Before You Start A Bulk SMS Business

Candid Revelations of a Successful Nigerian Bulk SMS Business Owner About The Challenges and Rewards of Bulk SMS Business In Nigeria

By Edwin A. Joel
Founder, 5star SMS (www.5starsmsng.com)
Dear Nigerian bulk SMS business upstart,

It’s a good thing you want to start a bulk SMS business because it offers passive, recurrent income. That is, you don’t really have to be physically present to make money and the money comes in repeatedly from the same customers.

It’s like doing the work once and getting paid every day... for life! Isn’t that the dream of many people?

But bulk SMS business could also be one of your worst nightmares if you don’t know what I’m about to tell you!

Listen, Before You Start a Bulk SMS Business...

Understand that a bulk sms WEBSITE is NOT the same thing as a bulk sms BUSINESS. Just because you have someone build a bulk sms website for you doesn’t mean you own a bulk SMS business.

Let me put it bluntly, your failure is GUARANTEED if you think that just owning a bulk SMS website and running a couple of Google Ads online will deliver the dreams you dreamt about when you decided to start a bulk SMS business.

Hang on to that thought while I credentialize myself and explain why not knowing the difference between a business and a website, and thinking they are the same thing can hurt you really, really bad.

Who the Heck is Edwin and Why Listen to Him?

First off, I’ve been understudying the bulk SMS industry in Nigeria for the past two years. And I can beat my chest and say I understand the customers, the competition, the marketplace, the suppliers, and the tools more than anyone else.
To the angst and surprise of my employees I have spent a fortune on phone bills talking to each and every single customer we win on phone... almost every single day... since I started. My aim has always been to understand how they think, what they really want, what they are saying and what they are not saying so that I could make them do for me what they won’t do for others.

And I have done the same thing to every major foreign bulk SMS gateway supplier in the world. And thanks, too, to the sophisticated tools from the almighty Google and some of the Web’s top competitive tools, I can get the snapshot and heartbeat of the bulk SMS marketplace at any point in time with just a few clicks of the mouse and foresee trends and patterns long before they become obvious to anyone.

Hey, you need only check Google for my results. It’s truly astounding what I’ve done with 5star_SMS in less than two short years. So, ignore me at your own peril!

**Why I Wrote This Report**

Naturally, I don’t like the limelight. I’m the kind of person that likes to work behind the scenes and would rather bite my tongue and keep a sealed lip on issues, but I realize I have a responsibility to discharge.

I realize that (and I also want you to realize that) when people fail in business, they don’t just lose money (even though losing money alone can drive one to the edge of depression and suicide), but they also lose their pride, self-worth, confidence, and the respect of people they care about.

It gets worse if these people have other mouths to feed. Trust me, you don’t want that to be part of your life’s story.
So, people’s success in business (especially bulk SMS business that’s so simple if the right things are done) is such a big deal to me. That’s why I’ve decided to come out of my shell and create the time out of my extremely busy schedule to write this report and give it away for free so that I can enlighten people coming into the industry before they make a serious mistake in their lives. So, pay a closer attention, will you?

How Nigerians Are Approaching Bulk SMS Business the Wrong Way

Nigerians are very predictable. We haven’t learned our lessons. Gosh, don’t people ever really change?

To grasp what I’m about to tell you, please follow me as I take a stroll down memory lane…

You see, when the Internet became popular in the early 90’s, some young men in US were busy building companies like Yahoo! and Google while our own young men here saw it as an efficient tool to scam the whites. They call it Yahoo! Yahoo!

Then those who decided to do something legitimate to earn money online saw the Internet as a get-rich-quick scheme. That’s why we fell so easily to stuffs that clearly showed that they won’t endure – stuffs like Club Freedom, High Yield Investment Programs (HYIP), affiliate marketing, emails reading programs, Google Adsense, work-from-home programs, forex trading, etc.

Today, it hurts me to see Nigerians still wasting their time on Fiverr, ClickBank, gold exchange, and looking for backdoors into PayPal. It’s such a shame. I call it “The classic Nigerian approach to Internet business.”
I know this much because I’ve been there, I’ve seen it all. This year marks 10 years of my doing business online.

