

STAR CENTRAL

June 2023

THE ULTIMATE GUIDE TO
**TURNING YOUR IDEA
INTO AN EMPIRE**

**INTRODUCING
JENNIFER KASSIR**



SELF-BELIEF

How to transform
your self-doubt
into self-belief in
seven easy steps

Ellen unveiling
A. Hollis III

A Visionary Entrepreneur and the Mastermind behind Hol Tech Resources, LLC

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Get to know one of the entrepreneurs to watch out for in 2023



OPENING REMARKS



In this edition, we proudly present a collection of articles that celebrate the spirit of entrepreneurship. We explore the captivating stories of visionary individuals such as Elton A. Hollis, III who have dared to pursue their dreams and transform them into successful business ventures. From the early stages of ideation to the challenges of growth and expansion, these articles offer invaluable insights into the world of entrepreneurship. Whether you're a seasoned business owner or an aspiring entrepreneur, these articles are sure to ignite your entrepreneurial spirit and provide you with practical advice for your own journey. God Bless everyone.

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EDITOR'S NOTES

In this issue, we are thrilled to feature Elton A. Hollis, III, a distinguished veteran entrepreneur and the proud owner of Hal-Tech Resources, LLC. His company offers comprehensive consulting services, specialising in guiding and training individuals in the areas of Safety, Quality, and Compliance. With his expertise and experience, Hollis has made a significant impact in his field, and we are excited to share his story.

This edition also includes inspiring stories on how to build an empire, exploring the strategies and mindset needed to succeed as an entrepreneur. We delve into the importance of trusting your instincts as you navigate the business world, highlighting the experiences of successful entrepreneurs who credit their intuition for their achievements.

Furthermore, we are thrilled to showcase Jennifer Kassir, a truly multi-talented individual who shines brightly in various artistic endeavors. As an actress, singer, and influential presence on social media, Kassir's captivating performances and engaging online presence have garnered her a devoted following. We explore her journey and the impact she has made in the entertainment industry.

This issue is packed with insightful articles and compelling stories that will inspire and motivate our readers. Whether you're seeking entrepreneurial guidance, personal empowerment, or a glimpse into the world of entertainment, we have curated a diverse range of content to captivate and engage you. Enjoy the read!

Victoria Cruz
Editor-in-chief

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HOME LOANS



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7 STRATEGIES TO SUCCEED AS A

Fashion INFLUENCER

In recent years, the landscape of fashion influencers has undergone a transformative shift, with social media emerging as the primary platform for them to exhibit their personal style and endorse diverse fashion brands. The meteoric rise of social media platforms like Instagram and TikTok has propelled fashion influencers to new heights, amassing devoted followers and cementing their role as indispensable allies for fashion brands aiming to connect with broader audiences.

Social media has become a dominant platform for fashion influencers to showcase their style and promote various fashion brands in recent years. As social media platforms like Instagram and TikTok continue to rise, fashion influencers have gained a significant following, making them valuable assets to fashion brands looking to reach a wider audience. Below are some strategies fashion influencers can use to stand out and establish themselves as trusted and sought-after influencers in the fashion industry.

Develop a unique personal style

Fashion influencers are known for their individual style, which sets them apart from other influencers. To become a successful fashion influencer, developing a unique personal style that resonates with your audience is essential. This can be achieved by experimenting with different outfits, accessories, and makeup looks until you find a style that truly represents you.

Create high-quality content

In the world of social media, high-quality content is critical to standing out and gaining a loyal following. To create high-quality content, investing in good equipment such as a camera, lighting, and editing software is crucial. Also, ensure your content is visually appealing, informative, and engaging. This can include photos, videos, and blog posts.

Collaborate with other influencers and brands

Collaborating with other influencers and brands can help to increase your reach and gain exposure to new audiences. Reach out to other influencers and brands that align with your style and audience and collaborate on content that both parties can share on their platforms.

Stay up to date with industry trends

Fashion is an ever-evolving industry, and staying up to date with the latest trends and styles is essential. This can include attending fashion shows, following industry leaders on social media, and keeping up with the latest fashion news.

Engage with your audience

Building a loyal audience requires interaction with them if you want to be seen as a trusted influencer. This can include responding to comments and direct messages, asking for feedback and opinions, and hosting Q&A sessions.

