

# Millionaire

THE GLOBAL

mag

FIVE WORDS THAT WILL  
**CHANGE**  
EVERYTHING YOU KNOW  
ABOUT ENTREPRENEURSHIP

## MEET ONE OF THE MOST **INFLUENTIAL MENTORS**

FIND OUT WHY CHRIS GRAFFAGNINO HAS BEEN NAMED AS ONE OF  
YAHOO FINANCE'S TOP 10 MOST INFLUENTIAL PEOPLE IN 2020

PLUS! FIVE WAYS TO LEAD YOUR TEAM INTO AN **UNKNOWABLE** FUTURE





# MS ENTREPRENEUR

BE YOUR OWN KIND OF POWERFUL

COMING SOON



MS ENTREPRENEUR

## THE AUSTRALIAN Millionaire magazine

### CONTENTS

- 6 5 amazing movies every entrepreneur should watch and why
- 8 Industry tips: 5 secrets of building a successful consumer brand
- 10 5 tips for recognising a golden business idea
- 12 Feature: Royalty Mobile Car detailing
- 14 Feature: Top 3 car tech trends in 2020
- 16 Cover story: The incredible Chris Graffagnino
- 20 Entrepreneur Spotlight: Shanna Lee
- 24 5 words that will change everything you think about entrepreneurship
- 26 A beginner's guide to creating a successful email marketing campaign
- 32 5 effective ways to lead your team into an unknowable future

### EDITORIAL

**Editor-in-chief**  
Lakshmi Gowda

**Managing Directors**  
Mike Ilagan & Albert Prias

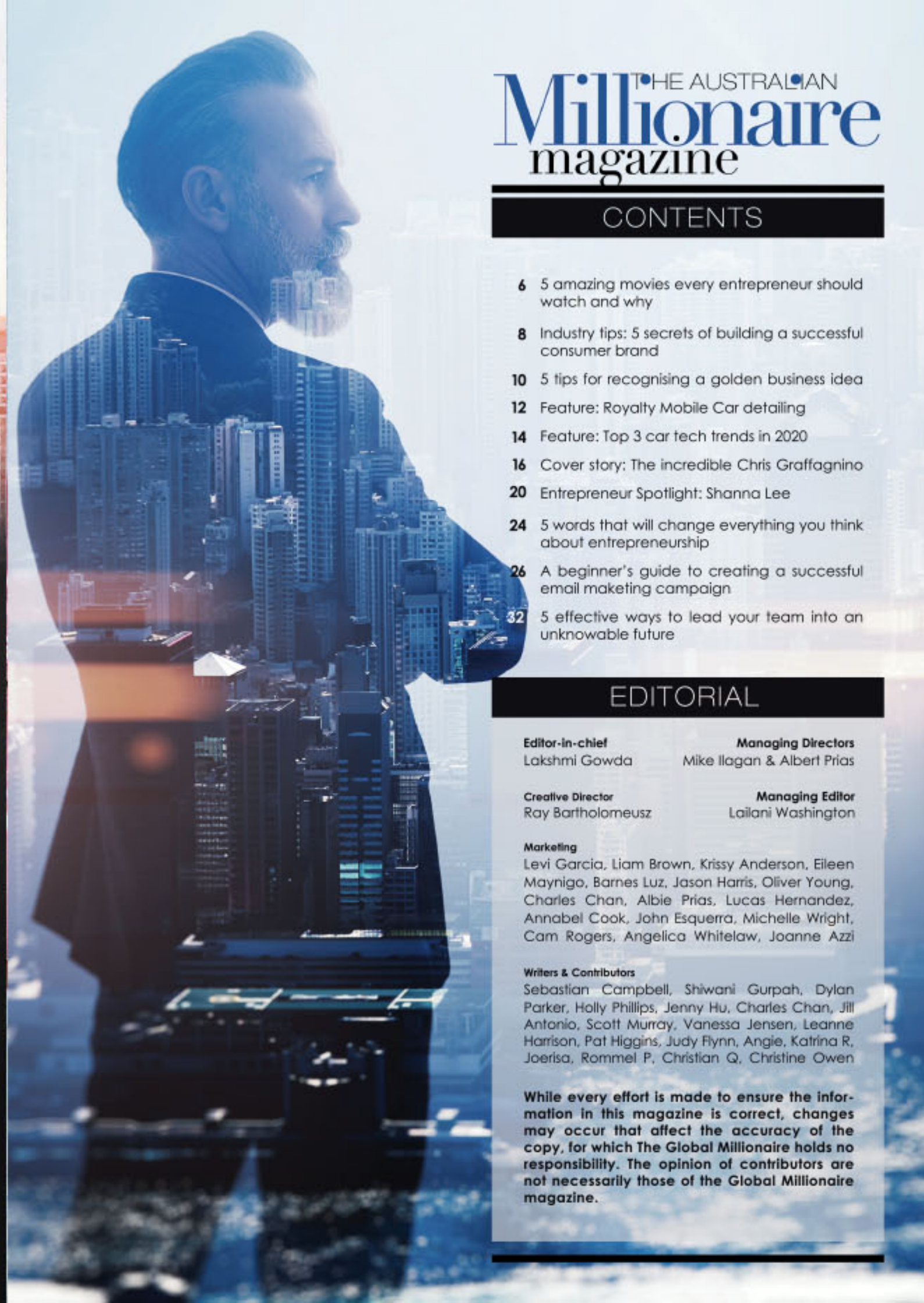
**Creative Director**  
Ray Bartholomeusz

**Managing Editor**  
Lailani Washington

**Marketing**  
Levi Garcia, Liam Brown, Krissy Anderson, Eileen Maynigo, Barnes Luz, Jason Harris, Oliver Young, Charles Chan, Albie Prias, Lucas Hernandez, Annabel Cook, John Esquerro, Michelle Wright, Cam Rogers, Angelica Whitelaw, Joanne Azzi

**Writers & Contributors**  
Sebastian Campbell, Shiwani Guprah, Dylan Parker, Holly Phillips, Jenny Hu, Charles Chan, Jill Antonio, Scott Murray, Vanessa Jensen, Leanne Harrison, Pat Higgins, Judy Flynn, Angie, Katrina R, Joerisa, Rommel P, Christian Q, Christine Owen

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 The Global Millionaire holds no responsibility. The opinion of contributors are not necessarily those of the Global Millionaire magazine.





