

# MADE IN WARRI

... the emmanuel eduru story

MADE IN WARRI

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## FOREWORD

**M**ade in Warri is an autobiography of an astounding product typified in a personality called Emmanuel Eduru. Birthed in a modest but humble background into a world where taking destiny in the hand pays. The audacity to defy discouragements, ignore life's hiccups and confront disenchantment gave way to dogged zeal for innovation, resilience and entrepreneurship.

His youthful endowments were channelled into beneficial ventures that proved wise moves overtime. Those that had close relationship to this character could testify to the fact that he was made in Warri.

Our understanding is that of a determined lad who had to be an active participant in his family's endeavours; and progressively became independent and contributory. There was no doubt that he is a selfless and foresighted young man with enormous grace.

Emmanuel's relocation to northern Nigeria afforded him a nouvelle experience in university education and mentorship that impacted an indelible trademark that became a brand and launched him into remarkable success.

The book is laid out into eleven engaging chapters of open and honest narratives ranging from changing fortunes in a quest to be established; to romantic discovery of his Eve and delving into Multilevel Network marketing where he had nursed some reservations.

The essence of Made in Warri is educative and entertaining. True to the fact, that the Author understood that failure should never stop dreams. All the indicators of dreams were embedded in his personality and the ultimate objectives were fulfilled.

I encourage the readers to be patient and be motivated to dream along as the enigma unfolds.

Ime A. John BM, Bch; PhD

Pastor

Public Health Physician

Independent Researcher

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## INTRODUCTION

**M**y main focus in writing this book is to help and guide others towards the path of fulfilling their dreams in business and especially one that has to do with multilevel marketing (MLM). As someone who has vigorously pursued his own dreams and seen most of them to actualization, I concluded that the path towards fulfilling any dream is often filled with many obstacles and unless you're patient and determined, you may never be able to actualize your dreams. Also, I realized that to be able to follow your dreams to the end, you need a great measure of patience, passion and enthusiasm – all these are vital ingredients that will enable you succeed in your individual goals.

While pursuing my own dreams, I've had to rely on mentors who helped me towards the fulfillment of my dreams. This made me believe and appreciate the role of a mentor towards the success of any dream. That is the role I've chosen to play in

the lives of those who have dreams and are open to having someone mentor them towards the success of their dream. Being a mentor means guiding others to successfully follow the paths that you have followed that enabled you to achieve success. It also means inspiring and teaching other people on how to be maximally efficient and relaxed in pursuing their chosen careers.

I have seen a great number of people over the passage of time abandoned their dreams because they lack the courage to follow it to the end - it often breaks my heart to see great dreams simply diffuse under the pressure of mediocrity. It is for this reason that I have chosen to mentor anyone who's got a dream to fulfill. However, this book is not all about successfully achieving your dreams alone, it is also a book based on a whole range of topics that are related to living a fulfilled life. It is a book that will inspire you to success as it is carefully written and filled with the true life experiences of real people who have passed through some of the extraordinary challenges that we as humans sometimes experience in the course of living our lives.

This book is a manual of excellence for anybody who dares to dream of conquering the world in

which they exist. From conquering your business world to living your day to day life, this book will show you simple rules you need to adopt and make a part of your everyday life to enable you live a life of excellence. In writing this book, I have not set out to present myself as a Mr. Know-It-All; but to present in details my personal experiences as I courageously pursued my own dreams as well as the experiences of well-known great achievers.

Also, I chose to make every topic as brief as possible to enable my readers grasp quickly the point I'm making without boring them. The idea is to give my readers the leverage and let them do the running themselves. I believe that's the best way of teaching or mentoring anyone to success. The rules are spelt out clearly and richly spiced up with invigorating stories that should steer anyone from the abyss to the pinnacle of the mountain-top life.

This book's desire is to bring out the best in you as a business person and to entirely change your thought system and rejuvenate your entire life. This book is not all about following principles to achieve success in life and in business but actually living the principles.

# 1

## AN AMAZING START

**T**he day started off well, a beautiful spring morning. The air was cold and the sky calm, with bold blue and white patches. Days like this places a lot of people in a cheerful mood because the tropical regions is known more for its hot weather and blazing sun during the day.

A lot of people went about their daily jobs and hustles feeling relaxed, happy and cheerful but for me, it was totally the opposite. I wasn't even sure what kind of day to look forward to or if at all there was anything to look forward to. As it were, my whole world seemed to be crumbling around me. Nothing was working, I had tried everything, working as a serial entrepreneur from a young age. I had

been a hardworking and meticulous person all my life and just couldn't understand how I managed to get to the point I found myself. I felt like a kind of evil spell was cast on me by some unforeseen forces or how else could anyone explain a situation such as mine.

