



This is oil money!"

That's what most people say when they find out the life-changing earning possibilities that are available in this ever-growing and ever-relevant tech industry.

Dear reader...

What you're about to read is insider information only few people will ever come across in their lives. It's a door of opportunities – well, for those who are smart enough... And my best guess is that the fact that you're reading this shows you have a hint as regards what I'm talking about





As you read on,

You will begin to see how and why this IT industry – called the engine of growth has generated over 50,000 companies and is projected to reach \$5 trillion in 2021 according to the IDC.

And how random people like you are making cool money every day even when they think they don't have any knowledge of tech or worked in a tech company

**Oh, and if you're scared about coding,
(fret not) all these jobs do not require
coding**

In this short guide, I'll show you the hottest opportunities in the global IT industry and all you need to know to stand a chance in this booming industry



You see, it's not magic neither is it for a select few...

In a moment i'll show you how you too can get started on your journey to the 6-figure income tech jobs that are hot in the market right now
But before then, let me show you why...

The Tech Industry is The Only Industry That's Increasing in Relevance With Each Passing Day

Hold on. Look, I need you to sit up to read this... stop whatever you're doing and focus Every word here counts.

The World Economic Forum's Global Information Technology reported that the following countries are leading the world when it comes to generating impact from investment in ICT:

United States of America, Europe, China, Israel, Singapore, and the UAE and there has never been more demand for technical skills

The United States is the largest tech market in the world, representing 33% of the total, or approximately \$1.6 trillion for 2021

The United States is the largest tech market in



Have you heard about the H-1b visa in the USA?

01

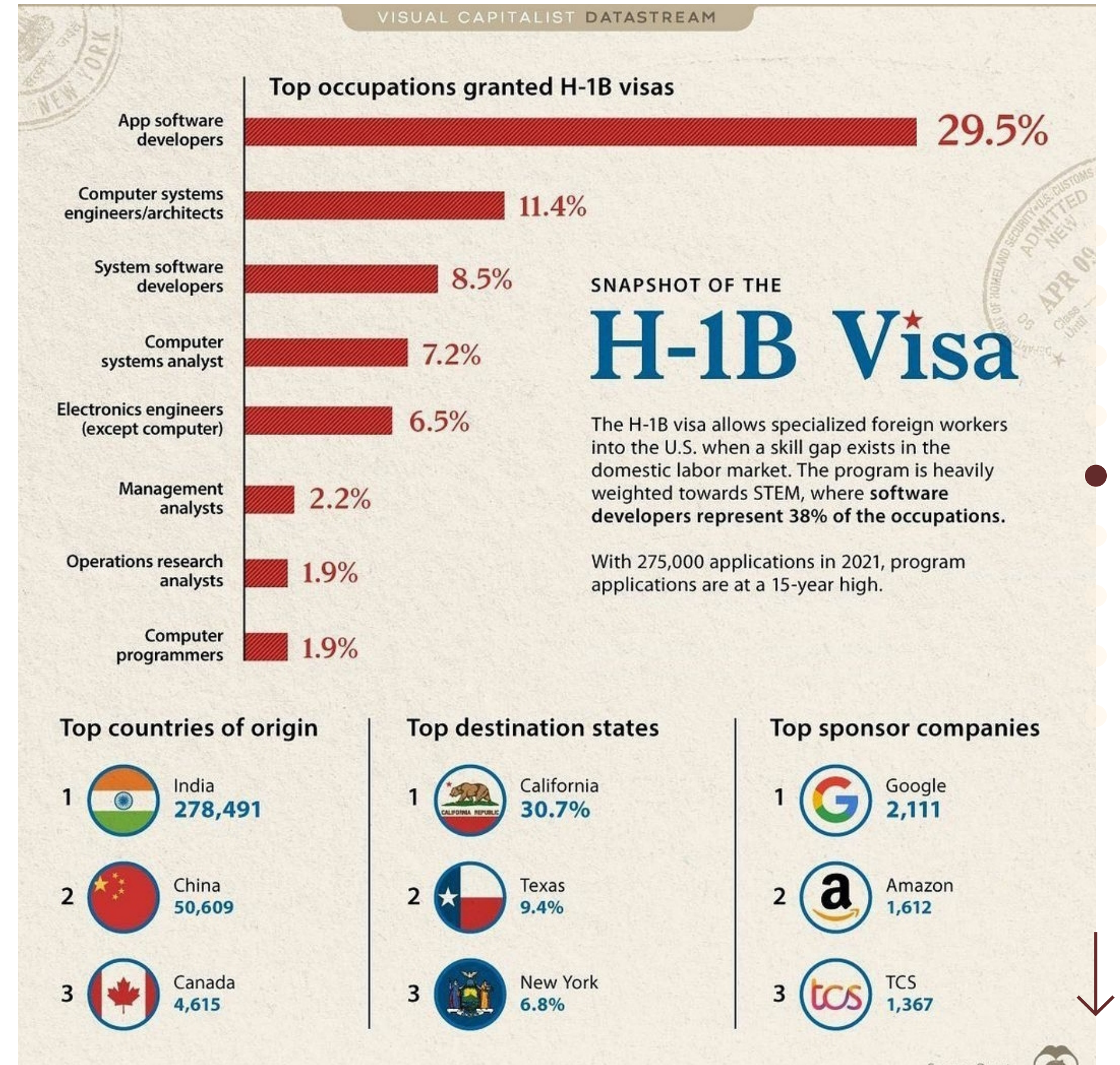
The US H-1B visa is a non-immigrant visa that allows US companies to employ graduate level workers in specialty occupations

02

Occupations that require technical expertise in specialized fields such as in IT,, engineering, mathematics, science, medicine, etc.

03

If you do not have a bachelors degree you may be able to show degree equivalence through work experience and/or other qualifications.



Where to find remote jobs

https://justremote.co/	Remote	Remote Jobs
https://whoishiring.io/	Remote	Remote Jobs in Tech Companies
https://rmtwrk.com/	Remote	Remote Jobs in Tech Companies
https://underwearworker.com/	Remote	Remote Jobs
https://www.hiringremote.ly/?	Remote	List of Companies hiring Remotely
https://www.mikesremotelist.com/	Remote	Remote Jobs
https://automattic.com/work-with-us	Remote	Company who hires just Remotely
https://zapier.com/jobs/	Remote	Company who hires just Remotely
https://journey.buffer.com/	Remote	Company who hires just Remotely
Forbes List	Remote	Extensive List of Companies Hiring Remote Workers
https://remotive.io/	Remote	Remote Jobs
900 Companies Hiring Remotely in	Remote	List of Companies hiring Remotely
https://www.flexjobs.com/	Remote	Job Board for Remote Hiring
https://remoteok.io/	Remote	Job Board for Remote Hiring
https://www.skipthedrive.com/	Remote	Job Board for Remote Hiring
https://pangian.com/job-travel-remote	Remote	Job Board for Remote Hiring
Remote Job Workers	Remote	Facebook Group
Digital Nomads	Remote	Facebook Group
Digital Nomads 2	Remote	Facebook Group
Digital Nomads 3	Remote	Facebook Group
Remote Jobs	Remote	Facebook Group
Remote/Travel Jobs + Life	Remote	Facebook Group
Digital Nomads Tribe	Remote	Facebook Group
Digital Nomad Jobs	Remote	Facebook Group
https://www.outsourcely.com/	Remote	Job Board for Remote Hiring
https://remote4me.com/#jobs	Remote	Job Board for Remote Hiring

However, Canada's visa review has opened the doors to at least 40,000 tech-skilled immigrants in the past two years alone which has spiked growth even in 2020

This promising industry is what has made companies like Google, Microsoft, Intel and Uber to have opened or announced new offices in Canada

And if the president gives a favourable verdict on the immigration of non-native citizens and foreigners into the country,

t'll not be long before the US becomes a huge power house in this industry.





The rapid increase of digital workplace strategies now extends to almost all employment sectors and, as a result, this means that in 2020 and beyond, nearly every job is a tech job.

Look, while so many industries are seeing through the same lenses and know that the future is digital,

some others are just waking to the realisation of the goldmine that IT is – so should you.



If countries are spending huge sums of money trying to find the finest tech talents, then the easiest thing is **TO BE THE TALENT THEY NEED DEARLY**

The question now is are you ready? Have you aligned yourself?

If this opportunity comes knocking on your door right now, will you be who they need? Think on that...And, no, you're not too late –

etter late than never, right?"





So, in the past few years, a couple of industries have opened up to the world of possibilities in the tech industry and even merged!

Let's take a look at the different sectors and how they have integrated tech into their methodology.





With this, I guess you understand how big of a deal this

01

Legaltech (Law + Technology) –
SeedLegals, Rocket Lawyers, Clause,
Alyne, Kira Systems, Ross Intelligence

02

Edtech (Education + Technology) –
Blackboard, Coursera, Dreambox
learning, Heels & Tech

03

Fintech (Finance +Technology) –
Kudabank, Chime, Flutterwave,
Paystack

04

Agritech (Agriculture + Technology) –
Farmcrowdy, LeanAgri

05

Healthtech (Health + Technology) --
VillageMD, Reliance HMO, etc.

