

Paul Ogunkoya

Presents

Succeed By Making a Difference



In this book you will discover:

- The real pathway to achieving a life of significance and success.
- You will also discover the practical tools, steps and strategies I used to turn my vision and dream into a reality and how those same strategies can help you.
- You put an end to feeling insignificant and regain control of your life

self-esteem-school.com

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Who is Paul Ogunkoya



Paul Ogunkoya is an expert and accomplished author and speaker in the area of Personal Development, Success, Love, Marriage, singleness and Relationships.

Paul's passion and vision is to help people build lasting relationships by laying the foundation for lasting love and also to help people build a life of success and significance.

His dream is to see couples stay in love and build happy homes, and also to help people to realize their potential and make a difference in their world and generation. To put it plain and simple, he wants to see people succeed, happy and in control of their lives and relationships.

Paul Ogunkoya is the author of two websites: datingadvice4christiansingles.com and self-esteem-school.com. He also runs a bi-monthly event in the UK called Let's Talk Relationships. He is a highly sought after speaker and writer.

Paul is married to his beautiful sweetheart Faith Ogunkoya and together they help people towards achieving their relationship and life goals.

Introduction

Innate in every individual on the face of this planet is the desire to be successful, to live a life that is meaningful, to have a life that matters, a life that is significant. We all desire to be great and successful in one way or the other, we want to do more with our lives, have more, and be more than we presently are and that is one common characteristic that we all share as human beings, regardless of gender, ethnicity, religious belief etc.

We might all be different in many ways but one common thing that unites us all is the desire for greatness, the desire to be successful and it is perfectly normal because we were created that way.

The reason most of us desperately want to achieve success with our lives is because most of us have found ourselves in positions where it feels like we are not in control of our lives. As you are reading

this, here in the UK we are going through a recession, unemployment is on the rise. Many have lost their jobs and source of livelihood and are now struggling to keep up with their rent or their mortgages. A lot of men have found themselves out of work and are no longer able to provide for their families, they can't put food on the table, they can't keep up with the bills, they are not able to provide a comfortable life for their wife and children, they feel helpless, they no longer feel like they are in control of their life and life seems to be controlling them.

Students that went to university with the hope of getting good qualifications so that upon graduation they can get a good job and begin their career and start to climb up the career ladder are finding that in this present economy, things might not work out as they planned. Many students have graduated only to find that hardly any employer wants to employ them, graduate schemes are being scrapped

to save money, and most companies are hardly hiring people with experience let alone a new graduate with very little work experience. So now you have graduated and you have nothing to do and are faced with the plight of having to go on benefits and claim welfare from the government. This is not how many students thought they would end up and rather than having the feeling of being in control of their life, they feel out of control and life seems to be controlling them.

Whether you are the person who has lost your source of livelihood or the recent graduate who can't get a job, or anybody who finds themselves in a position in life where they don't feel in control of their circumstances, being in a position like that can be a source of great pain and frustration because deep within you, you know that life is not supposed to be like this. You know that you are supposed to be in control of your life and not life controlling you. In fact it is abnormal for you not to be in control of

your life because you were created to be in control and not to be control and that is why when you feel out of control you feel down and depressed, unhappy and overwhelmed because you were not created to be helpless, you were created to be in charge of your circumstances and when you are not you start to malfunction as an individual because that's not how your life is meant to operate.

Your desire for success really is your desire to be in control of your life, to be able to dictate to life and not life dictating to you, to be able to buy what you want, live in the kind of house you want, drive the kind of car you want, send your children to the best schools, go on vacation whenever you feel like it, etc. Success gives you a sense of being in control and being in control gives you a sense of stability and security in your life and that's why most of us want to be successful.

The good news is that you were created to be successful and already deposited in you is the

potential to create that life of success and be in control of your circumstances. God created us to dominate, God created us to be successful, he created us to be in charge, he created us to be in control, he created us to be great and therefore the raw materials for success and greatness already lies within you regardless of your present circumstance, even if you don't know how you are going to pay your bills at the end of the month.

God's desire for us is to live as kings. God did not create us to suffer and be overwhelmed by life, rather he created us to be rulers, he created us to dominate rather than be dominated, and he created us to be significant, great and successful and not to be slaves to the challenges of life.

