

# MONEY CENTRAL

SPOTLIGHT

## MAKE WAY FOR DR. RICHARD SHUSTER

A MAN WHO'S ON A MISSION  
TO HELP OTHERS TO BECOME  
THE BEST VERSION OF THEMSELVES

FEBRUARY 2021

BUSINESS TIPS

## NEW YEAR SKILLS

MAKE THIS YEAR  
YOUR YEAR FOR  
PROFESSIONAL GROWTH BY  
MASTERING MONEYCENTRAL  
MAGAZINE'S TOP FIVE SKILLS

FEATURE

FIND OUT MORE ABOUT

## CHRISTIE LAWLER

AN ENTREPRENEUR TO WATCH  
OUT FOR THIS YEAR

INTRODUCING  
*Ryan*  
EVANS





# MS ENTREPRENEUR

BE YOUR OWN KIND OF POWERFUL



## COMING SOON



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# MONEY CENTRAL

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## OPENING REMARKS

Sometimes, success can be a double-edged sword.

On the one hand, there you are fulfilling your dreams, achieving all the goals that you've set for yourself. While this is laudable and should be celebrated, one has to stop and make sure that that success isn't a selfish one. What I mean is, are you alone in that winner's circle? Or are you there being cheered on by the people that have loved you and supported you? In that race to the top, did you leave everyone behind?

I think that's what makes MoneyCentral so special. That while the magazine has grown in leaps and bounds, the group behind it have stuck together though it all. Ours is a tie that binds and one that has proven strong over the years. Bring on all the adventures, 2021! We're ready for it!

Vanessa Hernandez  
Editor-in-chief

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- ✓ Lifestyle
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## Winners in Property Investment are People with Vision.



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# GET TO KNOW DR. RICHARD Shuster

Dr. Richard Shuster is the host of the Daily Helping Podcast which is regularly downloaded in over 70 countries and has featured high-profile guests such as Patch Adams, Hal Elrod, Bob Burg, John Lee Dumas, David Osborn, Temple Grandin, Dorie Clark, and many others. His mission is to help others become the best versions of themselves and as a result, make the world a better place. Many of his guests are well-known authors and his audience tends to be focused on personal growth and entrepreneurial in nature. As a result of the success of his show, he's now launching a nonprofit which provides therapy services for children. We recently caught up with Dr. Richard to discuss his journey to entrepreneurship and here's what went down:

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

My career began in the IT sector although while building a consulting company, I was severely injured in a car accident which among other injuries resulted in a broken back. This started me down a new path in which I wanted to have a more meaningful life and help others. Now, I'm a clinical psychologist and host of The Daily Helping Podcast ([www.thedailyhelping.com](http://www.thedailyhelping.com)) which is regularly downloaded in over 70 countries. I created The Daily Helping as a means to have a greater impact than I can as a clinician. I'm grateful for the opportunity to work with my patients although as a podcaster, my reach is far larger.

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

I started working on my show in January 2016 but launched it in June 2017. During that period I was up at 4:30 am seven days a week working on creating the infrastructure for the podcast before my family would wake up. All of this was done completely outside of traditional business hours in which I worked as a psychologist. During these early morning hours, I was constantly sending out emails to potential guests, getting the website designed, creating my business plan, etc. My goal was to have at least four months' worth of episodes recorded before I launched so I was never pressured to scramble for new guests which allowed me to find people who were the right fit for the message of my platform of helping others. Once I launched, the buzz was very positive from the start and began getting noticed in the media which further helped my show grow. I'm humbled and grateful by the people all over the world that download my show and reach out to me letting me know how it has impacted them. I believed that it was going to succeed because of the hard work I had put in but that it happened so rapidly blew me away.

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

Because of the growth of my brand, I've been able to generate income from speaking opportunities as well as through a service provided by myself and my team to help people become the best versions of themselves which is called Personal Helping and can be purchased through my show's app. This too I spent a considerable amount of time developing and it incorporates elements of my background including technology and psychology. I'm also in the process of writing my first book which I'm excited about. For me, everything I do drills down from my mission of helping others improve their lives. While I've considered sponsorships for the show, I'm very mindful of ensuring that any strategic partner or sponsor has to be the right fit.





# DAILY helping™

PODCAST

WITH DR. RICHARD SHUSTER

Food for the **BRAIN**,  
knowledge from the **EXPERTS**,  
tools to win at **LIFE**.



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

A number of things. As the show continues to grow, I have been able to attract larger guests and am increasingly asked to appear on other podcasts. Speaking and participating in digital summits also furthers brand awareness of the podcast.

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

Mostly Facebook and Twitter. Both have their place and serve to inform my audience of the show's happenings.

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

I can only speak about Facebook PPC campaigns and it has been very effective. I would advise that before using the ads be very clear on what your goals with the campaign are.

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

I'm lucky because I am a doctor which helped me gain more credibility out of the gate both in terms of attracting listeners but higher profile guests as well. The feedback I've been given regarding my show is that people really gravitate to my show's message and my story. I also really try and focus during my interviews on the guests' why more than their what. This usually results in a more emotionally impactful story which sticks with people.

