

MILLIONAIRE

mag

#Girl Boss

Find out more
about the talented
Brianna Rooney

Make your business
financially stable
3 tips on how to
run a financially
stable business

How to use social
media visuals
to grow your
business

GIRL
BOSS



GERMANI JEWELLERY

Germani Jewellery has been established as an Italian brand in Australia since 1985. It became a household name for fine jewellery when it became an exclusive sponsor for the national TV show, 'Sale Of The Century' from 1988 to 2001.

Germani's extensive experience in creating distinctive, cosmopolitan, unique and exquisite jewellery is evident as he was awarded the prestigious Diamond De Beers Awards, designed and manufactured fine jewellery for the Saudi Royal Family, Queen Noor of Jordan, the Duke & Duchess Of Wellington, Elizabeth Taylor, Princess Diana and other well known international dignitaries around the world; thus gaining him international recognition.

Germani houses a huge range of quality, coloured gemstones and loose diamonds sourced from Belgium, Switzerland and the Far East. Customers can enjoy the luxury of purchasing directly from the wholesaler and having the jewellery made in-house. Each design is iteratively reworked until it fits the customer perfectly.

Prices are extremely competitive due to the magnitude of Germani's operation.



THE GLOBAL Millionaire magazine

CONTENTS

- 4 Three tips on how to run a financially stable business
- 8 How to use social media visuals to take your business to dizzying heights
- 12 How to think like a self-made millionaire
- 16 Ten reasons entrepreneurs fail to attract sponsors
- 20 Three simple habits that can send any entrepreneur broke
- 22 Eight realistic ways to make money online
- 30 Find out more about Brianna Rooney
- 34 Five absolutely essential things to consider when starting a new business

EDITORIAL

Editor-in-chief
Mike Ilagan

Managing Directors
Albert Prias & Mike Ilagan

Photographic & Art

Archie K, FIN Photography, Ash Narayan, Brendon Angelicall, Brooke B, Raymond Bartholomeusz, Gary Abella, John Mungcal, David Moore, Lisa Chan, Raf Flores, Thang

Marketing

Alex Abella, Krissy Anderson, Eileen Maynigo, Barnes Luz, Jason Harris, Stephanie Macabenta, Charles Chan, Albie P, Joanna Cubelo, Annabel Gottfried, John Esquerro, Michelle Palmer, Cam, Angelica Whitelaw, Joanne Azzi, Chevy, Tricia Argeseanu, Zenaida G, Gerry Samaniego

Writers & Contributors

Anjelica Whitelaw, Shiwani Gupah, Renae Smith, Holly Phillips, Jenny Hu, Charles Chan, Jill Antonio,

While every effort is made to ensure the information in this magazine is correct, changes may occur that affect the accuracy of the copy, for which 1Tribe's holds no responsibility. The opinion of contributors are not necessarily those of 1Tribe's staff. 1Tribe disclaims liability for those impressions.



THE GLOBAL Millionaire magazine

E D I T O R S
N O T E S



We're definitely living in difficult and unprecedented times! The whole world has dramatically changed in just a few short weeks - the impact of COVID-19 has been devastating on many businesses including ours.

That said, we are still optimistic about the future of the wealth building and real estate industry and we're all currently trying to adapt to a completely new environment on the fly. I've been speaking to a number of business associates and we've all agreed that in these times of crisis, we all need to be resilient, flexible and united - we've all agree as well that this lockdown is a good time for us to really sit down and plan for the future. One thing is for sure - we will all bounce back from this pandemic and once we do, we're going to have one heck of a party! Right now, a number of awesome things are in our pipeline: the launch of industry magazines such as Global Elite Queen and Swimsuit Elite as well as a number of massive events such as Sydney's Best Dressed, Global Fashion Network, Elite Success Summit, and Miss Entrepreneur. It is crucial to keep in mind this is only a temporary situation and we will be back bigger and better than before. I hope you all stay healthy and we look forward to seeing you all soon.

Mike Ilagan
Managing Director



MS ENTREPRENEUR

BE YOUR OWN KIND OF POWERFUL

COMING SOON



MS ENTREPRENEUR

HOW TO RUN A FINANCIALLY STABLE Business

“Thinking about your own finances is an utmost priority for you as an entrepreneur but it’s also equally important that you critically think about your partners’ and investors’ success because they’re the ones backing up your business’ growth.”

Secured funding is one of the major feats for every business, which requires expertise in thorough planning and analysis. However, an emerging entrepreneur can only see the real value if he makes use of the initial support he has and turning it into a long-term growth by means of doing an initiative to transform sustainability.

Financial stability is very important. Without it, brands and businesses lack a solid foundation to cater their business endeavours such as revolutionizing product lines, expanding storefronts geographically, or creating new investments into packaging and shipping for an enhanced customer experience. This is very true to emerging businesses.

Emerging entrepreneurs have a tough job in transitioning pioneer funding resource into companies having verified equity. If you’re just starting up then you need to know that in order for your business to prosper, you have to change from you simple selling idea into thinking about your whole business model and looking into a tangible financial plan.

Here are 3 tips for you on how to run a financially-stable business as a starting entrepreneur:

1. Develop your Clear Vision and Path to Profitability

As an entrepreneur, it’s essential for you to have strict principles when it comes to finance because it will govern your incoming as well as your outgoing spending. If you’re planning to seek capital by means of funding, there’s a need for you to demonstrate your anticipated ROI too investors and add detail as to where your expenditures will be going.

