

# **Where the Money Is Right Now And How to Get It**

**5 Little Known But Highly  
Profitable Businesses You Can  
Start & Profit From this Year**

**by Toyin Omotoso**

# START HERE...

I am not sure how you stumbled on this report but I want you to know that you have stumbled on a gold mine.

Within the next few pages, I am going to show you 5 little known but proven and highly profitable businesses that can make you anything from N400,000 to N2m or even N15m a month.

I call these businesses "little known" because they are not the generic type of businesses that most people are aware of.

Apart from that, they do not need a lot of capital for you to get started.

And they are highly profitable too as well.

I started a "side business" with one of them in August 2017 with just N50k and I made N400,000 back that same month.

If you think that is a lie or "stupid motivational speaker jargon," then you should quit reading this.

I said these businesses can easily make you at least N400,000 a month because that is the lowest amount I have ever made with some of them that I have used before.

I have successfully tried these businesses and I have taught a lot of young people how to successfully use them and these people have gone ahead to transform their lives.

If they can do this, you too can.

But this report won't be enough.

This report will give you the basic details of each of these businesses and what to do if are interested in any of them.

It is now left for you to go ahead and work on them

Before you begin to go through this report, I want you to know something important.

In fact, I want you to know it deep down in your being regardless of what you think about the Nigerian economy at the moment.

What I want you to know is this...

# "There is Money Everywhere"



Actually, a lot of money.

*"If you are broke right now or your income is very little, the reason is because you either don't know this truth or you just don't know where the money is or how to get it"*

And that is why I wrote this report.

You might have only N20,000 in your pocket right now but when you successfully execute at least one of the businesses described in this report, you could be having N.5m over the next 30 days.

It depends on you.

Many will read this report and forget about it.

Actually, many will download it and never read it.

Since you have read to this stage, I believe you are one of those who will read and implement what you have read.

# Why Should You Listen to Me?

"I don't trust most Naija marketers. Many of them do not make money. All they do is seel info on how to make money. There is come one I now trust BIG TIME when it comes to doing business online. His name is **Toyin Omotoso**. He is one of the few people I respect in this country"

- **Otunba Akin Alabi**  
CEO NairaBet



Before we move on to the basic contents of this report, let me quickly introduce myself in case you do not know me.

10 years ago, I was an overly broke and frustrated fellow.

I was living on just N2000 a month. Many days, I survived on only garri and groundnuts.

I wanted to be in control of my income and live freely but I didn't have anyone to mentor me and show me the way.

So, I started spending my little pocket money on books and searching the internet for information.

I went through many days filled with hunger, frustration and anger until things started coming into reality and I started making a good income of N200,000 a month

From there, I started investing more money to buy books and programs I could learn from. I started working on the things I was learning and my income grew

From N200,000 a month to N250,000 a month to N400,000 a month ... Etc

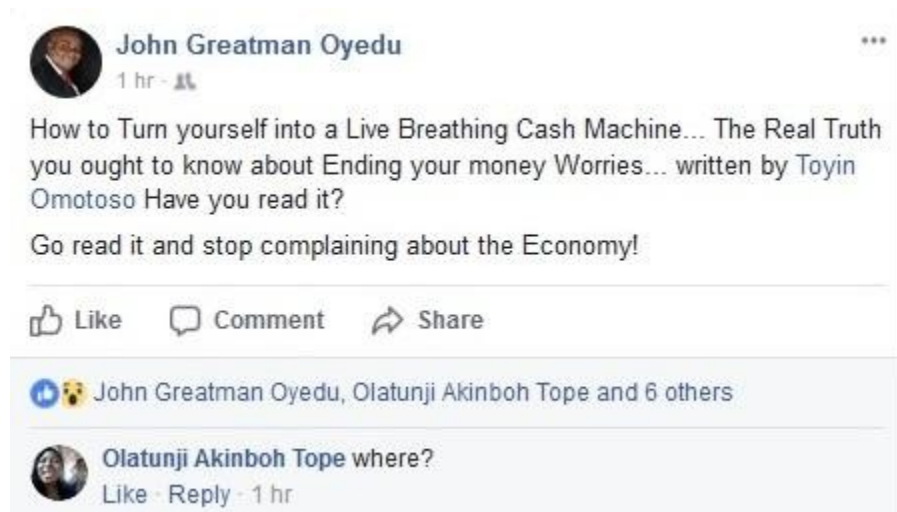
Unlike many Nigerians who have a scarcity mindset and hold on tightly to whatever they know, I believe in sharing what you know especially with serious people.