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

There are half a billion podcasts out there and so many are in the same space as mine. Once more, I think being a doctor really helped me but I also have an amazing team behind me in terms of the production of the show and it sounds top-notch as a result. Plus, people as I mentioned seem to be really attracted to my show's message and my #mydailyhelping movement in which I encourage listeners every episode to engage in acts of kindness and post that in their social media feeds. The combination of my show's message and the ability for a listener to feel good about playing their part in making the world a better place has helped me stand out from the crowd.

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

There are still so many things I want to do with this platform. The show is called The Daily Helping for a reason and I eventually intend to air daily episodes. While I considered adding more episodes during the week, I decided to put that on hold for now as I'm actively engaged in other projects such as launching a nonprofit for kids. I have more fun interviewing than anything I've ever done and hated to make that (temporary) decision but getting my nonprofit off the ground is a top priority for me.

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

The biggest mistake I made ended up being a huge life lesson for me. At one point, I knew my show was close to generating revenue and I considered taking a hospital job which would have temporarily improved my finances at the expense of my time. During this period, I lost some momentum and ended up spending a ton of time and energy on this. In the end, that position would have further limited my ability to focus on my show and I took massive action after this realization and launched my Personal Helping service offering. Not going to work for that hospital was the best thing that ever happened to me and the lesson is, don't EVER allow your destiny to be put in the hands of others. Go after what you want and never stop until you get there.

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

When I was training at a hospital during my postgraduate education, a resident who sensed we were feeling overwhelmed once said to myself and my fellow student trainees that "the work will always get done." What he meant was that no matter what is on our plate, we have the capacity to get it all accomplished but now as a parent, I view this with additional meaning. For me, I think about this advice as an indication that it is ok to close that laptop and spend time with my family. The work will always get done but our kids only grow up once and we don't want to miss it.

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

Be very clear on your why. If your business goal stems from a value-driven mission, it will be easier for you to accomplish than if your objective is to solely make money. Also, surround yourself with people that are going to support you and distance yourself from those that won't. This has been researched countless times by many people but the most successful people spend time with others who think and act similarly.





## FOUR ESSENTIAL ELEMENTS OF A SUCCESSFUL ONLINE MARKETING CAMPAIGN

Through time, online marketing is evolving that helps transform lives. In the passing of years, there will be changes in the manner that people make transactions through the Internet, which means that marketing online can also change along with it. In order to go along well with the possible changes in the virtual marketing procedures, you must know the essential elements that will surely lead you to a successful business endeavor online. The following are the most vital elements to know about online marketing for an efficient business venture over the Internet.

### Market knowledge

Prior to endeavor online, you should first know your target audience. The moment you have effectively learned about your target market, it will be easier to start for you at that point. Once you already identified the market that you will deal with, it will improve your chance of learning about the marketing strategy that you will use in the entire transaction in the business. Market knowledge is the foundation of any marketing technique whether doing an online or physical transaction.

### Responsive website

A responsive website is composed of images, videos and other important elements of an operational website. Your site should have a series of capturing leads that can help you gain potential customers that you might not be expecting at first. A website can be compared to a virtual brochure wherein you will have a catalog of your products and services. Having your own website will surely help in establishing a good business identity for your business.

### Content

Your content means a lot in online marketing. In most cases, a business can easily be identified through its content that is why it is necessary for you to come up with a high quality content. Internet marketing is a broad area in the virtual world wherein you are most likely to encounter a series of competitors in the same niche as yours. A business has higher possibility of getting known in the market because content is easier to contribute online.

### Quality design

Aside from the fact that you need to have a quality content for your site, it is as well essential that it has creative design to attract potential customers. A good design for your website is a great investment that will give you higher chances of increasing the number of your audience. You should make it to a point that you invested to quality design to make it more comfortable for your customers to deal effectively with you. Paying attention to great design is a way for you to arrive at the best results for your business.

Learning about these elements of online marketing is the first step towards a successful marketing plan over the Internet. Making money online goes on a careful procedure in order to increase your sales at the end of the day. When you work on each of these elements, you will be able to produce more sales and revenue by the end of the year. In this case, you can call your business truly a success.





## HOW TO EFFECTIVELY MARKET TO GENERATION Z

Any business or company will have their focus set for the future as the constant growth and development of the company matters a lot, especially in the long run. Strategizing effectively, keeping in mind the current trends and styles plays an important role in staying at the top of the list when it comes to effective marketing.

The word Generation Z is now being used to refer to the individuals born after the Millennials. Some other common names used to refer to this are terms such as post millennials, iGeneration and homeland generation. This basically refers to anyone born after the 1900s.

The fact is that the people of this particular are those who are working and have a steady income, which means that they have more independent power. This will further imply why marketing specialists and strategists have to target this group of people for maximum effectiveness.

At this point, let us understand the difference between Generation Z and Millennials. While there are many similarities on the surface, there are subtle differences as well. The individuals belonging to Generation Z got their first smartphone earlier than the individuals belonging to the Millennials. This will in turn imply that the Generation Z has easier access to the internet, media and other channels where marketing strategies work their best magic. Hence, the best way to make your marketing strategies to work is by maximizing digital platforms to reach a wide range of audience.

