

# MONEY CENTRAL

FEATURE

## Meet the #World's ONE

Influencer/EXPERT  
in the DIY  
Sewing Revolution

MIMI G

SOCIAL MEDIA

5 ways to  
**MAKE**  
**SOCIAL**  
**MEDIA**  
**WORK**  
**FOR YOUR**  
**BUSINESS**

SPOTLIGHT

Six surefire ways  
to stay constantly  
**MOTIVATED**  
when you work  
for yourself



# MONEY CENTRAL

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### OPENING REMARKS

We're excited to bring you the latest issue of Money Central magazine. This magazine is an extension of StarCentral magazine - it's a collaboration with the Global Millionaire magazine and it's purely focused on upcoming and established entrepreneurs. We have always strived to serve our community by offering ways of promoting up and coming entrepreneurs so it was with great thought and sincere passion that we developed a magazine that is solely dedicated to emerging entrepreneurs. Money Central magazine is set to shake up the Australian and International scene, providing a publication purely focused on entrepreneurship while at the same time assisting aspiring and emerging entrepreneurs. We hope that you enjoy our latest issue and here's hoping that you'll stick around for many more years to come.

Mike Ilagan  
Managing Editor

# MONEY CENTRAL

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# 4 CRUCIAL STEPS FOR CREATING A PROFITABLE WEBSITE

What is your business without a website? The short answer is probably f\*ck all! Or, it hasn't even begun to reach its full potential. While it's true that for some businesses a website isn't always essential (those that rely on foot traffic like a barber, for example) a website is generally a prerequisite to establishing strong presence – and thereby strong profits – for your business.

So, we are going to assume here that you already have a website. But, have you thought about how your website might be better? Do you believe that your customers are having the most positive experience that they possibly could on your site? Or do you just don't give a sh\*t?? Most people would agree that there's always room for improvement. And let's face it, a better website means more conversions i.e. more dollars. So, what are the top ways to improve your website today?

## **An effective home page**

You would have heard it said at some point that you never get a second chance to make a good first impression and this is so true when you consider a website's homepage. This is clearly the page that your customers see first, otherwise known as a landing page.

When someone is wanting to buy some goods or services and they have a good 'ol google for said thing, then this is where they are naturally going to wind up. Because this page receives the bulk of your traffic it's crucial that it facilitates the process of transforming visitors into a base of paying customers – otherwise known as "conversion".

## **Call to action (CTA)**

You need to direct people to where they can take action on your website. If you're not doing this right now then you're a certified dumbass! This is what is referred to as a "call to action" or CTA. It's most valuable to have an image or line of text on your landing page so that your visitors, leads and customers can take action in the first instance. A CTA can link customers to a purchasing platform (such as PayPal) or a subscription form that allows you to capture their contact details and to set up a customer database.

Or, they could be used to facilitate such marketing tools as downloading an eBook, obtaining a coupon or watching a webinar. They are also very effective at the end of a blog. CTAs can be used throughout your website to increase your conversion rate as much as possible. Some tips for a great CTA? You want the design to be eye-catching and you want to pose a proposition that explicitly tells people what they will get in exchange for clicking on it.

## **Functionality**

A website is only ever as good as the user experience. Contact information needs to be easily accessible so that conversions are achieved and your brand legitimacy is never called into question. Is the site easily navigable?? People will click away in seconds if it's all too hard to use. Another question you need to ask is can the website be viewed easily on all devices? Smartphone and tablets are driving an increasing amount of traffic to e-commerce sites. You need to make sure you're not missing out.

Is your site social media integrated? This is all about keeping your audience engaged where they participate most (and that's usually Facebook, Instagram etc.) so this is a massive marketing tool that you must tap into. Having the right buttons on your website to connect your users with various social media channels also keeps your search rankings high on Google, referring here to Search Engine Optimisation (SEO).

## **Content**

Customers need to know the benefits of buying from you but they don't want it served up in a dry fashion. You need to provide content on your website (often by way of a blog) that is entertaining and engaging while still being informative.

It's about giving your audience the information that they actually want to read while neatly slotting in some promotional material for your product or service. It's a tricky thing but, nonetheless, a very important factor in achieving effective SEO. Customers also love to feel connected to your brand and providing a "humanised" reference point can go a long way to enhancing loyalty and therefore your profit margins.