Sadly, that’s exactly how those coming into the bulk SMS business are approaching it – they see it more or less as a vehicle to make quick money, they see it as a part-time job. Worse, some even see it as an opportunity to send scam SMS unrestricted!

This get-rich-quick mindset is clear when you search Google for bulk SMS service. You’ll discover that Nigeria is the country with the highest number of bulk SMS websites!

What’s driving this? It’s the dream of making quick money without working hard for it. It’s the so-called ultimate Internet lifestyle that Internet business opportunity charlatans of yesteryears sold to us that ultimately made the charlatans richer while the business opportunity information buyers were left further impoverished.

If you’ve had this opportunist or get-rich-quick mindset, don’t worry, it’s not your fault. When you live in a world where majority of people think and act in the way I just described above (even with some results to show for it), it’s not hard to start believing that that world is your own as well. It’s not difficult to believe that that is the right way to go about it.

**The Things That Alerted Me To This Problem...**

1. **Calls from people asking to partner with me as affiliates**

What this set of people want is for me to create a dedicated space for them on my website so that people can be sending bulk SMS from that space while they charge any price they want and while I sell to them at a reduced price.
Guess what? It’s still the same get-rich-quick, affiliate marketing mindset of the past.

What I usually do is get frank and honest with them. I tell them they are going to work very hard to help me make more money while they make less and they, essentially, are going to help me promote my brand with their time and money and increase my brand value. Then I will ask, “Why not own your own bulk SMS business?”

2. The low price war

Haven’t you seen those 70 kobo bulk SMS adverts all over the place? Any grounded business student will tell you that competing based on price is absolute foolishness except you’re a Wal-Mart with deep pockets to undercut everyone else by the sheer volume of your purchasing power and except that’s also going to be your core pricing model and strategy.

But how could Nigerians understand all these concepts if they’re not approaching it strategically and as a business?

Mark Joyner writes in his legendary book, The Irresistible Offer:

“Some businesses think they can improve their ROI [Return on Investment] by simply lowering their price. It makes sense that by lowering the cost you can improve the value for the customer, but that’s a dangerous game. The economic graveyard is full of businesses who priced themselves out of existence by charging customers too little. You are in business, after all, to make a profit. There are ways to add value to your offer, and therefore to enhance customer appreciation, that do not detract from your own profit margins.”
Now, this is how most Nigerian bulk SMS resellers think: *If I make 25 kobo on every unit of SMS sold and I sell 1 million units, then I can make N250,000 profits.*

But here’s the rub: **98% of Nigerians don’t buy more than 1,500 units of SMS in three months! And the profit in that is less than N700!**

Yep, that’s right, less than seven hundred naira from one customer in 3 months. That’s why most bulk SMS website owners’ main business model is resellership. That is, having resellers under them.

So, don’t be swayed by all those “make N400,000 every month in bulk SMS business.” I laughed when I visited one bulk SMS website recently while doing some competitive research and it advertised, “Rake in N400, 000 every month in bulk SMS business without lifting a finger.”

That’s ridiculous!

Listen, the real challenge in bulk SMS business is building a scalable business that grows to the largest size possible without your direct involvement. Of course, the guys asking to build bulk SMS websites for you will never tell you this. They’re just business opportunity peddlers. They don’t know any better.

Remember, we’re still on the issue of price war. The other day, I was told by a representative of a bulk SMS company in India that we are crazy in Nigeria, that why are we pricing bulk SMS so ridiculously low? Of course, she said it with courtesy.

Another top bulk SMS gateway provider in UK and Sweden told me the same thing! I didn’t know what to say, honestly. At times, I used to think it sucks to be a Nigerian.

But we’re getting there... gradually.
3. Sales trickery

I have seen adverts online for 65 kobo bulk SMS. But when I happily visit their website or call them, they tell me I have to buy at least 1 million units to qualify for that price. (Are you kidding me?)

On top of that, they tell me I have to register with a one-time nonrefundable fee of N10,000 (Oops!).

And as if those insults are not enough, they confuse me with: delivery to GLO is 2 units deduction, delivery to Airtel is 1.8, delivery to MTN is N1.5, and delivery to Etisalat is 1 unit. Who are they fooling, really?

I once wrote about the folly of these adverts. It’s a pure waste of their advertising money. You can read this eye-opening article on 5star SMS blog available at www.5starsmsng.com/blog.

