

# How to create a life and business of Success through transformation



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## Creative Business Suite

# What greater heights can you achieve?

## Introduction

*“You may not control all the events that happen to you, but you can decide not to be reduced by them.” – Maya Angelou*



This e-book is your guide to living better and soaring in your dreams. It provides you with tools you need to gain clarity and filter through your desires; in order to attain greater achievements in your personal and business life.

To become successful in life, you have to decide it, choose it and take action! Generally, life requires constant exercise to develop ourselves physically, mentally and spiritually and without authentic, radical and absolute decisions, your thoughts, dreams and aspirations may never meet your realities.

While some people focus on very critical things such as education, societal status, fame, etc, we seldom forget how important it is to love ourselves and treat our mind and body right. When you are able to achieve this, every other thing will fall in place. In this e-book you will have access to a list of things you need to do and know, to give your life and business the kind of boost you’ve always dreamt of. Don’t forget that as you move on in your journey to improving how you treat yourself, you must also remember that people around you are equally important and therefore always strive to treat them with consideration, love, kindness and compassion; which are all pivotal to your personal development.

This e-book, ‘How to create a life and business of success through transformation?’ was written, to give snippets of some of the essentials that you need to flourish and live happily, in this universe?

Life is a journey and getting to know you is a longer journey, which sometimes may never be accomplished in a life time. As you tread, think, look back, celebrate and be fulfilled in the fullness of your life.

To your business success and better living,

Mutiati Adebawale

## Part One

### What is transformation?

This part of the book is aimed at helping you attain complete transformation in areas of your life that need transforming. The techniques and processes contained in this book are geared towards complete transformation in a very short period. What you are about to unravel is not lessons of how to attain short term change, rather, the fundamental truth about total transformation. If you do not understand what real transformation entails, please read on to find out.

Transformation occurs when something is completely altered from its original nature or form to an entirely new or different state or form. Transformation is profound and very sustainable, because when something becomes transformed, it can never be exactly as it was before.

However, the process could be challenging, some people may even say it is difficult. Don't forget that when you are comfortable, everything remains the same. To achieve the Transformation you desire in any aspect of your life you must be prepared to do a thorough shake up of how you do things and be prepared to stretch your bounds. There is no doubt that so many things must change to reach your destination. First, be prepared to work on your mindset, ideas, beliefs, and the perspective you hold on life, love, success and all different aspects of your life. Transformation requires not just physical or external change but radical inner shifts.

Transformation includes a new awareness of your personal choices, thinking and decisions. It includes altering some old habits and previous every day culture to sustain the kinds of approaches you will need to flourish in your chosen new terrain.

This is not to say that your life before you decided to transform things for the better is completely useless because to manage change effectively, you need the ability to be agile and to continually assess and redirect your energy as needed, allowing you to benefit from the lessons of the past, but not caged by the methods of the past. It runs deeper than new skills you may have obtained or the level of your technological know-how. It is an enhanced way of viewing challenges, decisions, barriers, options and opportunities. It is a commitment to authentic self - discovery, to being aware of your own ambivalence and the conflicts that usually run through you at crucial times for decision making or action taking. This new awareness will help you in sorting through your feelings and emotions and aid in giving you the control and power you need for the golden insight through your opportunities, strength and how to manage your weaknesses to your advantage. It is being still enough to allow originality, creativity and flexibility. Transformation is about developing a level of trust in yourself and the world around you, and then renewing it on a regular basis.

## Essentials factors for the transformation that you need

Every time you feel as if you do not possess the qualities you think you need to achieve your goals fight it back and tell yourself, you are indeed a special being with the adequate abilities to become who you want. It is not uncommon that you seldom find it hard to proceed to your next level of achievement; this is because there is a cord that ties you with your inner sayings, however unconsciously, that for some reasons you just cannot attain the next level you crave. You know what; in this e-book, we will work together to get you disentangled with the strings and cords that pull you down and hold you engaged.

As it says; “it all starts from the mind”. Frank McCourt puts it right in his book *Angela’s Ashes*, “You might be poor, your shoes might be broken, but your mind is a palace.”

Your mind is the cornerstone of what you become. This is where you prepare what you feed to your body and soul. The only thing is that what you feed your body and soul may essentially be meals totally extraneous and unrepresentative of what ought to be.