You should give an explanation on how you decide to manage all receivables and cash. You should exhibit a firm and clear vision on how you can become and remain positive in terms of cash flow. “Building your business” is not enough as a financial plan if there’s already the involvement of venture capital funding and private equity.

2. Make use of Investors to Increase your Financial Viability

Thinking about your own finances is an utmost priority for you as an entrepreneur but it’s also equally important that you critically think about your partners’ and investors’ success because they’re the ones backing up your business’ growth. It’s a sign of good partnership if you’re able to make decisions having them in your mind. By helping your investors and partners, you’re also given the chance to ask help as a return of the favour.

3. Make Stable Hiring Decisions

Shortcomings are hard to admit but as a smart entrepreneur, self-awareness is your mark on focusing on your business’ financial future. Other successful entrepreneur’s expertise and experiences are best in avoiding the waste of essential financial opportunities. It will be very impressive if you can better understand leveraging finances. Be smart in bringing in executives; better if they’re already successful players in the industry.

Running your business as an emerging entrepreneur is not all about money but the proper management of your finances is an integral key to the long-term success of your business. It’s good to make investments and smarter in making financial decisions on advertising spend, customer acquisition, costs, and strategies for liquidation.



HOW TO USE SOCIAL MEDIA VISUALS TO TAKE YOUR BUSINESS TO DIZZYING HEIGHTS

Most consumers are visual people so using powerful visuals in social media is a smart marketing strategy that every company needs to look into. Here are a few quick tips on how to be more creative with your social media marketing efforts.

Let's face it, if you're not leveraging the power of social media to market your business then you're doomed to eventually fail because it's imperative for any company to possess a good social media presence.

Most consumers are visual people so using powerful visuals in social media is a smart marketing strategy that every company needs to look into. Here are a few quick tips on how to be more creative with your social media marketing efforts.

Share photos of your events and tag, tag, tag!

Facebook has over a billion members so it's a smart move to use Facebook to market your product – the best thing about it is that it's free! Instagram is another social media platform that you want to be active on because it's a fun and effective way to market your business. Make sure that when you organize events you get to know a number of your consumers. As soon as your event is over you need to post your event photos in Facebook and Instagram and then you have to start tagging people who came to your event. This technique will help you reach the friends as well as friends of friends of your customers. Just by tagging people you would've doubled your reach.

Leverage the power of selfies

Whenever a person posts a selfie at an event or a restaurant and then tags the location, that business gets free publicity straight away. A good strategy is to create a selfie competition. Tell your customers to post a selfie of themselves with one of your products and they can be in the running to win a prize. Of they take a selfie with your product and post that selfie on Facebook and Instagram, that person is indirectly promoting your brand to their family and friends which is an untapped market for your product. You can also run a selfie competition on your event where the person with the best selfie using your company's official Instagram hashtag gets a prize.

Promote check-ins to your consumers via Facebook

Whenever someone checks in on Facebook, every single follower of that person will be able to see a map pinpointing his/her location. That person's friends will be able to see a preview of your company's Facebook page so you have to ensure that you have an amazing profile photo and you also have to make sure that your Facebook page contains a lot of good photos and detailed information about your product.

HOW TO THINK LIKE A SELF-MADE MILLIONAIRE

There is nothing worse than being trapped in a job that you just don't like.

It's a known fact that most of people want to actually break free from the rut of a nine-to-five job and start their own businesses. Why? Because with most nine-to-five jobs the pay isn't that good, the hours are long and for some, the work environment is not very friendly. Now if you are one of these people that want to finally resign from your jobs and start a new life as an entrepreneur or possibly a millionaire in the near future, then this article is for you.

Here's what a lot of people don't realize; crossing over from a typical day job to a full time business is not just a physical move – it requires a complete change in your state of mind because you will be crossing over to a completely different world from what you were used to. You have to dump the old job mentality, and instead, you have to develop an entrepreneurial outlook. If you want to be a big shot millionaire one day then you have to THINK like one.

Now if you want to cross over to the entrepreneurial world, you need to embrace the following three ways of thinking:

1. Networking is essential

As an entrepreneur, you have to realize that most of the time 'it's not what you know, it's who you know.' You have to interact and build relationships with like minded individuals and business contacts that you can trust and whom you feel can help you grow your business. It's a simple formula, people do business with people they like and trust, just as they are friends with those they like and trust. If you want your business to succeed then you have to realize that networking is not just about what others can do for you, it's also about what you can also do for others. Being an entrepreneur actually means helping out others and providing value when you can, not taking others down. It means creating a mastermind group of individuals you can share and discuss ideas with. You shouldn't be afraid of losing out and having others rise above you.

2. Learn from other successful people

As an entrepreneur, it's second nature to be competitive because you want to be on top. But even though you have to think big and be the best in what you do, you don't have to go as low as destroy other people in the process. You have to understand that we each have a unique outlook and value that we can offer. To get to the top you have to





"Here's what a lot of people don't realize; crossing over from a typical day job to a full time business is not just a physical move – it requires a complete change in your state of mind."

learn from others who are already sitting at the top. You don't look at the person in fancy house and feel envious of what that person has, instead, find out who this person is and tell them that you admire what they have achieved and want to learn from them – usually that successful entrepreneur would agree to give some tips. Entrepreneurs understand the notion of profusion. They know what it takes to get to the top and most of them are more than happy to take the time to help someone get to the top as well.

