



SHOLA ABIDOYE

YOUR NEXT GREAT GUEST

Bio

Shola Abidoeye is an economist, investor, Convertport.com Co-Founder and beach-worshipper. She believes the only safe ship in the sea of business, is the science of customer and company acquisition.

Having **grown 3 businesses by 10,000%** (one sold in 2012), her mission is to **liberate 1 million business owners** from the pain and powerlessness of unpredictable sales - using Convertport's CRSP(TM) technology.

Her hard won lessons come from the School of Hard Knocks, Swarthmore College, Oxford University and Sweden's famed Royal Institute of Technology. A proud native Washingtonian of Nigerian and American descent, she lives between the East Coast, Europe and the sunny Mexican Riviera.

INTERVIEW TOPICS

- 1 - How business owners/entrepreneurs can start thinking like investors so they can maximize their time and money.
- 2 - Why you will never control your sales if you don't control your traffic.
- 3 - The business of buying customers vs. selling (lightswitch sales vs. spray and pray sales)
- 4 - How small business owners and investors can use more leverage to achieve more with less (WITHOUT going to venture capital investors)

INTERVIEW QUESTIONS

- 1 - How can you build a business to support the dream of exotic international living or "forever summer" coast living in under 24 months?
- 2 - What's the biggest technological threat to business owners sales process in 2016?
- 3 - Why are some business owners unknowingly building themselves another job vs a liquid asset that gives them freedom?
- 4 - How can business owners move build business income that flows into their business as consistently as their expenses pulls money out of their business - so they can rest easy at night?

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