Millennials, while they handle three screens or media at a time, the Generation Z handles up to five screens at a time. They have a broader spectrum or range in which they can access information.

More people use snap chat and according to the latest reports, it is one of the leading social media platforms. In fact, it is used on a daily basis which means, you too have to be active continuously and regularly to keep your existing customers and potential clients glued to your marketing campaigns.

Also, though trivial, it is extremely important that you use your company logo wherever possible and as frequently as possible. This will ensure that your customers and clients get familiar with it and it will be easier to showcase your presence more effectively.

Instagram stories are no less popular. They are one of the top and latest trends. They have the potential of gaining views and followers in a matter of minutes and hours. The advantage of followers is that when the "like" your story or post, all their followers will get a notification and they will inquisitively find out what your post is all about. Isn't that a real simple way of grabbing eyeballs?

Incorporate young minds in to your creative team. There are two major advantages of this. One is that they will be motivated to give their best by the desire of earning a little extra money working part time or weekends. Secondly, you will get the opinions of the younger generation and they can come up with more innovative, interesting and fresh ideas.

As the market is growing, it is important that you keep in mind which of the social media is at the top of the charts and make sure that you give the most attention to it. This way, you will be focusing and channelizing your resources and ideas where it matters the most.

Generation Z is conscious of the impression and ideas that they have. So, in order to gain more popularity, advertise factors that are on the terms of planet, environment, and in general, the society. They will naturally stand in your support and within no time, you will see a surge in the number of flowers and supporters that you have.

They are keen about making a difference in their life and the people around them. Make a positive impact in the community. Plan missions and exercises that can contribute positively towards the growth of the society. Charity events are a good idea too.

Remember that quality is more important to Gen Z than the brand loyalty. Make sure that you never compromise on the quality of your product or services. This way you can rule the charts. Following these simple mantras can make a big difference to your product or service brand.





## SIX STRATEGIES THAT CAN HELP YOU ACHIEVE YOUR GOALS FOR 2021

Since 2013 content marketing has become all the more popular. And it is seen that small businesses and also startups are investing a lot to create content. This trend has grown in the coming years. Even the physical stores have gone the content marketing way. It is found that this is the best and least expensive way of building trust and also attracting customers.

Now there is more competition so only content creation will not suffice to garner customers for the local physical store business. A novel strategy needs to be deployed to stand out. This can be done by following a six-step strategy.

### 1. Content marketing

Only creating high quality content cannot be considered as just an option but it has become a necessity. This content needs to answer the queries of the target customers. Create content for your blog, do guest blogging and also you can target some blogs where potential customers can be engaged. You need to take this content to where the audience is. You need to be active on all possible social media networks like Quora, Twitter and so on. This will allow you to chat or communicate with your customers directly. Then you can also create email courses, share content, write Whitepapers and eBooks all which are engaging which on the industry and which the customers will find interesting.

### 2. Reputation management

Having a website also means that both good and bad reviews will be written. The good may bring more customers but even a few bad reviews are enough to tarnish your image. It is the dissatisfied customers that vent out their anger on the websites which can be detrimental. So what is the solution for this? You should put the process of reputation management in place. Using a tool for this purpose positive reviews will be maximized and a follow-up updates and emails. And then minimize negative reviews and a follow up action by approaching the dissatisfied customers for their feedback. Keeping your reputation is vital for customer growth.

### 3. Influencer networking and outreach

Influencers are found in every industry and they command a lot of respect. As a local business person you need to be in their good books. Even if such people endorse your business your credibility and reputation will skyrocket in no time. You need to engage with them in the real world as well as the online world. Start with adding them to your social networking sites like following on twitter and so on. Also inviting them to your outlet will be a good move to boost your business.

