



6 STEPS TO

**MAKING YOUR FIRST
MILLION & BUILDING**

**SUSTAINABLE
BUSINESSES**

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STEP

1

Find a Problem

I know this sounds almost like a cliché, you've heard it at some event you've attended, and every business guru and motivational speaker you know once said something similar.

Let's agree with that as the first step. But, don't you think something is missing?

Everyone at every corner, family, and friends that you know, and the stranger you pass by every day all have a problem. So, if the problem is so much around and everywhere why is it that most people still fail to make millions and build sustainable businesses?

I mean, it's obvious that people will pay you if you can help them make their problems disappear. But, why then do many people still have a problem paying you for the problem you're helping them solve?

Here's why:

You didn't know about the second step!

The gurus and motivational speakers often make it seem like finding a problem and solving it is the ultimate formula for making millions and building a sustainable business.

You need to unlearn that concept - it doesn't work that way. This first step is important but it won't get you there. Almost everyone you know would be a millionaire by now if it does.

Finding a solvable problem is not the ultimate step to success, it is just the first step.

STEP

2

Understand the difference between Need and Want

You identified a problem, that's step 1.

Now it's to take the second step – it's time to understand the difference between Needs and Wants.

Needs: That which your customer can't do without if they must enjoy a better experience.

Wants: That which your customer wants to pay for and own ASAP (*As Soon as Possible*).

Here's where it gets tricky; You find a problem that is a need and assume the customers feel the pressure to satisfy that need ASAP.

The truth, customers will always pay for what they want even if it's not a need for them.

SO, step 2 is where you do your due diligence and analysis and really find out if the solution you are bringing to market is what the market wants or if your solution is just a need.

Your ultimate goal here is to ensure you find a way to translate needs to wants.

I know needs must be satisfied also, but you must take it a step further if you must make your millions and build a successful business – you must make that need something your customers wants and are willing to pay for ASAP.

And that's when step 3 comes in.

STEP

3

Exaggerate the Consequences of NOT solving the Problem

Now it's time to make sure people want what you have to offer. Don't be surprised I used the word "exaggerate" it's simply what it is, and you see this strategy at work around you every single moment but you barely pay attention to it.

This strategy is NOT to regale your customers with the benefits they will get by embracing your solution, product, or service.

The strategy is to make your customers have the ugliest/worse imagination of what it's like to not have your solution, so dissatisfying that they don't feel comfortable with their current state and *want* to get your solution ASAP. Emphasis on the "Want".

Now, think along these lines, what if your customers think you're bluffing and full of sh**t?

What do you do, how do you make them see that you truly care about solving their problem, and the solution you have is a *need* they must *want* ASAP.

That's where step 4 comes in, Influence.

STEP

4

Build the Authority to Influence

Influence is the only reason your customer will believe you and trust you enough to make valid decisions about what they should want. This is the only reason your customer will not think you're bluffing about the solutions you have.

This type of influence requires authority. You must have authority in the field from which the solution is presented and you must have the professional credibility it takes to be trusted in your field.

If you can't will this authority yourself, you can build it by having credible people around you.

Sometimes in 2018 while I was considering launching a footwear brand and was exploring my unique-selling-points, I consulted a doctor and a physiotherapist to give me their expert opinions about the nerves on the foot and what type of shoes could improve the well-being of my customers.

My point, learn whatever you must learn to make sure you are indeed helping your customers.

Get all necessary accreditations, build your confidence, and strive to become the go-to expert in the area you're solving a problem for.

Once you build that authority to influence your customer's decision, it's time for step 5 – presenting the solution.

STEP

5

Present the Solution

It's now time to introduce and present your solution to the market. When I mean present the solution, I really want to make an emphasis on the *“present”*. You can't just put the solution in front of the audience without packaging it like it's a gift. It won't just make your solution, product, or service more valuable, it will also make your customers love you like they would love anyone who gave them a gift.

Always consider product or service branding when introducing your product to the market to avoid a situation where you spend a lot of resources to create the want, but someone else with a better packaging gets all the sales.

STEP

6

Make the Call

Now, this final step is what actually puts money in your bank account. Sometimes it's called the call to action.

Without your customers taking the action to place an order or make a purchase, all your efforts from step 1 to 5 become null. The real objective, all the way from step 1 is to make money by helping people solve a problem.

You have to compel your customers to take action and get money from their account into yours so that they can own a gift presented to them by an authority with influence (your brand), a gift that can help them avoid unfavorable consequences,

a gift that they want, a gift that solves their problem.

You simply have to tell them.

The mistake you often make is assuming that your customers know what to do.

Most times they don't, while some are wondering what next you have to say others are busy trying to understand how your solution works, don't you think it's best to tell them "ORDER now to see how it works".

CONCLUSION

You must find a problem and its solution, decide if the problem is a need or a want for your audience, learn to convert needs to wants by using unusual strategies like exaggerating the consequences of not solving the problem, build authority to influence your customers to listen and trust you, present the solution with a graceful and memorable approach, and always remember to tell your customer what to do, especially getting the money from their account into yours in exchange for the solution they want.

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