

STAR CENTRAL

ONE ON ONE WITH
**RENEE
BAUER**
GET TO KNOW THE CEO
OF BAUER LAW GROUP

INTRODUCING MARC
MARUT
OF THE COOL ASS BAND



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Marc Marut

Find out more about one of the artists to watch out for in 2020



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OPENING REMARKS



It has definitely been a challenging year thus far for StarCentral Magazine. So far we've had the pleasure of featuring some of the most talented, upcoming artists and entrepreneurs from all over the globe. Next up we are involved with a number of exciting virtual projects and we are also launching something exciting very soon so this is not to be missed! Right now we are focussing all of our energy and resources towards moving forward from the immediate impact of COVID-19 which has affected the majority of businesses all over the world. I would like to thank everyone for your continued support and commitment to our publication. We are doing our very best to always deliver excellent editorials for our readers across all our channels.

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Halston Dare
Meet one of the most promising artists to watch out for in 2020.



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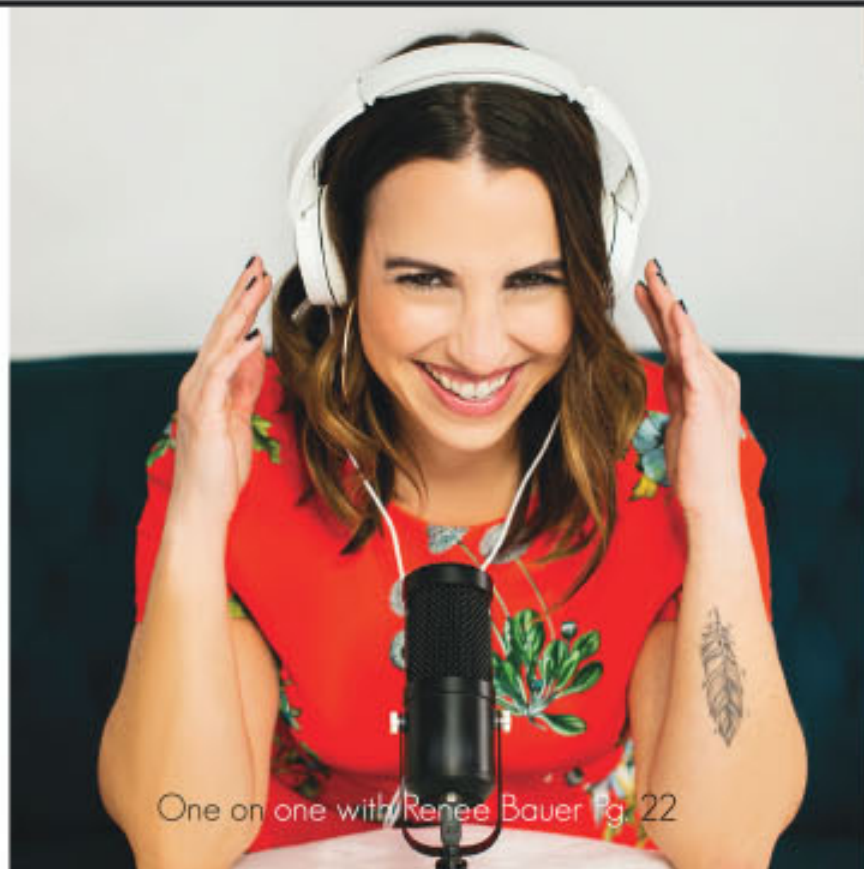
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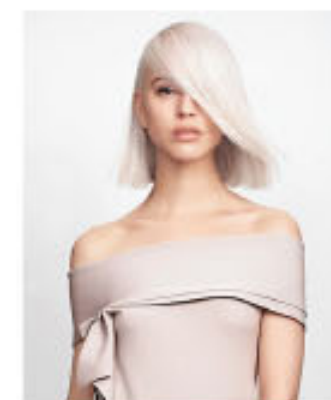
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EDITOR'S NOTES

A wise man once told me that New Year's resolutions are just wishes if they're not paired with a plan of action. It's no use saying 'I'll get healthier this year' without detailing exactly how you'll do it. Successful people, whether they're a performer or an entrepreneur, apply this little piece of wisdom every day. They put together timetables, action plans, take classes to hone their skills, take advantage of any marketing avenue to make themselves and/or their brand known to the public. And what will all this hard work result in? They get to see their dreams coming true. The poet, Henry David Thoreau said: "Most men lead lives of quiet desperation and go to the grave with the song still in them." So, don't let 2020 go by without you taking that chance to make your dreams a reality. Create a second column next to your New Year resolutions. Make sure it's entitled: "ACTION." God bless, everyone.

Jenny Aluning
Editor-in-chief

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EQUAL IMAGE SALON

Equal Image Salon Balmain is a welcoming salon located in the heart of Balmain. We are a small Boutique Salon that's able to offer the ultimate one on one experience. Equal Image Salon specialises in the latest trends from colouring, precision cutting, and various balayage techniques.

Customer satisfaction is our priority. When you visit Equal Image Salon Balmain, your visit will be greeted with a smile and with a consultation in which we'll discuss the condition of your hair, scalp, preference style, and colour.

Products we carry: La Biosthetique ❖ Olaplex

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EQUAL IMAGE SALON BALMAIN CUSTOMER SATISFACTION IS OUR PRIORITY

FIVE MARKETING Strategies

TO FUEL YOUR BUSINESS GROWTH

Not all people who want to enter the world of business possess a booming marketing skill. This brings fear to a small business owner who finds it difficult to start with just a small capital. However, there are several ways you can learn to acquire this certain skill to make a good income. Most entrepreneurs experience the same feeling you have when they started their business so don't be scared - you can be successful, too.

