

A publication for Australian entrepreneurs, business leaders and professionals

\$4.95

THE GLOBAL Millionaire magazine

OCTOBER 2020

MEET MICHAEL SMITH: THE CEO OF MDS MEDIA INC.

FIND OUT MORE ABOUT THE ENTREPRENEUR WHO HELPS VARIOUS
COMPANIES EXECUTE INDUSTRY-LEADING CONTENT STRATEGIES

PLUS! FIND OUT HOW ENTREPRENEURS CAN **LEVERAGE** THEIR TIME WISELY



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THE GLOBAL Millionaire magazine

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THE GLOBAL Millionaire magazine

EDITORS
NOTES



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



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A.D.

DOLPHIN

A.D. Dolphin, the grandson of the 1940's and 50's music mogul John Dolphin, launched his company, Dherbs Inc., in 2004. Dherbs catalyzed an evolution in the use of herbs as a clear pathway to excellent health, healing, and an improved way of life. A.D. explains, "I always knew I would be an entrepreneur. Everyone in my family owned their own businesses and I wanted to follow in their footsteps." He pursued a career as a professional basketball and found success overseas in Australia. Upon returning home from Australia A.D. began coaching and professionally training. His reputation grew rapidly and amassed 300 private basketball students in under 2 months. "I saw how clients learned and what worked for them," Dolphin says. "I trained each client not only according to their desires but also to their needs." Dolphin became a trusted ally, friend, and mentee of his high profile clients.

Sideline conversations propelled A.D. into real estate & music, but he found the most success with his herbal supplement business, Dherbs. A.D. road-tested what is still the company's #1 product to date, the Full Body Cleanse. Within 7 days of the 20-day cleanse, Dolphin felt that his energy increased, his sleep was better, his thoughts were clearer, and he kicked his soda addiction. Dolphin decided to launch Dherbs as an online company, "I didn't even have an email", he laughs.

Since 2004 when A.D. and his 2 partners opened the virtual doors of Dherbs.com, they have not looked back. After over a decade of growth and success, A.D. is in the herb business to stay. "There is nothing like the feeling you get when you start helping people." Dolphin's philosophy is simple and clear, "The body can heal itself if it has the right fuel." Dherbs has over 400 herbal products that can help remedy a variety of health ailments. A.D. does not rest on the laurels of financial success. He has a thirst for knowledge and information to share with clients that distinguishes him as a leader in the field of health and wellness.

A.D. Dolphin, known for being Steve Harvey's health and wellness expert, has appeared on a variety of media platforms discussing the benefits of clean eating and healthy weight loss. He has also helped transform the waistlines of high profile clientele, including Emmy Award-Winning Actress, Niece Nash, Grammy Award-Winning Singer Brandy, WeTV's Celebrity Hairstylist Kim Kimble, Actress Sherri Shepherd, ABC's Blackish star Anthony Anderson, Windy City Host Val Warner and many more.

A.D. has been featured on The Doctors, Sister Circle Live, Great Day Houston, Windy City Live, MNewsOne Now, Yung Joc's radio show on Streets 94.5 ATL, The Breakfast Club, Essence Magazine, Sheen Magazine, CentricTV.com (now BETHer) and many more. Additionally, he has appeared numerous times on the Steve Harvey Show, where he has not only helped Steve with his own weight loss but has also been involved in food demonstrations, weight loss challenges, and met face to face with people who have succeeded using his methods.





CHRIS

CARDILLO

Chris Cardillo is one of three owners of Castle Windows, a New Jersey-based corporation specializing in replacement windows and doors, is considered one of New Jersey's most successful entrepreneurs. Cardillo started at Castle unloading trucks part-time, and by the time he turned 28, he bought out the company and turned it into what it is today – a multi-million-dollar business that continues to flourish into one of the largest window companies in the nation.