3. You have to think BIG

As Donald Trump would say, 'If you are going to be thinking anyway, you might as well be thinking big.' It's true, if you are thinking small time then you'll always be small, if you can't even think of doing something big then you will never do anything big in life. There is no cost in dreaming so you might as well dream big.

As an entrepreneur you have to realize that that the road to eventual prosperity and success can be a very long and tough one. Many people start with big goals but then the moment they run into some unexpected hiccups, they get distracted and they lose sight of their goals. Keep in mind that you always have to focus on the ultimate vision. In saying that, you also have to be different from the rest of the pack – you have to think outside the square and find new and unique ways to be make money and be successful. You always have to say to yourself, 'How can I make this better? How can I be unique? How can I do this in a much bigger way?'

A typical nine-to-five job employee only focuses on the task provided to them by their boss, they follow what most people are doing so they are not used to looking at the bigger picture because that vision is for someone else to worry about. Bringing this limited mindset over to the entrepreneurial world is dangerous because it can restrain your creativity and hold back your ability to cope with and solve the many challenges that will come your way. When you think outside the square, you also create things that make you move above the rest of the pack.

If you currently have a business and you haven't made much money yet, that is okay. As long as you keep your eye on the prize, focus on the bigger picture, build your brand, and network with the right people then later on you will reap the rewards. You also have to be HUNGRY for success. Hungry people are motivated people, if you are currently satisfied with what you're earning then what will motivate you to be wealthy and successful? To get to the top you should always set a higher goal for yourself.

10 REASONS ENTREPRENEURS FAIL TO ATTRACT SPONSORS

Most entrepreneurs that seek sponsorships have worthwhile projects and great intentions; however, in majority of the cases, the individuals seeking sponsorship let down themselves and their businesses through an ineffective approach.

Let's face it; selling sponsorship to a potential client is not an easy task because a lot of small businesses these days don't really have a marketing budget.

In a nutshell, getting sponsors boils down to two things: offering something of value and building rapport. So what are some crucial mistakes a lot of entrepreneur make when it comes to selling sponsorship? Read on and find out.

1. Not contacting the right person

It's quite obvious that if you want to sell sponsorship to a company you need to find the right person to talk to - the decision-maker. Think about it, why would you bother pitching your offer to the receptionist when that person wouldn't know what to do with your proposal??

If you're pitching your idea to a company, you need to reach out to the head of the marketing department or possibly even the brand manager. Approaching the CEO or managing director directly may not be the best idea either because most of the time those guys are extremely busy.

2. Antagonizing Potential Sponsors

A lot of entrepreneurs think that antagonizing is an excellent way to seal the deal with a potential sponsor.

WRONG. Don't ever create a sense of urgency if there's no sense of urgency.

Spitting out a line like "Hi Tony, the sponsorship deal I'm offering you is for a limited time only, if you don't take it now I would have to give it to someone else" is an epic FAIL.

First of all, keep in mind that you're the one that needs their business not the other way around. Secondly, if you're talking to the CEO or the marketing manager, you have to assume that this person is smart so they'll probably end up laughing off your bullying tactics.

Just be courteous when you're presenting your pitch, building rapport and lasting relationship go a long way.



If you want to secure high-end sponsors, then you need a decent looking website and topnotch looking marketing materials - it's as simple as that. The more professional you look, the more they'll trust you with their money.

3. Allowing the Potential Sponsor to dictate the price

Most entrepreneurs and marketing managers are very savvy when it comes to getting value for their money. They want to milk any deal as much as they can for as low as they possibly can. Don't let a savvy CEO talk you into lowering down your offer to the point that the offer is just plain ridiculous. It's quite fine to negotiate and give a bit of a discount, but you need to put your foot down at some point otherwise if the word gets around, other businesses would want to get the same deal from you which could be very bad for business. Try and price your packages above your actual price as well so that you have room for negotiations and to give potential sponsors the illusion that you're offering a huge discount.

4. Pricing your offer too Low

If you're pricing your offer a lot lower than what it costs to maintain your business, then it's either you're on crack, or you're living in la-la land. If you're spending \$20,000 for your event, it's pretty silly to start selling sponsorship space for a measly \$100. Do your maths. Sort out your budget first before you start negotiating with other businesses. Having a clear indication of your expenses goes a long way.

5. Failing to give potential sponsors sufficient time

Setting deadlines are always smart, but you need to take into account that the bigger the company is, the harder it is to request sponsorship and funding as the money has to go through a lot of channels. Corporate sponsors usually take time to get the funding sorted and are traditionally quite delayed with payment because the funding has to go through a lot of hands and approvals. Make sure you allocate enough time for your sponsors to come up with the money and be courteous when you're chasing payment. No one likes to deal with someone who sounds straight out of a debt collecting agency.

6. Not offering long-term contracts

Offering just a one-off sponsorship for your blog or website is not the way to go. Why secure a one-time sponsorship when you can secure residual income for the next 2 to 3 years? When you start designing your sponsorship packages, try to come up with a one-year and even two or three-year contracts. This is a guarantee that there's going to be funding for your website in the next two to three years.

7. Giving up

Did a potential sponsor just shut you down? Don't fret; it happens to the best of us. Don't burn any bridges though; there's no harm in calling your contact again

and touching base - maybe telling them later that you have a great deal they might be interested in? You never know what can happen. Just make sure you give plenty of time in between these requests. Don't be that person who still follows up every week even though the business head has already said no. You'll sound like one of those annoying lead generation telemarketers who keep calling until you give in.