Highlight the benefits of your products or services

You do not have to compare your products to the competitors just to emphasize the values which make them different. Learn how to match the price based on the quality and value of your offers. In every feature of your product, associate it with its benefit. Most consumers value their money by purchasing goods that are useful and beneficial to them. Always remember the difference between buying a product because they need it or they want it.

Profile your potential customer

Base your offer on their gender, age, living status, household activities, and many other preferences so you know how to position your product or service. You may feel dismayed every time a customer ignores your direct offer due to their personal reasons. To gain their attention, ask a few things which may let them express what they need so you can discover the ideal product they want. Listen to them and analyze the things they need.

Use several types of marketing platform through the powerful influence of the Internet

Nowadays, social media has influenced its large number of users. In this way, your products can reach the awareness of millions of people which is the primary advantage provided by the internet. In addition, creating compelling content for your website can also attract more customers. Other forms of marketing strategy are crowdsourcing, affiliate marketing, and video marketing. Through your creativity and proper use of these tools, you can boost your sales in a short period of time.

Let customers provide their feedback or suggestions

The impression of customers is very important to help you produce a product that is efficient and valuable to many users. Use their feedback to help you meet their needs and resolve underlying issues before you spend a lot on producing products that you think will still be useful for them.

Track every single money you spent on your marketing campaign

This is very important because this will allow you to compare which of those marketing channels you use is more effective. The records will also help you analyze the resolutions you can do to improve your techniques. You can pinpoint the areas of your product which customers need and which one needs improvement or changes. Through this guide, you can prevent the waste of money focusing on something that is not effective.

FIVE KEY STEPS TO ACHIEVING SUCCESS IN ANY AREA OF YOUR LIFE

Succeeding in life isn't easy and nobody said it was or ever will be. To some people, when they think of success, they imagine prosperity; other people imagine power; some are just happy to get paid while doing something they are passionate about. All of these are perfectly legitimate, indeed, success is a notion that means different things to different people.

There are numerous guides to being successful, however, the reality is that success happens to be personal and exclusive to each individual. If you want to learn how to be successful in your chosen industry, then these tips are absolutely essential:

Increase Your Confidence

Increasing your confidence is the key to becoming successful in life. You can increase your confidence in many ways, one of the main ones is through taking action. Start taking action, take responsibility for your actions and that is when you will realize how much of life is under your control. Once you start taking the lead, you will be on the forefront and automatically emerge as a leader.

Improve Your Social Skills

Socializing is another key to becoming successful in life in our day and age and one needs to improve their social skills if they want to succeed. According to a research at the University of California, people who have both cognitive and social abilities can take a step further and can succeed at what you call life. People who are socially adept and smart can earn more in the workforce and can take the lead and be more popular as compared to those who don't. There are many ways through which you can improve your social skills. For starters, you have to start meeting new people and start practicing small talk. Another way to improve your social skills is to start talking to people randomly and take a lead in cases where nobody else is. Meeting people and socializing with them will help you understand and realize how easy it actually is to make new connections.

Don't Take Things Personally

Another thing you should remember if you want to succeed in life is to not take things personally all the time. People will say what they want and when they want. You will come across a lot of different people who will sometimes bash you, sometimes be personal with you or anything else for that matter. What you need to do in this case is to stop taking things personally and just let things slide. You cannot succeed in life if you start taking things into your own hands and taking everything to heart. Just go with the flow and you'll find that life becomes much more easier.

Do something you're passionate about

Oprah Winfrey once famously said, "You know you are on the road to success if you would do your job and not be paid for it." This is an amazing quote to remember. Imagine being extremely successful in your current job - but if it's a job you despise, then being successful means filling your life with something you hate to do. Instead, why not pursue something you truly love or are passionate about? When you've finally discovered what you're passionate about, you get the motivation to keep you going which means you'll live a life of fulfillment. Even if you're not successful, you still filled your time with something you love doing. Many successful Hollywood stars spent years of their lives doing unpaid work, the only reason they kept going was because they simply loved what they do.

Express Gratitude Daily

You should also try to express gratitude on a daily basis if you want to be successful in life. Gratitude is an expression that shows how thankful you are for what you have. Without realizing what you have, you won't be able to get more. Therefore, try your best to show and express gratitude when and where you can.

Being successful in life isn't easy and there is no specific formula for being successful but with the above-mentioned tips in mind, you will have a better shot at being at the top.

FIVE WAYS TO GAIN MORE (REAL) INSTAGRAM FOLLOWERS ORGANICALLY 2020



By: Anjelica Benneth

Over the years, Instagram has become a vital channel for businesses to personally reach out and connect with their customers.

Instagram, a photo and video sharing app, has around two billion active users around the world, and every day more than 70 million photos are uploaded on Instagram. Undeniably, it remains at the top spot when it comes to followers' engagement rates.

So, what do all these stats mean? For businesses, it means that Instagram offers a whole lot of opportunities for engagement. As such, it only makes sense to invest in growing your Instagram followers and engagement. So if you are looking for ways to increase your follower count and boost your fan engagements, then try these five simple steps:

1. The importance of having a call to action

What is a call to action? Ideally, it's your brand telling your followers what you would like them to do by leading them to the path that you want them to take. You can easily do this by getting creative and either placing the call to action in the image's caption or creating images with built-in texts. You can even post a picture and then ask your followers to tag someone whom they think can relate to your specific post. You'll be surprised to see that your solid followers will probably quickly take part in your call to action.