### 4. Building email list

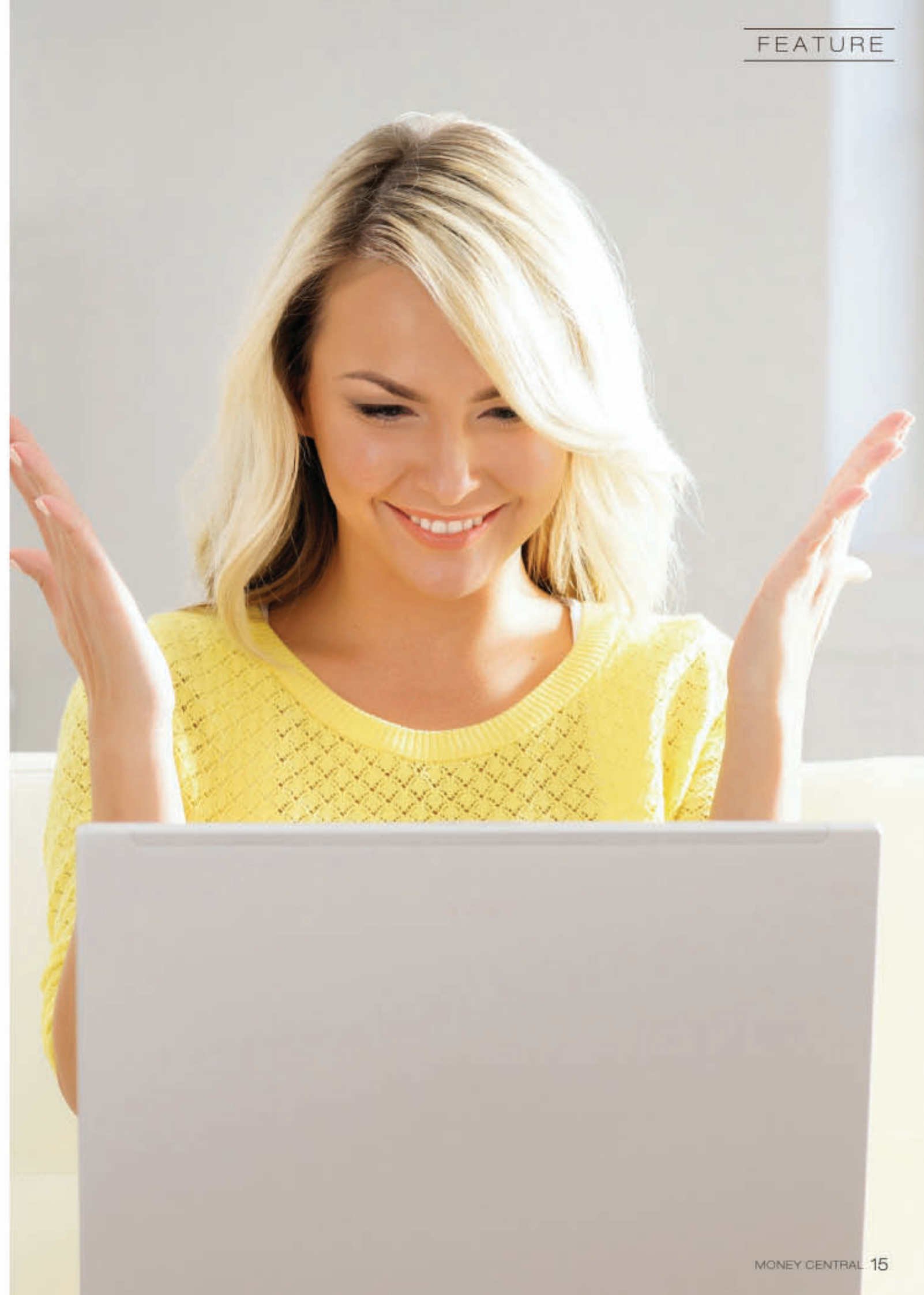
Companies find different ways to reach their customers in this age so you should not stay behind. One of the ways is to build an email list of the potential as well as the current customers. You need to keep updating these customers of the new products, and exclusive offers this will remind them of your presence. You can use pop ups and opt ins for this and get the attention of the customers and also add new ones by conversions.

### 5. Offer of online shopping effective

Online shopping is the current trend. If you are not already offering this service, then you need to think on these lines. It is easy to get into the ecommerce business these days. Selling the products online as well as in a physical store will actually not let you lose your customer base. In fact, it can increase because all kinds of people can now access your products with ease.

### 6. Facebook advertising

In the world one social media network that has the maximum number of followers is Facebook. Advertising on this is economical as well as targeted too. Paid advertising on this platform is really effective for small businesses. Choosing a target audience, you can place your ads and help boost your business with ease. All you need to do is have a landing page. Free giveaway can be added on this page. Then using the Facebook advertising, you can direct traffic to an email list. It will be like you are switching on a traffic button. You can start off with just a small investment and then increase it gradually.