Right now, I will not be encouraging you to do this or do that in order to transform your life, because having downloaded this e-book, I know you are better aware of your powers than needs to be said; you simply haven’t given your power the place it deserves to be able to make the changes you desire and this exactly is what we will be doing together henceforth. You will now assume the greatness and power you possess to make the change you have long wished for.

In this transformational circuit, I want you to take a deep mind trek into what life will be when you are able to accomplish your desires and live just as you’d always wished.

I know human wants and desires can be so numerous; so, for effective transformation, this process will be done in steps. Right now, choose one area of your life you want to transform immediately and take a mind trek on it. I want you to dive right into what your like will be like when your expectations arrive. See it vividly and feel what it is like to be in that situation that you have always craved. I want you to feel the size of what you want; its colour, magnificence and delve into enjoying your true life situation.

Having done this retract your feelings and write what you saw of your next level of achievement into a script (written text), just as you saw, felt and actually want it to be. Now ask yourself why you want to achieve this goal and write down three reasons



why you want your dream to come true. As you write your reasons in a paper, reflect on them and ascertain deeply within you that you are ready for this change. Convince yourself that you are worthy of great things in life because you are here to live a life of fulfilment. From the reasons you have written down; find one very steady reason that will keep you going until you achieve what you really want. This same reason will see you going after your goals and doing what it takes to achieve it and continually help you love yourself enough to keep striving hard and eventually giving yourself a pat on the back when you begin to enjoy the fruits of your achievement.

Now that you know your 'Big Y', that will motivate you throughout the transformation process, ask yourself this question: 'What in this world could stop me from going ahead with my goal? List all the things that could possibly bar you from going ahead and have them written or printed in a paper and place the paper with the previous paper in which you wrote your reasons why you want to achieve your goals, place them side by side. Now, read through each paper separately in this order, aloud: Read one reason you want to take action and move towards achieving your goal, ponder on it and then read one of the opposing reasons or the factor that could bar you from taking action and after reading each pair of your opposing reasons, (one reason that motivates you, and the other reason that may hinder you from taking action), repeat thus to yourself, "which of these reasons has greater consequence on my life and goals? Now weigh the consequences/benefits of both reasons.

For example write:

Goal: I want to improve my income by taking up a second job.

Motivation: Once done, I will support my family better and provide the needs of my children with optimal ease and live my dreams.

Barrier: I don't have enough time for a second job.

Now weigh the effects by analysing the consequences this way:

If I go ahead, push myself, create time, get myself a second job/business and develop strategies to manage both income avenues, I will be able to live just as I like and create financial freedom for myself.

On the other hand, if I completely do not find a way to cross through the problem of 'time' that may bar me from getting this second job or business, I will probably be living in this horrible situation for longer than I can bear?

Reflect on the effects of these opposing situations (Making a move and taking action and not) and as I am sure, you do need the change!

Take another paper and write down the list of actions you can begin to take to change your life right now!

Note that the situation above is a case in point. When you write your goal, make it completely personal. You can list as many reasons for and against taking action and repeat the process of weighing the effects of each pair of opposing reasons in relation to your list of reasons. After that process, now ask yourself, “In five years time, if I took actions and achieved my goal, I will feel..... this way about myself”.

“In five years time if I never find way to take action on my goals and desires, I will feel..... this way about myself”.

Now examine your feelings and do an inward check of what your inner self is telling you?

Decision is the ultimate power you have. Not deciding right now is like throwing your powers far into the deep sea. Once decided, take action!



## **Other tips that will aid and support your journey through complete transformation**

### **Accountability Checks**

Don't forget to set up accountability checks for your decision and the actions you take. Setting up a system of accountability for your self is one of the most powerful ways to achieve real change and transformation, because it takes a lot of strength and determination to decide on something and follow it through to a successful end. Accountability simply entails those things you do to measure your performance and constantly thinking through your decisions. Accountability, if used effectively, will help drive your success, grow your passion for the things you like and always keep you moving in the right direction. If you fail to take responsibility for your decisions and actions, you will fail in your overall goal and may eventually fail to grow as an individual.