The present condition of many however is far from that of a king, the dilemma then is knowing that your life is much more than this, knowing that you are capable of much more, knowing that you can achieve more, knowing that you are better than

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your present circumstance, you have the potential within you, you have the ideas, the gifts, the skills, the abilities to turn your life around so that you can become successful like God wants you to be, so that you can get to a stage in life where you are living as a king, but the challenge is knowing what to do to turn your potential into the actualization of your dreams so that you can have the success you desire.

The pathway to success.

Regardless of your present circumstance, you can turn things around, your life doesn't have to remain the way it is, if you are unhappy with your life, you have the power to turn things around, it will take time, work and effort but you can turn things around.

In order to turn things around and attain the kind of life you want, a life of significance, a life of greatness and success; you will have to find a way to make a difference in the lives of people around the world. **I have discovered a way that anybody can use and I will share it with you later on in this book.**

Your Motivation for success has to be bigger than you.

The reason many people don't succeed in life is because they haven't found a cause greater than themselves, they think the gifts, talent, skills and abilities that were deposited in them at birth or the ideas and insights they have are for their own consumption.

While everybody in life wants to be great and successful, not everybody knows the pathway to becoming great and successful, not everybody knows which road to take on the journey to significance, as a result many take the wrong route and find themselves in a strange destination in a place they never bargained for.

There is one secret I have discovered about becoming successful in life and turning your life around, so that rather than life controlling you, you are in control of your life. That secret and pathway

to success is that **you have to find a way to make a positive difference in the lives of people.**

Many in their quest for success only look for how they can make more money and not how they can make a difference. When you begin to make a difference in people's lives, you will make money. The path to true success is by finding a way to use your gifts, your abilities, your skills, your talents and ideas to make a positive difference in the lives of people.

If you study the lives of people that have achieved success and significance in life, you will find that they are men and women who found a way to make a positive difference in the lives of people.

If you know about Les Brown one of the most recognized motivational speakers in the world, he became successful by using his talent of speaking to encourage people to live their dreams. He chose the pathway of making a difference in people's lives and was rewarded with success and significance. He

gets paid tens of thousands of dollars just to come and talk, but he didn't start out trying to make money, he started out by trying to make a difference.

Bill gates also wanted to make a difference, he wanted to make the personal computer portable and affordable enough so that each home could have one, and what a difference he has made in our lives (can you imagine a world without PC's and laptops!), he too has been rewarded with success.

Or should we talk about great inventors like Alexander Bell and Thomas Edison, men that were responsible for giving us the light bulb and the telephone, what a difference they have made in our lives (can you imagine a life without telephones and light bulbs!)

True success comes to those who decide to make a difference through their gifts, skills, talents, inventions, ideas etc and if you want to achieve what these great people have achieved then you

too will have to begin to look beyond yourself and your immediate needs to see how you can use what you have to make a positive difference and impact the lives of people.

The dilemma of wanting to make a difference but not knowing how to go about it.

For many others, it's not that they are not aware that true success comes by making a positive difference in the life of others, they know that to be successful you have to have a cause greater than yourself, in fact you might already even have a vision in mind of how you want to impact your world and generation positively, you might have written down goals and significant things you want to achieve with your life that will truly help to make a difference in peoples' lives but then find yourself in a position where you don't know how to go about making it happen, what steps to take, what practical things you can do to make your goals and vision a reality.

Many of you in your quest and thirst for knowledge that will help you go from where you are to where you want to be in life and create the success you have always dreamt of have probably come across and read a lot of personal development books (I know I have). In these books they tell you great things like having a vision for your life, and knowing what you want to achieve and having goals, having a life plan, etc and if you are anything like me, you followed their advice and wrote down your vision and goals, dreamt and visualized how you were going to make a difference in the world and touch people's lives through your skills, talents, abilities, ideas and so on. The only thing is that you probably wrote those goals and visions down years ago or typed them up and saved them on your computer years ago and today you are still no closer to achieving those things you wrote down (that's even if you can find where you wrote it or saved it on your computer)

And it's not that you are lazy, it's not that you are not hardworking, it's not that you are not driven, you simply haven't yet found a practical way to turn your vision into a reality. So you are left with this big dream but don't have any practical avenues to fulfill it.

