


THE G.R.O.W. CONFERENCE 2024

My Business Must Grow!

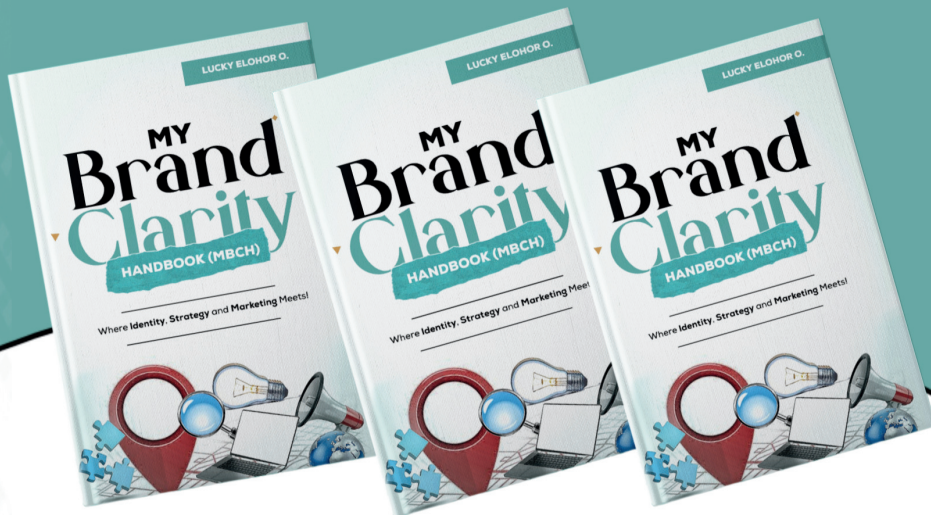


June 15th, 2024

Powered By:
Digital Creator Chic Limited.

 @thegrowconference, @thedigitalcreatorchic_
 conference.digitalcreatorchic.com

Position Your Brand And Unlock Creative Marketing Ideas To Skyrocket Your Business Growth.



Get Your Copy

Scan QR Code

What You'll Get From MBCH:

- Clarity about who you are and what you're capable of.
- Audience insights and creative ways to sell in 2024.
- How to stand and differentiate your brand effortlessly.
- Move your brand through the survival, comfort and legacy stages and tell your story while at it.

nestuge.com/prembch

Advertisement

Welcome!

I am super excited to welcome you to the G.R.O.W. Conference 2024.

This idea was born in 2021, it started as a 14-day Instagram live series titled, **Emerging the Digital Space as a newbie creator**.

In 2022, it was coiled to be a 5-day Instagram live event titled, Launch Your Product Like A Rockstar with prominent creators like Lucie Ekong, Salem King, Tanum Creation, and Process Tool Box, just to mention a few.

It evolved in 2023 and got its name G.R.O.W. Conference with the theme '**Launch Like A Rockstar**'. It was a 6-day virtual event with Industry experts like Joseph Don, Haoma Worgu, Oyindamola Ayodeji-Oni, Victor Okafor, and Yai-Process ToolBox and 18 industry finest as the conference panelists.

This year we saw the need to expand our vision to host an even bigger event, a physical event, the first of its kind business conference for creators, freelancers, African entrepreneurs, coaches, founders, authors, small business owners, marketing professionals who are unwilling to settle for less.

This Year's Theme: **My Business Must Grow!** was created for anyone who seeks to drive business growth in the marketplace and is willing to leave their comfort zone and take bold steps towards making that happen.

So, today is about you.

Whether you are here to network and connect with other like-minded individuals, or you are here to learn how to grow and manage your business money or learn unconventional ways to market your business, how to diversify your income through digital products, or to learn the power of presence in your business and so on, we have so much for you and you have made the right decision to be here today, either physically or virtually.

My team and I have carefully planned today's agenda to ensure you have an excellent experience with an exceptional lineup of speakers and panelists who will share their insights and experiences through keynote presentations, interactive panel sessions, networking sessions, and break-out sessions to ensure you not only learn but also have a good time.

I encourage you to be open-minded, carefully forge new relationships, and be willing to join conversations.