So, I wrote a book (now out of print) that is titled: "**How to turn yourself into a live breathing cash machine**"

The book gives an insight to some of the things that helped me to turn myself to a cash machine.

But most importantly, it was a great inspiration to many people.

## Like Mr John Oyedu below...who said:



I also started teaching the things I learnt about making money to others via seminars and various programs.

And the few who listened to me and took action started making more money and increasing the quality of their lives.

Some even became millionaires

I could give you a long list of many young people who are using these businesses to strike it rich.

But let's leave that for now and go straight into the main purpose of this report.

Please promise that you will put this information to use or at least give it to someone who will use it.

# HIGH ROI BUSINESS 1:

## Sell Information Based Products

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I don't know if you have heard about selling information based products before or what you think about it.

But here is the truth.

Selling information is a HUGE money maker that is not going to slow down anytime soon.

Why?

The world is going to continue to get complex and people are going to need help with figuring out a lot of things.

And the good part is that schools can't keep up.

So, the demand for good and helpful information keeps rising which creates a huge opportunity for you and I.

**Here is what I am trying to say:**

- > *What university course can teach you how to sell on Instagram?*
- > *What about how to sell online with webinars?*
- > *What about how to handle a cheating spouse?*
- > *What about how to prepare ofada sauce (a great bestseller by the way)*
- > *What about how to successfully migrate and work in New Zealand or other countries?*
- > *Or what about how to improve your fertility as a man or woman?*

These are just 6 out of thousands of information topics that sell like crazy on the internet.

Selling information online is what I call - The lazy man's way to riches and that is because if done well, you can have only N17,500 in your bank account right now, no business, no employee, no house of your own

But with just a simple information product and a good way to market it, that N17,500 could easily become N175,000 at least within 10 days.

I can't even say how much money I have made online selling information.

Since 2009 till now, I have made a lot of money selling information on various topics.

E.g. There was a time I sold a report on *"How to buy low cost laptops and blackberry phones online"*

That was back in the day when Blackberry phones were in vogue

Over a 4 month period, I sold approximately 500 of those at N4000 per copy

If you calculate it, that is about N500,000 per month

And I was doing this without a business name, office or employee

If I had the type of mindset I have today, I could have sold at least 5000 copies

## **The Information You Sell Doesn't Even Have to Be From Your Personal Experience**

E.G.

Around 2011, a friend of mine got access to a piece of info about wooing a lady.

He didn't write the report.

The report was just about 10 pages.

He ran a N6500 advert in a newspaper and sold about 50 copies at N1500 per copy the day the advert ran giving him an instant extra income of N65,000

Another time in 2009, I bought a report with resale rights to it for N7500.

I ran an advert for the report for just N6500 out of my N53,000 or so bank balance that I had.

The day the advert ran, I was in a bus on my way to Lagos with a friend when the alerts started coming in so fast.

As a result, we had to change the N5000 per night hotel we planned to book before to a better hotel.

And instead of staying for 2 nights, we stayed for 5 nights.

Another good thing about selling information (apart from the money) is the good feeling that you get from adding value to people's lives

When I was selling various reports that helped men with their "other room" issues, I felt good each time someone sent in a testimony of how those reports helped his life and marriage.

This is probably why I can't stop selling information.

It is probably why I am typing this at 1:31am when others are sleeping.

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**IMPORTANT:** Despite the fact that selling information is a huge money maker, the truth is that not all types of information will make you money.

You need to understand that money plays to demand and supply.

You can't just think up anything, create an information product on it and expect it to sell.

No.

It doesn't work that way.

Like several times, someone will come to me and say something along these lines:

"Hey Toyin, I have a brilliant idea about an information product.

I want to create an ebook about that is titled "The complexities of the human brain"

LOL!

