

A publication for Global entrepreneurs, business leaders and professionals

\$4.95

MILLIONAIRE

THE GLOBAL

magazine

September 2021

A portrait of Deepak Chopra, a man with grey hair and glasses, wearing a dark jacket over a black t-shirt. He is looking directly at the camera with a slight smile. The background is a light, neutral color.

**FIND OUT MORE ABOUT
DEEPAK CHOPRA**

MEET THE MAN WHO HAS BEEN AT THE FOREFRONT
OF THE MEDITATION REVOLUTION

WWW.GLOBALELITEMEDIAGROUP.COM

PRESS RELEASE DISTRIBUTION

Get yourself "As Seen On" ABC, NBC, CBS, FOX and more to gain INSTANT Authority and Credibility



THE GLOBAL Millionaire magazine

CONTENTS

- 6 **Industry Tips:** Three of the most common reasons most businesses fail
- 10 **Spotlight:** The benefits of multiculturalism in the workplace
- 12 **Social Media:** Ten effective and proven Facebook strategies for 2021
- 20 **Cover Story:** One on one with the incredible Deepak Chopra
- 30 **Feature Story:** We investigate the collective behaviour of a society under the influence of mass media trends.
- 32 **Opinion:** The role of multiculturalism in the broader community
- 36 **Entrepreneurial tips:** Four ways to get more eyes on your YouTube ads

EDITORIAL

Editor-in-chief
Vicky Yen Chew

Managing Directors
Mike Ilagan & Vicky Chew

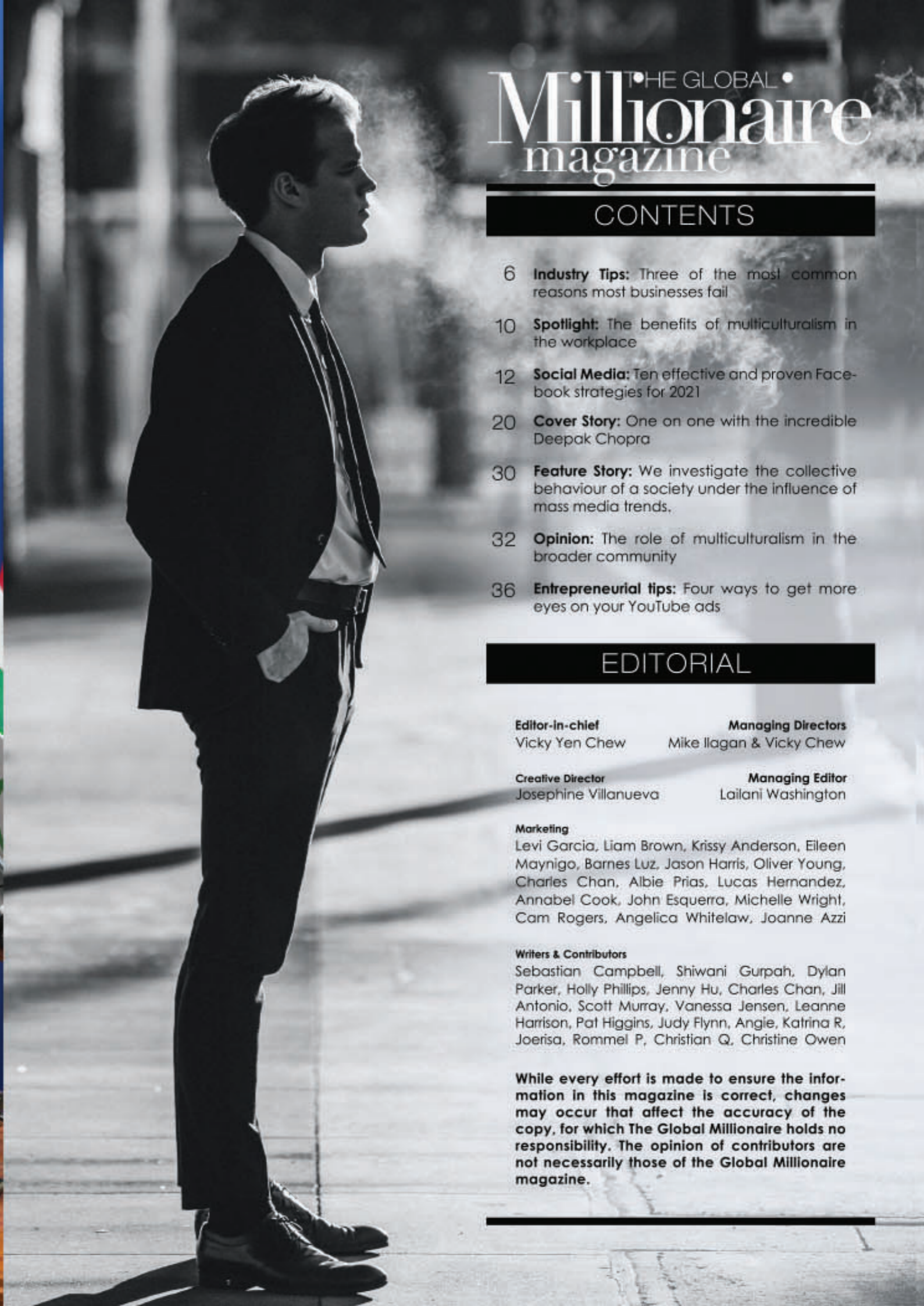
Creative Director
Josephine Villanueva

Managing Editor
Lailani Washington

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

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

While every effort is made to ensure the information in this magazine is correct, changes may occur that affect the accuracy of the copy, for which The Global Millionaire holds no responsibility. The opinion of contributors are not necessarily those of the Global Millionaire magazine.