4. Search engine queries for cheapest bulk SMS provider

Nigerians search for the terms: “Cheapest bulk sms provider in Nigeria”, “Cheapest bulk sms reseller”, “Cheapest bulk sms website in Nigeria”, and so on, so much so that Google created a category for the keyword “cheapest” in its keyword database.

What this reveals is still that same old mentality of yesterday. My question is: Is price the main issue or the quality is?

Listen to me, as far as bulk SMS business is concerned, DELIVERY OF SMS is the main issue. If your website cannot deliver SMS consistently, you don’t have a business. Period!
Now, because people are looking for cheap bulk SMS, bulk SMS providers in Nigeria go for cheap SMS delivery routes that get blocked by GSM providers in Nigeria.

Side Note: I’ve even had some customers request that I should allow them to be sending SMS for free! What do you say to that?

5. Me-too websites

I see some bulk SMS websites and I can’t help but fall down and laugh. I see HTML errors, grammatical blunders and misspellings, difficult-to-read fonts, large graphics and slides, cluttered pages, lack of content, promotions of different kinds of products, GSM numbers extractor, non-strategic placements of modules... I could go on and on.

That’s what happens when you pay peanuts to get people to build bulk SMS websites for you. You get monkey websites. That’s what you get when you approach Internet business with an opportunist and make-money-quick mentality.

Now, this next one will surprise you...

6. Google Adsense adverts on bulk SMS websites

Google Adsense shows ads of advertisers on your website based on your content and Google pays you when people click on the ad or view the ad.

In order to increase their revenue, bulk SMS websites in Nigeria integrate these ads on their sites, and because Google show ads based on the content of the website, they show ads of competing bulk SMS websites on these bulk SMS websites!
It often makes me wonder, are we these ignorant? (I’m trying to sound nice here, the word I wanted to use was stupid!).

7. Building bulk SMS websites for others as a business model

You’ve probably seen most bulk SMS websites blatantly advertise building bulk SMS websites for you at just N10,000 and they promise to deliver in 24 hours!

*I dey laugh o*, to borrow the words of former Nigerian president, Olusegun Obasanjo.

For the records, I still wonder how they perform this magic without compromising excellence. An unsuspecting bulk SMS reseller who got “burned” by these people once lamented to me that the person who built a bulk SMS website for him gave him a hosting space of just 150 MB! (I’ve already used the word ridiculous elsewhere in this report, I think disgusting is fitting to describe this one).

I also heard from good authority that these bulk SMS website builders usually lock up the ability for their resellers to use other bulk SMS gateway APIs, so they get stuck with them and buy only from them (whether they are delivering their SMS or not) or else they pay N25,000 to unlock it.

Isn’t very sad the length some people can go to make money in this industry? Indeed, it’s very sad.

Now, the issue is, those guys helping others to build bulk SMS business see it purely as a business model. But the thing is that it is not a sustainable business model and certainly not something anyone should build a business around or bet his lunch money on.
Why? Because it will get to a point where it will peak and everything will come all tumbling down. The last guys standing will be those who build a real business around the core of bulk SMS.

For more on this, I strongly suggest you read my blog post titled, “Bulk SMS Business – Why Building Bulk SMS Websites for People Isn’t a Sustainable Business Model.” Click on the link to read it or visit http://www.5starsmsng.com/blog and search for the term “business model.”

8. Lack of clear differentiation

Well, you have seen it for yourself. With the exception of one or two, can you really differentiate any bulk SMS website in Nigeria from the other? They make the same offer, same price, same ads, have same design… the same everything!

They’re all symptoms of a get-rich-quick mindset. The other day, I discovered seven different bulk SMS websites in Nigeria that shamelessly copied almost all of my site’s content word-for-word. I didn’t know whether to be angry or to be sympathetic.

Put all these happenings and practices together and it’s not difficult to see the mindset of Nigeria bulk SMS business owners (so-called), it’s not difficult to predict their futures.

I hope you’re following me so far. Now, let’s look at the flipside of this report...

You Can Only Succeed in Bulk SMS Business If...
...You approach it strategically and treat it as the business that it is.

Let me repeat that because it’s what you need to understand before you start a bulk SMS business in Nigeria...