# SIX AWESOME TIPS ON Working FOR YOURSELF



By: Patricia Higgins

If you're someone who works freelance or has a small business, you would know that there's a fair bit of work involved in "keeping the dream alive". There are unique challenges that come with this approach to creating a living.

It's a lot like building your own empire. Rome wasn't built in a day and neither is your freelance or small business success. If you are working on your dream there is no off button and no downtime. It takes a lot of dedication, and most importantly, it's about keeping your motivation levels replenished.

It's possible that you conceptualised the idea to 'break out on your own' with stars in your eyes - with the idea that working for yourself would mean an easy lifestyle.

This couldn't be further from the truth.

Working on your own business often becomes a harsh reality. When everyone is leaving the office to have after work drinks or chilling on the weekend with family and friends, you are often stuck fielding phone calls, catching up on invoicing and trying to ramp up your marketing efforts to get you through the lean patches.

It's often the case that you end up far too busy than you can comfortably handle, just to make sure you have enough momentum to keep you going during the quieter periods (they are inevitable). It's about sacrifice.

However, that's not to say that it's all not worth the steep incline that you tread. But, the goal is always 'to stay the course' - with a dogged determination that is stronger

than any of the tough times that you might encounter.

Warning: when you are forging your own path you will find that some unintentional side-effects can arise. When you are subject to the unyielding and time-consuming commercial realities that are unavoidable factors in the pursuit of success, it is somewhat likely that those who are only around for the fun times will drop out of your life. It's often a practical reality and one of the bitter-sweet indicators that you are, if fact, on the right path.

Set a daily reminder deep within your psyche to stay true to your goals. You may have heard the idiom: surround yourself with those on the same mission as you. This rings true. Also, you might find this quote from Will Smith increasingly pertinent - "You're absent during my struggle, don't expect to be present during my success."

Another tip for sustaining self-motivation is to look back on the road that you have already travelled and at what you have invested. Sure, this means coin, but never forget the blood, sweat and tears. Realising how far you have come is the key to moving forward.

Keeping yourself motivated is also about making consistent progress. It doesn't always matter if this is just a small win each day, or even each week. It's about moving forward. What if you could generate even just an extra 50 dollars a week profit? Always think about pushing the envelope just that little bit more - what more can you squeeze out? Could you be doing more on social media to attract leads and conversions? Is there scope in your budget to cut back on expenditure? These are just a couple of the questions that you could ask yourself.

Always think about your next move. It's very easy to get caught up in the daily grind, in the operations of your tasks - to forget about the bigger picture. That's an easy trap to fall into. Remember that it's crucial to keep evolving and expanding. And yes, sometimes this might get a little overwhelming. Do you sometimes feel like there are periods where you flounder? What can you do to overcome this phenomenon?

Sit back and refocus. Review your business plan. A lack of structure is enemy number one when it comes to productivity. Also, think about your daily routine. You need to create a schedule and stick to it. Wake up early and set a start time. You will be more motivated to work harder and to finish tasks quicker when you have the luxury of more time set aside to do so. This produces a more manageable (and less stressful) workload.

Sure, being regimented can be a challenge. It's a brutal fact that when you work for yourself, the only one who will keep you accountable is you. Without a boss to keep tabs on you, and without rigid working hours you are responsible for managing yourself and your business. You are ultimately responsible for its success or failure.

Be mindful of the challenging aspects of working from home/running your own business. It can be a very isolating experience and there are some things that you do have to compensate for. Sure, it's great that you can work in your PJs if you want to - but, you don't necessarily get the benefit of bouncing ideas off people and the support of a team environment.

Sometimes it helps to take your work to a place where people congregate with some purpose- like a café or library. The effect of having people nearby might just trick your brain into a more productive gear. Take a small break when you are feeling stymied. Go for a walk. Fresh air often goes hand in hand with a fresh perspective. Then, begin your task anew.

Keeping the dream alive when it comes to working freelance or in your own business is often about your internal thought process. Also, it's got quite a bit to do with your heart and soul. More than anything - it's about refreshing your point of view on a regular basis. Building your 'business empire' is a day-by-day task and every single brick in the wall counts. I'll leave you with one last quote on the topic to consider... "people often say that motivation doesn't last. Well, neither does bathing, that's why we recommend it daily" - Zig Ziglar.