06

Healthtech (Health + Technology) --
VillageMD, Reliance HMO, etc.

07

Logistech (Logistics+Technology) –
UBER,TAXIFY



So, with this ever increasing demand for tech jobs by companies globally especially in developed countries...

I'll quickly show you...

The Hot Tech Jobs You Can Get Into -- And Easily Work ,No Matter The Part Of The World You Live In

The pandemic has made things a bit easier, this way, you can transition as fast as possible





And, Yes this works for you even if...

01

You have never taken a tech course or class

02

You don't have knowledge of tech

03

You have a gap in your CV

04

The mere sound of IT seems like a task your mind is not ready to undertake...



it will interest you to know that most people in this industry, And I don't mean just anybody...I mean those who have scaled to multiple 6 and 7 figures and are reaping the benefits of grabbing this opportunity early enough

Listen...

Even If You're Scared of Numbers and Have No Tech Experience,
You Can Get Into These Tech Jobs



1. Business Analyst

Now, you are wondering, who a BA is: Your role as a Business Analyst is to interface between the Business and the IT department

The success or failure of an organisations project and team relies on the skills you bring to the table as the Business Analyst and the way you can interact with both the technical team and other stakeholders.



Examples of projects you can work on as a BA

1. A financial organisation wants to improve their customer experience and needs to revamp their CRM application
2. An organisation wants to digitise their Human resource department
3. An organisation wants to integrate data analytics into every department so they can make real time informed decision.
4. A real estate company wants to increase visibility by creating a booking portal..etc



≡ Here are the top 5 skills you must have as a BA

01

Negotiation skills: As a BA, you will act as a constant interface with the client and as an interpreter for the tech lead and development team as well as an administrative support role for the project manager.

02

Meeting Management: You will be conducting many project meetings to discuss and define design and planning issues as well as functional design and project requirements with the client. This is called Scrum meetings in Agile methodology.

03

Conflict Resolution: The complexity of work can bring about conflict for the team, therefore this skill comes in as very important to have alongside emotional intelligence as you will be working with different people, races and people with different outlook to life

04

Listening skills: Proper understanding of client processes and needs is critical to proper documentation and understanding of those always important detailed project requirements – and your listening skills are at the heart of that understanding

05

Communication skills: As a BA, you must be able to master what you hear and accurately relay it to those with whom you are connecting. If any of that critical information falls between the cracks, it can lead to nightmares, missed deadlines, re-work, and budgetary issues. And likely, ultimately project failure and delivery of a solution that doesn't work for the clients and users. L





You will be surprised you can perform this job because you already have an idea of how it works, be it on a small scale or medium scale.

All you need to do is enroll in a boot camp where you can learn the hard skills and tools, while you do a gap analysis of your transferable skills.

The average salary of a Business Analyst is \$68,346. It can be more if you take your certification exam such as CBAP, ECBA and the likes.





2. Quality Assurance Analyst

Quality assurance (QA) is the process of determining whether the software meets the organisation's expectations.

It is one of the best jobs globally. As a quality assurance analyst, you play the important role of mitigating risk for your employer.

You ensure that software is bug-free, user-friendly, and runs like a well-oiled machine.





These are some certifications you can write:

01

Certified Test Engineer (CSTE)

02

Certified Software Quality Analyst (CSQA)

03

Certified Associate in Software Testing (CAST)

04

CMSQ (Certified Manager of Software Quality)

05

ISTQB (International Software Testing Qualifications Board)





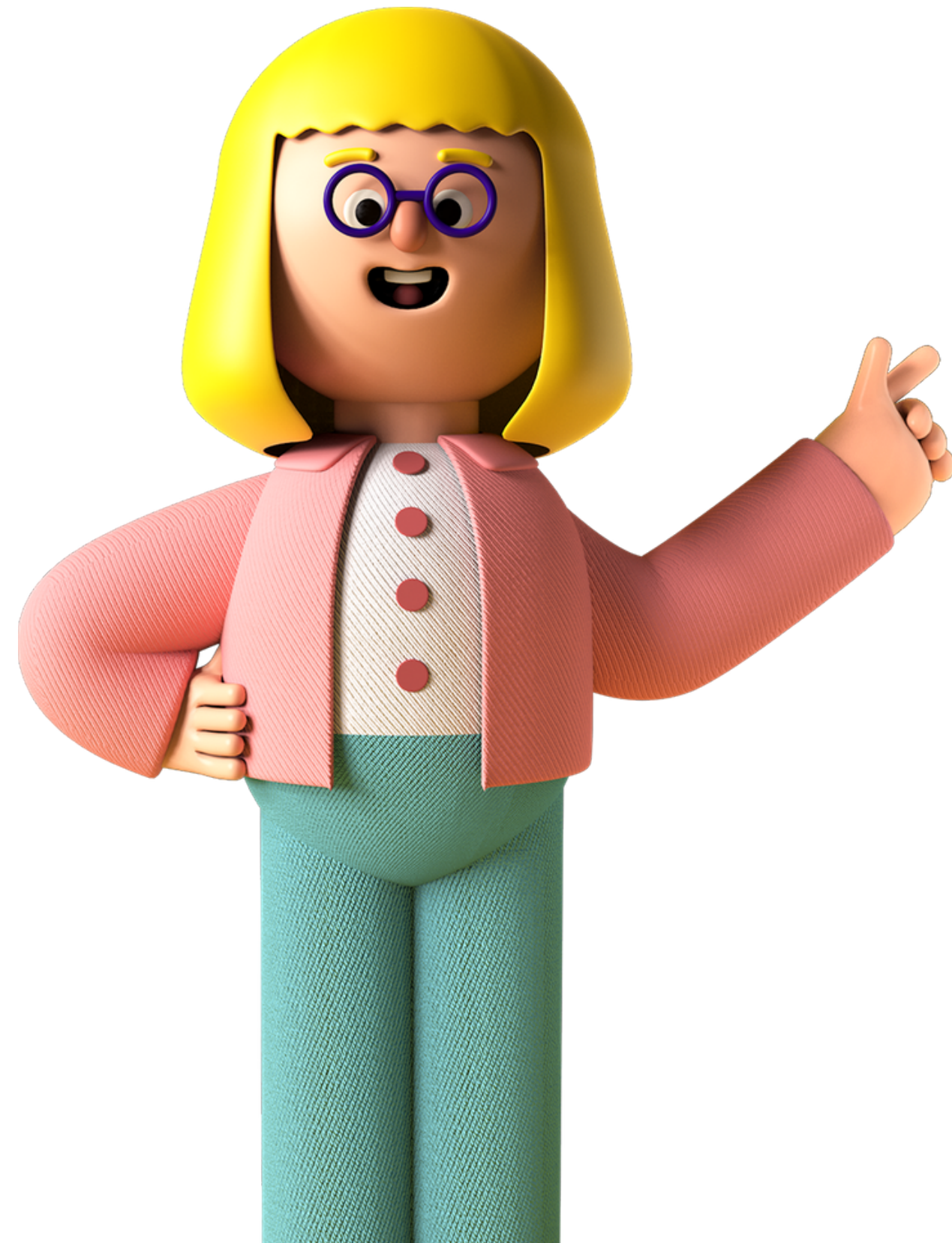
3.Data Analyst

Data is a crucial component of running a business in 2020. That's good news for data analysts who are tasked with making sense of the huge amount of data organizations collect.

Data analyst appears on the list of best IT jobs for the second time in 2020.

As businesses increasingly rely on data, expect the demand for data analysts to continue to grow.

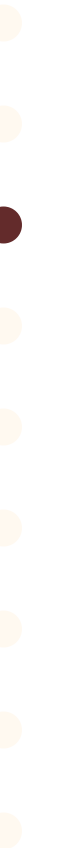




There is a quote that goes, “without data, all we have is an opinion”. Every organisation now knows the essence of analysing data.

There are various tools you can learn as a Data Analyst, one of which is Microsoft power BI, Tableau amongst others.

You must also take your microsoft excel training very seriously.



Now, one of the most popular questions I get asked is:



What is the difference between Data Analysis and Data Science?

In Simple terms, **Data Scientists** are pros at interpreting data, but also tend to have coding and mathematical modeling expertise. The most popular coding skill is Python.

Most data scientists hold an advanced degree, and many actually went from data analyst to data scientist.

They can do the work of a data analyst, but are also hands-on in machine learning, skilled with advanced programming, and can create new processes for data modeling.

Data analysts sift through data and seek to identify trends and questions such as: what stories do the numbers tell?

What business decisions can be made based on these insights?

They may also create visual representations, such as charts and graphs to better showcase what the data reveals, all this they do without coding or learning a coding language.

5. Salesforce CRM Administrator

Before I go into what a Salesforce CRM Administrator does, Every enterprise organisation use one type of Application or the other. It could be an application to manage clients (CRM application), or manage their staff (HR application) or manage the finance department (ERP).

Now, you can choose to be an expert using each of these applications. Like I said the world has revolutionised, Even the companies who create these applications have gone fully cloud. Which means, you can access your information anywhere as an HR specialist.