Kindly ensure you share your experience and learning using the hashtags **#thegrowconference2024** and **#mybusinessmustgrow** on social media. Please **don't forget to tag me** @digitalcreatorchic_ and @thegrowconference

Finally, I want to express my heartfelt gratitude for being here and actively participating. Your energy and enthusiasm are the driving forces behind the success of this event. Without your presence, none of this would be possible.

So, thank you for coming, and let's make today unforgettable.

Enjoy every moment, connect with others, and have a fantastic time!

Lucky Elohor

A. K. A. Digital Creator Chic

Program Outline

8:45 am-9:45am Check-ins/Pre-event networking/booth visits/Red Carpet

8:47 am-9:52am Opening and warming up (MC)
Caleb Adekunle | Victorious Victor

9:54 am-10:03am Opening Welcome Address | Lucky Elohor

10:05 am-10:25am Panel 1: How hard must you go?
DSP Jessica Sampson | Bukola Yaweh
Moderator: Ajiri Okoribe

10:27 am - 10:32 am The Mystery Goodie Bag

10:34 am - 11:19 am Keynote speech: My Business Must Grow!
Kennedy Ekezie

11:21 am - 11:41 am Panel 2: Brand Monetization: How To Earn As A Creator
Eniola Taiwo | Ruth Okoli | Moderator: Princewill
Akpoyovware

11:43 am - 12:23 pm Business Finance: How to Grow and Manage Your
Business Money | Queen Joy Ebere

12:25 pm - 12:32 pm Presentation

12:34 pm - 12:54 pm Your Business Cannot GROW Except You GROW With It! |
Lucky Elohor

12:56 - 01:06 pm Game Time

Program Outline Cont'd

1:08 pm-1:48 pm Fearless Marketing: Unconventional ways to market your business in 2024 | [Dr. Sam Harvard](#)

1:50 pm-2:10 pm Panel 3 - Marketing. Sales. Growth.
Treasure Ernest Iyoha | Patience Ayeni | Moderator:
[Lydia George](#)

2:12 pm - 2:19 pm Presentation

2:21 pm - 3:01 pm Show Up and Stand Out: The Power of Presence in Business | [Salem King](#)

3:03 pm - 3:13 pm Networking + Break Time + Booth Visits

3:15 pm - 3:22 pm Presentation

3:24 pm - 4:04 pm How to grow your business revenue: Diversifying your income through digital products | [Lucky Elohor](#)

4:06 - 4:16 pm Feedback Form + Pitch

4:18 - 4:58 pm Workshop (15 mins) + Group Presentation (20 mins)

5:00 pm - 5:10 pm Raffle Draw + Giveaway Winners and More Goodies

5:12 - 5:18 pm Closing speech + vote of thanks + Share Your G.R.O.W. Conference

5:20 pm till fade Post Event Networking, Booth Visit, photos, videos, etc.

Dear Creator,



What inspired you to start your creative journey?

Hunger go open your eye



What was an eye-opener for you in your creative journey?

People don't buy because they love you, they buy because there is something in it for them. So, stop trying to make people love you. Make them love the product"



What advice would you give to aspiring creators looking to start their own projects?

Nobody knows what they were doing in the beginning so just start and don't mind if you look stupid doing it.



What role do you think collaboration plays in the creative process?

It takes two to tango



How do you handle criticism or negative feedback about your work?

Better be saved by criticism than ruined by praise.



Can you share any tips for building a strong online presence as a creator?

If you give up, na you fuck up, "Be Consistent, Be Intentional, Create more than you consume"

Speakers / Facilitators



Lucky Elohor

CONVENER, The
G.R.O.W. Conference



Kennedy Ekezie

CEO and Founder of
Kippa



Queen Joy Ebere

11th Miss Tourism Nigeria
and CEO of Heldi Products



Dr. Sam Harvard

Wealth Coach and
Founder of Zibarr



Salem King

Creator, Teacher, and
Social Media Influence



DSP Jessica Sampson

Family Educator, Intimacy
Coach, and Founder of the
Intimacy Masters.



