



SUCCESS SECRETS

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What you are about to read, has the capacity to change your life forever. What is required of you is to read this report in a maximum of 4 days, one chapter per day, and commit to taking action. I guarantee that you will have a great story to tell.

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CHAPTER 1 - Do you have Dreams?

We all grew up as young children full of dreams. We wanted to become this, to have that, and to go everywhere. When we saw an aircraft on TV, we wanted one, when we saw a big house, we dreamt we would own it, we even fantasised about the definition of beauty that the media had sold to us. If every anything we were dreamers, our imaginations ran ahead of our realities, we wanted more from life than mere existence. We had big dreams, and somehow in our minds, we were unstoppable. We had the dreams, and we didn't disqualify ourselves by thinking we were too small or the dreams too big.



As we grow up, our dreams grow with us, but somewhere along the line, many of us lose the youthfulness to dream. We are so caught up in waking up early, spending quality time in traffic, coming back late, that we have lost our dreams. We have become realists, we face the facts rather than the possibilities, we live the lives of drugged zombies, repeating the same routine day in day out, and hoping for the "one day". If it is true, that repeating the same thing over and over again and expecting a different result is insanity, and then we might indeed need to submit ourselves to some form of psychiatric counselling. Some of us however have dreams; we still nurse them, still hold them dear and are working towards them.



The question for you today is "What is your dream?" What is the compelling reason that motivates you to action? I watched a video presentation yesterday that inspired me and there was something the speaker said that really got my attention. He said, and I phrase in my own words, "A business opportunity is like a Ferrari, it's a lovely car. We might however spend undue time looking at it and touching it. If you don't know where you are going however, any car is useless".

"Nothing happens unless first we dream" - Carl Sandburg

Does it not seem interesting to you, that many of us have entered different CAREerS without setting our destination? Many of us got into many good pipe building systems without any dreams. I'm not asking about hazy thoughts of wanting a better life, I'm asking for concrete and specific desires that are tangible and documented. This may sound funny, but if you think about it, you'll possibly arrive at the same conclusion with me - If you don't have a dream for anything, you will not excel at anything. It's not the quality of the car that matters, or the potentials or capacity of the same. What matters is do you know where you are going? Speed only makes sense when direction is clear.

"A man's dreams are an index to his greatness" - Zadok Rabinowitz

Before you involve yourself in any business - franchising, network marketing, direct selling, first of all identify with your dream. Write it down, and then break it down.

- What milestones do you want to achieve?
- What things do you want?
- Who do you want to become?

If the dream is not compelling, then there is no motivation. The people that succeed the most in any business opportunity are the ones with strong reasons and clearly expressed dreams. The recipe for getting tired, frustrated or bored is not to have something to look forward to.

Two people with equal talents but with different dreams will arrive at different destinations. When you see a man or woman that has a compelling reason, the passion, the excitement and a positive mental attitude become additions. When you see another complaining and acting powerless to do anything, it's easy to conclude that there is either no dream, or the one he or she has is sketchy at best. Dreams are basic, some call it goals, others vision. Don't board any vehicle, without clarifying where you are going!



I can almost guarantee ultimate failure in whatever venture you go into without clarity about your dreams. In the same breath, I can almost guarantee success however, if you have a dream even if you neither have talent nor gold.

“Dreams are like stars... you may never touch them, but if you follow them they will lead you to your destiny.” - Unknown



“Your dream is something you want, that you are willing to pay any price to achieve it. It's something that lingers in your mind, something that can compel you to action”. Most times it's not as if we don't harbour these thoughts once in a while, we only sometimes stop believing.

- Do you have dreams?
- Do you want to see the world?
- Do you want to build your own house?
- Do you want to buy that car?
- Do you want to buy your own house?
- Do you want your kids in the best schools?
- Do you want to go on vacation thrice a year?
- Do you want to be a global player?
- Will you reach a million people?
- Will you win awards?
- Do you want a golf course?
- Do you want to be Governor?
- Do you want an orphanage?
- Do you want an island?
- Do you have anything you are living for?
- What are your dreams?