8. Not doing your research

The dumbest thing you can ever do when you're pitching something to a prospective client is not researching them. How can you try to pitch something to a potential sponsor when you don't even know what their business is all about?? I recommend going through their website and social media pages and learning more about their business.

Who's their target market? Is their website or social media pages lacking anything? How can you improve their website and their business? What value can you provide this business to get them to sign with you? You need to study a business thoroughly and tailor a package that'll suit their needs. You can point out what's lacking in their business and offer an actionable solution. Maybe their website is not optimized? Maybe no one is managing their social media pages properly? You need to explain to the potential sponsor why they need your business and what value you can provide.

9. lame marketing materials

Another stupid thing you can do is approach a potential client with a dumbass looking proposal. Do you think you can secure a deal with a marketing material that looks like it was designed by a 10-year-old and has grammar and spelling errors everywhere?? Or can you really see your blog getting sponsors even though it looks like it came straight out of the 50's?

Get outta here! If you want to secure high-end sponsors, then you need a decent looking website and topnotch looking marketing materials - it's as simple as that. The more professional you look, the more they'll trust you with their money.

10. Failing to discuss expectations

Once you've signed a sponsor, it doesn't mean you can drop the ball and neglect them since they're already on board.

Once you've signed them, you have to do everything in your power to make them feel like a VIP so that they end up sponsoring your blog over and over again. Make sure you keep the sponsor in the loop and exceed their expectations. You don't want to lose a significant sponsor just because you failed to meet their expectations.



3 Simple HABITS

THAT CAN SEND ANY ENTREPRENEUR BROKE

Ask any entrepreneurship expert and they would tell you that the core principle that dictates a bankruptcy is poor cash flow. Even if a business is in a lot of debt but follows a solid system of positive cash flow, and a close monitoring of returns and payables, bankruptcy is less likely to happen. If you are a rookie entrepreneur, you may want to watch out for seemingly simple things that can potentially hurt your business, and lead to its insolvency.

Small, Unnecessary Purchases

So you've just opened your business and you start buying all these interior design accent pieces that can't really promise an influx of customers. In some cases, some owners get too obsessed with "cheap" buys not realizing that these small amounts pile up too. Think of the few hundred dollars spent on décor and a nice coffee table that could have been used to pay your power bills. Remember, the goal is to have a fast return on your investment, so you may want to stop spending on unnecessary, inexpensive buys because those "discounted" prices add up too.

Hiring too Many Staff too soon

The success of your business is extremely proportionate to the amount of work that you put into it. At the onset of your venture, try to minimize your expenses, including employee salary. If you can do away with just one or two helpers, then by all means, hire less. Most successful startups have owners who went through sleepless nights, survived on home-cooked meals, and some even had to be their own store's painter, janitor, and handyman. Salaries are part of overhead expenses and if you can cut cost on overhead, you can direct your funds on better channels such as marketing and lead creation. The last thing you want is to overlay your employees because you can't afford to pay their wages any longer.

Poor Accounting

There is a misconception that small businesses do not need painstaking accounting work. You raise a capital, earn, and that's about it... Wrong!