THE GLOBAL Millionaire magazine

EDITORS
NOTES



In this issue we would like to honour those heroes who not only keep us safe and healthy during this pandemic but, who also work so we can still meet our needs. So, I don't only mean the health-care workers, fire department and law enforcement officers. I also honour the grocery store workers, the garbage collectors, the postal workers, the delivery people, the pharmacists and so many more. You are held in high esteem and we hope you all know how grateful we are for you.

Global Millionaire is also celebrating a milestone and I could not be any prouder of this little endeavor that grew from being a little local magazine to a brand that has made its mark beyond Australia's borders. A lot of the credit goes, of course, to the team behind the magazine whose blood, sweat and tears are in every page, event, photo, product, partnership that bears the Global Millionaire name. To all our readers, I hope your 2021 has been, and will continue to be a special one despite what's happening in the world right now.

Mike Ilagan
Managing Director



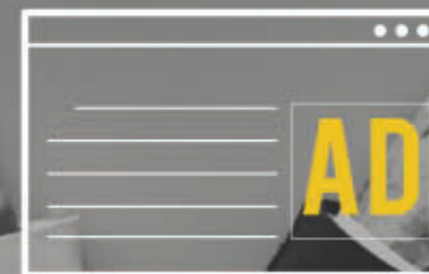
• Video Viral



• Blog

ELITE SUCCESS BUSINESS CONSULTING

At Elite Success, we believe the first step to achieving success is understanding 'you.' We are dedicated to supporting startups and small businesses all over the world. We take the time to listen because every entrepreneur has different needs. You know your business better than anyone else so we want to hear from you.



• Website



• Roi

3 OF THE MOST COMMON REASONS WHY MOST BUSINESSES FAIL WITHIN 10 YEARS

While most people would like to gladly work for themselves so that they can control their own time, not everyone has the will nor the patience to follow through with it though.

Let's face it: starting your new business is never easy because you're investing time, money and resources on a 'hunch'. In a nutshell, you're investing in something that may or may not actually work out in the end.

While most people would like to gladly work for themselves so that they can control their own time, not everyone has the will nor the patience to follow through with it though. Studies show that on average it actually takes around five years for any new business just to break even. Basically, you're more likely to see any profits on your new venture after five years have passed which of course sounds like a really long time for any budding entrepreneur!

Of course, this is not always the case because a lot of entrepreneurs do reap profits almost immediately after they put up a new business – especially those entrepreneurs that provide service rather than a product. But typically, you are supposed to be looking at 3-5 years before you can start seeing any real profits, so you really need patience if you want your business to stick around.

Now if you're a budding entrepreneur who is interested in starting a new venture, then here are three crucial mistakes most people make that you should be aware of:

1. People don't do their homework

The most significant reason most people fail is that they don't do their homework.

The moment they come up with a good idea they want to get things going immediately without enough research or background work on this idea which of course is a huge mistake! A good idea for a new business is a good start, but it is imperative that you do your homework though.





“There is no possible way any new business can succeed without proper research and background work. Keep in mind that Rome wasn’t built in a day; it takes time and perseverance for any business to grow.”

You should be asking yourself questions such as: Who’s your target market? Why would people buy your stuff? What makes your business unique? How will you market your new business? What sort of capital and resources would you need to get things going? How will you make the business grow?

There is no possible way any new business can succeed without proper research and background work. Keep in mind that Rome wasn’t built in a day; it takes time and perseverance for any business to grow. Just make sure you do your homework properly so that when hiccups start to show, you’re more than ready to tackle it head on!

2. People are afraid to take a risk

It’s quite simple really, no risk – no reward. The higher the risk – the higher the reward!

But in saying that though, keep in mind that you need to take “calculated risks”. Make sure you won’t get stuck at a point where you have zero dollars in your bank account because you have invested everything in the new business. Remember, it may take a while before you start seeing any profits from the new venture, what if it takes years and years before you start seeing any profits? What then?? Are you going to live on virtually nothing until the new business “potentially” starts making any real money?

Don’t be afraid to take any risks, but in saying that, just make sure they are calculated.

3. People don’t network

Your business will never succeed if you don’t know how to network and connect with others.

Start mingling with people who are actually successful in their businesses and learn from their experiences. Start going to functions and events and start connecting with potential sponsors and investors within your field. Networking is one of the critical components in any new business, the more you network, the bigger your database gets and the more people you attract to your business.

It’s simple really; you have to prioritize building relationships rather than making money because if you focus on building relationships first, then money will eventually follow.

THE BENEFITS OF Multiculturalism IN THE WORKPLACE

By Jenny Hu

Multiculturalism is the bread and butter of Australia, especially when it comes to the workforce. According to the 2016 Consensus, 45% of Australians reported having a least one parent born overseas, and 19% of the population is born overseas; it only logical to have the workforce accommodate the growing melting pot that we have.

Having a culturally diverse team in the workplace means an inhibition to tackle a project from different perspectives, knowledge, and experiences. Chances are hiring staff from different backgrounds can be good for business. Countless studies have reinforced the importance of having a culturally rich workplace. Below are three key benefits that motivate a workplace to be culturally diverse.