The first thing we do during cash flow 101 is choose our dreams. Take these thoughts, and document them. Keep a copy in your wallet, keep a copy in your room, keep it on your laptop. Give a copy to your mentor, send me one too if you think I can hold you accountable, make sure you see it daily! If your dream is not real to you, clear to you, and around you, it's not likely going to happen.

“Dream no small dreams for they have no power to move the hearts of men” - Goethe

CHAPTER 2 - Buckets or Pipes?

This is a story I shared in a number of seminars during the weekend, and I think it's only proper that I share it with you as well. I'm not certain exactly who owns the story, but I believe I have read it in one of Robert Kiyosaki's books before. It's an interesting story that connects with us in some little ways. It's the story of our lives, and we can clearly see where we are in our journey.

It so happened that once upon a time, in a village somewhere in Africa. A new king ascended the throne, and felt it was the right thing to get water for his people. He decided to hire the services of two good young men to help deliver the promise of water to his people. He offered to pay them \$10 per 25 litre bucket of water, and the two of them were excited about the possibilities.

The first day of work they both carried 10 pairs of buckets each. It was tedious and hard labor, but by the time they got their payment, they were excited all over again. They continued like this for one week, until one of the contractors called his colleague and told him that even though they were earning \$200 per day, he did not feel that what they were doing was sustainable. He suggested to his colleague that rather than go to the stream to fetch water everyday, why not put forces together and develop a pipe that can run from the stream to the town.

The colleague however wanted none of that approach. Why will he leave the bird in hand and be hunting for two in the bush. Why should he reduce the number of buckets he can fetch today, and focus on a pipe that might fail, that might burst, and that might even be attacked by militants. Rather than take that risk, the bucket colleague continued to fetch his water. The pipe colleague decided to still carry about 4 buckets in a day to have some small cash, and focused his energies almost totally on constructing the pipes.

After 1 month, the pipe had gotten halfway. This ensured that the colleague who was developing the pipe didn't need to travel as far as the bucket pusher to get more results and to still have time to focus on completing the pipes.

After three months, the pipe was completed. On the day it was launched, he was able to fill over 100 buckets of water. Now he doesn't need to go anywhere anymore, the pipes just need to be open and he'll earn.

The bucket pusher of course lost his job and had to apply to another village. His strength was also waning. He couldn't go on vacation; he couldn't really afford not to work for long. He doesn't have time, he is busy, and he is a bucket pusher!



Before you criticize the bucket pusher too much, I have a few questions for you.

- Can you afford to stop working for 3 months or more?
- God forbid you have a health issue that requires your resting for 6 months, does that thought frighten you?
- Do you have income that does not require your input anymore to be made?
- Do you have a system that you are working on that has the capacity to be a pipe for you?
- Are you dimming your present to brighten your future?
- Are you carrying buckets or building pipes

Don't get this wrong, having your own business is not building pipes, so long as the business needs you everyday, the chances are high that you have a bucket carrying business. When you die, nobody can inherit your bucket carrying business, but someone can inherit your pipe. Carrying bucket can become sophisticated with the use of trucks or cranes, but so long as there is no system, or the system requires your regular input to survive, you are still carrying buckets!

Carrying buckets is a good start, in fact it's were we all have to start if we are to make anything in the short term. There are creative ideas that can make the buckets you even carry worthwhile and effective. If you want to grow and become wealthy however, you need to start working on your pipes. Let me give you a few examples of what can constitute a pipe, and the characteristics to watch out for in a good piping system.

1. A real estate investment can be a good pipe system. It's simple, you invest money and time in building a house, and you put it up for rentals. Even if you don't work for again, if you have enough of this type of investment, it continues to yield annually. If you live in a country where rent is paid monthly, you earn monthly. Like all pipes, there are some elements of risk. Risk here involves something major happens and people need to flee where your property is. There is a fire incident, a water incident or a natural disaster, or there is an economic meltdown and the value of property plummets. All good things however have risks, so it's just understanding the worst and moving in faith in spite of it.
2. Investment in some stocks could be a piping system. There are a few companies in Nigeria that have attained the status of a full pipe for their owners. We have not experienced many company transitions from owner to manager. Any company you can trust to last long and still be around to pay dividends when you are no longer fit to work is a good pipe. All you need to do is build an investment profile that is big enough to make your dividends make sense. There may be lulls in the market on the short term, but to a person who is looking to build pipes there is no problem. There are people who enter the stock market with a bucket mentality, its fine. When these types of people seriously outnumber the pipe layers is when the economics begins to wobble. Investment in stocks is a time tested way of building a pipe. This also has its risk, the investment is in a business, and there is no business that is

risk proof. It's just that when all you are doing is carrying buckets, you are running a greater risk!

