

ابو الحياء

ABU AL-HAYYA

OWN IT by **Abdullah Abu El Haija**

Indeed, Allah will not change the condition of a people until they change what is in themselves.

Why this Book Exists

You don't need permission to win.

You don't need investors.

You don't need connections.

You need a decision.

A decision that you will no longer beg for opportunities—you will create them.

This book is a blueprint.

It's your guide to start your own marketing agency from zero—wherever you are in the world.

Whether you're in a small village or a skyscraper office, the tools are in your hands.

I built two agencies in the UAE.

We made over 3 million dirhams a year.

I started from nothing. No rich uncle.

No easy road.

Just discipline, faith, and action.

This book is my way of giving back.

I want you to have the same tools, mindset, and path that brought me here.

No secrets. No bullshit.

The Mission - and The Mindset

God said in the Quran:

"Indeed, Allah will not change the condition of a people until they change what is in themselves." (Surah Ar-Ra'd 13:11)

Change starts in your mind.

Not with money.

Not with luck.

Not with waiting.

You're not reading this by accident.

If you believe in yourself, you will change your life.

And if you don't believe yet, borrow my belief in you—until yours grows.

Forget what society tells you.

Forget your teachers, your failures, your fears.

Your future is not written—you write it.

This e-book is your weapon. Your reminder. Your strategy.

The Foundation

Start with a name.

Start with a vision.

Start ugly.

But start.

Your agency needs:

1. A name that means something to you.
2. A logo (use Canva or hire on Fiverr).
3. A mission. Why do you want to help businesses?

Once you have this, create a basic website or Instagram page.

Build a profile that says: I help businesses grow through marketing.

Start telling people what you do.

You don't need it to be perfect.

It will grow as you grow.

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What Services to Offer

Start with services that are in demand:

- Social Media Management
- Paid Ads (Facebook, Google, TikTok)
- Branding & Logo Creation
- Website Development
- SEO (Search Engine Optimization)

Learn one first.

Offer it for free to 2–3 small businesses.

Build results.

Use that as your portfolio.

Once you have results, you have proof.

And proof brings clients.

How to Find Clients

1. Use Instagram and LinkedIn.
2. Send DMs every day. Minimum 30.
3. Offer free strategy sessions.
4. Speak with passion. Speak with conviction.

People don't buy services.

They buy certainty.

If you show them you know what you're doing, they will trust you.

Create short videos giving advice.

Post every day.

Be seen. Be heard. Be consistent.

Money & Faith

Money is a tool.

Not the goal.

The goal is freedom. Impact. Purpose.

You will get rejected.

People will doubt you.

Maybe even your family.

But remember:

"So truly where there is hardship, there is also ease."

(Surah Ash-Sharh 94:6)

God is your provider.

People are the means—not the source.

Keep going. Keep praying. Keep building.

Your risk is not in trying. Your risk is in waiting.

Building a System

Once you start getting clients, build systems:

- Use Trello or Notion to manage tasks
- Use Google Drive for client files
- Use Stripe or Wise for payments
- Hire freelancers for work delivery

Don't do everything yourself.

Focus on growing the business, not just doing the work.

Train others. Delegate. Scale.

The Next Level

You've started.

You've got your first wins.

Now what?

Now you build your own brand.

You teach others.

You inspire the next Abdullah.

And when people ask how you did it—send them this book.

"And whoever puts their trust in Allah, then He will suffice them." (Surah At-Talaq 65:3)

Remember: The world doesn't need more followers.

It needs leaders.

Be one.

Own it.

Build it.

Live it.