### **Be in the midst of people who encourage you**

As you take your drive to the next level and begin to see the positive changes come, don't forget to surround yourself with people who encourage and motivate you. These are people who show and tell you reasons why you should be who you want to be and not people who only spell why you should not bother to raise your head up. In your everyday life you are surrounded by a variety of people. Some of the people you deal with are a joy to be with, and their loving presence motivates, nurtures and encourages you. Other people have the opposite effect on you, as their presence merely drains you of your energy, makes you feel unexcited, exhausted and discouraged. It is a fact that your well-being can be easily influenced by those around you, just as you also can influence other people's well being. If you deeply consider this, you will always bear in mind, what sort of company best suits you and will enable you to carefully scrutinise the quality and level of social interactions you maintain with different types of people and the effect on you, physically, emotionally and spiritually.

Do you know that when you share space with another person, you often pick up on their energy, or they pick on yours? At this rate, you will begin to feel how they feel and attune to them, whether you consciously intend to or not. Better put, "feeling is contagious", sometimes. That is why you must be wary of whom you share your feelings with, because they either make you feeling better or worse off. If you know people who constantly complain about their life and never sees anything good in

what they are doing or what other people do, then you should get a signal that you are more likely to have your energies drained here than feeling alive.

Since it's your personal life we are talking about here, it is obvious that you can take control over the right people with whom to surround yourself. If you find that extremely difficult, you can seek professional help from life coaches, but basically, all you have to do is take a few moments to reflect on how another person makes you feel; you can do this in turn, if you have a number of people who may be affecting your growth or with whom you want to scrutinize your relationship. Assessing the people you spend most of your time with, allow you to see the impact they have in your life. If a friend saps your energy, makes you feel worthless, gives you too much of a bother, discourages you all the time, put you down now and then, etc, you have the choice to tell the friend how you feel or simply, spend less time with such a friend. You will realise that the moment you are honest with yourself about your own feelings, the more candid you can be with others. This certainly will bring about personal transformation that will truly empower you and your decision to live in truthfulness to yourself will fill your life with greater joy, fulfilment and happiness.

When we surround ourselves with positive people, we clear away the negativity that exists around us and create more room to welcome nurturing and renewed energy. Doing this not only enriches our lives, but also envelops us in a supportive and healing space that fosters greater growth, understanding, and love of ourselves - as well as those we care about.

Choose your friends with care - they create the environment in which you will either thrive or wilt. Give everyone the opportunity to be a friend, but share your dreams and goals only with those who value them as much as you do.

## **Emotional intelligence is important in decision making**

Emotional intelligence is the ability to be aware of, control, and express one's feelings and emotions, in a way that aids better interpersonal relationships as well as effective self-management. Effective emotional intelligence is of prime importance to both personal and professional success.

Failing to develop your emotional intelligence, may contribute to you struggling in building good relationships with friends, colleagues and business clients or associates. Developing your emotional intelligence, helps you build and sustain an array of non-cognitive abilities that ultimately helps you to adapt to all aspects of life. When you grow in emotional intelligence, you will also possess these four basic competencies; self-awareness, social awareness, self-management, and social skills.

All these attributes, influence the way you handle yourself as well as other people around you. When you are able to recognise and properly convey your emotions, your decision making ability will become effective.

When you recognize your emotions and their roots, you can adequately apply your emotions properly and successfully when making decisions. When you are unable to control and manage your emotions effectively, you will lack the potential of emotional response which often brings about poor decisions. It is imperative to become conscious of what is behind your feelings.

## **What influences your emotions?**

A number of factors do affect your emotions, ranging from beliefs, to feelings of bitterness, lack of confidence, incompetence, guilt, insecurity, self-doubt, happiness and so on. All these feelings affect your mood, disposition, temperament, motivation; which of course are ways you express emotions fuelled by your feelings.

These feelings and emotions are natural and as humans, we are made to constantly feel different things at different times but what goes wrong is when you allow any of these feelings to induce negative emotions to the extent that they affect your decisions or actions.

Beliefs have a fundamental effect on how you do things and your ability to act, so also are the feelings mentioned above and much more.

Essentially, to succeed with your emotions and make the best use of them, you need to pay attention to your feelings and consciously be aware of how your feelings affect your emotions in order to be able to take control of your emotions.

You must understand what happens when you allow your emotions to control and direct your actions and decisions. Being able to channel your emotions appropriately even in the heat of the moment is a positive end and a key aptitude that needs mastering, at least, to the best of your ability, so that you may attain the growth and abundance you crave in different areas of your life.