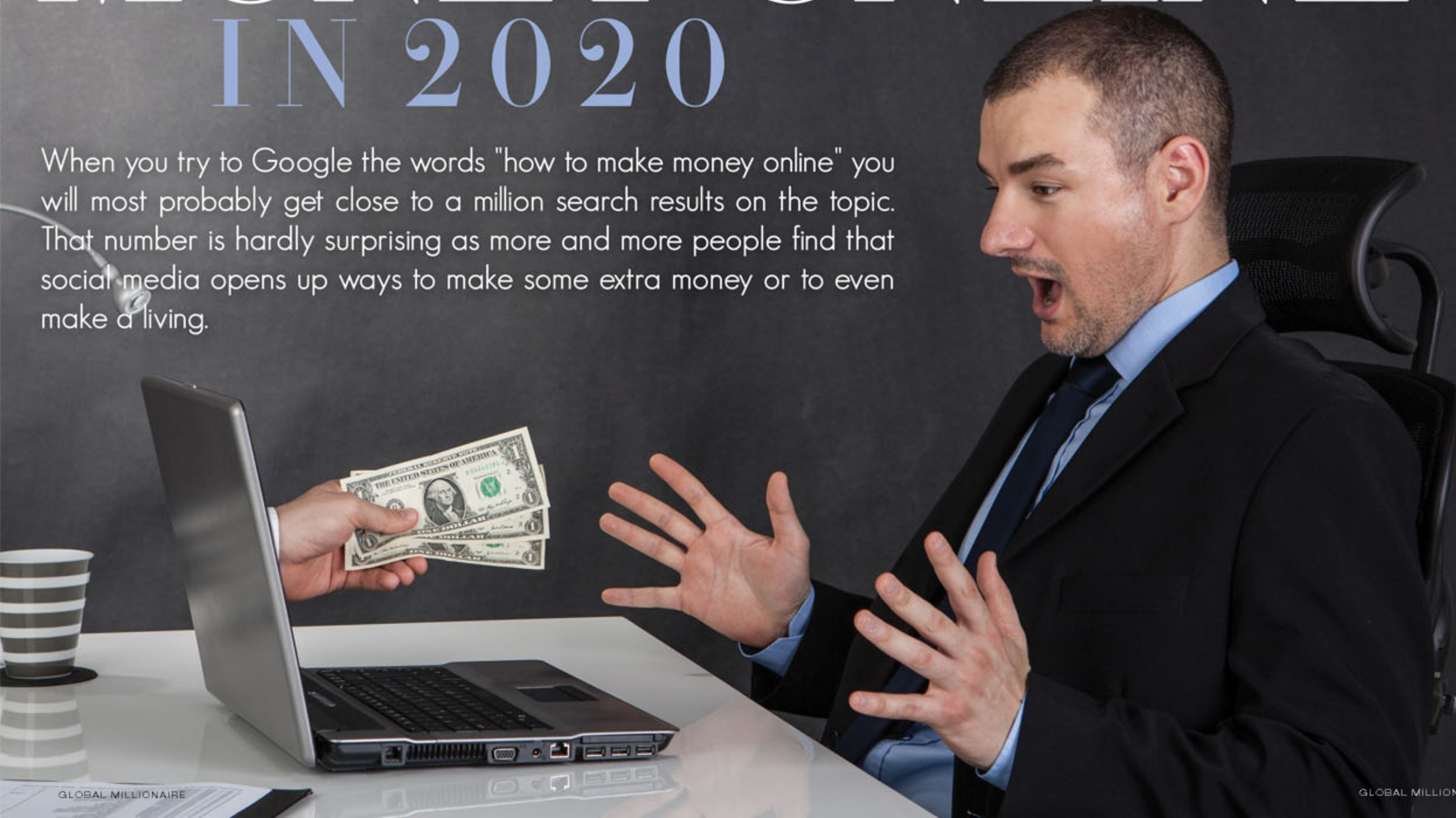
The fact is, small businesses need more accounting work in tracking how the money spent on rent, stocks, supplies, and contingencies compared to big, stable corporations who already have a system in place. Other miscellaneous expenses should also be listed and itemized so you can check if you're spending too much on minor things. This will also help you decide on expenses where you can cut down and save. Ideally, your operational expenses should not exceed your average daily or monthly income. If you lose sight of where your money is going, it may be too late for you to realize that your business is slowly losing money, and everything can be gone at your own expense.

If you're frugal and prudent enough, you'll know the things that deserve a chunk of your startup capital, and those that can wait for later. Maintaining healthy cash flow can be tricky, and there WILL always be lean months where you're almost just break even. Regardless of these challenges, resilience and the ability to adapt and redesign your business strategies can draw the line between bankruptcy and brand endurance.



EIGHT REALISTIC WAYS TO MAKE MONEY ONLINE IN 2020

When you try to Google the words "how to make money online" you will most probably get close to a million search results on the topic. That number is hardly surprising as more and more people find that social media opens up ways to make some extra money or to even make a living.





"The internet, and social media have given you the opportunity to make money from your business idea via social media and it's pretty much up to you to do something about it."

You probably spend a great deal of time on social media every day so why not make money while you're using Facebook, Instagram or Twitter?

Let's face it; when you try to Google the words "how to make money online" you will most probably get close to a million search results on the topic. That number is hardly surprising as more and more people find that social media opens up ways to make some extra money or to even make a living.

Many naysayers will disagree but recent polls and trends have shown the exact opposite. Even just looking at the number of active users on social media can make your eyes pop out. Facebook has over 2 billion active users, Instagram has 800 million active users and Twitter has about 330 million monthly active users. Most people will say it is risky to try to make money online but that is the very nature of any business though – it's all risky.

Bottomline, the internet, and social media have given you the opportunity to make money from your business idea via social media and it's pretty much up to you to do something about it.

Here are a few ideas of how you can maximize social media for your monetary benefit.

1. Define your niche/target market

You need to give your business idea more specific definition.

Broad strokes are not useful when you're trying to strategize for online success. Your business idea has to address a certain target market or niche.

First off, you need to decide on your target audience and be specific.

This may seem like a moot point but one that is constantly overlooked. The more specific your audience the more impact you will have.

Secondly, define the product or service you are offering to your audience.

You may find that you will need to structure your offering a bit more. For example, your business idea may be to venture into marketing. However, what type of marketing are you offering specifically?

Will you be offering digital services, traditional marketing or perhaps copywriting?

Each type of marketing speaks to a very different target market.

2. Figure out your ultimate goal

It is vital for you to decide what you really want from

this exercise. Before you subscribe to any social platform or app you must know what it is you are aiming for.

For example, do you want to use social media to attract more traffic to your website or blog, or do you want to become the next Instagram influencer?

Your goal will decide which strategy you'll eventually employ. Once you have decided on the 'why' then commit it to paper. This will help keep you on track if you are on the path to success.

3. Test your hypothesis

Every successful growth hacker and digital influencer will tell you to test before hitting the throttle at full tilt.

Missing this crucial step will cause you to miss a few vital insights.

For example, are you sure your target market is big enough for monetary gains?

Also, the problem you are trying to solve, is there an actual market for it?

And finally, does your plan follow the precepts of your original goal?

Testing and validating your idea is a very important next step.

Search Google Trends to view your niche market

Punch in your niche keywords and hit search and a graph will pop up showing you the level of interest in that topic over a specified time.

The graph should give you a good indication regarding the interest level of your niche among your target audience.

