PLAYSTORE AFRICA

THE BEGINNER'S GUIDE TO AI AUTOMATION & ONLINE BUSINESS

Practical Step-by-Step Methods for Affiliate Marketing, Social Media Marketing, and Fintech/VTU Services

By Dele Paragon | PlayStore Africa

A practical beginner's handbook | Nigeria-focused examples | Smartphone and computer friendly

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WELCOME: HOW TO USE THIS E-BOOK

This e-book is designed for beginners who want to understand practical online business models and digital services. You can study one chapter at a time, follow the checklists, and practise using a smartphone or computer. Some tasks, including payment-provider onboarding and business account setup, may require an adult or legally eligible account holder.

A realistic note about income

Online income is not automatic or guaranteed. Results depend on the product, demand, trust, pricing, quality, marketing, competition, platform rules, and consistency. Any naira figures in this book are examples for planning, not promises. Never borrow money or spend money you cannot afford to lose based on an income claim.

The four pathways

- Learn about Dele Paragon's AI, ICT, website, mobile app, media, POS, and training services.
- Promote digital products through affiliate links and earn the commission assigned to each eligible sale.
- Provide social media marketing support using legitimate, platform-compliant services and transparent reporting.
- Offer airtime, data, bill payment, and other supported VTU services through a reputable provider, or study what it takes to operate a compliant platform.

A simple learning routine

1. Read one section and write down the key terms.
2. Complete the practical task before moving to the next section.
3. Keep records of costs, customer enquiries, sales, refunds, and time spent.
4. Review progress weekly and improve one thing at a time.

CHAPTER 1: DELE PARAGON AI AUTOMATION SYSTEM FOR BUSINESSES

Dele Paragon is presented as an ICT and digital solutions professional focused on AI tools, automation, website and app development, digital media, business systems, and practical training. The aim is to help businesses make information easier to access, improve customer communication, and use technology to organise everyday work.

Who can benefit?

- Small and medium businesses that need a website, online catalogue, booking form, or customer enquiry system.
- Schools and training centres that need a website, course information, registration workflows, or computer-based testing.
- Churches, broadcasters, community organisations, and creators that need online radio, TV, video, or content platforms.
- Shops and service businesses that need sales records, inventory tracking, receipts, and reports.
- Entrepreneurs and students who want practical training in AI, digital marketing, graphics, web development, or freelancing.

Services explained in plain language

- AI chatbots and customer support automation: a website assistant can answer common questions, guide visitors to relevant pages, and collect enquiry details. Answers should be checked and the bot should direct sensitive or unusual questions to a human.
- AI-assisted content: tools can help draft social posts, marketing copy, images, videos, voice content, and ideas. Review accuracy, rights, and brand tone before publishing.
- Website and e-commerce development: business websites, blogs, online catalogues, booking flows, landing pages, and online stores designed for mobile users.
- Mobile apps and web applications: customer-facing Android/iOS planning, dashboards, portals, and API-connected tools depending on project scope.
- Online radio, TV, and social media TV: branded streaming and content platforms for broadcasters, churches, organisations, and creators.
- POS and business management systems: sales and payment records, inventory, debtor history, receipts, staff roles, and reports where the selected system supports them.
- VTU and billing platform development: digital services such as airtime, data, supported utility bills, and examination PINs through an authorised provider.
- CBT and education technology: computer-based test setup, school portals, learning pages, and registration workflows.
- Graphics, video editing, digital marketing, and SEO: visual branding, campaign content, website discoverability, and audience communication.
- Training: website development and design, Android app development, cybersecurity awareness, computer appreciation, software development, e-commerce, digital marketing, graphics design, AI tools, and freelance/online business skills.

Digital hub and web applications

The following pages are useful starting points. Features, prices, and availability can change, so open the page and confirm the current offer before making a purchase or promising a client a feature.

• Dele Paragon main website - Main brand website and service discovery.

- AI & ICT Services - Service catalogue covering AI, digital products, media, POS, websites, apps, and training.
- Training catalogue - Training areas and ways to request training.
- Portfolio and capabilities - Examples of solution categories and project capabilities.
- PlayStore Africa digital hub - Digital service hub with SMM, VTU/billing, apps/software resources, and other digital offerings.
- PlayStore Africa Academy - Digital skills learning and course information.
- Selar product store - Browse digital products offered through the PlayStore Africa store.
- Remote jobs hub - A page to explore online business and remote-work resources; verify each opportunity independently.

