - Self-Discovery: Find Your Tech Niche

Finding your niche is the first step in getting started with a tech career. You need to find out which niche you want to make your mark on and which problems you want to offer solutions to.

- Explore the Options: Look into the 10 careers we analyzed and look beyond them by doing a simple Google search. Read industry blogs, watch explainer videos, and talk to people in different tech roles. Identify what sparks your interest and which skills are needed to make a difference.

Step 2 – Start Learning

After finding your niche/career, you need to start learning and understanding what and why the problems in your niche exist and how you can solve them.

Online learning platforms like Coursera offer a fantastic opportunity to expand your skill-set and learn new skills from the comfort of your home.

Below is a guide that will help you enroll in Coursera courses and explore the financial aid options available to make education more accessible:

Finding Your Course

Coursera boasts a vast library of courses from top universities and industry leaders. Begin your journey by browsing the Coursera website (<http://coursera.com>) and exploring the various categories that align with your interests. Once you've identified a potential course meant for your niche or career, check its description page in order to learn about what aspect the course covers, and proceed to enroll in it as long as it aligns with your skills development goal.

Financial Assistance

Coursera offers courses from professionals around the world. Most of the courses are affiliated with or linked to a British or American school. To enroll for a course in Coursera, you are expected to pay for your education, between \$39–79 per month.

However, if the course fee is beyond your current budget, look for the “apply for financial aid” option on the course page. Click on it and follow the prompts to explain your situation.

Be honest and genuine in your explanation, highlighting that you are facing financial constraints, but emphasizing your strong desire to learn and grow. When asked about the amount you can afford to pay, input “\$0” to indicate your current financial limitations.

The Review Process and Enrollment

After submitting your financial aid application, you’ll receive a confirmation email informing you of a 14-day waiting period. During this time, the Coursera team will review your application.

In most cases, your request will be approved, granting you access to the course materials and the opportunity to earn certifications from prestigious British or American educational institutions. Embrace this chance to learn and acquire relevant skills that will make you marketable.

Important Considerations

- **Free Trials and Financial Aid:** You cannot apply for financial aid while enrolled in a free Coursera subscription trial. Cancel any ongoing trials before submitting your application.
- **Financial Aid per Course:** Financial aid is typically offered on a per-course basis, not for entire specializations (multi-course programs). You may need to submit a separate application for each course within a specialization.
- **Auditing Courses for Free:** If financial aid isn’t an option,

consider auditing a course. This allows you to access most course materials, like lectures and videos, but you won't receive graded assignments or a certificate upon completion.

Step 3 - Gain Practical Experience

Practical experience differs from theory. You need practical experience, as all the tech careers deal with real-life problems, and until you can prove that you have such practical experience where you can solve people's problems, nobody is going to see you as an authority or someone they can listen to. Below are ways you can get started and gain practical experience:

- **Volunteer or Freelance:** Look for volunteer opportunities with tech startups or nonprofits. Offer freelance services on platforms like Upwork or Fiverr to build your portfolio and gain real-world experience.
- **Personal Projects:** Take initiative and build your own project. Design a website, create social media content for a local business, or develop a basic mobile app. Showcase your skills and problem-solving abilities.

Step 4 - Monetize Your Skill

As you progress through your learning period and gain practical experience, start exploring ways to monetize your newly acquired skills. Freelancing platforms like Upwork, LinkedIn, and Flex jobs provide excellent opportunities to showcase your abilities and connect with potential clients.

Take the time to understand how these platforms work and how you can effectively market your services.

Monetizing your skill depends on how you can be in front of the people who need it to solve their day-to-day and business activities. You need to see your skill as a marketable solution to people's problem and not just a skill. How well you can market and brand yourself will determine how quickly you reach your goal and achieve your desired success.

Find your target audience and be in front of them every hour until they are convinced and see you as the only one that can solve their day to day or business problems.

The key to success here lies in consistency. Stay dedicated to your craft, continuously improve your skills, market your skill shamelessly, and provide exceptional value to your clients. With persistence and a strong work ethic, you'll soon celebrate your first milestone, followed by many more.

Step 5 - Network and Build Connections

Follow and be with your niche expert and colleagues to gain insights on what is working and learn how they are solving problems related to your niche or career. Below are ways you can leverage to network and build connections:

- **Professional Networking Sites:** Create profiles on LinkedIn and other professional networking platforms. Connect with people in your chosen field, attend industry events, and engage in online communities.
- **Informational Interviews:** Reach out to professionals in your target career path and request informational interviews.
- Use this opportunity to learn about their experiences and gain valuable career advice.

Step 6 - Have a Compelling Resume and Cover Letter

Your resume and cover letter tell your story about what you have achieved and how far you have come. Below is a guide to help build a compelling resume and cover letter:

- **Highlight Relevant Skills:** Tailor your resume to each job application, emphasizing skills and experiences relevant to the specific role. Highlight achievements and quantifiable results from volunteer work or projects.
- **Showcase Your Passion:** Craft a compelling cover letter that expresses your enthusiasm for the chosen field and why you're a perfect fit for the company's culture.