## **Quitting: an agent of change**

When we talk about quitting, it may mean different things. Here, this is not quitting as in completely giving up something when you think you cannot get your desired result or achieve what you want. Quitting as I mean here, is to stop doing what's not working for you.

*“Insanity is doing the same thing over and over again and expecting different results”* Albert Einstein

There are a lot of ways you can quit what's not working for you and also lots of things that are not working for you that truly needs quitting, but the important thing is for

you to be aware of all these things in order for to actually take the action to put a stop to them. I'll give you an example: Before now, I used to do my printing business (graphics design, paper craft, t-shirt printing, etc) as a very small business for friends and family and you know what, I got run over by friends and family who would use my services and get me literally begging them to pay me. It got to a point that I could not take it anymore, but I didn't have the confidence to stop it happening, so I kept on moaning to myself in utter dissatisfaction and unhappiness, until finally, I attended an entrepreneur's seminar, where the speaker told us amongst other things that if you deliver value to your customers, they will keep coming back and I realise that these group of people are using my services because it's good price for value and specifically, I ensured that I delivered their items on time, and always without complaints. So, I thought to myself, I've got to stop this. To start, I called each of my customers to announce the change in my services, but first I called those whom I had worked for and still owing me. I told them that I needed my money fast and that henceforth; I will receive my money upfront before I deliver whatever they wanted. At first, a part of me shivered because it felt that I was going to scare my customers away and I will be left completely with nothing but another part of me reminded me that "if you deliver value to your customers, they will keep coming back". So, I held on to that believing that I truly deliver value so I went ahead and I told them. I even said to those who owed me that if they don't pay a certain amount at a given time, I will not continue with their work and you know what? It worked! It worked hundred percent. So, I stopped being afraid, I stopped working for free, I stopped stripping myself of the goodness of my handiwork. If there's something you are doing that's not getting you where you want to be in business or personal matters, please find your courage and put a stop to it.



## Part Two

**Now, it's time to check out your guide for tips into an adventure of a well balanced life style and business, which will get you into your next level of achievements.**

**Self-awareness:** This is your ability for introspection. It is your ability to look within and assess yourself, separately from what other people perceive you to be. When you are self-aware, you will have a clear perception of your strengths, weaknesses, emotions, thoughts and beliefs, and this will give you an insight into how you manage anger and your emotions, how you react to stress, how you respond to other people and treat them or how you cope with loss. Also, it will enable you know where you need improvements and where to keep up your good behaviour, attitude or perception. It can be tricky to desire to live better or enhance your personal development if you do not know your strengths and weaknesses in order to improve or completely change something.

**Set huge goals:** A lot of people put in hours of hard work into their jobs, businesses and sometimes structuring their lives to no avail. Not because they haven't got skills or because they are not doing those tasks and responsibilities properly, but because it lacks proper structure. One reason you may put a lot of efforts into something and all you feel is 'not worthwhile', is because you have not thought properly about what you want to achieve from that venture. Goal setting helps you identify what sort of end result you want to achieve from whatever you have embarked upon. It is like going on a journey, with a clear vision and precise knowledge of where you are going. Goal setting allows you to work towards your own objectives, in a specific and measurable manner.

**Get a coach:** It is good to have someone you want to copy their success, someone who can take your hand and walk you through the path of success in any of your desires and goals. When you have a coach, you can see, learn and gain practical support in transforming your life within a measurable period of time with effective tools and guidance. With a coach beside you, you can always get unbiased insight into how well you are immersing yourself into the change you crave and how to achieve more.

**Practice empathy:** Empathy is one of the most important skills in relationship building. It is the ability to put one's self in somebody else's situation. It relates to your ability to understand the perspective, position and feelings of other people, which usually help in responding to people's feelings and emotions. It is a tremendous tool for both personal and professional relationship building. When you practice empathy, you will understand the importance of empathic listening, which gives deeper connection between you and somebody else when you listen to them to

understand their view point. Note that empathy is not the same as sympathy. However, empathy allows people to share common feelings or relate to common human experiences with shared understanding.

