



Thriving in Adversity

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Proverbs 23:23

**Buy the truth, and sell it not; also
wisdom, and instruction, and
understanding.**

You shall know the truth and it will make you free. (John 8:32)

Every area of your life where you are struggling is an area in which you have not acquired enough truth and knowledge.

When you see people operating at a level that you are not, it simply means there is some truth, knowledge, insight and understanding that they have acquired which you have not.

Truth, Wisdom, Insight and understanding are not meant to be free.

Nobody gets them on the street. Everybody pays a price for them.

You'll pay for them with money, time or both.

Ecc1 10:15

The labour of the foolish wearieth every one of them, because he knoweth not how to go to the city.

Hard work alone does not guarantee success.

Labour alone does not guarantee increase.

Fools labour and are tired but make no progress? Why, they labour without knowledge and insight.

They didn't buy knowledge, they just went to work

Foolishness is like cutting a tree with a blunt axe. Even the Bible says "wisdom requires that you sharpen the axe".

You're here in the success seminar to buy knowledge

Proverbs 24:10

**If you faint in the day of adversity,
Your strength is small.**

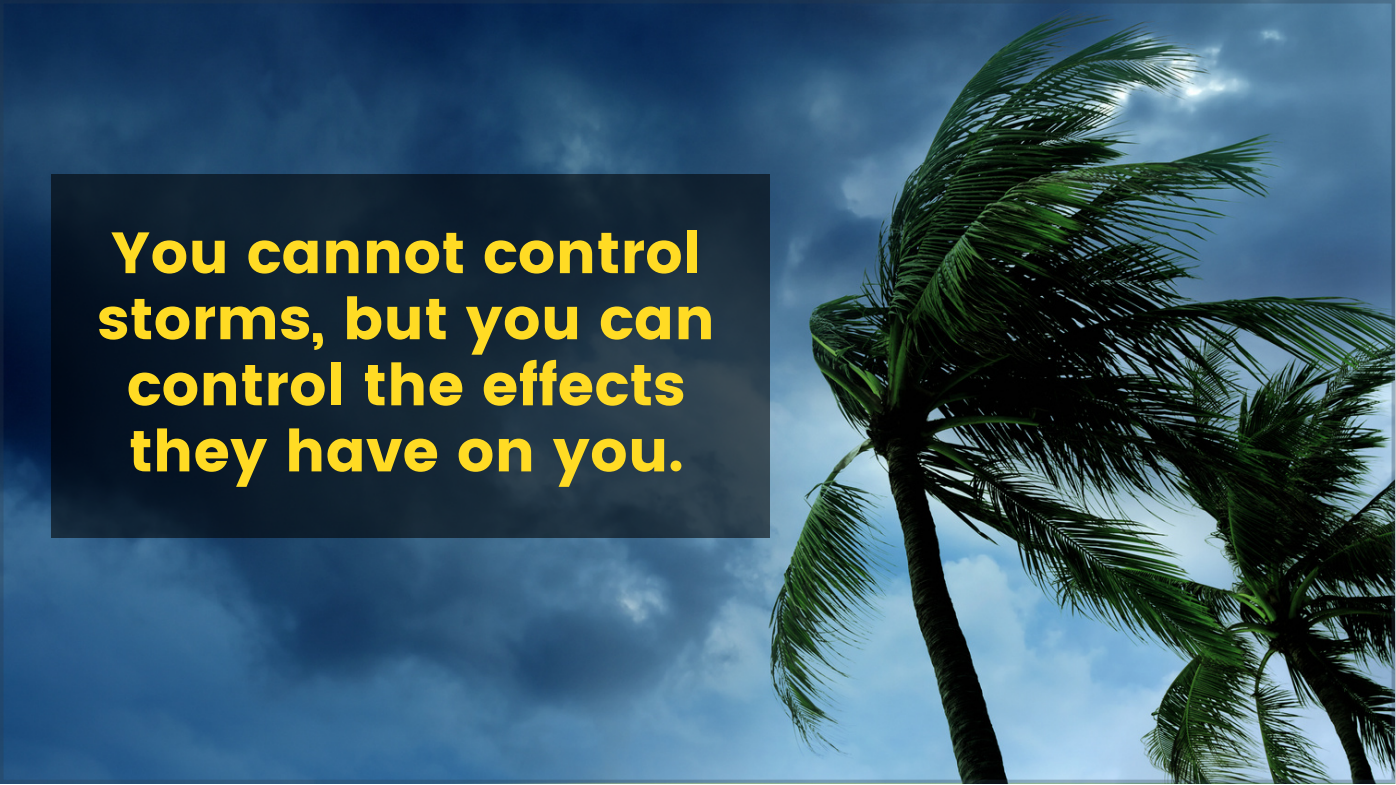
Adversity is only a revealer.

