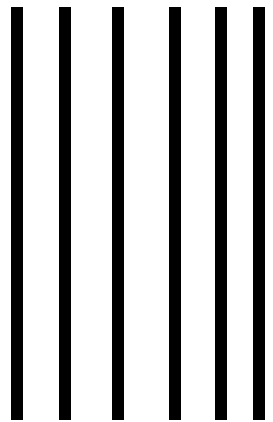




# COMMON SENSE THAT GUARANTEE UNCOMMON SUCCESS



CASEY  
'GBENGA  
ADELEYE

NOT FOR  
**SALE**

**Common  
Sense That  
Guarantee  
Uncommon  
Success**

*Tested Secrets for Successful Living*

**NOT FOR SALE**

**Casey 'Gbenga Adeleye**



# **COMMON SENSE THAT GUARANTEE UNCOMMON SUCCESS**

*Tested Secrets for Successful Living*

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**Casey 'Gbenga Adeleye**

ISBN: 978-978-996-751-3

Published in Nigeria by:

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**Life is a  
festival to  
those who  
know how to  
win the battle  
of life.**

- Shammi Sukh (An Indian Author)



# **Dedication**

*This book is dedicated to  
Bishop (Dr.) Isaiah Olatunji Odeleye,  
my father in the Lord, Mentor and  
Pillar of Support;  
the General Overseer,  
All Nations Evangelical Church,  
Ibadan, Nigeria.*

***To God be the Glory!***



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## **Acknowledgment**

Having people of substance around one's life and destiny is more than having billions of dollars in one's bank accounts. Indeed, I am proud of the men and women of integrity whose wisdom, knowledge and wealth I shared in fulfilling God's purpose and plan here on earth. Time will fail me to start mentioning names.

I sincerely thank Pastor & Pastor {Mrs.} Kayode-Abejesu for your unending love, support and prayers. Bishop & Pastor {Mrs.} Isaiah O. Odeleye, for all you have done and for who you are. I will forever be grateful that our path crossed.

And to my beloved sister, daughter and friend, Ibukun Olasemi-Emiola[IBK], your thoughtfulness will always be remembered. Thanks for the editing. Finally, I appreciate my loving wife, Bukola Adeleye, thanks for the strong support and perfect understanding. To God be all the glory!

**Casey 'Gbenga Adeleye**





## **Foreword**

Life is unavoidably full of chances, but the choice you finally make determines the chances you have in life. Decision, it is said determines destiny; which is why the results you have today is the product of the decision you took yesterday.

Ironically however, is the fact that the most outstanding and uncommon successes today are secured through “common sense” often neglected. This book therefore seeks to bring this to bear and awaken your consciousness to the “TRUTH” you need to know and apply in order to launch out into the world of uncommon success.

I guarantee you a life-changing expedition as you go through these proofs-producing and life-changing epistles. You will succeed!

**Pastor Abimbola Kayode Abejesu**

Senior Pastor, God's Royal Citadel Gospel Centre  
Abuja, Nigeria

# Introduction

Success has different meaning to different persons. To some, success is not a one-way road, but a continuous expedition. To another, success can be an achievement or the amount of money you make or have in your bank account. To many, when they think of success they usually think of material gains, happiness, and exploit. Agreed, success can include all of these things but is not limited to the aforementioned.

Here is a personal question I want you to answer, what is success? Personal success comes in many different forms and your idea of being a success might not be the same as that of others. If you want to be successful in life, then the very first thing you must do is to take the time to decide exactly what “success” means to you. Never mind what it means to anyone else, what does it mean to you?

To some people the hallmark of success is earning a lot of money. Infact society seems to base the whole conception of success primarily on how much money a person earns. But society's definition has more to do with flash than it does with substance. Many so-called successful people are very unhappy in their personal life. So the question is, “Is that what you think of as being a success?”

Having a personal definition of what success means to you, and then setting goals accordingly, is the only way to make your achievements truly meaningful. Striving to succeed according to somebody else's standard or definition may win you the admiration of others, but will it bring you a sense of personal accomplishment?

If you want to be a success in a way that makes you feel truly satisfied, then I encourage you to take some time right now to write down your personal definition of success, be specific for each area of your life.

This book is to convey what you and I can practically do without any or irrespective of formal education to achieve success in life. The facts herein are something ordinary, open and easy to do for anyone who desires greatness in life. Let us take a look at what's common, right and godly in the natural sense which can help us to accomplish our goals and plans.

Please note that this is not just a book, but secrets and trusted companion you can go out with, practically provide answer to some life's questions, it present some quotable quotes to confirm and conform with your inner thoughts as well as offers open space to write down your ideas and things you must do to achieve your own kind of success in life. If peradventure you read this book and cannot write down anything, you have

not read it all. Do not just read in passing, ensure you are committed to it and be ready to act on what you learnt therein.

This book is for those who are ready to take action and dare their circumstances to excel in life. The wordings in this book are short and precise while most points are in bullet forms for easy grasp so you can tick and take firm decision immediately. Whosoever you are, God wants you to succeed in life. No matter your level presently, God is much more interested in you reaching higher level than the level you are currently. Success is in levels and you can succeed in every area of life if you want to. Therefore, desire it, pursue it and you will definitely become IT. SEE YOU AT THE TOP. No parking, no stopping and no loitering. Keep moving ahead and beyond.

## What's Common Sense?

***Common sense is like deodorant. Those who need it most never use it.*** -Anonymous

Common sense is general wisdom which people no longer put into practice, but decisive to any attainment in life.

It is common sense to know that success is not common.

To Whom It May Concern; **achievement cannot be bought with money in the market place.**

Common sense is not formal education, it is possible to be educated and yet lack common sense. For instance, there are some old men and women, even some of our parents who never gone to school (less educated) but have professors, doctors, lawyers, etc as sons and daughters. How come? It is because they have common sense; they don't need to be told the importance of formal education in this Age. However, there are some educated fellows

who you will think should have common sense but their actions prove otherwise.

While education is a process of training and instilling instruction designed to give knowledge and develop skills; common sense is practical good sense gained from experience of life, not by special study, such as one from a formal education setting.

You can apply common sense in every area of life. There is common sense related to spiritual matters, physical, financial, mental, marital, and emotional life to mention but few.

**Questions**

List out some of the simple things to do in all the areas mentioned above?

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***”The greatest challenge in life is not the barrenness of the womb, but the barrenness of the mind.”***

-'Gbenga Adeleye

## **Common Sense 1 - Recognize God**

Everyone serves something, but knows that Somebody controls this world. He is the Alpha and Omega of the Universe. In the beginning, He was a factor, while the world is, He remains a factor and whether you are aware or not, and when the world will be no more, He would remain the Almighty.

He owns the earth and everything therein including YOU. You have a distinct purpose and He knows what He wants to achieve through you. Therefore, it is not a spiritual exercise neither do you need a kind of education for you to know that there is a God behind the happenings around the world. To have uncommon success, your ultimate goal must be to know God. Strive to know Him and relate with Him.