Cardillo was inspired by his father's success as a sales manager for Castle Windows. The two spent long days together, where he became intimately familiar with the product line. Cardillo also found that he loved talking to people and educating them about Castle Windows and all it had to offer. For Cardillo Jr., talking about Castle Windows was so much more than a job but an opportunity to save the people he met money and increase the value of their homes. When Cardillo Sr. was given the opportunity to open a Castle franchise in New Jersey, Chris immersed himself more into the business that would eventually become his.

He went on to study business marketing at Rowan University. His professors told him that his focus on windows was too narrow, but Cardillo knew that there was no plan B. Windows was his future. Cardillo put his education into practice as he climbed up the ladder at Castle Windows; he soon proved his worth as a leader in the sales management team. In 2005, the retiring Cardillo Sr. sold the franchise to Chris and his partner Nick Cardillo.

Beginning with only a loose conglomerate of independent offices, the two owners negotiated the purchase of all the Castle Windows branches throughout the entire northeast. Castle Windows is now the sixth-largest home-improvement company in the country with offices from New Hampshire to Florida and in Michigan. Castle Windows has been installing windows for over 4 decades with over a million windows sold. It was named Best Window Company by South Jersey Magazine and Best Executive Team by Smart CXO Magazine.



EMILY VAVRA

Emily Vavra is an alpha female Entrepreneur who had a dream and went for it. This LA-based wellness leader and the speaker continue to pave the way for others as one of the top network marketing professionals. Since 2011, Emily has helped thousands of other entrepreneurs in building their own health, wealth, and financial freedom.

Emily started from humble beginnings: from being flat broke at the age of 23, she channeled her determination, knowledge, and talent for managing people into building one of the largest network marketing organizations to date. She made her first million at the age of 26, and today, she has helped more than 140,000 entrepreneurs find their own path to personal and professional success.

FABRIZIO

Fabrizio Moreira is an Ecuadorian politician and businessman. He currently resides in the United States and runs The Moreira Organization which is an organization that was awarded by INC 5000 as one of the world's hottest digital agencies. Along the way he became a prolific angel investor and venture capitalist, eventually co-founding the Brooklyn-based record label VIP Music Records – a label is best known for managing the bookings of the rapper Soulja Boy from 2013-2014. VIP Music Records was born in 2009, and today, the group has agreements with The Orchard Music, Sony Music's distribution division. To head its A&R department, the company was able to get Dwayne Dononick Grant to join them, a talented hip-hop recording artist, record producer, songwriter, and rapper, known as D-Teck, who is a former executive at Konvict Muzik. He is also a voting member of the Grammy Awards as well as an international speaker.





HELEN

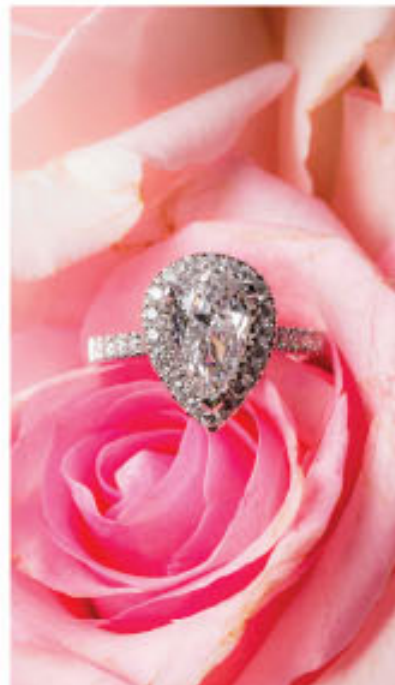
GETTS

Growing up without any influence to have a strong business mindset, being an entrepreneur didn't come as an idea to Helen Getts until at a much later time in her life. Raised by young parents who came from a communist country, it's not something that was really on the table for her.

Growing up, she had to be independent, which was a great life lesson for her but which also led her to struggle during her teenage years and eventually drop out of high school. But that hiccup in her life didn't discourage Helen at all. She managed to get her act together – she got her GED (General Educational Development) and continued her studies at a 4-year Business University, where she received high academic achievement.

