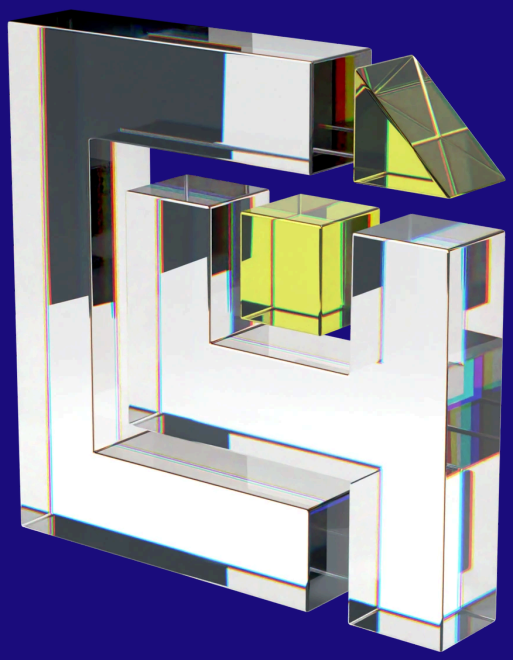
CYPROGRAM
CRAFTING DISTINCTIVE BRANDS



Learn and Monetize Digital Skills

From your first skill to your first paying client. A free, practical guide for students in Cameroon.

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SHARED AT
More Than Just a Student, Buea

PRICE
Free. Share it.

START HERE

The road from learning to getting paid

Most people stop at step 2. They watch tutorials for years and never sell anything. This guide walks you through all six steps, with what works here in Cameroon, not only what works abroad.

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Who wrote this

I am Cyril Kimbi, a software engineer, schooled 100% in Cameroon (B.Eng, University of Buea). I started coding on my mother's phone and bought my first laptop for 10,000 FCFA. Since then I have been paid on every road in this guide: as a freelancer on Fiverr, as the founder of Cyprogram (100+ projects for clients on four continents), as cofounder and CTO of eStudyUniverse (10,000+ students), as a remote employee for teams in New York and Guangzhou, and through content.

I have also lost YouTube channels, lost pitch competitions and had a first year GPA below 2.0. I am still figuring things out. This guide is what I wish someone had given me at 16.

STEP 1 · CHOOSE

Learn what works. Then what works for you.

What sounds good

What is trending on TikTok this week. What a man in a rented Lamborghini says. Often not built for your situation.

What works

What people are actually paying for right now. Look at who is earning from it in Cameroon, not only abroad.

What works for YOU

What fits your city, your money, your device, your personality, and what you can keep doing when nobody is clapping.

Find your sweet spot

Trying many things is not confusion. It is a stage. I tried graphics, Canva, UI and UX, video editing, content, YouTube, Fiverr, websites, apps and a startup. Then I kept what worked. Focus where these three meet:



Check it against Cameroon reality

Ask yourself	Why it matters here
Can I get paid for it from Cameroon?	Some platforms and payment tools do not work here. Check before you invest months.
Can I start with the device I have?	Design, video and writing can start on a phone. Coding needs a laptop, even a cheap one.
Does it survive power cuts and expensive data?	Work that can be done offline and uploaded later fits our reality better.
Is someone here already earning from it?	**If nobody near you is doing it, be careful. If people are, study how they do it.**

STEP 1 · CHOOSE

Skills that pay and stay

AI changes the tools. It does not remove the need for people who get results. These skills are in demand, can be sold online, and get stronger when you combine them.

Skill	What you sell	Start on	Free place to learn
Web development	Websites, landing pages, online shops	Laptop	freeCodeCamp, The Odin Project
Mobile app development	Apps for businesses and startups	Laptop	Official React Native and Flutter docs
Cloud, DevOps, security	Setup, hosting, protection for companies	Laptop	Free tiers and courses from AWS, Google, Microsoft
Digital marketing	Meta Ads and Google Ads that bring customers	Phone, then laptop	Meta Blueprint, Google Skillshop
Social media strategist	A plan, content calendar, growth and reports	Phone	YouTube, studying brands you admire
Content and UGC	Videos for brands, a personal brand people trust	Phone	CapCut tutorials, practice every day
Graphic and brand design	Logos, brand kits, posters, social templates	Phone, then laptop	Canva Design School, Figma tutorials
UI and UX design	App and website designs	Laptop	Figma resources, Google UX course
Video editing	Reels, YouTube edits, ads	Phone, then laptop	CapCut, DaVinci Resolve tutorials
Copywriting	Words that sell: pages, ads, emails	Phone	Read great ads, rewrite them daily
Automation with AI	Tools that save a business hours every week	Laptop	Make, Zapier and n8n tutorials

> **Pick one. Go deep.** You can add more later. Five half skills earn less than one strong one.