You don't relate with God when you need Him, have a firm relationship with your Creator before you will need Him. No doubt, you will. There is no sense in developing a relationship only when you want to get something or when you are in need of it. It is common sense to develop a relationship before you need it. It is crystal clear from the pages of the Holy Bible and the world we live in, that there is a God who rules the affairs of men. The only and surest Way to Him is through His Son, Jesus Christ. Have you accepted Him as your Lord and personal Saviour? Embrace Him today.



***“Recognizing God is self-recognition. If God is first in whatever you do, you will be outstanding.”***

- Gbenga Adeleye

Who's God to you?

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Do you believe in Him? \_\_\_\_\_

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If Yes, why? \_\_\_\_\_

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If No, Why? \_\_\_\_\_

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## **Common Sense 2 – Question Yourself**

Questions bring solutions to problems. You don't need formal education to question yourself? No! It is common sense to know who you are, your personality, your objectives; essence, value, strength, weakness, opportunities, and threats. You must know your purpose, what you are cut out for. It is insanity not to know the reason why you exist. Questions are great propellant to remarkable discovery, bringing out the hidden abilities in us. It provides answers that lead to future opportunities and possibilities. Without you asking yourself proper and constructive questions, you will have a misconstrued living.

Nobody will be able to understand you and you will not even understand yourself. You will exist for nothing. You must know the meaning of your name, you must question your family background and why you are where you are to get answer for a meaningful living. Ask people around you who they think you are. Ask your friend to tell you some of the things you don't know about yourself, which they know. This is the beginning of your great success in life. And do ensure you ask right questions.

***“Do you want to know who you are?  
Don't ask. Act! Action will delineate  
and define you.”***

-Thomas Jefferson

## **Who Am I?**

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## **Write other questions here**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

## **Common Sense 3 - Know Your Limit and Know What You Want to Achieve**

Lack of knowledge about yourself will make people to ignore you. You cannot just be walking around like a headless chicken. You must aim right and must know what you can do as well as what you cannot do. Knowing your strength and how to deplore it is a great weapon for success in life. So dream BIG. It gives meaning to life. Progress is not just moving ahead but moving in the right direction, too!

You must have a vision, without it, there will be no mission; no accomplishment. The vision you cannot see will pass you by. A lot of people in life miss their chances by not having vision. Vision attracts opportunities. It is a platform and foundation for anything great in life. Vision is seeing the destination before you get there. It is the picture of the future you see before you fixture. Whatever you see affect your life and you cannot go beyond your vision. Whatever vision you have determines your limit and your success in life. You cannot grow beyond your vision. You are equal to it. So dream BIG, **BIG** enough.

***"Cherish your visions and your dreams, as they are the children of your soul; the blueprints of your ultimate achievements."***

- Napoleon Hill

**Draw the picture of your colourful future**

**Write the steps you need to take**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

## **Common Sense 4 – You Must Work**

My first salary was five hundred and fifty naira. It is not a crime to work even if you are not being paid. It is not just the salary that you can earn; you can also earn experience too. Salary keep your today, experience keep your tomorrow. To brighten your life, you need to work. Miners don't dig for nothing. If you want your life to be better, you must work. Let your watchword be work, hard work and smart work. It doesn't matter what you do in the interim provided it is legal, ensure you are doing something meaningful. If nothing is working in your life, it means you are lazy. If something is not moving you, you must move something. So, work and you see your life moving in the right direction and ahead.

Work first and then be hard working, have the gut to keep at whatever you are doing and have fun in the process – this is the surest route to success. Don't be lazy, lazy people do nothing. Do something, anything good or right. Is it not in the Bible that whatsoever your hand finds doing, do it with all your power? Hard work doesn't kill. It is one of the characteristics of common sense. Wherever you see hard work, you see common sense. You can do anything to succeed in life. Also, don't just work; be smart with what you do, do it well and add excellence to make you excel, that is your cutting edge. In doing this, you attract success.

***“The wise does at once what the fool does at last.” - Baltasar Gracian***

**Write A List of What You Can Do?**

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**How Do You Achieve Them?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## **Common Sense 5 - Create Association Beyond Your Circle**

Do you desire an association? Well, you may think you don't until you are in need of a helper. It is common sense to know that you need a friend. You need someone to be there for you per time. You may be self-sufficient now but there's always a later when your height would not be enough to reach the ceiling or when your hand would be big enough that it may not be able to enter the mouth of a calabash. You will need somebody who is higher than you in height or somebody whose hand is smaller enough to bring out what you desire from inside the calabash. So develop one before you need it. Make friends.

Make friends beyond your level; develop relationship with people of your age, those above your age and those lower in age than you. Relate with people in other areas of life, study beyond your field, and read books not only in your field alone. Desire to have professors, lawyers, bankers, doctors, engineers, etc. in your circle of friends, relate well with them and invest in them too. There are so many platforms nowadays to make friends such as Facebook, Twitter, Instagram and many more. Ensure you find occasion to socialize and develop relationship beyond self.



***“Show me your friend and I will tell  
who you are.” - Anonymous***

**Who Are My Friends? Name Them**

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**What do they represent?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## **Common Sense 6 - Idea Alone, Talent Discovery Never Enough**

Products alone do not bring profit. For a success in business or achievements in any field of endeavours, you cannot rely solely on your idea. Standing alone on your idea or product will make you an instant and uncommon failure. Idea alone and talent discovery are never enough to make one great in life. Common sense should tell you that you need other things to back up your idea or product in the market place. You need a smart team, leadership and mission, product, legal, communication and financial intelligence before you can become a success in any enterprise.

To rely on your talent or idea alone is to count your chicks before hatching your egg. Idea alone never rules the world. You may have perfect idea and do not have access to capital. You may even have idea and you do not have marketing skills to sell or communicate the idea. It is better to note that once you have an idea, you must sit down to develop it and also think of branding of your idea. Branding knocks out your competitors and those who want to infringe on your intellectual property. You have to know that many things are involved in the development of an idea. Learn more today.

***"Everyone who's ever taken a shower has an idea. It's the person who gets out of the shower, dries off and does something about it who makes a difference."***

- Nolan Bushnell

**List what is needed to develop your idea**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

**Things to Do, People to See**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

## **Common Sense 7 - Be Ready to Fail**

If you fail, you're not a failure. It is better to fail with God than to succeed with the devil. If you fail with God, you are a success. If you succeed with the devil, you are already a failure. No matter how solid your plan is, definitely there will come in your life time that you hit ground zero. A fellow once threatened me that he will get a senior advocate who has never lost a case for an offence I never committed. But do you know my reaction; I just told him plainly that the best lawyer is somebody who have won some cases and lost some too, but with this one that you are about to hire, you are already a failure.

Thomas J. Watson gave us a formula for success which he said it is quite simple. He said, "Double your rate of failure. You are thinking of failure as the enemy of success. But it isn't at all. You can be discouraged by failure or you can learn from it, so go ahead and make mistakes. Make all you can. Because remember that's where you will find success."