Enhance business performance and productivity

According to Deloitte and the Human Rights Commission, fostering an inclusive and culturally diverse workforce will significantly improve business performance and productivity. When employees work with someone who has the same background as them, it gives them a sense of familiarity.

- Employees' ability to innovate increased by 83 percent.
- Responding to changing customer needs to be increased by 31 percent.
- Team collaboration increased by 42 percent.
- There also find that employees likely to stay at work because they feel more included, which decreases the attendance rate.

As a result of having a culturally rich office, the 2017 McKinsey report, companies that have fostered a solid ethnic and cultural diversity in their executive teams were 33% more likely to bring in business than companies with homogenous teams.

Thinking innovatively by breaking language barriers

Reports have concluded that if cultural diversity initiatives are appropriately implemented, innovative thinking amongst staff members becomes more collaborative. By the staff of different backgrounds, they can understand the intercultural differences and help decipher the dynamic between the company and their clients. As a result, overcoming language barriers by hiring staff with diverse backgrounds is viewed favourably by a client with the same background.

As for innovation, reports have shown that CALD workforces perform better on brainstorming solutions and ideas. Due to the diverse ways of thinking, experience, and perspectives from ethnic groups, they identify cultural nuances from an ethnic audience. It's also worth noting that as the world becomes increasingly globalised, there is a need for a company to establish an international presence, which means there is an advantage for CALD staff who bridge into Australia's neighbouring trade partners in Asia.

Promotes team morale, health, and wellbeing.

Although being a multicultural country, Australia has its fair share of racial discrimination. It's never fun to be a token of an ethnic or racial group. It will lead to further ostracisation if the individual feels there are surrounded by the majority Anglo-Celtic workmates. There is solid evidence to suggest that racism can be debilitating for a person of colour's mental and physical health. Anxiety, depression, stress, and poor quality of life ensues if there is no sense of belonging when it comes to the workplace.

People who faced racial discrimination regularly are also more likely to be overweight or obese or engage in destructive habits (i.e. smoking). When cultural diversity initiatives are correctly done, a multicultural workplace is beneficial as it maximises profits, efficiently solves problems by tapping into intercultural communication, and improving the overall team's morale.



10 EFFECTIVE AND PROVEN facebook

STRATEGIES FOR 2021

What strategies really works when it comes to Facebook? Here's a collection of the most powerful Facebook strategies to try in 2021.

“Videos earn the highest engagement rate, despite making up only 3% of the content.”

Are you looking for a much easier and cheaper way to promote your business than print ads? Well, look no further than Facebook. With 1.32 billion daily active users, Facebook is quite clearly the most widely used social media platform.

If you're looking at advertising on Facebook, here are 10 awesome advertising techniques that are guaranteed to skyrocket your sales.

1. Keep your posts between 50 - 150 characters

Less is indeed best when it comes to character count on Facebook. Buzzsumo confirms that posts with 50 characters or less receive the most interactions. Furthermore, the number of interactions gradually gets lesser as more characters are added, so try not to get too carried away.

2. Post something between 10 p.m. and midnight

If you're an online marketer, you would know by now that timing is essential to get more audience engagement. According to Buzzsumo, the best time to actually post something is between 10 p.m. and midnight.

Why so late you may ask?

Well, because there should still be enough people who are still active on Facebook during these times and you have fewer people posting content which means it's less competitive.

3. Set Up A/B Tests

For the newbies out there, you're probably wondering what an A/B Test is? Well, in a nutshell, it's an abbreviation for Facebook Ads Split Test.

A split test refers to a marketing strategy where two elements of a marketing campaign are tested against each other to analyze which element can deliver the best result.

Split testing can be used in a number of marketing tools such as emails, landing pages, blog posts as well as Facebook Ads.

A good split test can result in reliable data that'll help convert your ads into actual sales so it's only smart to run a split test first before you start splurging an obscene amount of money on a Facebook ad campaign that

can't deliver results in the long run.

4. Use audience insights to laser-focus on your audience

The "Audience Insights" feature in Facebook can assist you in getting a rather detailed look at your audience so that you can engage them more towards your posts.

You can actually get information on their gender, age, lifestyle and even job title so why not use this feature when it's totally free anyway??

5. You need to incorporate video into your marketing strategy

According to Wordstream, "videos earn the highest engagement rate, despite making up only 3% of the content."

They also discovered that "Facebook gets over 8 billion average daily video views."

The interesting thing about this data is that video accounts for only 3% of all content on Facebook.

Therefore, why not post a number of high-quality video content to engage your customers?

6. Embed Facebook videos rather than YouTube videos

Social media analytics provider Quintly apparently analyzed 6.2 million posts by 167,000 Facebook profiles and eventually discovered that Facebook native videos received a 1055.41% higher average share rate than YouTube videos."

This massive difference should be enough to persuade any entrepreneur to focus on Facebook videos instead of YouTube videos for maximum engagement.

7. Ensure you have a CTA button on your Facebook ads

According to Brandwatch "The average advertising click-through rate on Facebook is 0.9% " but then "adding a CTA button can lift your click-through rate by 2.85 times."

Therefore, it's quite obvious that CTA (Call To Action) buttons are a MUST if you want your ad to be successful. This guide from Facebook on how to create a CTA button should come in handy.

“With a whopping 2.13 billion monthly active users - whatever your business goal is whether it's traffic, brand exposure or lead generation, Facebook should always be at the top of your list.”

8. Try creating "Facebook Groups" to strengthen your brand

One powerful resource a number of businesses are not taking advantage of is "Facebook Groups."