Let's take the CRM applications for example. There are loads of them out there, Do your research and learn how to use the one you love. Examples of CRM applications Salesforce, ServiceNow, Hubspot, Zoho, Oracle, Microsoft Dynamics etc.

Examples of HR applications are SAP Hana, Workday, Oracle Taleo, Ceridian etc

Now, I will focus on Salesforce CRM and apply it to other types of application you like.

Salesforce administrators are systems administrators who specialize in Salesforce's suite of products.

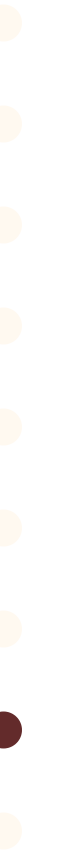
It's the world's most popular customer relationship management (CRM) software and is used by many Fortune 500 companies.



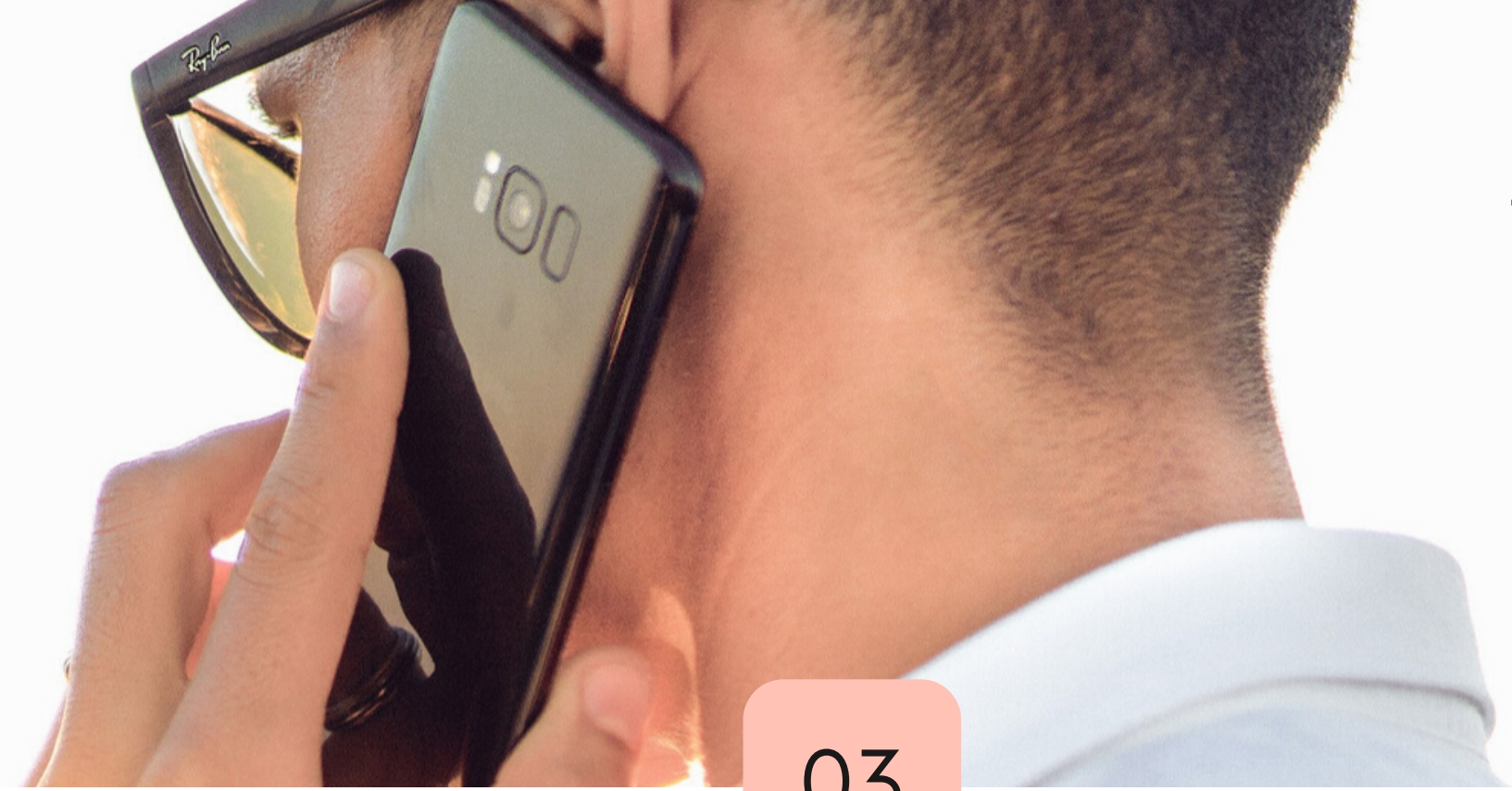


They are the point of contact for any users within the company who have questions or need to be trained on a certain Salesforce product.

Given the importance of data collection and analytics in today's marketing landscape, Salesforce administrators can find employment in virtually any niche.



A Salesforce administrator can't get a job without knowing Salesforce inside and out.



01


This includes at least a working knowledge of various secondary products and solutions offered by Salesforce, as well as the ability to teach basic Salesforce functions

02

According to Glassdoor, the average base pay for Salesforce administrators is \$62,504.

03

The Bureau of Labour Statistics expects demand for database administrators, which includes Salesforce administrators, to rise 11 percent through 2026.



Salesforce administration has no coding, it contains functional tasks — so you can breathe now



If you have good experience in the sales, customer care and marketing field then you are absolutely eligible to learn Salesforce admin 201.

Also register for bootcamp. We can teach you.





6. Software Asset Analyst

Every organization uses a Software for one reason or another. Whether it's for the operations department or the Human resource department.

These are some of the investments they make to optimize their work and It comes in the form of licenses. i.e permission to use an aspect of the software.



This is how Software companies sell their applications and assets



Now, the job duties of a software asset management analyst (SAM analyst) involve managing computer software for a corporation or organization.

It includes,



a) Ensuring that software meets the organizations employer's technical needs

b) Ensuring the company is in compliance with licensing terms.

c) The analyst must understand the development and lifecycle of software and applications,

Ensure software has the proper upgrades, and prepare for migration to new versions of the software when necessary.



It is not professional when companies can't access a software they paid for and the mistake was largely because of you as the Asset Analyst.

d) The analyst also liaises with the software companies if they can get a better deal when resubscribing the next year.

e) You may also collect usage data for company use and to share with the software developer.

If this is a role you are interested in, you must get yourself acquainted with Customer Relations Management tools as this is what they use to manage such partnership.

On an average you will earn \$66,572 per annum.



7. User Interface/User Experience designer

Remember when you used to fiddle with Corel draw years back or you might be interested in this if you love fine art and colours.

Though, there is brain work to this job role as recently, Google hired UX designers with a background in human psychology to their teams.



Basically, what a UI/UX designer does is to bring life to a wireframe for a sketch and it will be released as a digital product.





Here are some job roles of a designer.

01

Gathering and evaluating user requirements, in collaboration with product managers and engineers

02

Illustrating design ideas using storyboards, process flows and sitemaps

03

Designing graphic user interface elements, like menus, tabs and widgets

All this requires zero coding.



The average salary is \$85,000usd per annum according to Career Foundry.



If you are in the Sciences
and would like to explore
Technology, here are some
few areas you can look
into.





8. Health care Project management

According to the US Bureau of Labor Statistics, "healthcare practitioners and technical occupations are projected to be among the fastest growing occupational groups during the 2016-2026 projections decade."

That means more projects and more project managers and that means you will be more in demand if you learn this skill.

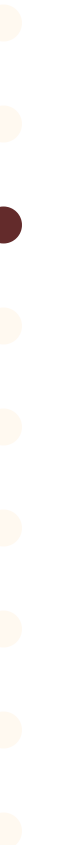




Health Care Project Managers are professionals who oversee a large spectrum of projects within the healthcare organisation.

The project includes;

1. Managing an addition to the hospital
2. Securing medical supplies from vendors
3. Planning an increase in emergency response rate by a certain percentage.





As a Healthcare project manager, you will identify issues and offer solutions, manage teams and delegate tasks, monitor progress and stay on schedule.

You have to get yourself acquainted with tools used as a project manager one of which is projectmanager and also get certified in the professional body of project manager e.g PNP.





9. Biomedical Analyst

As a biomedical analyst, you use patient data, genomic databases, and Electronic Health Records (EHR) to improve patient care and to achieve greater efficiencies in public and private healthcare systems.

You will explore clinical intelligence and the role of analytics in supporting a data-driven learning healthcare system.



≡ Other roles you can consider in tech health industry include:

- 01 Bio- Informatics
- 02 Health Informatics
- 03 Digital Media for healthcare
- 04 Clinical Data Management
- 05 Machine Learning for Bioinformatics
- 06 Health Information Exchange



An average salary is \$66,137 according to glassdor.





9. Technology Sales Manager

These are the real guys that make the most money.

You have no idea how much of millions of dollars they make when they sell applications to an organization.