3. Network Marketing is another good piping system. Many of us have experienced the wrong type of Network Marketing. We have experienced companies that we didn't know where not built to last. To know a network marketing opportunity that can build you a pipe, the design in place to make it last is crucial. If you ask me, I'll say this offers the biggest piping potential amongst piping opportunities. Why, because in just a few months, or years, you can have a network that companies that have existed for 160yrs can't boast of having. Imagine for example that you are in a network where you make one sale per month, and coach your direct report (downline) to do the same, things will grow slowly, but if this model of small activity is maintained in 20 months, you'll have a network of over 1 million people. Even if it was one per year, and it took you 20yrs to build this network, it is well worth it. There are network marketing companies that are over 50yrs old currently, and some that are 10yrs and in between. Some of them have millions already in their network and some people are not actively involved anymore, but are earning obscene amounts per week. The upside of this is that the capital requirements are very small compared to the first two, and is augmented by work. The downside and risk in this, is that the NM Company may not last long, figuring out the DNA of a successful NM company is the required skill here.
4. Setting up your own business, and building systems to ensure that you can retire is a good system. I worked for Procter and Gamble early in my working life, and I can say quite confidently that they have a good system. The company has existed of about 172yrs now, the owners have died, and their children too, but the company continues to yield returns for members of the Procter and Gamble family and many of the people who invested in the business along the way. Setting up a systemic business requires a lot of commitment, and hard work. It's never an overnight success; it takes patience, perseverance and keeping one's hopes alive. You contend with the speed of advancement of technology, with your environment, with changing times and changing policies, but if you build a business in an area that is your passion, you have a joyful ride all the way. Failure doesn't move you, success doesn't relax you. What you want is more than the results; even the journey itself is appealing to you. People have built businesses that took care of them and it's a good pipe building option. The downside is, business is a risk and you may fail a few times before you succeed. I however do not know anyone who ever succeeded in something he/she never tried.

Are you carrying buckets or are you building pipes?

Are you winding down your buckets for the pipes you are building? Or are you too busy with the demands of the buckets that you are not thinking about pipes.

Don't be foolish, the characteristic that qualifies the ants as an example of wisdom, is their ability to live today, with tomorrow in mind. We have said that fear is not enough to stop you, we have said you chose the game that you play, and we have said a lot of things about a lot of things.

Don't miss out the essence. You are a spectator if the words touch you and there is no action. You are a player if the words make your game better.



There are a number of pipes that I am building at the moment that you can be a part of if you want. We are not running beyond ourselves, we are taking it slowly as we have come to understand the value of patience and gradual, sustainable growth. We don't need superstars, just level headed people who are willing to dim the present a little to brighten the future.

I have learnt from both my successes and my failures, and I'm much better off in action than someone who is afraid of failing.

If you are interested in knowing the pipes I am working on, and to be a part of this movement that is not confined to Nigeria or to Lagos, you can download Skype and add me, my username is adeoluakinyemi. You can also mail me deoluakinyemi@gmail.com, or reach me on facebook.

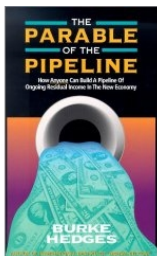
2009 is a strategic year, and I'm looking for 300 people, whose financial destinies will be transformed. We'll be going around Nigeria and around Africa. We'll be building a big network of pipes, and perhaps kicking off a school of entrepreneurship as we go.

There are pipes to build, and two are always better than one!

So, whether we do it together or not, find you team, and start working on your pipes.

CHAPTER 3 - Bucket's or Pipes Reloaded

I've been falling in love with this story over and over again in the last few days, so much so that I'm going to dwell on it a bit more again today. Today however, I'll be focusing more on the pipes than the buckets.



