

# MONEY CENTRAL

COVER STORY

Find out more about  
*Master Life*  
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## Tanisha Denise Manning

INDUSTRY TIPS

**Raise money  
for your startup**  
Top 5 ways to raise  
more funds for  
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ONLINE TIPS

**Promote your new  
business online**  
5 ways to promote  
your business website



Entrepreneur to **WATCH**  
for in **2022**: Meet the  
talented **ERIKA** Janavi

CELEBRITY

**Exclusive: Scott  
"Carrot Top"  
Thompson**

FEATURE

**Meet Talia Boone**  
Get to know the  
Founder and  
CEO of Postal Petals



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# MONEY CENTRAL

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## OPENING REMARKS

It's hard to believe we're already in March of the "New Year" 2022. It is easy to be discouraged when the plans we have for our year are overturned with uncertainty. This issue will inspire you with stories of how these entrepreneurs overcame the most extraordinary challenges - with sheer willpower, good old-fashioned grit, sweat, and tears. Learn how to navigate your business through the pandemic that feels like it's here to stay, plus read practical tips about how to grow your business this month and beyond.

Jill Antonio  
Editor-In-Chief

# MONEY CENTRAL

06.

## FEATURE

Get to know the talented Scott  
"Carrot Top" Thompson

10.

## SPOTLIGHT

Introducing emerging fashion designer:  
Erika Janavi

14.

## STATEMENT MAKER

Meet the founder and CEO of Postal  
Petals - Talia Boone

20.

## COVER STORY

Find out more about entrepreneur - Dr.  
Tanisha Denise Manning

24.

## INDUSTRY TIPS

Top five entrepreneurial responses to  
the Covid-19 pandemic

30.

## ENTREPRENEURIAL TIPS

Top five ways to raise more funds for  
your business in 2022

34.

## SPOTLIGHT

Top five ways to promote your business  
website in 2022

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MS ENTERTAINMENT

# EVENTS

Creating the best possible experience



CELEBRITY SPOTLIGHT: FIND OUT MORE ABOUT SCOTT  
 “CARROT TOP” THOMPSON

Scott “Carrot Top” Thompson has been making audiences around the world laugh for more than three decades. Since 2005, fans have flocked to his Las Vegas headlining residency at Luxor Hotel and Casino to catch comedy’s King of Props induce side-splitting laughter with his current take on pop culture, music, and headlines of the day in a continually evolving show.

In this insightful and funny sit-down interview with Carrot Top, the veteran comedian gets candid about his upbringing, the reasons he doesn’t ever want marriage or kids, his long time, mega-successful Las Vegas residency, his thoughts on Adele’s Las Vegas residency, his close friendship with the late Louie Anderson, the late Bob Saget, and his aversion to using alcohol or drugs as a conduit for creativity.

**Allison Kugel: You were born Scott Thompson. How did you get the name “Carrot Top?” Who gave you the name?**

Carrot Top: Unfortunately, I had something to do with that. It’s a blessing and a curse. Why I did it? I don’t know. I thought the name Scott Thompson was kind of boring. Well, not kind of, it is. Being a stage performer, I always thought I should have something fun. Queen Latifah was taken, and so I thought, “Gosh, I need something better.” I went up to the stage one night and said, “Bring me up as Carrot Top.” They said, “Carrot Top? Are you sure?” I said, “Yes, I’m pretty sure.” And that was it. I was “Carrot Top” forever.

**Allison Kugel: What are the three pivotal events in your life that shaped the human being you are today?**

Carrot Top: One, of course, is having become a comic, and there was a lot of luck in a sense. I was a kid when I wanted to do comedy and it was like, “How do you become a comedian?” There are no comedy schools. Clown school maybe, but there was no stand-up comedy school. I would really honestly stand in the mirror and just pretend and tell jokes, and then I had this idea because I kept listening to this comedy club that was down in West Palm Beach, Florida, every day, they had a radio thing where they announced that you could come to their open mic nights. I went down there one night and watched and got the urge the following week to get involved and do it, I put together what I thought was an act, and I showed up. The woman said, “You were so funny, but the stuff you’re doing is all about [your] college.” She said, “Everyone that comes to this club is not going to be in college. They are going to have jobs, and there might be 40-year-olds, there might be 60-year-olds. It’s going to be a collection of different age groups and occupations, so your stuff has to be a little bit more general.” I went back to the drawing board and that’s where all these props kind of came into play. I started thinking of generalized props that kind of got me into doing what I do. That’s a pivotal thing as far as trying to find that personality of who I was going to be on stage.