If you fail in anything, you just learn a new way of doing things. Failure is part of life and it is a needed ingredient in success making. You must not fear failure. You will fail whether you pray or not. Something will go wrong somewhere. But my advise to you is to never be discouraged. When you fail, you just learn wisdom. We often discover what will work by finding out what will not work

when we fail. It is common sense to try a new method in order to get something done.

If a door is closed, open another one, then another and another; and eventually, if all door closes, go for the window after all, it is the window of heaven that God promised to open. You cannot fear failure and go scot free.

***“I knew that if I failed I wouldn't regret that, but I knew the one thing I might regret is not trying.”***

- Jeff Bezos, Amazon Founder/CEO

**Write down your failures in clear times**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

## **Common Sense 8 - Prayer Cannot Rule Out What You Must Suffer**

If truly you want to succeed, remember that there are things to suffer for on the road to success. The Bible recognizes sufferings on the road to success, so it is inevitable. The road that leads to success is full of bumps, potholes and unpleasant surprises, so if you know this ahead of time, you will not be discouraged when you get there. It will aid your achievements also as you move on towards your goal. There's nothing like an overnight success. It takes years of labour to build pyramid of success.

Two things bring out the best in us. Sometimes, storm; other times, faith. Learn to ride with the tide. If you sail calmly be assured that storm is inevitable. If anybody tells you sweet story to success, such a person is not among the living as nobody has sweet story to tell when it comes to success. An African proverb says, "*White pap always comes from black pot.*" Be an eagle, don't complain about your circumstances, ride with it and drive safely.

As potent as weapon of prayers is, it cannot overrule what you must suffer to attain greatness. Pray for strength to endure and to reach your goal and not for God to take away your needed pain; to pray against necessary pain, is a prayer amiss.



## **Common Sense 9 - Learn Many Things, Do One Thing per Time**

You got to know more than what you can deplore. To destroy your enemy is to aim right and shoot many times. To succeed in any area, you must learn many things, not only in your field but beyond yours; speaking from different fields make you an admirable speaker. It also makes people to want to learn more from you; don't just rely on the little knowledge you possess, go beyond it. Entrepreneurs are people who know few things about many things. An expert is somebody who knows so much about one thing. In today's competitive world, it is either you know more or be no more.

You must be dynamic. You should be unpredictable and knowing many things enables you to handle situations and circumstances in a perfect way. You must have understanding of so many things and do few things to reach the peak in life. An MD or CEO of a company is somebody who knows much and does less while a junior staff is someone who knows few things but do so many things to earn a living. Go beyond certification, enhance your capacity; self-improvement will advance you more than what you study in a four-wall classroom. Register for free online courses to learn more.



***"Formal education will make you a living. Self-education will make you a fortune."***

- Jim Rohn

**What do I need to learn?**

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**What skill(s) do you need to acquire?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## **Common Sense 10**

### **Improve Your Capacity**

Improve your capacity, I repeat, learn new things. In learning, there are three things to do. First, is to learn; second, you unlearn and third, is to re-learn. In learning, you must ensure you learn new things. You need to unlearn old way of doing things, something you think is right and you find out through the new teaching that is not right, and you must unlearn them. Finally, you must refresh the right things you already know.

It is imperative for you to attend conferences, go for extra coaching, be professional, participate in a workshop, develop computer skill, and browse the internet for information. Ensure you constantly improve the process to develop capacity and not just the goal. Brush up on the things you already know, don't just wait there, improve, and succeed. An African proverb says, "Not to know is bad; not to wish to know is worse." Join and become a member of a professional association in your field, that way you will improve your capacity.

Your container must be thoroughly and regularly washed to dish out clean water to people. There is no one way to do things. If you are not improving; those who do will overtake you. Invest in developing and improving your capacity. Pay for the cost of knowledge and not that of ignorance. A



# **Common Sense 11 – Never Bring Old Life to the Present**

Future is very important, critical and crucial, I mean your tomorrow. A wise man must think about tomorrow more than his yesterdays. Yesterday is gone and gone forever; you can't go back to it. The only person with the capacity to go into your yesterdays is God, because He is God and never limited with time. As for you, don't think about your past; think about your tomorrow. The only time you can think about your past in your present is when you want to bring out something new from it; else, don't try to bring it to the fore, especially when it's not palatable.

But, sometimes you can remold your old life, for example, you may have learnt something or done something in childhood days that will enhance your future, then think about it and bring something good from it. Going down memory lane, I pounded yam and hawked same to every nook and cranny of my town as a child. Like most people know pounding yam is not easy but I did it every day until I left the town to a city? So today I can start an eatery where the only thing I sell there is pounded yam, that's making something new out of the old. You cannot be locked up in the prison of your yesterday, mourning about what you did not achieve and expect to succeed. You have a choice to use your today to rectify the

mistakes of yesterday. Old is an enemy of new.  
Beware!

***“Learn from the past, set vivid,  
detailed goals for the future, and live  
in the only moment of time over  
which you have any control: now.”***

- Denis Waitley

**Write out some of the pleasant experiences  
you had**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

## **Common Sense 12 - Think Inwardly and Act Outwardly**

Some people are lazy to the point that they are also lazy in thinking. If you want to be an achiever, thinking must constantly be part of what you do daily; as many people are too lazy to think. What does it take to think? It means common sense to sit down and spend some time talking to yourself or to be quiet somewhere ruminating about your present circumstances, your future and the steps you need to take. Anyway, thinking is hard work. Lazy people don't do it, only the high flyers do. When you are forced to think you expand your mental capacity and your wealth increases.

It is paramount that in your thinking, be positive and also get ready to think beyond your horizon. The Bible says, "As a man thinks, so he is." You can't succeed beyond your thinking. You become what you think. If a child of God thinks right according to God's Word, he will have the power to rise above any challenge and conquer it. With right mentality, you can conquer any battle in life. You are what you think. Your present condition is a product of your past thoughts.

Your outward strength is directly proportional to your inner soul. Think positively and your life will turn out right. Think in and act out, for if you simply think without an action to back it, it is just

a wishful thinking.

***"While we stop to think, we often miss our opportunity."*** - Publilius Syrus

**It is time to think, write your thoughts here:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

11. \_\_\_\_\_

## **Common Sense 13 - Use Your Time Wisely**

If you don't manage your time well, those who do will utilize it to achieve their own goals. Time is of essence; it must never be wasted or spent anyhow. Using your time on things of lesser value will not help your quest for successful living. Until you stop surrounding yourself with people and circumstances that make your time meaningless, your success is in doubt. Exercise control over your time.