I'll also like to attach a document that one of the readers of this site sent to me as well, the reader had apparently gone online to search for the story and found it.

It's titled "The Parable of the Pipeline".

I'll like you to download it [HERE](#) and enjoy reading it.

I just heard a recap of BankPHB's advert on radio focused on Jack and Jill that went up the hill to fetch a pail of water, and how Jack decided to build a pipe and make a fortune after 😊. Guess buckets and pipes are an emerging theme on not a few minds.

I'll start by picking out a few points from the detailed article on the parable of the pipeline, and then I'll talk about the different ways of building pipelines, and their cost implications. I'll share my recommendations with you, offer myself and services and leave you with the choices.

Key Lessons from the "Parable of Pipeline".

1. The two young men, were ambitious dreamers, hardworking and both had opportunities - The fact that you have a dream, are ambitious, hard working and get an opportunity does not mean you will excel. It's what you do with the opportunity that differentiates you. These characteristics are however prerequisites, they are just not sufficient.
2. Bucket carriers enjoy more on the short term than pipe builders - Neither carrying buckets or building pipes is easy, one however plans for the future, a time of waning strength, while the other focuses on the bird in hand. Pipe builders could be tempted by the short term purchases of bucket carriers. To compare is folly.
3. The world has more bucket carriers than pipe builders - Don't expect the world to agree with your well thought out pipe building strategy. No number of years of bucket carrying qualifies you to give expert pipe advice.
4. Smart work, is harder on the short-term - The pipe builder worked harder in the short term. Don't let anyone con you into believing that smart work is easier work, ultimately it is, but not immediately. Short term pains equals long term gains, today's sacrifices are the foundation of tomorrow's dreams. The approach to smart work is knowing that in time, rewards will outweigh efforts.

5. Public opinion is unreliable - All of a sudden, as soon as the tables were turned and the people who mocked began to celebrate him. When people do not have an explanation for your achievements, they call it luck, or a miracle. The results of pipe building look miraculous, but the process is not.
6. Bucket carriers feel mocked when approached by Pipe builders - Everybody needs everybody, and an invitation by someone who has experienced and seen what you have not seen, is an opportunity for your development, seize it. Everything you desire, and that God has released your way, will get to you through the hands of another mortal. Never ever get it into your head that you will succeed without people. You won't!
7. Even though Pipe builders want to help, Bucket carriers have difficulties understanding it - Bucket carriers easily dismiss the quest to be helped. There are ready made excuses from day zero - "I don't have time", "My friend told me he knew a friend who's uncle's best friend tried to build a pipeline and failed." "Only the ones who get in early make money on a pipeline." "I've carried buckets my whole life, I'll stick to what I know." "I know people who lost money in a pipeline scam." Do these sound familiar?
8. You are either a bucket carrier or a pipe builder - What can differ is the type of bucket - plastic or digital, the size of the bucket or the stage of the pipe. It is irresponsible to not begin to lay pipes. A wise man doesn't leave buckets for his children; he leaves pipes, and those pipes last till his children's children.

Now to the main gist about types of pipes, and an analysis of how we can start laying them.

1. The first and most popular pipe is called "Real Estate". The water that comes out of this pipe is called Rent. How does this work? Quite easy - You build a house, and get a tenant to live in it. The tenant pays you rent, whether or not you have been sleeping all day or all year. Rent is passive income, and is the result of work that you had done earlier. You don't need to work every day to get your rent, in fact you even get the rent in advance 🤑
2. The second most popular pipe is called "Investment in Shares". The water that comes out of this is called dividend. Here as well, your investment works for you, year in year out, and you get dividend. You are not queried for coming or going anywhere; you have equity in the company and are entitled to dividends yearly as long as the company is doing well.
3. The third most popular pipe is called "Business". The water that comes out of this is director's bonus or some form of dividends as well. Your business is not a pipe until you can comfortably be no more in it, and it will still deliver the goods. If you are actively involved in the daily running of your business, what you have is a self directed bucket. You can however build your business to a point where you no longer need to show up. You can either build up your business from scratch or buy up a franchise.