# THE BIG REASON WHY FACEBOOK IS CRUCIAL TO YOUR BUSINESS

Let's face it, if you're not utilising social media to promote your business - then your marketing SUCKS plain and simple.

And when you mention the word social media to anyone, I'm pretty sure that the first thing that will pop in their heads would be Facebook - the biggest social network in the planet! With over 600 million registered users - Facebook is definitely a force to be reckoned with when it comes to promoting a new or existing business.

Now let me introduce you to the most powerful opt-in in Facebook, the Facebook "like."

Why is it so powerful? Because if you post a photo of your business, update your status promoting your business or create a fan page of your business and it is "liked" by a lot of people, then your business has just received social validation.

Facebook "likes" reaches out to your existing and potential customers on a more personal level giving your business social credibility. Facebook can pretty much give people a friendly push to accept any of your special offers or come to any of your events.

So what's the first step in using Facebook to promote your business?

First you have to create a Facebook fan page. Your main objective is to push your existing and potential customers to like your Facebook page so that your page can gain fans. Once they have liked your page, you can now use Facebook to reach out to them on a regular basis. This is a great marketing move because it's fast and efficient, it's not spammy nor annoying and most importantly, it's very cost-effective.

Let me give you a quick scenario: Let's say you end up stumbling upon a fan page for a new product or business, would you pay attention to this new product or business if ten or more of your friends actually "liked" it? Of course you would!

Now imagine seeing the more than 5,000 Facebook users "like" that new product or business, would you say that this provides credibility or validation to that business? Of course! Social proofing has become the latest trend in online marketing in this day and age.

The reality is; people usually tend to validate their decisions by asking their family, friends and people they know and whom they can trust. Facebook "likes" is the best way to gain social credibility that's why it's always advisable to create a new page if you're launching a new business or a new product.

Here's a good tip: You should always send a potential customer to your Facebook page first as oppose to sending them straight to your company website.

Why? Because if they remain in Facebook they would feel more secure and relaxed - they're in a friendly environment that they're accustomed to. Therefore their resistance to any of your offers is much lower and they are more open to your new product or special deals.

Facebook is cleverly designed in such way that it's not intrusive or invasive - there are no annoying pop-up ads that can slow down your computer, even though Facebook has ads, their ads are just on the side and very subtle so they don't even feel like it's ads.

Facebook also gives its users a feeling of security wherein they won't have to worry about any viruses attacking their computer nor should they be worried about any offensive data or information appearing in their news feed because everyone knows for a fact that Facebook would ban anything that is inappropriate.

So if you're looking for a cheap, effective and proven way to advertise your new business - then look no further than Facebook, the undisputed king of social networks!







## INTERVIEW WITH A MILLIONAIRE

### MEET CRAIG WOLFE

Like most self-made millionaires, Craig Wolfe came from rather humble beginnings. His idea was to create rubber ducks that looked like celebrities. Since he was starting small, he did all his PR and sent press releases to everyone he knew. Fortunately, a newspaper on the other side of the country ran his story, and the vice-president of one of NBA's top franchises loved the idea and had him create a duck based on their superstar. That was the big break he was looking for because, after that, people and businesses started contacting him from all over the country. Fast forward to today, his current net worth is sitting at a cool \$5 million.

We recently caught up with Craig Wolfe and here's what went down:

**Could you please tell our readers a brief background about yourself and how you started making money?**

I became the largest publisher of artwork from television commercials creating the first ever animation art lines for Coca-Cola, Anheuser-Busch, M&M/Mars, etc. I figured no one else was doing this so why not me! Eventually, I sold it all off to create CelebriDucks which was a whole new art form of celebrity rubber ducks of the most celebrated icons of film, music history, and athletics. They were voted one of the top 100 gifts by Entertainment Weekly and featured on hundreds of TV shows, magazines, and newspapers including The Tonight Show. We have sold millions of them, and we are known as the top custom duck manufacturer in the world. We do them for everyone from SeaWorld to The New York Yankees.

Then I had the idea to address the importance of bringing jobs and industries back to America by bringing the whole rubber duck industry back to America where the rubber duck was invented before the whole industry went overseas. We are now the only ones making them here and are doing them for companies and organizations such as Harley-Davidson and The Future Farmers of America. Our second US factory in Michigan is now making PVC Free rubber ducks out of food and medical grade materials which are considered the safest rubber ducks in the world for babies to teethe on.

