

Tech & Digital Skills for Beginners

The Essential Guide to Choosing
and Learning **the Right Skills**



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**TECH & DIGITAL SKILLS FOR BEGINNERS:
THE ESSENTIAL GUIDE TO CHOOSING AND
LEARNING THE RIGHT SKILLS**

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DEDICATION

I dedicate this book to everyone who is on the journey to developing a digital skill. I believe in you and I trust you can make progress.

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INTRODUCTION

We are in such an age where tech and digital skills have become as important as going to school. Employers now add them as requirements for job roles. If you are in this generation, then you don't want to make the mistake of being undervalued because as it stands, a life without digital skills is termed an undervalued life. You don't want to be this person. It's like not knowing how to speak the English language which is the universal lingua franca.

This is what this book is set to teach you. The importance of digital skills. How you can discover and develop one or more for yourself and how you can turn them into a profitable adventure.

At the end of this book, I have left a gift for you and I hope you read it to the end to find it.

Till then, I wish you the very best.

CHAPTER ONE

What are tech and digital skills?

Tech and digital skills are practical knowledge of skills needed to use and navigate digital technologies and tools effectively. These skills cover a wide range of expertise including computer literacy, proficiency in software applications, online communication, information retrieval, data analysis, and cybersecurity information.

In today's age, tech and digital skills have become increasingly important both for personal and professional use. In simple words, tech and digital skills refer to the ability to use applications and programs on different devices like computers, mobile phones, handheld devices, etc. to create content and view or modify programs in it.

Learning tech and digital skills

First, you must understand that tech and digital skills are not for everyone however, **Digital Literacy** is what is a must-have especially for young people.

Also, tech and digital skills cover a wide range of skills related to using digital technologies effectively. Here are some key skills.

1. **Social media usage:** this is the ability to use social media platforms for professional and personal use effectively.

2. **Online collaboration:** This is developing skills to work collaboratively with others online through platforms like Google Workspace, MS Teams, etc.
3. **Digital Content Creation:** This is the ability to create and edit content such as graphics, videos, or blog posts.
4. **Data Management:** Understanding data concepts like spreadsheet manipulation, and data analysis using tools like Excel.
5. **Cloud Computing:** This is the knowledge of cloud services for storage, sharing, and collaboration such as Google Drive, Dropbox, etc.
6. **Critical Thinking:** This is developing the ability to critically evaluate digital information to detect misinformation and make informed decisions.
7. **Adaptability:** this is an important skill that helps you stay open to learn emerging digital tools and technologies
8. **Problem-solving:** This is vital because it helps you use digital resources to solve everyday problems.
9. **Online Learning:** Proficiency in using e-learning platforms and online courses for self-improvement and education.

You must understand that digital skills are essential in today's world where people are interconnected, and there is the ever evolvement in technology. Developing and maintaining these basic skills can boost your professional and personal opportunities.

CHAPTER TWO

How to identify which tech or digital skills to venture into

Choosing which tech or digital skill to venture into depends on individual interests, career goals, and current market demand. The following steps below will help you determine which skill is best for you. However, one thing is important when choosing a skill, and that is your **personality strength**. In pre-colonial times, our forefathers used to visit the shrine as a tradition to identify the career path(destiny) of their children. But in today's age, you don't have to visit the oracle to determine this. You just must follow the existing principles to identify what is best for you, and not just that. You have also to follow the laid down systems and structures. Some of them include;

1. Discovering your God-given potential

- How to discover your God-given gifts

There are numerous ways and indicators to discover gifts and talents but these are the three you can use to discover yours which are

I. Pain indicator

Identify the things that cause you pain. For instance, if you hate it, you can choose a skill that will help you handle this for yourself and others.

II. Pleasure indicator

The things you love doing can also be a pointer to what you might want to start. For instance, if you love writing, you can become a content writer, ghostwriter or copywriter

III. Influence indicator

What can you influence people to do? When people see you, what do they like about you? This can also be an indicator of what you should be doing.

2. Self-Assessment

Evaluate yourself. Find out what interests you. Find out the topics that you spend time researching about. Find out the topics you love to discuss nonstop. Consider your career goals and the skills required for the success of anybody in such a field.