Who cares?

If you create boring information products like that, only you and anyone feeling sorry for you will buy a copy.

**Whatever information you want to sell has to be about 2 things:**

(1) It must help people overcome a problem or frustration:

E.g. If you have access to information about how single women can find a husband and get married asap, a lot of women over 30 who are single and under pressure to get a husband will buy it especially if the sales presentation for the book is very good.

Hmmm...maybe I should even do something on this :)

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(2) Or the information must help them move closer or achieve a hot desire that they have:



Atimes, people don't buy because they want to solve a serious problem.  
They buy because they want to get closer to some strong desire or dream.

E.g. Because of watching too much Telemundo, a lot of women now have certain cravings.

An example is artificial hair that makes them look very beautiful like those models and actresses.

This is not basically a problem.

But because it is a strong desire, many women spend a large chunk of their money on it.

## **THE BIG INFO MARKETS**

Based on what I just told you, the big areas where most information are sold are...

### **Topics relating to:**

- Finances, Business, Making Money, Investing
- Health, Weight Loss, Beauty, Fertility, Sexual issues
- Dating, Marriage, Relationships, Sex

Under each of these categories, there are thousands of topics that you can work on and make a lot of money from

E.g.

Let's take business for instance.

Under business, you can have marketing and other sub categories like management, hiring etc

Even under marketing, you can still have several subcategories again like social media marketing, video marketing, SMS marketing etc

### **And under social media marketing, there are other subcategories again like:**

- Facebook marketing
- Instagram Marketing
- Youtube marketing

- LinkedIn Marketing
- Etc

**Under Facebook marketing, you can even have sub categories again like:**

- FB video marketing
- FB chatbot marketing
- FB group marketing
- Etc

These lists keep getting bigger everyday. It is endless.

It is CRAZY!

### **THAT BRINGS US TO A BIG QUESTION:**

=> Can one make big money from selling information?

I don't know what your definition of big money is but let me just say this.

In January 2018, my partner and I created a new campaign to sell a special information package.

We tested it and it brought in N2.2m within a week.

100% profit.

Many people don't even make N2.2m in 2 years.

And yet, we made it from a small test that we ran to promote an information product.

As at 2014, my health based information business was making N17m a year which is not bad.

There are people I also know (young mostly) who make an average of \$10,000 a month only from their information business.

One of my friends who is a silent internet marketer in Abuja was making N1.5m a month back in 2009.

I am not even sure what his income looks like now.

A guy named Peter has an ebook (about 54 pages) on "getting one night stands" with women that sells for \$100 per copy.

And he was selling an average of 40 copies a day before he sold the business.

Think about that.

$40 \times \$100 = \$4000$  a day

\$4000 a day is N1.4m PER DAY

Some small minded people will read this and say - LIAR!

Just like one guy said when I talked about making N700k in 5 days.

Well, I am not writing this for such people.

I am writing this for the few who will believe and take action.

I am not saying your results will look the ones I just talked about as a beginner.

I am only throwing these numbers around so that you can realize that this is no Child's play.

There are other big guys like Eben Pagan who makes \$20m - \$30m a year with his own Information business

My mentor Rich built an information based business that made \$7m online within the first 3 months.

Mind you, \$7m is the same thing as N2.45Billion

And he made that within 3 months selling information

The new business eventually went on to generate \$20m within the first 1 year.

Let me not even talk about another information based business that now makes \$1 Billion a year.

That is not a typo. That is Capital B for Billion.

## **LET ME CONCLUDE:**

**Making money from selling information is mostly about 3 steps:**

- (1) Start by deciding on a topic that people will buy
- (2) Package or Create the information into a product

(3) Create a System to market the information product

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### **Today, you can sell information in various formats:**

- You can sell it as a simple ebook in PDF format
- You can sell it as a video
- You can sell it as a full blown course
- You can sell it as an audio
- You can sell it as a webinar, seminar or Teleseminar
- You can sell it as coaching
- You can sell it as a membership content

As a newbie, one of the fastest and easiest ways to get started with this business is by creating and selling your information products as simple reports.

And that is because you can get it started without the need for a lot of capital or resources.