While in college, similar to most students, she took on several oddball jobs. These jobs eventually took a toll on Helen which in turn pushed her to find a better way to earn money – and that's through selling products she loves online. After a period of time, she realized she didn't want to just earn from this side hustle – she wanted to turn it into an actual full-time business. As a result, she ended up dropping everything else and she has been working on the e-commerce sphere now for the last 6 years.

In the first two years of being in business, Helen failed in all the things she tried, followed by three years of struggling to break even. It was only really this year that her company Topfoxx got a big break. As with many startups, she had an apartment-turned-stock-room with only four sunglasses designs to start. In a span of four years, Topfoxx has now grown into an all-female team of eight and carries over 70+ eyewear designs in styles and colours made to fit every unique personality. The Topfoxx brand has also built a community of over 260,000 followers (Boss Babes!) on Instagram alone and their designs are loved by top fashion and beauty influencers. Celebrities such as actress Brittany Snow, Kardashian's make-up artist Hrush Acheyam, country singer Raelynn, and more have been spotted in their Topfoxx sunnies. You can also find Topfoxx on notable fashion publications such as InStyle, Elite Daily, Bustle, and more.



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.



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.

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NIKKI

CLARKE

Starting a business with newborn or small children is not an easy feat, especially when you have to look after four of them. All Nikki Clarke initially wanted to do was make a bit of extra money on the side to feel comfortable financially. She didn't actually start out to revolutionize the way mums looked and felt about themselves. She started Cadenshae with a \$20k order of bras. She financed the entire project herself, as it was important for her not to rely on investors so she could still keep full control of the business. At the time, she had an 11-month-old baby and another one on the way, so it was certainly a risk, but one she knew would pay off as she'd stumbled across a niche market that was not being catered to properly at all. In less than five years she had 2 more kids, yet in the process, she somehow managed to grow Cadenshae into a multi-million dollar global empire.





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™.

DL WALLACE

Dr. DL Wallace is a Soft Skills Training and Development Expert with more than 20 years of experience in employee development, entrepreneurial development, organizational efficiency, and business strategy.

He is currently the CEO and founder of Success Training Institute (STI), the worldwide leader in superior soft skills training. Founded in 2012, Success Training Institute is an award-winning, education technology company based just north of Dallas, Texas. It currently serves colleges and universities, workforce commissions, school districts, and corporations from various industries. The customized learning platforms developed by STI include pre and post-assessments, individualized learning plans, access to data and analytics, and more. Their services are geared towards corporations and individuals looking to improve personnel through training in compliance, leadership, problem-solving, team building, customer service, and more.

Success Training Institute offers plans for entrepreneurs, college students, sales and HR professionals, and more. Priced to fit almost any budget, certifications can be earned in weeks, and most see improvements within days. Success Training Institute offers online programs designed to empower the workforce. The power-packed, 8-minute video segments can be taken on demand and have been proven to make immediate impacts on productivity, positivity, and efficiency on behalf of employees at all levels who complete the training.

Success Training Institute also offers college students the opportunity to increase their marketability after graduation through its Virtual Internship Programs. Students who are selected earn soft skills certifications to boost their resumes, earn extra money for college, and can work remotely. The Institute is recognized as a Top Innovator in Education Technology and cutting edge online training. With original content, unique and proven instructional method, and an evergreen library, STI is changing the professional landscape for students and companies worldwide.



A portrait of Kyle Klaus, a man with dark hair and a light beard, wearing a dark blue suit jacket over a white shirt and a dark blue vest. He is looking directly at the camera with a slight smile, his right hand resting on his chest.

KYLE KLAUS

Kyle Klaus is a successful businessman and actor. He opened his first business back in 2012 called Prestige Properties, a real estate firm with multiple offices throughout New Jersey and New York City. In 2019 the firm reached Platinum Status as a result of the huge sales. Klaus is also the owner/founder of The North Pole, a company that provides unique kitchen and bar tools and gift ideas, and he also owns a restaurant in Hoboken, New Jersey. While running successful businesses, Klaus can also be seen on TV in shows like The Blacklist, Billions, Homeland, Happy! and The Last O.G. to name a few.