Good time management means defining priorities and scheduling activities. Don't create impossible situations. Do your best and leave the rest. Don't try to work full time and take a full load; don't take too many agenda or plans you cannot handle at a time. Use time to create success not failure. Be realistic about your programs. Make time your friend not your enemy. Killing time is a CAPITAL offence. Identify your first priority and do whatever it takes to succeed. Drop other things of lesser priority or reduce work hours if necessary to optimize your time. Open your eyes to control your situations. Plan your work, work your plan. To succeed in life, save time. Spending much time on social media waste your precious moment, the time wasted can be channeled into profitable ventures. Beware!



## **Things To Do Today**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## **Things To Do This Week**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## **What are the smart and better ways to do it?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## **Common Sense 14 - You Cannot Avoid Mistakes**

You cannot escape mistakes in life. You will surely be disappointed. Mistakes are opportunities to learn something new. Mistakes are not really bad, those who take actions to realize their goals make them every day and it is not the end of the world. Mistakes are like stop signs; it is to tell us, it is time to stop and think. When something does not go your way, or something goes wrong, or you fail, then it is time to think. Once you find the hidden lesson you will be thankful for the mistakes. If you are upset, angry, ashamed, blaming others for your mistakes or pretending you haven't made any; you haven't been thinking hard enough. Making mistake does not mean you are stupid or intellectually challenged. It is just that the way you did the last assignment is not correct; there is a better way to do things and get result.

So, learn from your mistakes and move ahead. Don't just mourn your mistake and make an altar of shame out of it. You haven't failed unless you conclude you do. Save yourself a lot of stress and note that mistakes are part of the ingredients that will fine tune your success. It makes your story, sweet. Conrad Hilton said, "Achievement seems to be connected with action. Successful men and women keep moving. They make mistakes, but they don't quit."

***”When you fall down, it is because there are some valuables down there you need to find and pick up.”***

**Can you remember some of the past mistakes you made? List them here:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

**What can you do to rectify the above-mentioned mistakes?**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

## **Common Sense 15 - Start Small**

In a 100m race, your speed and how well you finish is determined by the way you start. There are starting methods athletes use. There are single start, medium start and elongated start. All these methods are based on having short, medium or long leg. If one has long leg, single start is not favourable, only the elongated is preferable and so on.

The purpose of the above is to let you know that, to achieve greatness in life, you must start small: have a starting point and make it small. The journey of a thousand miles always begins with a step. To cover a distance, you must begin at a stance. Success is when your ending point is greater than your starting point. If you start big, you will end small. In physics, distance is a scalar quantity that refers to “how much ground an object has covered” during its motion. Displacement is a vector quantity that refers to “how far out of place an object is”; it is the object's overall change in position. There's no wisdom in starting big and winning small.

So, starting small is neither a crime nor an abomination; but discouraging yourself before you start makes you far away from your success. Start that business, small! Breakdown your goals into smaller parts, it is easier to achieve your goals when it is broken down. You cannot climb a

tree using its branches. It is only the grave that starts from the top and nobody desires it. Start small. Be wise and be among the stars.

***"We are more ready to try the untried when what we do is inconsequential. Hence the remarkable fact that many inventions had their birth as toys." - Eric Hoffer***

Write the introduction of that book. The problem statement of that proposal or table of contents of that business plan, design that product. Just start something you have always wanted to do or you already have in mind now. This space is just for you:

## **Common Sense 16 - Service to Humanity is simply True Achievement**

True success is when you see a problem within your community and solve it. Success is not synonymous to money; success is equal to the total number of people you affected positively. If money is your hope for independence, you will never have it, says Henry Ford. Have you lend a hand? Have you brought about solutions that people can commend you for or you are just there complaining about change, whereas you suppose to be the change? Check it!

Service to humanity is the common and easiest way to achieve success in life. Some have used this tool as a propeller to their greatness in life. Most of the rich people in the world such as Bill Gates, Henry Ford, Dangote, and host of others are heavy investors when it comes to service to humanity. The truth is the more they use their money, resources and times to better the lot of the poor in the world, the more they have goodwill and increase in patronage of their products. Have you joined a group, a club, or an NGO? Have you seek to volunteer to work in a humanitarian organization for free? It is common sense to serve others. If you do, you're close to the meal before it gets to others.

***"The only worthwhile achievements  
of man are those which are  
socially useful."***

- Alfred Adler

**What are the things you can do for free?**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

What are the things you can do at a fee?

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## **Common Sense 17 - Problems and Opportunities Go Together**

Opportunities and problems are twin brothers; they are alike and share the same characteristics. Opportunity shares the same properties with problem, where problem is, you must definitely see opportunity. But it takes a sound mind and sharp eyes to see through and locate opportunity in the midst of problem. You don't need education to know that problems and opportunities work together. They are colleagues in the school of success and can be found anywhere. Easily one can spot problem; but you will have to help Mr. Problem before Mr. Opportunity shows up. Opportunity is right inside a problem. Crisis is said to be opportunity plus danger, so it depends on what you see.

Without minding a problem, there is no way opportunity will come to you. Note that, you are wired for a specific assignment and your assignment is to solve that problem. Your height in life depends on the total number of problems you solved. Stop looking out for opportunity, it cannot be found until you meet with problem. Can you see any problem in your community? That problem you complained about at home, in school, in church and in your community can be a propeller of opportunities unknown to you. Now that you know, please take care of one and I see you at the other side of success.



***“The first requisite of success is the ability to apply your physical and mental energies to one problem without growing weary.”***

**-Thomas Edison**

**Write down some of the problem in your community**

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**How can you solve them?**

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## **Common Sense 18**

### **You Cannot Please Everybody**

Please take this to heart, you cannot please anyone. Trying to please everyone is the almighty formula for failure. You have two set of people watching you - those who cheer you up and those who shout you down. These set of people are on both sides of the highway to success. Don't ever look at them; focus on what you are doing and where you are heading to.

Living your life to please people makes you a complete failure. You are not born to please anybody. Your will is to do the will of Him (God) that sent you and finish His course. You are created to please and worship God. So before you head out, make sure you know who you are, what you are and where you are. Trying to please everybody is trying to be everybody. If you want to succeed in life, do your best and leave the rest even when your best is not good enough to others; just satisfy your conscience and have a target.

“When a man understands his assignment on earth, he has nobody to envy”, says Tayo Ayinla. Just be yourself and move on. Don't ever compare other people's success with yours. You are not in a competition. Just move on freely.

***“Believe in yourself! Have faith in your abilities! Without a humble but reasonable confidence in your own powers you cannot be successful or happy.”***

- Norman Vincent Peale

**Things to do to better your lots in life**

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## **Common Sense 19 - Be Organized**

You need to organize yourself and always encourage yourself to put things in order. To be successful in life, you must be organized, quiet, assured, confident and courageous. It is to be outgoing, helpful, concerned, caring and constructive as Shammi Sukh said in his book, "Be A Winner". It is to give of yourself. To make everything you touch and everyone you meet a little better.

Putting system in place is critical to any achievement in life. You cannot be disorganized and expect people to follow you. Starting from your bed to be neatly laid to your dressing, your table in the office, well arranged and your laptop files and folder to be easily accessible at anytime you are looking for a file.