That is actually how I started.

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### **HOW TO GET STARTED:**

If you are interested in succeeding at information marketing, I don't have any training on it right now BUT a very good training I can recommend for you [\*\*is Information Business Machines \(IBM\) Program\*\*](#) by Jonathan Melody.

This program is high quality and it has lots of testimonials from students.

The program coach (Jonathan Melody) is also a caring person who is highly interested in the success of his students.

[\*\*Click here to Get the IBM Program at a Discount.\*\*](#)

# HIGH ROI BUSINESS 2:

## Real Estate Marketing



Maybe you don't like business model No. 1

No problem.

You might just like this one.

Real estate marketing simply means making commissions by marketing real estate properties.

Like lands and houses.

And NO!

I am not talking about doing it like the local and overly broke house agents you see around.

Things are changing and there is a new game to this especially with the internet.

Basically, this is how it works.

You sign up with one of the real estate firms who have a solid system in place.

This system gives you access to their marketing training so that you can learn how to sell the properties.

They also have a way to track all sales coming in from various marketers.

They call them realtors.

And sometimes, they have a system where you can bring in other people to work for the company and you make some commissions on each property that is sold by those people you brought in. (This part is not compulsory but it is just an additional way for you to earn more money)

Let me explain better with figures.

Most real estate companies sell houses or lands where you get 20% commissions on each sale.

So, let's work with that.

So, let's say you sign up with this real estate company and you help them sell only 3 plots of land a month.

Let's say one plot is N1m only

That gives you a commission of N200k per plot

And N600k income (3 x N200k) for that month

You like the idea.

So, you post about it on your Facebook or twitter wall

Then about 20 people show interest.

So, you invite them to a small event or a Skype call.

You explain how the whole thing works and 5 of them decide to sign up under you

They get trained by the company plus you also show them how you are able to get sales.

So, they go all out.

Let's say just 2 of them get serious (because most people are lazy)

In the next month, the 2 of them sold 5 plots altogether.

Let's just say you improved and sold 4 plots of land this month making you N800,000

Because you are the one who brought in the 2 people who sold 5 plots, the company decides to pay you 5% commissions.

So, you get paid N250,000 as extra commissions

Which brings your total commissions for that month to N1,050,000

And the good part is that - You can work with as many real estate firms that you want

PLUS...you work at your own pace and time

All the real estate companies are concerned about is you bringing them sales.

Now, don't get me wrong.

I am not saying you will easily make N1m a month in commissions.

I am just telling you what is easily possible based on what I have seen.

There are many broke realtors in town (Realtors is what they call people who market real estate)

They dress in fine suit and when you ask them:

"What do you do?"

They smile and say in a deep voice - "I am a realtor"

Meanwhile, they haven't sold a single property in the last 8 months because they don't know how to market.

They forget that the business is **Real Estate MARKETING**.

Observe that the marketing above is in all caps.

That is because that is the main factor here.

I personally don't sell any real estate myself even though I plan to get involved in it later on.

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Last year December, I was talking with the M.D of a new real estate firm and he told me about a young woman who happens to be one of their top marketers.

As at the time we were talking, the woman was in South Africa on an all expense paid trip 'fueled' by one of the real estate firms she sells for.

That is apart from the 4 new cars she got from some of these real estate firms.

And her commissions on a bad month is like N5m

And what does she do?

Her main marketing strategy is heavy promotion through emails and sms.

Maybe I will just invite her to an expensive dinner when I intend to start so that she can explain how she does it.

And then sign up under her.

And this is something you can do too.

**All You Need Is:**

(1) A KNOW HOW accompanied with a badass drive, focus and those other things that I talked about in the intro part of this series.

(2) Sign up with a real estate company (or more) that has a good system for their marketers.

(3) Create your own marketing system based on what you learnt from the company and what you learn from me :)

(4) Go all out and crush it

Signing up and joining a real estate company is no big deal.

They won't pay you for that.

Your main work is to market and bring sales.

That is when you get paid.

Most of the real estate companies who do this are in Lagos, Abuja and Port Harcourt.

