

THE POWER GRADIENT

Inspiring Future Entrepreneurs

Growing a Greener You

Growing a Greener You is a Lagos-based solo marketing service that helps solopreneurs and founders boost visibility and trust on LinkedIn through personalised content, branding, and engagement strategies.

Key Takeaways

Start Scrappy

Great journeys often begin in uncertain moments, use what you have and where you are to create momentum.

Prove First

Sometimes offering value before asking for payment is the fastest way to earn trust and credibility.

Fuel from Faith

Belief from even one person can become the push you need, surround yourself with voices that affirm your vision.

Fear Signals

Fear isn't a flaw, it's a sign you're growing; meet it with action instead of avoidance.

Study Success

Rather than copying, follow those ahead of you to learn patterns, avoid pitfalls, and find your edge.

Map the Hustle

Ambition needs direction, move with strategy, not just effort, to avoid burning out without a breakthrough.



Connect with Victor Iyanuoluwa:

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Meet Victor Iyanuoluwa

Welcome to this week's edition of The Power Gradient. In this issue, I'm excited to share the inspiring story of Victor Iyanuoluwa, a gifted copywriter and personal brand strategist whose journey into entrepreneurship began not in a boardroom, but in the quiet uncertainty of the COVID-19 lockdown. At just 18, Victor found himself restless and eager for purpose. With no formal background in business, he turned to copywriting as a way to channel his energy and earn an income. Two years later, he made a strategic leap to LinkedIn, where he began building a personal brand that now connects him with global clients and amplifies his voice as a creative entrepreneur.

From Teacher to Entrepreneur

Before launching his entrepreneurial career, Victor's first professional role was as a teacher a job that may seem unrelated to branding or copywriting, but one that proved invaluable. Teaching honed his communication skills, sharpened his empathy, and gave him the ability to present complex ideas clearly, a foundation that would serve him well as a storyteller and strategist. But it was the unique circumstances of the pandemic that pushed him to act. With schools closed and time stretching endlessly ahead, he recognised a choice: sit idle or do something meaningful. He chose the latter, venturing into the world of copywriting. Over time, he began to attract small gigs, refine his skills, and see the early signs of traction. And then, in a bold move, he pivoted to LinkedIn not just to find work, but to build a reputation, grow a network, and let the world hear his voice.

Changing Scripts

Victor's entrepreneurial path hasn't been without obstacles. One of his most persistent challenges was breaking into international markets. As a Nigerian copywriter targeting clients in Europe and the United States, he often faced scepticism not of his skills, but of his location. This led to discouragement and doubt. However, what fuelled his perseverance was the belief others had in him, particularly his girlfriend, one of Nigeria's leading personal brand strategists, who reminded him constantly: "You're a genius copywriter and ghostwriter. Businesses need you because you understand your craft deeply." Those words became more than encouragement, they became fuel. One of the most pivotal experiences came when Victor decided to work for a client free of charge, determined to prove himself. Six months later, that client had made \$30,000 in sales. That moment didn't just validate his talent, it gave him the confidence to stop second-guessing himself and start claiming his space.



The Missing Piece

When asked what he'd share with aspiring entrepreneurs, Victor with humility and honesty says that "Fear is normal," he says. "It's what makes you human." Rather than pretending it doesn't exist, he suggests confronting it directly. In his view, fear isn't a flaw it's a signal that you're doing something brave. Instead of avoiding that fear, he met it head-on by taking a risk that paid off. He also credits his progress to two key strategies: first, finding five people in his niche who had already walked the path, and learning from their successes and failures; and second, intentionally seeking challenges big enough to force growth. These aren't abstract philosophies, they are actionable lessons that helped him go from unknown freelancer to respected personal brand builder.

Words to Guide your Journey

Reflecting on his journey so far, Victor wishes he had stopped letting fear control his decisions sooner. "I realised I was Hulk, and my fear was like a twig," an analogy that perfectly captures the sometimes heartbreaking truth about how much power we give to our doubts. Today, he moves differently: with intention, with strategy, and with confidence rooted in experience. His parting advice is simple and profound: Keep going but don't move blindly. Move with strategy, with vision, and with a map. Ultimately as hustle without direction can quickly turn into chaos.