Research any competitors

Competitors are a good indicator of whether there is a market for your business or not.

This should not be a negative factor as competition will highlight the demand for your product or service.

You can do a simple search on Amazon as book sales will also give you a good indication of demand.

A search on Udemy (an online learning platform) will also highlight a demand especially when there are loads of courses in your niche that are being offered.

“Social media relies on content to attract your audience. The type of platform you choose will determine how you deliver that content.”

YouTube is the most popular video platforms and if people are viewing your niche content then there is a clear demand. YouTube will also reflect the number of people viewing the content, this is a great indicator of demand.

Instagram is the second most popular app and a simple hashtag search will show you the number of posts in your niche. A big number of post is a good indicator of demand.

Once you have successfully validated your idea, you can go about monetizing the idea on social media.

4. Develop a content strategy

A content strategy is not a marketing strategy.

Social media relies on content to attract your audience. The type of platform you choose will determine how you deliver that content. For example, videos will work for YouTube and photos will work for Instagram because that's what those two social media platforms cater for.

You need to research the content that is already out there to give you an idea of what works and what does not.

Determine what makes you different from the rest.

Use this element to make your content great. Finding out what your competitors are doing and making it better is one way of ensuring that people are attracted to your posts. Be sure to make it unique.

5. Monetize

Here are a few proven ideas of how to make money via social media:

Affiliate marketing

People in the blogging world have known about affiliate marketing for a while now. It has steadily made its way into the mainstream of social media marketing and monetizing.

Affiliate marketing involves a process where you promote other people's products or services for a commission. You need to have a blog to get into affiliate marketing and as long as people click on the link you provide links to the Affiliate site you'll be able to score a commission.

Affiliate marketing is all about trust, if people trust you online then they'll most likely purchase whatever you're pitching to them.

There are actually a lot of affiliate networks that you can become a part of, but some of the best ones out there are Amazon Associates, CJ Affiliate, and

and ShareASale.

If you're thinking of posting affiliate links on Facebook or Instagram hoping that someone would click on it, you're living in a fantasy world sparky. The best and most effective way of promoting affiliate products is through honest reviews.

If you've personally used a product and you honestly like it, and you also know that your followers can benefit from it, then write a review on your blog and then share a link to the product. The more honest you are the more people would trust you and buy whatever you're promoting.

Just make sure that you are not selecting products that are unrelated to your niche. You'd run the risk of losing your followers trust. Don't forget to tell your followers about your affiliate partnerships as well, transparency goes a long way with your followers.

Sponsored advertising or blog posts

This method is actually more popular on Instagram and not in blogging circles. This is where you will earn a fee for publishing a post or promoting a product on your account. Brands themselves will pay you for the post as long as you have a decent following.

A number of Instagram influencers who have more than 50,000 followers can easily earn \$1,000 per post.

But if you've just started your Instagram account and you don't have a lot of followers yet, you can still make money online, you just need to assure potential sponsors that you can offer them something of value.

Why don't you offer an Instagram shoutout post and sweeten the deal by adding a blog review? If you have a Twitter account or a YouTube account you can also throw in a Twitter shoutout post or a YouTube vlog review. That should catch someone's attention.

Provide informational products

Products as information are gaining incredible momentum. Providing an audience with product or service information is incredibly lucrative when done correctly.

Every single person is always searching online for information. For example, you can provide online events, courses or ebooks and you don't even need a website to host this, you can just set up funnels using land pages and email management.

Keep in mind that quality is key to creating



“In today’s digital world anyone can make money online or via social media. The question is, how far are you willing to go to make it happen for you?”

something people would want to pay to read.

Websites such as Gumroad, Sellfy and Amazon's KDP program can make it easy for you to sell your books or videos as long as they can take a small commission.

Offer a service

If you have some sought-after skills, there will always be someone willing to pay for it. Use your skills and strengths to offer a service. For example, there is a huge demand for social media marketing or freelance writing so you can try and tap that niche if you have a background in it.

Sell your photos online

If you're active on Facebook or Instagram and you love taking photos you can try selling your photos online. Just make sure you're active on these two social media platforms and you're engaging with your followers so that they'll buy whatever you're selling.

You can also use websites such as Snapwire, Mobileprints or Twenty20 if you want to find buyers for your photos. There's also the option of selling professional photos to stock photo websites like Shutterstock or iStockphoto.

6. Focus on a few social media platforms

It is just plain dumb to try and cover every single social media platform available. Unless you have nothing better to do then knock yourself out.

Instead, focus on a few social media platforms and focus on those. Most people will focus on the top three or five. You need to consider elements such as your target audience, your content, and what platform will work best for you content.

When it comes to social media platforms, you are spoilt for choice because there's just so many out there.

7. Create a kickass profile online

Use your profile to attract clients and an audience. Gaining followers is a golden ticket to validation of your idea.

To make your profile stand out, ensure your profile photo is professionally done and add your chosen keywords with your name before you upload it. Be sure to complete your profile. Do not leave any blanks and the more information you can give out online the better.

Don't forget to add a message or note that will appeal to your target audience. Think of your profile as your billboard. Make sure it is unique and that it highlights your unique selling point.

And most importantly, you need to tell your audience what to do so you need to insert a call to action statement.

8. Do not overlook your email list

An email list is like treasure to any entrepreneur. Successful marketers will use email marketing as their go-to marketing tool.