2. #reach more people with the use of relevant hashtags

On Instagram, one of the most effective ways to stand out is by using hashtags. Hashtags work by organizing topically relevant videos and images so that Instagram users can easily identify interesting and relevant content altogether. Hashtags are what

makes your Instagram content easily found. Instagram users find content by searching hashtags on their own or tapping through related posts for a specific tag. You can leverage the use of hashtags to deliver your content more effectively to your target audience. You can also use it to find relevant conversations where you can engage in and reach out to more users. If you've been using the same hashtags for several months, there's a possibility that people have already seen your content so they have decided to ignore it. By changing your hashtags here and there, you increase the chances to reach new potential followers. Try to also use hashtags that are already trending; you'll get more eyeballs on your content this way. You can either wait until a hashtag related to your industry is trending before you use it or use trending hashtags that aren't necessarily directly related to your industry. Don't forget to encourage other users to use your hashtags, it's simple; if you want other users to use your brand's hashtags, then you're going to have to approach them to ask. Lastly, try to include hashtags in your first comment section so it doesn't look messy and it doesn't appear as if you're spamming your post to get more looks.

3. Leverage your captions

An Instagram caption is a written description or explanation about the Instagram photo you posted to explain what the post is about. Instagram captions can include emojis, hashtags, and tags. If you think Instagram is just for photo sharing, then you're wrong. You can post high-quality photos along with remarkable captions or even short yet captivating storytelling. Don't underestimate the impact of words. Think out of the box and use compelling captions to capture your target audience's attention. While amazing photos are the backbone of Instagram, words can definitely enhance your content by telling a story, providing context, or adding a touch of mystery. Your Instagram caption can share cool selfie quotes, say something cool, and funny or direct customers to your bio link.

Instagram posts with the best engagement tend to have Instagram captions that have a call to action. You might ask your followers to share your post by something like "like this if you agree and tag a friend who needs to see this." You could also use your Instagram caption to ask a question like "What do you think of this look? Yes or no?" And of course, you can ask people to buy your products by simply asking people to click the link in your bio. By having a call to action in your caption, you are engaging your followers and strengthening your relationship with them. Effective Instagram captions get people talking, sharing, or purchasing your products. If you've got a decent size audience, you can even use emojis to leave little hints in your Instagram captions that can send a hidden message across without really saying anything to give it that air of mystery. So before you create a post, make sure you come up with a few Instagram captions first before choosing the right one. This way, your captions don't look as if they're a rush job.

4. Stay active on Instagram

Being active on Instagram is imperative if you want to grow your follower count. Make yourself visible to your followers by responding to them. Something as simple as liking or commenting on other users' posts can go a long way to boost your follower's reach and engagement. Since Instagram is now hiding the number of likes your post gets, it's harder to gauge which content of yours performs best. While you can see how many likes your posts get, your followers can't, so there's no bias in getting a like on a post just because it looks like a popular content. These days you need to look further into your content's performance and track comments. Instagram Stories views, shares, or even direct messages to measure how your content performed. Monitoring what your followers are saying about your content, whether it's positive or negative is a part of engaging your followers. Try to thank people for their positive comments, or for tagging their friends to your content. You need

to respond to comments whenever users ask you questions about your photo or your business. By taking the time to acknowledge your followers, you are making it come across that you care about what they have to say. It doesn't take much of your time to respond to comments and questions. Taking the time to respond to comments also creates strong brand loyalty and shows that there is a real person that cares behind the images.

5. Promote and share your Instagram posts on your other Social Networks.

Other than Instagram, do you have other social media accounts? How about Facebook, TikTok, or Pinterest? It will help if you let your followers from other social media platforms know about your account on Instagram. Posting or sharing your Instagram posts on other social networks you have is a great way to gain more followers and let a new audience discover you or your brand. Facebook, Instagram, Tumblr, Flickr, and Twitter are usually tied up with each other so cross-promotion is just as easy. You need to get creative when it comes to promoting your Instagram account on other social platforms to drive more followers.

Final Words

With over 500 million active Instagram users, it's no doubt that having a prolific Instagram account is an exceptional way to boost your reach. Be committed to sharing remarkable content, leverage your engagement, and strive for consistency. With the right approach, in no time you'll see all your efforts will surely pay off.

INTRODUCING BETH WALKEMEYER

Beth Walkemeyer is currently 26 years old and she has been a full-time freelance model and traveler for the past two years. She's passionate about the ocean, conscious living, and forever striving to be someone that can make a positive difference in the world no matter how big or small. She's also very passionate about supporting organizations that rescue kids from trafficking. Her love for the ocean, surfing, and daily adventures is what got her into swimwear modeling in the first place and now she's spreading her wings and making her way into the fashion and commercial world. She loves food so you can always find her close by to an acai bowl, a good coffee, ramen, or even french fries.

StarCentral Magazine recently caught up with Beth to discuss her journey in the modelling industry and here's what went down:

1. How did you get into the modelling industry?

I have always wanted to be a model for as long as I can remember. I didn't start in the industry like most people at a young age, I was about 20 when I first started reaching out to brands and agencies. I started getting a lot of work around the time that Instagram was taking off as well and went from there.

2. What do you like most about being a model?

I love that it has taken me traveling around the world. Being a model is definitely a lot harder than it looks. It's a complete lifestyle of looking after your body and continually working on how you can improve from posing, walking, and dealing with clients.

3. The downside to being a model?

The downside can be the pressure you feel to be your best all the time. I think models are their worst critics. However, agencies and clients can also be extremely harsh on what they expect from you at times.

4. What has been the most memorable experience of being in the modelling industry so far?

My most memorable experiences have been the travel I have done and the people I have worked with. My happiest memories are when I'm working with a client or a photographer that I vibe with.