Bukola Yaweh

Founder of Beatyparl
Brands



Treasure Ernest Iyoha

Marketing Consultant and
Founder of Sales Ville Africa



Eniola Taiwo

Personal Brand
Creative Assistant



Rita Okoli

Co-founder and Head
of Growth at Nestuge



patience Ayeni

Product Professional
(Marketing and Management)



Ajiri Okoribe

Social Media & Brand
Strategist



Lydia George

Social Media Lead at
Selar



**Princewill Ochuko
Akpoyovware**

Content Writer and
Data Analyst



Victorious Victor

Event Host



Caleb Adekunle

Architect, and Founder
of Youth Growve Africa

UNWIND, RELAX AND
CREATE MEMORIES AT

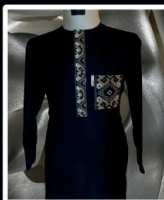
Ziba
BEACH RESORT



TMC
Teemee couture

We Specialize in

- Senator Wears
- Native Wears
- Pant Trousers
- Palazzo
- Event Printing
- Banners & Jotter
- Flyers
- All kinds of printing, etc.
- Hoodie
- Joggers
- Sport Wears
- Polo Wears
- Brochures
- T-Shirt
- Tote Bags
- Corporate Printing



07033302666

Harmony Teemee

t.m.cce

Harmonyayo

DCC Digital Creator Chic



Lucky Elohor
Brand Monetization and
Sales Funnel Strategist

Don't Launch AN ONLINE COURSE YET!

15 Things I Wish I Knew Before Launching an Online Course.

LUCKY ELOHOR O.

Tell me you created a masterpiece without telling me you created a masterpiece.

SCAN ME



Replied to your story



I love this book I still went back to it when creating my course you finished work!



digitalcreatorchic.com/15things

Dear Business Owners



How do you differentiate your business from competitors in the market?

Be yourself. Know your competitors but know your audience even more!



What are some key lessons you've learned since starting your business?

Rule number 1: Be your own cheerleader. **Rule number 2:** Don't settle for less. **Rule number 3:** Go big or go home. **Rule number 4:** Continuously improve yourself.



What strategies do you employ for marketing and customer acquisition?

Out of sight is out of mind. "Customer satisfaction is the greatest marketing strategy."



How do you prioritize sustainability and ethical practices within your business?

Build systems. "When you build the right systems, the systems will do the talking for you."



What advice would you give to aspiring entrepreneurs looking to start their own businesses?

You would regret it more if you didn't start it.



Manage your memberships with ease

Save money and time when you automate access to your:

- Online courses
- Paid WhatsApp & Telegram groups
- Events & webinars
- Ebooks & other digital products



Scan to sign up for FREE!

More Information

www.nestuge.com

Contact us

✉ hello@nestuge.com

📷 [@trynestuge](https://www.instagram.com/trynestuge)

✕ [@trynestuge](https://www.twitter.com/trynestuge)

Nettoyer

...clean it

Looking for a cleaner?

Reach Out to Us

☎ +234 906 394 5664

📍 [@Nettoyer.ng](https://www.instagram.com/Nettoyer.ng)



OR
Scan this QR code to get started.



An online Course

Dear Founders,



How do you cultivate innovation and adaptability within your team?

Create room for growth. "When you do this, your team will be more open to sharing their ideas." "This fosters a healthy work environment, gives them a voice, and leads to innovation"



Can you share a defining moment or decision that shaped the direction of your company?

*"Our only security is the ability to change"-
John Lily. Knowing when to change direction, and strategy, or move on from a project is as critical as knowing when to keep holding on and fighting for it to work.*



How do you approach strategic partnerships and collaborations?

Don't fight to be the whole table instead, always think long term and bring your best to the table always, that way you will grow faster and even reach a wider audience. But always remember, nothing is personal, it's just business. Everyone is looking out for their own interest.



What is the biggest challenge to struggle with as a founder looking to raise funds?

It's one thing to have an idea, it's another to get people to believe in it. It's your job to make sure the latter happens.



How do you maintain a healthy work-life balance as a founder?