How to explain the value to a business

1. Ask the owner what takes too much time: answering repeated questions, recording sales, taking bookings, publishing content, or handling enquiries.
2. Choose one problem to solve first. Avoid selling a complicated system before understanding the need.
3. Describe the proposed result in plain language. Example: “A mobile-friendly website with your services, location, opening hours, and WhatsApp enquiry link.”
4. Agree on scope, timeline, payment milestones, content needed, hosting/domain responsibilities, support, and what is not included.
5. Test the system on a phone and computer, correct errors, and show the client how to use it.
6. Ask for feedback and permission before using the project as a public case study.

Practical task: write a one-page offer

Choose one type of customer, such as a school, salon, shop, church, clinic, or broadcaster. Write: (1) the problem, (2) the service you propose, (3) three features, (4) what the client must provide, (5) how to contact you, and (6) a clear note that the final price depends on the agreed scope.

> Sample positioning: “Dele Paragon helps organisations use AI, websites, apps, digital media, and business software to communicate with customers and organise daily work. Tell us the problem you want to solve, and we can discuss a suitable solution.”

CHAPTER 2: MAKE MONEY ONLINE WITH AFFILIATE MARKETING

Affiliate marketing means recommending a product using a unique tracking link. If a customer buys through that link and the sale qualifies under the seller's rules, the affiliate may receive a commission. Your job is to help the right people discover a product that genuinely fits their needs.

Understand the 25% commission example

This guide uses 25% as the commission example requested for the PlayStore Africa referral offer. Confirm the current rate, eligible products, refund rules, and payout terms before promoting. The commission rate can vary by product or programme.

Eligible sale amount	Illustrative commission at 25%
■2,000	■500
■5,000	■1,250
■10,000	■2,500
■20,000	■5,000

For example, eight eligible sales of a ■10,000 product at a 25% commission would produce ■20,000 in gross commission (8 × ■2,500). This is arithmetic, not a promise that eight sales will happen every day. Refunds, failed payments, fees, or programme rules may affect actual payouts.

Step-by-step: get ready

1. Open the PlayStore Africa product store: https://selar.com/m/playstoreafrica and browse the products currently available.
2. Select a product you understand and can honestly recommend. Read the product description, price, audience, delivery method, and refund/support policy.
3. Ask the store owner or programme administrator how to join the referral programme and confirm whether you will receive a unique tracked link. Do not use a general store URL as though it were your personal tracking link.
4. Read the commission and payout terms. Confirm what counts as a sale, when commission becomes payable, and what happens if a buyer requests a refund.
5. Set up your permitted payout details using the platform's official account process. Never share your password, one-time code, or banking PIN with a supposed affiliate manager.
6. Copy your unique referral link and test that it opens the correct product page. Keep a record of the product and link.

Step-by-step: promote without spamming

1. Describe the problem the product solves.
2. Explain who it is for and who may not need it.
3. Share a useful tip, short demo, sample lesson, or honest review where available.
4. Include a clear call to action and your tracked link.
5. Disclose that you may earn a commission if someone buys through your link.
6. Answer questions truthfully. Never invent testimonials, earnings screenshots, scarcity, or product features.
7. Review clicks and confirmed sales if the platform provides analytics. Improve your message based on evidence.

Sample social media post

“Looking for a practical digital resource to help you learn or work more effectively? I’m sharing this product because it may be useful for people interested in [specific topic]. Read the details, check whether it suits your needs, and decide before buying: [INSERT YOUR UNIQUE AFFILIATE LINK]. I may earn a commission if you purchase through my link.”

A weekly beginner plan

- Monday: learn the product and write down five common customer questions.
- Tuesday: publish one educational post that solves a small problem.
- Wednesday: create a short demonstration or carousel with clear, accurate information.
- Thursday: answer genuine questions and improve your product explanation.
- Friday: share a reminder with your audience, without repeated unsolicited messages.
- Saturday: review link clicks, enquiries, and sales; note what worked.
- Sunday: plan next week and rest.

Mistakes to avoid

- Promising a fixed daily income or saying everyone will make money.
- Buying through your own link when the programme prohibits it, or creating fake orders.
- Posting the same link repeatedly in unrelated groups or sending unsolicited bulk messages.
- Promoting a product you have not checked or making claims the seller cannot support.
- Paying an unofficial person who promises guaranteed commissions or guaranteed sales.

• PlayStore Africa product store - Browse available products and select a relevant offer.

• Selar affiliate access guide - Official general instructions for accessing Selar’s affiliate marketplace.

• Selar affiliate selection guide - Official guide to choosing products and obtaining affiliate links.

CHAPTER 3: SOCIAL MEDIA MARKETING BUSINESS

A social media marketing business helps people and organisations improve their online presence. Services can include content planning, profile optimisation, short-form video editing, community management, ad campaign support, analytics, and arranging approved promotional services.