**[Click here to sign up for more information and training about real estate marketing](#)**



# HIGH ROI BUSINESS 3:

## Affiliate Marketing



I am going to discuss another business model that has been working effectively since Amazon introduced it and keeps getting better as Technology keeps advancing.

Another thing about this business model is that it is perfect for people who do not want the stress of creating products or actually running a business so to say.

That is because all they have to do is sell.

The business model I am talking about is...**AFFILIATE MARKETING:**

Maybe you have heard about it before.

Maybe not.

Affiliate marketing is a business model where you sign up as an affiliate with a company and you then promote any of their products.

When you make a sale on any product, you get paid a commission.

It is as simple as that.

You don't own any products.

You don't deal with customer support

You don't manage employees

Or do any of those things that takes a business to run

The first time I heard about affiliate marketing was in 2006 and I heard about it from a guy who was always showing his cheques from Clickbank.

I quickly rushed over to sign up on Clickbank and started promoting the products there...using my "ignoramus" techniques

And for 2 years, my Clickbank account kept showing ZEROS

That was until 2008 when somehow, someone bought from the affiliate blog I setup and I made my first \$37 commission.

You needed to see the way I jumped up with excitement at the Cybercafe that day.

I was so happy.

The Yahoo boys beside me were just looking at me.

Back in the day, there were a few affiliate programs online.

But today, there are many of them that you can make a lot of money from.

Basically, there are 2 major types of online affiliate platforms you can join to get started as an affiliate.

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### **(1) The ROBUST AFFILIATE NETWORKS:**

This is the big one.

To really make a lot of money as an affiliate, you need to have access to several companies that you can promote for and there is no better way to do so than by joining a robust affiliate network.

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**DEFINITION:** These affiliate networks are companies like Clickbank, Moreniche, Jvzoo, Nutryst etc that have a thousands of merchants listed with them. These merchants own various products that you can promote once you are a member of the network.

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For instance, if you sign up with Nutryst (an invitation only platform), you will have access to at least 300 high converting offers that you can promote. They will even give you an affiliate manager that can help you out with some things.

Most of the robust affiliate networks are international.

Some don't allow Nigerians to register

E.g. Clickbank

But what myself and others who wanted to register on Clickbank do is that we find a foreign address and use it.

You can still do the same thing today.

But then, there are others who welcome Nigerians easily.

E.g. Jvzoo, Markethealth, Moreniche

Back in 2014, after selling my short reports to people about sexual health, what I did was to go to Moreniche and recommend some of their best products to people who bought the short reports.

Guess what?

Their products are expensive (about \$145) so the commissions were heavy too.

And that is how waking up to commissions of \$160 atimes became something normal for me.

Recently, we launched Expertnaire.com which is an affiliate platform where you can register and make money by promoting any of the products on the site as an affiliate.

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## **(2) INHOUSE AFFILIATE PROGRAMS:**

There are many companies with their own in house affiliate programs.

This means the affiliate program is only for their own products.

This is how Amazon's affiliate program operates.

When you check the bottom links of most sites, you will find out that they have affiliate programs that you can sign up with to sell their products

E.g. Konga and Jumia has their own affiliate program

Nairabet has its own affiliate program too where you make money by referring users to Nairabet.

As a matter of fact, I used to be an affiliate of Nairabet back in 2012 and I was making about N150,000 a month extra coins

I was promoting it via a Chelsea Facebook page that I set up

And most of the time, joining affiliate programs are FREE.

Although a few require you to pay To join (E.g. MOBE's affiliate program)

And some require an invite for you to be able to join

However...

## **Joining an affiliate program is NOT the big deal.**

There are many affiliate programs that I struggled to join in the past and my account balance is still reading ZERO

What I am saying is...

This business model is called Affiliate MARKETING for a reason

Just like the first two business models I shared, the business is in the MARKETING

You can decide to do affiliate marketing solely or mix it with other business models.

Most affiliates mix it with business model No. 1 (information marketing) because it just flows easily.

All you have to do is sell your information products on the frontend and also recommend your affiliate products to your list of prospects and customers as well.

For instance, there is a super affiliate whose name is Greg Davis.