If you cannot organize your life, you will be disorganized when success comes. Organize yourself first, and then you will be able to organize any other things. Manage yourself well, before you seek for any other thing to supervise. Self-supervision is very important in achieving success. Organization reduces stress, create healthy environment and attract people to your side. In the face of tough situation, learn to manage your resources. If you cannot manage your life well, you don't need a helpmate.

***“Organizing ahead of time makes the work more enjoyable. Chefs cut up the onions and have the ingredients lined up ahead of time and have them ready to go. When everything is organized you can clean as you go and it makes everything so much easier and fun.”***

– Anne Burrell

**Things to do**

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## **Common Sense 20 - Be Ready to Act**

Give your idea movement. The first law of motion states that “Every object in a state of uniform motion tends to remain in that state of motion unless an external force is applied to it.” Your dream remains a dream until you apply force, which means you must take steps to fulfill it. If you want your dreams to speak, act. People don't know you work until you cover a distance. To have a dream is one thing; to act on it is another. God will not bless the hearers, but only the doers. Action speaks louder than words.

It is common sense to act on your dreams or ideas to be successful. Be the doer of what you think and say. Let your watchword be I am ready to act, ready to fulfill that which I conceived. A woman that is afraid of labour room should not sport with a man. Likewise, a man that is not ready to take actions should not entangle himself with dreams; between your dreams and your success in life is action. Take action and don't shift what you must do today to tomorrow. Prioritize, have a list of things to do, act accordingly and make effort a matter of urgency. You remain common until you act.

***“Small deeds done are better than great deeds planned.” - Peter Marshall***

**Things to**

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14. \_\_\_\_\_
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## **Common Sense 21 - Don't Just Pray**

Don't just pray to God to turn your situation around; pray to Him to give you a new image to turn your life around. This common sense does not sound like a big deal but a lot pray today and never get answers to their prayers. Some move from one mountain to another, from one place of worship to different places in search of solutions or answers to their life challenges. Alas! No way out. Why? The simple answer, it is still the same person, the same image, the same thought that is moving around in search of solution. If God answer such people's prayer they will return to ground zero sooner or later because their identities are yet to be changed.

For such people instead of praying to God to turn their situation around; their pray should be God I need a new image to turn my life around. The difference between two people who are successful and unsuccessful is a matter of the heart. Success in life is a matter of the heart, the way you think. If God should turn a person's situation around and such person remains a negative thinking person, a discouraged individual and regarding himself/herself a failure, then the new fortune will soon become misfortunate. It is your heart that needs renewing, not your life. If the anointing of God never touches your heart, it cannot turn your life around.



***“If the anointing never  
touches your heart,  
it can't turn your life.”***

- Gbenga Adeleye

Look at yourself in the mirror, who do you see? Don't pretend, be honest with yourself and listen to the still small voice inside of you. Write what you hear:

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9. \_\_\_\_\_

Do something about what you hear, now!

## **Common Sense 22 - The Price for Success Must Be Fully Paid**

Everyone that succeeds in life pay the price of success in full. Without the price, there is no prize. But a lot of people desire the prize without paying the price hence the reason for cutting corners and taking short route. There is no elevator to success, you must follow the staircase. If you desire to be promoted, you must not be afraid of examination. If you desire a raise, be ready to rise. Anything you want to achieve has a price tag. If you write down your vision and make it plain on paper, expecting it to run without being ready to pay the price, the vision is dead on arrival.

I was told of a story sometimes ago, where a snake and a frog were to run a race. As you know snake crawls while frog jumps. Immediately the referee blew the whistle, both the snake and the frog started the race. In a matter of seconds, the frog finished the race and left the snake behind. On getting to the finishing line, Mr. Snake called Mr. Frog stating that, “No! No! You cannot jump in this race, we must run smoothly and all must abide by the rules of the game. In other words none of us can jump the gun; the race to the finishing line must be smooth. Run the race with endurance, a crown awaits you.



## **Common Sense 23 - Be Determined**

The greatest power in the world is will power. Where there is determination, success abounds. One cannot get in life what one desires, but what one demands and that is what makes the difference. Everyone has the ability to desire we all have, not one or two but endless innumerable. But not everyone has the determination needed to fulfill those desires. If you have the will, then you surely will. When you make up your mind you give strength to your bones and to your brain; instantly you are set on the path of great achievement. Motivate yourself to do that which you must do and never be discouraged. Discouragement will surely come, but be courageous enough to confront it and achieve your predetermined goal.

Mahatma Gandhi said, "Strength does not come from physical capacity. It comes from an indomitable will." Thomas Paine concurred by saying "I love the man that can smile in trouble, that can gather strength from distress, and grow brave by reflection. 'Tis the business of little minds to shrink, but he whose heart is firm, and whose conscience approves his conduct, will pursue his principles unto death." Don't ever give up. Nothing in the world can take the place of persistence.



## **Common Sense 24 - Don't Accept Pity**

If you make it, tell me who will get the prize, why then do you accept pity, sympathy from anyone when you suffer or experience difficulties on your way to success. Don't ever entertain self-pity or sympathy from anyone provided you are on a right track to your desired destination. You don't need to be told you are suffering; it is part of the journey. Like I said earlier; you must pay the price to get the prize. So, why are you dejected when you sweat? Your story can never be so sweet if you don't sweat. You cannot avoid suffering; I mean what you must suffer to achieve your goal.

Do you know farmers experience hunger because they want to plant? Instead of eating a tuber of yam as a farmer, he rather eat half and plant the remaining while others cook porridge yam, he smoked his own. The joy is that very soon he would not only be eating porridge, he would also be eating pounded yam and smile to the bank in no distance time. Therefore, learn to delay gratification. If at the time the farmer is eating smoke yam, he accept sympathy or result to self-pity, he would lose his harvest and eat it up that day. So, arm yourself before you embark on the journey with the mindset that the road to success is full of potholes, bumps, checkpoints, discouragers, cheerleaders and twisters.

***“The opportunity to succeed or not is yours. No one can take that away unless you let them. Learn to be alone and stand alone, or nothing worthwhile will catch up with you.”***

– John Mason

Things To Do

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## **Common Sense 25 - Take A Walk with Those Who know More than You**

If you want to go fast in life, go alone but if you want to go far get a companion. It takes two to tango. You need to climb on the shoulder of those who know more than you to see farther. The reason is there are several people who have reached your desired destination before you dream of it. So in order to have a fore-knowledge, learn from their mistakes, share their experience and arm yourself with their secret. You must associate with people who have gone ahead of you. An African adage says, “If a child knows how to wash his hands, he will eat with the elders.”

An elder is not just somebody who is older in age, but someone who knows more than you do. You may find such person among your mates, in your office or in your neighbourhood. Elders can also be found in books, in research papers and documentaries. Go to them, humble yourself, reveal who you are to them and tell them what you want to achieve and they will be glad to show the secrets to their wealth. I do not shy away, when meeting with those who know more than I do. I walk up to such persons in seminars, conferences and workshops and enjoy their companies. No bird soars too high if he soars with his own wings. Lift up your hands only to those who can lift you high.