**Allison Kugel: (Laugh) Are you an introvert in real life, or is it what you see on stage is what you get?**

Carrot Top: No, I’m very shy and inverted. Believe it or not, I’m very shy. People every day would say, “You’re so soft-spoken and shy. Then you go on stage and you’re kind of crazy.” I’m very private. I’m not that kind of a weird introvert sitting in a corner by himself, but I usually go out to lunch by myself.

**Allison Kugel: Do you ever want to get married or have kids?**

Carrot Top: I don’t think so. It’s hard enough just taking care of me. I can’t imagine taking care of a wife and kids. I’m enough.

**Allison Kugel: You've been doing your residency at The Luxor for sixteen years now. What is it about Las Vegas that you love?**

Carrot Top: It came around by accident, believe it or not. I used to do a couple of weeks at a time at the MGM Grand, seventeen years ago. It was like a mini residence. I would go there for two weeks, and then I would go on the road and do shows. Then I would come back and do two weeks and then go back out on the road again. They had brought to my attention that David Copperfield wanted to take over that showroom and make me disappear, and so I was thinking, Okay, I guess I'll go back on the road. Then my manager says, "There is a room open at the Luxor right across the street." We walked over one night and looked at it, I was then told, "This will be full-time. You'll be here every night." I wasn't ready to be a resident headliner. I was reluctant. I said, "Let's do a year and see how it goes." It was horrible for that first year. I was living in a hotel. It was just not a good time. Things weren't working. Shows were tough and I was losing my mind, and thinking I have to get out of this gig. Then one day it was really weird, I just started having fun and it started to click. It was kind of cool because I wasn't having to travel. I agreed to do another two years, making it a three-year deal, and at that point, we really got into a groove. It wouldn't make any sense for me not to be in Vegas. Then I agreed to a five-year deal. Then it became a ten-year deal, and now it's been sixteen years and counting. You're in one place and people come to you, as opposed to you going to them. I've gotten used to the room. We just did this brand-new bit about Adele. I could go on stage and knock it out and not have to be on the road traveling with it. Then I can come home and hang out with my dog, and I'm in bed by 11 pm watching TV.

**Allison Kugel: You mentioned healing people with laughter. Do you think there is a spiritual aspect to what you do as a comedian?**

Carrot Top: Absolutely. First of all, I'm very spiritual and I think that there is no way there can't be a correlation between smiling, laughing, feeling good, and healing. That is why they send clowns into children's hospitals, and even dogs. They bring in things to make the kids that are sick smile. These kids are laughing, and they are not thinking about their cancer. I have had thousands and thousands of encounters and letters in my career that would shock you. Handwritten letters from families, from people of all ages that have written me letters that say, "You have no idea how you have helped my father live through his last days. We watched your movie. He was so depressed. For his last trip he wanted to go see you in Las Vegas. He was sick, and they got him on a plane to come and see you." It's almost a weight on your back. You have this [responsibility] and you have to keep that in mind. Like every time you go on stage, you think to yourself that there is someone out there that needs you, literally.

**Allison Kugel: Was there ever a time when people's criticism of your comedy got to you? And are you a self-critical person, or do you let yourself off the hook pretty easily?**

Carrot Top: Mostly, my whole career, it hurt my feelings until recently. It's human nature that you want everyone to love you, and it's kind of like a cliché, but you can't please everybody, and not everybody is going to love you, dude. They're just not. There are going to be some people out there that are going to say, "Carrot Top? Nope, not good. Not a fan." The other day I saw the Rolling

Stones show. It was unreal, and my friend said, "Oh really? You couldn't pay me to go to that." I'm thinking, "What?!" It is what it is. People have always, from day one since I got into this business, they always made fun of me, I think just the red hair, the freckles, the name, the props, just everything. It was a whole smorgasbord of just not liking me. A lot of it was comics that were just jealous because I had gotten some success. I was on The Tonight Show, I was on Live! With Regis & Kelly, I did a movie, so they were kind of like, "What the heck? I don't get it."