CHRIS

CEBOLLERO

Chris Cebollero is an internationally recognized Emergency Medical Services leader, leadership expert, bestselling author, and advocate who's passionate about helping people chart a new direction, even in the midst of the most challenging of situations.

His professional history is littered with process improvement know-how. This knowledge provides executive-level support to achieve aggressive business and personal goals. He brings thought-leadership and over 25 years of organizational design success. His career has been defined by slashing costs and exploding growth in the healthcare arena. In fact, he constructed his healthcare management and small business consulting firm on that foundation.

Some of his key areas of expertise include executive coaching, leadership development, emotional intelligence, change management, Kaizen, Agile & Lean methodology practice, relationship building, business plan creation, organizational process improvement, motivational and keynote speaking, and healthcare/EMS transformation. He has been recognized for his strategic leadership as the Chief of EMS for Christian Hospital, he has been delivering inspiration to international audiences for over a decade as a highly sought-out speaker and he has also been writing bestselling books on leadership.



MICHAEL SMITH

unleashed...

Michael is a frequently published Forbes contributor and Forbes Agency Council Member, where he leverages his experience and subject matter expertise to lead a global discussion about branding trends and best practices.

A veteran entrepreneur, Michael Smith is the Toronto-based founder and Chief Executive Officer of MDS Media Inc., a disruptive integrated marketing firm. He has built a career solidifying his status as a Market Leader in Integrated Marketing - helping companies execute industry-leading content marketing strategies and achieve profitability at scale for more than two decades. He's a savvy visionary who does so much more than lead a business - "he elevates the entire digital conversation".

Throughout his career, Michael has earned many of the media industry's top honours. In 2019, he received the GlobalTrend Video Awards' Ascent Award as well as three Triumph Awards; W3 Awards for his work in Branded Entertainment, Health & Wellness, and Not-For-Profit Videos; a Davey Award for Best Social Campaign and two Summit Creative Awards. Michael recently received the highest honours at AMCP's 2020 AVA Digital Awards in the Corporate Image and Social Campaign categories. Michael's branding work is recognized alongside the work of globally renowned brands like Apple, Netflix, Disney, Google, and Pepsi. In 2020, Michael was recognized by MADCon as a Top 100 Global Leader in Marketing and Advertising, for setting standards for industry impact, innovation, and future-readiness.

Additionally, Michael is a frequently published Forbes contributor and Forbes Agency Council Member, where he leverages his experience and subject matter expertise to lead a global discussion about branding trends and best practices. He appears on several expert panels each year to share his insights on disruptive strategy, marketing, media, and agency-specific concerns.





Global Millionaire recently caught up with Michael to discuss his journey to entrepreneurship and here's what went down:

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

Business is about conversations - with your network, with your staff, with your audience, with the people you want to help. Growth will always be about maintaining and nurturing those conversations. So, when I think about maintaining and growing my business, it's all about connection.

On one hand, it's about the value I can provide to all of these people. At MDS Media, we are constantly innovating our marketing models as a way of communicating and providing value to our audience and internal networks. But on the other, it's about staying visible, letting people know that you're available to help when they need you, and finding ways to communicate that aren't necessarily grounded in business. These are uncertain times, and whether it's a

piece of content, an email, or a video chat, I make it a point to check in and acknowledge what's going on.

There's tremendous value in cultivating relationships, as you never know what those relationships will blossom into at a later date.

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

MDS Media primarily operates in the B2B space, and we have found LinkedIn and Twitter to be the most relevant platforms for what we want to achieve. Our clients spend the bulk of their time on these platforms, and if we want to be an active part of trending discussions, we have to be there. Additionally, both LinkedIn and Twitter are really tailored to thought leadership. There are several passionate, niche communities on both platforms, and making meaningful contributions to them pays dividends, not just in actual business revenue, but in brand awareness, authority within our industry, and the expansion of our network.