***“The key is to keep company only with people who uplift you, whose presence calls forth your best.” - Epictetus***

List names of people who have inspired you in life

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2. \_\_\_\_\_

3. \_\_\_\_\_

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5. \_\_\_\_\_

How can you reach them?

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## **Common Sense 26 - Write Your Vision on Paper. Keep a Journal. Develop Your Plan Ahead of Time**

Vision is not what you listen to; it is not what you are told and it is not what is in your heart. It is what you can see. The man in Habakkuk 2 said, I will stand upon my watch and see what He will say to me. Anything you cannot see, you can't become. Again, you must be able to write what you see on paper. Goal is not goal; vision is not vision until it is written. What is written is sure than what you say. Keep a journal of all that you want to become, write it in plain and simple grammar you can understand. Don't code your vision, let it be plain.

Develop your plan ahead; write the business plan before your funder asks for it. Let everything about you be in writing. Do not go out without having a notepad and a pen. A successful man always plans his projects ahead of time and he knows that any of it can make him great. Commit your ideas to paper. Write the thought anyhow you can, you will get the time later to develop it. You must have vision book. Develop your mission statement and objectives in life. If you fail to do the above, you will fall for anything outside your vision. So, to avoid mistakes; write the vision, keep a journal of activities and be real.

***“Write the vision,  
and make it plain upon tables,  
that he may run that readeth it.”***  
-Habakkuk

Use this space to write your vision

## **Common Sense 27 – Take the Risk**

Life is full of risk; the ground you are standing on, the water you drink, the food you eat, everything around is associated with one risk or the other. So, it is dangerous not to take one risk at one point or the other in life as everything involves risk. Success is using your intelligence to minimize your risk as well as the ability to take advantage of the spoils.

Learn to take risk by aiming high; if your goal is less risky, your success is limited. Never think you are free from danger or trouble when you are working towards fulfillment in life. Don't be too cautious in following your dreams. Do away with your fears; it increases the speed of success. Fear doesn't exist in the world except the one hidden in your heart. What you fear, fear you as well. Move with courage, pursue your dream and have faith in God, in yourself, in your abilities and talents.

To dream is to dare something regardless of the consequences. If your goals does not seem impossible to people and to you, it is not yet a goal. Dream big enough and don't wait for a perfect time before you set out to realize your dream. No condition is permanent and none can be perfect. Don't live your life within the box, don't be caged. Think outside the box. Release yourself and fly to meet your destiny. You can fly. Do you believe? Try it and I will see you at the TOP.

***"Remember that great love and great achievements involve great risk.***

- Anonymous

## Things To Do

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## **Common Sense 28 - Document Your Success, Failure, Mistakes and Errors**

Your success sometimes lies in what you document. A lot of people don't have record, they don't keep memories, they don't document at all. No diary, no notepad and some even failed to make use of their resources to document their lives. Don't be like them. How do you take stock? How do you know you are making progress? How do you get to know whether you are on a wrong track or you are still on track? It is the habit of the successful people to always mind their bearing. Successful people document successes to encourage them to do more. He records his failures to know where things get wrong and also document all errors and mistakes to enable him to think. Success alone does not make a great man. Success profile includes successes, failures, mistakes, errors and how one responds to them in his lifetime.

Learn to document everything about you; even God documented everything about Himself and this draw man to Him. No man on earth can claim ignorance of God because He gave us a book full of Himself. So, if you want to live a successful life, keep records of all your activities, your successes, failures, errors and mistakes and what you do with them all. Then release it to people to benefit from it, for there lies experience for posterity.

***“A man's wealth is in his story.  
Tell me your story and I will tell how  
rich you are.”***

- Gbenga Adeleye

Use this space to write your story, even if it is  
in abstract

## **Common Sense 29 - Be Yourself**

Trust yourself enough before you set out and remember you are not anybody but somebody. Winston Churchill says, "Before you can inspire with emotion, you must be swamped with it yourself. Before you can move their tears, your own must flow. To convince others, you must yourself believe." Nobody is better qualified to be you. You are the best that can happen to this world. To compare self with anybody is to be nobody. You are distinct, wonderfully and fearfully made. No one is like you; other people's achievements, successes, failures and mistakes cannot determine who you are and what you are. Your own successes and failures cannot even be the determining factor of your person. What defines your person is who you are in time of success and failure and your character in times of trial and temptation.

You got special talent, ability, skills and strength; so focus on them. Stop focusing on other people's gifts. Develop and deplore your own skill. If you are a writer, write. If you are a singer, sing. Take your talents and gifts into consideration and be yourself all the time. To be someone else is to fight the hardest battle of your life. Remember, no one like you. You are unique; you are the best that can happen.



***"Trust yourself. Create the kind of self that you will be happy to live with all your life. Make the most of yourself by fanning the tiny, inner sparks of possibility into flames of achievement."*** - Foster C. McClellan

Again, Who am I? Take your skills, talents and gifts into consideration this time

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## **Common Sense 30 - Whatever You Sow, You Reap**

There is what we called, “The Law of Harvest” which says, “Whatever you sow, you shall reap.” It applies to anybody that wants to succeed in life. As long as you are living on earth, you shall continuously reap what you sow. What you plant now, you will harvest later. You cannot sit down doing nothing and expect to become something. Plant with your skills, with your talents; with your strength and with your gifts; if truly you want to become great in life.

Use every occasion to sow seed that will bring about great harvest in the future. Yes, you need money now for your upkeep but nobody is ready to pay for your idea or talent now; give it free. A time will come when your gift will speak, it will make room for you in palaces. Those who look down on you today will look up to you tomorrow. Those you bow to today will hail you in the future.

Ensure you create opportunity to sow cheerfully and don't complain. With joy in your heart, give to people freely. Write that book now. Give a helping hand now and soonest, the judge of all will bring to you your due harvest. Arm yourself with this truth; that harvest will surely come if there was ever a sowing.

***“Always do your best.  
What you plant now, you will harvest  
later.” - Og Mandino***

What are the things you can plant now?

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## **Common Sense 31 - Don't Steal**

In our today's world, I realized a lot of people are poor, even though they are stinking rich with fat bank balance. Some defraud people to make profit and many business men and women short-changed people. Some people even throw their measuring device into hot water or press it in for it to shrink so as to steal. In a country of low integrity, check their gas (fuel) stations; one litre is no longer one litre. Everybody wants to be rich at all cost. But are they really rich? No! They struggle to build, some who built were cut up by repercussion and now they are selling their houses under pressure.