The journey to earning your first \$500 to \$1,000 in the tech industry requires dedication, continuous learning, and a proactive approach. Embrace the challenges and opportunities that come your way, and remain persistent in the face of obstacles.

With a strong foundation of skills, practical experience, and a growing network, you have the power to carve out a successful and fulfilling career in the tech world.

The speed at which you achieve your financial goals will depend on your learning pace, the quality of your work, and your ability to effectively market your services.

Stay focused, consistently deliver value to your clients, and continually refine your skills. By following this roadmap and leveraging the available resources, you are well-equipped to make your mark in the tech industry and reach your earnings target within the next 6 to 12 months.

Believe in yourself, stay committed to your growth, and embrace the exciting opportunities that await you on this transformative journey.

SOFT SKILLS

“**K**nowing yourself is the beginning of all wisdom.”
- Aristotle

While technical expertise is undoubtedly important, the combination of personal attributes and interpersonal abilities can truly set you apart and help you thrive in this journey.

Let’s look at the important role that soft skills play in achieving success in the remote workspace.

Communication

Clear communication is at the heart of effective remote work. In the absence of face-to-face interactions, developing strong written and verbal communication skills is essential. One key strategy is to prioritize active listening over speaking. By fully focusing on what your colleagues or clients are saying, you gain valuable insights into their perspectives and needs.

This, in turn, enables you to provide more targeted and impactful responses, fostering stronger professional relationships.

Reading extensively can greatly enhance your communication abilities. By consuming a wide range of written content, you expand your knowledge base and expose yourself to diverse writing styles and techniques. This exposure refines your own writing skills, allowing you to articulate your thoughts and ideas with greater clarity and persuasion.

Collaboration

Collaboration is another fundamental aspect of remote work success. Proactively engaging with your colleagues, offering support, and seeking opportunities to collaborate can make all the difference.

Familiarize yourself with the collaboration tools and platforms used by your colleagues, and actively contribute to discussions and projects. By demonstrating a cooperative and helpful attitude, you build trust and credibility within your professional network.

Self-Awareness

Self-awareness is a soft skill that is often overlooked but holds immense value in the remote workspace.

Taking the time to reflect on your strengths, weaknesses, and communication style enables you to understand yourself better and adapt to different situations.

Consider your preferred working hours, the level of guidance you require, and how you handle stress or conflicts. By cultivating self-awareness, you can communicate your needs effectively and navigate challenges with greater ease.

Financial Literacy

Financial literacy may not seem directly related to remote work, but it plays a significant role in your overall success.

Understanding concepts such as budgeting, invoicing, and financial planning empowers you to make sound decisions and manage your income effectively. By developing financial acumen, you can navigate the complexities of remote work finances, plan for the future, and even negotiate favorable rates for your services. Financial stability provides peace of mind, allowing you to focus on delivering exceptional work.

Proactivity

Proactivity is another essential soft skill for remote work success. In a remote setting, it's important to take initiative, seek opportunities, and continuously learn and grow. Instead of waiting for tasks to be assigned, proactively offer solutions and take ownership of your work. Stay open to new technologies, processes, and ways of working, as the remote workspace is constantly evolving.

When you are proactive and adaptable, you position yourself to tackle challenges head-on and seize growth opportunities. Developing and honing these soft skills is an ongoing journey.

It requires dedication, self-reflection, and a willingness to learn and improve continuously. Seek resources, training, and mentorship to support your growth in these areas.

Remember, investing in your soft skills is an investment in your long-term success and fulfillment in the remote workspace and in your personal life.

GIVING BACK AND THE FUTURE

“**E**ducation is the most powerful weapon which you can use to change the world.”
- Nelson Mandela

Giving Back

In my journey from novice to titan in the tech world, one of the most fulfilling aspects has been the opportunity to give back.

With a decade of experience in the digital economy and remote work space, I've dedicated myself to helping others get started with tech careers and transition into remote workspaces, where they can enjoy financial, time, and location freedom.

As a successful remote content writer and marketer, I founded a group named Fiverr Billionaire Seller (FBS) on March 22, 2017.

My aim was to help people get into the remote workspace by teaching them how [fiverr.com](https://www.fiverr.com), an international remote gig and

freelance marketplace, works.

FBS was a success and served its purpose as it grew to over 300+ members and served as a community where people could learn and transact knowledge and information.

At a point, I started recording transaction digits that happen in the group as I set up escrow to avoid fraud, and the figures were well over 100 million naira.

FBS empowers many Nigerians to get started with remote work and serves as a community that supports, promotes, and encourages group growth.