Choose a business model

- Service reseller: a customer pays you for a defined service and you fulfil it through a provider after checking quality, terms, delivery times, and platform compliance.
- Social media manager: you plan content, publish approved posts, reply to comments, and report performance.
- Content studio: you create graphics, captions, short videos, and content calendars.
- Own SMM website: customers create accounts, select services, place orders, and pay through your website. This requires technical setup, provider/API arrangements, support, security, and clear terms.

About the PlayStore Africa SMM page

Visit the PlayStore Africa SMM page to review current services and requirements: https://www.playstoreafrica.com.ng/smm/newsmm. Service availability, delivery estimates, pricing, and platform policies can change. Read the current terms before accepting a customer's money.

Important quality and platform rules

Do not promise viral reach, permanent followers, or guaranteed sales. Some platforms restrict artificial engagement, purchased followers, or inauthentic activity. Before offering a service, check the relevant platform's current rules. Prefer services that build genuine audiences, such as content strategy, creative production, audience research, accessible captions, community engagement, and compliant advertising.

Step-by-step: start as a service provider

1. Pick a niche, such as local shops, food vendors, schools, creators, or service professionals.
2. Create three sample pieces of work: a post design, a short video, and a one-week content calendar. Label sample work clearly.
3. Write a simple service menu with deliverables, turnaround time, number of revisions, price, and what the client must supply.
4. Ask the client about their audience, business goal, preferred tone, offer, and any restrictions.
5. Get approval for content before publishing. Use account roles or official permission tools rather than asking customers to send passwords.
6. Track meaningful results such as reach, saves, clicks, enquiries, and sales where available, not just follower count.
7. Send a short report and agree on the next improvement.

Simple pricing exercise

Set a price from the work required, not from a promise of results. For example, estimate the hours for content planning, design, revisions, scheduling, and reporting. Multiply the hours by your chosen hourly rate, then add legitimate costs. Write down exactly what the package includes. The amounts below are a worksheet, not market-rate advice.

Work item	Your estimate
Planning and research	___ hours × ■___
Design or video creation	___ items × ■___

Work item	Your estimate
Scheduling and community support	___ hours × ■___
Tools/provider costs	■___
Total quote	■___

Step-by-step: plan an SMM website

1. Define the service catalogue and confirm each provider allows resale or API integration.
2. Choose a domain and reliable hosting, and use HTTPS.
3. Create clear pages for services, pricing, terms, privacy, refunds, support, and contact details.
4. Use a reputable payment provider and never store customers' card details yourself.
5. Build order status, receipts, support tickets, and an admin review process.
6. Test small orders, failed payments, refunds, duplicate submissions, and mobile navigation before launch.
7. Publish realistic delivery estimates and make clear that third-party platform changes may affect results.
8. Monitor provider performance, protect customer data, and keep backups and logs.

Customer message template

"Thanks for contacting us. Please tell me which platform you use, your business goal, your target audience, and the service you need. I'll explain the deliverables, price, estimated timeline, and any platform limitations before you pay. I cannot guarantee viral reach or sales, but I can provide the agreed work and report measurable results."

- PlayStore Africa SMM page - Review currently listed social media marketing services.
- PlayStore Africa home - Explore the wider digital hub and contact information.

CHAPTER 4: FINTECH & VTU SERVICES BUSINESS

VTU means Virtual Top-Up. A VTU reseller may help customers buy airtime, mobile data, electricity tokens, supported TV subscriptions, examination PINs, or other services available from an authorised provider. The exact catalogue depends on the provider and current agreements.

Two ways to begin

- Resell through an existing provider: use an established platform, learn its fees and settlement rules, and start with a small, affordable test budget.
- Build your own VTU website: integrate with a legitimate aggregator or service provider, implement secure payments and transaction reconciliation, and provide customer support. Owning a website does not automatically mean you own the underlying telecom or utility infrastructure.

Step-by-step: begin with a provider

1. Compare providers using documented service coverage, transparent fees, transaction success rate, support responsiveness, refund policy, settlement process, and legal/business requirements.
2. Check identity and business verification requirements. A parent or guardian may need to manage accounts and payments where age or provider rules require it.
3. Read the terms, privacy policy, and dispute process. Do not rely only on a promoter's claims.
4. Fund only an amount you can afford to have temporarily tied up while learning. Never use money needed for food, school, transport, or essential bills.
5. Test a low-value transaction for a service you understand. Verify the recipient details before confirming.
6. Record the transaction reference, amount paid, provider cost, customer payment, status, and any support ticket.
7. Explain delays clearly. Do not tell a customer a transaction succeeded until the provider confirms it.
8. Reconcile your wallet and transaction records daily.