But look at it in those days, my grandma used to go to the market, the kind of village market that holds every five days along major roads close to the king's palace, where farmers; market women would bring farm produce to sell. If other buyers and my grandma want to weigh one measure of local cassava flour, she will do so by joining her hands together, add plenty of what she's buying and quickly pour in into her container and yet both the buyers and sellers never struggled to build houses because they obey the laid rules. You can't cheat your way to success. If you steal anybody's resources, money or time, you do not have vision. What you are not up to today, you will be more than tomorrow if only you are patient enough. So don't steal, don't cheat to make

wealth in life. Be sincere. Be truthful. Be honest.

***“Failure to stand for what's morally right is the prelude to being the victim of what's criminally wrong. – Zig Ziglar***

Who and what are you stealing from?

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## **Common Sense 32 - Save**

If you want to attain financial success you must inculcate a savings habit. If you can't save part of your income for future use, then you have just embrace failure. Learn to save. Begin by saving your time to saving your money. No bank will query you if you go there to save one hundred naira. One hundred naira in a month is three thousand, and one hundred naira in a year is thirty-six thousand, five hundred naira. When I bought my first car, I calculated how much I spent on transport in a day and realized it was one thousand naira. Then I decided to start saving one thousand naira in a day by which I realized three hundred and sixty-five thousand naira in a year and that was what I did; through it I got my car within the range of the amount I saved.

Don't just plan on paper; the best plan to attain financial success is saving. Don't be like other people who at every time they make little money and squander it, the next minute to shop. Some people often change their cars; buy new houses which results in debt and poverty. Don't buy what you don't need and don't allow your want to control your income. Have a financial target and save to meet it.



## **Common Sense 33 – Invest Wisely**

If you want to earn from life, you must first yearn for success and be ready to learn to improve the process. Invest wisely; it is only when you are financially intelligent that you can make such decision. No school will teach you about money, you got to learn it on the street; I call learning by the street, “Street University”. You may go to the best school in the world, if you are yet to study on the street you haven't learnt. It is from the street that you learn how to make money and character to build it up. After you make the money, be wise to invest properly. Meet with experts on financial investment, who can advise you on what to do and how to best invest.

Don't invest in speculation; invest in something reasonable enough that you will not lose your hard-earned money. Invest in real estate, in agriculture or whatever interests you. Do not work alone when it comes to investment. Read books on investment and don't give money to people to help you invest. What you are not sure of, don't invest in it. Ensure that all you are investing in is real and have genuine document to back it up. Insist on agreement and if possible go with your lawyer, document the whole process to be on a safer side.



***"Empty pockets never held anyone back. Only empty heads and empty hearts can do that."*** - Norman Vincent Peale

Things to Invest In

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## **Common Sense 34 - Watch Before You Pray**

Prayer, no doubt, is good and a powerful tool that men use to communicate with God. Have you experience the power of prayer before? Oh! It works. But one thing I realized is that a lot of people pray and leave the first part of the command, which is to watch. To watch is to observe, you must have first sat down to look at your situation critically, what you want to achieve and how you will achieve it before you go to God in prayers. You got to think a matter through, observe it thoroughly, look at it vividly then you will know what to communicate to God in prayers.

There are some things prayer will never do; it will never take the place of thinking or action that is necessary for your success. A lot of people pray today, fast and move from one mountain to another without success. It is not because God is not ready to answer; it is because they are not standing on their watch to see what He will say to them. If you want to be successful in life, you must be a very good observant. Observe your situation critically, list out the issues and whatever that's needed to be done, which one concerns you and which one concerns God. God will never do or send His Angels to do what you must to do. You have a role to play in order not to ask amiss. And if you get the watching part right,

then go ahead to pray. Pray as if your life depend on it and never stop praying until something happen.

***"The surest way to know our gold, is to look upon it and examine it in God's furnace, where he tries it that we may see what it is. If we have a mind to know whether a building stands strong or not, we must look upon it when the wind blows. If we would know whether a staff be strong, or a rotten, broken reed, we must observe it when it is leaned on and weight is borne upon it. If we would weigh ourselves justly we must weigh ourselves in God's scales that he makes use of to weigh us."***

- Jonathan Edwards

## **Common Sense 35 - Give**

Give, give and give. Don't even think about receiving. It is natural; whatever you give will surely come back to you in hundred folds. It will come back in good measure, press down and shaking together, more than you think. Giving is difficult, but it is common sense to do so even when you don't have enough. If you want to succeed in life, you cannot rule out giving. If you think deeply, you will know that 70% of your income is being spent on some other things; it's only 30% that you spend on yourself. Life is give and take. Your future will be determined by what you give today. Don't ever stop giving. If you stop giving, you start dying. Learn to serve others and serve them well without holding back.

Do not be stingy and never let your hands be too short to release whatever you have. When you look at the scenario in giving, the hand of the giver always on top, while that of the receiver always below. Anything you cannot give, you do not deserve to receive. Make giving your habit. Give your time, talents and skills. Give smile to the discouraged, lend helping hand and be the hope of the hopeless. If you want to succeed, help enough other people to reach their goal. Give today!

***“Unless life is lived for others, it is not worthwhile. A self-centred life is totally emptied.”*** – Mother Teresa

What can you give or do to help somebody?

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## **Common Sense 36 - Be Thankful for Everything**

Be careful for nothing, and be grateful for everything. A man full of thanks is a man full of thought. You can't thank enough without thinking. Common sense should tell you that if you appreciate somebody for a gift of yesterday, you will be remembered in the future. Don't stop thanking, give thanks even for nothing. Have you thank God for the rain, for the sun or for a change of season and time. Be grateful for the food on your table; go out there you will see a lot of people who eat from dustbin. Be appreciative, learn to appreciate people. Comment on their post on Facebook or any other social media platform they use. Send text messages occasionally to be grateful for the things God has used them for in your life.

You cannot work the road of success alone, there are some people that God has placed on your path to bless you, so look out for them, work up to them and appreciate whatever they do to you. Thanksgiving is the attitude of a successful person; make it your attitude if you want to succeed in life. Be grateful for the blessings of today. Count the blessings of yesterday and reflect on them. Don't ever think you can get future blessings, if you are not grateful for yesterday's and today's help.

***“Thankful words don't cost much, yet they accomplish so much.”***

– John Mason

Write ten things to be thankful for today

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## **Common Sense 37 - Don't Ignore Your Family**

No matter how successful or unsuccessful you are, don't ever think of abandoning your family, whether immediate or extended. Some may be harsh to you but all cannot be harsh at the same time. Learn to relate well with every member of your family. Call them regularly if you live far apart. Attend some of their functions and give them a helping hand where necessary. The truth about this is that you cannot buy a father or mother from supermarket; your brothers, sisters, cousins or nephews are the best that you can get. Remember, you don't choose all of these people; it is never a coincidence and that is life. So manage them. Don't ignore them.

They are valuable, if they are not now; they will be later. The truth about life is that you will be offended and be abused some times, but learn to forgive and forget. Look out for a way to invest in them. William Ward says, "There are three keys to more abundant living: caring about others, daring for others and sharing with others." So be there for them and never look back when helping your family. Love your spouse, care for your children and provide for your parents and siblings. Build a bigger family, be happy. Build a bigger table and never alone eat.