Adversity is never the problem.

The problem is what happened, or did not happen before the day of adversity.

If you have strength, adversity's got nothing on you. If you have little strength, adversity will disgrace you.

Failure is not a function of adversity but of ill-preparedness. You don't fail because times are tough, you fail because you did not prepare for tough times.



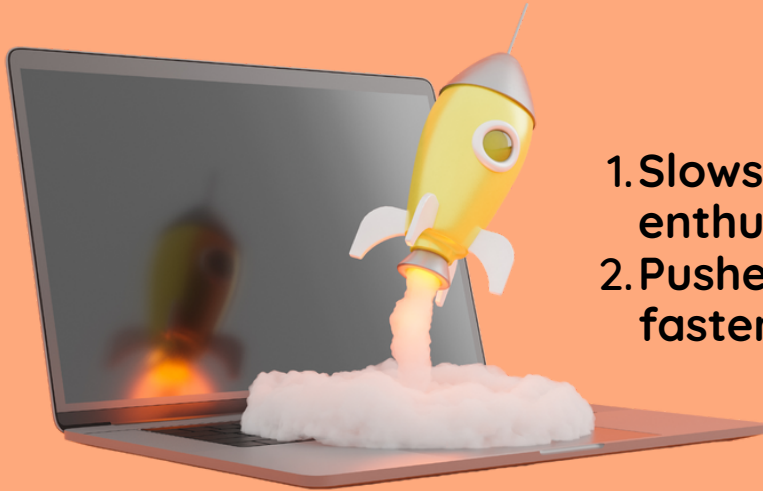
You cannot control storms, but you can control the effects they have on you.

In time of peace, every house is strong. It is when storms come that we know houses.

The two builders, it's not the storm that brought down their buildings, it's what they did before the storm that determined whether or not they would stand.

But whether or not you'll be standing in the midst of the storm is totally up to you.

Adversity does one of two things



1. Slows you down & kills your enthusiasm.
2. Pushes you into a new level faster.

Adversity does one of two things:
Slows you down and kills your enthusiasm
Push you into a new level faster.

What adversity would do in your life is actually up to you.

Every adversity brings new opportunities.

Every recession comes with loads of opportunity.

That's why in the midst of every economic hardship, some people are getting richer and rising higher.

When men are cast down, then thou shalt say, There is lifting up; and he shall save the humble person. - Job 22:29

Those who are able to say there is a lifting up were truly lifted.

What do they know that the rest of us don't know. What can they see that the rest of us can't see.



TWO REASONS WE DON'T RISE IN ADVERSITY

Recognition: Our eyes are not tuned to recognise opportunities.

Positioning: we are not well positioned to make the most of the opportunities available.

Recognition: We are looking for opportunities that look beautiful and attractive.

Sorry, opportunity never shows up attractive. It's always ugly.

Every time opportunity looks attractive, someone else has already taken it.

Solving this problem has to do with mindsets and beliefs, and this would be properly handled in the success seminar during the fireside chat and other sessions.

Want to recognize opportunities? Learn to listen to complains of people and look deeper at what is not working.

Uyo Village road & waste dump.

Positioning:

How do we position for opportunities?

- study the trends. Don't just believe and run with the big story: economy is bad, there's no money, the market is hard. etc

We don't dive in to look at the data and trends. That's where the gold is.

Prophetic & Data:

When you combine the prophetic and data, you are unbeatable.

Because this is a seminar, I'm not just going to tell you to go and study trends, I'm going to help you do that tonight and we'll gain insight together. But I need your minds to be awake now.



TRENDS THAT CAN HELP YOU REPOSITION

What Nigerians spend money on



MoneyAfrica

Source: Nigeria Bureau of Statistics 2020

What Nigerians are spending on:

91% of their income goes into these 7 items. Everything else shares the remaining 8%

If you will collect the money of Nigerians, you must position yourself in one of these 7 areas

People will spend on things based on the budget they have for that item.

Before you start a business, ask yourself, are people spending on this? Is there money there?