I also just launched our new chocolate division, [www.CocoaCanard.com](http://www.CocoaCanard.com), with our Spooning Chocolate, the only Dairy, and Gluten-free hot chocolate that can instantly mix up in a cup of hot water and you will never miss the milk. It is now the go-to product in that category and considered the purest and finest hot chocolate on the market and uses Fair Trade chocolate. I mainly do things that inspire me, and fortunately, it has worked out for me.

**How did you get started in business? When did you start? Did you ever imagine you would become this successful?**

You know, with the ducks, I never expected it would get that big, but I did think it was a cute idea – rubber ducks that looked like celebrities. I did all my PR and sent press releases to everyone. Fortunately, a newspaper on the other side of the country ran my story and the vice-president of one of the NBA's top franchises loved the idea and had us create a duck of their superstar. When we got done with that duck, it looked more like him than he did! The promotion went great, and then people started contacting us from all over to have us create ducks for them. I eventually sold off the animation and became all ducks!

**What is your primary source of income?**

Funny enough, it is just making rubber ducks which proves that if you own your niche and have a decent idea, anyone can become a millionaire.

**Would you be willing to tell us your current net worth? How did you accumulate your net worth?**

5 million. It started with the animation company and then with the ducks, funny, whimsical characters made my money – who knew!



Focus like a laser on your niche and be really clear on what you stand for. Reflect your core brand ethics and quality in every marketing communication to the public.

By: Agatha E

**What is the toughest decision you had to make in the last few months?**

I decided to terminate all our Amazon re-sellers. It was tough as we had so many, but we finally chose one major company to represent and protect our brand on Amazon, and it has worked out great. Now, we can control the look of the brand on there and also the MAP pricing.

**What money mistakes have you made along the way that others can learn from (or something you'd do differently)?**

Control your destiny. One of the biggest mistakes people do is give creative or financial control to raise funding to get their new venture off the ground. At one point, to expand quickly and take some of the burdens off me, I had a lot of my business pass through my manufacturer who took on more of the financial burden. But I did not like my loss of control, and after a bit of a struggle, I took it back. So you should never give up any equity or control unless you absolutely have to as no-one will ever run your baby and have the passion for it as you, the company creator.

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

Never get complacent. And honestly, money is only as good as what you can do with it to make a difference in the lives of others. For me, the end game is about leaving it all to non-profit entities that can further be doing good in the world and helping those who have less.

**What new business would you love to start?**

I am actually already in the midst of that. Our chocolate company is just in phase one. We are writing a children's book to go with it, and a whole lifestyle branding to bring the entire Cocoa Canard themed merchandising program to the market. Ducks, chocolate, children, fun licensed products, and a heart-warming message in a children's book which is entirely different from what's out there – what's not to like.

**Do you have any favorite business-related or personal development related books that you can recommend to other entrepreneurs?**

I love ALL the Trout and Reis book – Positioning, Bottom-up Marketing. They are not just brilliant, but so much fun to read and filled with so many interesting case studies.

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

It's not how much money you make; it's how much you keep. Excessive overhead can bring down any business no matter how much you make. Lean and mean is the key to survival especially in the beginning before business gains traction. Do not try and be all things to all people or you become nothing to anyone. Focus like a laser on your niche and be really clear on what you stand for. Reflect your core brand ethics and quality in every marketing communication to the public.

Compete on the cheap end, and someone can always make it for less. Quality like the tortoise will ultimately win out or as I like to say, "live by the penny, die by the penny," don't compete on price alone. Quality is the hardest thing to knock off.





## GET TO KNOW

## MIMI

With over 2.1 million social media followers and 12 million website views annually, DIY Fashion Expert/Girlboss Mimi G has defied all odds to emerge as the most influential woman in DIY fashion, propelling herself into the ranks of Martha Stewart, Lauren Conrad, and Chrissy Teigen.

