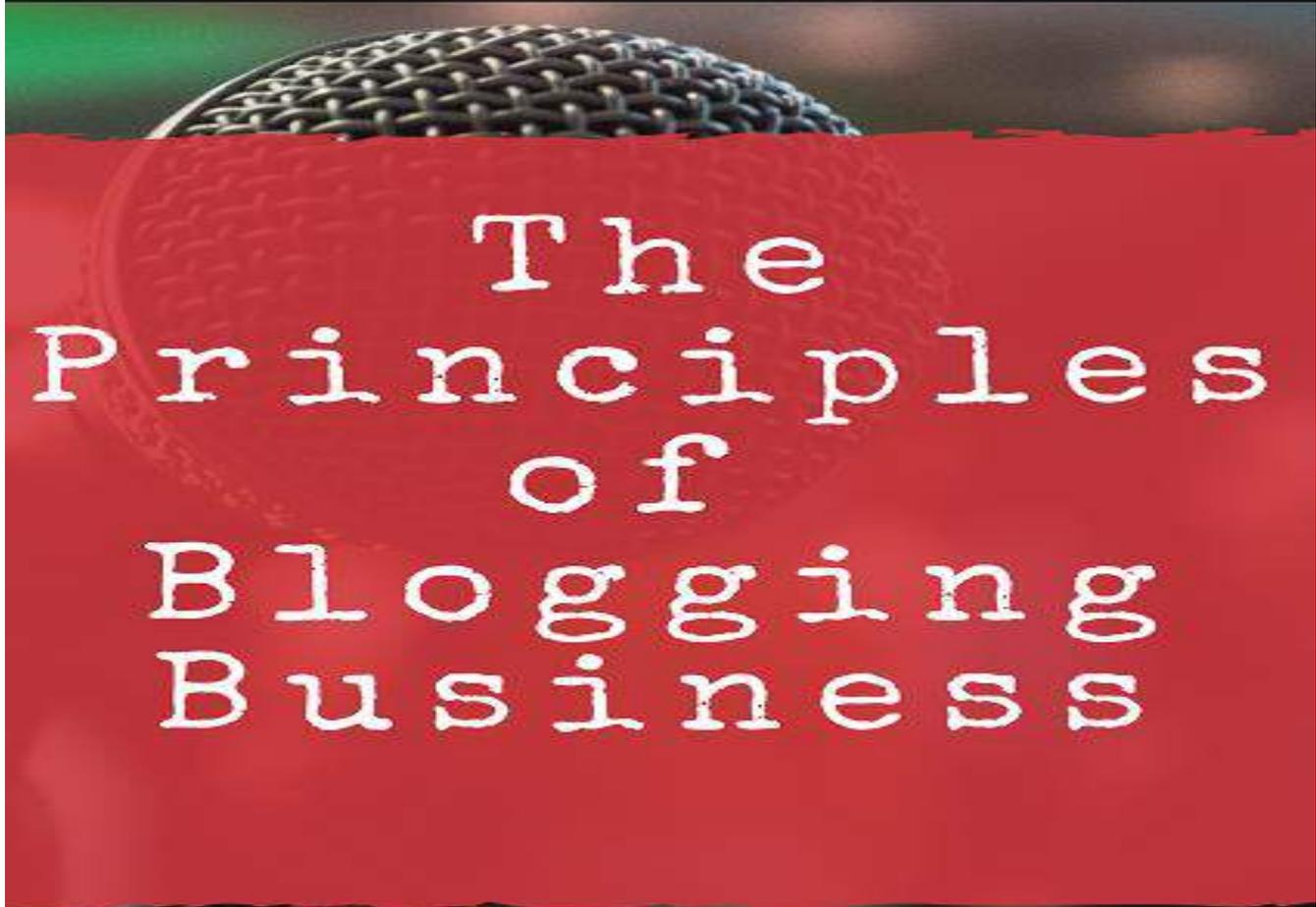


treasure vault of online business



The  
Principles  
of  
Bloggging  
Business

ADEKUNLE KAZEEM

## **THE PRINCIPLES OF BLOGGING BUSINESS**

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# 1

## The facts about money

From time immemorial ... .. the days of our forefathers where trade by barter was the way of doing business to our present time where we are using paper money, what do you think is the source of this money?

*Value right!*



**Value is a beautiful thing to behold**

So, If you have something valuable to me now, something that I need or want, I will give you money now in exchange for it.

That's simply life and business.

In other to earn money, you must give something the other person will feel valuable.

## The difference between Need and Want

According to Kotler and Armstrong in Principles of Marketing, **need** is a state of self-deprivation – where you feel deprived of something worthy and important to your life such as food and shelter.

A **Need** can be explained based on classification, they are:

- a. **Physical needs** such as foods, cloth, and safety.
- b. **Individual needs** such as knowledge, self-expression, and
- c. **Social needs** such as affection and self-belonging.

**Want** is a form of need that is influenced by your personality and culture.

For example, if you visit a restaurant for lunch, you will probably order fufu and vegetable soup, garnish with meat, fish and other edibles.

But an average American in the same restaurants will order French fries, big mac with a soft drink.

***That's what he or she wants and you have to serve it.***

Giving value is the only road to a steady income and wealth.