For example, in companies, stationery has a huge budget. Books is hardly in the budget. Understanding this could drive your innovation and inventiveness. When you make your book sell under the stationery budget, you go higher.

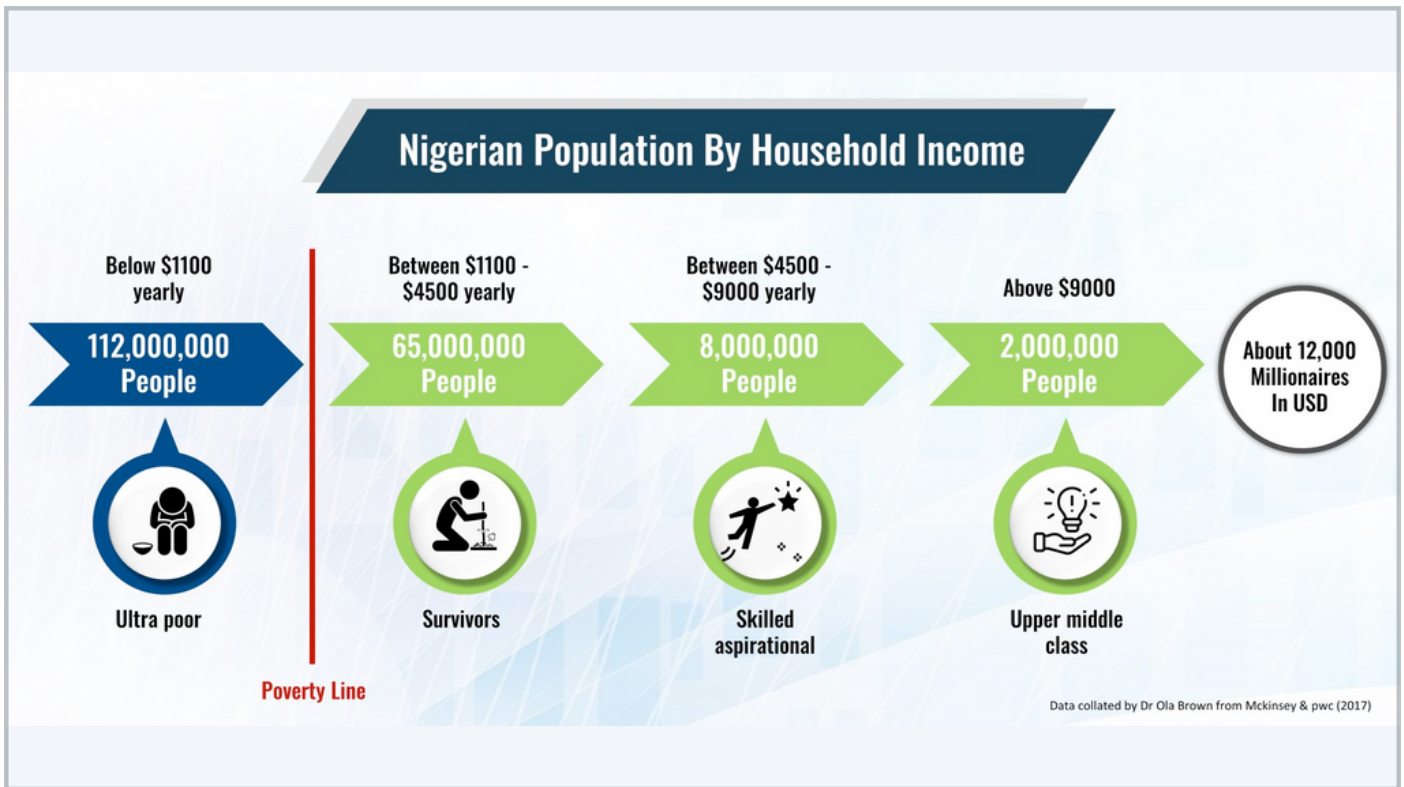
Fashion for example: it is not even on the list of essentials for Nigerians. If you set your price at the level of Nigeria 1 and 2, then know that there is only a certain number of products you can sell.



The Mystery of Nigerian Market Sizes

Understand that we are not living in the same country...

You can't copy strategy from other countries. We are different.



98% of Nigerians have less than N500,000 in their bank accounts - NDIC

Anything you are selling to the average Nigerian is competing with food

Whatever business model you're building should be specific to Nigeria. You cannot import a business model that works for other countries and expect that it would work here. We are a unique country.