You can only succeed in bulk sms business if you approach it strategically and treat it as the business that it is.

It is what will determine whether you will succeed or fail in this business.

I’ve said it before and it’s worth repeating: Having a website just isn’t enough. It’s a starting point.

Now the question is, how do you approach bulk SMS as a business? How do you approach it strategically?

To Approach Bulk SMS Business Strategically and as a Business, Ask Yourself These Ten Questions in The Following Order...

Question #1: Do I have the core skills required to succeed in this particular business and do they align with my strengths?

In every business industry, there are core skills absolutely required to succeed in that industry, bulk SMS business industry has its own. Do you even know what the core skills required to succeed in the bulk SMS business marketplace are?

And very importantly, do they play to your strengths? Your strengths are the combination of your talents, skills, and education. Put them
together and you have something that you can do far better than anyone else... effortlessly.

When you approach this business based on your strengths, you naturally win in the marketplace without even fighting, you get a competitive edge that cannot be duplicated, you attract superstars and partners to work with you and for you to achieve your vision.

I have gotten this far in bulk SMS business because I approached the business from the standpoint of my strengths, two of which is writing and communication. I am a talented writer and a master communicator. I take dry ideas and practically breathe life into them.

While my competitors struggle to write one article a month, I write and publish articles almost every day and I’ve written and published four high-quality ebooks, and still writing two more as I speak. These have given me upper hand in Google and others search engines. I now win customers hand over fist – without fighting!

In addition, I’ve gotten offers from people pleading to syndicate my content. Now, that’s an example of building scalability and leverage I was talking about few pages ago. And I’ve only just begun!

So, it’s CRITICALLY IMPORTANT that you know your strengths, then see if they match with the core skills required to win in the bulk SMS industry.

**Question #2: What’s my vision?**

You’ve probably heard the saying, “Where there’s no vision people perish.” Or to put it specifically, “Businesses without vision perish.”

You need to have a written vision so compelling that you’re ready to sacrifice what’s necessary to achieve it. Without a clear vision, your criteria for making decisions would be arbitrary at best.
Question #3: Who are my target customers?

If you think everyone is your customer, that’s one sign that you’re going to fail! Thinking strategically means defining your ideal customer and having the courage to tell your non-ideal customers to look elsewhere for solutions to their needs.

Question 4: How am I going to make it scalable so that the business doesn’t depend on me to run or succeed?

If you think bulk SMS business is a one-man show, then know that your days in the business are numbered before you even get started.

Question #5: Do I have a business and marketing plan?

I know you have also heard the saying: If you fail to plan then you’ve already planned to fail. In no place is it truer than in bulk SMS business in Nigeria.

Question #6: What is my business model?

What that basically means is that, how do you plan to make money? When I started, I wrote down five different models in my business plan. But my marketplace naturally told me the profitable and sustainable one, so I abandoned the others and focused solely on that one model. What’s yours?

Question #7: What is my pricing strategy?

I need you to understand something that most people don’t understand in business: Your pricing is also part of your core identity. There are at least 6 pricing strategies. What’s yours going to be?
For instance, at 5star SMS, we deliberately don’t come cheap and wouldn’t want to be known as a cheap bulk SMS provider. In fact, we want to be known as an expensive bulk SMS provider because unconsciously, people attach quality to expensive stuffs and that’s what we stand for – QUALITY.

**Question #8: What’s my backend strategy?**

If all you’re going to do is build websites once for folks or do large volume sales, then you’re no better than a tomato seller in Mile 12 market in Lagos. Listen, fortunes are made in the backend, not in the frontend.

Your backend strategy is how you plan to make money from the same customers over and over again.

**Question #9: What are my assumptions and how am I going to establish them?**

What are your underlying assumptions? Why do you want to start a bulk SMS business? Why do you think you will succeed in this business? Why would customers buy from you and not from 5star SMS? Why will customers choose to remain with you?

**Question #10: What are my sources of finance?**

I saved this for the last. Listen, you need money to drive your growth. Don’t let people kid you into believing that you don’t need money. If you’re to succeed in this business, you will need to spend and spend BIG.

Note: That doesn’t mean you can’t start small. But let me tell you something: In the Internet business jungle, those who are willing to do more with more will get more and those who want to do less will end up with absolutely nothing!