4. The fourth avenue to build pipes is called “Network Marketing”. The water that comes out of this is earnings and commissions. Now this system of pipe building became real to the world only in 1940. Very much like franchising that was fought hard against and outlawed in its early days, Network Marketing also did not have an easy start. Today however, business leaders are beginning to understand that this is the pipe building strategy of the future. Not only that, it is the only model that can serve 80% of the current working class. More about this later.

In a quick Naira analysis, of how much it will take to build a pipe with any of these models to generate N5,000,000 per annum, the following figures were derived.

1. To build a house or block of flats with the capacity to generate N5,000,000 per annum will require an investment of nothing less than N300,000,000 today. This means if the first pipe you want to build is with real estate, then you’ll need to save N1m per month for 25yrs to arrive at this possibility. This will also be under the illusion that N300,000,000 will be the same in 25yrs.
2. To buy shares in First Bank Plc for example that can generate N5,000,000 as dividend per annum will require about N200,000,000 only. This will also require a savings of N1m per month for 18yrs or a big unplanned break. This doesn’t rule out the fact however that business has elements of risk.
3. Running your own business will involve injection of sweat and capital. If you wanted to buy a franchise, this will cost you some numbers as well. This analysis was done amidst a number of choice entrepreneurs, and this was given a vote of about N150,000,000.
4. To be involved in a proper network marketing opportunity that will generate N5,000,000 per annum, requires some sweat equity and much less than N100,000. The only catch here is doing due diligence to understand the sustainability of the system. In my opinion, the sure way to wealth for the average working class and those who cannot save up N300,000,000 in a flash, is Network Marketing. A recent Wall Street Journal survey found that 80 percent of the work force want to own their own business and 40 percent surveyed would like to work at home. This is exactly what network marketing provides - a low cost and easy way to construct your own pipes.

Guess What?

I want to use all the pipe building models for myself. I want to have a diversified portfolio. When Real Estate is down, I want my stocks to support, and when that is down I want my business to cover up for it.

As you can see however, they are not everybody's starting points.

However, Network Marketing is!

The question I want to ring loud and clear to you this morning is, what is your target for your passive income, and what pipe model are you using? Are you a bucket carrier who doesn't have time, or which is your excuse?

I have learnt enough from all that I have done, and all that I have not, what it takes to succeed in any opportunity, and I am utilizing every one of them!

I'm working on a number of pipes, if you are interested, do get in touch - you have the opportunity of leveraging on my experience in supporting you to build yours. Shortly, by God's grace, Africa will be our field.



CHAPTER 4 - Who Else Wants a Better Life?

It's very depressing observing people in my environment everyday. Right now as I write, I am on the road, and I'm writing and staring out the side glass, I see different people, different shapes and sizes, different classes and at different stages. Sometimes I look beyond what I can see, and try to ask myself what some people could be thinking? Many people are so bothered about the basics, that they are clearly stuck in the present.

The immediate gratification of our basic human desires, kind of mortgage our future possibilities. It's either that our quests to satisfy the immediate that blinds us from the ultimate, or the fact that we haven't set our ultimate's is what makes us slaves to the immediate. Even I am inclined once in a while to stray and think in the line of our regular excuse, the fault of our leaders, the lack of accountable leadership, the lack of systems that can bring to office people that have visions and the capabilities to drive us to achieve. My mind strays, but not for long.

Leaders are men like you and I. They were not born with crowns, or with leadership tattooed on their butts. They were born like you and I, crying and wailing, wondering why they had to come to this world at this time.

If we must get a better life, we must stop looking outside ourselves but inside. We must know that to fix the king, we must train the child. Yes we need great leadership, much more we need a system that will make it impossible for mediocre leadership to reach the throne, but most importantly we need to be a people that deserve a better life. We need to be an enlightened people, people that are easy to govern, difficult to rule and impossible to enslave.

I'm in the office now, I made it through the car park, lift and corridor of the office without closing my laptop. Yeah, every morning that's my routine, I always keep the laptop opened. I wonder what my neighbours at home and at work think.

So... back to the quest for a better life.

My assumption is that I want it, and some other people do too. We need to get a few things right. We know some of these things already, but few of us put them to practice. In the cause of last weekend, I spent a considerable amount of time with an Australian friend, and it occurred to me that there are many things I know that I don't practice, yet this guy knows a few things, but practices them like a religion.