## FIVE POWERFUL WAYS TO INCREASE YOUR INSTAGRAM REACH

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

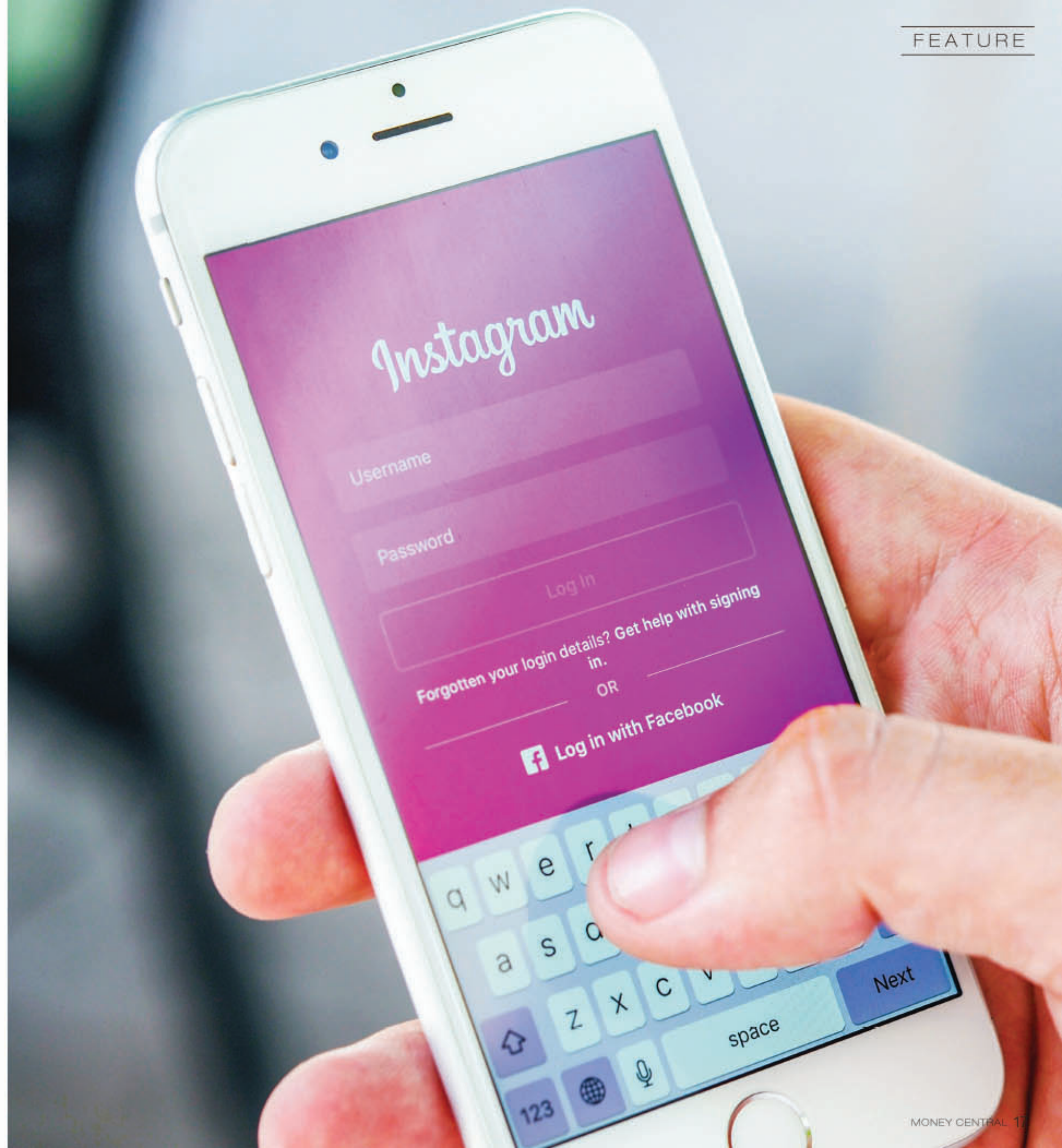
What is a call to action? Ideally, it's your brand telling your followers what you would like them to do by leading them to the path that you want them to take. You can easily do this by getting creative and either placing the call to action in the image's caption or creating images with built-in texts. 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 make 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 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.







# FIND OUT MORE ABOUT Ryan Evans

*In 2017, Ryan founded Elamant International and successfully launched the company in more than two dozen countries, spanning five continents, including massive action throughout Africa and Asia. Today, Elamant is stronger than ever with revenues of more than \$200 million and growing.*

Ryan Evans is a serial entrepreneur, philanthropist, public speaker, and family man. In the early 2010s, as his first entrepreneurial venture, Ryan founded a technology company that he grew to multiple locations, employing dozens of people. After a successful executive transition there, he was appointed as the Global Operations Director for a billion-dollar multinational corporation where his focus and passion were on strategic planning, global growth, and training. He was successful in growing that business to more than three million global affiliates before leaving to start his next venture.

In 2017, Ryan founded Elamant International and successfully launched the company in more than two dozen countries, spanning five continents, including massive action throughout Africa and Asia. Today, Elamant is stronger than ever with revenues of more than \$200 million and growing.

Ryan has been featured in multiple publications as well as online resources, video channels, blogs, and forums. He has spoken in person and virtually to millions of people around the world. Ryan has been married for 17 years and is a devoted father to four amazing kids. MoneyCentral magazine recently caught up with Ryan and here's what went down:

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

My beginnings actually typify the American Dream. I grew up in the Midwest and always envisioned accomplishing great things. However, like so many others, I didn't know how those dreams would become reality. I got my first taste of entrepreneurship while owning a local software company. Although I was featured in regional publications for my work, I knew I had the capacity to do more.

My big break came when I was Marketing Director for an international company and was instrumental in taking it to unprecedented heights. I realized then; I could do even more. The company I currently own, Elamant is drastically different from the other ventures. However, the experience I gained over the years prepared me for this moment.

**When did your entrepreneurial flair first reveal itself?**

I've been very blessed to travel the world during my time in Asia. I developed the skillset of connecting with people from different cultures and backgrounds. Succeeding as an entrepreneur, is all about finding ways to build and maintain relationships. When I discovered my ability to connect with people from all walks of life, that's when I began leveraging more effectively.

**How did your life look before being an entrepreneur?**

Boring with a capital "B". Ask a lion what life looks like in a cage or a tiger what life looks like not being able to hunt. Entrepreneurs have a spirit that must be unleashed, and we'll never be satisfied with any other life.

**As an entrepreneur, what is it that motivates and drives you?**

Helping others reach their full potential. Freedom means different things to different people and for me, it means living to your capacity. Anything less is bondage. I'm motivated by the thrill and challenge of showing people they can even when they think they can't.