*"Making a living is different from making a life" -
Maya Angelou. Just prioritize attaining equilibrium. There might be no balance, you just have to prioritize what's most important to you at that moment.*

THE G.R.O.W. RIDDLES

HOW ENTREPRENEURIAL ARE YOU?
The ANSWERS ARE SPREAD ACROSS THIS MAGAZINE.
Can You Find Them?

My empire is vast, built on sheets, yet can crumble quickly. What am I?

I expand but not physically, in markets and minds, my presence is key. What am I?

Unseen, I shape economies, guiding them with silent force. What am I?

I guide, but not a person. In my lines, success is often written. What am I?

I'm the roadmap, navigating through uncertainty with foresight and agility. What am I?

I'm a spotlight in the digital dark, illuminating creators' talents for the world to see. What am I?

I start small but dream big, creating value and innovation as I grow. What am I?

I'm a stage with infinite seats, where creators shine under digital lights. What am I?

I'm a silent persuader, a visual storyteller, and a brand's best friend. What am I?

I'm a gateway to mastery, with lessons that unfold like petals. What am I?



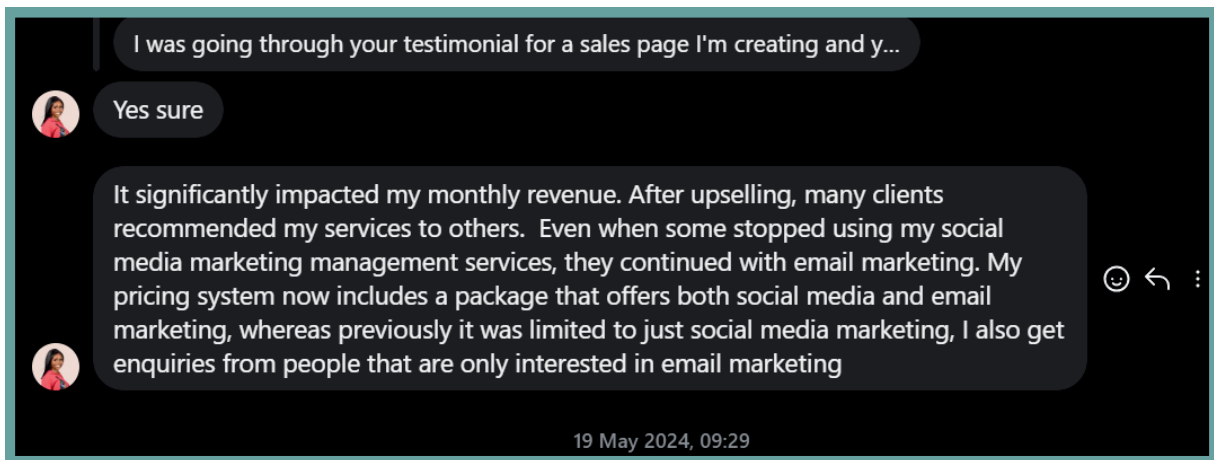
How To Become An Email List Manager in 2024



Anyone can learn email marketing and offer it as a service in 2024.

Meet Tamara, a student and freelance social media manager, who decided to master email copywriting and marketing because she needed an extra source of income in March 2022.

Long story short: Tamara learned email marketing as a service, and barely three months later, she became a full-stack email marketer. 2 years later (May 2024), I had a chat with her, and here's what she said;



According to Tamara, her first upsell was around **\$150**. Later on, she refined her offering with her client and by the second month she charged around **\$350** for services including a landing page for freebie setup, welcome series, nurture email, re-engagement email, and some other stuff.

Managing email lists for clients and getting paid for it is easier than you might think.

A lot has changed since May of 2022 till now for Tamara and a lot can change for you too.

If you've been thinking of a skill that can help you earn dollars, work remotely, and become financially independent in 2024 and beyond, then I have a gift for you.

Get instant FREE access to the 5-Day Email Marketing Crash Course today! Plus another bonus gift.



[Expires July 7th]

learnwithsapphire.eo.page/growconference

P.S:

Hi, I'm Dr. Sapphire, a medical doctor who doubles as an email copywriter and marketer.