# THE GLOBAL Millionaire magazine

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



I'm quite certain that every single person I've spoken to lately has concerns relating to COVID-19 at the moment. COVID-19 is not just making people sick, it's actually making the global economy sick as well and that makes this pandemic much more terrifying.

Government bodies from all over the world are urging everyone to help slow the spread of the COVID-19 through social distancing, which has lead to various high-profile entertainment and sporting events being canceled all over the world, and it has also lead to universities, and schools shutting down, several employees losing their jobs, and several big and small businesses going bankrupt.

The only comfort I get is knowing that rock bottom is as far as it gets, which means that the only way we can go is up. That said, COVID-19 will no doubt economically cripple millions of people all over the world and this affects every single person in various parts of the globe. To our fellow entrepreneurs, I know that you're all feeling the heat as well so we'd love to extend a helping hand. If any of you would like to connect while we're in the midst of the COVID-19 crisis please don't hesitate to reach out and message us directly. Let's all get through this together.

Mike Ilagan  
Managing Director



- ✓ 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!



# FIVE MOVIES EVERY Entrepreneur SHOULD WATCH AND WHY

## The Pursuit of Happyness

Besides being an iconic and inspirational real-life tale that will have an effect on most people, it is especially relevant for those in pursuit of their own dreams.

It's about investing in your life and never giving up for the want of a better life.

Some of the real-life lessons you can gain from this movie include:

- Hitting rock bottom; things may become worse before they get better; the road to success and the road to failure are almost exactly the same.
- Don't be afraid to aim high even if the odds are stacked against you.
- Work for it as if your life depended on it. Success comes with working incredibly hard.
- Increase your chances of success by not wasting time and using your resources wisely.
- Get back up whenever you get knocked down.
- Don't let people's opinions stop you, even if you are constantly put down by others.
- Show no weakness in business.

These further 4 movies will inspire and teach other valuable lessons in life and business. Whatever stage you are at - there's a lot you can learn from these entrepreneurial-minded show-stoppers.

## The Godfather (Trilogy):

Possibly the ultimate feature film for entrepreneurs to watch. Not just thrilling and thought-provoking but it also prepares you for the business world. It highlights why relationships and networks matter as well as alliances, why helping people leads to good business and why understanding the competition and competitive up with effective strategies is the key to success.

## Erin Brockovich

Based on a true story that beautifully illustrates why it's not about how much you have at the start, you can eventually win in the end just by sheer guts, grit and determination. The movie also touches on social responsibility and doing good when the odds are stacked against you, sustainable business models and female empowerment and gender biases in the business-world.

## Catch Me If You Can

A classic film, it's based on real events that personifies a person's entrepreneurial journey. This movie touches on important skills like creative problem solving, business vision, sales techniques, how something good can come out of something bad, the skill and mastery of good old-fashioned hustle and how charisma can actually help you succeed in life. The lead character may not be an exemplary example of how to go about being the model entrepreneur but it certainly makes for resourceful watching!

## Jerry Maguire

Jerry Maguire is a classic movie that everyone loves and some of the most important take-aways from this movie are:

- When you are following your dream, everything else will fall into place.
- Take care of your clients and the money will take care of itself and not the other way around.
- You can succeed again after losing everything. And the journey will be worth it.
- Values and virtues are important building blocks of business.
- Personal relationships are vital.

To conclude, whether you're an established entrepreneur or an emerging one and you're looking for something to lift your spirits up and give you more drive then watch these films with a vengeance and take notes.



# 5 SECRETS OF BUILDING A SUCCESSFUL BRAND

Today, there are millions of brands out there scampering for a piece of the customer's mind. A branding exercise can be called a success if it can invoke a certain emotional response when mentioned in a room full of people. But it is also so easy to get lost in the ocean when building a brand. So how do your consumers identify you in comparison to your competitors?

That's your brand. Rolex and Daniel Wellington, both sell watches, but what sets them apart is the way they choose to communicate their attributes and merits to their respective segments.

And of course, a 'product' is not just defined by its attributes but also on how consumers perceive it. How a healthy snack is packaged can set it apart from a fried wafer. The colours on the design and materials used on the packaging can be just as relevant to building perception as the product itself.

## Getting started

Imagine you're building a Bed and Breakfast business. Setting up a brand would require conjuring up images of convenience on the premise as well as on the website, friendly service and a range of breakfast options, which comes with any BnB service and sharing the vision with your target customers every time they look up a similar service.

When coming up with a branding exercise it would be pertinent to consider the pointers listed below:

## Let your brand colour talk

There is no stronger communication method than the right colour for your brand when it comes to driving recall. According to a report by the Seoul International Color Expo, 92.6% of consumers responded saying that visual aspect is what makes them think of a particular brand.

Too much red on the cover and consumers would know that the product deals in and with passion. White could signify peace and purity like the Unilever soap brand 'Dove' whereas green would mean eco-friendly and organic nature of the brands like 'Whole Foods'.

## Digital presence

In the era we currently live in, consumers always want an open channel to engage with the brand. Make sure your digital presence is consistent with your brand image. The colours and the overall look and feel of the website should convey the same message as the brand. Same goes with social media. The offers, campaigns or any other engagement should be planned keeping the brands' core theme in mind.

