

How I Made 5 Million Naira in Web Design and \$1,500 from International Clients in One Month – And How You Can Too!

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Client Story: From Doubt to Trust and Over 3 Million Naira in Two Months

Let me share a real-life example of how my strategy has helped me not only gain a client but also build a long-term relationship that has resulted in **over 3 million Naira in business** in just two months.

A few months ago, a potential client reached out to me after watching one of my **free video tutorials** on Facebook. The tutorial, which focused on building a **crypto wallet website**, caught his attention because he was in the process of starting a cryptocurrency business and needed a professional website to handle transactions and user accounts.

After watching the Facebook video, he was intrigued by the simplicity of my approach. So, he took the next logical step and **searched for the same tutorial on YouTube** to watch it again. He was impressed by the clarity of my explanations and the **no-code solution** I provided, but there was one problem—he was still uncertain about whether to hire me or not.

For a week, he continued to watch my **WhatsApp status updates**, carefully monitoring my posts. During this time, I consistently shared updates, success stories, and content that showcased my work, reinforcing my expertise.

Despite his initial fear and hesitation, something started to shift. The more he saw me **demonstrating value and sharing tips**, the more he became confident in my abilities. After a week of monitoring, he finally decided to **leave his previous web designers** behind and **contact me**. He was ready to move forward with the project.

In our first conversation, I could tell he was a bit skeptical, but I assured him that his satisfaction was my top priority. We discussed the details of the **crypto wallet website** he wanted, and I gave him a clear roadmap for how the project would unfold. He was impressed by my transparency, professionalism, and commitment to **delivering a high-quality website**.

As a **first-time client**, I knew I had to **over-deliver** to win his trust. I went above and beyond, ensuring the website was not only functional but also **secure** and **user-friendly**. Once the project was completed, the client was thrilled with the outcome.

But here's the twist—since that first project, he has entrusted me with more work, and over the past two months, he has paid me **more than 3 million Naira** in total for additional projects.

This is the power of building trust, offering value, and nurturing relationships over time. By consistently providing **free content** and showing **social proof**, I was able to turn a hesitant client into a **long-term partner**.

Introduction

Welcome to this exclusive training where I'll be revealing the **strategies that helped me generate 5 million Naira from web design projects and \$1,500 from international clients**—all in the month of June 2025 alone. If you're in the website design business, or you're looking to get started, you are in the right place. I'm Ajayi Adebayo, a **Full Stack Web Developer, AI Expert, and Cyber Security Expert**, and in this guide, I'll walk you through a **new, highly effective strategy** that isn't available anywhere else, and has been the key to my success.

This isn't about traditional methods that everyone talks about. It's a fresh, innovative approach that leverages simple yet powerful tactics to get clients knocking on your door. You'll learn how to build a sustainable, lucrative web design business that consistently brings in income, just like I've done.

By the end of this guide, you'll understand the exact methods I used, and how you can start applying them to make the same amount of money every month from your own website design business.

Step 1: Offer Free Resources (Lead Magnets)

One of the best ways I've been able to attract web design clients is by offering **free video tutorials** on platforms like **YouTube** and **Facebook**. You may be wondering, "Why give away valuable content for free?" The answer is simple: **free content helps you build trust** with your audience, establishes you as an expert, and, most importantly, creates an **ongoing relationship** that can later convert into paying clients.

When I first started, I created a video series titled "**How to Design a Bitcoin Investment Website Without Writing a Single Line of Code**". This tutorial was targeted at people interested in starting their own Bitcoin investment platforms but didn't have any coding experience. I broke down the entire process in simple steps and used **visual aids** to make it easy to follow. This content proved to be incredibly valuable for those who didn't know where to start.

The secret here is that **offering valuable resources upfront** positions you as an authority and a go-to person in your niche. It takes away the **fear of unknown**, which many potential clients have when hiring a web designer. They feel confident working with you because you've already provided them value for free.

When creating your **free tutorials**, it's essential to:

- **Focus on your niche:** Identify the type of websites you specialize in (Bitcoin investment websites, eCommerce, blogs, etc.) and offer tutorials around these topics.
- **Keep it simple:** Don't overcomplicate the tutorials. Show them how easy it can be to build a website, even without coding skills. This lowers the entry barrier for beginners.
- **Be solution-oriented:** Focus on solving specific problems or needs that your audience faces. The more practical and helpful your content is, the more trust you'll build.

Once you have your tutorials ready, **always include a call-to-action (CTA)** in the videos, encouraging people to contact you for custom web design solutions. You can also **link to a landing page** where they can sign up for more advanced tutorials or book a free consultation.