Here is an example:



Microsoft wants all healthcare or financial organisations to use their newly developed analytics tools.

Do they wait for them to come and buy or what?

Hell no!

They employ sales agents to focus on different industries, targeting the Chief Information Officer or the Stakeholders majorly in charge of the analytics department.

Trust me, this job is hard but the reward is sweet.





If you love sales, networking, client meetings, looking good, then this is for you.

An average salary is \$50,000 according to glassdoor plus commission.





10. Microsoft ERP Consultant

ERP is an acronym that stands for enterprise resource planning (ERP).

It's a business process management software that manages and integrates a company's financials, supply chain, operations, reporting, manufacturing, and human resource activities.

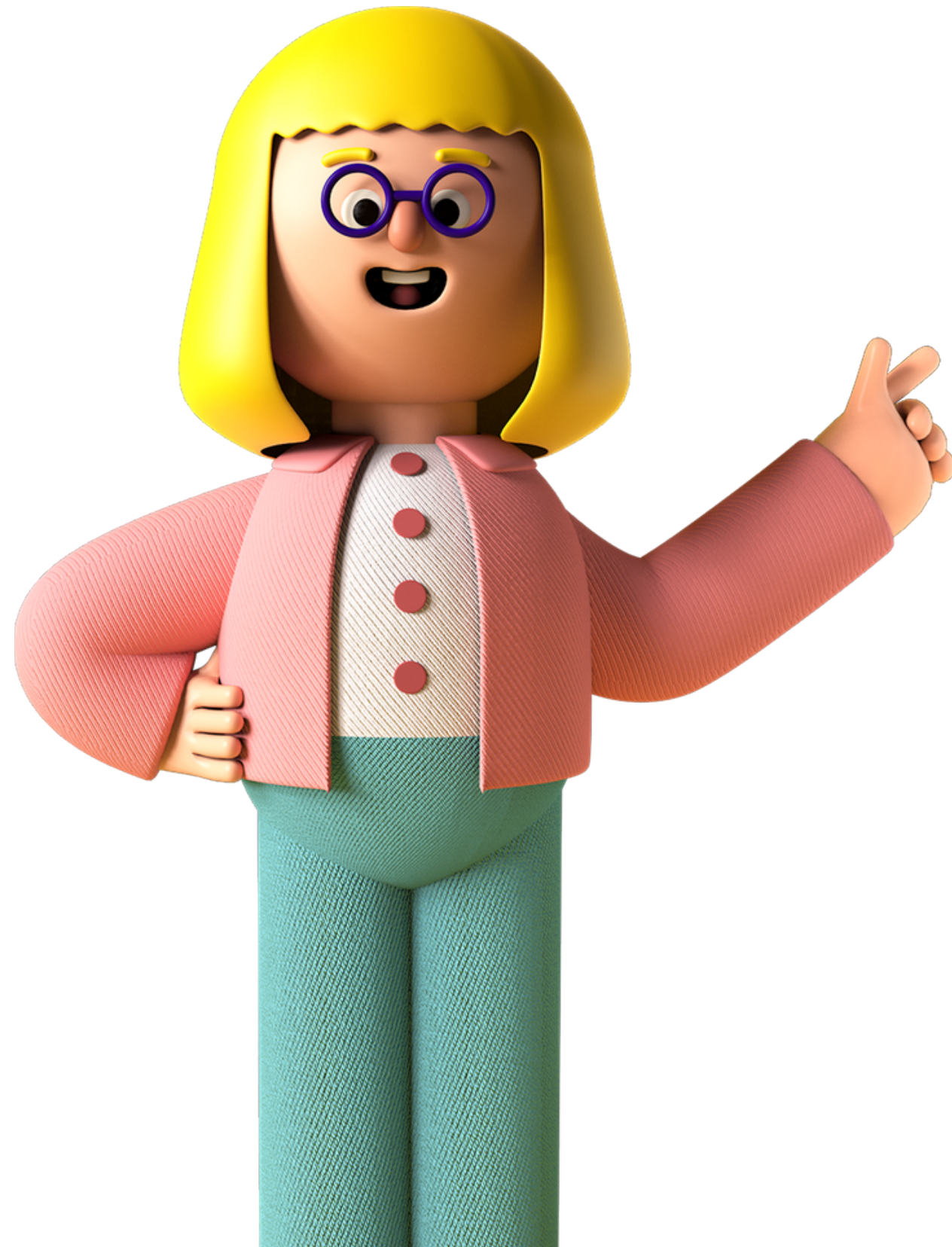




In the past, businesses had some sort of accounting, finance, or HR process but the software systems they had often worked separately and didn't talk or work with one another.

Current ERP application now allow each department to see what the other is doing. The result is that accounting and HR can easily collaborate with sales and customer relationships.





An ERP Adminsitrator can't get a job without knowing ERP inside and out.

This includes at least a working knowledge of various secondary products and solutions offered by Micorosdr, as well as the ability to teach basic ERP functions





11. Product Manager.

Product managers are responsible for guiding the success of a product and leading the cross-functional team that is responsible for improving it

It is an important organizational role — especially in technology companies





What is a Product

A product is any item or service you sell to serve a customer's need or want. In this case, we mean digital products. E.g Instagram Reels, Instagram DM, Google Form, Google Search, Facebook Ads.

All these are digital products designed by product managers for their organisation.





What skills are required to be a product manager?

Product managers build the future, and are responsible for managing products that make a real difference in people's lives.





Important skills are:

01

Technical skills-You may not write the code, but you do need to understand the technology behind your product. You also need to know how it is built. Familiarize yourself with the methodologies, processes, and tools that the engineering team uses.

02

Research skills-Great product managers deeply understand their customers and market. They consolidate research into shared documentation (e.g., business models, user personas, competitor analysis) that the team can reference and learn from.

03

Leadership skills-As the product manager, you are at the helm. But you have to lead the team without formal authority. Great product managers lead with conviction, compassion, and diplomacy.





Other skills include;

01

Communication skills-You need to translate critical information to executives, developers, marketers, and salespeople.The EARLIER you understand the details each team needs to do their jobs well, the better you can communicate with them:

02

Strategic thinking skills-The success of your product ultimately relies on your ability to think beyond the day-to-day tactical work and deliver a Complete Product Experience (CPE).

03

Project management skills- Launching products and features to market takes tremendous coordination. An endless list of tasks, dependencies, and important due dates can be overwhelming.





How do I develop product management skills?

You cannot get a degree in product management just yet — but many undergraduate degrees can prepare you for this work. Product managers have backgrounds in all sorts of fields, including marketing, engineering, and economics.

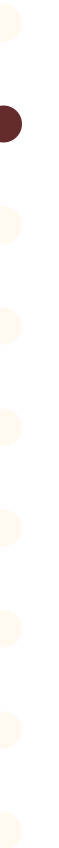
You can simply work on projects in your organisation or enrol in bootcamps at Heelsandtech





12. Digital Marketing

Now, a brand has come up with a product, how do they market it and increase brand awareness? Here is where a Digital Marketer comes into play.





So what is Digital Marketing?

Digital marketing is like any other type of marketing—it's a way Brands connect with and influence their potential customers.

The real difference is in Digital Marketing, brands connect with and influence their customers strictly online.





And due to the pandemic, every organization has been forced to go completely digital and internet usage has more than doubled over the past decade.

This shift has massively affected how people purchase products and interact with businesses.

Digital Marketing is a very broad topic and I always laugh when people tell me they enrolled in a digital marketing course without focusing on a niche. I mean, we can't know it all. Don't mind me, I always prefer being a specialist rather than a generalist.





I will share all the
digital marketing
footprints and I will
advise you focus on the
one that suits you.





13. Content Marketing

If you love writing or have a good eye for a great article, this is for you.





Content marketing is a type of digital marketing that focuses on creating and distributing content for a target audience.

The content must be valuable, relevant, and consistent. Your ultimate goal is to drive profitable customer action

You will create content such as

- a. Blogspot/Case studies
- b. Videos and Infographics
- c. Social Media Post, Ebooks and Brochurs





This means you aren't just writing for fun but writing to be strategic.

As a specialist, you are writing to drive the brands targeted audience to its web portal.

And guess what? There are tools that work just to know and measure what your target audience loves and that makes your job way easier.

These tools analyze what content performs best for any topic or competitor and also to find key influencers to promote your content.

There are also tools you can use to schedule and automate posts you have written.

What you should know is that content marketing is not something you do today and ignore tomorrow.

If you want to achieve success, you must be consistent and show up each day.

Every organization wants a specialist who will help them achieve this.

According to Indeed, Content Marketers earn \$66,937 on an average.





14. Search Engine Optimization (SEO)

SEO, or Search Engine Optimization, is the process of getting quality traffic from free, or organic, search results on the search engines e.g Google.





It's important that the traffic you drive to your website is relevant to your industry.

If you manage to attract a high volume of visitors searching for school uniforms while what you actually do is party wear, the traffic will do you no good.



≡ There are strategies to Search Engine optimization which includes:

01

Researching relevant keywords and including them into your website article blog

02

Interview

03

Optimizing your website titles

05

Description and loading speed

06

Building relevant backlinks (this means you can either appear as a guest post on someone who shares a similar target audience so when the person shares your article, their guest can in turn visit your page.