**Show gratitude:** Gratitude is an expression of appreciation for sustainability and survival. When you deliberately and constantly show gratitude for the things you have, the ones you aspire to have and generally for the world around you, your well-being and happiness will increase, hence advancement in productivity and fulfilment. Gratitude opens up opportunity to give back to the world, which in its self, is rewarding and refreshing. It also increases your empathy, optimism and levels of energy. Gratitude has some healing effects because it soothes your nerves and makes you feel relaxed. When you give gratitude, you worry less about the goodness that is yet to come, giving you the opportunity of living in abundance, no matter the situation.

**Make the most of every opportunity:** Opportunities come in various ways, sometimes, ways we never thought or imagined. Your ability to spot one when it comes will go a long way in helping you advance in different aspects of your life. Opportunity is not only those known moments when you target some great goals and work extremely hard to achieve it. You have to look out for opportunities in different things that you do. It may be a hobby you love passionately, a friend who is very handy to you and has ideas you both could work on, something you read and clicked positive ideas in you, etc. The more positive you focus your attention on making the best out of your moments, the greater chance you have at spotting various opportunities coming your way.

**Assume success:** You will not become successful by acquiring as much wealth as you have always dreamt of, or by having your business flourish the way you have always wanted. This is because you need to assume success and not wait for it to come. I know success is relative to every individual, however, waiting for things to fall in place before you begin to see yourself as successful is sheer time wasting. You have to appreciate areas of your life that you have attained some level of success, and then work through that insight and begin to see yourself as successful in other areas of your life. This technique will spur your energy and help you achieve what success you crave in other areas. When you continuously see yourself as unsuccessful, you are likely never going to be motivated enough to get any success at all, in anything that you do. So, a positive attitude towards life, your posture, tone and facial expressions will help you a great deal and restore confidence in you, even during difficult times.

**Get better at communicating:** Communication is one of the most important life skills, needed in all areas of our lives. It is a driver through which we deliver our thoughts, desires, and generally interact with our environment. Good communication skills are vital for personal and professional development and cannot be replaced by any other skill. With communication, you need not only know how to pass your message to people, but also make sure that it is done clearly and correctly. This means using the right words at the right time as well as the right body language, eye contacts, tonal outputs, etc, to convey your message correctly. Being a good listener is also your task as someone who has good communication skills. Good listening will not only help you understand what people say, but also help you understand how they feel.

**Don't overwork yourself:** This is an advice as well as a plea, because if you do, there are severe consequences that may be suffered not just by you but also people close to you. Apart from the health risk involved in overworking yourself, you will greatly deny your loved ones the valuable time you need to share together. All these will sabotage your efforts of working too hard, because down the lane, you will be hacked by the unpleasant features of work –life imbalance; which are tardiness, excessive absenteeism, lack of concentration, irritability, guilt, unhappiness and an overall quality of life quite bland.

If you are an overachiever, or regularly feel exhausted, then you need to slow down and break the habit of setting extreme goals for yourself. Why not recalibrate and shift your work load in ways that will accommodate sustainable growth personally and professionally, make you feel fulfilled and most importantly keep your health on the safe side.

**Update your knowledge:** In this age of technology and growth awareness, there is no excuse at keeping low with skills, knowledge and education. You have to keep up the pace and ensure you update your knowledge at every interval. You don't need to enrol to start a Masters program or another undergraduate course, but you need to keep abreast with times and information available and relevant to you as well as the 'know-hows' in your professional field, areas of interest or the hobby you want to turn around profitably. Simple short-term courses will do, and don't miss any training opportunities around you.

**Be willing to change:** Change is inevitable if you must live better. Change is what causes a 're-creation' of you or your situation. So, if anything great must happen, you must first, be flexible and be willing to change your mindset, thinking habits, attitudes, behaviors, some of your general habits, etc.

Change brings about a positive turn around in any individual and allows growth and progress. Although, you may see change as a difficult task to embark upon, just take

your time, set your goals and take one step after the other. When you keep an open mind, the change you require will manifest in ways you would not be able to explain.

**Accountability:** Accountability is your obligation as an individual to account for your actions and accept responsibility for their consequences. Business wise, it also entails those things you do to measure your performance and constantly thinking through your decisions. Accountability, if used effectively, will help drive your success, grow your passion for the things you like and always keep you moving in the right direction. If you fail to take responsibility for your decisions and actions, you will fail in your overall goal and may eventually fail to grow as an individual.