***"If you begin the day with love in your heart, peace in your nerves, and truth in your mind, you not only benefit by their presence but also bring them to others, to your family and friends, and to all those whose destiny draws across your path that day."***

- Anonymous

List the name and phone number of the members of your family

<b>S/N</b>	<b>NAMES</b>	<b>NUMBER</b>

## **Common Sense 38 - Narrow, Tough and Rough is the Way to Success**

The road to success is never smooth. Arm yourself with this truth. You can not get to your destination without any obstacle or failure. If truly you want to succeed, disappointment and discouragement will show up. This is not the time to turn back but the time to know that your success is right at the corner. If the going is tough, don't change the goal but the process. Increase your tenacity and be determined to see it through. At the beginning, a lot of people work the road to success but when the going get tough they turn back. It is only those who are self-willed that get ahead. Persistent people start their success where others quit.

Harriet Beecher said, "When you get into a tight place and everything goes against you until it seems as though you could not hold on a minute longer, never give up then, for that is just the time and place that the tide will turn." Keep on keeping on. Don't give up. Work and work, smart work sometimes, hard work at times. Nothing worthwhile comes easy. Keep digging, you will soon reach the water.

***"You carry on no matter what are the obstacles. You simply refuse to give up - and, when the going gets tough, you get tougher. And, you win."***  
- Vince Lombardi

Things To Do

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## **Common Sense 39 - Manage Your Disappointment**

No matter how perfect your plan is, sometimes it can fail. In life, we encounter dubious, dishonest and insincere people and most times, they behave as friends and we become victims of their actions; don't be disappointed, all that you need to do is to manage the situation, learn from it and help others to come out of it too.

On the road to success, the world will throw lemon at you, what do you do with them? Pick them up and make lemonade. Like I said earlier in this book, learn to document. Don't go into business with anybody without an agreement duly signed by both partners. Trust people, but not to your own detriment; don't ever start a project without an agreement in writing. Can two work together except they agree? To profit from your disappointment is to do something about it before it occur.

If the world throw stones at you, gather them and make bridges. Make something new out of whatever happens to you. Learn from your disappointment and move on. You must never give up, regardless of temptations, frustrations, disappointments, or discouragements you encounter in dealing with people. Be wise!

***"What the lion cannot manage to do  
the fox can."*** - German Proverb

Things To Do

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## **Common Sense 40 – Help the Poor**

Help the poor, feed the widows and orphans. You will always have them around. Why do you want to be rich? If it is because you want to build mansions, buy cars and be well-known, then you've missed your priority. If truly you want to be rich, then have a mind of helping enough other people. Help the less privilege, give to charity and empower the poor. It's the attitude of the rich, check their profile.

Your success is not how fat your bank account is or how many houses you built; your success is in the impact you made, the total number of people you helped and the changes you made in the society. It is a misplaced priority to be rich and terrorize the people around you. Don't be a reservoir, be a channel of blessings and hope to the hopeless. Somebody somewhere needs you. Support the cause of youth fellowship in your church, support a community or school club and donate to a good cause or start a foundation to empower women and widows in your community. No amount is too small. Start within your capacity and heaven will smile on you.

***"There are only two roads that lead to something like human happiness. They are marked by the words, love and achievement. In order to be happy oneself it is necessary to make at least one other person happy. The secret of human happiness is not in self-seeking but in self-forgetting."***

- Dr. Theodor Reik

Who to Help

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## **Common Sense 41 - It is Never Too Late**

Government come and goes your aspiration yet to be met. Somebody promised you but failed, you failed in your business; you did not meet the cut-off point, or hell let is loose in your marriage, yet there is no hope in sight. You have no encouragement; you are deserted by your love ones, the business plan not yet to be approved; no food to eat and no money to move around. Despite all these, it is not your end and this cannot be your end. Have hope, your situation may look hopeless; but I see you moving from hopeless end to endless hope. Just pick up yourself; for it can never be too late for you to start a new life. Write a new goal and visualize a new vision. Put your imaginations to work. What you see is what you become. Forget your failure. March towards fulfillment.

Today, stand up to do something. It is not too late to start that project. You are not too old to work on that idea. This is the time to develop the proposal and beat the deadline. It is too dangerous to sit down where you are, remember you cannot go back to where you are coming from, you must press forward. Press forward and press hard this time. Hope for the best, your best is yet to come. Do the best you can and remember, your destiny is just a matter of your decision.



Don't stop, keep moving, keep firing, you will get it, and you will achieve your goal. You are not a failure. You CAN move that mountain. I see you fulfilling, you are an achiever, you are a success, but it is only a matter of common sense. Use it and I will see you at the TOP.

***"You are not here merely to make a living. You are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and you impoverish yourself if you forget the errand."*** - Woodrow Wilson

## **About the Book**

Success means different things to different people; to some success is not a one-way street but a constant journey, to another success can be an achievement or the amount of money you make or have in your bank account. Generally, when people think of success they usually think of material gains, happiness, and exploit. Agreed, success can include all of these things but it is not limited to the aforementioned.

Common Sense that Guarantees Uncommon Success is a book divinely inspired to help people who want to succeed in life. It is full of timely instructions for those who want to accomplish their purpose on earth, while living a good and honest life without compromising their God-given purpose in any way. It contains tested secrets to living a successful life in all aspects.

It is a timely book placed in your hands to guide you on how to achieve your own kind of success. You don't have to look at another man's success to attain (measure) your true potential and you don't have to travel far or make retrospect to the past. You therefore can determine what you want and see how it aligns with God's purpose for your life as well as take actions to accomplish it. Everybody can become anything, but not all want to go through the process hence the many shortcuts people take to attain success. Your successes and accomplishments are in your story (pleasant or unpleasant) and if you cannot share your story with all sincerity, you are already a failure. Never make other peoples' successes as yardsticks for your own successes. Do all within your God-given resources and capacity to fulfill destiny. This book will surely bless your life.

## **About the Author**

Casey 'Gbenga Adeleye is a founding Trustee of the Empowered Mission for Christ Commission (EMCC), a Commission with a mission to preach the Gospel of our Lord and Saviour Jesus Christ and equip believers with the truth of God's Word while fulfilling their divine mandate more intelligently, passionately and responsibly.

Casey 'Gbenga Adeleye is a Social Activist, an Educator and Publisher of the Christian Magazine, Believers Today. He sits on the Boards of nationally and internationally recognized organizations including African Centre for Citizens Orientation, Pan African Institute for Entrepreneurship and Community Development, the Institution of Data Scientists and Analysts, Institute of Information Studies and Knowledge Management, Perry Olufemi Adeleye (SR) Institute of Agriculture, Technology and Transportation Engineering among others. He currently serves as the Head, Human Resources, Science and Technology (HRST) Cluster Committee, African Union Economic, Social and Cultural Council (AU ECOSOCC) Nigeria.