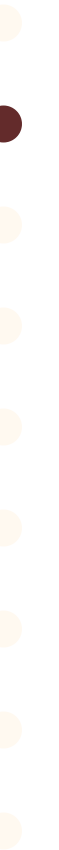


An average salary for a SEO expert is \$66,937 per annum.



14. Search Engine Marketing (SEM)

Search engine marketing is a form of digital marketing used to increase the visibility of a website in search engines by using paid methods.





In other words, it's the ads you put out there on Google AdWords.

To be a SEM expert, you have to take your Google Adwords training seriously. ●

Both theoretical and handson.

Every organization needs someone who can bid and buy the best keyword at the least price.

Also, there is the aspect of Ads placement i.e what pages to place your ads.

Trust me, you don't want to throw your your money at google without achieving any result.

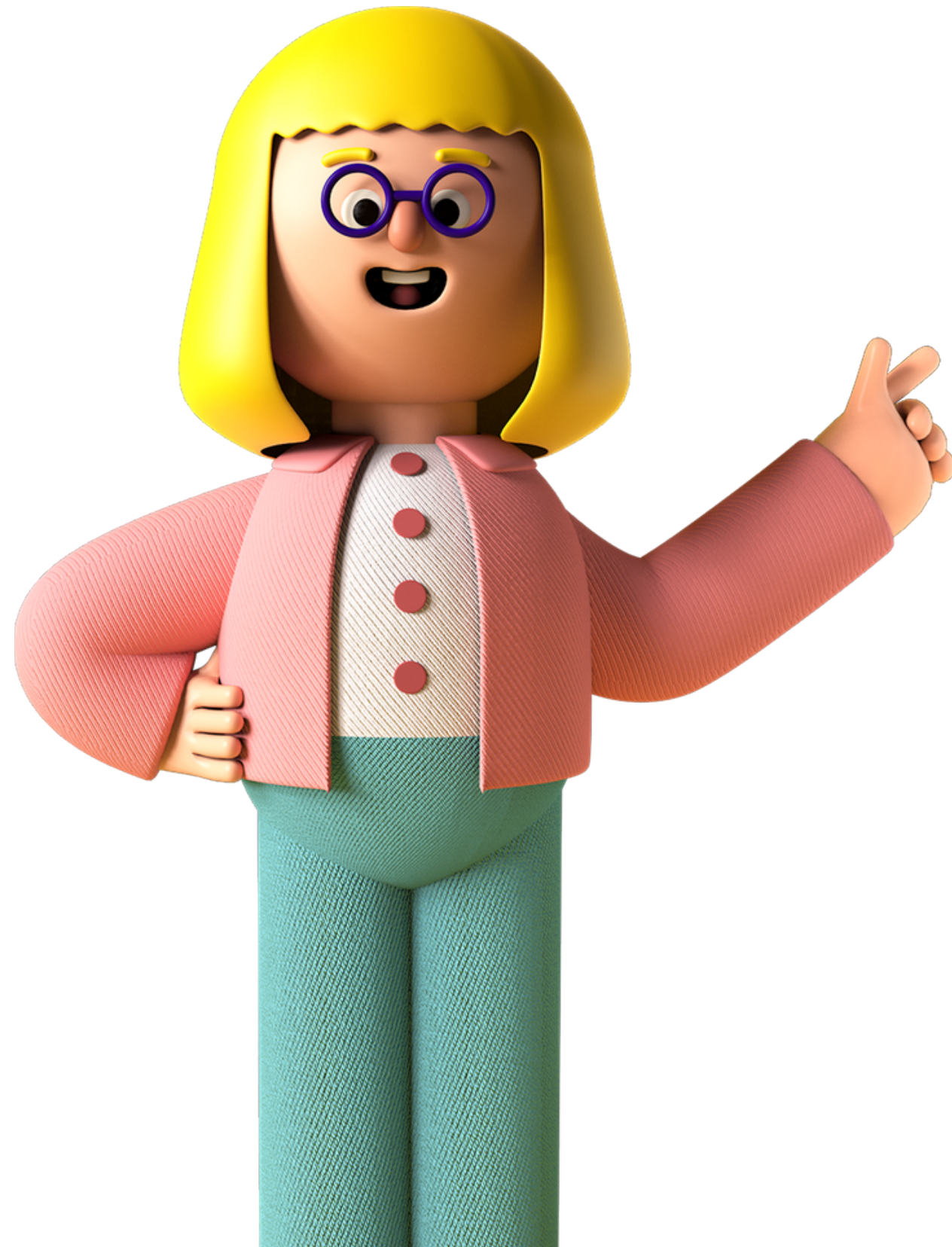




15. Pay-Per-Click Advertising (PPC)

Pay-per-click is a model of advertising where marketers pay a fee every time people click on their ad





Basically, it's the process of buying visits to your site, as opposed to getting them organically via SEO or other types of digital marketing.

PPC is one of the types of paid search.





16.Email Marketing

Email marketing is one of the most popular types of digital marketing. To put it shortly, it's the use of email for promoting your products or services.





If you go a little deeper, email marketing might also refer to building relationships with your customers.

Ideally, emails you send out to your clients should not only speak at them but also encourage meaningful interaction with your brand.

Based on a 2018 data, email marketing is still ranked as the most effective marketing channel, beating out social media, SEO and other forms of marketing.





Now there are free email tools, such as Mailchimp and also paid email automation tools.

From experience, the paid tools work better because they ensure your organization's emails are in the right place as opposed to sending it to the promotions tab if you use gmail for example.





Unfortunately, subscribers rarely visit their promotions tab and that's why most email promotions sit pretty there and do not get the business results.

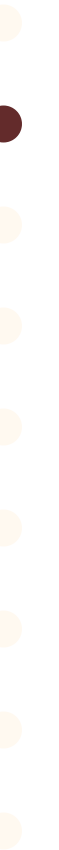
With the right tools and strategy, organizations make a hell of money using email marketing automation.

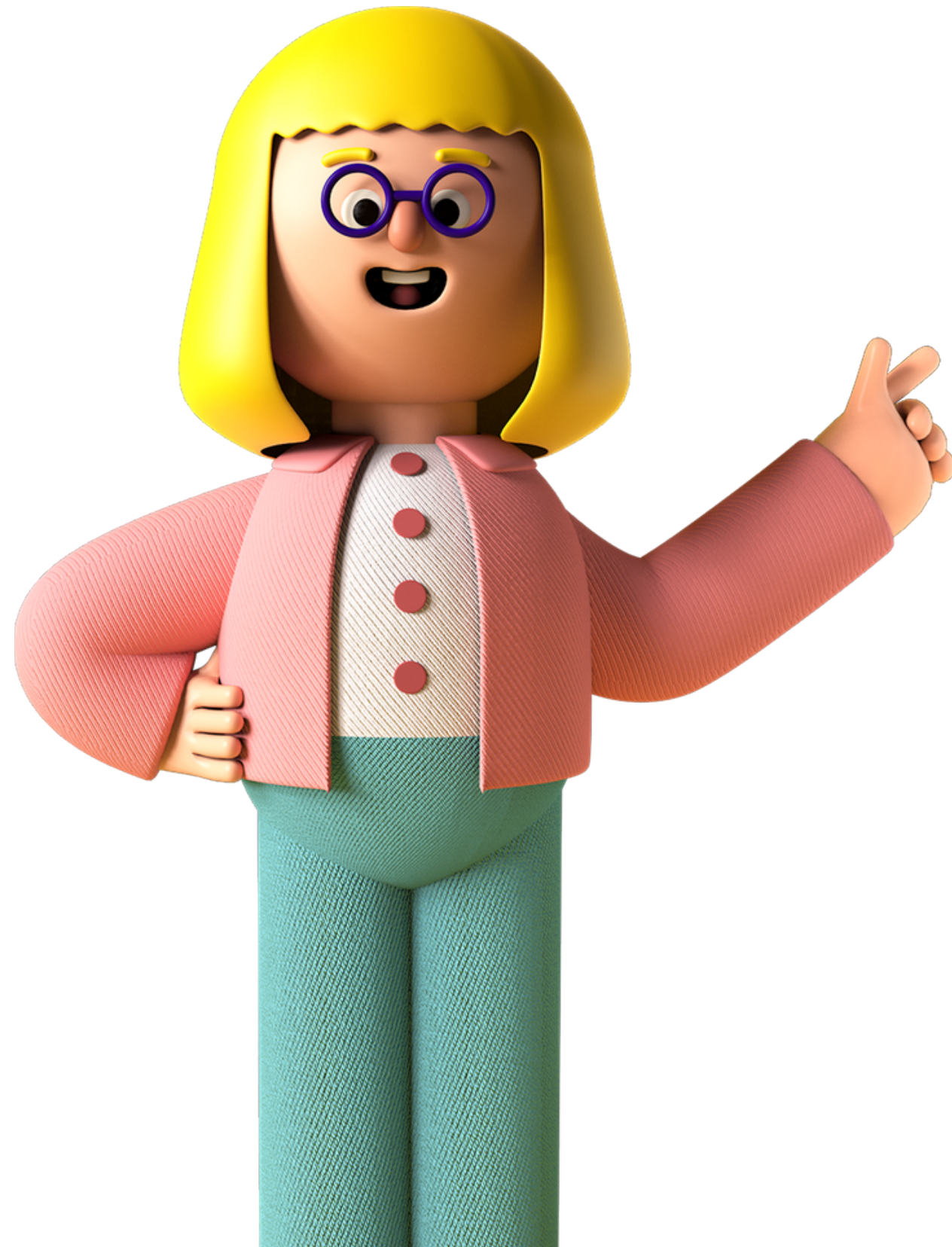




18. Copywriting

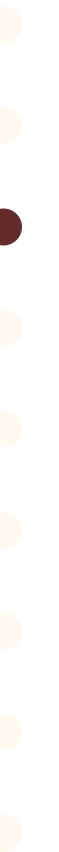
A copywriter is someone who is paid to write “copy” – words designed to prompt action.