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

Paid Media and PPC campaigns work brilliantly if done the right way. I think where a lot of professionals run into trouble is expecting magic by simply running a campaign. A lot of the tools that are available now present themselves as turnkey easy, and it is quite simple to set basic parameters and get an ad going. But just like traditional ads, there needs to be a game plan, clear KPIs, and a goal. There are certain strategies and best practices that deliver results, and if you don't invest the time in researching them, you can end up wasting a lot of money. So, for those business owners who feel like PPC and sponsored content campaigns are ineffective - this isn't true. However, they do require expertise.

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?

My strength has always been in content. Everyone who knows any of my brands is well aware that we go the extra mile with content to be seen as an authority in the space. The entire Neon Cake aesthetic and value proposition is what drove an audience to a sold-out launch. We pride ourselves on content that separates us from the rest.

We take the time to understand our audience and the greater content landscape. Then we craft messages that not only stand out in every newsfeed but also stand out to the right people. My team and I really understand the power that great content wields, and we know that publishing a few random blog posts isn't enough to garner attention. We build out comprehensive strategies, we run tests, we dive into analytics, and, ultimately, we take it seriously.

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

We have our own system we have developed over the years - it is a

“Learn how to position yourself - the importance of positioning yourself to your market is the single most important thing in getting started. It needs to be crystal clear not just to you but also to the customer why you’re different.”

hybrid of content marketing combined with PR. Throughout our time as marketers, we found that agency and PR models were flawed. The way audiences discover content has changed considerably in recent years and continues to evolve at a rapid clip. The traditional models just couldn't keep up with the speed of change, and that led us to create our own system. We have tested it with MDS Media, Neon Cake, and a number of Technology Experts, and the results have been incredible. We have had a wild amount of success with it.

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

In the last few months, I've had to let go of things that don't serve me. If this year has taught me anything, it's that you can't take anything for granted, especially when it comes to the business climate. Time is limited, circumstances change, and it just isn't useful to waste energy and resources on relationships or initiatives that drain me or my business. That realization was tough because I've had to let go of some projects that I was excited about. But I had to be realistic and cut my losses. I know that down the line this kind of decision-making will only make me, and my business, stronger.

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

If I could offer any advice, it's to take your time and enjoy the process of building your business. A lot of entrepreneurs, especially new ones, are eager for growth. I think this leads them to spend too much money in general or waste it on things that they don't need - to really focus on honing your product or service first, and once you have money coming in, be purposeful about where you spend it. Do you need a 20-person team, or can you go leaner? Does it make sense to expand into 5 new product categories, or can you refine your flagship product? Don't rush toward success because it can lead you to make a lot of money mistakes that take years to recover from.

What new business would you love to start?

I would love to start an educational platform for entrepreneurs. I know that there are already nano degree programs and lots of individual classes hosted by successful businesspeople. But I'd love to create something comprehensive, that covers all the topics that entrepreneurs will encounter in their businesses and that's presented from the point of view of someone who's been there.

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

I think this aligns with my answer about money mistakes. I'd really take my time, appreciate the journey, and pursue growth more naturally. I'd scrutinize every cost and expenditure, and I'd find comfort in the slow, steady race instead of focusing on the sprint.

What is the best advice you have ever been given?

The best advice I've received was to pursue a purpose other than money. Sure, there are positive things that come from making a significant amount of money - you can buy nice things, and you're recognized in your industry as a success. But if that success isn't connected to something more meaningful, it gets tough to stay committed to your business when the times get tough.

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

Learn how to position yourself - the importance of positioning yourself to your market is the single most important thing in getting started. It needs to be crystal clear not just to you but also to the customer why you're different. You need to understand your value, your differentiators, and the best way to communicate those aspects of your business to your target audience.