## Build a strong brand personality

A brand is more than just a product. It is a state of mind and it should be visible in its personality. When husband and wife duo, Jin Suk and Do Won Chang started Forever21, they built a youthful and vibrant brand for the young who aspired to look as fashionable as a luxury brand like Zara at a fraction of their cost.

## Superiority and Longevity

The true purpose of branding is to become at the top of the mind recall for your customer. This can be achieved when your product or service is seen as superior to its competitors. Superior does not mean the best but consumers need to 'perceive' them as such.

Also, if consumers are convinced that you are going to be there for a long time, they start looking at you as a brand.

This has nothing to do with the quality or customer service but the emotional response that you can invoke within people's minds.

## Find your Influencer

In this exponentially growing digital world, influencers are a recent breed that has amassed following of internet users. People listen to what they have to say and believe in them. An influencer can reliably take your message to your target audience and create a perception in your favor. The best part is that the cost and time required is relatively lower than traditional marketing techniques.



# 5 TIPS FOR RECOGNISING A GOLDEN BUSINESS OPPORTUNITY

When you consider the statistics, including that only 2/3rds of business startups will survive 2 years in business, it makes the idea of starting your own business a little scarier. 30% of businesses will continually lose money, and that's assuming that they have a stellar business idea to begin with. However, your chances of success will be significantly improved if you have a golden business idea. Here are 5 tips that can help you see if you have a golden business idea in your hands.

## 1. Your idea can solve a problem

It doesn't matter if your idea isn't a new one; what matters is if it's an innovative one. Every industry has their own flaws, but if you can solve a major problem that a particular niche has you will be more likely to succeed. Maybe you have figured out a way to be more efficient? Or maybe you found a way to offer those services for cheaper? By finding a solution to some weakness the industry has, you may have a great business idea in your hand.

## 2. You have an idea that people are willing to pay for

Ideas are one thing, but ideas that people are willing to pay you money for is another. If you have an innovative idea that can propel you to be the first business in that niche in the area, you need to be sure that you are starting a business people are willing to pay for. Any idea can sound great, but if you can't convince a customer to buy it, then the idea isn't obviously a good one.

## 3. There's a niche market for your idea

If there isn't a niche market that will be interested in your idea, you won't even be able to get started on launching your business. If there is a market for your idea, then you will be in good shape as you launch your business, especially if you can solve a specific problem that niche is facing. To determine if there is a market for your idea, you need to do some market research that looks at the industry trends to find out if people are interested in your idea.

## 4. You're passionate about your idea

Starting a business is time-consuming and stressful. There are a lot of things that you may need to overcome in the business to keep it going. If you don't have any passion for your business idea, then you won't be successful it's plain and simple. Your passion will make sure that you dedicate the time that your business requires to succeed. This passion is what will help you keep moving forward even as obstacles stand in your way. You shouldn't just pick something just because it will be profitable, otherwise you won't have any reason to stick with the idea when you face obstacles.

## 5. Staying realistic

Being an entrepreneur is about thinking big and following your dreams. However, you also need to be realistic. You need to stay grounded so that you can see any flaws in your plan. Maybe it isn't as marketable as you think it would be. Staying realistic will keep you open to advice that will help you succeed or know if your idea isn't really as great as you think it is.







# ROYALTY

## MOBILE CAR DETAILING PTY LTD

Royalty Mobile Car Detailing Pty Ltd has had the privilege of working on supercars bearing some of the automotive industry's biggest names – Lamborghini, McLaren, Ferrari, and Bentley, to name a few.

So, where would you go if you have a car whose worth runs into the high five, six figures and it needs a little sprucing up? Any old, around-the-corner detailing shop won't do! Fortunately, there is a company in Sydney that not only specialises in caring for these invaluable pieces of engineering but, will also come to you.

Meet Cameron Av and his company, Royalty Mobile Car Detailing Pty Ltd. Av has had the privilege of working on supercars bearing some of the automotive industry's biggest names – Lamborghini, McLaren, Ferrari, and Bentley, to name a few. Getting his start in Europe at only 19 years old, Cameron used his summer vacation from university to seize the chance that had opened up to work with some of the industry's most creative professionals. His passion and hard work eventually landed him in Las Vegas, arguably one of the world's best meccas for luxury and indulgence. Av intimately understands that to his clients, their cars are not only labours of love but, are investments as well. According to Cameron, his time in Las Vegas not only gave him the access to a plentiful array of supercars but, he also gained the experience and knowledge to adhere to the international standards necessary to properly protect and maintain a car's features – an essential component to ensure the lasting beauty and successful sale of a vehicle.

Now based in Sydney where Av has opened up a state-of-the-art showroom, the 34-year old entrepreneur reflects on what it takes to be successful in such a niche market. He says, "I've realised the best form of business is none partnership and 100% ownership independence," that independence allowed him more room for creativity for both the practical (above-and-beyond care for each car and client) and innovative sides of his business.

Av's utmost dedication to each car and client has served to be the perfect marketing strategy. A 100% satisfied client inevitably leads to fantastic reviews and referrals to other potential customers. Cameron adds that "direct marketing through engaging with the community and introducing them to the available quality services in person and through videos," has also proven successful.

Thriving in such a specialised industry is not easy. Hard work is always part of the formula but Cameron also calls on the previous experience of other entrepreneurs before him in the form of varied range of business development books, as well as on the wisdom of Noam Chomsky, an American known as the "father of modern linguistics", and on Mario Puzo, author of "The Godfather" novels. To any aspiring business venturers out there, Av shares that "you must be proactive and have a good plan as to where to start and follow all the requirements all the way to the operationalisation. Don't forget to leave room for surprises and alternatives."

As Cameron Av's success grows (he has an eventual goal of opening a branch in Melbourne), he also aims to remember the best advice he has ever been given – "Work hard. Play hard."