MimiGStyle.com began as a hobby, and has blossomed into the world's leading DIY fashion/sewing online destination, where Mimi G models her original designs/patterns ranging from business wear to swimsuits that fit the everyday girl, create free tutorials of her on-trend sewing patterns (Turn Your Jeans into a Skirt, Refashioned Sweatshirt into Dress, Men's Shirt Into Off Shoulder Button Up), personally answers every DIY sewing question (i.e. what fabrics to buy, what projects to start with, etc.), and so much more. She also created the world's #1 online sewing school SewItAcademy that works for everyone from the first-time sewing novice to the expert seamstress. SewItAcademy helps fashionistas of all levels master the fundamentals of sewing, work at a pace that allows time to practice, learn the importance of specific techniques, break free from mundane methods, and create trendsetting clothing and accessories.

Mimi G has worked with celebrities like Gwen Stefani and Jennifer Aniston, companies like Target, Revlon, and Google, and has been featured in People Magazine, Parade Magazine, POPSUGAR (to name a few) for making sewing hip and accessible.

StarCentral Magazine recently caught up with Mimi G to talk about her journey to entrepreneurship and here's what went down:

**Could you please provide a background about yourself and how were you actually 'discovered'?**

Well, I am a mother of four and a serial entrepreneur who took her love of sewing and shared it with the world. I overcame sexual abuse as a child, domestic violence, homelessness, teen pregnancy and came out at the other end of with a clear vision for my life. I spent many years struggling to make ends meet and working 16 hour days in a field I liked but knew wasn't my calling. I did the best I could to feed my kids and keep a roof over their heads like many of us do until I started this thing called a blog back in 2008. I didn't know what a blog really was so those first few years were really just a time of discovery. It wasn't until 2012 when I decided to blog consistently and launched Mimi G Style, Inc. that I started to focus my energy on teaching and providing tutorials. It was fun to teach people how to make their own clothes when they had never even considered it. My blog grew rather quickly and after that first year I was averaging about a million page views, I quit my job a year and a half in and now 8 years later we reach nearly 12 million people a year and have over 12,000 students in Sew It Academy. It's amazing. I don't know that I was "discovered" because there has been so much that has happened in the last eight years that people didn't see. Growth, planning, strategies, luck, lol but I owe my success to the people who follow and support and share me with friends and family. Starting a business is not something that happens overnight and I feel like I am just getting started.







### What do you like most about blogging?

I like having the ability to reach millions of people by sharing my love of style and sewing. It serves as a great journal of sorts to look back and see all that I have done and it's the way I market new products to my followers so it keeps everything in one place and consistent. Blogging is different now, we like fast information which is why social media is so powerful so you have to really understand the benefits of having a blog and how to use it even with the ever-changing social media climate.

### Can you tell us about your Style & Sew It Academy?

I think my style is always changing. I have moods and I dress according to how I feel. I like simple, easy to put on looks that require little to no fuss. I am a jeans and tee kind of girl but will throw on a cool jacket or cool shoes to take the look up a notch or two. I love clothes and I love shopping but to be honest, shopping can be a little stressful if you are not a sample size or, if like me, have a 10" difference from my waist to hips. That is the reason I started sewing again in my 20's. I wanted my clothes to fit right. It is also the reason I started Sew It Academy.

I launched Sew It Academy in May of 2016. I founded Sew It Academy to help people who wanted to learn sewing and fashion design but couldn't afford to go to a traditional design school. I set it up so that you didn't need any experience to start and just about anyone could afford it. The first course is me showing you what a sewing machine is! (laughs) For the price of two lattes a month we teach you everything you need to know to make your own clothes, fix clothes that don't fit off the rack, work and design your own collections or work in the fashion industry. There is a ton of free info on YouTube but not all of it is good. I wanted somewhere that had structure and really taught people fundamentals that they could build on. There is no online sewing and design school that offers the variety that we do. We teach sewing, pattern making, draping, fashion illustration for both menswear and womenswear and above all it's affordable.

### What's the biggest challenge of running an online business?

There are a lot of challenges when running a business in general and a lot of what I do happens online but the overall challenge is creating content on a regular basis. You have to be visible and stay visible in order to reach people and make an impact among so many other people. My focus is always around creating engaging and visually appealing content. It can get a little difficult when you feel like your whole life is an opportunity for content but that is the world we live in and certainly the way you need to approach an online business if you want to have continuous success.