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

I'm not sure what you mean by interesting, but the people that have stood out to me are people like France and Jesse. The kindest and the most professional team I have worked with to date. Another favourite is Bonnie Hansen, her work is just incredible. The way she can style and work with her models is something very unique.

6. What has been the most valuable lesson you've learned while in the modelling industry?

To not let anyone tell you, you aren't enough. Do not take "No" for an answer, and do not restrict yourself because of insecurity or the feeling that something is out of reach.



7. Is your family supportive of you being a model?

I think at the beginning they were not happy about it because I was mostly doing swimwear. So they didn't like the idea of that at all. But as my social following grew, it had me traveling around the world and it became my full-time job they became more understanding of it.

8. If you could go back in a time machine to the time when you were just getting started, what would you do differently?

I would have started younger and gone to agencies way earlier. My problem was a huge amount of self-doubt but also not having anyone that could help direct or support me with what I needed to do.

9. What is the best advice you have ever been given?

Honestly, I can't even think of anyone giving me advice in the modelling industry. It's probably one of the hardest places to get any advice (laughs).

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

I have a lot of things I would still love to achieve! Miami swim week is a big one, fashion weeks, and a magazine cover or a few. The rest I'll be keeping private.

The 'LIGHTNING FAST' Round:

1. Last good movie I've seen: Bad Boys

2. What do you consider beautiful and why?

I think kindness is the most beautiful thing in the world. If someone has good looks but they treat others poorly, they become so ugly to me. Outer beauty will fade, but inner beauty and how you treat others will leave an impact forever.

3. What haven't you done yet that you wish you could?

Runways. I really lacked confidence when I was younger and I wish I pursued it more. So now I am!

4. Complete this sentence: "If I had no fear, I'd..." I could honestly do anything and everything. I wouldn't feel limited to be able to achieve anything.

5. What is the one "flaw" you wouldn't change about yourself?

It's not really a flaw at all, but I am built more athletically than most models because I've always been such an active person. It has made it harder to do fashion modelling however it's perfect for many other types of modelling and I LOVE how strong and capable I feel in my body.



FIND OUT MORE ABOUT MARC MARUT

Marc Marut, the talented, brilliant, and jovial musician/songwriter has established himself as one of the hardest-working entertainers with his new song "F*ck You COVID-19" as well as a music video uniting his friends and fans from all over the world as they rock out to his catchy song. Judging by his latest song, Marc Marut is definitely an up and coming musician who's destined to have a meteoric rise.

If he looks familiar, you're right, Marc happens to be an accomplished actor who has starred in several feature films and TV series. Born on April 11, 1979, in Canada, Marc always knew in his heart that he was meant to be in show business. When he was 9 years old, his father persuaded him to audition for an upcoming production of *Les Misérables* as an easy way to obtain a badge for cub scouts. He ended up landing the role of Gavroche and subsequently had to quit cub scouts all together due to the heavy scheduling requirements of the play. Marc eventually began landing roles in television series almost immediately after he departed from *Les Misérables*, and he soon became established as one of the busiest young actors in Toronto for that period. He is best known for starring as Johnny McFarley in *The Paperboy* (1994), Danny Cardigan in the *Tekwar* movies, and Elbert Wertz in *Road to Avonlea*.

Fast forward to today and Marc happens to be the founder and creator of "Cool Ass," a band that produces sound that's reminiscent of 90's alternative combining hard-hitting, toe-tapping, energetic rock style with other influences. Cool Ass music gets people moving as much as the lyrics get them laughing. Marc also does all the composing, recording, and audio engineering himself which is pretty impressive.

StarCentral Magazine recently caught up with Marc to discuss his journey in the music industry and here's what went down:

How did you get started in the music industry? How were you actually 'discovered'?

It's funny, I fell into it completely by accident. When I was nine years old, I auditioned for *Les Misérables* to get a Cub Scouts badge, and to my surprise, I got the role! This exposed me to professional musicians at a young age, because I got to hang out with members of the orchestra. I really learned a lot from them. As I got older, I spent lots of time in studios laying down vocals for commercials and TV shows. Eventually, one thing just led to another.

What do you like most about singing?

Finding the intention behind the vocals. Like with instruments, it's not just about carrying a melody, but also about conveying emotions through the use of inflection and style. With singing, you can take it even a step further, because often there's lyrical content too.



"I don't look for inspiration, it just comes to me... ever since I was a kid, music has just popped into my head from out of nowhere."



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Can you tell us about your latest song F*ck You COVID-19?

I was getting ready to record some other songs I have written, when suddenly out of nowhere we got hit by this virus. Life changed almost overnight, and like all my other music, this song just popped into my head. It was such a catchy tune and was so relevant to how people were feeling. I had to put all my other plans on hold and record it.

What sort of person is going to love this song?

I think most people can relate to the subject matter, but it's especially for people who need a break from the misery of this pandemic. For the music video, I asked fans from around the world to send in footage of themselves rocking out to the song. I wanted to show that despite all the restrictions we're currently having to deal with, we could all still come together and have fun. People really love it, and I'm grateful I can bring them some joy in these difficult times.

What inspires you to be creative?

Everything, really. I don't look for inspiration, it just comes to me... ever since I was a kid, music has just popped into my head from out of nowhere. Sometimes a tune will get stuck in my head for a long time, and then I know I have a good song and I have to record it.

Is there anything special that you do to get into a creative mindset?

No, it just comes to me... I just let myself live in the moment. It's best to allow my creativity to flow naturally.

What message, if any, do you try to put into your work?

I like to add humour to my music, especially if the subject matter is depressing... like with "F*ck You COVID-19". The beautiful thing about music is it can be so many different things, and that includes being funny. I like to inject humour into my songs because it's my preferred state of mind. The world's already serious enough for me, and I'd rather just laugh and have fun.