# TOP THREE CAR TECH TRENDS IN 2020

By: Patricia Higgins

Cars... they are much more than just a way to get from A to B. From AI cruise control to smart parking and even some news about those flying cars we've all been waiting for... technology is a massive part of the automotive industry. And when you blend high tech with supercar horsepower, you have even more reason to get excited. It's difficult to narrow it down, but here are three top car tech trends you should definitely know about.

## Electric supercars

Electric cars have been around for a little while now. There's been a tendency to think that petrol equals more speed and grunt than anything that plugs into a power socket. But how about the rise of electric supercars? The vision here is environmental sustainability meets high performance.

Just think of the Tesla Roadster as the epitome of this ideal. Being able to offer a robust electric powered vehicle and with no compromise on outward attractiveness (a shape similar to that of a Lotus) meant that Tesla definitely broke new ground in the market with this release. Ultimately, this vehicle challenged the bias against electric cars and set the path for further innovation.

And consider the The Rimac Concept One. This vehicle is arguably the world's first genuine electric hypercar. With stunning looks, more than 1,000 hp and with acceleration to match a Bugatti Veyron — this vehicle really leaves no doubt as to the incredible role of electrically generated power in the future of hypercar production.

## Self-driving cars

Self-driving cars are a tech innovation that wouldn't look out of place in a 'Back To The Future' movie. While it doesn't quite mean that we've now got robot chauffeurs, it does refer to a variety of sensors which perceive surroundings — often negating the need for human input.

The technology behind self-driving cars is administered by advanced control systems which interpret sensory information.

This can identify viable navigation paths as well as bypass obstacles and even interpret signage.

This sounds like a great solution for those that can't or don't want to drive. It might even solve the problem of needing a designated driver after a night out on the town! But there are still a great deal of challenges that come with this innovation; one of them being that environmental conditions like snow, rain and heavy sleet can impede sensors and impair safety. And, as exciting as it all is, that's just the start when it comes to all the implications of this technology.

## High-tech in-car features

Something we can enjoy in the here-and-now are amazing new in-car features. Of course, cars are becoming smarter and increasingly more intuitive. This means that the driver benefits from unparalleled convenience and ease of use.

Adaptive cruise control, guided parking, voice control and advanced dash displays are just some of in-car features that you can now enjoy in your vehicle. Where once your cruise control would maintain a constant speed, you can now drive easy on the motorway knowing you car can slow down and speed up — always at the perfect distance from the vehicle in front.

Increasingly sensitive parking sensors mean that now you can manoeuvre anywhere effortlessly so there's no need to avoid that difficult looking park! Voice control has become even more user-friendly. Of course you can integrate all your electronic devices (phone, tablet etc.) to make getting to where you need to go more expedient and, in a lot of cases, even more entertaining.

## And what about flying cars?

Flying cars are yet to be developed for public use, but the technology is on its way. The Airspeeder Mark I has been created by Australian startup Alauda. It's said to be the first flying racing car in the world!



"ALWAYS TRY.  
WIN OR LOSE,  
YOU WILL  
NEVER HAVE  
ANY REGRETS  
FOR TRYING."

# MEET THE INCREDIBLE CHRIS GRAFFAGNINO

Chris was recently named as one of the 'Top 10 Most Influential People in 2020' by Yahoo Finance alongside big names such as Gary Vaynerchuk and Lisa A. Romano and for good reason. He has several accolades under his belt; besides being named as one of the Top 10 Most Influential People in 2020, he was also included in Yahoo Finance's elusive 'Top 10 Mentors to Follow in 2020' list. He has effectively developed several global businesses on and off Wall Street and he has several successful entrepreneurial ventures under his belt including a successful global risk solutions company. Chris actually specialises in business development and his passion is to help monetize a budding entrepreneurs' ideas through his very own non-profit mentorship program 'Settle4Success.' Through this detailed program, he's helping emerging entrepreneurs develop their own businesses. He is helping them monetize and learn the ins and outs of the industry when it comes to business development and risk mitigation.

The Global Millionaire Magazine recently caught up with Chris to discuss his recent success, and find out how he is planning to continue to inspire everyone who wants to lead their business towards success 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 from Staten Island, New York and I guess you can say I am an entrepreneur (laughs). By experience, I'm a traveler and business developer. More importantly, I am a father to my two wonderful kids – Christopher and Chloe and husband to my amazing wife – Danielle. I started my career in law enforcement and took that same service with me to Afghanistan as an infantryman in the US Army. I have culminated all of that experience in security and risk management to the private sector where I've helped develop niche market areas in crisis management such as security evacuation and repatriation services. In 2016, I took my own risk (no pun intended) and co-founded a global risk management firm that provides cutting edge global security and logistics products and services. Most recently, I founded Settle4Success to provide mentorship to budding entrepreneurs.

**Can you describe your journey to success? When did you start? Did you ever imagine you would become this successful?**

I think my journey started when I was a teenager and my brother Michael and I started a landscaping company with our dad. I was 13 at the time and my dad was my mentor. He taught me about the importance of hard work and never quitting without me even realizing it. At the time, work seemed like a chore but I had no idea the impact starting my own business at that age would have on the rest of my life, even if it did take me a while to realize it. I believe everyone has success within them. It wasn't until I was hurt in Afghanistan at 26 years old did I start wanting more out of myself. Furthermore, it wasn't until I was 32 years old when I started connecting all the dots from different years of my life to finally realize what I was meant to do. This was the year I left working for someone else behind and promised to never be a part of the 9-5 grind ever again.

**What are you currently doing to grow your business?**

Social engineering is a critical aspect of business development. I take pride in developing my network and building relationships with my clients around the world. Settle4Success is my newest venture to help enlighten those struggling with finding success. I aim to mentor as many entrepreneurial minds as I can by sharing my experiences and knowledge in the hope that I can educate and motivate people into a successful business outcome.