**Allison Kugel: What is the greatest advice you ever received?**

Carrot Top: It might not be one thing that one person has told me. It's kind of me being on this planet and giving me my own advice. I know to be a good soul. I know to be kind to people. I know to work hard. I know to not get into fights. I know to not start fights or gossip about people. I know to not steal jokes. I never do a New Year's resolution because I don't do anything that I would need to do differently. Although there was one piece of advice given to me by Buddy Hackett. I was in an airport, and I said, "Oh my God, it's Buddy Hackett! Wow." I walked over to him and said, "Buddy. Wow! I'm a comic and just wanted to say that you're brilliant." When I was a young comic, he was on The Tonight Show all the time. He said, "I'm going to give you some advice." I said, "Okay what is the advice?" He wrote on a napkin, "The key to the treasure is the treasure."

**Allison Kugel: What do you think you came into this life as Scott Thompson aka "Carrot Top" to learn, and what do you think you came here to teach?**

Carrot Top: Wow, good questions! How to get along with other humans and learn how to be a good guy. Literally, where you're always about love and listening to other people, hearing their problems, and becoming a human being on this planet. It's like if every day you go to this bar and you see the same people in that bar, and everyone gets along because they're all in that bar and they are friends. Well, take that outside of the bar and do that everywhere you go. Everywhere you go, when you walk into a store or walk into a mall, be just as nice to everyone in that mall, same as you would be at the bar with those people that you know and see every day. That kind of thing. There is no reason why we can't have that.

**Allison Kugel: And what do you think you came here to teach?**

Carrot top: I'm here to teach well probably the same. You want to learn how to become a good person and you want to teach people how to do that as well. Being a performer it's kind of weird. I always feel like I wanted to be a teacher when I was in school. I had a chalkboard, I used to pretend I was writing things on the chalkboard, and I had my little bell. Then I got into comedy. In a sense, you are almost teaching every night. You have a new audience, a new classroom of people, and you're teaching them. How lucky am I in my job? I go to work every night and tell jokes.

*Tickets for Carrot Top's Show at the Luxor Hotel & Casino in Las Vegas are available at [luxor.mgmresorts.com](http://luxor.mgmresorts.com) and at [carrot-top.com](http://carrot-top.com). Follow on Instagram @carrottoplive.*

*Watch and listen to the extended interview with Carrot Top on the Allison Interviews podcast.*



## EMERGING ENTREPRENEUR SPOTLIGHT: ERIKA JANAVI

Erika Janavi initially came by bus from Lithuania to London to study Fashion and Textiles in 2011. She had a wild ride discovering herself and challenging her career in various fields, however, not Fashion. During the first lockdown, she realized how fascinated she is with textiles and how much creativity she can give to designing, which is why she's now pursuing this as a full-time career. More than that, she managed to adapt her unusual lifestyle to her designing profession. The majority of her possessions are antique or vintage because she's passionate about sustainable living and timeless everlasting designs. Therefore she makes her pieces from unique antique /vintage fabrics and materials.

MoneyCentral magazine recently caught up with Erika to discuss her journey in the fashion industry, and here's what went down:

### **How did you get into the fashion industry?**

I left my home country of Lithuania as soon as I graduated from school and started my BA studies in Fashion and textiles in West London. It was a spontaneous decision since I had previously prepared to study interior design.

### **What do you like most about being a designer?**

The creative process of firstly imagining a design, then creating it, and finally seeing it materialise and worn.

### **Downside to being a fashion designer?**

It is one of the toughest industries, especially if you are trying to make it on your own. People always tend to buy fast Fashion because of its cost rather than researching independent designers who offer unique, sustainable, and lasting quality items.

### **What has been the most memorable experience of being in the fashion industry so far?**

I believe my big personal moments are yet to come in the near future.

Several years ago, whilst I was in my final year at university, somehow, I still managed to do a full-time internship and work in a cafe on weekends. I was an assistant for a very successful couture designer whose clients at the time were celebrities like Florence and Machines, Paloma Faith, Nicole Scherzinger, Mischa Barton.