They also call him Mr \$50k a day because he was said to be pulling an average of \$50k a day in commissions at a time

I heard that has now increased to \$250k a day (unconfirmed reports)

The main question at this point is...

What are the steps to making money with affiliate marketing?

**STEP 1:** Sign up as an affiliate with a reputable affiliate platform - This can be an affiliate network or inhouse platform

**STEP 2:** Start by picking one market (E.g. Skincare) and creating a campaign to sell a product from that market

**STEP 3:** Launch your campaign and get traffic

I can't give you any step by step system for marketing affiliate products because there are different ways of doing it depending on the type of products you are marketing.

For instance, if you want to market Nairabet as an affiliate, you could create an article titled:

***"My Bitter Experience With Nigerian Sports Betting Sites"***

In the article, you can explain your frustrations with most Nigerian betting sites, don't name names and end the article by talking about how you eventually discovered Nairabet and why it is the best sports betting platform for people to use.

Then drive traffic to the article with your affiliate link in it.

If you write a convincing article, you will get loads of sign ups and make commissions for life on those users.

- Another guy (Ewen Chia) makes a lot of money as an affiliate by giving people a free report for joining his list.

When they join, he now offers various products to the people who signed up.

And that is how he made his first million dollars online

If you really want to succeed big as an affiliate, here are 4 qualities of big time affiliates that I know of.

(1) They know how to recognize good products & offers that they can promote

(2) They know how to get a lot of traffic

(3) They know how to create marketing systems that convert the traffic to sales

(4) And they know how to track their results so that they know where their sales are coming from

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## **CONCLUSION:**

Affiliate marketing is a HUGE industry that is valued at \$50B

It is the reason why so many 18 - 21 year olds are able to buy cars like Ferrari and travel around the world.

Because they don't have to create any product, import any product etc - All they do is market.

Finally, if you are interested in earning massive commissions for selling my digital products online and that of others, I have good news for you.

Let's say you promote one of my products that pays a commission of N15,000 per sale.

If you get 2 sales a day, that is 2 X N15k – N30k a day!

And you can start doing so by going to [ExpertNaire](#)

The affiliate platform is not free anyway because I only want serious people there.

I have also created a video training where I shared the 4 steps you can take to start making money on Expertnaire as fast as possible.

**Watch the video training at <https://nicheroute.com/72igb>**

## **HIGH ROI BUSINESS 4: Smart E-commerce**



What does this mean?

**Smart E-commerce is all about 3 things:**

- (1) Searching for physical products that solve problems for people or helps them get closer to their desires mostly from China.
- (2) Buying the products at the lowest cost possible, importing them to Nigeria
- (3) And using a genius marketing method to sell them for a good ROI

Let me explain with an example from a friend.

A lot of women love to wear high heel shoes

But one of the problems that arises with wearing high heeled shoes often is bunion toes.

So, here is what she did.

She went to Aliexpress and she got a product that helps people solve this problem of bunion toes.

**Here is the product below:**



I think she got them so low for like \$0.50 or so. That is about N175 per one  
She bought 1000 pieces.

After shipping to Nigeria, the average cost price of one eventually goes up to about N200

That brings the total cost price of 1000 pieces to approximately N200,000

Next, she started selling the products via FB and Instagram using a marketing system I helped her with.

She was selling 5 pieces for only N5000 (shipping included)

And she sold all the 1000 within 2 weeks.

That means she made  $200 \times N5000$  from selling the 1000 pieces - which is N1m (gross profits)

One thing about smart E-commerce is that you have to be very careful about the cost you are incurring.

**Here are the cost she incurred:**

- Cost of products to Nigeria - N200,000
- FB/Instagram Ads - \$200 (N75,000)
- Shipping to customers - N185,000

**TOTAL - N460,000**

When you subtract this amount from the gross profits, it gives you her true profit which is N540,000

Not bad for a 2 week income

But that is not all.

I told her that she could also make a lot of money from the people who did not buy and the ones that bought.

How?

All she had to do was to simply find more related products to sell to them.

E.g. Someone buying her minion toe product is obviously someone who loves to dress fine and sexy.

So, all she has to do is find and sell more products on women's beauty, fashion and grooming to them.