Imagine if you had a crystal ball that enables you to see into your future – wouldn't you use this crystal ball to avoid making any mistakes and use every possible opportunity to achieve success? Well, guess what? There is such a thing as a real-life crystal ball – and it comes in the form of a person you can turn to for solid advice about your business... that person is usually referred to as a "mentor." Having a mentor is a must for any budding entrepreneur because they're a valuable resource who have already experienced most of the challenges that you're still currently going through. So in effect, they actually have a solution to those challenges.

Chris Graffagnino is one such mentor. Chris is a well known New York-born entrepreneur, business influencer, innovator, and avid traveler who is widely recognized as one of the most influential mentors in the world. A former law enforcement officer and combat veteran, he has used his experience in the security and risk mitigation industry and he has applied it to the business sector. With his unique skill set, Chris was able to develop a niche market in crisis management.





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

Currently, my largest presence is on Instagram (@iamchrisgraff, @settle4success). I also utilize Facebook and Twitter as well.

**What is your experience with paid advertising, like PPC or sponsored content campaigns? Does it work?**

I am very aware of paid advertising; however, I still believe in old-school social engineering, more specifically, targeting industry hashtags and accounts and engaging in direct conversation to introduce yourself and connect through similar interests. This helps build stronger, longer-lasting relationships and can ultimately provide better business exchanges. I do not sell any products or services via the internet; however, I directly engage in conversation with hundreds of social media accounts daily to continue to drive brand awareness for my mentorship platform.

**What is your main tactic when it comes to making more people aware of your brand and engaging your customers?**

Settle4Success is new in the sense of it providing a free platform for entrepreneurs to connect, download educational material, and network with other likeminded individuals. It is a chance to be motivated and inspired to monetize one's ideas and dreams. The uniqueness about it is that it's free. I always say follow your passion, not money. If you follow your passion the money will come. My passion is to help others. In the case of Settle4Success, helping others achieve their version of success through business development is my goal.

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

I think starting Settle4Success allows me to see into many new business opportunities. Who knows, I may invest or become partners with ones that catch my attention!

**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?**

I would tell myself to hold on to the days of having nothing to lose a little longer. When you first start you take big risks, you have nothing to lose and stress is minimal. When you start experiencing success, you can lose everything. That fear of going back to nothing causes hesitation. You're not willing to take on such risks anymore because you have something to lose. Although I am by no means anywhere near my finish line, I do miss the beginning phases. Enjoy those moments because that is where history is made.

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

I don't want to sound bias, but I have a book coming out end of this year – Settle For Success. I think many people will enjoy it. As far as authors go, I like Jocko Willink and Gary Vaynerchuk. They both have several inspiring books published and I have bookmarked pages that I constantly turn back to for reference.

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

Entrepreneurship is a risky business. Working in Corporate America and on Wall Street, I've seen major companies lose millions of dollars. Fortunately, I was able to utilize my time on Wall Street to avoid many of those mistakes. To succeed on your own, you have to undoubtedly take risks, but those risks can and should be calculated. Start small and scale as you have some experience with success. This will keep your business and any losses manageable.

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

Being wealthy was never my goal. Like I said, pursuing my passion was and still is. I always wanted to provide for my family. The financial status sort of came once the market started positively accepting my work. That is a great feeling. But being wealthy is organic. It's open-ended and you have to struggle with the reality that not everyone will like you. My advice to others is to stay humble and realize there's always something to learn, regardless of the origin nor how big you get.

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

My background lies within the expertise in security and risk management. In this space, relationship building is the best marketing solution. It takes a lot of sweat equity to develop and foster relationships between individuals. However, those relationships will last a long time. In business, I don't look for 'one and done' clients. Developing a trustworthy relationship ensues years of collaboration.

**How did your brand stand out from the rest of the other brands out there that is similar to your niche?**

Right now, Settle4Success is free and it offers opportunities to connect directly with myself and other business collaborators for one on one advice and mentorship.

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

The global COVID-19 pandemic has been tough on everyone and I think many people had to make hard decisions. For me, the hardest decision was to double down on my Settle4Success mentorship and launch throughout this period of uncertainty. \$45 requires time and financial resources to launch. I decided to continue moving forward and speed up the launch date because I know there are so many people out there contemplating their careers during COVID and need to consume my information to help them make the changes necessary to succeed.

**What is the best advice you have ever been given?**

The best advice I was given was to always try. Win or lose, you will never have any regrets for trying.

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

When you die, there are two numbers on your tombstone. The year you were born – the year you died. Pace yourself! It is a long, stressful, rewarding road. Enjoy the dash!





# ENTREPRENEUR SPOTLIGHT: Shanna Lee

Shanna Lee is an intuitive healer and celebrity manifestation coach. She is the #1 best-selling author of *The Soul Frequency: Your Healthy, Awakened, and Authentic Life* and the host of *The Soul Frequency Show* podcast; leading the conversation on raising your energy frequency and creating a life founded on truth and alignment. She is a speaker, businesswoman, and consultant to executives of Fortune 500 companies, celebrities, influencers, and fashion industry experts.

With over two decades of experience in sales, marketing, and business development coupled with her intuitive gift of insight, she is an expert in leading purpose-driven individuals and supporting the development of their core mission from the ground up. Shanna Lee has been featured in *Awareness Magazine* and the international docuseries, *Depression and Anxiety Secrets*. She is a contributor to *Medium*, *Tiny Buddha*, and *Elephant Journal* and has been featured in numerous podcasts and international radio shows. *The Global Magazine* recently caught up with Shanna to discuss her journey to entrepreneurship and here's what went down:

## What are you currently doing to grow your business?

My business has been in a time of rapid growth over the past several months. My team and I are currently developing a new digital program that will launch this summer and a practitioner program that will launch in 2021. We are looking at fine-tuning processes within the business to streamline our time and be able to better serve our clients.