That's why products that sell at a universal price globally do poorly in Nigeria. Ask some of the network marketing people. The success stories we hear are mostly international, and the few Nigerians who have similar stories are probably selling in a different market segment.

Nigeria has only about 12,000 millionaires in USD, the city of Mumbai alone in India has 60,000 millionaires, 5 times the whole of Nigeria.

In 2018, all of Nigerian airports recorded a total of 15.2 million passengers. India had 341 million (22 times higher)

The economy of California alone (\$3 trillion) is 7.5 times bigger than the entire economy of Nigeria (\$400 billion).

The richest men and biggest companies in the US are tech companies and sell internet services. The biggest companies in Nigeria sell Sugar, Salt, Petrol, Cement etc

We are not the same as the rest of the world.

If you will succeed in Nigeria, you will need to be positioned for success in Nigeria.

There are 4 classes of Nigerians

NIGERIA ONE

Upper Middle Class

Earn: Above N560,000/month
Food Budget: 320k
After food: 240k left

They can afford more spending, especially where husband and wife both earn

Population: 2 Million

NIGERIA TWO

Skilled Aspirational

Earn between 280k - 580k monthly
Food Budget: 160k
After food: 120k left
Rent Budget: N175 - 339k

They live a relatively middle-class life and can afford more essentials after food with a lot of planning.

Population: 8 Million

NIGERIA THREE

Survivors

Earn between 68k - 280k a month
Food Budget: 38k+
After food: 30k
Rent: 40k - 175k year
School fees: 48k-200k yearly

They are barely surviving. They can't afford non-essentials

Population: 65 Million

NIGERIA FOUR

Ultra Poor

Earning: Less than 68k monthly
Food Budget: N30k/month or 1k daily
After food: barely 30k
Rent: below 40k/year

No idea how they survive. Yet they are the majority of Nigerians

Population: 112 Million

While designing your business model, who is your market? Know their spending power and population and know if you will sell.

Understand:

The size of the market, their urgent needs and their capacity to pay

People in Nigeria 3 and below are mostly not very literate, understand how to communicate to the m

Real Estate for example:

Nigerians spend 5% of their income on rent.

Only Nigeria 1 can afford a yearly rent of 400k, yet many of them own their homes.

If you are a real estate developer, where would you rather invest your money?

This explains why Abuja has a lot of unoccupied houses. The few people who can afford it already have houses. The cost of one duplex can make low cost housing for 10 - 15 families. You will fill them all up and would be creating more value in the country and reducing nuisance.

Smoked fish: you sell a kilo for N1,500 but you sell in State secretariat where most are Nigeria 3 and their food budget is just above 38k a month. They can't buy.

Split that fish into 10, and sell 100gm at N150 each. They will buy.

Market segmentation: you can package for different markets.

Shocking revelation, there is more money in Nigeria 3 and 4 than there is in Nigerian1 and 2.

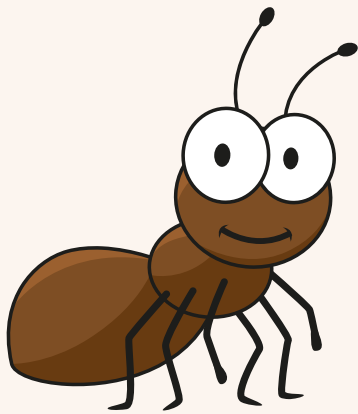
Food in Nigeria 4 is 3.36 Billion

Food in Nigeria 1 is just 640 million

How to make 100 Million Naira in One Year

The money is there, and the money will be made, but only by those who see it and position for it.





Hunt Ants

Sell products that cost or make a profit of **10 Naira** and sell to **10 Million People**, or sell **10 million times**.

Find something that Nigeria 4 needs as an essential and sell within their budget point, then scale. Look for something they will buy over and over again.

Dangote salt.
Tom-Tom (Cadbury)
Pure Water

You don't even have to be in manufacturing, you can just position yourself in retail.

Don't waste your time selling what only rich people can afford, whereas you don't have access to them.

You're selling luxury products on a street that rich people never drive by, and you say the devil is limiting your growth, no, it is foolishness that is keeping you at the same level. The Devil is innocent.

Your entire contact is Nigeria 1 & 2, yet it's original Adidas or Nike shoes you want to be selling.



Hunt Mice

Sell products for N100 and sell to 1 million people (or 1 million times).

If you can package essentials into units where you make that margin, you'll effectively sell in Nigeria 1 & 2.

The major sector here is still food.