**Procrastination:** When you regularly put off important tasks time and again, or make excuses why you cannot do the crucial things you are meant to be doing; you are probably not alone, but you're dragging your progress in a slower motion. Procrastination can stop you from fulfilling your potential and achieving your goals if care is not taken. You can only stop procrastinating when you begin to take action, no matter how little. The most important thing is to take those actions that you can reflect back on and can actually begin to record some level of progress. The key to controlling procrastination is to understand why you are doing it and start to take active steps to manage your time and the resources available to you.

**Try new things:** When you break free of your old ways of doing things and dive through a whole new way of seeing the world around you will be inspired how things can change for you. You need to be ready to move outside your comfort zone and explore other life possibilities; interesting, challenging, difficult or as can be. When you try new things, ideas will flow within you and these ideas can be usefully turned into great realities. However, you don't have to do every new thing in order to turn them into reality, but at least you can gain greater exposure, knowledge, confidence or the ability to overcome your fear. Sometimes, when you face your fears successfully, this can you a renewed sense of courage or at least make you know that the limits you have carved for yourself are to be removed.

**Positive thinking:** The mind is a powerful tool that can be used 'positively' or 'negatively', depending on your interpretation of these terms. It is important to know that before anything comes to reality in our lives, it must have gone through the streams of our mind. This is where we process our thoughts and send messages back and forth through the brains. When you think positively or negatively about yourself within you, it definitely manifests in your life in terms of affecting your mood, attitude, opinion about yourself, your feelings toward others and your environment, etc. So, if all these happen through your thoughts, don't you think investing your energy and consciousness in thinking good about yourself or how you can make things better for you and others around you is worthwhile? We all know that there are situations in life that can be unpleasant, however, your ability and effort to live above such times, by dealing with such situations with a positive outlook is essential,

in defining what life will be for you. Don't forget that it's your life; you will be responsible for what you make of it. There is no limit to what the mind can do.

**Develop healthy eating and fitness habits:** These are by no means two of the most important ways of living better. Keeping fit and healthy can be a challenge, but if you try as much as you can to achieve it, you will benefit immensely from the big difference it will add to your emotional and physical wellbeing. Some of the benefits of healthy exercise and eating habits include: burning calories, losing weight, stress reduction, giving you strength and energy, reduce the risk of a heart disease and help with increased confidence.

**What is your belief system:** Your belief system governs your thoughts, words, and everyday actions and without these beliefs, you probably cannot function properly. To reflect on your belief system, you need an open mind and readiness to accept yourself. Ask this question: What do I believe and why so? I know this is quite complex for some people, but to make it simpler, take an aspect of your life and scrutinize your beliefs over it and ask why you believe so. For instance, how do you treat other people? What circumstances make you behave in certain ways? What defines success to you? What is failure? What is the first thing that comes to your mind when you face disappointment? What makes it so? All these questions and more, if answered truly, will help you identify your belief system, which stems actually, from the choices you have made because your beliefs are unique to you and they are what you have chosen.

**Meditation:** Meditation is a mind quietening and soul-calming exercise. It is meant to free your mind from chatters and clusters that make it difficult to concentrate and have clear vision. If properly done, it allows reaching a higher level of awareness and inner calm. Meditation boosts mental health and can promote desired balance in your life.

**Volunteer:** Volunteering is about giving your time, energy and skills freely, to the benefit of your community. You may not solve the world's problems, but you can make a difference by doing your part. As People and societies depend on each other for survival and growth, volunteering your service may bring relief to somebody somewhere, from the problems they are going through. It is ultimately about helping others positively, impacting people's wellbeing and sowing into your community. It helps you connect better with your community as well as give back to it. Plus, it makes you feel better with growing fulfilment.

**So, which of these tips will you add to your work and personal life immediately? Next, check out the online business tools chosen just for you, to help you build a successful online business without worrying about lack of money.**

## **Part Three**

### **Online Business Tools**

**Most of the tools on this page are randomly chosen, because of their ‘free of charge’ features, for beginners who want to grow their online business professionally.**

**Blogger** is a blog-publishing service that allows multi-user blogs with time-stamped entries. To have a web presence for you or your business, you need a blog or a website. While a blog such as on blogger, or wordpress, may be free, a website may not be free. Generally, the blogs on Blogger are hosted by Google at a sub domain of blogspot.com. A user can have up to 100 blogs per account. Blogger allows its users to use their own domain free of charge.