What has been the most memorable experience of your career so far?

When I was a kid, on the set of Kung Fu: The Legend Continues there was a prop guitar, and I picked it up and started playing between takes. It turns out Chris Potter plays guitar too, and he came over and showed me how to play "Tie Your Mother Down" by Queen. That was really cool, hanging out on set and getting guitar lessons from Chris Potter. I think I was around 16 years old.

"I like to add humour to my music, especially if the subject matter is depressing... like with 'F*ck You COVID-19.'"

Do you ever find yourself unable to express your creativity to the fullest?

No, that's why I just let it flow naturally. The only times I've ever had difficulty is if I tried to force it... it's when I don't try that I get creative. So I don't put any pressure on myself, and I don't try to force anything. That way I never have any trouble expressing myself.

Who is your greatest influence?

Growing up, Brian May was my greatest inspiration for learning to play the guitar... but my greatest influences are definitely 90's alternative and punk bands. Nirvana had a big impact on me, as did bands like Vercas Salt, Green Day and The Offspring. I have very eclectic tastes, so I mix a lot of other styles with each other too.

Do you feel that you chose your "passion," or did it choose you?

Oh, it absolutely chose me! I've worked very hard at it, but the only reason is because I already have such a deep love of music built in me. I don't think you get to choose your true passions.

If you hadn't chosen your field, what would your alternate field have been?

Thank God I don't have to think about that! I would be just so completely lost...

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

Since I already have a lot of songs written, I plan to record and release more singles until I have enough for an album. Then, because I'm so fond of records, I'd really love to have it pressed onto vinyl. Not just regular black vinyl either, but something really colourful. I think putting out a brightly coloured vinyl record would be extremely Cool Ass!

The 'LIGHTNING FAST' Round:

1. Last good movie I've seen: Monster with Charlize Theron.

2. What do you consider beautiful and why? Honesty, because it's pure.

3. What haven't you done yet that you wish you could? Fly an airplane.

4. Complete this sentence: "If I had no fear, I'd..." Teach others not to fear also.

5. What is the one "flaw" you wouldn't change about yourself? My stubbornness!





MEET THE CEO OF BAUER LAW GROUP

RENEE BAUER

Renee Bauer is an award-winning divorce attorney, published author, and founder of the family law firm, Bauer Law Group, located in Connecticut. With almost two decades of experience representing countless high net-worth clients, she's committed to empowering all women to redefine their sense of peace and purpose in their new life. She's certified as a Guardian Ad Litem, Attorney for the Minor Child, and Collaborative Attorney. She's also a certified Mediator receiving her training from mediation pioneer, Forrest "Woody" Mosten, of Beverly Hills.

Her insights are sought after by local and regional media outlets, podcasts, and conferences where she speaks on co-parenting, blended family dynamics, relationships, and the art of reinvention. Having walked this path herself, she knows what it feels like to face uncertainty, shame, and the fear of losing life as she knew it. She's an accomplished litigator, and she boldly educates and inspires women to reclaim their right to happiness through her online course, the d•course and podcast, "Happy Even After™."

StarCentral Magazine recently caught up with Renee Bauer to discuss her journey as an entrepreneur and here's what went down:

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

At the height of the quarantine, I created a video course, the d•course for anyone contemplating or going through a divorce. I wanted to provide a resource that people could turn to for accurate and reliable information about divorce. There is too much bad information out there and when someone sets up an unreasonable expectation of what they think they should get out of a divorce, they get stuck.

I also launched my podcast in June which is an unfiltered exploration of all things divorce, including interviews with experts and those who have made it out the other side thriving, not just surviving. Something amazing happened when I started the podcast. It was an unintended effect but I started networking with people from all over the world. Each conversation led to more introductions. It has been so satisfying and unexpectedly, my favorite project. I'm also working on a book proposal for a non-fiction book.

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

Instagram has been a really important platform for my brand.

I also use Facebook, I have a YouTube channel, and I spend some time on LinkedIn, Twitter, and even Pinterest. Pinterest directly targets my ideal demographic and its under-utilized as a platform for entrepreneurs.

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

I've used paid ads to run giveaways and to grow my Facebook and Instagram following. Sometimes, you have to put some money behind your brand so people can find you. I'm about to kick off a paid ad campaign for my video course, too.

What is your main tactic when it comes to making more people aware of your brand and engaging your customers? How did your business stand out?

Engagement and Consistency are crucial.

I follow the rule to give more than I receive. I proactively engage on social media rather than wait for someone to engage with me. That's how you create not just followers, but fans. You have to be authentic with your posts, who you are, and what your message is. This was hard at first because I was worried that I would annoy people. Once I realized that my message was more important than my ego, then it came easy.





Also, consistency is everything. You can't post every day for one week and then disappear for 2 weeks. I'm on there every single day. I have a schedule. For example, a new podcast will drop on Thursday and I post an audiogram with something memorable the guest said that day. Then two days later, I post a snippet from the video of the interview. They go on my IG stories. It gets shared on LinkedIn, etc. Each post gets released to a different platform each day. Youtube videos get dropped every Tuesday and Friday.

My business stands out because I'm authentic. I show up as I would anywhere else. I want someone reading a post to feel like they know me. I think a lot of business owners forget this because they are focused on the business as an entity, but behind that business is a passionate owner with a story to tell. Often our passion comes from our own pain. It's ok to share this.