Right now, a lot of Nigerians are cashing in big on this.

At least, I know 5 guys who did over N30m each last year from their smart e-commerce business

**NOTE:** You don't have to sell products on health issues, sex or any grey area to make this work.

Products based on grey areas like the ones I mentioned above are usually hard to advertise on big traffic sites like Facebook, Google etc

But if you have a way to advertise those products, then go ahead and sell them.

As you can see, this way of selling physical products is different from the Jumia/Konga model where you create a big website, list hundreds of products and hope that customers buy them.

This one is different.

If you are going to run with this business model, make sure you do not run it like a lot of people.

### **Run it as a proper business.**

- ✓ Start with a huge and profitable audience/market. E.g. Fitness, babies (Moms), Women's fashion, Skin care
- ✓ Look for challenges people have in that market



- ✓ Find products on Aliexpress that solve those challenges - In fact, you will even come across many products on Aliexpress that fix challenges you do not know about.
- ✓ Buy the products for the lowest cost you can find (You may have to use an agent or other sites for this)
- ✓ E.g. Some products that sell for N\$2 a piece can be gotten from 1688.com for far lesser
- ✓ Create a marketing system that allows you to pull in people who are interested in the type of products you are importing. You can advertise using Facebook, Instagram, Youtube, Google, Blogs
- ✓ Sell to them
- ✓ Sell to them repeatedly

If you decide to take this to another level, you might even create a brand name and find companies that can help you create products with your brand name printed on them

But you don't have to start with that.

You can start importing with at least N50,000 or even lower.

*"However the most important factor is for you to ONLY import products that people really want to buy."*

Personally, I don't import products until I have advertised it and gotten proof that it is a product that will sell.

That is when I go ahead to buy it.

Also make sure the subject of the email says: Interested in Smart Ecommerce

**REMEMBER:** Sourcing for products and importing them to Nigeria is the simplest part of this business.

Most people do it but only a few percent of them make any real money.

Why?

The reason is because they don't know how to market and sell.

Just like the other business models that I have talked about before, knowing how to market and sell is ONE skill that will help you succeed faster with all this information.

If you want to start with this and you prefer that someone coach you through it, then you should [watch this comprehensive video training](#) by one of the best Ecommerce coaches in Nigeria.

**Watch the training at <https://nicheroute.com/10xecom>**

Let's move ahead.

Let me tell you about the next business model.

This one made me the most money in 2017.

# HIGH ROI BUSINESS 5

## Health Products Marketing



You should already know what this is about from the name.

This is about marketing health products that help people manage their health or get better.

And it is a big money maker because people value their health a lot.

Think about it.

Most problems can be managed but when that problem is a serious health issue, people have to focus their attention on it and spend as much money to get rid of it.

Because of this, I approach this business differently because it is sensitive.

We are dealing with human lives here.

So, it is important that you only market products that are safe.

**This is not about selling pharmaceutical drugs.**

Only licensed people can do that.

This is about selling the alternatives.

I am talking about alternative health products like supplements, tea, herbal products etc

**Examples of hot health markets are:**

- Fertility (men and women)
- Sexual health
- Vision
- Prostate
- High blood pressure
- Weight/fat loss
- Weight gain
- Heart related issues
- Etc

The list is endless.

### **Here is How the Business Works:**

- (1) You pick a health challenge that people have
- (2) You find a product that solves the problem or makes it better (Make sure the product is very effective and safe)
- (3) You market the product.
- (4) You market other helpful related products.

Sometimes, number 2 might happen first.

You might come across a really good product that works.

And you decide to market it.

E.g.

There was a time I was having issues with my digestive system

So, I came across a product about colon cleansing that helped me out.

The product was very good so I decided to create a marketing campaign around it.

The first advert I ran for it on Naij sold all the products they had in the shop I was getting them from. That was where I stopped.

That reminds me of one huge challenge that this business usually presents and that challenge is about getting a consistent supply of the products you are marketing.

In 2017, I created at least 3 campaigns that I had to eventually stop because the company I was marketing for ran out of supplies.

## **How Do You Get Products to Sell?**

There are 3 ways I know of to get health products you can market.