*The Law of Resources states that without adequate funding an idea won’t get off the ground.*

**Now, Those Were Not What You Were Thinking As You Prepare To Start Bulk SMS Business, Were They?**

See? That’s what I’ve been saying all along.

Listen, any “fool” can build a bulk SMS website, all you need is a bulk SMS component and a little knowledge of *Joomla*. Wait, you don’t even really need to know those; you can outsource the building of the website. But the REAL ISSUE is what happens after your website is ready.

You get my drift?

Okay, I believe we are now on the same page. Now, let me talk about...

**The Challenges I Have Faced as a Bulk SMS Business Owner in Nigeria**

Truthfully, there have been times I was tempted to quit because of these challenges (most of which were out of my direct control):
1. **Technical problems** – I did have some Joomla issues like my website not sending registration emails to new users, my bulk SMS component crashing, losing my database, hacking, security issues, and all of that. But the moment I hired programmers, it’s no big deal to me anymore.

2. **Online payment problems** – Forget about the lip-service talk of cashless policy by our government, they are not providing the infrastructure needed to support it like it is obtainable in other countries.

My customers find it difficult to pay with their ATM card online even though I’ve set everything right. Sometimes, their bank account is debited when the payment didn’t go through. And when that happens, they naturally swear never to use it again. So, payment processing is one hell of a big problem. How do you go to the bank to pay N500?

3. **Blocked sender ID and non-delivery of SMS by Nigerian GSM operators** – Occasionally, the GSM networks in Nigeria block the sender ID from being displayed, instead they will display just some random numbers for all SMS emanating from the Web.

Sometimes, they will block the SMS from being delivered. And my providers won’t refund the thousands of SMS that were not delivered nor will they resend it. And if messages are not delivered, then where is the business?

And what will you do to an MTN or a GLO that will hurt them? They are big companies that can afford to do as they like to Nigerian bulk SMS resellers and still turn in millions of profits. They don’t care about you.

4. **Scammers activities** – Ever received an SMS telling you that you’ve won N1 billion from an ongoing MTN or Lacasera promo? That’s
what I’m talking about. That’s one of the reasons our GSM networks filter bulk SMS from the Web because half of it is SPAM. And it’s costing these GSM companies millions of naira to deliver millions of SMS every day from the Internet.

More so, I don’t want people to use my bulk SMS platform to scam people, so I usually delete them manually. I have a system in place to alert me when a scam message is sent. But it’s costing me in time and resources.

5. Copycats – Like I said before, bulk SMS websites in Nigeria lack content. 5star SMS seems to be the only website with much original quality content. So, I have attracted copycats who lie in wait for me to put anything online, and then copy me verbatim. And they are not even hiding it. They just remove my website name and personal name and put their names on it claiming as it their own. It’s so repulsive.

So watch it, buddy. If you’re good and successful, they’ll come at you.

That said, let’s get into the good stuff...

The Rewards of Owning a Bulk SMS Business

Apart from the normal perks that come from being your own boss, here are the main rewards of owning a bulk SMS business...

1. Residual income – That is, you do the one-time work of winning a customer and if you serve the customer well, he will continue to spend his money with you once his SMS units are exhausted... for life!

The lifetime value (LTV) of a single customer can be worth N2 million. If you know the amount of time and resources needed to win a
customer in other industries and the customer getting to buy only once, then you’ll appreciate the recurrent model of bulk SMS.

2. Acquisition of time-relevant skills – Personally, I get the reward of learning things I couldn’t have learned if I didn’t get into the business. In addition, I’ve tested many business and online theories, proved some and discarded many.

In short, I’m not the same person I was two years ago, my earning power and experience have increased exponentially. I can never, never look for job again in my life… whether I’m in Nigeria or US?

3. Leverage – Owning a successful bulk SMS business means you own assets both tangible and intangible. Take for instance, your brand. I could leverage on the goodwill of the 5star SMS brand to launch another business.

Here’s another example, my customers refer their friends a lot to buy from 5star SMS without me us even asking them to! Sometimes, I get calls from customers telling me they will refer their friends because of our incredible “5star” service.

Here’s yet another example, I win paying customers every day from Google without being there or doing anything. I don’t own Google, so that means I get customers for free. That’s classic leverage right there.