**In one word, describe your life as an entrepreneur and explain why.**

Unpredictable. Every day is different. Every challenge is unique. You wake up with a plan and have to be adaptable enough to change those plans quickly because you don't always know what a day will bring. That's what makes the journey so exciting for me.



**What were your top three motivations for starting your business?**

Making a difference, blazing a new trail and leaving a legacy. Business is all about those three things. I want people lives to change as a result of them connecting with our business. I also want to do things that have never been done before; either by bringing an existing product to a new market or a new product to the masses. I also believe business is most successful when it achieves longevity. I want my great grandchildren's children to benefit from the work I've done.

**What do you put your success down to?**

Perseverance. No matter what, I won't give up on my dreams. Our company logo is an elephant. Our motto is we are unstoppable. Elephants are not fast animals, but they travel great distances because they persevere. They live longer than most creatures in the wild and they have no rival. That's the pattern for me!

**What would you say are the key elements for starting and running a successful business?**

First is great partnerships. You never have to "do it all" when you have great partners. Next, is great products. Customers appreciate something that works even better than expected. They want value for their hard-earned money. When you have a great product, it builds loyalty and consumer confidence. Lastly, is great passion. If you don't like or believe in what you do, it will soon show. By having passion, you'll always feel like your vocation is a vacation.

**What are three biggest challenges you have faced growing the business and how did you overcome them?**

Maintaining focus is the most significant challenge any entrepreneur faces. It's hard to have a one-track mind when you wear multiple hats. For me, I've overcome this challenge by delegation. I work to shift the workload to qualified members of the team in order to keep my mind on the main thing as much as possible.

**Does the loneliness of the entrepreneur really exist?**

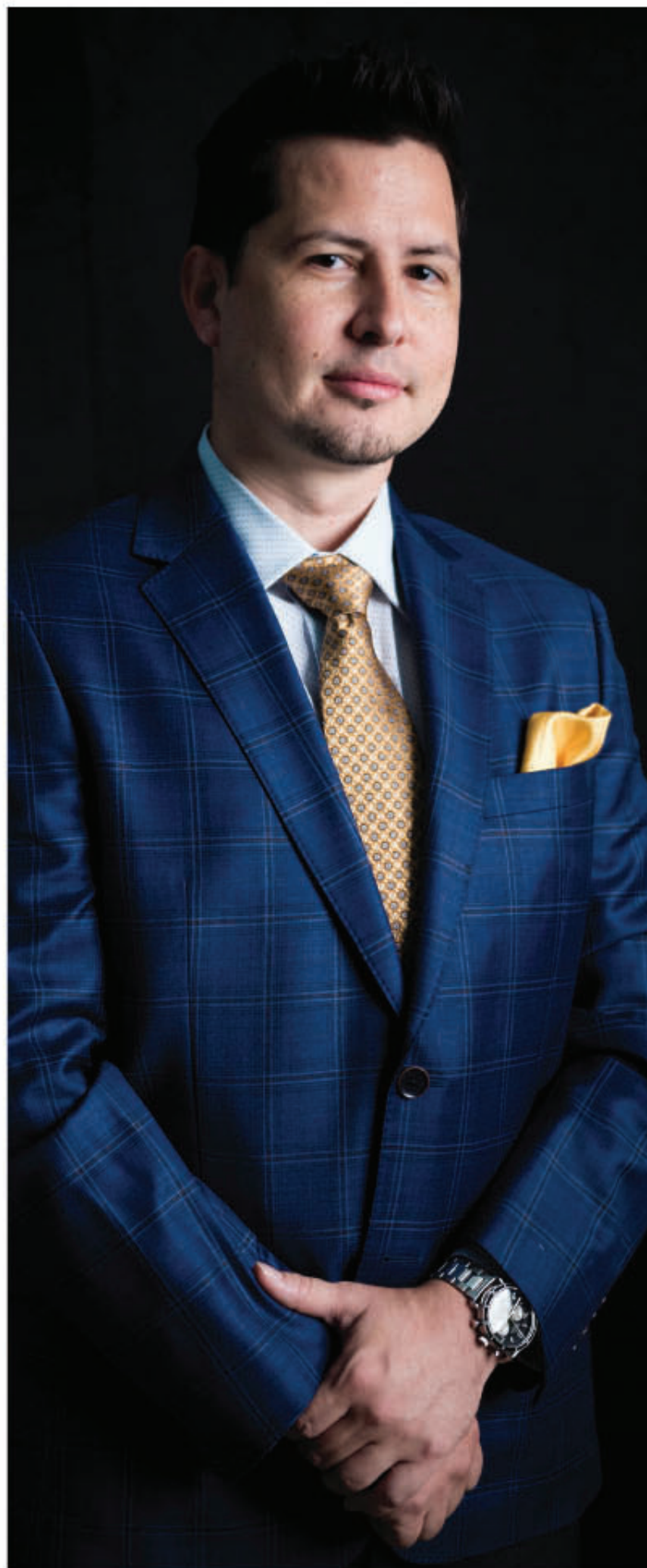
Yes. There are times when it seems that no one "gets it" the way I do. Therefore, I find myself working in the late hours of the night or early mornings to be true to my vision. It's great to have a strong support system. However, the saying is true: it's lonely at the top.