Let me share a bit of my story with you

Like you I have always been a driven person, I have always known that I wasn't born to live an ordinary life, I knew I was born to live an extraordinary life. I didn't want a life of struggle, and debt, I didn't want a life where I was just managing to get by, I didn't want a life that I didn't feel in control of.

I mean, I saw how wealthy and successful people lived, they didn't seem to have much of the challenges I was facing, they didn't seem to worry about bills and parking tickets, they didn't look at price tags when they went shopping they simply bought what they wanted, they drove nice cars and lived in nice houses, they actually went out of the

country on holiday and travelled to exotic countries and even went on cruises, and I said to myself, that's the kind of life I want.

A life of comfort, I wanted to live well, I didn't want to struggle to make ends meet, I didn't want a debt ridden life and as a result I began to look for how I could turn my life around, become more successful and live like these wealthy people.

In my quest for a better quality of life I read tons of personal development books and went to motivational seminars, and I began to learn the importance of having a vision, having short, medium and long term goals, writing down the goal and not just keeping it in the back of your mind because it will stay in the back of your mind, I understood that in order to be successful in life my vision had to be greater than myself and I sat down and constructed a vision and a life plan and a life of achievements and things I wanted to accomplish that was greater than myself, that would meet not

just my own needs but would make a difference in the life of other people also. I understood all the personal development and leadership principles but I didn't have a practical way of fulfilling my dreams and if that is the same position you find yourself in, **I encourage you to keep reading because I am going to show you a practical way of making your dream a reality, I will show you what I did to bring my vision into manifestation, how I turned my idea from being abstract to something tangible, it might not be for everyone but I guarantee you it will be worth having a look.**

I had a dream that was greater than me, a dream that would allow me to make a difference in people's lives. I wanted to help people build successful relationships and create a life of success and happiness, I wanted to inspire people and motivate people and equip them with skills that they can use to create a happy life, that was my dream and I did what the guru's said and wrote

down this dream, they said I shouldn't worry about how I was going to achieve it, but just to write it down and so I did.

Years rolled by and my dream was still there, written down but unfulfilled because I didn't have a practical way of turn what I envisaged into reality. For long I wondered whether I was just kidding myself, could my life ever really become significant. Do dreams really become a reality or was I just sold a lie? Will I really go from where I am to where I want to be or should I just accept where I am as my fate?

Then suddenly I found a way

I was browsing the internet one day and I saw an advert that said ['Turn your passion into a profitable business'](#) I normally ignore those ads but on this occasion my curiosity got the better of me and I clicked on the ad, I figured I had nothing to lose and if there was nothing tangible on the other end of the click I would simply continue my browsing.

On hindsight I realize that I clicked that ad because I did have a passion and that passion was what birthed my initial dream that I talked about earlier, a dream of wanting to help people build successful relationships and create a life of success and happiness, a dream to inspire people and motivate people and equip them with skills that they can use to create a happy life.

I had a passion for creating a life of success and building successful relationships, in fact if you were to look at my collection of books and audio programs you will find that 90% of them are either on personal development and achieving a life of success, becoming an influential person and becoming a leader or books on Love, relationships and marriage. Those two areas were areas of great passion for me. My logic was that if I can be successful in life and have a great relationship with my wife and children then I would be a happy

person and have a fulfilling life, hence my passion for those topics.

So when I saw this ad about turning your passion into a profitable business I guess deep within me something realized that I might be stumbling on something that would be the catalyst to ignite the realization of my dream, so even though I was initially skeptical I thought I'd check it out anyway.

How Site Build It gave me a practical way to fulfill my dreams.

When I clicked that ad I was taken to a website that would completely change my life, it was like I had found the missing piece of the puzzle and I finally had a way to start making a difference in the lives of people around the world and achieve my dream of being successful.

I had right before me the practical tools I needed that would enable me to influence and inspire people to pursue a better and more successful life

as well as build lasting and loving relationships, that has always been my dream and I now finally had a practical way of fulfilling it.

The click of that ad took me to the [Site Build It](#) website. [Site Build It](#) is an online company that helps people like you and me to turn their dreams into a reality by giving them the practical tools that they can use to turn their passion into a profitable business while at the same time touching the lives of many people around the world.