Step 2: Run Facebook Ads to Targeted Audiences

Offering free tutorials is just the first step. To ensure that your content reaches the right people, **Facebook ads** are an excellent tool. But it's not about running random ads—it's **about targeting the right audience** with the right message. Here's how I do it:

A. Crafting Effective Ad Copy and Captions

The caption in your Facebook ad is incredibly important. It has to grab attention and make the viewer feel like they can't miss out on what you're offering. Here's an example of what I've used in the past:

- **“Want to Build a Bitcoin Investment Website with No Code? Learn How in This Free Tutorial!”**
- **“Building a Bitcoin Investment Website Is Easier Than You Think! Watch Our Free Tutorial and Start Today!”**

You want to make sure your caption highlights **the problem your audience is facing** and the **solution you're providing**. Use simple, clear language that's easy to understand.

B. Targeting the Right Audience

Facebook's ad targeting allows you to be **very specific** about who sees your content. This is one of the most powerful aspects of Facebook ads. I highly recommend targeting:

- **People interested in Bitcoin or cryptocurrency:** Facebook allows you to target people based on their interests. So, I target people who are actively involved in the cryptocurrency space, as they're more likely to be interested in a Bitcoin investment website.
- **Entrepreneurs or small business owners:** Many of my clients are entrepreneurs who want to launch their own websites but don't have the technical skills.

- **Aspiring web developers:** There's a large audience of people who want to learn web development without investing too much upfront, and offering free tutorials appeals to them.
- **Target geographically:** For local clients, I target those based in Nigeria and nearby regions. For international clients, I target English-speaking countries where web design is in demand.

C. Running the Ads

Once the video is ready and the targeting is set, I run the ads. **Consistency is key** here. I don't just run ads for a few days—I keep them running for an extended period to ensure that I reach as many people as possible. This consistency builds trust with your audience over time. I typically **set a modest daily budget** and monitor the performance to optimize results.

D. Retargeting Engaged Users

Facebook ads give you the ability to **retarget users** who have interacted with your content. For example, if someone watched 50% of your video, you can run a **retargeting campaign** to remind them about your services. This helps to further nurture the relationship with potential clients.

When running ads, **focus on just one message or service**. For example, if you're offering a free tutorial on building a Bitcoin investment website, your ad should focus solely on that. Don't overwhelm your audience with too many offers.

Step 3: Build Your Personal Brand

Creating free resources and running ads is just one part of the equation. The key to attracting clients consistently is building a strong **personal brand**. When clients know who you are, what you stand for, and how you can help them, they're more likely to trust you and hire you.

Step 4: Offer Free Consultations

Once your tutorials have attracted attention, offer a **free consultation** to further engage with potential clients. The goal is to establish a **personal connection**, understand their needs, and show them how you can solve their problems. A free consultation allows you to showcase your expertise and gives them a reason to hire you.

Step 5: Use Testimonials and Social Proof

Social proof is a powerful tool. After working with your clients, ask them for **testimonials** that you can use in future tutorials, ads, or on your website. Sharing these positive experiences will help build trust with future clients and make them more likely to hire you.

Step 6: How This Strategy Can Help You Achieve the Same Success

By following the steps I've outlined in this guide, you can create a predictable system that generates consistent income. I've proven that offering free value, using Facebook ads strategically, and building trust can lead to long-term success. In just two months, I've earned over 3 million Naira in additional projects from a single client, all by applying these strategies.

Conclusion: Your Path to Financial Freedom Through Web Design

Web design is not just about creating beautiful websites—it's about building a **sustainable business**. By offering value upfront, targeting the right audience with ads, and building a strong personal brand, you can generate consistent leads and make money month after month.

I've shown you my strategy, and now it's your turn to apply it. If you're ready to start making money like I did in June—**5 million Naira locally** and **\$1,500 internationally**—then start implementing these techniques today!

About the Author:

Ajayi Adebayo is a **Full Stack Web Developer**, **AI Expert**, and **Cyber Security Expert**. With years of experience in the tech industry, he has helped numerous clients build secure and functional websites. This month of June, Ajayi made 5 million Naira from web design services and \$1,500 from international clients. He now shares his proven strategies to help others succeed in their web design business. You can contact him directly at **+2347067116962** or visit his website for more details.

Ready to Start?

If you want to learn more or need personalized advice, don't hesitate to reach out. My strategy is unique, and it's only available through me. Let's work together to help you achieve the same success I've had. Start applying these methods today and watch your web design business grow!