Basically, it's creating a particular group based on a specific topic of interest that revolves around your specific industry.

Creating Facebook groups is a big help to your brand because it connects you to your audience on a more personal level and you can get valuable insight from other like-minded individuals.

9. Zero in on Your Competitors' Fans

If you're just a small business trying to compete with the big companies then the best way to zero in on their market is to target their actual fans.

If you target your competitors' Facebook fans then you can hopefully steal away some of their customers.

If you want to target your competitors' fans when you create a Facebook ad, just go to Facebook Saved Audience and under the Interests category, enter the names of competing brands. It's the best way to create a marketing audience with people who are already familiar with your product.

10. Promote Limited-time Offers

If you want to win more customers then you need to create a sense of urgency.

Bottomline: If you give people too much time to make up their minds, then they're most probably going to postpone making a decision about your product so their excitement will disappear. However, if you present them with a limited time offer, your prospective customer might get worried about missing out on an amazing offer from you.

Takeaway

There will always be a newer and cooler social media platform that people would consider as the "next big thing."

But with a whopping 2.13 billion monthly active users - whatever your business goal is whether it's traffic, brand exposure or lead generation, Facebook should always be at the top of your list.





TV1 is an entertainment and lifestyle global streaming platform offering Australian content. TV1 promotes the most exhilarating events, the most glamorous and successful people, the most in-demand celebrities, the hottest rising stars, and the most exciting trends down under. TV1 may be new but it's most certainly in demand and 100% Australian. We are committed to making Aussie local talents, events, and entrepreneurs easily accessible to both our local and international audiences via the highest quality streaming technology.

Co-founded by the StarCentral Media Group and the Australian Millionaire Business Network, the TV1 channel is the home for independent Australian Screen content. We very much welcome our local screen practitioners from emerging through to the established to make TV1 their home. By streaming your content on TV1, you join a family of rising stars, entrepreneurs, celebrities, and various artists.

MISSION: Our mission is to present the most unique and compelling original Australian content by tapping into the hottest local talents and events.





ONE ON ONE WITH Deepak Chopra

By Allison Kugel

Deepak Chopra has been a mentor of mine from the day of my first interview with him more than a decade ago. I will never forget the day in 2008 when I asked him to explain such existential concepts as the distinction between the brain, mind and soul; the concepts of space and time, and how meditation benefits our physical and mental health. His answers then were clear and precise and without hesitation; on my end it felt like waking up from a dream and setting about on a continuous path of discovery.

He and I sat down once again, this time to unpack the pressing issues of isolation, anxiety and depression and the growing epidemic of suicidal ideation and suicide, which has taken sharp incline over the past eighteen years. Deepak Chopra is now part of a team spearheading the Never Alone movement, a grassroots movement that aims to create community-led organizations around the world to help people in emotional distress who need community support. Never Alone is being funded through a GoFundMe campaign that has already surpassed its original goal.

In tandem, Deepak Chopra, has released his latest book, *Metahuman* (Harmony Books/Random House), which delves into the true essence of our nature when we break free of societal constructs and embrace a higher level of consciousness and greater zest for living on this planet.

Allison Kugel: The subject matter we are about to discuss is an uncomfortable one, but one that needs to be addressed because we are losing too many people. I looked at some World Health Organization statistics that report there has been a 60% increase in suicides over the past 45 years, with a 30% increase since 2001. My first question for you is simply... why?

Deepak Chopra: We are living in a culture that aggrandizes narcissism and the whole idea of a separate self. People are constantly engaged in social media, and in general media as well. All of this leads to performance anxiety in a sense. Am I relevant if I'm not being noticed? On the one hand, social networks are supposed to increase our connectivity. In one sense they do because we can communicate more effectively. But it also increases our isolation if we don't get noticed. Young adults, in particular, are at a very delicate stage of their life where they're beginning to wonder about their identity. As young children, we never wonder about identity. We are just happy, without wondering about self-esteem and all those things. As we enter adolescence, identity becomes an issue and we are still forging our identities. Today our identity is all about, "Am I important? Am I relevant?" It's not even about knowing who we are at a fundamental level.

Allison Kugel: I remember seeing my son, up until about the age of three, exhibit this pure unadulterated confidence and joy that emanated from his being. I have a video of him at the age of 15 or 16 months, where he's running through a field and cracking himself up for no reason; just happy to be running in the grass. Why do we lose that joy and that feeling of wholeness, of being enough just as we are, as we get older?

Deepak Chopra: You are very right in your observation. The poet Rabindranath Tagore is quoted as having said that "every child that's born is proof that God has not given up on human beings [paraphrased]." Children are naturally joyful and loving and have empathy and compassion and playfulness as their innate traits. The rest is the hypnosis of social conditioning. Unfortunately, it gets recycled through every generation and now it's getting worse because of our ability to communicate our self-importance. Self-esteem is natural, in our natural state. We are confusing [self-esteem] with self-image, which is the ego-bound identity. Self-image constantly needs validation or else it feels very fearful.

Allison Kugel: I've noticed a pattern in the 21st century where we are being pushed to the brink in so many ways. We have extreme weather patterns, mass shootings, more chronic illness, more narcissism and certainly more anxiety and depression. And we have more people who are medicated than ever before. What is all this pushing us towards? And what is the spiritual reason for it all?