It is important to start compiling an email list from the very start. All you need to do is use a call to action asking online traffic to subscribe or sign up for a newsletter or blog. There are plenty of platforms out there that make email marketing simple, such as MailChimp so you need to start working on getting those targeted emails.

In conclusion

In today's digital world anyone can make money online or via social media.

The question is, how far are you willing to go to make it happen for you? Are you willing to put forth the effort? Just like any business venture, it needs careful planning and strategy. Luckily, there are many tools available online to help you formulate and execute a clear path to success.

The one great thing about social media is that you don't even need a website or a laptop, as you can do all you need with a smartphone or any mobile device. Long gone are the days where you need to be desk-bound to start a business and make a profit - welcome to the future!

Don't forget to visit StarCentral Web if you want more tips and tricks when it comes to making money from your website.

GET TO KNOW BRIANNA ROONEY

Brianna Rooney was initially hired as a recruiter, a career she knew nothing about, yet somehow she managed to thrive in it and even enjoyed every second of it. Two years later, she came to a point where she didn't feel that the company she worked for was doing her justice. Eventually, she decided to walk out of her job with no plan whatsoever because she just knew she wanted to do better, more quality work - and that's how Techees was born. Techees is a team of recruiters that collaborate well together and help connect companies and candidates.

We recently caught up with Brianna to talk about her company and here's what went down:

Could you please tell our readers a brief background about yourself and how you started your business?

I am a bundle of energy. No coffee has ever entered my body unless you count Dreyers coffee ice cream. I played soccer, swam the butterfly and wrestled in high school. Wrestling was definitely my favorite. I am very competitive, love playing games, enjoy dancing crazy and a huge Disney/Disneyland fan.

I was hired as a recruiter, something I knew nothing about. I thrived in it and enjoyed every second. Almost two years later, I came to a point that I didn't think things at my current company were being done the way they should. I realized the lives we were changing by recruiting. Before, it seemed like any sales job. It hit me like a ton of bricks it was so much more. I walked out with no plan. I just knew I wanted to do better, more quality work. My boss at the time was going to fix the situation and reach out to me by Tuesday end of the day. I woke up Wednesday morning, no phone call. I was at a crossroad and decided I had nothing to lose. I started Techees a couple of hours later. By noon on Wednesday, my old boss called with a solution. I told him it was too late and here I am. Techees turns 9 this June.

Can you describe your journey to success?

It's been a long road but it seems to have passed with a blink of an eye. I have made a ton of mistakes. Some financial, some employee hires, managerial and have been overwhelmed almost the entire time. When I say overwhelmed, I don't mean that as a bad thing. I was never trained or prepared for my journey. Everything I do, I do with my gut and my instincts. If I misstep, I get back on track as fast as I can and don't worry about the mess I made. 85% of the time I have been incredibly happy with how Techees has turned out. Most of the time I make decisions lightning speed. There have been a couple that took me too long and those





The Millionaire Recruiter

"When you do great work, especially within an industry that has an awful reputation. It seems to be fairly easy to stand out."

are the ones that take up that 15%. I love what I do and I'm so lucky to be surrounded by the people I have in place. The journey to success is more fun than challenging. I think it's all about how you look at. You create your positive and everything will go your way, just sometimes you might have to intervene with some hard work.

When did you start?

I started recruiting when I was 22 years, in 2007.

Did you ever imagine you would become this successful?

I always knew I'd be successful. I always assumed I'd be rich and famous. I don't know if that's just something all kids think. Either way, I didn't only think it, I believed it. I think that's how things happen. You need to believe you can, and then you will.

What are you currently doing to maintain/grow your business?

I make sure I always do quality work. That's how you grow your business in recruiting. I have hired and up to 8 people. I think that's a perfect size. We collaborate well and there's no voice that's lost.

In the last year, I have been asked a few times to train in-house recruiters of clients I already work with. I have always known that recruiters as a whole, aren't trained well. That's why Techees always had the upper hand. I very much believe in the fundamentals. My colleagues, Emily Stellick, Ben Markowitz and I, all decided this was happening too often. It was good money and great exposure for us. However, we didn't have enough time to do what we love; and that's recruiting. We decided to make our training accessible to the masses and change an industry for the better. In about two weeks, our 3-hour e-course will be available for the World.

What social media platforms do you usually use to increase your brand's awareness?

Recently I have been using Twitter, Instagram, and Facebook to get The Millionaire Recruiter name out there. That's where we're featuring the e-course, the book I wrote, articles I'm featured in, and other fun things.

What form of marketing has worked well for your business throughout the years?

Again, we haven't done any marketing. I know with The Millionaire Recruiter we will start that soon. With getting my name out there as The Millionaire Recruiter, that will surely get Techees name out there as well. Techees is the foundation The Millionaire Recruiter was built on.

What have you learned in the process of becoming wealthy that others can learn from?

I wish I lived somewhere in between the Brianna at 24 and the Brianna now, at 33. Each year I make more money, therefore, each year I spend more and more money. I do have 2 kids now so I blame them. I wish I saved like I didn't have money. I know many people in my life that on paper, doesn't do as well financially. Yet, I'm sure they have a lot more money saved. The problem is, I've always been a spender. Even when I didn't have money to spend. So now that I have money to spend, sometimes I don't make the best choices. However, I do believe in "living". You only get one try, so you might as well go for it. You can't take your money with you. My advice is, don't live like you're broke, but don't live like you're rich.