“I believe my big personal moments are yet to come in the near future.”



**Who have been the most interesting people you've met so far while you're in the fashion industry?**

Multitasking artists with a side hustle are always the most interesting people!

**What has been the most valuable lesson you've learned while in the fashion industry. This can be about the industry or about yourself.**

Don't be too proud to ask for help; you definitely can't do it all by yourself.

**Is your family supportive of you being a fashion designer?**

I think they are doing their best even though they don't fully understand it sometimes.

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

I would have kept up the creativity even if times were hard and I was literally a starving artist (after university, I had a four-year break working full time and abandoning Fashion because I didn't get a job in the industry right away). I'd also start building a social media presence earlier.

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

Back in university, I was very unconfident and unsure if my design ideas were good; my headteacher once told me: 'Do you want your designs to be in a museum one day? Then you should know what to do.' Whenever I wasn't sure if I should hold back and choose simpler design ideas or go bigger, I always remember his advice.

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

This spring, I will finally start selling my designs with stockists; I am also focusing on opening a pop-up shop with multiple avant-garde independent designers.



## MEET THE CEO AND FOUNDER OF POSTAL PETALS TALIA BOONE

It all started when Talia Boone was first introduced to arranging flowers a few years ago. It began with her wanting fresh flowers in the house and being curious about what kind of arrangements she could create on her own. Almost immediately, she fell in love with it. It was so calming and relaxing that she started to look forward to the hour or two that she would get to arrange flowers and just decompress and quiet her mind. It became her go-to form of self-care and a way to relieve stress.

Two months into quarantine last spring, Talia was super stressed and desperately in need of a floral fix to ease her nerves as the walls in her home began to close in on her. She needed fresh flowers, but the LA Flower Market was closed due to the lockdowns. After looking around online for other ways to get her hands on some flowers, she came across a flower wholesaler who shipped large volumes of flowers to clients like florists, event & wedding planners, etc., all around the world. She just cold-called him hoping to convince him to reduce his minimums and ship her a small order of flowers that she could arrange at home.

Through that conversation, Talia learned about the obstacles that prevented him from accommodating her request, but by the end of their 2-hour call, her mind was spinning. She realized that what she wanted didn't exist, but that could possibly be an opportunity for her to fill a hole in the marketplace. She immediately went to work putting together a wireframe for what the business could look like. That was in May. By late July, they launched in beta with nearly 20 domestic farm partners signed up to ship for them. Today, they're shipping flowers all across the country.

Postal Petals provides direct access to farm-fresh, high-quality flowers to those who enjoy the mood-enhancing beauty of bold blooms and appreciate the mind-calming experience of arranging them. Talia built a community of more than 20 domestic farms to curate and ship only the freshest, highest-quality flowers available. Each box arrives with bundles of blooms that clients can then break apart and design in a way that best suits their creative musings.

Before Talia entered the floral industry, she had a groundbreaking career in sports, entertainment, and social impact. She brings over 15 years of experience in brand strategy, communications, marketing, public relations, promotions, sales, and strategic partnerships.

A native of a Los Angeles suburb, Talia is a graduate of San Diego State University, where she earned a degree in communications with an emphasis in public relations. She's also an advocate of civic engagement and collective social change as well as a lover of facts, experiences, art, culture, and of course, flowers. MoneyCentral Magazine recently caught up with Talia to discuss her journey as an entrepreneur, and here's what went down:

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

I'd say it was around my third year in the workforce. My first two jobs out of college were for unconventional but large companies, but then I worked for a very small sports and entertainment company where I was empowered to do new things, build campaigns and initiatives that came to mind and find new ways to do old things. I was encouraged to step outside of my comfort zone and push myself beyond my own limitations. When I would succeed, I'd be drunk with excitement about what I was able to build. I'd say that this was when I was first, in a real way, introduced to the idea that I thrive as an entrepreneur. The seed was planted, and within a few years, I went out on my own and hadn't looked back.