3. Market Research

Research about job market trends and the fast-growing industries. While doing this, be on the lookout for in-demand skills, and x-ray job postings to discover the skills and qualifications employees are searching for. Then you can develop those skills

4. Industry Analysis

If you already have an industry, you are looking at, research it specifically. Find out the digital skills in such industries. Also, join relevant online communities and groups that align with such skills.

5. Skill Compatibility/Career Link

Sometimes, you have to discover the specific skills that align with your existing knowledge and experience. It is easier to build skills that already align with what you love or your current abilities.

- Identify transferable skills from your current role or previous experiences. Identify the skills that work best with your calendar.

6. Online Courses and Resources

Research online courses, tutorials, and resources related to the skills you're considering. You can use platforms like Coursera, Udemy, and LinkedIn offering a wide range of courses.

CHAPTER THREE

Top 12 highly demanded tech and digital skills

There are a thousand and one tech and digital skills to learn. I mentioned some of them in chapter one, but below are some other ones you can consider. Prioritize choosing the one that is most appropriate for you and bury yourself in learning.

1. Data Analysis
2. Copywriting
3. Digital Marketing
4. Video Production
5. Software Development
6. Web Design
7. Content Writing
8. Graphic Design
9. UI/UX Design
10. Social Media Management
11. E-commerce
12. Virtual Assistance

These skills are very popular skills on the internet and thousands of people are making millions of naira from them. When you identify which one of them you are going for, you just need to bury yourself in study and practice to master the skill. In my community, I teach more about all of these skills. I will drop the link to join at the end of this book.

CHAPTER FOUR

How to learn a tech or digital skill

1. Trainings

One way to get equipped with digital skills is through training or online coaching. This saves time and energy as it gives you the leverage to learn faster from somebody who has more knowledge and experience.

2. Solo Learning

This is a personal learning experience. Here you dedicate yourself to learning everything on your own through free resources across the internet. This is good although it demands much time, energy, and commitment.

3. Mentorship

This is a very effective way of learning. It's fast and more efficient because it encourages close accountability. This is usually a closed group learning or one-on-one coaching.

• PROS OF TECH & DIGITAL SKILLS

- i. It's location friendly. You can be anywhere in the world and work in any region of your choice.
- ii. It encourages independence such that you are liable to choose your best working hours.
- iii. It's highly profitable
- iv. Efficiency, flexibility, creativity and respect
- v. Access to global opportunities

- **CONS OF TECH & DIGITAL SKILLS**

- i. Time-consuming. Digital skills can be very time-consuming. It demands many commitments.
- ii. Cyber Bullying. Sometimes you experience cyberbullying, especially at the beginning stage of starting. People might not trust you and some of them will call you out in public.
- iii. Privacy (invasive). This can mean your private life would be in public or a part of it because it's one of the ways people will get to trust you when they know something about you.

Formation Element

- ***The Channel***

(Social Media, Website, and Email List)

These are some of the channels for digital skills. There are a lot of social media platforms serving different purposes. You can choose the one that works best for you. You can also have your own website or build an email list.

- ***The Grind***

(Content creation, video shooting, automation)

This is how to get the job done. You have to create content and do some automation. Sometimes, you have to go hard to create the visibility you want.

- ***The Finance***

(Tools subscriptions & Advertisement)

It comes with financing too. You have to be ready to spend money to get the result you desire.

- ***Business***

(Legality, charging & Documentation)

When you decide to make it a business, then you must consider the legality, pricing and documentation.

WAY FORWARD

1. Structure your mindset
2. Learn how to write/speak
3. Place priority on personal branding / personal development/growth
4. Attach a mission goal to your skill (Tie it to humanity)
5. Join international communities
6. Create a sales funnel
7. Volunteer
8. Collaborate, don't compete
9. Teach others and build a community

GET THESE TOOLS

- Canva for flyer design
- CapCut for video content editing
- Chat GPT for content development
- [Quora.com](https://www.quora.com/)/Reditt for content research
- Grammarly for copywriting and proofreading
- [About.me](https://www.about.me/) for a personal single web page
- Tribapay for foreign payment
- Audacity for Podcast Editing
- Facebook Ads for advertisement
- Sendy/MailChimp for email marketing
- [Wix.com](https://www.wix.com/)/ Wordpress for website development

CHAPTER FIVE

How to make money from digital skills

There are different ways you can make money from digital skills, depending on your expertise and interests.