**As you grew the business, what have been some of the most important leadership lessons you have learned?**

People need leaders. When you realize that one sentence, it will change everything. Leadership is not just something you do, it's something you MUST do. Imagine where countries would be without presidents or where a basketball team would be without a coach. Leadership is a responsibility. Once you embrace the role of leader, it's a lifetime responsibility.

**What do you hope to see happen in the near future for small businesses all over the world?**

Reliable training. College will never be able to prepare the entrepreneur for running a business. Therefore, small business owners need proven resources they can access from their mobile devices to equip them for the demands of being their own bosses. Ironically, we've got just the tools to help them. Stay tuned!











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## MEET THE FOUNDER OF CJL CONSULTING CHRISTIE LAWLER

Christie Lawler is the founder and owner of CJL CONSULTING, a niche marketing agency that serves the restaurant, hotel and entertainment chains across the U.S. She's also the founder of their philanthropic arm – The WITI Group – a 501(c)(3) organization that aims to promote the future female leaders of our industry through mentorship as well as financial and emotional support when they find themselves in abusive or otherwise hostile work environments.

Christie founded CJL CONSULTING in 2009 while completing her MBA as a way to stay engaged in her career while completing her studies. As Founder & Owner of CJL CONSULTING, Christie supports clients by creating beverage marketing and training programs for the likes of Alamo Drafthouse, American Social, Arcis Golf, Drive Shack, and Flagship Restaurant Group. Christie is also the host of Lawler Out Loud: Mixing up the Mainstream – a weekly podcast featuring trendsetters and newsmakers around the hospitality industry.

Prior to the re-brand of CJL CONSULTING in 2017, Christie was consulting with AREAS, Smokey Bones, and Shula's after spending seven years serving as the National Accounts Manager for both Sidney Frank Importing Company and Lavazza. After managing more than 200 accounts across the U.S., she was excited to bring her knowledge of the sales side full circle to help her company's clients drive their beverage strategy forward.

Before entering the world of sales, Christie worked as a newspaper reporter and went on to create the marketing office for MWR Europe covering Southern Germany while stationed overseas with her active-duty husband. Upon moving back to the U.S. in 2004, Christie got her first taste of national accounts beverage marketing while creating training and beverage programs for HMSHost, Consolidated Restaurant Operations, Outback Steakhouse, and House of Blues.

In 2018, Christie discovered her deepest purpose so far as she developed the charitable side of her company founding The WITI Group, a 501(c)(3) foundation focused on supporting and helping the women of the hospitality industry. She is also proud to serve as a CORE Ambassador.

CJL CONSULTING is WBENC Certified as a Woman-Owned Small Business and Christie serves as an advisory board member for Datassential's "The Bar," she's a member of the U.S. Women's Chamber of Commerce and the Female Founders Collective and also volunteers with the Women's Business Center of Houston.

Christie also speaks publicly on corporate culture strategy, marketing, branding, and sales strategy and her first book will be published in 2021.

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





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

We are a niche marketing agency that serves the restaurant, hotel, and entertainment chains across the U.S. In just one week, our clients were all shuttered and we had to pivot our business model to stay afloat while we wait to come to another side of the crisis. That responsibility falls on me as the owner of the company.

Our small business is shifting its mission by adding services and products to our portfolio to attempt to stay afloat. We are a niche marketing company focused on the food and beverage industry and most of our clients have no need for our regular services as they are not operating in the manner they used to (if at all) before the Coronavirus pandemic changed everything.

I asked our team to give me new ideas where I can collaborate with them and fund their ideas to help our company grow. We are now offering weekly educational webinars to support our industry as one of our pivots. This is a marketing strategy for us as the free sessions create value when our industry needs help more now, than ever before.

We also pivoted to create a service we are calling The Chef's Table. We are using our existing skill set and strengths as a company to provide nutrition-focused recipes and menus to the healthcare industry across the U.S. The program consists of multiple levels of service all offering celebrity-chef curated food and beverage packages and menus that are customizable to the needs of each facility/dietician.

We aim to continue to grow our services and product lines as our clients return to business and find new and innovative ways to help their unique needs.

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

We primarily use LinkedIn as our network is very strong within our industry. However, we are engaging in Instagram and Facebook more frequently to gain exposure for the non-profit arm of the company - The WITI Group. We are currently undergoing a social media strategy rebrand and planning to attack the platforms with a new look soon.



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

Our marketing strategy is much more network focused due to our niche. However, I do see the value of using sponsored campaigns and PPC options for companies with different models. And we will be using those methods for some of our products as we continue to evolve that strategy.

#### 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?

Our primary tactic is goodwill toward others. Not a method as much as an ethos. Through our philanthropic arm, we aim to promote the future female leaders of our industry through mentorship as well as financial and emotional support when they find themselves in abusive or otherwise hostile work environments. As part of our outreach to help others, we have donated \$12,000 in recent weeks to other philanthropic organizations that help our industry's most vulnerable - the kitchen, bar, and restaurant staff that have found themselves without income.