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

Before becoming an entrepreneur, I worked in professional but quite unconventional environments. Right out of college, I started working in the NFL, and while it was hard work, it was enjoyable and light-hearted with insane work hours. After I left the NFL, I still worked in sports, but for a small agency where I often worked independently and my first taste of entrepreneurialism.





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

The freedom and ability to create drive me. I love that I have almost complete autonomy and work only on projects that inspire me. I'm incredibly driven by work that can positively impact marginalized populations.

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

Busy! For me, a typical workday starts with checking in on Slack for updates, orders that may have come in overnight, and setting a list of any urgent priorities for the day. Next, I check my calendar for the day, then slot tasks in between meetings. I spend the next 6-8 hours in meetings and working through the day's to-do list. At the end of the day, I go over notes from the day, assess the work completed, and prep for the next day.

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

That's easy:  
 - My love for flowers  
 - My love for self-care  
 - And my desire to see if I could do it and how big it could be

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

Vision, hard work, flexibility, and determination.

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

E-Commerce, Hiring, and Interviewing.

When starting Postal Petals, I struggled (and still do struggle) with a number of different things getting it off the ground. I was new to the e-commerce space, so building a platform from scratch was a challenge. We tried numerous platforms before landing on Shopify but are still working to hire developers for customization. And luckily, I have been able to hire an amazing support team in all departments who help this

business run smoothly. But finding good people isn't always easy. I learned through the interviewing and hiring process about what red flags to potentially look out for and whose work ethic matches mine. Also, when you're building a business, you have a limited amount of resources, so you often have to rely on freelancers and contractors. While some great freelancers are out there, some may over promise and under deliver or just disappear altogether. We work hard every day to identify solid staffing support for our team.

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

Collaborations are key. It's an easy way to your brand in front of other audiences. Plus, building relationships with other brands could lead to solid expansion for your brand through unexpected avenues.

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

If it doesn't fit, don't force it. Listen. Delegate. Decisive.

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

Ask for help. There is absolutely no shame in saying you don't know how to do something. The people around you want to see you win and see you succeed, so let them know if they can help you. Maybe it's asking for help with a logo design from a friend who does graphic design, or asking an attorney friend about how to set up an LLC, etc. Don't stress yourself out trying to figure it all out on your own. You can go so much with a supportive tribe around you.

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

The number one piece of advice I give business leaders and budding entrepreneurs is to take care of yourself and carve out personal time to reset and refresh. If the leader is not well physically, mentally, and emotionally, they won't be any good to those looking to them to lead. The last thing you want to do is burn out before you accomplish your goal.



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# INTRODUCING Tanisha DENISE MANNING

A veteran entrepreneur, Dr. Tanisha Denise Manning, better known as "Wonder Woman," is an inspirational game-changer with an impressive resume. She has built a career dedicated to public service - leveling the playing field for some of the most at-risk youth in various communities. She's a "Light" combat veteran, a highly sought-after author, a motivational speaker, a Holistic Health practitioner, an International certified birth doula, a 1st HBCU (Historically Black College and University) certified life coach, a certified yoga instructor, a Forensic fingerprint and mortuary expert, a Juvenile Justice Advocate, a former deputy sheriff, as well as an active humanitarian. No wonder she was dubbed as "The Wonder Woman Life Coach" by Source Magazine in 2014 and featured as "The 2018 Wonder Woman of San Joaquin County."

Raised amid rampant gang violence and poverty in South Stockton, California, Denise managed to claw her way out of poverty through sheer willpower. She overcame hardship and loss and actually succeeded where failure was almost a certainty. Thus, her life is a shining example of what the human spirit can endure and achieve as long as there's determination and willpower.

When it comes to public service, Denise is undoubtedly in a league of her own. She has worked diligently for the Florida Department of Juvenile Justice, advocating for youthful offenders and creating their first re-entry and mentoring program in Tallahassee, Florida. She has established and facilitated several creative writing and poetry classes for young offenders already in the criminal justice system. In fact, Denise implemented the first poetry creative writing classes in Orlando, Florida, Killeen, Texas, and Stockton, CA, and has received numerous commendations for Outstanding Distinguished Service.