STEP 1 · CHOOSE

A base skill alone is cheap. Stack it.

Most base skills are not powerful on their own. Social media management alone is cheap. Add ads, then automation, and it becomes a service businesses abroad pay dollars for. Start with your base, add one skill at a time, then package the result.

Four stacks you can build

BASE	+	ADD ON	+	ADD ON	=	YOU SELL
Social media management		Meta and Google Ads		Automation		A growth service for businesses
Canva graphics		Brand strategy		Social templates		Brand identity packages
Websites		SEO		Monthly maintenance		Income every month
Video editing		Scripts and hooks		UGC on camera		Content packages for brands

Start from what you already do

You already...	Your base skill	Where it can grow
Design posters for church or school events	Graphic design	Brand kits for small businesses
Run your class or family WhatsApp group	Community management	Social media strategist
Film good videos with your phone	Video and UGC	Content packages for brands
Fix everyone's phone and laptop problems	Tech support	Cloud and IT support for companies
Are good at explaining school subjects	Teaching	Online tutoring, courses, educational content
Help a relative sell on Facebook	Selling online	Digital marketing and ads

STEP 2 · LEARN

Learn by building, not by watching

Many people watch tutorials for two years and never build anything. Use this loop instead. One small round a day is enough.

1. Watch a little. One short lesson on one thing. Not a whole course in one night.

2. Build it. Make something with it the same day, even if it is ugly.

3. Show it. Post it. WhatsApp status counts. Proof starts here.

4. Get feedback. From a mentor, a client or someone ahead of you. Then repeat.

Filter YouTube before you follow it

Search “how to make money online” and the top videos are mostly not made for you. Know which level a video is for.

Level 1
Complete beginner. No skill, little money, maybe no laptop.
Most students

Level 2
Already earning. Wants a new income stream. Skips the basics.

Level 3
Already rich. $10,000+ to invest. “Just hire a team.”

Before you follow any video, ask: What does this person assume I already have (money, a card, a laptop, followers)? Does it work from Cameroon? Is someone here already doing it?

> **Use AI as a free tutor, not a money machine.** Ask ChatGPT or Claude: “Explain this to me like a beginner in Cameroon with only a phone. Then give me one small exercise.”

Your first 30 days

Week 1
Pick one skill. Learn the basics. Make 3 small things.

Week 2
Copy 3 great examples to learn how they were made. Post your best.

Week 3
Do one real project for a real person, even for free.

Week 4
Ask for feedback and a testimonial. Make your first offer.

STEP 3 · GET GOOD

Become so good no one can contradict you

When you are that good and people can see it, you can sell yourself as an expert, with proof. That is how you get paid.

Real projects

Tutorials teach tools. Real problems teach skill. My maths teacher asked me for a Google Form. I built a platform instead, and it became eStudyUniverse.

A mentor here

Someone two steps ahead of you, in Cameroon, who knows our reality. My mentor became my cofounder. We built it mostly on WhatsApp.

Your people

If everyone around you only watches, you will only watch. Go to hackathons, tech events and communities.

How to ask a mentor (and get a reply)

Do not write “please be my mentor”. Busy people say no to that. Show work and ask one clear question.

> “Good evening Mr ___. I follow your work on ___. I am learning ___ and I just built this: [link]. One question: ___? Thank you for your time.”

Make your own luck

Luck = Ready + Visible

Elson asking me for that form was luck. It only worked because I was already ready. You cannot control luck, but you can increase how often it finds you: learn every day, post your work, show up where people are.

When you fail

You will. I lost YouTube channels, lost two Silicon Mountain pitches and had a first year GPA below 2.0. Channels can be deleted and pitches can be lost. **Nobody can delete what you learned.**

STEP 4 • PACKAGE

People judge by what they see

Making money online depends on how you package yourself. You can start with what you have, but people judge by the cover. Same skill, two packages:

BEFORE

“I do graphics. DM me.”

No examples. No price. No niche. Nobody knows if you are good.

AFTER (EXAMPLE)

“I design brand kits for restaurants in Buea.”

12 examples on my page. Ready in 5 days. Clear starting price. WhatsApp link in bio.

Write your offer in one line

I help [who] get [result] with [service] in [time].

Example: “I help small shops in Douala get more customers with Facebook ads in 30 days.”

Show HOW you do it, not just what

Now that AI can fake a nice result, the process is what builds trust. Show your sketches, your steps, the before and after, a short screen recording. People buy from the person they believe knows how.

Portfolio checklist

- [ ] 3 to 6 of your best works, not everything
- [ ] For each: the problem, what you did, the result
- [ ] One process video or carousel
- [ ] Testimonials with real names, with permission
- [ ] A clear starting price
- [ ] One easy way to contact you

Profile checklist

- [ ] A clear, well lit profile photo
- [ ] Your one line offer in the bio
- [ ] The same name and photo on every platform
- [ ] A WhatsApp Business link
- [ ] Pinned posts showing your best work
- [ ] Nothing that would scare a client

STEP 5 · MARKET

Content is king. Aim it at buyers.