Deepak Chopra: A lot of what you are seeing is the mental health of a collective mind, or a collective humanity, that has created a world with all the things you mentioned. We've seen extinction in every other life form, but now we're ready for our own extinction. The last extinction was sixty-five million years ago as a result of a meteorite hitting the earth, when dinosaurs were wiped out. We learned as a result of that extinction. But now if we have our next extinction, it will be as a result of human behavior. If this is not collective insanity... If we don't acknowledge it then we are decreeing our own insanity. We need to understand our personal role in this collective insanity. Suicide and depression are symptoms of our collective conditioned mind. We treat hate to be normal. We treat the psychopathology of our everyday existence as normal. So numb have we become. And so immune have we become to the cruelty that happens every day in the world.

Allison Kugel: What if you're an empath, and internalize everything, and you're in a constant state of feeling the pain of everybody and everything?

Deepak Chopra: We can resign ourselves and say the human experiment has failed; that the human species was an interesting idea on behalf of nature's evolutionary impulse, but it didn't work. We can resign ourselves and wait for our collective extinction where we just go to the bar and get a drink, which will numb us even more, and which people are doing with drugs and alcohol and other addictions. This is mostly linked to this massive epidemic of suicide and depression. Or, we can do something about it and hope for the best. What I have discovered through careful observation and as a physician, is that when people support each other in anything, and it doesn't matter what it is, it is healing. When we support each other, the outcome of whatever that condition is that a person is struggling with, it does improve. This is what has led me to the opportunity to create, both, online and real-time communities where people can support each other for a more peaceful, just, sustainable, healthier and joyful existence. Ultimately, this is the purpose of life, to experience our innate joy. That comes automatically through empathy, which leads to compassion, which then leads to the desire to relieve another person's suffering.

Allison Kugel: For all the empathaths out there, including myself, the answer is to not just feel the pain of the world, but to take loving action towards solutions where and when you can.

Deepak Chopra: Right, because compassion leads to love, and it leads to love-in-action. Love-in-action leads to healing. Love without action is irrelevant. And action without love is also meaningless. This is an opportunity for us to create a self-sustaining ecosystem where people support each other and help each other. Helping each other is the best way to help ourselves.

Allison Kugel: You're a part of creating the Never Alone movement to provide support communities around the world, which we hope will prevent suicide and help people feel connected to real support systems. How will the Never Alone platform work, and will it be accessible to people of all socioeconomic backgrounds and geographic locations?

Deepak Chopra: Right now, the Never Alone platform will be run by GoFundMe. We are helping create an advisory board for the GoFundMe campaign. Our goal is to create self-sustaining grassroots movements across the world, because even in very impoverished parts of the world, people now have access to wireless technology. In wisdom traditions, a healthy community has three things: people dedicated to serving the community; spiritual practice of reflective self-inquiry and getting together with other people in the community. Today we can do that online, but we can also do that by creating our own localized communities and centers. This is not a Deepak Chopra campaign, or anyone's campaign. It should be a totally grassroots, self-sustaining campaign where we create an ecosystem for helping each other in [times of] distress.

Allison Kugel: With the film *The Offering* that you've recently raised funding for, this is not a documentary, correct? This is a work of fiction that is based on real stories about suicide?

Deepak Chopra: The actress Gabriella Wright, her sister was a very accomplished musical artist in Europe who committed suicide at the age of 28 or 29. This is a film for awareness, in which actress Gabriella Wright is playing the role of a mother whose son commits suicide. We hope to use the film as a tool for bringing awareness to this cause, and to the Never Alone movement. When you give facts alone, some people are moved by the facts, like you were moved by the statistics. But by themselves, facts can be very dry. When they are linked to an emotional response, people feel compelled to look at the facts in a different way. We are hoping that *The Offering* will be a film that will bring some insight to the epidemic of loneliness. The film is only one aspect of this movement. After that, the goal of the Never Alone movement is to encourage other people to produce videos and films, and to share stories to increase awareness and create their own communities both offline and online.

Allison Kugel: I have a question that could be construed as controversial, but it's been on my mind. Over the last 15 to 20 years the veil, so to speak, has been thinning in terms of more people becoming aware that our souls are eternal and that there is a spirit dimension to which we go on; the concept that we were alive before we got here and we will be alive in spirit when we leave. Do you think this information can be a double-edged sword in the wrong hands, and that people might then see suicide as a viable option because of this? For example, the thought could be, "I don't want to cease to exist. I just don't want to be here." I would hate for that to be the case...

Deepak Chopra: I hesitate to answer that, because I don't really know that that's one of the reasons for the increasing epidemic of suicides. Many people do not have insight into the true nature of their soul. In the past, if you spoke about the soul or the spirit, a lot of people considered themselves scientists and secular, and they would roll their eyes and look away because you're not talking science. Right now, there's a big discussion among scientists about what fundamental reality is. Is fundamental reality physical, or is fundamental reality non-perceptual and in the realm of what you and I would call the soul? Scientists are now struggling with a good physical explanation for what we call "consciousness." There's no biological explanation for consciousness. Right now, as I'm speaking to you, all that's going to your brain is an electrical current. You are experiencing the sound of my voice, and not only that, you are interpreting that into meaning. Where is that happening? Science has no idea. So, there are some cutting-edge scientists now that are addressing this. What we call the physical world is an interpretation of perceptual connectivity in our own consciousness. The only thing that is eternal is what you just referred to as the soul, which is not in space or time. It will take a long time for science to catch up to this idea. In the meantime, we have to deal with everyday reality. And some everyday realities, at this moment, are very depressing and it's our own collective projection. We need to change it.