Have you ever felt the need to buy something online due to some write ups you read, yes, a copywriter did that magic.

As much as companies are hiring copywriters crazily to help push their digital products, you can use this as a side business and earn 6 figures globally.



≡ Here are some job descriptions of a copywriter:

01

A Facebook advert written to get an ad click. Yes, it is important prospective clients take action and not just look away when they see your ad.

02

A billboard designed to make you turn at the next exit and visit the establishment

03

A landing page designed to get an email signup

04

An email designed to get a message in "reply"

05

A product description designed to drive an "Add to Cart" click



To become a Copywriter, Learn the Basics of Persuasive Writing and human psychology.



19. Social Media Marketing



"Social media marketing is the process of gaining website traffic or attention through social media sites."





Social media marketing is the process of creating content that you have tailored to the context of each individual social media platform in order to drive user engagement and sharing.

As a specialist, you should know what works for each social media platform your organization chooses to use.

Whether it's Facebook, Twitter, Instagram, Tiktok, LinkedIn amongst others.






You should know how to use Facebook Ads Manager (Facebook business manager) to optimize sales for profitability.

Companies will do almost anything to hire a Facebook Ads Specialist, or someone who knows about LinkedIn Optimization to push a brand.

Very importantly, is also hashtag optimization. Trust me, there is a science to it.





Also, as a social media manager, you will work with Influencers round the globe, giving them affiliate links to your product you paid them to push.



It sounds simple, but it's not so easy because you need effective communication skills, networking skills and research skills.

According to Indeed.com, the base salary for a social media manager is \$44,200 / yr





20. Google Analytics

Google Analytics is a free web analytics tool offered by Google to help you analyze your website traffic.





Even though “web analytics” sounds like a very small area of your digital presence, the implications of Google Analytics are in fact huge.

This is because for most companies, your website serves as a hub for all of your digital traffic.

If you are running any marketing activities such as search ads or social media ads, your users are most likely going to visit your website somewhere along their user journey.



≡ Things Google Analytics will tell you.

01 How many people visit my website?

02 Where do my visitors live?

03 Do I need a mobile-friendly website?

04 What websites send traffic to my website?

05 What marketing tactics drive the most traffic to my website?



≡ Things Google Analytics will tell you.

- 06 Which pages on my website are the most popular?
- 07 How many visitors have I converted into leads or customers?
- 08 What blog content do my visitors like the most?
- 09 Where did my converting visitors come from and go on my website?
- 10 How can I improve my website's speed?



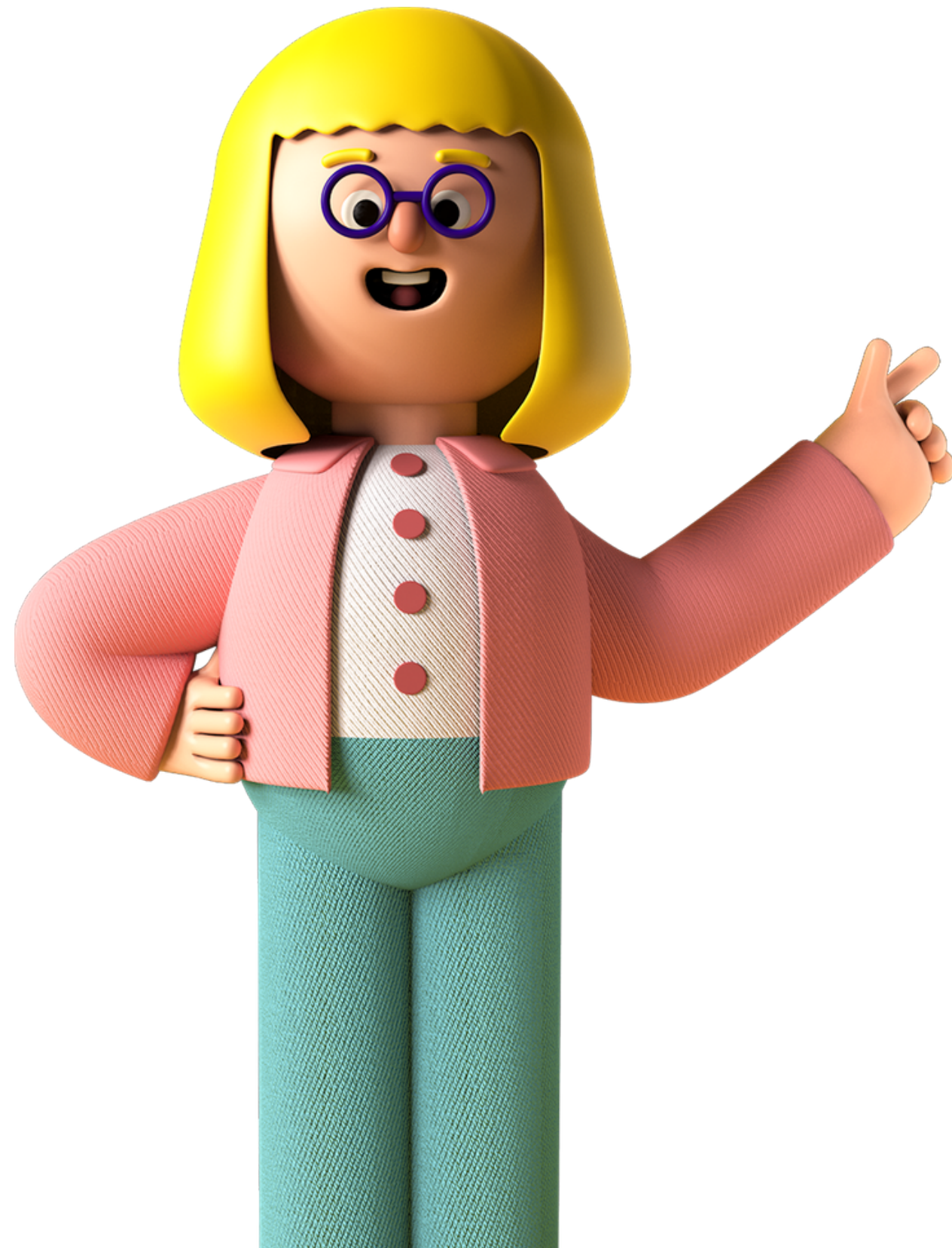
According to Glassdor, the base salary for a specialist is \$96,119 / yr



21. Google Adwords

Google AdWords is a marketplace where companies pay to have their website ranked at the top of a search results page, based on keywords.





Google loves big brands in their organic search rankings which is quite understandable and that's that about it.

For other smaller brands, it's going to be tough to outrank a top 5 bank or top Ecommerce firm, no matter how much better your product is. But guess what, AdWords lets you cheat.





Instead of waiting around,
building up content and links
over the course of a few months,
you can jump straight to the #1
position on the page by sorting
out google.

There are certifications to write one of which is the
Google Ads Specialist.

AdWords also gives you a little extra bonus, too. It can
help you reveal the 'money making' keywords in your
industry.





So just by spending a few bucks, you will discover which keywords convert the best so you can take them back to your content and SEO strategy.

The Adwords marketplace works like an auction. People bid money for clicks. But, the highest bid doesn't always win. Google combines the money factor with a quality factor (which we'll dive into shortly), in order to create the best experience for the user.

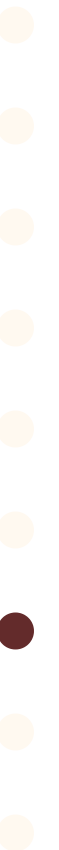




Quality ads + solid bid = win!

Now, this is where organisations need a guru like you.

According to Glassdor, the base salary for a specialist is \$51,029 / yr





Can you see that there is a wide variety of hot jobs to choose from... and the best part?

Every role is important because every business that's online these days needs each of these roles to function and survive in the digital space

So, this is an untapped goldmine And the best part of all of this is that you don't have to worry if your job will go out of existence or become less relevant If anything dear reader,

Most business owners are investing so much to get their businesses running within the IT space...Because, that's the only way to stay relevant in the market.