As I progressed in digital marketing, I couldn't maintain the quality of information shared in FBS. In 2022, I suggested we disband the community since it had served its purpose, but the proposal was met with resistance from the community members.

As at the time of writing this book, the FBS community still stands with a whopping 154 members. Through FBS, I have created seminars and webinars that have helped people get started with tech and embrace remote work. As a digital marketer, remote work mentor, and advocate, it has been a privilege to assist thousands of individuals in making the leap into remote work.

I've seen firsthand the transformative power of remote work, not just in terms of career advancement but also in the freedom and flexibility it offers.

One of the most rewarding parts of giving back is witnessing the success stories of those I've helped. From providing guidance on remote work best practices to connecting individuals with remote job opportunities, I've been able to play a role in changing lives for the better.

But my commitment to giving back extends beyond individual

mentorship. I've also founded the Yusuff Adeshina Foundation (YAF), which provides support and guidance to those seeking to enter the remote workspace.

Through YAF, we've been able to host seminars, offer scholarships, and provide financial aid to individuals looking to start their remote work journey. Giving back is not just a responsibility; it's a privilege.

And as I continue on my journey, I am committed to helping even more individuals achieve their dreams of working remotely and enjoying the benefits that come with it.

The Future

As I look forward to the future of the remote work space, I see a world where 7 out of 10 jobs become remote jobs and individuals can achieve financial, location, and time freedom through tech skills.

However, it's important to acknowledge the potential impact of artificial intelligence (AI) on the tech job market. As AI continues to advance and automate various tasks, some tech jobs may be at risk of being replaced by intelligent systems.

To position yourself for success in the face of AI, focus on developing skills and expertise in areas that are less likely to be automated. This includes roles that require human creativity, critical thinking, emotional intelligence, and complex problem-solving abilities. The key to success will be specializing in areas where human strengths complement, rather than compete with, AI.



Figure 9-A picture of me at the Forbes Under 30 Summit, Africa in Gaborone, Botswana.

My vision remains to empower people with the tech and soft skills needed to thrive in the digital economy.

Here's how you can stay ahead of the AI curve:

- **Focus on Human-Centric Skills:** AI excels at data analysis and repetitive tasks. Hone your skills in areas like creativity, critical thinking, problem-solving, communication, and collaboration. These are irreplaceable human strengths that will be even more valuable in the future.
- **Embrace Lifelong Learning:** Technology is a moving target. Develop a growth mindset and actively seek opportunities to learn new skills and adapt to evolving technologies.
- **Target AI-resistant niches:** Identify areas where AI struggles. Look for opportunities in fields that require high emotional intelligence, social skills, strategic thinking, or complex decision-making.

Thriving Niches in the Age of AI

Some promising niches that are AI-resistant or where AI complements human strength include:

- **UX/UI Design:** As technology becomes more complex, users will need intuitive and user-friendly interfaces. Human designers will be crucial in creating these interfaces.
- **Cybersecurity:** With increasing reliance on technology, cybersecurity threats will also rise. Experts are needed to safeguard data and systems.
- **Content Creation:** AI can generate content, but it lacks the human touch. Storytelling, content strategy, and content marketing will remain in high demand.
- **Project Management:** Leading and motivating remote teams requires strong communication, planning, and interpersonal skills - all strengths that AI lacks.
- **Digital Marketing and Media Buying:** While AI can automate some ad buying tasks, human expertise is important

for strategic planning, creative development, and campaign analysis. Understanding how to leverage AI tools to enhance human strengths will be key.

Remember, success is not just about your goals but also about your impact. By developing these human-centric skills and focusing on AI-resistant niches, you'll not only secure your own remote work future but also contribute to a future where technology empowers, not replaces, human potential.

For aspiring tech enthusiasts and those already in the field, my advice is simple: Never Stop Learning!

Technology is constantly evolving, and it's important to stay ahead of the curve. Embrace new technologies, seek opportunities for growth and development, and always be open to new challenges.

As you progress in your tech career, strive to uplift and inspire those around you. By sharing your knowledge and experiences, you can help others achieve the success they dream of and make the world a better place to live.

As for me, I see myself continuing to mentor and advocate for remote work and transitioning to the digital economy where it fits, helping individuals and teams thrive in the digital economy and remote workspace.



Figure 10–A picture of me in my home office, working. Winks.

I am committed to making a difference in the world of the digital economy and remote workspaces, one person at a time! So, will you join me in dominating the digital economy and building the future of work?



About the Author

Misbaudeen Yusuff Adeshina has mentored thousands of aspiring remote workers and digital marketers, empowering them to break free from conventional career paths and build their futures in the digital world. Drawing from his own experience, he's now sharing the strategies and lessons that transformed him from a novice to an industry leader. His story serves as proof that greatness is within reach, no matter where you begin, as long as you possess the right mindset, skills, and relentless drive.

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