I got challenged to take some things more seriously, and I consider it a privilege to remind you about a few of them.

1. Goals per Match

I made a bold statement on my facebook status last week that elicited 35 comments in 2 days. I wrote that I had just confirmed that 97% of mortals don't have clearly documented goals. It raised a lot of counter perspectives, but I just discovered after then however, that if that data was western in origin, as it is, it might actually be worse in Africa. My friend asked me a question, "this particular business that you are doing, what is your goal?" It got me tongue tied. I have goals for my life, but I didn't have goals for the particular match. Sportsmen know that they must have a goal per match, the whole strategy of playing the particular game is a function of the goal that you have for that game. He went ahead to explain to me, and practically show me how he had clear goals from each milestone, and how he has pictures of what he wanted all around him - laptop, wallet, e.t.c., and how he actually goes out ever month to test drive his dream car. His goal is different from a dream, because he's engaged in business that should get him his dreams, he only refreshes the picture of his goal in his mind regularly to motivate and stimulate him.

- What's your goal in that Job?
- How long will you spend in that company, and what will you achieve that will make you know that you have accomplished your goal?
- What is your goal for that trade?
- What is your goal for that stock?

Have goals per match, and form your plan and strategy based on those goals. Don't set them alone, review your goals regularly - millionaires do it averagely once a day, billionaires twice a day. Can you imagine a football match without goal posts? It robs the game of a lot of fun, and reduces the players to idiots.

2. Failure is Golden

Thomas J. Watson is being reputed to have said, "If you want to increase your success rate, double your failure rate". That quote is one statement I feel like downloading into my psyche this year. Success doesn't come when we stop, it comes because we fail but refuse to stop. I'm afraid to take advice from someone who has never failed before, he/she will have no clue where things can go wrong. Failure means you are one step closer to success. My friend told me how the last 19yrs of his life (he's currently 45) has been moving from failure to failure without losing enthusiasm, and how he got his big breaks. The reason why we fail and stop is because we have other options. For successful and wealthy people, the real option is to start again more intelligently. A child tries and

fails averagely about 10,000 times before he/she walks. Many wealthy people failed very many times before they succeeded, we don't know, because it doesn't matter.

How many times have you failed? Yes you did Nospetco, yes you did Clubfreedom, yes you were caught in the stock market plunge, count your losses but don't stop. Just learn a better way to do it. Some people didn't do, yes they didn't lose anything, but they also didn't learn anything, and you know the funny thing, you and they still have the same account balance. They didn't invest, they didn't venture, but they spent the money anyway. Failure is used to scare the feeble minded from venturing for more. Keep going, success is on the way.

3. Risk doesn't equal Loss

Many people are afraid of losing. They are afraid of failing, afraid of falling short, afraid afraid afraid!

Risk is a concept that denotes the precise probability of specific eventualities. Technically, the notion of risk is independent from the notion of value and, as such, eventualities may have both beneficial and adverse consequences. However, in general usage the convention is to focus only on potential negative impact to some characteristic of value that may arise from a future event.
{wikipedia}

When the pessimist sees a risk, he sees loss, when an optimist sees risk he sees reward. An entrepreneur however is someone who in the face of risk and uncertainty is able to identify opportunities and bring resources together to capitalize on it. Risk does not always mean loss. I have heard people give their reasons for not taking part in a venture, as saying it is risky. Of course it has to be risky, if it's not risky, why should it be of benefit? Life itself has its attendant risks, and when we risk nothing we gain nothing. Imagine if you had stayed at home all of your life and never gone out, imagine you did this because your parents felt going out was risky? Or if they had carried you all through your childhood because it was risky for you to fall? Yeah, you would not have forgiven them yet.

What is that thing you are afraid to lose? You will still lose it. Go and check it out, when successful people lose money for example, it's no big deal, it happens all the time. When poor people (it's a state of mind) lose money, they whine and grind! Take risks, calculate before you make them, but make them. Which would you rather be, one who tries and fails, but has battle scars he/she can use to tell quality autobiographies or be amongst the company of those who never dare anything, but know 101 ways it could have been done?