[Site build It](#) gave me the tools to share my passion with the world by giving me the tools to create a website around a subject I was really passionate about without needing any web design or technical skills and how to get lots of visitors to that website so that they can read and be influenced by articles I had written and audios and videos that I had created for the website that would help them become successful in life and build strong relationships. The best part was that [Site Build It](#)

also shows you how you can make money from your website once you've built it. So in essence what they were offering was the opportunity to help me touch lives, make a difference in people's lives and make money at the same time. It was a way of implementing the success principle of creating a life of success through making a difference in people's lives while at the same time generating income.

Initially it sounded too good to be true, I thought it was just another of those make money online scams, but before discarding it completely, I decided to have a look at a few of the case studies on [Site Build It success stories](#), everyday people like you and me who have used Site Build It to turn their passion into a profitable online business and touch the lives of others around the world at the same time.

The more I read the [case studies of success stories](#) the more I felt compelled to give Site Build It a try

because they even had [proof of how Site build It had helped them succeed](#), I figured what did I have to lose, at worst it wouldn't work and I would just count my losses.

I decided to give Site Build It a try, and I can honestly say that was one of the best decisions I have ever made in my life because since starting with Site Build It I have never looked back and the reason I have never looked back is because Site Build It delivered on what it promised and I started to see real [results](#).

I used Site Build It to create my first website datingadvice4christiansingles.com as I said earlier, I had a passion for helping people succeed in their relationships so I decided to create my first website for single Christians who wanted advice on how to find a mate and develop a lasting relationship with that mate.

I had no real web design or technical skills, but with Site Build It I didn't need any because the [Site Build](#)

[It action guide](#) walked me through every step that I needed to take, I just had to focus on writing my content and creating my audios and videos and Site Build It took care of the rest.

Site Build It even gives you a research tool that helps you find all the keywords and phrases that people use on search engines like Google, yahoo and Bing to look for information on your topic area.

For example the Site build It research tool called brainstorm it, gave me all the keywords and phrases that Christian singles were using everyday across the world to look for information on dating and relationships. I was then able to use these keywords and phrases to create articles for my website so that I had a higher chance of being found in Google, yahoo, or Bing when they searched for those phrases, as a result I could achieve a high rank in the search engines and get lots of free traffic to my site and once they arrived on my site they would

read my articles, watch my videos, and listen to my audios.

[Site Build It](#) gave me a way to make a difference in people's lives and not only that; it showed me different ways of converting those visitors into customers and make money as well, customers who would be willing to buy my products or buy products I recommended not because I was manipulating them to buy but because the content of my site had made a difference in their lives and they trusted my recommendation and knew that I wasn't just trying to make a fast buck.

I can honestly say that I am now making a regular monthly income through my website but the best part about it is not the money but the fact that people from all over the world have been influenced by the content of my website, I get visitors from over 130 countries every month on my website and some of them email me to tell me how much the site has helped them and made a

difference in their lives. I am now doing what I have always dreamt of doing, I am becoming successful by making a difference in people's lives all around the world and it's thanks to Site Build It who gave me a way of putting the success principle of succeeding by making a difference in people's lives into practice.

Also recently I have been getting invitations for speaking engagements as a result of people who have visited my site, watched my videos and liked it so much that they want me to come to their organization to do talks and speak to their singles.

For example I recently got an email from a Christian organization in Hialeah in the united states that want me to come and do a talk with their singles, I am based in the UK but because the internet is global, I have an international influence and the invitation to come and speak in the united states would of course mean that they will have to pay for my flight and hotel expenses etc. What started off

as just a website is now opening doors for speaking engagements. Such is the transformation and difference that site build it has made in my life.

So if you have a passion, a dream, a vision of success and are looking for a practical way to get started, then [Site Built It](#) might just be the missing piece that you need to get things going and be on your way to creating the life of success, significance and influence you desire. [Site Build It](#) might not be for everyone but it is worth having to look to see how it could possibly help you towards the achievement of your dreams and goals.

[Click here to start your Site Built It Journey](#), turn your passion into a profitable online business and see how site build it can help you towards fulfilling dreams, making a difference in the life of others and making money all at the same time.

I promise you that it will be one of the best decisions you have ever made.