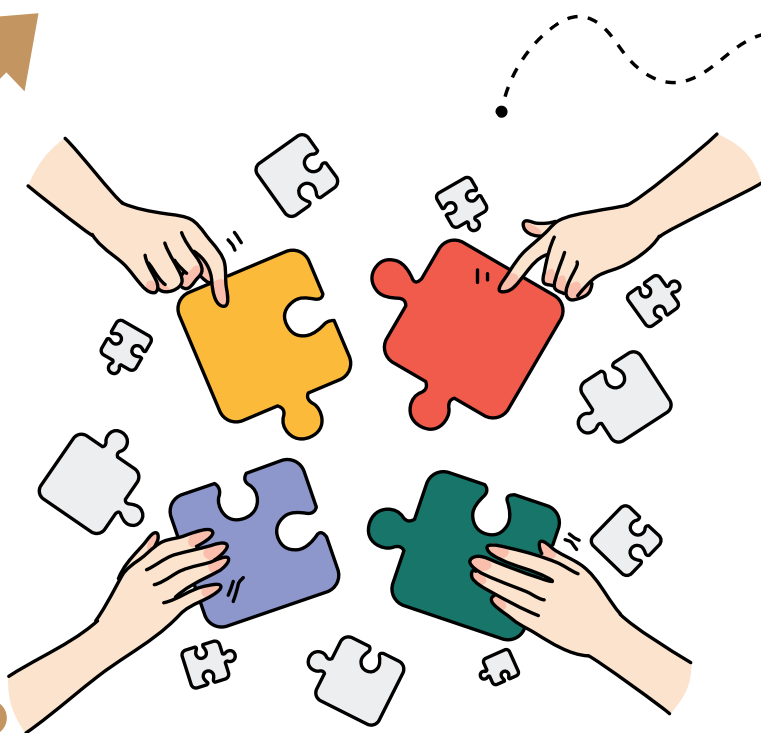
Let's connect:

@_zafiro__

Let's Connect, Strategize & Create Magic!

The G.R.O.W. Connect (TGC) is a community of founders, creators, freelancers, business owners, marketing enthusiasts, and entrepreneurs in Africa who are unwilling to settle for less.

By becoming a TGC Elite, you get access to collective strategy, training, resources, collaborations, a space to spread your wings to fly as high as you can, and discounts on all our events and products.



Join Here- Scan the code to join
bit.ly/jointhegrowconnect



How Many Words Can You Find?

The G.R.O.W. Word Search Puzzle

Words can be found in any direction (including diagonals) and can overlap each other. Use the word bank below.

Q N L I O Y Y U X T J P R X C T H R A T
 O J Z O X I T P X L G F E Y B Q I F Y O
 M K M R W G R O W T H T D B M G B Z I M
 P N K H S J C F Y U F Z N A D N U G Z O
 U E M I O K M P W K E N U J W I M E L N
 Y N V F U O G R Y C C O O W Y T H B X E
 T T W Y I C O M U O N M F D S E Z U B T
 I R T M H M B M M M A E R B X K O S V I
 R E J E K Z V J O M N S T F R R K I M Z
 A P Y C R S Y J E U I S G E G A M N E A
 L R Q N A F U M G N F E N D R M K E X T
 C E A E P F Y C J I S L I P O G Y S E I
 B N E R U D W D E T W R K R W T A S C O
 H E A E T C O J Y Y R A R O R E L H U N
 Q U A F R Y R J M C O E O D O L N I T Y
 F R F N A Y K D W L T F W U W X K C I Q
 J K P O T L S A P T A U T C N O N T O R
 C O X C S L H Q Q G E A E T G D F G N U
 P L Z X S E O S W A R S N L C X Q K N E
 B I L Q M K P X F R C S S K N R S F V Z

Word Bank

- | | | | |
|-------------|------------------|-----------------|---------------|
| 1. startup | 2. finance | 3. conference | 4. networking |
| 5. grow | 6. workshop | 7. monetization | 8. marketing |
| 9. growth | 10. creator | 11. founder | 12. community |
| 13. clarity | 14. business | 15. execution | 16. fearless |
| 17. product | 18. entrepreneur | | |

Dictionary.com



3 L Beauty: Confidence | Self Love

Put On Your 3 L Gloss



*Embrace
Your Shine!
Boost Your
Confidence!*

📞 07072996193

📷 3l_beauty_by_luke_ijeoma

Special offer

**IF YOU WANT TO MAKE
X10 OF YOUR CURRENT
SALES LEVERAGING
SOCIAL MEDIA**

LET US MANAGE YOUR PAGE FOR 10% OFF!

www.thesalesvilleafrica.com

Thesalesville@gmail.com
@thesalesville IG



WIN WITH THE 5 STAR EMPLOYEE

Book An audit now

Your One Stop Solution For...