It's an accepted law of money and wealth building.

***You have to sell value to keep generating income online and growing your business.***

## Types of value

Value can be **tangible** (physical like food, shelter, cloth, and Smartphone), and **intangible** (in the form of services such as medical treatment, vacation tour guide, and car wash).

What I am doing, teaching blogging business, digital marketing and other art of growing your business online is a form of service.

They are all value.

**Thus, how will you create value?**

1. Understand the value entails?
2. How will you sell it?
1. Value is anything beneficial, useful and important to another person (your consumer).

Value is when you meet your buyer's wants or needs. To create value, it's within you, your body and soul.

***You can create value within your talent, skills, and strength.***

**Your talent** is the natural way of thinking, feeling and behaving (habits). It is an act you can't do without daily. You act spontaneous and unconscious about it.

You are always thinking about it, feeling it, and taking action towards it.

**Remember, Your FOCUS** is Important

**“Follow One Course Until you Succeed”**

Your talent, which you have been developing over time through habitual skills, by acquiring more knowledge and practice, should be your **CALL in life**.

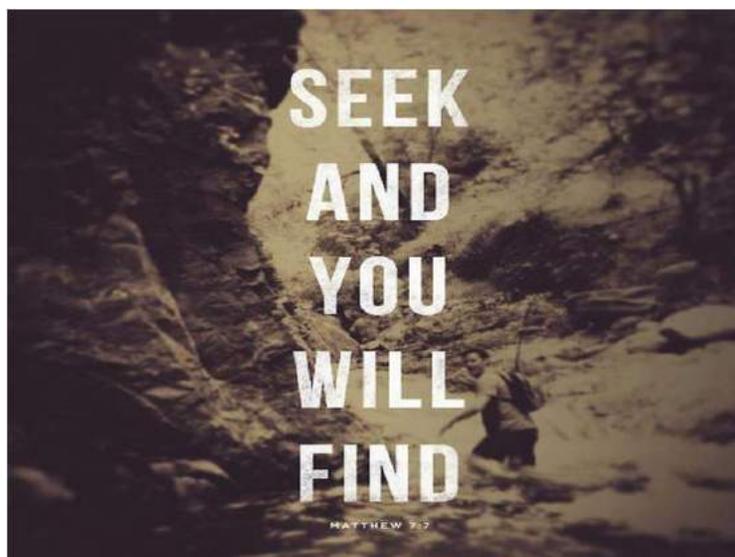
**YES, your primary purpose in LIFE.**

Make your **CALL** your **Life Purpose**; give it all the attention it requires and focus.

It will be the sole purpose for your life and overall existence.

The message is vivid, every creature you know such as plants has a life purpose and they are practicing, executing it. You shouldn't be an exception.

If you don't have a life purpose, desire for it, seek it and you will find it.



**If you don't seek, you won't attract anything initially**

You're unique, likewise every individual, and even among twins. Their physical frame and structure is a clear sign of uniqueness and life purpose.

The same approach should be likened to your life purpose. Your life purpose is unique to YOU; only you and no one else can understand it better and change it.

**Surround yourself with positive people and great minds that will keep helping you achieve your life purpose, meanwhile, theirs will be fulfilled as well.**

Someone such as your life partner shouldn't be taken for granted.

In summary, to sell your skill online, value is a major aim and you will get it when you embrace and practice life purpose.

**Always THINK VALUE**

# 2

## Professionalism in blogging

Our life, your life is about service to one another. This is simple to understand and accept.

Just look at yourself, all that you're wearing, the food you've eaten, your shelter where you take abode are services from other people. You've to deliver yours as well.

You've got life purpose, which appears like duty and responsibility to our planet EARTH.

This LIFE PURPOSE is your TALENT which you must have convert into a professional SKILL and business. It must serve its true purpose.

And ONLY you best know and understand your Life purpose.

When you embrace your Life purpose, this is where your LIFE will be filled with HAPPINESS, WEALTH & FULFILLMENT.



**People who embrace their life purpose are “real” joyful people**

Your talent to skill requires continuous learning, focus, patience, and determination to keep succeeding and surmount every challenge that will surely come.

One great characteristic of talent to skill is: it's FUN and fills with PASSION. You must LOVE it and be passionate about it.

If you don't love it wholehearted and don't find FUN doing it, that's not yet talent to skill.

And if you haven't discovered your talent yet, you have to keep passing through the medium of self-discovery.

**One fabulous approach to self-discovery is to be an adventurer.**

Take up any and many challenging works.



**Our world is in constant motion, why not you**

Engage in many activities both new and old practice, assume many roles of duties and responsibilities. Through hard work, you'll discover your talent to skill, which will be your STRENGTH.

## **In conclusion**

To be professional, you have to focus on your talent, which is your strength and primary job on this planet. Keep nurturing it and ultimately, build a great business out of it.

Stories of successful people who have made profound marks abound and they serve as examples and signs to success such as Thomas Edison, the Wright brothers are a few.



**It's all in your mind factory**

They all possess the trait for self-discovery, they love what they do from their heart, and focus on it till they achieve a successful milestone.

They keep developing their capacity, accept FAILURES as stepping stone to SUCCESS, and ultimately they create a great business out of it.

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