



INTERNET BUSINESS MASTERY COURSE

iBMC-8

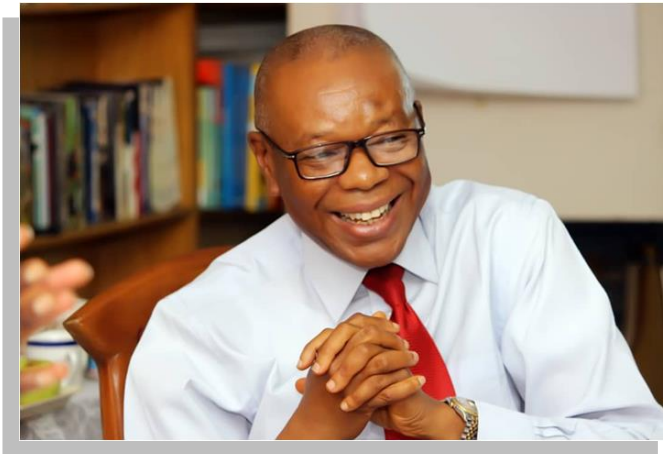


Course Brochure



INTERNET BUSINESS MASTERY COURSE

The Complete Program That Shows You How to Build a Sustainable Online Business from the Scratch, Create a Living, and Stop Worrying About Money Even If You're a Beginner



Conducted by Nigeria's #1 Personal Coach, Author And Trainer

“If you want to know your past, look into your present condition. If you want to know your future, look into your present actions”- Richmond Dayo Johnson

A Note for Understanding

You're ready to pivot online. Welcome, even you have zero knowledge about internet or online business.

This is the idea. Since the emergence of the World Wide Web, the so called Internet, world commerce has exploded. The world has become a global village with no boundaries to communication, trade, and commerce.

New forms of enterprises operating globally have emerged toppling traditional businesses. Thanks to technology, barriers to entry have been radically reduced and in some niches almost non-existent. All you need is a laptop, internet connection and *an idea*.

The roll call of global businesses that are now household names but have only existed for a few years include Amazon, Google, Facebook, eBay, Uber, AirBnB, to mention a few. Recall it took companies like Coca Cola, GE and 3M, to mention 3, over 100 years to become global enterprises.

Leap-frog technologies make it easy for anyone who understands how the internet works to do business online and live what Yaro Starak dubs the “Laptop Lifestyle.”

This is what iBMC Is about – In Brief

Internet Business Mastery Course (abbreviated iBMC, with a small letter “i”) is a comprehensive program that shows both *newbies* and advanced beginners, irrespective of their profession or existing business skills, how to successfully build and scale businesses online.

iBMC is highly experiential and immersive, and runs for six weeks, fully grounding participants to *master the game* within the duration. iBMC is designed around the ***7-Step Internet Business Success Formula***, which consists of the following steps:

1. Learn Aggressively
2. Be Visible Off and Online
3. Build A Mailing List
4. Build Relationships
5. Have Irresistible Products To Offer
6. Market & Sell Aggressively
7. Scale and Evolve Strategies to Win Long Term

Besides the seven steps, two necessary conditions required for success are

mindset shift and the need to embrace *technology*. Thus we have ‘YOU’ and ‘Technology’ in the equation.

Here Are Your Mission And Objectives

Your mission should you choose to accept it is *“to learn and master how to build a sustainable online business that enables you to make \$10,000 monthly recurring revenue as a newbie.”*

Here are the objectives:

- Learn the overarching principles that determine online business success.
- Understand the four building blocks of online business.
- Create a profile that moves you from a virtual unknown to an online rock star.
- Master the four core models and the six core strategies for online success.
- Learn how to build online assets e.g. Home base, Embassies, Outposts, and Lists.
- Master the right marketing techniques, strategies, tactics and tools.
- Learn how to create your first Minimum Viable Product (MVP) and/or how to make your existing product more attractive and marketable.
- Learn how to discover profitable macro and micro niches to key in.
- Leverage technology and the right tools, including social media to scale your business.
- Create experiences that ensure every person that registers for your course completes it to generate word of mouth promotion and raving fans.
- Embrace the spirit of generosity to tap into joint venture partners to scale globally.

Participants Outcomes

Provided a candidate completes the course, guaranteed outcomes include but not limited to:

- A fail-safe way for identifying your “perfect” audience.
- A mailing list full of pre-qualified prospects.
- Irresistible products your target audience will enthusiastically pay for.

- Dynamic website and other web assets that convert visitors to customers.
- Effective social media channels that boost your visibility and list.
- Intellectual property (IP) portfolio that elevates your credibility and gravitas.
- Capacity to make \$10,000 monthly recurring revenue within 12 months.

Here Are What You'll Learn – The Agenda

iBMC is a web-based, self-paced program. Based on our experience, a diligent student will complete the courses in 8 weeks, noting as stated earlier, it's a combo, comprising iBFC (2 weeks) and iBMC (6 weeks). Contents are delivered in text, video, and audio formats. Lessons are supplemented with assignments, one-on-one support, and Group Coaching via Zoom every two weeks. In addition, members are admitted into 'members only' WhatsApp, Facebook and Telegram groups for community support, exchange and more learning.