## What is your main tactic when it comes to making more people aware of your brand and engaging your customers?

My business is run on the principle of energy out, energy in. This means the more energy you expend in flowing information to others and connecting, the more business will naturally flow in. I have tested this over the years and it proves to be true. Our "energy out" sources are podcasts, blog posts, articles, social media and I have a healthy referral business. I don't worry much about standing out per se, I am more interested in the natural energetic connection that happens when you authentically share yourself. I have been very fortunate to grow consistently and sustainably based on this principle.

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

Different types of marketing are good for different types of products/services/programs, but the most effective marketing is the word of mouth or referral for two reasons. Firstly, if a person knows someone who has done business with you, they are connecting with you because they already feel connected to you or your brand. That is a nice authentic jumping-off point. Second, there is no cost of customer acquisition. There is a simple exchange built on the foundation of a mutual connection.

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

The last few months have been challenging for so many businesses as there was no way to forecast the need to insulate a business from a pandemic. It wasn't on anyone's radar. Because I did not have any live events planned, and no launches coming up as we are in development, there was not a big impact on my business. Over the last few months, we have been in active development of programs that assist people through large scale transformation as we feel this information and support is very necessary at this time.

## What money mistakes have you made along the way that others can learn from?

Gosh, there have been many and I believe that money mistakes are part of entrepreneurship. I think they are important as long as you learn from them and apply what you learned. I have taken big risks over the time of building my business. Risks that I would not necessarily guide others to take. I am intuitive, so I have a little advantage in knowing that it would work out in the end. So, I felt uncomfortably comfortable stepping out in big ways many times. I feel it is important to have a pad on any budget, to have savings, to keep expenses as low as possible, and always be revising and cutting costs where you can. The key to healthy financials is in lowering expenses. For instance, over the past few months when many businesses lost their revenue, those that were able to streamline expenses bought themselves more time and staying power.

## What is the best advice you have ever been given?

My dad always taught me that busy people are the ones who get things done. They execute at a high level and he taught me to "do it now". When you take action on things quickly you spend less life force energy on them. Waiting to do things takes time, energy, and causes stress. People are always surprised at how quickly I respond and work. The truth is, all we really have is this moment, I like to get things done as they come in and make the most of every moment.

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

Connect with people! Look in your sphere and start reaching out – get people excited about what you are doing. Bring your whole self to everything you do. Be meticulous with your word. Show up for people. Work with people that you genuinely care about. Hire amazing and brilliant people that are good at things that are not your strong suit. Think about systems and processes that support your desired growth – they will be the key to scaling someday. Count your wins. Have fun!







## Professional Photography Service

FASHION BEAUTY WEDDING  
M:0413080713

*Ray Bartholomeusz  
Photography*







## 5 WORDS THAT WILL CHANGE everything you think about Entrepreneurship

**Entrepreneurship is “the pursuit of opportunity beyond resources controlled.”**

This definition was formulated by Professor Howard Stevenson, the godfather of entrepreneurship studies at Harvard Business School. For more than 40 years, he has been a towering figure at HBS; the man who literally defined entrepreneurship and taught thousands of the world's most successful professionals.

Once uttered, these words will be hard to forget and will change how we choose our path in life. These words will definitely help you build a thriving business.

### **Entrepreneurship**

The word in question is a vital one. It is also one that is misunderstood. It's not simply about being a boss or owning a business or even about making money. It's about a way of looking at the world and life choices.

### **Pursuit**

The journey of an entrepreneur involves taking action, evolving, endeavoring, learning, and outshining (another 5 words with clout). To pursue is to persistently exert yourself and make an effort (despite hardship, hurdles, or despondency - they say the road to success and the road to failure are almost exactly the same). The book 'Pursuit: The journey of an Entrepreneur' talks about how some of the most successful entrepreneurs grew from failing to succeeding in life.

### **Opportunity**

A true entrepreneur pursues opportunity and sees every challenge as an opportunity to break through limitations. Entrepreneurs 'seize the day'. Whatever our personality type, the desire we all have to fulfill our potential must be done by following our heart but also taking our brain with us. Proper planning, mapping out goals, and being focused brings good results.

### **Resources**

The bottom line is, it doesn't matter how little you have at the start, just "Shoot for the moon. Even if you miss, you'll land among the stars" says Norman Vincent Peale. Don't let the opportunities you pursue be limited by the assets you currently have. Instead, let the appeal of the opportunity serve as your guiding light. Where there is a will there is a way. For example, not having money will force you to become more resourceful. Think outside the box, see things differently, and by choosing the easy route to make a decision is not necessarily the best available option.

### **Coronavirus**

Yes, COVID secures its place as one of the 5 words. There's no doubt about it, Covid-19 is shifting the way we do business. A paradigm shift that can lead to an aha-moment for the entrepreneur in all of us. Whilst Covid-19 is a fatal blow to the conventional work economy, it also makes it an ideal time for entrepreneurship. It offers an opportunity to elevate pursuits on the side, or start-up dreams and ideas.

In closing, maybe it's about time to reinvent yourself? Start with your emotional and physical self. This is the best re-launch pad to becoming a better entrepreneur - it's the ultimate life hack.



A BEGINNER'S GUIDE TO SUCCESSFUL

# Email Marketing

With all the talk of artificial intelligence, video marketing and virtual reality, it sometimes seems like email marketing is behind the times. But if you think email is dead, you're wrong! The reality? Email marketing is still going strong even today, and is quite possibly one of the best marketing strategies for your business.



What entices you to open an email? It may be a compelling subject line, a discount or free gift, or knowing that there will definitely be something interesting in the content.