Marketing is the most ignored skill and the most important one, in every field. A doctor, a farmer, a shop owner, a developer: the one people know is the one who gets paid.

Content for learners

"5 Canva tips", "how I learned to code". Gets followers who want to learn from you. Good if you sell a course. Easy to end up teaching instead of earning.

Content for buyers

"How I got this restaurant 40 new orders", a before and after, your process. Gets businesses who need the result. They pay.

Followers are not the point. Many of my clients never followed me. They saw one post, sent a WhatsApp message and paid. 300 of the right people beat 30,000 of the wrong ones.

Content ideas that bring clients

Post	What it shows the buyer
Before and after	You can change their situation
Process video	You know what you are doing
Client result	Someone like them already trusted you
Tip for business owners	You understand their problem
Behind the scenes	You are real and you work

Why volume matters now

We used to say you compete with 8 billion people. Now add billions of AI agents posting too. You need an insane amount of good content to stand out. Aim for something every day, even small.

The good news: you have 30+ apps on your phone. People use many providers for one need. Even if many people do what you do, there is room for you.

Five ways to get paid

Way	How it works	Good to know
Freelance platforms	Fiverr, Upwork. Clients come to the platform. You win with a profile full of proof.	Slow start. Your first reviews matter most.
Direct clients	Your own studio, like Cyprogram. Local and abroad. Found through content and referrals.	No platform fee. You handle trust and payment.
Remote job	A salary, often in dollars, working from home for a company abroad.	Less complicated than people think. Apply with proof.
Content	UGC for brands, brand deals, ads revenue, affiliate links.	Platforms change rules. Channels can be demonetised.
Products	Apps, templates, courses, guides like this one.	Build after you have an audience that trusts you.

How to deliver a job

1 Brief: what they need, by when ›

2 Quote in writing: what is included and not ›

3 Deposit before you start ›

4 Draft, then agreed revisions ›

5 Final delivery and balance ›

6 Ask for a testimonial

Pricing basics

- Know what others here charge. Do not start at the very bottom forever.
- Price the result, not your hours. A logo that launches a business is worth more than “2 hours of Canva”.
- Raise your price after every few happy clients.
- Say the limits out loud: number of revisions, what is not included, the deadline.

Receiving money

Locally, MTN MoMo and Orange Money are what clients have. For clients and platforms abroad, payout options change, so check what works from Cameroon today and ask people here who already receive international payments. Never share your passwords or codes with anyone who offers to “help” you get paid.

REAL TALK

Not everyone is designed to be an entrepreneur. That is fine.

Everybody preaches “be your own boss”. In my experience, working under people taught me efficiency, teamwork and leadership. Many people are designed to work under others, and that is a good life.

Work under someone

You learn systems, standards and teamwork, and you get paid while you learn.

Target remote jobs

LinkedIn, Wellfound, We Work Remotely and company career pages. Apply with a portfolio, not just a CV.

Keep a job while you build

Your job funds your dream. It takes away a lot of stress, especially at the start.

Remote job application checklist

- [ ] A one page CV with results and numbers, not duties
- [ ] A portfolio link at the top of the CV
- [ ] A short message for each job that names their problem and how you would help
- [ ] A quiet place, a working mic and a backup for power and internet for interviews
- [ ] Follow up once, politely, after one week

It is never too late. And never too early.

I started at an early age on my mother’s phone. Some people start at 40. Start where you are, with what you have.

Watch out for

- “Secret methods” and courses that promise fast money. If they sell the dream more than the skill, walk away.
- Forex and crypto schemes. That is trading, not a skill you sell.
- Anyone asking you to pay to get a job, or for your passwords.

YOUR TURN

The 1 · 1 · 1 · 30 challenge

1 skill
Pick one. Just one.

1 problem
One real person you can help with it.

1 post
Show the result and how you did it.

30 days
A little every day. Then you have proof.

MY ONE SKILL

THE PERSON OR BUSINESS I WILL HELP

WHERE I WILL POST MY WORK

MY MENTOR OR THE PERSON TWO STEPS AHEAD I WILL CONTACT

TICK A BOX EVERY DAY YOU LEARN, BUILD OR POST

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30

Yellow days are review days: look at what you made this week and post your best piece.

> **Your phone is either a television or a school.** From today, make it a school.

REMEMBER THIS

The world is not fair to us here. The internet does not care. So:

Learn what works for you.
Become so good no one can contradict you.
Package it. Market it. Get paid.

Need help, or want to work with us?

Cyprogram builds brands, websites and marketing for businesses in Cameroon and beyond.

cyprogram.com

You are more than just a student.

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