1. Freelancing

This includes writing, graphics design, web development, and digital marketing on platforms Upwork, Freelancer, and Fiverr connect with clients seeking digital services.

2. Online Consulting

If you develop expertise in a specific digital field, such as SEO, social media marketing, or web development, you can offer consulting services to businesses or individuals seeking guidance.

3. Content Creation

Start a blog, YouTube channel, podcast, or social media presence to share your expertise or passion. You can monetize through ads, sponsorships, affiliate marketing, and merchandise sales.

4. Online Courses and Ebooks

Create and sell online courses or ebooks on platforms like Udemy, Teachable, or Amazon Kindle Direct Publishing. Share your knowledge with a global audience.

5. Web Development and Web Design

Build and design websites for clients. You can offer custom solutions or use website builders like WordPress or Shopify.

6. Digital Marketing

Offer services like search engine optimization (SEO), pay-per-click advertising (PPC), social media management, and email marketing to businesses looking to improve their online presence.

7. Graphic Design

Provide graphic design services for branding, marketing materials, social media graphics, and more. Use platforms like Adobe Creative Cloud or Canva.

8. Affiliate Marketing

Promote products or services through affiliate links on your website, blog, or social media. Earn commissions for every sale generated through your referrals.

9. E-commerce

Start an online store and sell physical or digital products. Platforms like Shopify, WooCommerce, and Etsy can help you get started.

10. Virtual Assistance

Provide administrative or customer support services remotely to businesses or entrepreneurs.

11. Online Tutoring and Coaching

Teach others your digital skills through online tutoring or coaching sessions. This can be in fields like coding, digital marketing, design or anything else.

Always remember that building a reputation and a strong online presence can be crucial for attracting clients and opportunities. It may take time to establish yourself, but with dedication and consistent effort, you can turn your digital skills into a profitable source of income.

To receive payment from foreign clients, there are several platforms you can leverage.

But I recommend [Grey.co](https://grey.co)

You can sign up to create an account with them. This enables you to receive your payment from your foreign clients because your Nigeria bank account cannot receive payment internationally.

Now that you have finished reading this book and have identified which digital skill you want to venture into, you might want to join my community where I bring everyone with a digital skill together. It is a community of people who have digital skills, learn, and collaborate to develop themselves.

It's free to join. Just click this link [HERE](#)

This is my gift to you.

ABOUT THE AUTHOR

With over five years of experience, Taiwo Orbs is your go-to Brand Marketing Consultant and New Media Copywriter. He's dedicated to helping brands craft strategic messaging that delivers the desired results.

Taiwo is not just a professional, but also a passionate volunteer, actively involved in Rotaract International. He's held various roles, including serving as the 2022-2023 president of the Rotaract Club of Surulere South and currently serving as the Public Image Chairman for Rotaract District 9110 Nigeria.

His expertise spans a wide range of skills, including copywriting, content development, graphic design, market research, sales copy, and team coordination. Currently, he's an Agency Copywriter at Promilux and a Field Engineer at MOJEC International, a prominent prepaid meter manufacturer in Africa.

In addition to his corporate roles, Taiwo is an integral part of Prominence Africa and the founder of OrbsUp Africa. He's a Paul Harris Fellow and finds solace in listening to music while working out.

Taiwo's portfolio boasts collaborations with both domestic and international brands, such as Promilux, Bodi Moves in Texas, Julimight Empire in Nigeria, Ez Move in Dubai, Yogurberry in Australia, Kiwope Capital in Nigeria, Akurate Bricks in Nigeria, Amborion Consulting in Nigeria, and Regal Specialist Women's Hospital in Nigeria.

To learn more about Taiwo Orbs and his impressive journey, visit his website at www.taiwoorbs.com.

**I WISH YOU THE VERY BEST IN YOUR NEW
JOURNEY**