Most people are bombarded by marketing emails every day. How many do they read? Think about how many you read. Probably only a handful of many right? Hence this is a big challenge for marketers. In order for your emails to be read they need to stand out and consistently provide interesting and engaging content. You want your subscribers to be looking out for your email before it even arrives. Here are 5 ways to make your marketing emails more effective.

#### 1. Think like a subscriber

What entices you to open an email? It may be a compelling subject line, a discount or free gift, or knowing that there will definitely be something interesting in the content. It may be a combination of these things. When creating your emails, consistently thinking like a subscriber is key to your success.

#### 2. Don't oversend

Depending on your type of business and your subscriber's preferences you will send out emails daily, weekly and/or monthly. A news agency may send out emails multiple times a day with the morning and evening headlines, for example, but an online clothing store would be spamming their subscribers if they sent out two emails a day or even more than one a week. Decide on the appropriate frequency, day and time of day to send your emails and stick to it.

#### 3. Craft a compelling subject line

Your subject line is key to the success of your email campaign. It needs to grab your subscriber's attention and compel them to open your email. Make it enticing by personalising it and being specific. Here's an example, which of these subject lines would you choose to open? "Awesome Winter Sale at Acme Outfitters" or "Read this before you pay full price for winter boots."

#### 4. Create interesting content

In the digital era everyone is a content creator and there are billions of new items of content uploaded onto the Internet every day so people are inundated with information. To make your content appealing it needs to be relevant and presented creatively. Use video to give a quick tutorial, use a series of still photographs to accompany a DIY project or offer a free whitepaper that gives them exclusive tips from an expert.

#### 5. Call for action

It is all well and good to create an email that has a compelling subject line and outstanding content but without a Call to Action (CTA) you are missing out on an opportunity to engage with your subscribers who are existing or potential customers. Use your email to direct the subscriber to a landing page or a download or your online shop. Make sure it is visible and appears early on in the email and isn't just tucked away at the end.

In a world where there are over 100-million spam emails sent a minute in addition to emails that have been solicited, it is vital to invest time into devising useful and compelling content and a clear email strategy if you have any hope of standing out from the crowd. The good news is that many people don't do this so your efforts are almost certain to pay off.







# THE Millionaire Alliance

BUILDING MILLIONAIRES ONE PROPERTY AT A TIME



## 5 WAYS TO LEAD YOUR TEAM INTO AN UNKNOWN

## FUTURE

As the world starts to emerge from the forced hibernation due to COVID-19 lockdowns, businesses find themselves stepping into uncharted waters in the workplace. Not only do workplaces need new protocols and policies to be put in place in terms of health regulations, they are also having to reorganise their work spaces and restructure their businesses. They have to continue to be productive despite not knowing what the new normal is. All that is certain right now is that we will continue to be hit by waves of this pandemic for the foreseeable future. So, what we can focus on is the now. Here are 5 ways to navigate through this fog of uncertainty.

### 1. Trust must be your foundation

To guide a team that has been floundering and are just managing to keep their heads above water to a new restored future requires trust. As author Steven Covey says, "Trust is the glue of life... It's the foundational principle that holds all relationships." You need to dedicate a lot more time to team building, effective communication and checking in on team members individually on a regular basis.

You will more than likely already built higher levels of trust whilst navigating the early stages and lockdowns of the Coronavirus. Now is the time to build on that and use it as a foundation to propel your team and your business to safer waters.

### 2. Boundaries must be clear

Boundaries may have become unclear with much of the workforce working remotely or on reduced shifts. There haven't been as many meetings and in certain instances work environments have transformed completely. A whole lot of factors that never had to be taken into consideration before, like a team member who has a toddler running around in the middle of a zoom meeting or living in an area where Internet connectivity is an issue.

This demands a new way of thinking around organising work to ensure that working hours and productivity is sustainable. Setting boundaries is essential. Working hours and times must be clear and accommodate any external factors or challenges team members may have. Expectations about deliverables, time-tracking and meetings must be clear.

### 3. Document your plan

To avoid any confusion about how you are dealing with the practical aspects of people returning to work and to ensure everyone is on the same page about the way forward in these uncertain times, put your plan in writing. Make sure that everyone understand that it is a working document and encourage employees to contribute to it. If people have a document that outlines what is expected of them, what the company is doing to ensure their health and safety, what the short-, medium- and long-term goals are, and how they're going to start moving towards them; navigating these waters should be plain sailing.

### 4. Put your people first

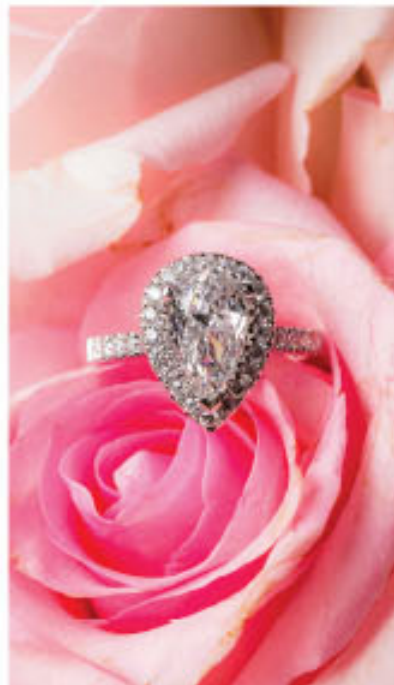
If you look at how leaders across the world have dealt with the COVID-19 pandemic you will notice that those who have put their people first, those who have been consistent, communicated clearly and frequently with their constituents, those who have shown compassion and weren't afraid of making difficult decisions, those are the leaders who have dealt with the pandemic the most effectively. Take a leaf out of their books and put your people first. The new way of doing things demands that leaders are in touch with the emotional well-being of their team members more than ever before. Put them first, nurture them, have empathy and in doing so you'll lift them up and foster a sense of well-being in your team.