Later that evening, I stepped out of my apartment and wandered through the streets as the dusk washed blue over the city. By this time, my mind was firmly made up. What was the point of going on if one had nothing to look forward to? I was broke, broken, and absolutely subjugated. I found myself in the desperate situation of having to rely on my family for handouts at my age. For me, I had reached the end of my tethers or rather the end of the road. I had no energy to continue anymore. As I kept walking along the streets, I was totally oblivious of everything going on around me. I only had one thing in my mind and that was the only thing I felt would give me the relief I desperately needed to escape the circumstances I found myself.

Eventually, I walked well past the streets into some secluded area of the city. I found a six-storey building at Balogun Market in Lagos Island. I

climbed to the top of the building and stood there watching from the top. Suddenly as the realization of what I was about to do struck me, my arms started shaking, in fact my whole body started shivering as I began to perspire and beads of sweat broke out on my forehead. At this point, I was dazed and confused and momentarily frozen as my chest tightened, making it difficult for me to breathe. The sharp ringing of my phone which was in my pocket interrupted my thoughts bringing me back to reality. I took out the phone from my pocket and raised it towards my ear. I managed to whisper a barely inaudible hello. ‘Hi’ came the female voice from the other end. It was the voice of a female relative of mine. I listened as she began to speak “Emma, I know you must be going through a lot. I have paid some money into your account to help you sort out things before... she spoke on for a while and by the time our conversation ended, a new kind of hope came into me.

That was several years ago. That day, I was rescued by the unseen hand of fate from the abyss of despair and hopelessness into a glorious new day. I learnt something from that situation and that is

**“no matter how low life takes you, never give up, keep pushing yourself as surely, there’s always a bright light at the end of the tunnel.”** Again, at that point in my lowest state, little did I know that the strong hands of fate were already at work in my favor, shaping the course of events while the potentially great person that I was to become was growing up in one remote corner of my father land. I thought my doom had been sealed that day until fate submitted itself to divine will to inspire my female relative to think about me and, not just thinking about me, but actually reaching out to rescue me.

Another lesson that incident thought me is to be courageous always regardless of whatever blows life throws at you. The single most important quality you need in order to change the course of your life is courage. A great deal of courage. Imagine the feeling of waking up in the morning with pain in the pit of your stomach, pain that stayed with you as you went through the day in a fog, wondering how you could possibly cope, how you could go on, let alone rebuild your life but you did. What enabled you to go on was your courage. When

my female relative sent me some money that day, it wasn't that the money she sent was capable of solving all my immediate problems but suddenly it made me realize that if only I could persevere in whatever difficult situations I found myself, things would always sort themselves out.

In all realms of life it takes courage to stretch your limits, express your power and fulfill your potential and from that point in my life, I chose to be courageous no matter the situation.

I was born in Warri, then Bendel State but now known as Delta State in Nigeria, sub-Saharan Africa in May 1974. . At this time in Nigeria, the country was just emerging out of the throes of a bitter civil war. According to history, the war was as a result of the eastern region of Nigeria seeking to secede from the rest of Nigeria.

Lieutenant Colonel Odumegwu Ojukwu, the military governor of the Eastern region, felt very uncomfortable with the new military head of state, a 32-year-old lieutenant Colonel Yakubu Gowon. To him, Gowon being from the northern parts of Nigeria was an instrument for the imposition of northern interests and hegemony on the rest of the

country. As far as Ojukwu and his people were concerned, the only solution to the crisis lay not merely in removing Gowon but in breaking up from the country and allowing the east a separate existence. This posed the most obvious and direct threat to the existence of Nigeria as a single political entity occasioning various conferences and consultations the climax of which was the one held in Aburi, Ghana by the country's leaders of thought.

The Aburi convention appeared to have solved the problem until its resolutions became a victim of fundamentally divergent interpretations. While Gowon insisted on maintaining the sanctity of the nation's oneness and federal structure, Ojukwu had insisted the Aburi accord permitted confederation and hence secession by any component part that so desired it.

While the controversy raged, Ojukwu went ahead in March 1967 to cut off the federal revenue accruing from the east, set up a judiciary independent of the Federal one in April and declared the east a sovereign state, the Republic of Biafra, on May 30, 1967. Gowon in response splitted the country into 12 states and declared Ojukwu's move

a rebellion while maintaining that the Federal territorial integrity must remain intact. The Federal government then declared “police action” against the east, a euphemism for the commencement of war. The full scale-war lasted 30 months ending on January 14, 1970.

The end of the civil war did not really end the war in ideology but rather gave room for a proper seed of secession to be nurtured and today it is still persisting. The war had held up development in the country. Fortunately for Nigeria, the end of the trauma was the beginning of national prosperity. The country suddenly found itself on the threshold of vast financial resources from increased crude-oil production and sales. In the 1969/70, financial year for example, the total federal government revenue was 435.9million or

17.30 percent of which came from crude oil sales. The picture began to change from the 1970/71 financial year as the contribution of crude oil sale to national revenue climbed considerably. Within five years of the post-civil war, oil had moved up to the commanding height of the nation’s economy, contributing 99.05 percent of the nation’s total revenue.