Back in 2015, Denise opened her business, "Pretty Lady Boutique." The boutique provided services for women and housed a mentoring non-profit for teenage girls. She took to local schools and created "Pretty Lady Sisterhood" - she became the first in the city and school district to incorporate

and implement a mentoring program for high-risk teenage girls. Because of her extensive public service, she has been featured for community service leadership in several print and online publications, television as well as by various organizations and universities.

Fast forward to today, and Denise currently has over thirteen years of military service in the United States Army under her belt. She holds degrees in Criminal Justice Administration and Business Administration, and she has received an Honorary Ph.D. in Theology and Spiritual Counseling. Denise has also worked with various police departments in fingerprint analysis, crime scene processing, and violence prevention strategies. She holds membership in several prestigious social and civil organizations where she has been recognized as a Visionary Pearl and Charter President and she's currently a Master Counselor/Life Coach. She's also a new mother to a beautiful baby boy.

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

**Can you tell us more about your life coaching journey since you're a pioneer in the field?**

Coaching and counseling was always a calling in my life. While deployed to Baghdad during Operation Iraqi Freedom, I made up my mind that I was going to become a life coach; however, years prior, I had implemented programs and held coaching groups in local detention centers for high-risk youth. My passion for helping high-risk youth drove me to implement mentor coaching programs for state departments of juvenile justice, local city governments, juvenile detention centers, and federal correctional facilities for women.



# STUKA KIJANA

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

There's no better feeling than creating something from the ground up without someone telling you what you can and cannot do. I remember working a job and realizing I was giving them all my creativity for pennies. I didn't particularly appreciate feeling used. I was motivated by freedom - the freedom to create, serve, and give back without restrictions.

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

The need and passion for helping others. Being the person I needed when I was a troubled youth or young woman who was in need.

It has come to our attention that you made history as one of the first women to obtain a Master's degree in "life coaching" - can you tell us more about this?

I started coaching before it became popular and saturated with people that didn't have life experience or education. Life coaching degrees weren't offered until 2016-2017, and I jumped on the first outstanding accredited program.

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

Overcoming the fear of doubt. Understanding that oftentimes your worst enemy and worst critic is yourself.

You recently trademarked "Venting Session" as a service in your private counseling practice. Why did you feel the need to trademark this service, and what makes this service so unique?

Many people don't want, can't afford, or don't trust therapy. I'm an advocate of therapy; however, I also understand that sometimes you just want to get something off your chest, get some unbiased advice without the hassle of insurance or high copays. Sometimes you need to talk to a professional with no strings attached, someone that relates and can identify with your situation. Someone other than your relatives or close friends - that's me. Venting session is a 45-minute session that offers more than a space to let go but a space to heal and be heard, become grounded, and get a clear perspective on what's next.



### HONDURAS

International Life Coach  
T. Denise comes to Honduras

MARCH 2018

ABOUT LIFE COACH MANNING

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Receive both books support in local hospitals, a copy of Life Coach Manning children's book 'Clipped Wings', a notebook, gift good food with clothing and bedding supplies.

# Pretty Lady Sisterhood



## TOP FIVE ENTREPRENEURIAL RESPONSES TO THE COVID-19 PANDEMIC

The world continually challenges us to be our best possible selves, but how can entrepreneurs best ensure that they are prepared for these challenges?

From company conduct to company communication and the impact imposed by COVID-19, let's discuss the best responses for entrepreneurs to take in these difficult times.

### Company Communication

The COVID-19 pandemic has revolutionized the way that we work. We have begun to take to our desks at home to get the job done, which has severely impacted a company's ability to communicate with each other. As workers are no longer in a concentrated area in their offices, entrepreneurs are becoming increasingly worried about how best to meet company targets.

A great way to boost communication methods is through video streaming services such as Zoom. This allows your team's concentration into one area once again and, assuming no technical difficulties, enables clear communication re-establishment.

### Company Conduct

Consumers are becoming increasingly interested in a company's position on social issues, which is a crucial challenge to entrepreneurship. If you cannot understand what your consumers want, it might be difficult for your company to appear reliable.

As an entrepreneur, by gauging an understanding of consumer wants in your approaches to things, you may be able to implement more environmentally friendly initiatives. For example, showing consumers that you are a company that cares about the broader issues and not just about business.