And here’s a secret: Your best customers will come from Google, because they needed bulk SMS that’s why they went to search Google in the first place.

The phone numbers and emails, too, are almost priceless assets. I mean phone numbers and emails of my customers. We are talking about a list of people who are proven to be action-takers! With the
list I can launch a new business without doing all the hard work over again.

4. Fulfillment – I’m fulfilled knowing that I help people meet their communication needs. I get testimonials from customers who get almost instantaneous response from their SMS communication campaigns and I feel fulfilled.

That’s that with the main rewards. Now, let me share with you the kind of control you have by owning your own bulk SMS WEBSITE.

**Actually, This Report Will Not Be Complete If I Don’t Tell You About This…**

When you have your own bulk SMS website and it is built with SMS Portal Creator (SPC) developed by Afrisoft.

*Side Note:* I give big thumps up to Leke Ojikutu and his Afrisoft team – people like him give me hope for Nigeria. He has practically built a “money-machine” that works and in tune with the latest technologies.

So, I’m just going to go ahead and list the features and benefits as contained on their website: [www.smsportalcreator.com](http://www.smsportalcreator.com)

### SPC FEATURES

**General**
- Compatible with multiple joomla versions (1.5,1.6,1.7 & 2.5)
- Create extensions for more payment gateways with php
- Free mobile version of your site

**Messages**
- Members get automatically credited once they pay through integrated payment gateway.
- View SMS chat history of a particular recipient
- Block any message containing any combination of the admin pre-specified group of words
- Block or replace certain sender IDs from being used on your site.
- Block country codes/networks.
- Improved phonebook record selection on compose page
- Save recipients to new or old address book group while sending message
- Upload recipients with names and numbers
- Save a copy of message being sent as Draft for future use
- Removal of duplicate numbers from recipients before sending sms
- Removal of invalid numbers from recipients before sending sms
- Reformats poorly formatted numbers e.g formats 08081234567 and +447701234567 to 2348081234567 and 447701234567 respectively
- Dynamic Sender ID
- Multiple recipients
- Select individual recipients from address book while sending message
- Select groups from address book while sending message
- Upload recipients from text files or csv
- Accept recipient numbers and names
- Type new message or pick messages from draft folder
- Search sent messages by username, sender ID, message content, status e.t.c
- Cancel pending and scheduled messages with a button
- Resend already sent messages
- View, edit or delete draft SMS
- Automatic cost calculation for SMS orders
- Members can have signature appended to all outgoing SMS messages
- Compose multiple SMS to multiple recipients from excel (Useful for microfinance banks and large organizations)
- Notify member of insufficient credits where required credit exceeds remaining balance
- Schedule a single message to deliver at multiple times (Unlimited scheduling)

**Mobile**
- Use admin features on mobile APP
- Credit members on mobile App
- View Message History from Mobile App
- View Transaction History from Mobile App
- Manage debt and debtors from mobile App
- Change the look and feel of mobile App
Phonebook
- Create unlimited phonebook groups
- Add multiple phone numbers and names to phonebook
- Upload numbers and names from file to phonebook
- Delete a phonebook group and all its records

Transactions
- Payment via VoguePay Naira Payment gateway
- Comprehensive transaction log
- Approve or cancel transaction that have not been paid for or paid through bank
- Search transaction records
- Members can transfer SMS Units

Database Backup
- Automatic database backup
- Specify database backup Interval in hours
- Automatically send successful database backups to a specified email
- Automatically send successful database backups to ftp location
- Manually download database backups from admin settings page
- Backs up entire Joomla database not just SMS tables

Vouchers
- Generate and sell SMS vouchers
- Numeric vouchers (No more alphabet confusion with numbers)
- Voucher prefixing (Use prefix to differentiate vouchers of different denominations)
- Members can credit account with SMS vouchers
- Members can resell sms vouchers

Reports and Analysis
- Export phonebook records for a member or all members for a time period.
- Export Message history for a member or all members for a time period.
- Export transaction records for a member or all members for a time period.
- Export voucher records for a member or all members for a time period.
- Export member records for all members for a time period.
**Member Statistics**
- Fetch all member SMS purchase statistic by date range
- Fetch all member SMS usage statistic by date range