- Rude Employees
- Stealing Employees
- Clueless Employees
- Unethical Employees
- Disruptive Employees
- Unreliable Employees
- Unproductive Employees

Create an environment where employees can be and give their best



🌐 Focalxperience.com 📷 [Focal-xperience](https://www.instagram.com/focal-xperience) 📞 09024211799

THE TWO-WAY APPROACH TO NETWORKING

By Lucky Elohor

Networking is all about building genuine connections by providing value first. Here are some key points to consider:

Networking Up

1. **Serve First:** Focus on how you can assist those with more experience and value than you.
2. **Ways to Serve:** Offer your time, talents, gifts, or thoughtful insights.
3. **Be Genuine:** Build relationships naturally without the sole aim of gaining something in return.
4. **Be Patient:** Understand that meaningful connections develop over time, so invest in long-term relationship building.
5. **Stay Informed:** Keep abreast of their interests and challenges to offer relevant assistance and insights.



Growth & Product Marketing Professional

Networking Down

1. **Set Clear Boundaries:** Know your limits in terms of time and emotional investment to maintain a healthy relationship.
2. **Foster Growth:** Encourage your mentees to take initiative and contribute, helping them build confidence and skills.
3. **Maintain Respect:** Treat them as equals, ensuring they feel seen and appreciated.
4. **Provide Guidance:** Offer constructive feedback and support without being overbearing.

General Tips

1. **Be Consistent:** Regularly check in and maintain your network connections.
2. **Follow-up:** After initial meetings or interactions, follow up to reinforce the connection.
3. **Stay Authentic:** Be yourself, as genuine connections are more sustainable and rewarding.
4. **Diversify:** Network with a range of people from different fields and levels of experience for a broader perspective.

Balancing networking up and down ensures you receive guidance and mentorship while also offering support and mentorship to others, creating a well-rounded and mutually beneficial network.



Go From Clutter To Clarity

With DCC

Let's create a clear, step-by-step action plan to execute your brand promises and ideas.

This includes strategies for:

- Launching your online courses and programs
- Implementing marketing ideas
- Effectively positioning your brand and simplifying your brand message.

If you're unsure how to monetize your brand or drive product adoption, this call is crucial. Join me to get the guidance and direction you need.



Visit - bit.ly/claritywithdcc

PITCH YOUR BRAND PARTICIPANTS



Meet The Team



Lucky Elohor

CONVENER, The
G.R.O.W. Conference



Zipporah Omage

Project Manager



Deborah Ovat

Advertising & Funnel



Soetan Olajuwon

Social Media



Adewale Olabisi

Email Marketing



Alabi Grace

Media



Glory Adekunle

Protocol Team Lead



Onyejiuwaka Emmanuel

Experience Manager



Dorcas Oyelere

Media



Amusan Adeola

Social Media



Vera Ogbebor

Graphic Designer



Michael Emmanuel

Marketing Team Lead



Godswill Timothy

Graphic Designer



Toyin Adeleke

Social Media



Ruth Fawe

Media



Korede Lateef

Video Editor



Esther Okadigbo

Community Manager



Akinwande Fatima

Marketing



Dami Olumayowa

Community Manager



Jethro Omoake

Email Copywriter



Jerry Fabian

Email Copywriter

Thank You!

Sponsors/Partners



MY BUSINESS MUST GROW

JUNE 15TH

2024

SCAN ME To
Ask Questions



bit.ly/thegrowquestions

SCAN ME To Share
Your Conference
Experience



bit.ly/thegrowfeedback