### Company Competitiveness

As an entrepreneur, you will always be competing against the next best person, but COVID-19 has severely changed how we do business. It is not worth targeting your marketing strategies to things that people will only see if they enter your stores, as online purchasing has skyrocketed.

For this reason, you must develop your social media presence and begin creating a presence on there that your consumers can interact with, allowing you to remain more competitive in a much more complicated world.

### Company Health

While doing business is the primary goal of any entrepreneur, considering that your workers, and yourself, need to take care at such a critical time is also crucial to productivity and overall happiness. This can actually damage internal relations if people are dissatisfied, making this a top priority matter.

Taking frequent breaks is a great way to look after yourself. Understanding that some workers may be more affected than others shows your willingness to be considerate and caring of your workforce as an entrepreneur.

### Company Finances

Finally, money may be tight at the moment due to the impositions of the pandemic, and it is essential to realize that asking for help is necessary at this time.

If you have loans, speak to your bank about potential extensions, and tap into your network to see if they are willing to support you in any way possible.



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## TOP FIVE WAYS TO RAISE MORE FUNDS FOR YOUR BUSINESS IN 2022

Finding the required capital to build their enterprises is one of the most challenging issues entrepreneurs confront. Startups must cope with various charges, whereas established organizations must fund development and working capital. Because money does not grow on trees, you may fund your business in multiple ways.

We will love to see your business flourish and make a big difference, which is why we've listed five specific ways to raise more funds for your business in this article.

### 1. Bootstrapping

Bootstrapping is a popular way to raise money for a business. This entails gathering together any personal assets you may obtain to fund your firm. In many circumstances, using what you have rather than borrowing or generating money is a good strategy. In fact, several entrepreneurs continue to bootstrap their businesses until they become successful.

This can be advantageous since it eliminates the need for large loans and monthly payments, and investing some of your own money generally makes investors and lenders more inclined to cooperate with you in the future.

### 2. Family And Friends

If your money is insufficient, you can turn to those closest to you. Before pursuing external finance, this is frequently a practical first step. Because they are less likely to demand tight repayment conditions or high-interest rates, family members and friends may be simpler to persuade than anonymous lenders. They are the best sources of funding for the business.

Borrowing from friends and relatives entails its own set of dangers. Your connections may suffer if the enterprise fails or takes considerably longer than expected to return the debt. Before approaching your friends and relatives for funding, you should complete a business strategy. In this manner, you can explain exactly what you're doing and how you'll generate money for them.

Ensure that you have all of the loan conditions written out. This contains the amount you are receiving, the interest rate, and the needs and deadline for repayment.

### 3. Angel Investors

Angel investors can also help you to raise more funds for your business. Angel investors are groups or individuals that put their own money into the enterprises of others. They stand apart because they prefer to invest in firms in their early phases of development and are constantly on the lookout for the next business to invest in.

Angel investors have backed many of today's most successful technology businesses, including Yahoo and Google. An angel investor is regularly somebody who has made progress in one region and looks for new possibilities in a similar field or different organizations. Angel investors might not only provide funding to get your firm off the ground, but some may also opt to advise you. They may also use their current industry relationships to open doors for your company.





#### 4. Crowdfunding

Since the 1990s, businesses have used the internet to promote and sell their products. However, during the previous ten years, the internet has also become a new source of finance, and it has become one of the most acceptable methods to raise more funds. This allows you to obtain cash from websites where investors from all around the world may support your business.

You will be asked to start a campaign and set a fundraising goal and provide rewards for donors who pledge a particular amount of money, such as early access to items, discounts, and so on. You then generate funds for the campaign over a set period.

#### 5. Loans

Banks and other financial entities can provide loans. This is one of the oldest ways to raise money for business growth; however, many people dislike it. To obtain a loan, somebody may ask you to demonstrate that you have begun developing traction and making money. You may also be required to show a thorough business strategy.

Lenders can be confident in your capacity to repay loans, including interest, based on your company's financial projections.