Understand the numbers

Example only: if a service costs you ■950 from the provider and you sell it for ■1,000, the gross margin is ■50 before other expenses. If you complete 20 similar transactions, the gross margin is ■1,000. Actual margins vary, and payment charges, failed transactions, refunds, taxes, data costs, and support time can reduce profit.

Example transaction	Amount
Customer pays	■1,000
Provider cost	■950
Gross margin before other costs	■50
Payment or operating costs	■___
Estimated net profit	■___

How to operate your own VTU website

1. Research the target customers and the services they actually need.
2. Choose a reputable VTU aggregator and request official API documentation, pricing, uptime information, support process, and reseller permissions.
3. Register the business and complete the provider's required verification before going live.

4. Choose a secure hosting setup and use HTTPS. Keep API keys on the server, not in browser code or public repositories.
5. Build user registration, wallet ledger, transaction references, service catalogue, receipts, support, and an admin dashboard.
6. Use a reliable payment gateway and verify payment server-side before crediting a wallet. Do not trust a browser redirect alone.
7. Make wallet credits and debits idempotent so a repeated callback cannot credit or debit a transaction twice.
8. Use clear transaction states such as pending, successful, failed, and reversed. Reconcile provider reports against your own ledger.
9. Protect personal data, restrict staff permissions, log important admin actions, and back up the database.
10. Test success, failure, timeout, duplicate callback, refund, and reconciliation cases before accepting public orders.
11. Publish pricing, terms, privacy policy, support contacts, and a fair dispute process.

Customer service rules

- Ask customers to check phone numbers, meter numbers, account identifiers, and service types before payment.
- Never request a customer's PIN, password, one-time code, or full card details.
- Keep transaction references and provide receipts.
- Do not use customer wallet funds for personal spending.
- Maintain enough records to resolve disputes and explain reversals.
- Do not advertise a service until you have verified that the provider supports it.

A simple daily operating checklist

- Check provider status and wallet balance.
- Review pending transactions and investigate delays.
- Confirm that customer payments match orders.
- Reconcile completed, failed, and reversed transactions.
- Respond to support messages and record unresolved cases.
- Review costs and margins before changing prices.
- Back up records and secure admin accounts.

- PlayStore Africa digital hub - Visit the platform to explore current VTU and billing options.
- Contact PlayStore Africa - Use official contact details to ask about services, onboarding, and support.

CHAPTER 5: BUILD YOUR FIRST 30-DAY ACTION PLAN

Week 1: learn and choose

- Choose one pathway first instead of trying to launch all four at once.
- Read the relevant official pages and note current requirements.
- Identify one customer group and one problem to solve.
- Create a notebook or spreadsheet to track costs, tasks, leads, and outcomes.

Week 2: prepare a small offer

- For affiliate marketing, select a suitable product and confirm your unique link and commission terms.
- For social media services, create sample content and a clear service package.
- For VTU, compare providers and understand wallet funding, refunds, and transaction tracking.
- For digital services, write a one-page offer and prepare a small portfolio.

Week 3: test with feedback

- Share useful information with people who are likely to benefit, without spamming.
- Ask for feedback and correct confusing explanations.
- Test links, forms, payments, receipts, and customer communication before scaling.
- Record actual outcomes rather than relying on memory.

Week 4: review and improve

- Calculate revenue, direct costs, other expenses, and net result.
- Identify the strongest source of enquiries or sales.
- Improve one weak point, such as product explanation, response time, or record keeping.
- Decide whether to continue, adjust the offer, or pause. Do not scale a process that is losing money or harming customers.

Simple business tracker

Date	Activity	Cost	Revenue/commission	Status/notes
____	____	■____	■____	____
____	____	■____	■____	____
____	____	■____	■____	____
____	____	■____	■____	____

Final message

A sustainable online business is built through useful products, honest communication, careful records, reliable delivery, and continuous learning. Start with one manageable service, practise until you can explain it clearly, protect customer information, and make decisions based on real results.

Official links directory

• Dele Paragon main website - Open this page for current information.

- Dele Paragon AI & ICT services - Open this page for current information.
- Dele Paragon training - Open this page for current information.
- Dele Paragon portfolio - Open this page for current information.
- PlayStore Africa - Open this page for current information.
- PlayStore Africa SMM platform - Open this page for current information.
- PlayStore Africa VTU and billing - Open this page for current information.
- PlayStore Africa Selar product store - Open this page for current information.
- PlayStore Africa Academy - Open this page for current information.
- Contact Dele Paragon via WhatsApp - Open this page for current information.
- Selar affiliate information - Open this page for current information.
- Selar affiliate links guide - Open this page for current information.

Prepared as educational material. Confirm current prices, platform terms, commissions, service availability, and legal requirements before making business decisions.