Here is the high level Content:

	Lesson Topic	Sub-topics
1.	The “YOU” In Your Online Game Plan.	<ul style="list-style-type: none"> - You are the business - Your mindset and belief system - Playing to win and playing not to lose - To reinvent or not to reinvent the wheel - Giving it you all - The flywheel effect
2.	Becoming an Attractive Character, Developing Credibility and Gravitas.	<ul style="list-style-type: none"> - Who are you? - Becoming an attractive character - Developing credibility and gravitas - Your email signature, profile - Your Intellectual Property (IP)
3.	Building Relationships One Person at a Time.	<ul style="list-style-type: none"> - Don't sell, build relationships - Strategies for building relationships (your home base, embassies, listening posts)

		<ul style="list-style-type: none"> - Webinars. Facebook. YouTube Lives and OPPs - Tactics for social media (FB, LinkedIn, TikTok) - Tactics for Search Engines (Google, YouTube) - Your Content rhythm & Creating circular virality
4.	Creating a Mailing List and Sustaining Audience Interest.	<ul style="list-style-type: none"> - Deciding on your target audience - Narrowing down your “Dot” - Choosing a platform to dominate - Your daily, weekly and monthly rhythm - Weeding and segmenting your list
5.	Creating Products & Services That WOW	<ul style="list-style-type: none"> - Deciding the industry to dominate - Matching products and services to client’s desire - Products features and benefits - Your product (content) rhythm - Hosting you products (Graphy Vs. Others)
6.	Marketing & Selling and Making Irresistible Offers.	<ul style="list-style-type: none"> - Mastering marketing - Your marketing stories - Your Marketing channels - Sales & Selling - Push and pull selling - Making your offers irresistible
7.	Evolving Strategies to Win Long Term (Scaling & Leveraging Everything You’ve Got to 10X Your ROI).	<ul style="list-style-type: none"> - Articulating a clear and winnable strategy - The 5 Ps (Positioning /Packaging/ Promoting/ Partnering/ Persisting) - Choosing the tools (Your Sales Funnel) - Spying and modeling your competitors - Befriending the gurus - Revisiting your websites, SM channels, products, sales funnels, - Aligning your effort behind a brand - Honing your content rhythm to Scale - Optimizing your contents (Your SEO Strategy) - Eying JVs/OPPs/OPMs consulting for equity deals - Rebuilding your money making business machine

Is iBMC For You? Find Out Below

iBMC is for you if you want to reinvent your finances in one of these categories*:

- You're a self-employed trainer, coach, consultant, etc. and want to pivot online.
- You're a full-time employed professional (prof. lecturer, medical doctor, etc.) looking for additional sources of revenue.
- You're a public sector employee and believe you can do better financially.
- You run a private practice and want to transform the business and become a brand people reckon with globally.
- You're a curious, creative and innovative individual looking for a side-hustle that will make you financially independent.

iBMC's Past Students

iBMC has graduated hundreds and we are now creating a waiting list

iBMC-1



iBMC-2



iBMC-3

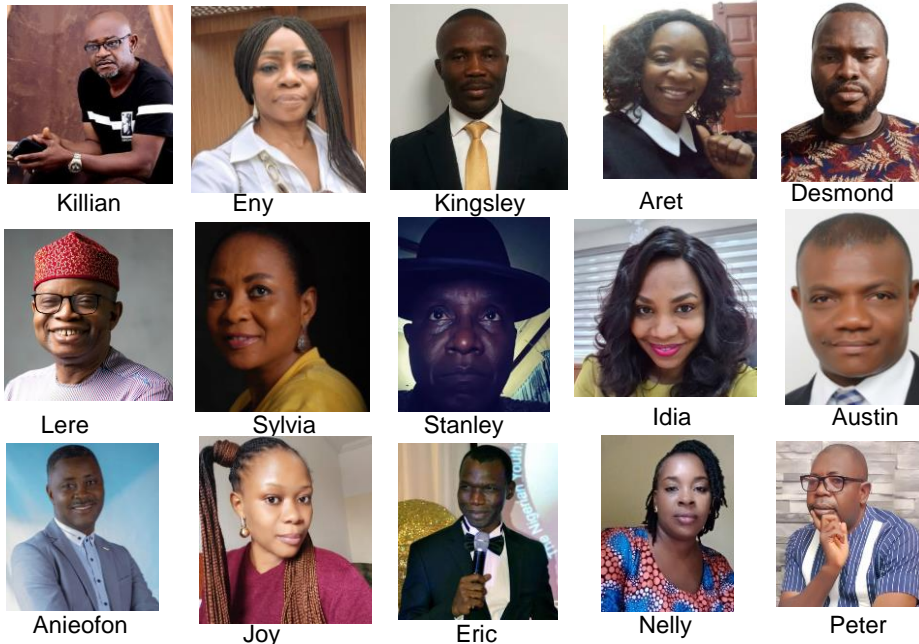


iBMC-4



iBMC-5

iBMC – 5 MEMBERS



iBMC-6

iBMC-5 Heroes



iBMC Members Who Graduated Cum Laude



Testimonials from some Past Students:



**Olekamma
Ekeleme
ED Madil
Associates Ltd**



**Oseloka Adikpo
Business
Strategist**



**Funmi Modupe
CEO Global Interns**



**Kingsley Theophilus
Banking Executive**

**“For me iBMC is a
game changer.”**

**“In just seven days
I achieved more
visibility.”**

**“I’ve been forced to
FOCUS. I have
progressed.”**

**“iBMC is a
Masterclass”**



Ndubueze Emmanuel, Law Student

Before iBMC, I was like a CART loaded with so many goods but couldn't move. But iBMC became the PUSH I needed to make the necessary move. I needed to explore the many goods I had right inside me. iBMC did not just push me to realize what I could actually become but it equipped me with the how to do it. Ever since it's been from one good discovery to another. I am amazed and I know it's all to iBMC.

About Your Course Creator & Trainer



A trainer par excellence, a trainer of trainers, Paul Uduk has created and implemented courses for Fortune 500 companies. His Vision & Talent Training Group is under retainership with some of Nigeria's biggest and most admired companies. Paul's books have endorsements from industry titans including Pascal Dozie (MTN Chairman), Tony Elumelu (UBA Chairman), Benji Ofungwu (ISN Chairman), Nkechi Obi (Co-Founder Techno Oil), and Dr. Ernest Azudialu Obiejesi (Founder/GMD Obijackson Group – whose clients include Exxon-Mobil, Chevron, Mobil, and NNPC amongst others). Richmond Dayo Johnson called Paul, “one of Nigeria's most authentic experiential writers.”

This is what you get when you Register for iBMC-8 Today

		Value
1.	iBMC Course and Lifetime Access to iBMC course materials, curated assignments and past materials	N225,000
2.	iBFC Course and Lifetime Access to iBFC lessons, curated assignments and past materials	N101,000
3.	Fortnightly Group Coaching and 4 Progress Review Meetings (PRM) and access to over 24 past PRMs (N20,000 per Live PRM)	N105,000
4.	Lifetime Membership of iBMC Private Facebook Group Coaching (N10K value per month)	N123,000
5.	Lifetime Membership of iBMC Private WhatsApp Coaching Group (N5K value per month)	N60,000
6.	Lifetime Membership of iBMC Private Telegram Coaching Group (N5K value per month)	N60,000
7.	Access to Paul's Members Only Monthly Webinar (N20K value per month)	N240,000
8.	Lifetime Access to Paul's Book Writing Clinic – How Experts Build Empire (Full Course and Recorded Webinar Materials) (N35K value)	N35,000

9.	Lifetime access to Write, Publish, and Launch Your Book In 90 Days (Recorded Group Coaching on how to get your book published). Live monthly group coaching until your book hits Amazon KDP) (N70K value).	N70,000
10.	Access to Paul's 10 Most researched Ultimate Guides in topics ranging from Goal Setting, Personal Development to Entrepreneurship for use as PLRs (N20K/Guide).	N200,000
11.	Lifetime Access to <i>Experience Annex</i> Membership Site (N25 value per month).	N300,000
12.	Access to <i>Legends Network</i> (Premium by-Invitation-Only Private Masterclasses where members share winning strategies via FB Lives with online Legends and Face-to-Face (N60K value per month).	N720,000
13.	Access to Paul's SWIPE File (an entire library of materials including course templates and slides of some of Paul's most sought-after courses and 3 rd party materials (<i>Priceless - Available only on course completion and upon application</i>).	N866,000
	Total Value	N3,105,000
	What You Pay Now*	N75,000

*Pay N39.5 in 2 installments or 3 N27.5K in 3 installments. International students pay \$89 (\$49 in 2 installments or \$33 in 3 installments).

An Opportunity of a Lifetime

Learning how to build a successful online business is an opportunity of a lifetime as the amazing stories of online gurus who moved from broke to stardom have demonstrated. This is your best opportunity to learn the nuts and bolts how it is done in a time frame that cuts years off your learning curve. iBMC provides you with the community and the support you need to succeed long term without needing to sell your farm. I am personally guaranteeing your success because after over 25 years in the course trenches I know the value you will get compared to the available alternatives. The online education industry is projected to grow to \$1Trillion by 2028 so this is the time for you to stake a claim in the currently \$1.5bn per day industry.



iBMC comes with 100% Money Back Guarantee. If you register and go through all the lessons, do all the exercises and assignments and then realize that iBMC is not for you, apply for a full refund within 21 days and we will refund your money with no hard feelings. Better still, you can keep all the course materials.

Register right away. Don't wait because only a few slots are left.

Register for iBMC-8 Today!

Pay N75,000 to Vision and Talent International

First City Monument Bank (FCMB)

Account Number: 6454795018

Note: You pay N39.5K or N27.5K if paying in 2 or 3 installments.

Dollar payment: GTB, Uduk Paul, Account Number: 0052854746

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