As part of our efforts to use marketing as a positive change agent, we have been offering free weekly educational webinars to support our industry as one of our ways to give back. We are also donating 10% of our sales from one of our products, Wake Up Wine to our foundation as an effort to fundraise through sales. As the North American Wholesaler for this wonderful innovation, we are able to help our industry by giving back and promoting a better guest experience. We have also pivoted our business to also serve the healthcare space by using our expertise in food and beverage to create customized, nutrition-focused and celebrity-chef curated recipes to serve both patients and caregivers.

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

As a marketing company, we are always changing our approach to match the needs of our clients and new customers. We are lucky to have that capability to turn quickly. We have always relied on our relationships and the strength of our network. But as we evolve, we are also venturing into new avenues with social media marketing and brand engagement.





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

The hardest decision I made was also the easiest. With my clients shuttering and going into furlough situations, I decided to offer my personal support at no charge. We went from constantly working to focusing on how we could be the most beneficial to our clients. It isn't a great financial model, but I would rather do the right thing than the profitable thing right now as we are all hurting. I knew that we weren't the company that was going to make money off the pain of others. So we have sustained ourselves through new projects and business pivots while we wait for our past revenue streams to evolve through this.

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

I self-funded the company in its genesis as well as through our growth by reinvesting revenue to grow. I do look back and often wonder if I should have added a line of credit for the business to help us over unforeseen hurdles.

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

I am actually already working on that as I had an idea for a new product in December and was crafting the plan when COVID hit. I have been steady in my R&D and we plan a soft launch in the coming months. What makes me most proud of my first CPG effort is that I am working with other women-owned and family-owned businesses that also happen to be members of The WITI Group. I am using my network to grow and that makes me feel like I am accomplishing something in spite of the challenges we all are facing.

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

I have made so many mistakes, but I have no regrets. If I say I would have trusted myself sooner, that would be honest. However, if I hadn't learned what I needed to, I wouldn't be where I am today. So I am grateful for my mistakes because I have learned more from one mistake than I ever have for a multitude of successes.

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

This is a great question. The best advice I have ever received is advice I had been given more than once before it sunk in and took hold. I was told to see myself the way others see me in positive ways instead of only trying to work on the negative ways I have been perceived. I now live this model giving the same advice to others.

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

It's the same internal speech I often give to myself...There will always be pitfalls to starting your own business. Listen to your inner positive voice. Because if you don't trust yourself, then how could anyone else trust you?





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# 8 WAYS TO DRIVE MORE TRAFFIC TO YOUR WEBSITE

Every other company or business has its own website or online portal. You will be anxious to know if the information is reaching far and wide, especially your target audience. It is important to know that every person who visits your website is a potential customer.

So, how exactly and effectively can you attract more customers to boost your site traffic? Here is a tell-all guide on how to be successful in this matter. Not only is it hard work, remember that your competitors are doing their best too!

A simple secret to help you in your endeavor, is to follow the trade secrets which work for your closest competitors. Why would you want to waste time trying to experiment new techniques without knowing if they will work for your company, industry or domain?

The following technique will tell you how to "steal" their key words and back links in order to leap frog them in your website traffic.

All you have to do is follow the steps enumerated below (each and every step for maximum results).

1. Your Site: Make important and effective tweaks in your web site and use maximum number of tools to boost your ranking among your competitors.
  2. Competition: Find out who your real competitors and who can turn out to be tough competitors in the near future. Keeping close tabs on this information can give you a good perspective about what you have to do to stay ahead of them in the rat race.
  3. Keywords: SEM Rush is one of the best tool that helps with the researching of keywords. Using the appropriate keywords can increase your website traffic by increasing the number and frequencies of hits to your site.
  4. Organic Rankings: This will give you an insight into the most remote areas of your closest competitors and using this information, you will know where exactly to increase your focus.
  5. Building links: Go through the websites of your closest competitors so see their link building processes. Tweaking it to your advantage will ensure more traffic flowing in to your own website.
  6. Advertising: Compare all the strategies by your top three or top five competitors and see what works in your domain or industry. Use the same strategy to suit the needs of your web site and those of your customers and potential clients as well.
  7. Social media marketing and management: The largest number of hits happen in social networking domains due to large number of people present in this space. It is also easier to carve a niche for yourself in this space since it gives you more space for creativity and innovation.
  8. Reporting tools: Use such tools to generate important data about your website and where you can channelize your attention in order to stay at the top of the ranking charts.
- SEM Rush is a tool that helps you with improving the traffic to your web site. This tool helps you to zero in on the most common comprehensive words related to your domain and business. Using these words in your website and blog will automatically increase the number of hits to the website thus, considerably increasing the traffic. This in turn means that you will have more potential clients who will later turn into loyal customers.

Search engine traffic makes a big difference as the browsers will naturally go in for the website at the top of the search list since it is closest to what they are searching.

With this tool, you can understand the drawbacks of your website, its speed and areas of improvement. Collect benchmark data to give you a better idea about the closest competing website to compare with your own. Remember that more paid searches might cause a drag in the speed of your web site. Organic searches being higher in number compared to your paid searches can help in the ranking of your website analytically.

Also, check the number of key words that are distributed in the blog and content section as key words when placed strategically will help your web site have a better rank in the search list.

Following the simple above steps will help attract more traffic to your website and success follows!





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