SIX EFFECTIVE STRATEGIES

TO CLOSE DEALS FASTER

In a world where generation after generation we have been raised to obtain a good-paying job to support the family, a man's personal pursuit for happiness had to be put on the back burner. Today, things are so much more different than anyone could have ever imagined. With the advancements in technology and the World Wide Web, societies began to morph, and new ideas paved the way for new opportunities. Entrepreneurs began emerging with the tools now available for them to research, communicate, and market their ideas.

Now you have the chance to be your own boss and actually have a shot at turning what you love to do into a paying job. However, your success can't be achieved alone. Rome wasn't built in a day, and it definitely wasn't built by one man. No matter what your new business endeavour is, you may at some point need to deal with investors, business partners, clients, and consumers. You depend on these entities to support your endeavour, but you have to win them over first. In business terms, you have to "close the deal" and come to an agreement on something. Clients agree to pay a specific price for a service or product you agree to provide. Investors agree to fund an idea that you agree to pursue.

It might be harder to close the deal with one person over another, but the one thing that they all have in common is the fact that they are just humans, like you. One thing to remember about is that if you can capture someone's attention in a positive way, they are more likely to want to back up your idea. This brings us to the first way to seal the deal with your investor or client.

Believe in Yourself

Investors especially look for someone who can convince them that the idea is worthy and a solution. If you have a great idea but lack confidence in your execution for bringing your idea to life, you'll quickly lose their interest. Your goal is to convince your investors that you believe wholeheartedly in your pursuit. Your enthusiasm and energy can play a big role in how you can convey this. Most of the decisions that we make as individuals are based on some level of personal preference. The next four ways that can help you close a deal relates to capturing the attention of investors and clients by appealing to their senses and emotions.

Visual Appeal

What we see affects how we think and feel. A presentation can highly benefit from visual stimuli, such as blueprints, logos, graphs, or sketches. Whatever it may be, giving your audience something to look at will keep their mind on the concept of your idea. There is even proof that specific colours can enhance our mood, thus affecting our decisions.

Verbal Appeal

An art form in itself, being able to eloquently communicate through language to your audience is a quality that will surely impress anyone. It's a common human characteristic that we judge others based on the way they word things and their tone of voice. Also, don't try to overpower a conversation. Always ask for feedback or input from whomever it is that you are speaking to.

Emotional Appeal

We see it everywhere in advertisements on tv, in magazines, and on billboards. A situation is presented to you that makes you feel an emotion. This same concept can be brought into luring a client to your product or service. Be careful not to lean towards a sad or upsetting reason to try and convince your audience.

Logical Appeal

Facts and data talk. People like to see evidence of success or at least why you believe you will succeed. Doing your research on competition, consumer data, location, and product/service practicality are like science to the business mind. It looks like clear evidence to them as to why you believe you can succeed.

Each of these ways can stand out on their own if utilized in the right way to highlight your idea as an entrepreneur. Create your game plan and find an angle that you want to use to grab the attention of your audience. Typically, within the first ten minutes, an investor or client has already made a decision in their head on whether or not they want to close the deal with you. It's not always about the final statement. The willingness for your audience to close a deal is a culmination of their entire experience with you.



HOW TO MANAGE YOUR WELLBEING DURING A Pandemic

The world has certainly been turned upside down over the last couple of months. These unprecedented times have tested people and the impact of the pandemic will be seen for a long time. This has, however, given people a good opportunity to get to grips with their physical and mental wellness. If you are someone who exercises regularly then you will understand how important it is to a human being's stability. Our emotional status is often very closely linked with our physical state.

Think about it, if you have a stressful day at work it is compounded by any physical ailment you may be experiencing. Stress is exponentially increased when we are out of balance with our bodies and the current situation has led to a lot of stress going around. We need to make sure that we are keeping tabs on our physical and mental well-being. This article will give you 5 tips to maintaining yourself during a pandemic and hopefully teach you to deal with stress a lot easier.

Here are 5 steps to get you going throughout the day:

Step 1: Wake up and make your bed.