### Have you always wanted to be in the fashion industry?

No, not really. I have always loved to sew and design but I didn't know how that was going to transpire in my life. It wasn't until I was in my late 20's that I decided I wanted to be a "fashion designer" I went through the process of creating a collection in between my full-time job and even put it on the runway here in LA but after that experience, I knew that

although I felt accomplished I didn't want to spend my time trying to sell a collection. There is a lot more to being a fashion designer that people realize, you have to market and sell your line and very little time is spent doing the actual designing. I love the process of creating garments so after starting my first DIY blog and sharing how-to videos that what I really enjoyed was teaching. I won't say that I don't want to do retail at some point because I think I do and will but I can now choose how I want to do it.

### What's your personal mission in life?

I have many, but my main personal mission is to be a great mother, I want to be an example to my kids and have a lasting impact on people I know and those that I don't. I have worked hard to show my kids that you are more than your circumstances and that the power to be great is found within. I want them to see that despite my struggles I am able to make a positive impact on the world. I have a million friends in my head, all of whom follow me and support me and although I don't know them all personally I want them to feel empowered and inspired by what I have to offer. My mission in life is to be the best person I can be.

### Who have been the most interesting people you've met so far?

I have had the pleasure of sitting with celebrities like Jennifer Aniston, Gwen Stefani, and Tim Gunn but the most interesting people I have met so far are fans who have had amazing journeys since learning to sew. So many of them have started small businesses, created additional revenue for their families and have even changed careers. I am forever amazed at the stories I hear and how many exceptional people have been brave enough to share their lives with me.

### How active are you on social media?

I am pretty active, I post daily and sometimes more than once a day depending on the platform. It is my way of staying connected and engaged with my followers. I spend a lot of time building the sewing/DIY community so I make sure to stay visible and present.

### What is your favorite social media platform?

I love Instagram! It is the easiest and fastest way for me to communicate with everyone and to also share the side of me they don't always see on the blog.

### What are your future plans? Inside your career or out of it.

I have so many plans! I am looking to continue growing my business podcast where I get to share all the business advice I wish someone would have shared with me before I became an entrepreneur. It is geared toward people looking to start a business from a hobby or passion. Business SHET (solve, help, earn, trust) has had over 190,000 downloads in less than a year and I am hoping to continue providing resources. I am also finishing my long-overdue book. I also have a few surprises up my sleeves that I can't share just yet but it will be really exciting.





# TOP 5 THINGS TO CONSIDER WHEN STARTING A Business

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.

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

## 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. However, this business structure can affect your personal security. If you're wondering what the better 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 some

thing 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 this could all change at some point due to the demand in the business. 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 of 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 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 check out what your competition is doing, you can always do the same thing but just give it a twist to make it more favourable for your business.



SIX SUREFIRE WAYS TO STAY

# MOTIVATED

WHEN YOU WORK FOR YOURSELF

If you're someone who's trying to break into the entertainment industry, you would know that there's a fair bit of work involved in "keeping the dream alive." There are unique challenges that come with this approach to creating a living.

It's a lot like building your own empire. Rome wasn't built in a day, and neither is your success. There is no off button and no downtime. It takes a lot of dedication, and most importantly, it's about keeping your motivation levels replenished. If you're not prepared for the challenges that come with working for yourself, then you might as well quit now and stay at a nine to five job punching numbers and greeting customers over the phone.

When you initially conceptualized the idea to 'break out on your own' with stars in your eyes - you probably had this idea that working for yourself would mean an easy lifestyle because you won't have a boss to answer to. If this was the case, then you might as well pack your bags now and head back to La La Land because this couldn't be further from the truth. You have to remember that if you're a freelance actor or model trying to break into the entertainment industry - you are not just a creative, you ARE in fact a business. Therefore, as a business person you need to be professional at all times, you need to be organized, and you need to be fully committed to achieving success.

Working for yourself often becomes a harsh reality when you're finally on your own looking for the next big payday to help you get by. While everyone is leaving the office to have after work drinks or chilling on the weekend with family and friends, you are often stuck working twice as hard on your career. You're trying to find out what's casting and who's casting and submitting yourself for various roles, attending numerous casting calls and trying to ramp up your marketing efforts to get you through the lean patches.

It's often the case that you end up far too busy than you can comfortably handle, just to make sure you have enough momentum to keep you going during the quieter periods (they are inevitable) until you make it big. It's all about sacrifice really.