That is if you are not producing them yourself.

The 3 steps are:

### **(1) Join a network marketing company with great products.**

I am not a network marketing person but I joined 2 of them in the last 2 years just to get access to their health products.

Products from network marketing companies are usually on the high side unless you are a top distributor. That is why it is a good idea for you to try and move up as fast as possible so that you can be getting the products at lower cost.

### **(2) Become a distributor of a local health company:**

There are many Nigerian companies that produce very effective and NAFDAC registered health products but do not know how to market them.

I do not have a system for finding such companies.

But if you come across any effective health product that is produced by a Nigerian company, contact that company and let them know that you want to help them market their products so that they can sell to you at a lower cost.

### **(3) Import them from Overseas**

This leads us back to Business model No. 4

You can also import health products from overseas if they are very effective.

The problem here though is that you won't be able to import a lot because most of these products are not NAFDAC registered (unless you want to register them yourself)

Another problem is to be sure that the products are safe to use.

I used to import some high quality digestion/slimming teas from Holland about 5 years ago.

I was importing about 500 per trip because they were not NAFDAC registered.

And I was selling them for a lot of profits.

### **MY UNIQUE APPROACH:**

Personally, I like to combine this business model with the first business model I shared (Information Marketing).

What I do is to create a short report that talks about the topic and promote the report.

Not everyone will buy the report but the sales from this report allows you to spend a lot of money to attract interested people.

E.g.

Let's say I want to sell a particular type of slimming tea for women.

One way is to advertise the tea directly.

But when I am combining it with sales of information products I could create a report reveals:

#### **"15 Nigerian Recipes that Helps You Melt Fat"**

This is the report I am going to advertise for sale (or give away for free) while building a list of people that I can sell the slimming teas to.

Obviously, people who respond to my advert are people who are interested in slimming down.

This is an example of how the numbers eventually play out.

Let's say I spend N50,000 on adverts and this N50,000 advert gives me about 1000 leads.

Out of these 1000 leads, let's say only 50 buy my report for N3500

That is N175,000

Which is great because I already have a net profit of N125,000 (I spent N50,000 on adverts)

But now, I have a list of 1000 prospects that I can now promote the slimming teas to.

Let's say the teas sell for N25,000 a pack - and I only get 30 sales from the list of 1000 people.

That is  $30 \times N25,000 = N750,000$

If the profit on each sale is N15,000 - that leaves me with N450,000

Add that to the N125,000 profit from the reports

$N125,000 + N450,000$

That is roughly a pure profit of N575,000

**TIP:** You can even find a really good slimming belt and offer it to the same people and you will still get many of them who will buy it.

The example above is based on a conservative estimation and I am not saying you will get results like that.

I am only showing you what can happen based on what I have experienced.

**NOTE:** You don't have to add "information selling" to your own business.

Many people sell health products alone and they do very fine.

You can do the same too.

The health market is huge.

Now, let's move to the last business which is actually not a business...

I added it to this list because it is something that I feel you should know about.

# CONCLUSION:

I have now provided you with 5 little known businesses that can put a lot of money in your pocket this year if you act on them

All you have to do is get started with at least one of them.

Of course, this series is not a full training on all these businesses.

The idea is for you to choose the one that you can run with, get more information about it and get started.

You can do this.

There are many young guys under 25 who are making a lot of money with these business models.

And some of them are even undergraduates.

You can do this.

One thing you ought to have noticed from these business models is the importance of knowing how to market.

Knowing how to market and sell is the key to making the businesses work.

Out of all these business models, the business model I now recommend for beginners is business model number 3 (Affiliate Marketing)

That is because we now have [Expertnaire](#) that makes it easier for Nigerians to market digital products from anywhere.

Apart from that, affiliate marketing makes your work easier because most of the job is already done for you.

It doesn't require a lot of capital and you can start it fast.

You can even combine it with other businesses later on.

And the marketing experience you get from it will help you market the remaining business models that you decide to add later on.

I have created a video training that walks you through how to get started with this and you can watch the video training at -

<https://nicheroute.com/72igb>

Please share this report with someone who might benefit from it.