

FIND BUYERS, WIN SALES

THE QUAD-CORE  
**PROCESSOR**

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# 1. BRAND AWARENESS

I do not charge based on "views." I charge based on **Audience Quality**.

I am not a comedian dancing to Amapiano. I am the "Sales Jagaban." My followers are **Business Owners**—people who actually have money and make purchasing decisions.

A skit maker with 1 million followers might have an audience of broke students. I have 300,000 people who buy inventory, pay for software, and own assets. **My audience is worth 10x more.**

Here is my **Influencer Rate Card** for 2026.

## The "Sales Jagaban" Media Kit Pricing

### 1. The "Shoutout" (Awareness)

- **What it is:** A simple 60-second video where I mention your brand naturally. "Guys, I used this app to pay my China supplier and it was fast."
- **Deliverables:** 1 TikTok Video + Cross-post to IG Reels + 24hr Story Link.
- **Price: ₱750,000 per post.**
- **Why:** I am renting you my trust. If I say it works, my followers will download it immediately.

### 2. The "Deep Dive" (Education/Tutorial)

- **What it is:** A dedicated "How-To" video. I don't just mention your brand; I teach a class using your product as the tool.
  - *Example:* "How to register your business with CAC using [Brand Name] app."
- **Deliverables:** 1 In-depth Video (up to 3 mins) + Link in Bio for 48 hours.
- **Price: ₱1.5 Million + VAT.**
- **Why:** This is not an ad; it is a **Demo**. I am doing the work of your sales team. This content has "replay value" (people will save it and watch it later).

### 3. The "Ambassador" (The Face of the Brand)

- **What it is:** Long-term partnership. I become the "face" you use to build trust.
- **Deliverables:**
  - 2 Videos per Month.
  - My face on your website/ads.

- Usage Rights (You can run ads with my video).
  - **Price: ₦5 Million per Quarter (3 Months).**
  - **Why:** This guarantees your brand consistent visibility and stops me from promoting your competitors.
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## Other Fees I MUST Charge

### 1. Usage Rights (+30% Fee):

If your brand wants to take my video and run it as a Sponsored Ad on Facebook/Instagram, you must pay extra. That is **Intellectual Property**.

- Charge: 30% of the base video fee.

### 2. Whitelisting (+50% Fee):

If you want access to my TikTok account to run ads *through* my profile (so it looks like I posted it, but you are paying for the views), that is premium access.

- Charge: 50% extra.

### 3. Exclusivity (+100% Fee):

"We don't want you to talk about any other bank for 3 months."

- Charge: Double my rate. If I can't take money from others, you must pay for that lost opportunity.

## My Pitch

*My audience is 85% Nigerian SME owners. They don't just watch videos; they buy tools to help their business. I don't do 'skits'—I do business education. If you want access to 300,000 active business owners, my rates start at ₦750k for a dedicated campaign. Shall I send my Media Kit?"*

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## 2. PUBLIC SPEAKING

The "Sales Jagaban" Fee Structure (2026)

### Tier 1: The "Town Crier" (Panel Sessions / Small Groups)

- **Context:** Small business meetups, panels where I am one of many speakers, or events with <50 people.
- **My Role:** 20 minutes on a panel or a short talk.
- **Fee:** ₱400,000
- **Why:** I am there for brand awareness. It validates the event and doesn't require deep preparation.

### Tier 2: The "Keynote" (Standard Seminar)

- **Context:** I am the main attraction or a featured speaker. 60 minutes + Q&A.
- **My Role:** Teaching the "Quad-Core System" or "How to Find Buyers."
- **Fee Range:** ₱2,000,000 + VAT
- **Why:** I have a following of 300k business owners. I am charging for my **expertise** + my **distribution**.

### Tier 3: The "Workshop" (Implementation Masterclass)

- **Context:** A half-day or full-day training where attendees open their laptops/phones and actually *do* the work (e.g., setting up their sales funnel, writing their scripts).
- **My Role:** Trainer/Coach.
- **Fee Range:** ₱3,500,000 – ₱5,000,000 (depends on duration)
- **Why:** This is high-impact. They are leaving with a finished asset.

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## The Economics of My Pricing System

*I am not coming to motivate them. I am coming to install a sales machine. If I teach 100 people how to get just **one** new customer worth ₱50,000, I have generated ₱5,000,000 in value for that room in one hour. My fee is a fraction of the money I will help your audience make."*

### Add-Ons (Free)

- I will post this event on my TikTok (300k audience).
- I will include 50 digital copies of my book for the VIP attendees.
- I will stay for 30 mins after to answer specific business questions.

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## 3. PRIVATE CONSULTING

Here is the fee structure for **Sales Jagaban Solutions** Private Consulting:

### 1. The "Strategy Hour" (Virtual Only)

This is for the business owner who is stuck on *one* specific thing and needs me to untangle it.

- **Format:** 60 Minutes (Zoom/Google Meet).
- **The Promise:** "I will look at your business for 60 minutes and tell you exactly where you are losing money."
- **Price:** ~~₱200,000~~ per session.
- **Why this price:** It sounds like it is for one hour, but I am not selling 60 minutes of time; I am selling 19 years of entrepreneurship + years of business experience condensed into an hour. One session will save you millions and make your business more millions.

### 2. The "Business Audit" (The Doctor's Appointment)

This is for the established business owner who wants me to install the **Quad-Core System** into their operations.

- **Format:** You fill out a detailed questionnaire beforehand.
  - I review your social media, your offers, and your "Friction points."
  - **90-Minute Strategy Call** to present my findings.
  - **Deliverable:** A 1-page PDF "Action Plan" (Prescription).
- **Price:** ~~₱400,000~~.
- **Why:** I am acting as your temporary CMO (Chief Marketing Officer).

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### The "Jagaban" Rules for 1-on-1s

- **Payment Before Booking:** We never schedule a call without payment confirmation. "Send receipt to confirm slot." No stories.
- **No "Coffee" Meetings:** We do not "meet for coffee" to discuss business.
- **The Application:** I do not let just anyone pay me, simply because my consultations evolve into long-term relationships. Kindly apply for a Consultation.