Step 2: Eat a well-balanced breakfast.

Step 3: Take a moment to plan your day (without using your phone or technology).

Step 4: Pick a time to put on your exercise shoes and do it.

Step 5: Put on your shoes.

You do not have to be lifting weight or going for 2 hour runs every day. Simple exercises with simple movements can have a massive impact on your health and mental state. A good rule of thumb is that you should aim for half an hour of exercise every day. Regular exercise has proven to increase your brain's ability to process serotonin and norepinephrine. These are the hormones in your brain that manage your ability to deal with stress. Simple exercise and getting the blood flowing can have a tremendous impact on your mood and stress levels. Another vital impact of exercise is that it will give you more energy. It may seem like a contradiction but the more energy you use, the more you actually have. If you spend all day on the couch your body will become accustomed to that lifestyle and you will find it harder and harder to get up and get going. During a pandemic, it is absolutely crucial that you keep your energy levels up because it is hard enough to deal with lockdown in a normal state, doing it while feeling tired and lethargic is much harder. Give yourself the boost you need by training your body and your mind.

Maintaining a healthy mindset is so important at this time. Everyone is dealing with the pandemic in different ways and you will find that those who are able to cope with the hardships are probably those people who have regular exercise routines. Taking care of your body creates a positive atmosphere and you will find that your mental state improves with each day that you spend on the go. You do not have to become a world-class athlete; you just need to get your body moving. Even a simple walk around the block can have massive effects on your well-being.

FIVE WAYS Entrepreneurs CAN LEVERAGE THEIR TIME WISELY

Entrepreneurs are often individuals who are short on time. Learning time management is one of those essential skills that sounds a lot easier on paper than it does to practice. Especially for new entrepreneurs, balancing time is a tough skill to learn and can leave you feeling hopelessly overwhelmed and overworked.

However, even though the journey to time management isn't linear and easy, the most successful CEOs and entrepreneurs have found incredible methods to leverage their time effectively. Their tips can help you learn to use your time more effectively, like the most successful entrepreneurs around you do.

Creating the Perfect Team

You can't expect yourself to be able to handle a job meant for 15 people as one person. Some jobs are made to be handled by teams who can give each task the proper time and energy needed to succeed. With a team of 10 people, you can already find productivity going up by 70 hours a day that you couldn't have given your operations even if you worked every waking hour through the day. To be successful, you need to create a team of people who can communicate and work towards your business's same vision for your business alongside you.

Taking Advantage of Technology

Social media platforms and software are incredible tools to entrepreneurs, in that they work beyond the hours you put into them. You can create a podcast, a video, a blog, or another social media platform, and after posting only one post, that blog will stay there to be seen by hundreds of people with minimal effort. The right system and plan in place for your social media footprint on the internet can reach much further than even ad campaigns or word of mouth can if appropriately implemented.

Forging Proper Partnerships

Few people in this world have the knowledge, training and understanding to handle every aspect of creating a business on their own. Instead, an effective way for an entrepreneur to ensure that they can achieve their goals promptly is to work in partnerships. Suppose one half of the partnership is a good marketer and communicator, but the other is better at the more technical development side. In that case, they can save each other time and manage their own time around their skills.

Finding the Practices that Work for You

Creating a strategy that works for you, and avoids the process of trial and error in simple tasks is one of the biggest time savers there is. The best entrepreneurs know that it can take years to learn a new task or method, but only days and weeks to apply it and improve it. Technology is a fantastic example of this theory. It took a hundred years from the computer's invention to make the first personal computers, but it only took only ten years to go from the invention of a laptop to a smartphone. It's a similar principle; it is much easier to improve on practice and strategy than to invent a whole new one.

Prioritizing and Focus

One of the essential skills for a successful entrepreneur is to know where their focus is best suited. Some tasks can be improperly prioritized, and thus take up and clutter your time. Learning to prioritize your tasks, organize your focus, and delegate the things you shouldn't be spending so much time on is essential to time management.



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