So, tell me...What could be better than securing a spot in an industry that's:

01

increasing in its relevance as the days roll into weeks and weeks into months

02

Getting widely accepted and desired by businesses in developed countries

03

Opening doors of opportunities to immigrants ready to take a positive step to advance their careers

And all YOU need to do is

01

have some zeal

02

Get trained by experts who have transitioned smoothly and helped others transition smoothly into this tech industry without any hassle

03

Be ready to put in the work as soon as you're learning and not waiting for a later time



If this seems like something that represents a forward movement for you right now...

I mean, if you're anything like me and still reading this till this point,

It means it has struck a chord in you like it did for me and my many other students who now record multiple 5 figures and 6 figure incomes in tech returns...

And for what?

or what seems like just a few weeks of training by people who know their stuff and have gotten results consistently.

If you still doubt that this can work for you, here's what average people like you and me who had no back ground whatsoever in tech have to say about the programme...



"I Now Have The Confidence To Handle Real Life Jobs"

"The best part of this course was collaborating with everyone on the team, it made it so much easier to follow through because I could learn from the teammates.

And the wonderful instructor who took their time to see that we all followed through with the content of the course.

All I have learnt was implemented in the live project that the team worked on, and this proves that this course is not like all these courses out there that teach you the theory but you don't ever come close to handling real life projects.

This has given me the confidence I need to get started which was a major fear I had before starting out.

I absolutely love the training and the interactive approach that was adopted.

I definitely recommend this programme to anyone, amazing!"

"You Don't Get To See Hands-On Courses Like This Everyday"

"Yo, you don't get to see hands-on courses like this one every day.

The fact that we worked on an actual project made the training program amazing! Collaboration was key, and we put our newly acquired skills to good use.

But for the time -- I feel a little more time could be allowed because there's a lot to cover. However, this is such a great course and I will definitely recommend it to anyone."

"I Have Applied The Collaborative Skills I Learnt From This Training"

"Learning about the various tools was very exciting for me.

I have applied the collaborative skills I learnt from this training, it was well delivered and I will totally recommend it to anyone looking to learn such in-demand skills for the coming years."

“This training has helped me improve my IT skills as a whole”

The training has helped me improve my IT Skills as a whole and also in acquiring a tech skill.

I have added this to my CV and started applying for jobs already.

And I have also become more conscious of always having the right mindset towards my goals through this training.

And yes! I will definitely recommend this course to anyone.”



Every single person here learnt ALL they needed to learn about a smooth and hassle-free transition into tech from us in a very short while...

If you believe that this is a rare opportunity to make a difference in your career with a job that is increasingly becoming one of the most relevant on the planet...

Then, you can sign up for our comprehensive training where you learn all you need to once and for all.



And In Case You Had Some Questions...

How do I transition from law to tech?

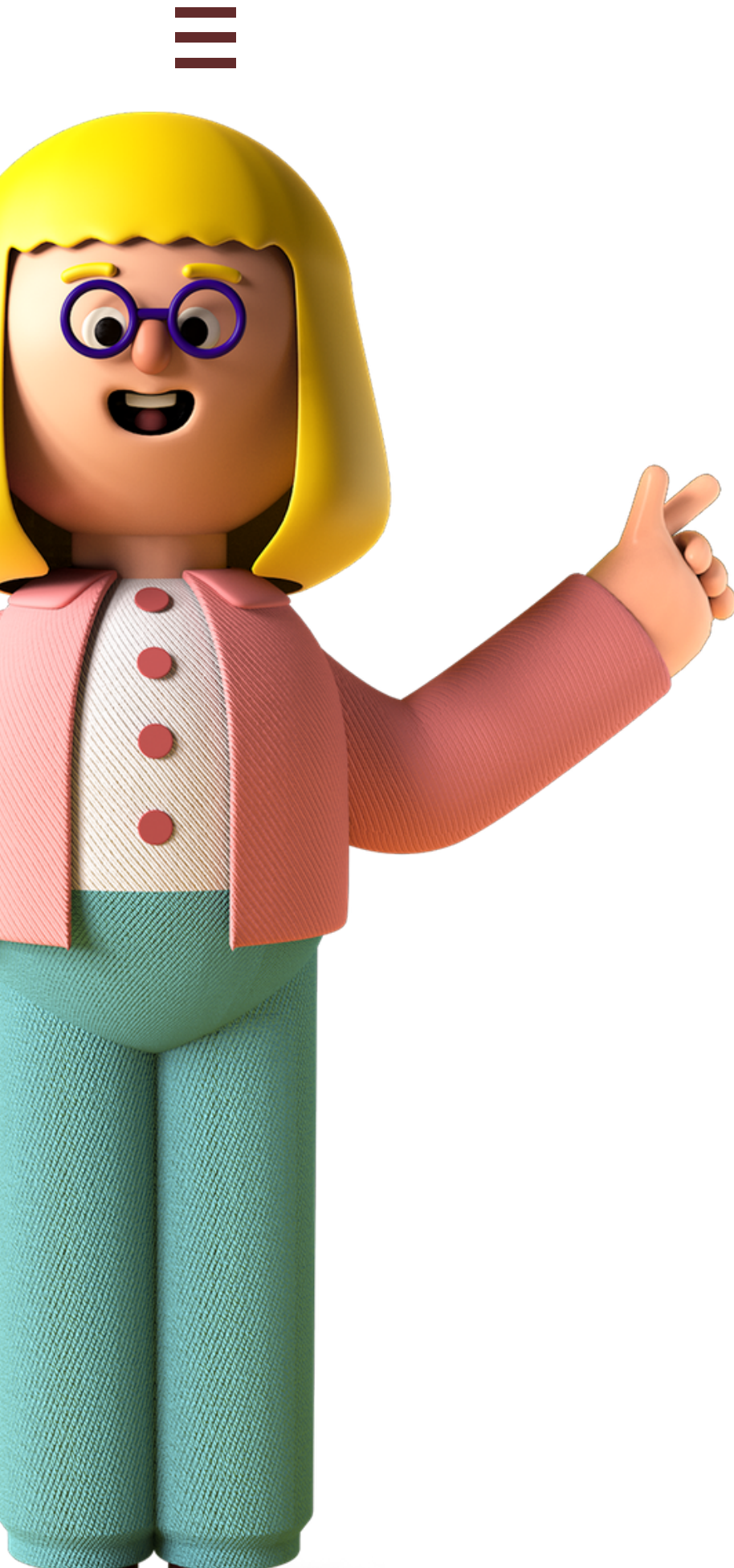
One of the ways is by being a GDPR professional. So there is the IT aspect of this and the regulated law of this.

The data management team in an organisation must always liaise with the legal team to avoid litigation against the company, otherwise, any issue can become a legal battle,

General Data Protection Regulation This is a European Union Regulation that deals with how personal data are collected and processed and how long you can keep personal data for etc. It applies to organisation in all member states and it had reaching obligations for both business and individuals across Europe and even beyond.

This ultimately means almost all organisation need to have a Data Compliance Strategy The GDPR provides for the role of a DPO (data protection officer), and although not all companies or organisation must appoint one, a number of companies are required to have and other companies are recommended to have one.

The GDPR is part of the data protection reform to make Europe fit for the digital age US doesn't have a defined set of rules for data protection, instead you would find elements of it in their different laws/regulations at both federal and state level



Great opportunities and jobs which never existed before will start popping up as a result of the pandemic in 2020...

I know you're well aware of the fact that there is a new normal and we may never go back to life as we knew it.

That means that the earlier and faster you know it, acknowledge it and develop strategies that keep you always on top in spite unforeseen events is by far The BEST SKILL you can ever develop as an individual in this 21st century

And this is why we have had the best businesses spring up and take the lead during and after major world happenings -- through pivoting.





Incase you haven't woken up to the realisation that the pandemica also has it's blessings,
Here are examples of companies that started after a bubble,

1. Burbn app—a Foursquare knock-off that allowed users to check-in to locations and post pictures of where they were.

Burbn cluttered their app with too many features for users to keep straight, and the company never gained enough traction to succeed.

Burbn failed to excite their customers and they were struggling to keep up in a world overflowing with apps.