If you could go back in a time machine to the time when you were first making a name for yourself, what advice would you give yourself?

If I could go back in time, I would have branched out and made my name known earlier on. I would have met with more and more clients in person and gone to meetup groups. I was either shy, lazy or both. I never liked technology, even though it's the industry I work in. Or I should say, I don't like social media. Yet, social media is so powerful and I should have taken advantage of it a long time ago. Networking is crucial, and I wish I would have told myself that years ago.

What is the best advice you have ever been given?

My stepdad has had his own business for 30 years now. He always says, "What's the worst thing that can happen? You can always make more money".

What advice would you give to a newbie Entrepreneur setting up their first business?

Just do it! Don't let any of your fears get in the way of your success. Channel that fear into the drive you need to get things done. Set your dreams/goals right away. Pick five things you want to accomplish this year and have laser focus. Write them down daily, put them on a post-it for you to see often. Repeat your life goal in your head over and over again. It's all about making sure you yourself, believe in what you're trying to accomplish. Never ever worry about making a mistake and failing. You will make many. Just make sure you learn and never make the same mistake twice. Last but not perhaps the most important. Make sure you celebrate and acknowledge your accomplishments. If you don't celebrate the highs, you won't know what a low is.

FIVE ABSOLUTELY ESSENTIAL

THINGS TO CONSIDER WHEN STARTING A NEW BUSINESS

Starting your own business is never easy, it takes time, money, effort and most of all – perseverance! If you are currently considering starting up your own business, here's the top 5 things you need to look into before taking the big leap.

1. Put together a business plan

The sad fact is that most businesses don't actually make it past the first year because they have poor cash planning, inadequate market research and most of all, they don't have a proper business plan. The very first thing you should do before starting a business is create a business plan. That business plan should highlight where you want to be in the next 5-10 years and should also highlight your goals as well as provide details on how you will achieve these goals. Nobody else has to see it; this is your own personal guide on how you will grow your business.

2. Will you be providing a product or service?

Of course, if you're planning to start a business you should already know if you will be offering a service or selling a product to the consumer. Most budding entrepreneurs start a business based on their knowledge and expertise on a specific industry sector, others start a business based on something they've always been passionate about and some start a business because they can see a 'hole' in the market which they want to infiltrate. Keep in mind that once you've decided on what business you'll be starting you then have to determine what would make your business different? Will you be offering a cheaper product or a faster service? What would make your product or service better than the competition? What's unique about your business that others would pay attention?

3. What will be your business structure?

There are actually a number of choices to choose from when it comes to business structure, the most common ones though are sole trader, partnership and limited company. The typical choice by most people is the sole trader business structure because it's the structure with the least hassle. In saying that though, this business structure can actually affect your personal security. If you're wondering what the best choice is, well here's a brief description on the 3 business structures: As a sole trader you carry all the risk –

which means that if something goes wrong in your business then you are personally liable for all the costs. If you are thinking of entering a partnership structure with a bunch of friends, keep in mind that things could all change at some point due to the demand in the business and it could possibly ruin your friendship. Now if you are thinking of setting up a limited company, yes you may lessen your individual liability, however, it's not cheap to maintain a limited company structure because you'd have to pay a yearly government fee – and this will be tough on you especially if you won't be making any money yet in the next 3 years. If you are seriously thinking of setting up a company for the first time, it's probably best to obtain professional advice from either a solicitor or accountant so that they can explain the risks and costs involved.

4. What will you name your business?

Finding a name may sound like the easiest part in the process – but think again! Some companies take years before they can come up with a suitable name for their business. Think about it this way, the name of your business will be its brand for life, whatever name you come up with is what you'll be working with for the duration of the business. Here are some questions you should ask yourself: Does the name suit the product or service you are offering? Is the name original? Can you trademark the name? Is the name available online? It's always good practice to register the name of your business to the Fair Trading office straight away to make sure that no one else has the exact same business name as what you have.

5. How are you going to market the new business?

Marketing is a crucial part of any business, without proper marketing your business is as good as dead. The big question is: what approach will you take to reach your specific target market? Do you need to look into magazine ads, billboards, social media or maybe direct mail to reach your target market? Your marketing approach will of course depend on what your product or service is, it's basically trial and error at the start. Just take the plunge and start your marketing efforts and whichever one works for your business is what you should stick on. If you don't know where to start it may be a good idea to find out what your competition is doing, you can always do the same thing but just give it a bit of a twist to make it more favourable for your business.



- ✓ Home Loan
- ✓ Investment Loan
- ✓ SMSF Loan
- ✓ First Home Buyer
- ✓ Foreign Buyer
- ✓ Debt Consolidation
- ✓ Lifestyle
- ✓ Retirement
- ✓ Wealth Creation

Winners in Property Investment are People with Vision.



VICKY CHEW
0449 551 236



ALBIE PRIAS
0402 533 587



PENNY PERFECTO
0419 471 655



DORIS PONFERRADA
0449 551 236



JOSIE MUSA
0404 631 438
AND
GERRY MUSA JR
0450 002 395



ADELE KELLY
0433 946 049



EDNA WACHER
0410 128 127



LOURDES CATAP
0410 432 178



JANE RAMPISELA
0424 120 005

**We help create the vision for you
to make your dreams come true!**

We Build Wealth through Property Investment

Join the Millionaires Alliance Club and learn Winning Strategies!