However, that's not to say that it's all not worth the steep

incline that you tread. The goal is always 'to stay the course' - you need to possess a dogged determination that is stronger than any of the tough times that you might encounter.

Keep in mind that when you are forging your own path, you will find that unintentional side-effects can sometimes arise. When you are subject to the unyielding and time-consuming commercial realities that are unavoidable factors in the pursuit of success, it is somewhat likely that those who are only around for the fun times will drop out of your life. It's often a practical reality and one of the bitter-sweet indicators that you are, in fact, on the right path.

Set a daily reminder deep within your psyche to stay true to your goals. You may have heard the idiom: surround yourself with those on the same mission as you. This rings true. Also, you might find this quote from Will Smith increasingly pertinent - "If you're absent during my struggle, don't expect to be present during my success." That said, you need to say goodbye to friends who bring you down.

Another tip for sustaining self-motivation is to look back on the road that you have already traveled and at what you have invested so far. Sure, this may mean coin, but never forget the blood, sweat, and tears. Realising how far you have truly come is the key to moving forward and focusing on your long-term goal.

Keeping yourself motivated is also about making consistent progress. It doesn't always matter if this is just a small win each day, or even each week. It's all about moving forward.

Always think about pushing the envelope just that little bit more - what more can you squeeze out? Could you be doing more on social media to attract brands or casting directors to look at you? Are you continually researching about your industry and fully committing to your career? Are you doing workshop and courses regularly to keep your skills sharp and pick up new ones? Are you regularly updating your promotional materials? Are you actively trying to find out what's casting and who's casting and submitting yourself? These are just some of the questions



“People often say that motivation doesn't last. Well, neither does bathing, that's why we recommend it daily.”

that you could ask yourself. Always think about your next move. It's very easy to get caught up in the daily grind, in the operations of your tasks - to forget about the bigger picture. That's an easy trap to fall into. Remember that it's crucial to keep evolving and expanding. And yes, sometimes this might get a little overwhelming.

Do you sometimes feel like there are periods where you've just had enough? What can you do to overcome this phenomenon?

Sit back and refocus. Review your overall plan. A lack of structure is enemy number one when it comes to productivity. Also, think about your daily routine. You need to create a schedule and stick to it. Wake up early and set a start time. You will be more motivated to work harder and to finish tasks quicker when you have the luxury of more time set aside to do so. This produces a more manageable (and less stressful) workload.

Sure, being regimented can be a challenge. It's a brutal fact that when you work for yourself, the only one who will keep you accountable is you. Without a boss to keep tabs on you, and without rigid working hours, you are responsible for managing yourself. You are ultimately responsible for its success or failure.

Be mindful of the challenging aspects of working for yourself. It can be a very isolating experience, and there are some things that you do have to compensate for. Sure, it's great that you have your own time - but, you don't necessarily get the benefit of bouncing ideas off people and the support of a team environment. If you're a freelancer, you don't have the luxury of having an agent submitting you for various roles or looking at your CV and promotional materials guiding you and helping you to make decisions.

Sometimes it helps to go to a place where people congregate with some purpose - like a café or library. Sometimes it also helps to do courses related to your industry or attend industry related events because it helps you network with fellow actors or artists and pick up actionable tips here and there. The effect of having people nearby might just trick your brain into a more productive year. Take a small break when you are feeling stymied. Go for a walk. Fresh air often goes hand in hand with a new perspective. Then, begin your task anew.

Keeping the dream alive when it comes to working freelance is often about your internal thought process. Also, it's got quite a bit to do with your heart and soul. More than anything - it's about refreshing your point of view on a regular basis. Building your 'business empire' is a day-by-day task and every single brick in the wall counts. I'll leave you with one last quote on the topic to consider...“people often say that motivation doesn't last. Well, neither does bathing, that's why we recommend it daily” - Zig Ziglar.





# A BEGINNER'S GUIDE TO HANDLING loans

*Most often, you fall into long-term repayments which if mishandled, might burden your pocket that will eventually put you into an even bigger financial loss than property gain. If you are a first-time borrower, avoid digging your own financial grave and read on before you dive into the water.*

Are you thinking of buying a new house or property but don't have the available resources? Then lending companies might be the answer to your woes. These money-lending businesses are endlessly sprouting everywhere with an offer of relief against your money worries. They hold a promise of dream houses, posh cars and other property investments that would entice you to grab just any loan opportunities that may knock your door. Sweet, isn't it?