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

I'm a writer so writing has been something that's been enjoyable and has been a huge marketing avenue for my business. I've written a book called, "Divorce in Connecticut." When it was published, I donated a copy to every library in the state. I still get clients who come in because they borrowed the book from the library. I also wrote a children's book about divorce called, "Percy's Imperfectly Perfect Family." I also write articles for local papers and magazines and contribute as a guest blogger on other sites. I think marketing can be done in so many different ways. Find the way that feels natural to you and run with it.

Right now, I'm in the middle of a podcast tour, that is I'm interviewed as a guest on someone else's podcast. It's free marketing and puts you in front of that podcast's listeners. Podcast hosts are always looking for new content so getting booked isn't difficult. For most, I simply send a cold email out. When the podcast gets dropped, you can then use that as your own platform. You are making yourself stand out as an expert in your field.

What is the toughest decision you had to make lately?

During a pandemic, a business owner has impossible decisions to make. Every step of the way, I've had to evaluate our bottom line on a weekly basis and it was excruciating not knowing whether I could keep everyone on my staff. My employees are important to me. There were a couple of times I had to take a long and hard look to see if I was going to be able to keep everyone on.

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

At one point, I ran a billboard campaign and that was all wrong for me and my business. I hated seeing my face up there. It wasn't me and it wasn't the image I wanted for my business. Even though we had people coming in that way, it wasn't the right method for me. It was also really expensive and impossible to track. You have to track your marketing methods to know what is working and what isn't. You can do that with paid ads. You can't do that with a billboard.

What new business would you love to start?

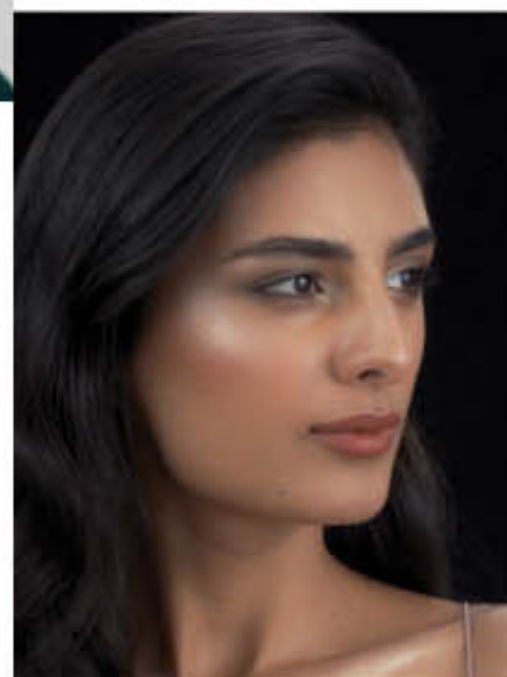
I'm always looking at the next thing. I would love to develop an online course to teach other lawyers how to build a platform. Lawyers aren't great marketers, but it's so important. A website is not enough anymore. You need to be out there so people can find you and know who you are. Consumers are savvy and they want to know who they are hiring. You would be surprised at how many clients we get just from our social media presence. When I first started my business, most lawyers didn't even have websites and those that did were criticized. The legal world is like any other industry. People are on social media. They are engaged. They are always scrolling. You have to show up in their feed. You don't need to sell anything though. You just have to provide good content.

If you could go back in a time machine to the time when you were just getting started, what would you do differently?

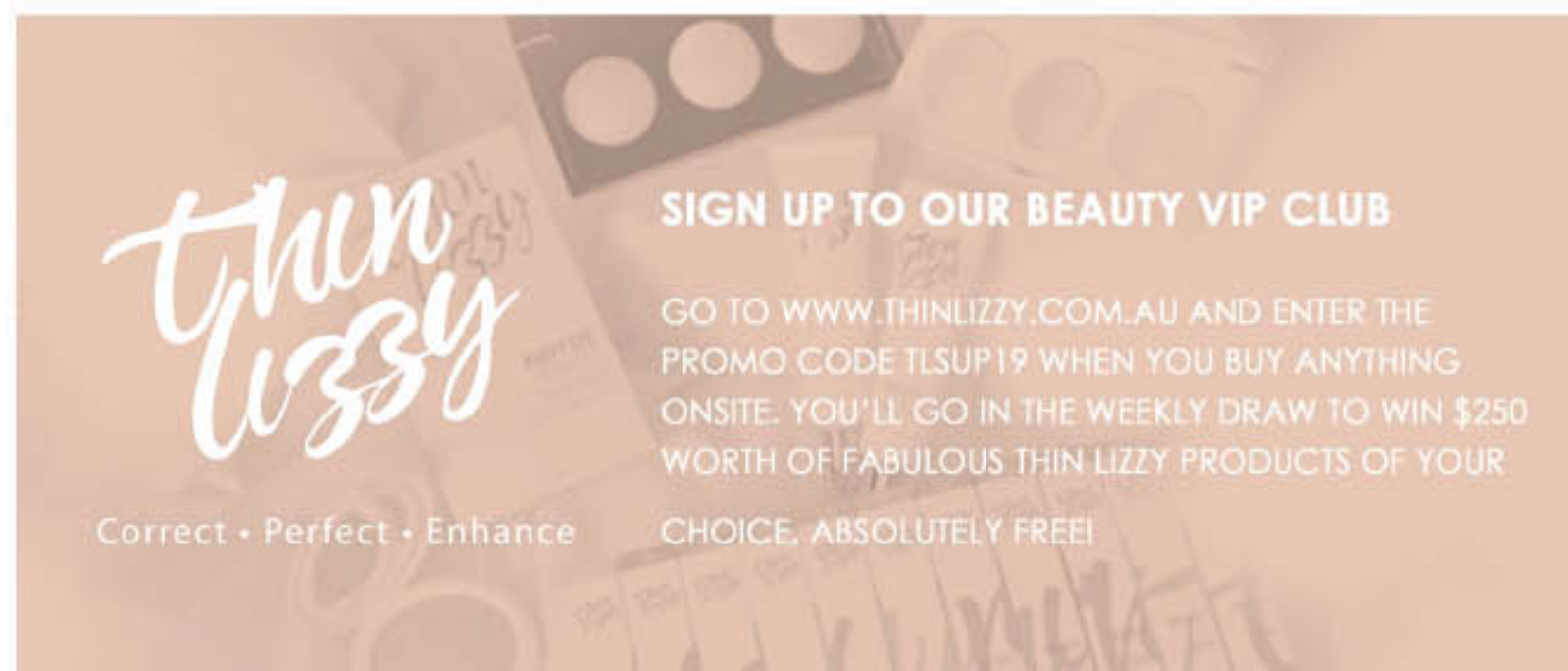
This is an unsexy answer, but put systems in place early on, even if there is only one of you. Systems are what make businesses run and scale-up. When you hire someone, you can easily teach a system. When everyone is following the same system, nothing gets missed and customers will feel confident in your competence or product. You never want to be so dependent on one employee that if they unexpectedly quit, you would be lost because you didn't know how to do their job or teach it to someone else.