**SMS/Transaction Summary**
- Query SMS summary and frequency for a single member over a time period
- Query transaction summary and frequency for a single member over a time period

**HTTP API**
- Add as many API as possible
- Dropdown option to switch between APIs
- Support for push delivery reports to be viewed by members on your site
- Support to push delivery reports to your reseller’s site
- Prevent Modifications to default API for your resellers (improved)
- SMS Routing (optional) to send different networks/country codes through different APIs
- You get your own SMS API (to give to your own resellers)
- You get your own logcode/shortcode API
- Route different networks/country codes through different API

**Number by location/categories**
You can query your database for numbers by keywords where keywords can be locations, categories, events, entities e.t.c e.g Lagos or youths or wedding or school

**Updating**
- Automatic notification of available updates
- Single button update (no technical knowledge required)
- Alternative manual update
- Lifetime free updates and upgrades (Upgrade to all future versions will be free for Version 3 users)

**Additional Improvements**
- Faster and improved data query process to reduce load on server
- Improved SMS sending engine (Sends in background when sms recipients is too much)
- Send to unlimited recipients without hogging server resources (even if you choose to send to 1 million recipients at a go)
Notifications

- Automatic birthday messages to members on their birthdays
- Automatic missing you messages to members who have not been to your platform for a while
- SMS Alert e.g Football alert, job alert e.t.c with each alert having separate sender id
- Members can subscribe for multiple SMS Alerts categories
- SMS alert charges is automatically deducted from member accounts
- Members can also send alerts to third party GSM numbers and be billed from their account
- Schedule unlimited SMS alerts into the future
- New notification system: Members choose whether to be notified by SMS, email or both
- Leave messages for members to see when they log in
- Admin can send sms to all members

Menu, look and feel

- Automatic menu creation (You don’t need to create menus manually))
- Edit Stylesheet (CSS) from settings page
- Choose component’s default landing page
- Free CSS styles available on support forum

As you can see, the Afrisoft team has built a truly amazing and unmatched software and the price is surprisingly affordable – just 10K depending on the license you’re buying.

Note: The software only works with Joomla. Joomla is strategically chosen because Joomla makes building a membership-based website a child’s play. And Joomla is free, too, as open-source software.

As I Conclude, Let Me Quickly Answer Some Frequently Asked Questions...
Q: Edwin, do you help people build bulk SMS websites?

5star SMS does, but not to every Tom, Dick, and Harry. We have a way of evaluating people before we take them on as customers.

Q: How much does it cost to build a bulk SMS website for me?

See [http://www.5starsmsng.com/resellers](http://www.5starsmsng.com/resellers) for the latest cost.

Q: How much can I make in a month?

It depends on the size of your dream. At 5star SMS, we make a few hundreds of thousands every month as a startup... and still growing.

Q: What tools do I need?

You need a computer and Internet access. A smart phone will come in handy too so that you don’t get tied to running the business from a computer.

Q: Edwin, do you offer a coaching or mentorship program?

Yes, I do. Send me an email via ceo @ 5starsmsng.com for more information.

**Concluding Thoughts & Highlights of This Report**

- Bulk SMS is a profitable business because it has an in-built recurrent and passive income

- Simply owning a bulk SMS website doesn’t mean you own a bulk SMS business

- There’s a difference between a [website](http://www.5starsmsng.com) and a [business](http://www.5starsmsng.com)
Your failure is guaranteed in bulk SMS business if you lack **basic** business-building skills.

Your success will be minimal if you don’t approach it strategically and as a business.

There are core skills needed to win in the bulk SMS business sphere in Nigeria.

You’ll end up being a me-too bulk SMS provider in Nigeria if you don’t approach it from the standpoint of your strengths.

When you approach the business from the standpoint of your strengths you win in the marketplace without even fighting.

**My Prediction!**

In the next 3 or so years, 80% of the bulk SMS websites in Nigeria will fall of the cyberspace like pack of cards, the last guys standing will be the honest guys who build a real business around it and approached it from the standpoint of their natural strengths.

**About the Author**

*Edwin A. Joel is the founder of 5star SMS. He’s been doing business online for the past 10 years and as created products that sold internationally and nationally in US, UK, Canada, and Nigeria. You can reach him via 0813-647-3434 or via ceo @ 5starsmsng.com*