Have you noticed the sachetization revolution? Every thing is in sachets now: Milk, Milo, Corn Flakes, Golden Morn, even beer.

Even telcos, data sells more in small daily or weekly bundles than the large plans.

Possibly drugs or other essential services such as recharge card.



Hunt Rabbits

Sell products worth N1,000 to 100,000 people.

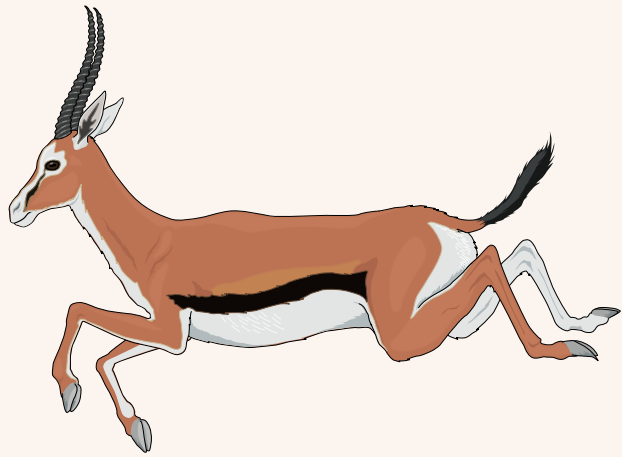
You can target consumer products in the lower classes of Nigerians, especially if your product is on the budget of people.

GoTV, Drugs and Healthcare.

If you have essential products, break it down or make a flexible payment plan where they can spend 1k monthly.

Now you can cross into other sectors: health, entertainment, education etc,

It could even be seminars

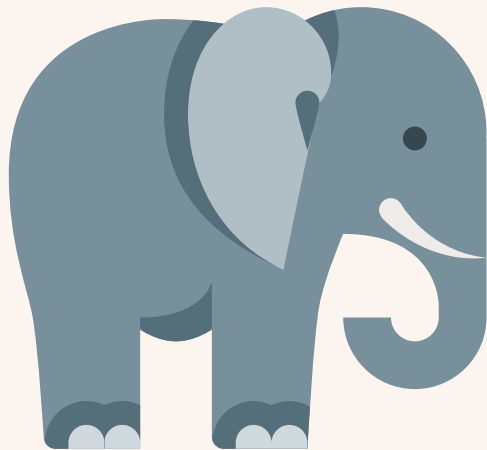


Hunt Antelopes

Your product costs about **N10,000** and you only need to sell to **10,000 people in a year**. If you have a subscription-based product that people spend 1k on monthly, you can hit 10,000 subscribers and you hit 100m yearly.

Your market is Nigeria Two

Courses, workshops or other products.



Hunt Elephants

Sell products that sell at **N100,000** or more, and only target selling to **1,000 customers.**

If you have a 500 customers and they pay you 50k twice a year.

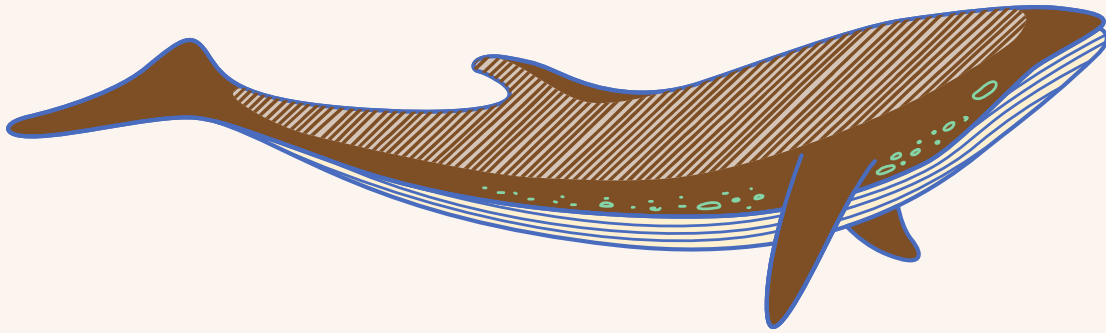
You can focus on B2B products or people in Nigeria One.

Mostly B2B or luxury products. e.g jewellery, luxury healthcare, luxury travels etc.

Chilling with the Big Boys

Sell products that cost above **One Million Naira** and look for **100 customers.**

Your market is the millionaires in Nigeria.



Premium coaching.
High-level consulting.

Where is your money coming from?



THANK YOU

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