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

Owning a business is not linear. Be prepared to go along for the ride. The highs are high, and the lows can take you out at your knees. The key to success is just to keep showing up. Dust yourself off and take the next step forward.



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RIISING STAR TO WATCH OUT FOR IN 2020

HALSTON DARE

Singer/songwriter Halston Dare recently launched her highly anticipated lyric style music video release for the breakup anthem "Replace You," which received over 200,000 streams on Spotify within only a few weeks of its release.

Singer/songwriter Halston Dare recently launched her highly anticipated lyric style music video release for the breakup anthem "Replace You," which received over 200,000 streams on Spotify within only a few weeks of its release. "Replace You" was inspired by Halston Dare's own experience with realizing her self worth. In an argument with her now ex-boyfriend, she realized that the way he was belittling her was not something she deserved and no longer wanted to put up with it. The next day, she made a comment about how he thinks he's "irreplaceable" and at that moment, Halston knew she had to write a song to replace him.

With her unique aesthetic and diverse musical background, Halston Dare is a star on the rise.

StarCentral Magazine recently caught up with Halston to discuss her journey in the music industry and her latest single and here's what went down:

How did you get started in the music industry? How were you actually 'discovered'?

I started songwriting and poetry in lower middle school and found that I had a passion for singing and writing and I wanted to continue further with it. I always knew I wanted to be a singer from a very young age. In 2017 I posted a cover of "Issues" by Julia Michaels and it went viral on Instagram and Facebook and all the radio stations in my hometown were doing articles on it!

What do you like most about singing?

Singing, writing, music is like therapy to me. It's like another language to express myself without having to communicate as humans do. Music is literally a gateway to my soul and makes me feel understood.

Can you tell us about Replace You?

Replace You is the badass song that you need when you are getting ready to break up with somebody, or when your significant other is making you feel like you're not worthy enough or good enough. Everybody is good enough, never let anybody

make you question your worth because I did, and it sent me back so far you couldn't even imagine.

What sort of person is going to love this single?

Definitely someone who is going through a heartbreak or having trouble understanding how beautiful they are and what they truly deserve.

What inspires you to be creative?

100% of the things that I experience. I only sing and write about things that I can relate to emotionally, physically, mentally. Anything that you have heard of my artistry is something that I have actually experienced myself, feelings wise, or maybe something that happened to me. I want to be as genuine as possible with my fans and transparent as much as I can be.

Is there anything special that you do to get into a creative mind-set?

Nope [laughs] just put me in a writing session, make sure I have my coffee and food and a good vibe!

What message, if any, do you try to put into your work?

That I/we are human. We have feelings that need to be felt. We're not alone, we all actually have a lot in common. Transparency, genuine personality.

What has been the most memorable experience of your career so far?

June 28th, 2019. I opened up for Danity Kane at Irving Plaza in New York. It made me realize that all this hard work that I am doing someday is going to be paid off. It was one of the most beautiful performances I've ever experienced, the crowd was so accepting and loving, it was an unforgettable night. I hope my future shows will be as incredible as that sure was. To be honest, really, that night was going to decide whether I continued to sing or not and have my career, and God really showed me that this is my purpose on this earth.

HALSTON DARE

What kinds of things inhibit you?

The only thing that inhibits me from expressing myself to the fullest is that I want to put so much into one song and I can't because I'm limited to three minutes and 30 seconds. Sometimes my mind works so fast that I can't remember things that I wanted to put down or write so it gets a little frustrating.

Do you feel that you chose your "passion," or did it choose you?

Both. I chose my passion at a young age, no matter how many times I tried to run from it, it always found me again.

If you hadn't chosen your field, what would your alternate field have been?

Collegiate basketball, marine biology/oceanography/astronomy/astrology, or something in the medical field.

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

TOUR TOUR TOUR! The only thing on my mind. Also, I'd like to reach 500k followers. That'd be a dream come true.

The 'LIGHTNING FAST' Round:

1. Last good movie I've seen: Ford v Ferrari

2. What do you consider beautiful and why? 85° beach day, jean shorts and a T-shirt, sunny but with some clouds, friends, and no agenda.

3. What haven't you done yet that you wish you could?

Go on tour with a respected artist I admire, go to a drive-in movie, travel to Santorini, Greece with the fam.