Allison Kugel: Somebody who is having suicidal thoughts or feelings, what does it take to bring them back from the brink and to move their energy back into a space of embracing life once again?

Deepak Chopra: It takes a loving, compassionate, caring being to be present for them. And that's all it takes. I think there's no situation that is so desperate that love and compassion and presence and caring can't alleviate it, with any kind of desperate situation. But we now need to create the platform for that.

Allison Kugel: Have you, yourself, at any point in your life had a suicidal thought or feeling, and if so, how did you work your way out of it? Or has a loved one of yours ever experienced something like that?

Deepak Chopra: I have personally never experienced this kind of extreme ideation. But when I was in active practice as an internist and an endocrinologist and emergency room physician, I saw it all the time, several times a day. And then I looked at my own family; cousins, nephews, nieces, uncles, aunts. And I don't find a single family, including my own, where this type of extreme desperation has not resulted in a suicidal act. From my medical school days, to my internship and residency, I have witnessed these kinds of ideations and this kind of outcome of extreme desperation, which we call suicide. It's never been out of my awareness, not even a single day, since I became a medical student. And I do remember also in my early growing up years, becoming aware of relatives in my extended family who have done that, so it's a daily reminder that we need to do more to alleviate everyone's suffering. Our own personal happiness is dependent on the happiness of others. In fact, all the data shows that the most effective way to be happy is to make someone else happy. The easiest way to make someone happy is to give them attention, which means to listen to them, not advise them, but listen to them. You don't try to change another person. It's hard enough to change yourself when you want to. But if you listen to them and you are there to support them, then they change, especially if you care.



Allison Kugel: Let's touch on your new book, *Metahuman*. Does the book delve into teaching people to tap into the quantum field?

Deepak Chopra: The book is about what is fundamental as opposed to what is a social construct. War, terrorism, socio-economic circumstances, injustice, climate change are all because of false constructs. The falsest construct that human beings have created is that we are separate; the subject and object of experience are two different things. Right now, for example, I believe that I am the subject of this experience and you are the object of this experience. You think you are the subject of the experience and I am the object of the experience. This is an artificial divide. Unfortunately, our science is based on that, so we end up using science for diabolical purposes and ultimately risk our extinction. My book is saying that you should wake up from the dream which has now become a nightmare. And the dream is that we are separate beings. We are actually part of a holistic process and when we embrace that wholeness then we are holy, and we are healed. Wholeness, holy, health and healing go together. Everything

you mentioned about mindfulness and meditation, these practices give us that experience of wholeness. When we go beyond our skin-encapsulated ego-identities, that is what the book is about.

Deepak Chopra's book, *Metahuman: Unleashing Your Infinite Potential* (Harmony Books/Random House), is available wherever books are sold. Learn more about the Never Alone movement at GoFundMe.com/NeverAlone. Follow Deepak Chopra @DeepakChopra and tune in to his podcasts *Infinite Potential* and *Daily Breath* for your regular dose of Deepak, wherever podcasts stream.

Allison Kugel is a syndicated entertainment columnist, author of the memoir, *Journaing Fame: A memoir of a life unhinged and on the record*, and owner of communications firm, *Full Scale Media*. Follow her on Instagram @theallisonkugel and at AllisonKugel.com.

Photo Credits: Todd MacMillan, Jeremiah Sullivan, Harmony Books/Random House



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.



MULLENS ST. Studio

2/142a MULLENS ST. BALMAIN NSW 2041

www.MullensStreetStudio.com.au

PROBABLY THE MOST
AFFORDABLE & FLEXIBLE
PHOTOGRAPHY STUDIO HIRE
IN SYDNEY

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

PRICING TABLE

HRS	STUDIO	EQUIPMENT	TOTAL PRICE
4	\$125.00	\$50.00	\$175.00
5	\$166.25	\$62.50	\$218.75
6	\$187.50	\$75.00	\$262.50
7	\$218.75	\$87.50	\$306.25
8	\$250.00	\$100.00	\$350.00
9	\$281.25	\$112.50	\$393.75
10	\$312.50	\$125.00	\$437.50
11	\$343.75	\$137.50	\$481.25
12	\$375.00	\$150.00	\$525.00

The studio can be booked with or without equipment.

CONTACT: Sabine Gruchet TEL: 0405 751 646
EMAIL: info@MullensStreetStudio.com.au
WEB: www.MullensStreetStudio.com.au



ABOUT US

PROBABLY THE MOST AFFORDABLE & FLEXIBLE PHOTOGRAPHY STUDIO HIRE IN SYDNEY

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

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

INFORMATION



THE STUDIO SPACE

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



LOCATION & ACCESS

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



BACK DROPS & EQUIPMENT

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



LIVE YOUR DREAM

1, 2 & 3 BEDROOM APARTMENTS
NOW SELLING

PROXIMITY

LOCATION

9 - 32 Civic Way, Rouse Hill NSW

CONSTRUCTION STATUS

Under Construction

CLOSE
TO
EVERYTHING



LOCATION

Chapel Lane & Lister Ave, Rockdale NSW

CONSTRUCTION STATUS

Under Construction

THE
NO. 1
IN ROCKDALE



SOUTH VILLAGE
APARTMENTS

LOCATION

580 Princes Hwy, Kirrawee NSW

CONSTRUCTION STATUS

Ready to Move in Now

FEEL THE
VILLAGE
VIBE



THE SIDING

LOCATION

287/309 Trafalgar St, Petersham NSW

CONSTRUCTION STATUS

Under Construction

FIND
YOUR
FREEDOM



NORTH WEST VILLAGE
TALLAWONG

LOCATION

Themeda Ave & Cudgegong Rd Rouse Hill

CONSTRUCTION STATUS

Under Construction

A COMMUNITY
LIKE NO
OTHER



CALL TODAY

VICKY CHEW
0449551236

ALBIE PRIAS
0402533587

MIKE ILAGAN
0410477890

THE
HOXTON
LIVERPOOL

Invest in the
suburb of the
future

Apartments
now selling from
\$432,000

For further information regarding
ALAND projects please contact:

Vicky Chew 0449551236
PIA vickychev@pia.com.au

Albie Prias 0402533587
PIA albieprias@pia.com.au

Mike Ilagan 0410477890
PIA



LOTUS
SCHOFIELD GARDENS

STAGES 1, 2 AND 3
SOLD OUT

COME AND
SEE WHY!

New stage
now available

For further information regarding
ALAND projects please contact:

Vicky Chew 0449551236
PIA vickychev@pia.com.au

Albie Prias 0402533587
PIA albieprias@pia.com.au

Mike Ilagan 0410477890
PIA





Multiculturalism AND THE MASS MEDIA

By Jenny Hu

Over the years, the attention to increase cultural diversity in the media intensified, especially in the film, entertainment news industry. The media's cultural representation has always been lackluster, and most of the storytellers are of Anglo-Celtic descent and do not reflect most of the Australian population.

News and Current Affairs

A recent Media Diversity report titled "Who gets to tell Australian stories?" highlights that television news and current affairs programs across Australian channels, the majority of commentators and journalists are white.

Their findings illustrate that commentators and reporters are only 13% European heritage, 9.3% non-European, and 2.1% Indigenous background. It's not surprising that out of 19,000 news and current affairs stories from Australian regional, metropolitan, and rural television networks, there is a lack of reports covering diverse cultural topics and issues.

The media is Non-European, and Indigenous backgrounds make up 24% of the population. However, only 6 percent of stories, commentators, and journalists are not the outcome, which can be disheartening when convincing the next generation to work in the media.

The ABC and SBS, which are government-subsidised media broadcasters that actively meet the diversity requirements, cannot be said for the commercial news networks (Seven, Nine, and Ten). The private networks are at a standstill when it comes to cultural representation.

Television and Entertainment Industry

When looking at authentic Australian stories in film and television, it is considered a niche compared to the plethora of American movies and television shows that emerged in the media channels. With their grasping Americanised influence infiltrating Australian screen industries and have been speculations, even speculations that Netflix has been shrinking Australia's film and television industry.

According to Deakin University, hundreds of Australian screen professions (i.e. actors, directors, and productions) have rallied together to protect the local industry from promoting "national cohesion" in the process to give an identity to Australian society. However, when it comes to analysing cultural diversity in terms of actors and stories, there is a small industry percentage. A 2016 screen Australia report stated:

- People from European backgrounds (i.e. Greek, Italian, and non-European backgrounds such as Asian, African, or Middle Eastern backgrounds) are significantly underrepresented. Only 6 percent of characters identified as from European background.
- Only 5 percent of Indigenous people are represented on film and television in Australia.
- Asian actors and roles in film and television in the Australian industry are even fewer than those combined.

Why cultural diversity matter in the media?

Although media cultural representation may be a trivial issue, it's about the principle of humanising different cultural groups and combatting stereotypes portrayed in the media, and having the next generation feel connected to the character who is of the same background.

The media acts like a vehicle for marginalised culturally and diverse linguistic voices. When they are invisible to society and portray in a particular light, people do not care to understand these marginalised groups, making them feel like outsiders.

It's also very disheartening to see that news media outlets do not have enough journalists from different backgrounds to understand these stories. There is a need to be a call to action amongst the Australian television and screen senior decision-makers to implement a systematic change.

Multiculturalism

IN THE BROADER COMMUNITY

By Jenny Hu

Australia's defining trait is being a prosperous multicultural country and attributed to the modernisation of this country. "Multiculturalism" refers to how Australia is composed as a society. Initially started as a policy responding to the racially-restricted immigration policies in the 1960s. As a result of the policy, an influx of immigrants from neighbouring countries settled in Australia, which resulted in a beautiful amalgamation of cultures.

Multicultural Australia in Numbers

According to the Bureau of Statistics's 2016 consensus, more than 75% of Australians said they have a background other than Australian. To break the multicultural populations down into numbers:

- Around 26% of the population were born overseas, the main countries deriving from England, New Zealand, and China.
- People who spoke another language other than English are 21% of the population. The main languages are Chinese, Arabic, Vietnamese and Italian. There are also over 50 indigenous languages that are also actively spoken in Australia.
- About 3% of Australians identified as being Aboriginal, Torres Strait Islander or both
- There approximately 45% of people reported that at least one parent is born overseas.

A Global Village

Policy became a reality when the influx of immigrants nestled in Australia, which hosts diverse ethnic groups and cultures. The benefits of having a multicultural community outweigh the disadvantages and bring social cohesion, where different people, perspectives, religions, and practices are welcomed.