### 5. Listen to your team

This is probably the most important of these 5 tips and the common thread in all of them. Listen. Let your team participate in discussions and planning around the future of the organisation, how it is going to adapt, how teams are going to collaborate more effectively, and how sustainable productivity is going to be achieved. Keep listening. Listening not only fosters trust and loyalty, it also gives team members an opportunity to participate in shaping their new work environment which virtually guarantees their productivity levels. The change we are all facing is radical. The world as we know it has been turned upside down by an unknown enemy which has affected every single human being on the planet in varying degrees. It is a very stressful time for everyone on all fronts, so it is vital that as a leader, you up your game and do whatever is necessary to lead your team with purpose and with empathy.







## 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.



PHOTOGRAPHY STUDIO HIRE  
**MULLENS ST.**  
Studio  
SINCE 2011  
2/110A MULLENS ST. BALMAIN NSW 2041  
[www.MullensStreetStudio.com.au](http://www.MullensStreetStudio.com.au)

PROBABLY THE MOST  
AFFORDABLE & FLEXIBLE  
PHOTOGRAPHY STUDIO HIRE  
IN SYDNEY

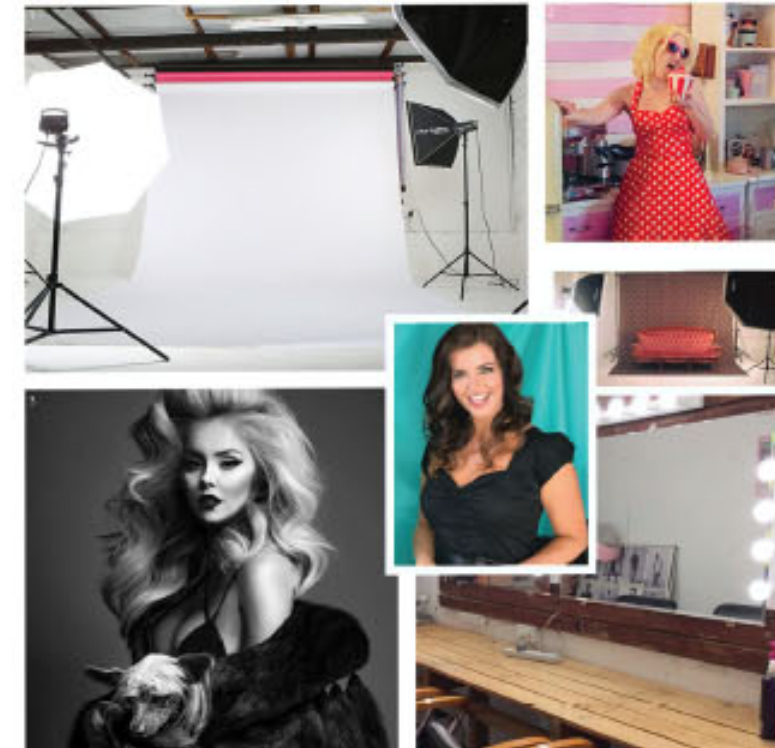
A F F O R D A B L E  
F L E X I B L E  
P H O T O  
G R A P H Y  
S T U D I O  
F O R H I R E

## PRICING TABLE

HRS	STUDIO	EQUIPMENT	TOTAL PRICE
4	\$125.00	\$50.00	\$175.00
5	\$156.25	\$62.50	\$218.75
6	\$187.50	\$75.00	\$262.50
7	\$218.75	\$87.50	\$306.25
8	\$250.00	\$100.00	\$350.00
9	\$281.25	\$112.50	\$393.75
10	\$312.50	\$125.00	\$437.50
11	\$343.75	\$137.50	\$481.25
12	\$375.00	\$150.00	\$525.00

The studio can be booked with or without equipment.

CONTACT: Sabine Gruchet TEL: 0405 751 646  
EMAIL: [info@MullensStreetStudio.com.au](mailto:info@MullensStreetStudio.com.au)  
WEB: [www.MullensStreetStudio.com.au](http://www.MullensStreetStudio.com.au)



## ABOUT US

PROBABLY THE MOST AFFORDABLE & FLEXIBLE PHOTOGRAPHY STUDIO HIRE IN SYDNEY

LOCATED IN BALMAIN, MULLENS ST. STUDIO IS A PHOTOGRAPHY STUDIO SPACE WITH THE WOW FACTOR. MULLENS ST. STUDIO IS THE PERFECT CREATIVE SPACE AND IS AVAILABLE FROM AS LITTLE \$125 FOR 4 HOURS DURING THE WEEK, AS WELL AS ON THE WEEKENDS.

- \* Hire anytime between 7am - 12am weekdays & weekends
- \* No extras for: Weekend, Evening or Early start times
- \* Prices include the use of the white paper backdrop.
- \* Privacy - You are left to your own devices
- \* Ample FREE unrestricted on-street parking

## INFORMATION



### THE STUDIO SPACE

Mullens St. Studio consists of two spaces, the main 50m2 shooting area and a makeup room at the back. We have completely refurbished the space in to a fun and enjoyable studio using reclaimed recycled vintage materials mainly from the 1950's.



### LOCATION & ACCESS

Located in Balmain, the studio is only 2 stops from the QVB. If you are coming by car there is ample FREE unrestricted, on-street parking. The Studio has side lane car access for unloading through a large 2m sliding door



### BACK DROPS & EQUIPMENT

We have 5 backdrops, white paper (free), black paper (\$20 per metre), Grey paper (\$20 per metre) Pink paper (\$20 per metre) & patterned BG & 10x3m Chromakey (green), Elinchrom flash lights, Soft boxes, 5 umbrellas, snoot etc.



# ELITE SUCCESS SUMMIT



UNLOCK YOUR TRUE POTENTIAL

COMING SOON