4. Complete this sentence: "If I had no fear, I'd..." Go out every day in public and sing. I hate small crowds.

5. What is the one "flaw" you wouldn't change about yourself?

It comes in handy sometimes, however it's not always the best thing. I love so hard and so unconditionally and I have a very forgiving heart. Sometimes it hurts me because I don't get the same effort and energy reciprocated back, however the way I love is beautiful and I'm proud of the way that I love others.



OFF-ROAD

By: Adam Scott

It looks like travel is going to be socially isolated for a while, so what better way to enjoy the great big world than from inside the comfort of your own vehicle – right? Wrong! Instead of boring license-plate games or rest stops, how about getting away from civilization and matching the control of your vehicle against nature and the terrain around you. This sport is rising in popularity, and vehicles for off-roading can be rented in most countries. We picked out 5 of the best destinations for scenery, adventure, and just plain wow-factor. The last one might surprise you...

Australia

If the beach is your scene, head to Australia. There are also a variety of inland locations that lend themselves to off-road sports, such as creek-bed crossings and tough inland terrain. If you do choose to drive on the beach alongside a scenic ocean, make sure that you are permitted to do so – driving on populated beaches is not allowed. Two little things to keep in mind: you'll share the shore with beachgoers in many places, and you're not allowed on the sand-dunes.

United States

It's a huge country, with virtually every kind of terrain available – but some spots are friendlier than others.



TOP FIVE COUNTRIES FOR SPORTS

This is definitely a country where you're going to want to find the trails and locations frequented by other off-roaders. You've probably heard of (or drooled over) California's Rubicon Trail – there's no better way to see the Sierra Nevadas. Or, if you're feeling really brave (or really dumb), you might consider attempting one of the trails in Colorado that require both skill and luck to navigate successfully.

India

You'll go off-roading in India whether you want to or not. The roads (apart from in large cities) are rarely paved and almost never maintained. Monsoons can wash them out, random holes have been known to appear overnight, and obstacles might include anything from a cow to grain laid out for drying. It's one part demolition derby, one part off-road race, with a stop in the middle for a mango lassi. What could be better?

Morocco

No list of the best off-roading locations would be complete without including the Sahara Desert, and how do you suppose you get there? Through Morocco, of course. Here, the sand dunes are fair game – as are the canyons, salt marshes, and rocky plateaus. If that's not enough variety for you, head north



to the Atlas Mountains. Morocco may be a small country, but it's people have huge hearts, and hospitality is an art form here.

Mongolia

Already been everywhere on this list? If you knew better, you would have tried this place first! Mongolia is famous for its difficult terrain and an appropriately tough culture to match. The Gobi Desert will blow you away with its harsh environment – perfect for off-road sports. If being further away from home than you've ever been, whilst feeling the solitude of this vast and beautiful land sounds appealing, make this your first stop on your epic world tour. Nomtoibayar Nyamtaishir is Mongolia's most famous off-roader – if you are looking for inspiration, you need look no further than Nomtoibayar himself.

You may need a rest from the wheel after accepting one of the challenges that await you. If so, why not chill out on the Trans-Siberian Railway with a bottle of Chinggis Gold for a few days to get your head back in the game?

SEVEN EFFECTIVE TIPS TO LOSE Body Fat

Staying fit can sometimes be excruciatingly difficult and can take so much of your time. However, staying in shape should never be set aside. It is not about just trying to fit into your jeans - it's also about being healthy. When trying to lose weight, our first consideration should be our wellness. Every step should be directed to making sure that our body gets exactly what it needs to function properly. And, when we have this as our goal, shaking off the extra weight is not as demanding and strenuous as we think it is anymore. That said, here are 7 ways to lose the unwanted flab:

Know when you're hungry

Yes, you are not supposed to be hungry all the time. As your body continuously digests food and turns them into the energy you need to perform the tasks you need to get that promotion, you also need to constantly fuel your body. However, you might also need to consider the amount of time your intestines require to completely break down the food and transform them into nutrients.

Choose what you eat

Another critical factor you need to keep in mind is the number of calories you consume every day. According to the United Nations' Food and Agriculture Organization (FAO), the average person's minimum calorie requirement per day globally is approximately 1,800 kilocalories (7,500 kJ) depending on your lifestyle, sex, and age. So, be little concerned with your diet, and maybe on your next trip to the grocery, it won't hurt to check the calorie content of what you stock in your fridge. Also, adding vegetables and fruits to your regular meal can do a lot when it comes to reducing the risk of acquiring any diseases.

Drink plenty of water

Since our body is composed mainly of water, what better way to keep in shape than to ensure that it is well hydrated? Drinking water allows your body to function better, flushes out toxins, and it even increases your energy.

Exercise regularly

Eating right alone isn't enough. You also do need to move your body a little to keep it active and in shape. Moreover, exercise helps you de-stress and make you feel good about yourself, here's even no need for you to go to the gym. You can do stretches and exercises in the comforts of your home. A lot of exercise videos are available online to teach you how, and you won't even need a gym instructor to help you.

Get enough sleep

Yes, sleeping can help you lose that weight. Getting you the required number of hours to sleep lets your system function accordingly, which then translates to better digestion and more energy to do other things to keep you fit.

Set a goal

Like building a house, losing weight requires a blueprint of what you want to achieve. You need to plan and have a clear and smart goal. Whether it's weighing 5 kilos lighter or being able to wear the cute bikini you saw in the mall, it is important to define the target for your actions.

Stick with your goal

Sometimes, we veer off the road we told ourselves to take and that is normal. However, if you want to get to where you need to be, you have to stick to your chosen path. Remind yourself your goals whenever you need reminding. Write your desired weight and post it on the fridge or may put a picture of that bikini you wanted in your mirror. You need to motivate yourself because no one else will have to do it for you. Only you can change your life.



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