**WordPress** is a free and open-source blogging tool and a content management system (CMS). Wordpress features include plugin architecture and a template system used by more than 23.3% of the top 10 million websites as of January 2015. WordPress is the most popular blogging system in use on the Web. This is because it helps you connect with a community of like-minded bloggers, whom you can share ideas, and learn from one another. You can create a free website or easily build a blog on *WordPress.com* with hundreds of free, customizable, mobile-ready designs and themes.

**Yola** is a website builder and website hosting company. People without programming and graphic design skills can make web sites using Yola. Users can easily add functionalities such as social plug-ins, eCommerce, contact form and email marketing to their websites. It is not compulsory to buy a domain name on Yola, as you are able to build a free website on this platform, but if you are serious about building a credible and sustainable online business, then you need to buy your domain name. With a silver package on Yola, you can create up to 25 websites at no extra charge.

**Wix** is a cloud-based web development platform that allows users to create HTML5 websites and mobile sites, through the use of their online drag and drop tools. Users can add functionalities such as social plug-ins, eCommerce, contact forms, email marketing, and community forums to their websites using a variety of Wix-developed and third-party applications.

**Odesk:** You can find freelancers and freelance jobs on Odesk at affordable prices. Also, you can list your services on Odesk and begin your freelance career just with a

click. Registering on Odesk as a freelancer is usually free, but you will have to pay for the services you hire on the website.

**PeoplePerHour** is a platform provides freelancers and clients a website for the advertisement of freelance work. This service is right for you if you are a small business that does not want to hire full-time professional resources. This is particularly recommended for small business owners who may not be able to afford the commitments of a full time personnel or professional. Also, it helps you to effectively use virtual network to outsource work.

**Fiverr** is a global online marketplace offering tasks and services, beginning at a cost of \$5 per job performed. The site is primarily used by freelancers who use Fiverr to offer a variety of different services to customers worldwide and currently, it lists more than three million services on the site that range between \$5 and \$500. It is a platform for people to buy and sell a variety of digital services typically offered by freelance contractors. Services offered on the site include writing, translation, graphic design, video editing and programming and much more.

**PayPal** is an online payments system. Online money transfers serve as electronic alternatives to traditional paper methods like checks and money orders. PayPal is one of the world's largest internet payment companies, and the company operates as an acquirer, performing payment processing for online vendors, business owners, individuals, auction sites and other commercial users, for which it charges a fee. You can install the 'Paypal Buy now' button onto your website free of charge, to begin selling to your customers immediately. All you need to do is, sign up for a free Paypal business account.

**Zoho** is a web-based online office suite containing word processing, spreadsheets, presentations, databases, note-taking, wikis, web conferencing, customer relationship management (CRM), project management, invoicing, and other applications developed by ZOHOO Corporation. As much as all Zoho's services are important to growing your business, they may be quite costly. However some services such as creating business email accounts for up to five users, in your company name is free until your list exceeds 2,000 email addresses.

**Benchmark:** You can sign up for free with Benchmark email Marketing Services and create as well as send bulk HTML email campaigns & online surveys. Benchmark gives you all the support you can use to grow your email campaigns and list including

assigning personal mentor to work with you. You are free to upgrade to a paid option as your need grows. Choose and design templates that are most suitable for your use at different times. Benchmark works fine on any online content management platform.

**Mailchimp** is an email marketing service provider with free and paid services. Mailchimp enables you to create and send email campaigns, newsletters, serial trainings and business promotions to as many clients as you want simultaneously. Mailchimp is easy to install on blogs and websites.

**Trello** is a free web-based project management application that operates a premium business model, as well as being cross-subsidized. You can sign up for a basic service which is provided free of charge and upgrade to a business standard paid-for service as time requires. It is an efficient collaboration tools that allows you to organize all your projects, no matter what stages they are, into simplified boards.

**Wave Accounting** is a free app that you can use to manage your business finances from anywhere, for as long as you can get online. It allows you to separate and track your personal finances. Also, you can create and find invoices, expense tracking, reports, and more, all from the same account.