According to the United Nations, a socially cohesive society is "where all groups have a sense of belonging, participation, inclusion, recognition, and legitimacy. It widely agreed that Australian society is quite a cohesive one, with 84% of Australians agreed that multiculturalism has been good for Australia and 75% of people decided that it has stimulated the Australian economy.

Racial Discrimination and Injustice

Despite multiculturalism being a successful policy that helped Australia progress in the modern era, it is hard to ignore the persisting issue of racial discrimination. A recent 2020 report by the Scanlon Foundation suggests there are still negative attitudes and views towards certain ethnic groups of faith and cultural backgrounds.

- Faith groups, especially towards Muslims, which was in 39%-41% in comparison with 6%-7% of Buddhists and Hindus and Christians 12-14%.
- There is a negative attitude towards Asian Australians and a growing concern of discrimination reported by Asian respondents. There are also similar attitudes that were expressed towards Middle Eastern and African ethnic groups.
- Last year during the pandemic, the survey revealed that 59% of Chinese Australians responded that "racial discrimination" was "a huge problem" or "a fairly big problem", as the virus was originally from China.

These findings from the report highlight that racial discrimination within Australian society is still prevalent in today's multicultural society, no matter how dormant or overt people's attitudes tend to be.

Australia, as a society, is resilient and culturally harmonised. Its commitment to multiculturalism in the early 1970s. It opened its door to the many immigrants who seek to better their lives from war-torn countries and shelter ethnic groups who come from difficult circumstances. Although multiculturalism's policy came a long way, there are underlying racist attitudes towards certain minority groups that need to be addressed.

FOUR WAYS TO GET MORE EYES ON YOUR YOUTUBE ADS

If you're serious about growing your business or your online personal profile, I recommend using one of the most powerful technologies known to mankind: Videos.

According to Inc.com, people are 85 percent more likely to buy a product after viewing a product video -now that's some serious stats!

A number of small businesses are currently investing time, money and resources into shooting, editing, and producing topnotch YouTube videos in the hopes of building awareness of their brand and engaging users, but unfortunately, none of them are getting any engagement at all from the viewers.

So how do you engage viewers and actually compel them to watch your video ads? Here's how.

Make your ad look natural

Don't use too much branding on your ad because you'll just end up driving viewers away.

Instead, make your ad feel natural as possible - as if it's actually not an ad so that you can reach your target audience and make them like your brand. A great example of this principle is this ad from Oreos featuring YouTube stars Dude Perfect. This ad involved Dude Perfect in an Oreo Dunk Challenge where they used nothing but ping pong balls. The ad looks totally natural and highly watchable.

Create A Call To Action

A call to action is the action you want a viewer to take after watching your ad. Your goal is to eventually have a viewer give you their contact information or convert them to become a lead by engaging them with your content.

As an entrepreneur, you need to decide how you want to direct the attention of your viewer once your advertisement is over. You want the consumer to act immediately after they have viewed your video so there should be a clear call to action in the ad, especially if you want to direct the viewers to do something.

A great example is this ad for Clash Royale, a multiplayer mobile game, there's a call to action at the end of this ad which pushes viewers to download the game for free - that tactic is gold right there.

Catch Your Viewers Attention

You literally only have a few seconds to grab the attention of the viewer so you need to make it count.

One way to do this is to have an intro that's eye-catching or even downright controversial. You can capitalize on a trend or produce something funny. You should use people in the first frames or even celebrities if you can manage it to engage the viewer on a more personal level.

Have a celebrity talk about their favorite food, for example. Close shots, as well as cropped shots, can also work wonders. If you're using any thumbnails, make sure these are clear. The titles you use should also be clear and compel the viewer to want to click on them. You can even try to have playlists to connect the videos so that if a person watches one video, they can find related videos in your playlist.



A great example is the Apple commercial featuring Dwayne 'The Rock' Johnson. This ad was the brainchild of the agency, TBWA, and it apparently grossed more than 25 million views by the end of 2017. Using Dwayne 'The Rock' Johnson in the ad was a smart move since he's a huge Hollywood star and commands a strong presence onscreen.

Connect With Your Viewers

Use tools like YouTube analytics so you can see your view-through rates and where it may be dropping.

You might decide to do something different when it comes to editing your video to get viewers back to your ad. Think about your editing strategy as you create the videos. Your aim is to hook the viewer, so they stay glued to your ad.

There are two ways to hook your viewers, it's either you make them laugh or you make them cry it's as simple as that. Humor is always a crowd-pleaser and it's a great way to connect with viewers. Creating an emotional connection is the next best thing next to humor. You can try to come up with a touching story that goes beyond the brand message in the ad and watch the views skyrocket.

A great example of an effective commercial that uses humor is this awesome Mr. Clean ad. The man in the famous white muscle shirt never looked so attractive while mopping hardwood floor before.

In Conclusion

These are just four clever ways you can get more engagement with your video ads, there's definitely plenty more out there. Try these methods and I bet you should start seeing better results with YouTube advertising.

WWW.GLOBALELITEMEDIAGROUP.COM

GEM

WEB DESIGN · SOLUTIONS

A woman with long brown hair, wearing a wide-brimmed white hat, a white short-sleeved dress with ruffles, and brown boots, is sitting on a sand dune. She is holding a brown crossbody bag and sunglasses. The background shows a blue ocean with white waves and a clear sky. Two wooden posts are visible in the sand.

studio 49
photography

49 Johnston St, Annandale NSW 2038
Phone: 0416 095 875



AMBN

AUSTRALIAN MILLIONAIRES BUSINESS NETWORK