#### Final Words

There are several ways to raise more funds. Entrepreneurs must assess the pros and drawbacks of several funding alternatives to determine which one offers the most flexibility at the lowest cost. There are several choices for funding your business, so don't be disheartened if one does not work out. You may quickly get the financing you need to take your business to the next level by exhibiting diligence and resourcefulness.

## TOP FIVE WAYS TO PROMOTE YOUR BUSINESS WEBSITE

Now that you've got your website up and running, the next issue on your mind will undoubtedly be how to advertise your website. Is it possible that if a website is made but is not connected to any place, no one will ever see it?

You're probably curious about how to advertise a new business website, especially since you're still in the early phases of your business. In that case, you're probably scared that the only efficient approach to increase visitors will be to spend a fortune on ads.

Fortunately, there are several ways to advertise a business site available. In this piece, we'll look at a few ways to promote your business website in 2022.

### 1. Search Engine Optimization

The most important thing you can do to promote your website is SEO or search engine optimization. If you don't keep your website search engine friendly, you risk it becoming lost in the flow of information. There are over 2 billion websites on the internet, and more are being created every second.

There are thousands of online ways to promote a business that may help you enhance your website's SEO, so you don't need to pay an SEO consultant. Most SEO issues on your website may be resolved by yourself with a few basic tweaks.

There are two significant factors to consider when it comes to your website's SEO: on-page SEO and off-page SEO.

Everything viewable on your website is referred to as on-page SEO. This includes content, pictures, videos, meta descriptions, responsive design, and even your website's structure.

Off-page SEO refers to what goes on behind the scenes of a website. This includes things like who is linked to your site, how authoritative it is, and how engaged readers are with it.

### 2. Social Media

Social media is the most popular free means of marketing new websites for a good reason. Platforms with billions of users, such as Facebook, Twitter, and Instagram, make it simple to interact with other local companies and advertise your own. These all social media platforms help you promote your business website.

However, before you begin using social media, you should examine your company's brand voice, whom you're marketing to, and whom you're attempting to reach. If you have enough money to spend on advertising your website, Facebook Ads are the best way to market your business on social media.

Facebook Ads include many targeting choices, making it simple to narrow down your target demographic. You may also opt to target folks who are friends of your existing followers or follow specified other pages.

### 3. Guest Blogging

Guest blogging is a terrific strategy to promote your business and get connections to your new underused website. To demonstrate your competence, you publish a guest post for a reputable blog in your sector (or a related one). You'll be able to route traffic from a trustworthy source back to your new website by linking back to it at least once in each guest post.

Whether you're a new business or in marketing, you may find it tough to get a guest posting place on some websites due to circumstances beyond your control. Given that guest blogging for other publications used to be a hugely popular SEO practice, many websites either thoroughly scrutinize whom guest writes for them or don't accept entries at all.

The most important thing to remember with guest blogging is that it is less about SEO and more about developing connections, both with the publication and with your audience. This is one of the best ways to promote your business website.

### 4. Content Marketing

Information marketing is one of the best ways to advertise your business site since it boosts your SEO while also producing content that your target audience will find beneficial. A popular fallacy is that to perform content marketing, you must blog, but this is not always the case. While blogs are the tried-and-true content marketing channel, you can also make videos, launch a podcast, or even start a newsletter centered on your work.

An important point to remember about content marketing is that the information you publish must be helpful, intriguing, or entertaining to your target audience. Doing a lot of keyword research before you start is the most significant way to ensure you're answering people's queries.

### 5. Email Marketing

If you want a tried-and-true way to promote directly to your consumers, email marketing is a terrific alternative. It's simple to establish an email marketing campaign once your business site is fully operational, and many email marketing services are available for free or at a small fee.

The fantastic thing about email marketing is that people don't even have to visit your website to sign up for your email newsletter, so you can start advertising your new website before it ever goes live. Most email marketing programs let you share a signup URL with your subscribers so they may join your email list without having to visit your website.

### Final Words

Now you don't have to worry about advertising a new business website. Some of the methods discussed above will be more appropriate for your website than others, but they should all help you take it to the next level. Every website marketing approach we've covered should be able to assist you in getting the word out about your site.



A woman with long brown hair, wearing a white wide-brimmed 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 beach with waves and a blue sky with light clouds. Two wooden posts are visible in the sand.

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