Taking a loan is one of the biggest financial decisions that you have to sit on and think about. Most often, you fall into long-term repayments which if mishandled, might burden your pocket that will eventually put you into an even bigger financial loss than property gain. If you are a first-time borrower, avoid digging your own financial grave and read on before you dive into the water.

1. Love the peace of mind you get when you pay on time.

Strictly monitor your loans by ensuring that you get to pay each month and on time. This would help you save on interest rates. Missed or late payment penalties are the last things you would need at this stage or you'll see yourself trampled by skyrocketing rates and debts. Remember that a poor payment standing will send your credit score in haywire.

2. Increase your credit score and get a chance to lower your interest rates.

As much as possible, check all options available when it comes to lowering down your interest rates.

Do your research and call your loan company. Point out your excellent credit rating and be ready to present a copy of proof. This will help you in your negotiations. Sell them your eligibility to low interest rates.

3. An excellent credit history is a great refuge.

Does the sound of perks and rewards invigorate you? If taking a loan is a dating game, you will be the ideal prospect. Your excellent credit standing is a candy to the eyes of the lenders. This will arm you with greater negotiating power, attractive repayment options, extreme bargaining ability and higher credit limits.

4. Don't go on a loan-spreed.

The fact is that you will never run out of lending institutions which will be willing to embrace you with their colourful presentation of loan opportunities. The challenge here is to know strongly when you need one and why you need it. Don't take more than what you have to because then, it would be hard to regain the financial stability that you are aiming for. Only take a loan to buy value-builder assets.

5. Dive then get off the water fast.

Your repayment options, just like lending institutions, are plenty. Check on your repayment plans and see whether you can make bigger repayments each month especially for those that charge high interest rates. This will help you get out of that debt faster than you should be. Don't stay too long in that. It will drain your budget.



# FIVE WAYS TO MAKE SOCIAL Media WORK FOR YOUR BUSINESS

*The unique benefit of social media marketing for small business is that it allows you to talk directly to customers and followers. You can build relationships over time, rather than asking for a sale upfront.*

Social media is a rave people are so crazy about. Millions of users are using different platforms every hour. With this kind of count, social media would be a great tool to use to spread messages you want to convey to others without giving much effort or spending too much. Likewise, this is a tool that can do great things for you if you have a business.

Business and social media always work hand in hand. If you are an up and coming entrepreneur, then chances are, that you are still new to everything. And on that note, social media can help you succeed. Here's how:

## **Connect to the customers**

Most people are typically dependent on social media about what product to buy or service to get. By creating a profile in a social network for your business, connecting to customers will be direct and easy.

## **Spreading updates with regards to your business**

Through blog platforms, you can update both your suppliers and clients for what is new in your business. Through this, you can start some discussion thread in a forum where you can market your product or service.

## **It gives an idea of what your customer needs**

Through the feedback given by your customer, you can take a step in tailoring the product you provide to what they actually need. If you have accounts

like Facebook, Instagram or twitter for your business, you can use it to make a poll for it. There would always be complaints but then instead of seeing it negatively tries to see it in a brighter light. This should be your priority. Deal with them efficiently and swiftly. The suggestions given by some other customers can be your resource for what to do next.

## **It gives you an eye to the competition**

There are a lot of sites catering to consumer reviews. You can scan them regularly and check what people have to say about you as well as to your competitors. With this, you would know what they are doing and could make a step to atone with it. For example, when most of your rivals have special offerings, it would not hurt your business if you would launch one of your own.

## **It can give you the chance to deal with complains as soon as possible**

If you are active in your social media accounts for the business, disasters on online PR can be avoided. When there are complains about your business, you can investigate it thoroughly. If you find out that the fault comes from your side, you can contact the customer and apologize directly. Or you could also offer solutions if you have any.

There are so many things social media can offer you in order to make your business better. If you know how to use your resources wisely, everything will just fall into place.







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- ✓ Investment Loan
- ✓ SMSF Loan
- ✓ First Home Buyer
- ✓ Foreign Buyer
- ✓ Debt Consolidation
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