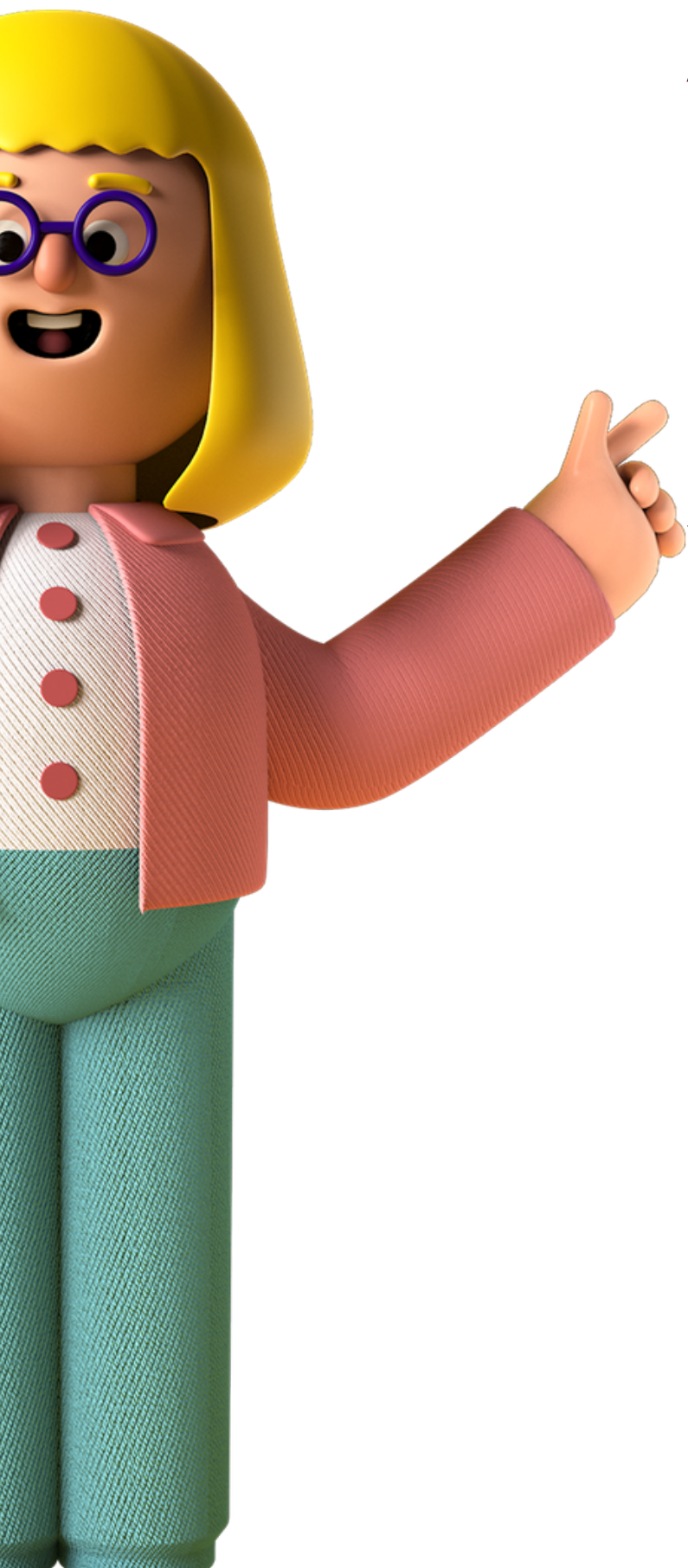
They risked it all by stripping away all the unnecessary fluff (leaving photo posting, commenting, and liking).

Oh, and they changed their name...to INSTAGRAM – shocking right?

Of course you know Instagram grew insanely popular, and in 2012 Facebook snatched up the photo-sharing app for a cool billion dollars.

(That's BILLION with a "B")And the rest is as you know, history





This story is NOT UNCOMMON

Airbnb started in the aftermath of the 2008 recession. Mailchimp formed in 2001 after the dot-com crash.

Even Disney was founded at the beginning of the Great Depression. So, who says the fact that you, your close friends lost your jobs, companies shut down and there was a global pandemic is enough reason to hold yourself back from PIVOTING?

It'll shock you to know how many businesses have scaled, grown and increased in revenue this year...

Okay, if that's not awesome enough...Think about this for a second...You decide not to take this golden opportunity that has presented itself because...

"You don't like tech" "You heard it requires coding" "You don't have any prior knowledge, certification or experience in tech" "You Can start later since it's still relevant"

Or for whatever reason you might have...

And 2, 3 years down the line, you find out that it's the most relevant and high-in-demand skill of all time – because it will be – more people are going into this industry every day Let's see what could happen then?

You didn't take this opportunity and you couldn't get the skills necessary to make it possible to get this "high-paying-oil-money" job And find it more difficult to enter by then...

Because more people will have taken the opportunity you didn't take And these average people who are not different from you will be making about \$60,000 – \$70,000 a year – which will increase because it's crazy in demand...

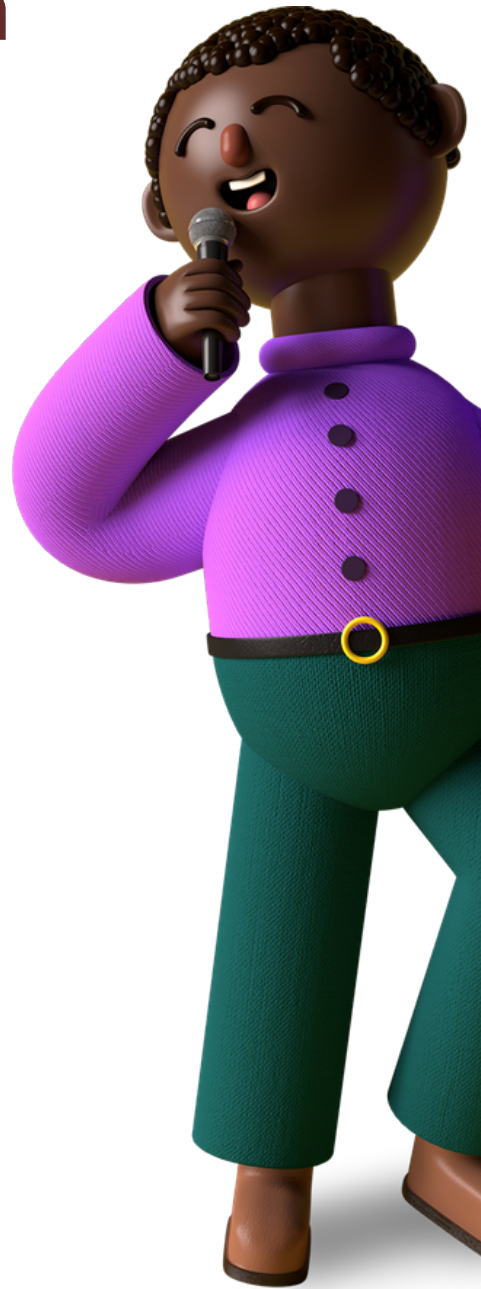
But let's stick with \$60,000 – the lowest possible outcome That means at the end of 3 years, you'll have made \$180,000... Or would have lost the opportunity to make \$180,000 with a decision you didn't make ↓

So, I'll ask...Does an extra \$180,000 sound like a good enough deal in this current economy where unexpected changes could happen anytime?

But one thing is sure, if anything is ever affected at any time, you can be sure that...digital and tech skills are going nowhereSo, if an extra \$180,000 in the next 3 years –

which is the lowest figure projection – seems like a forward movement of some sort in your career looking at where you are right now...

Then, you can go here [link]However if you think that your lack of knowledge and experience in tech is still a hindrance... Then...



See what Wosilat has to say..."Despite being a teacher and a baker my whole life:

"I have always had a flair for tech related stuff, but I always shoved it aside because I had the notion that it was going to be difficult making the switch because I didn't have any tech knowledge whatsoever.

However, after training in heels and tech, I blamed myself for not taking the step sooner... and now, I am looking forward to when I will land my first tech job *dancing* because i have so much confidence in the skills I have learnt been worthwhile.



My experience so far has been eye opening, phenomenal and interesting.

And even though there is a lot of free content out there that promises to teach you about Salesforce, etc but here, I had hands-on training and I do not regret paying to learn all that I have learnt because you're learning one-on-one and ask questions over and over till you fully understand it.

I have learnt to;

Unlock user accounts or resetting passwords when they forget their passwords.

To add Single sign on(SSO) and two factor authentications when requested.

Fixing data records that have been set with record types.Import leads and contact.

Deactivate users due to their departure from the company or transfer.

Reassigning roles and profiles etc.

I will use Facebook as an example, when you forget your password it is a salesforce admin that resets it and a whole lot of other things.

My trainer is a rare kind of person.

He is extremely patient, for a beginner like me, he has taken his time to bring this whole thing down to my level and made it easy to understand.

He is an exceptional instructor and also very knowledgeable in his field.

Learning under him has been worthwhile.

About Heels and Tech

I came across heelsandtech while I roamed the streets of Instagram. I loved how she made delving into the tech world seem so easy and her focus is more on ladies.

First thing I did was to join the telegram group and also joined a few webinars and that was it, I remember telling her I did not want anything that has to do with coding (lol).

Her platform gave me the push I needed. When courses came, I registered for the CRM (Salesforce) course, still considering to be a part of the BA training as well. I have a strong belief that no knowledge is a waste.

Covid 19 has brought about a lot of change into the world, but I said to myself there is no better time to start this than now. I also want to be a part of the women in tech. I won't forget to say thank you to Bisola for this platform and hopefully someday I will make you proud. I tell most people I come across that this is the ticket to the better life many people want...But, they let the fear of the word "Tech" or "IT" hold them back — too bad. But I know you're an action take and you're ready to take a step closer to achieve your career and life goals...

If you will like to take any of our handson and practical courses, send an email to heelsandtech90@gmail.com to book a free consultation