The nation had stepped out of the hell of civil war into the paradise of oil wealth. Gowon was moved to declare that Nigeria was then at the threshold of what could be a great decade of fast development and modernization.

Apart from the favorable environment brought about by the cessation of war, two other factors contributed to the oil boom. Nigeria joined the Organization of Petroleum Exporting Countries (OPEC) IN 1971, and this created a leverage for her in the international oil market. Then the Arab-Israeli war of 1974 during which the Arab-oil producing nations-imposed embargo on the west created another leverage for the country as it stepped into substitute the Arab nations in the supply of crude oil to the western countries. By the end of 1973, the country was already producing 2.3 million barrels of oil per day. Consequently, development projects sprang up all over the country.

Like bees, Nigerians in the rural areas swarmed the cities to have a piece of the action at close quarters. The rural-urban drift, which was to prove a major disaster to the country several years later, thus began.

# 2

## MY BIRTH

**H**umble at birth but born to be great is my story. No one not even my parents, Mr. and Mrs. Steven Eduru, knew what they were carrying in their hands. To them, I was like any other child born into the family but according to God's plan a 'Moses' has come. At birth, my parents named me Emmanuel, meaning "God with us", and in the years to come, so many significant occurrences in my life seemed to prove that God was definitely with me.

I was the sixth child of my father and the second of my mother. Invariably, there is a stint of polygamy in my background although my father never

had two wives at the same time. One came in and the other left.

I was born into a family that was doing well and Life was good until my dad took ill when I was about nine years old and that illness almost took his life. He stayed ill for about a year plus and lost his business completely and he was getting older. After the illness, he lost out on competitive jobs which kind of relegated him to a semi-retired state. Also, the return of the military to power during that time kind of sealed his fate as the system of giving jobs changed. It was no longer the due process as practiced under the democratic system of government. At this point, my mum was getting support from her own family to keep the family going with her petty trading and also supporting her children. She was taking charge and supporting my dad as well. My dad owned houses and we were collecting rent from tenants and that also helped. All through my School years, and because my mum was supporting us, it wasn't really visible that things were wrong financially.

At the tender age of five, I got enrolled at Olodi Primary School A' in Warri. Although, I was meant

to start primary school at the age of six but at five, I looked bigger than my peers and could pass for a much bigger boy and got away with starting primary school at that age. I didn't attend early years or pre-school as it is called these days but straight to the primary level. As a fast learner, I got a lot from my elder brother who attended pre-school and used all I got as a stepping stone without having to go through the same process.

My growing up years were filled with memories I cherish so much. To me, they were days I would refer to as magical days. We played in the sands and in the rain without ever falling sick. We climbed huge trees to pluck ripe fruits like mangoes, guavas and lots more. We had a lot of adventures going into thick forests for bird hunting, fishing and whatever caught our fancy. We undertook unimaginable risks that upon reflection these days, I shudder at the audacity of kids to undertake risks wrapped with mortal degree. I always wonder whether as children, we are endowed with reserved lives which would encourage us to trade one off. Although our adventures came with its attendant risks those days, I wouldn't trade it off for what obtains these days.

Again, those were days when children could play outside in the rain without the fear of being hurt by some savage neighbors or pedophiles; days when parents could go on road trips with their children without thinking twice about being attacked by some bandits on the highways; days when children would go to school and parents could go to sleep without ever thinking that their children could end up being kidnapped by some warlords. I could just go on and on.

Also, my mum used to run a retail outlet those days where she sold provisions and foodstuffs to augment the family income. Sometimes, I and my elder brother were left alone in the shop when my mum have other pressing things to attend to. There was this particular day, and I wasn't sure what came over us, we invited our friends into the shop and asked them to take whatever they wanted for free. It was unbelievable to our friends as they rushed through items like biscuits, cakes, soft drinks and ate with so much greed in their eyes. While they were still at it, we suddenly heard the sound of my dad's car from the distant and we knew that we were doomed for attempting what we had done. With so

much fear in their eyes, our friends and other kids from the neighborhood took to their heels leaving us to face the wrath of our dad's fury for the mischief we had gotten ourselves into.

As kids, our instincts are raw and not tempered by all the pros and cons and second guessing that take over our adult lives. But we suffer the consequences and that's how our simple, childish decision-making evolves to a layered complexity. One thing I learned from our ordeal and which guides me as a parent today in dealing with my children is that as a parent, **“teach your children all they need to know but never expect too much from them”**. This is because children would always be children and must exhibit that childish fantasy that is inherent in them.