**Today launch:** This is a tool for managing social media for your business. With Today Launch, your social media accounts are like an inbox, with the focus being on sharing and responding and then archiving materials needed for the social media aspect of your business. It is a way for you to get past the distractions and discover or respond directly to the person who is communicating with your brand on your networks. You can sign up for free.

**Dropbox** is your storage in the cloud, for anything, pictures, documents, folders and files. It helps when you have a team that is repeatedly accessing and sharing files. You can upload automatically into your dropbox from any device, including your mobile phone. Dropbox account is free, but you may need to upgrade if your need exceeds the basic allowance.

**SurveyMonkey** : Build free surveys to conduct market research, gather opinion polls, create easy to use questionnaires for academic, personal and business purposes, and keep a pulse on customer desires and satisfaction.

**Google forms**: These are free online forms for surveys, polls and research purposes. You can use these forms to find out your customers' opinions about your website or services or use it to plan your next campaign, manage event registrations, whip up a quick poll, collect email addresses for a newsletter, create a pop quiz, and much more.

**Google AdSense** is a program run by Google that allows publishers who sign up to the programme, serve automatic text, image, video, or interactive media advertisements, that are targeted to site content and audience. These advertisements are administered, sorted, and maintained by Google. They can generate revenue on either a per-click or per-impression basis. Google AdSense is an easy way to earn money from your online content. Simply display relevant and engaging ads on your website, blogs, mobile sites and videos on Youtube.

**Commission Junction/ Click bank** : These are two affiliate marketing websites, where you can register and apply for advertisements that you can place on websites for visitors to click and buy from, which in turn gets you accrued affiliate income.

Affiliate marketing overlaps with other Internet marketing methods to some degree, because affiliates often use regular advertising methods. Other internet marketing methods include organic search engine optimization (SEO), paid search engine marketing (PPC - Pay Per Click), e-mail marketing and content marketing.

Affiliate marketing is commonly confused with referral marketing, as both forms of marketing use third parties to drive sales to the retailer. However, both are distinct forms of marketing and the main difference between them is that affiliate marketing relies purely on financial motivations to drive sales while referral marketing relies on trust and personal relationships to drive sales.

**Ezine articles**: EzineArticles.com allows authors/writer/publishers in different niche fields to get massive levels of exposure in exchange for the submission of their quality original articles. When you submit an article to the website it is promoted online to help you gain maximum exposure for free.

**PR Log** is an online press release distribution and press release submission service. Their distribution network includes Google news, numerous other search engines and RSS feeds. On PRlog, each user is also offered individual online press room. They allow company logos and pictures to be added along with SEO optimization, an unlimited number of press releases to be issued and a visitor number counter.

**Picasa** is an online photo editing software which can be downloaded for free. It offers several basic photo editing functions, including colour enhancement, red eye reduction, and cropping. Other features include slide shows, printing, and image timelines. Images can also be prepared for external use, such as for e-mailing or printing, by reducing file size and setting up page layouts. Other simple editing features include adding text to the image and adding other creative designs on to your image. You can view and edit RAW files and save the finished edit (as JPG, or other forms) without any changes to the original RAW file.

**Picmonkey** is a free alternative to Photoshop or Lightroom, which you need for your online photo editing needs. This website offers many of the basic editing tools for touching up your photos, which are offered completely free. With Picmonkey, you do not need to download any software. If you want more advanced functionalities however, there is a premium version of Picmonkey, which I'm sure you will be happy to pay for, as it costs less than the value it delivers.

**Udemy:** Udemy.com is a platform or marketplace for online learning. Udemy provides a platform for experts of any kind to create courses which can be offered to the public, either at no charge or for a tuition fee. Udemy provides tools which enable users to create a course promote it and earn money from student tuition charges.



## **End notes**

This e-book is just to help you get started on your journey towards achieving maximum success in your business and personal life. Always remember that success and happiness are things of choice. If you choose it today, you will notice the twist in your mindset that will keep you moving to the shores of your true life purpose.

Stay positive, believe in your true potentials and be true to yourself. Always know that you are a unique person with unique set of gifts for the world, which no one else can give but you. So, start doing that now and you will be fulfilling your life's purpose.

For more inspirational, educational and intuitive tips; visit my website and sign-up for my newsletters.

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To your business success and optimal living,  
Mutiat Adebawale