Use hashtags effectively

Hashtags are an effective strategy for gaining exposure to new audiences. To use hashtags effectively, research popular fashion hashtags and use them in your posts. Also, create a unique branded hashtag that your followers can use when sharing their own fashion content.

Be authentic

Building a devoted audience and establishing yourself as a respected influencer requires authenticity. Be true to yourself and your personal style, and don't be afraid to share your personal experiences and stories with your audience.

In conclusion, becoming a successful fashion influencer takes time and effort. Still, by implementing these strategies, you can become known as a trusted and sought-after influencer in the fashion industry. By developing a unique personal style, creating high-quality content, collaborating with other influencers and brands, staying up to date with industry trends, engaging with your audience, using hashtags effectively, and being authentic, you can build a loyal following and make a lasting impact in the fashion industry.

NINE SUREFIRE *Weight* LOSS TIPS

A healthy diet is essential for maintaining physical and mental well-being. However, with so much online information, getting started can be challenging. Here are some tips to help you maintain a balanced diet and make healthy dietary choices.

Reduce eating processed foods and added sugars: These items are frequently high in calories. Sodium and bad fats can often lead to weight gain and other health issues. Limit your intake of processed foods, including sugary drinks, candy, and pre-packaged snacks.

Watch portion sizes: Be mindful of portion amounts to prevent overeating. Use smaller plates, bowls, and cups, and measure serving sizes to ensure you eat the recommended amounts of different foods.

Keep yourself hydrated: Water consumption is crucial for maintaining optimal health. It helps regulate body temperature, flushes out toxins, and keeps your skin and organs healthy. Drink at least eight glasses of water daily and avoid sugary drinks, which can add unnecessary calories and lead to dehydration.

Avoid skipping meals: Overeating and bad food choices later in the day might result from skipping meals. Make sure to eat a balanced breakfast, lunch, and dinner, and consider incorporating healthy snacks in order to maintain your energy levels throughout the day.

Eat mindfully: In order to eat mindfully, you must pay attention to your body's signals of hunger and fullness while also appreciating each bite – enjoy the taste and texture of your food. This might assist you in limiting your intake and selecting healthier foods.

Plan and prepare meals: Planning and preparing meals in advance can help you make healthier food choices and save time and money. Consider batch cooking and meal prepping on the weekends, and keep healthy snacks on hand for when you're on the go.

Choose healthy fats: Healthy fats, including monounsaturated and polyunsaturated fats, are essential for maintaining optimal health. These include foods such as avocado, nuts, seeds, and fatty fish like salmon.

Don't restrict certain foods: Restricting certain foods can lead to cravings and overeating. Instead, focus on moderation and balance, and allow yourself to indulge in your favorite foods in moderation.

Seek professional guidance: If you're struggling to make healthy food choices or have a medical condition that requires a specialized diet, consider seeking guidance from a registered dietitian or another qualified healthcare professional.

In conclusion, maintaining a healthy diet is essential for optimal physical and mental health. By eating a variety of foods, limiting processed foods and added sugars, watching portion sizes, staying hydrated, not skipping meals, eating mindfully, planning and preparing meals, choosing healthy fats, avoiding food restrictions, and seeking professional guidance when needed, you can create a healthy and balanced diet that works for you.



HOW TO SPOT A FAKE *Modelling Agency*

For aspiring models, finding a reputable modeling agency is essential for launching a successful career in the industry. However, not all agencies have the best intentions. Fake modeling agencies often prey on unsuspecting individuals, promising opportunities that never materialize or charging exorbitant service fees. Below are some insights and tips on spotting a fake modeling agency and protecting yourself from scams.

Research and Due Diligence: Before engaging with any modeling agency, conduct thorough research to ensure its legitimacy. Start by searching for the agency's website, social media presence, and client reviews. Legitimate agencies typically have a professional website with clear information about their services, client roster, and contact details. Try to look for any potential red flags, such as poor website design, lack of transparency, or negative reviews from models who have worked with them.

Legitimate Contact Information: A genuine modeling agency will provide clear and legitimate contact information, including a physical address, phone number, and professional email address. Be wary of agencies that only provide a generic email address or use personal email accounts for communication. Additionally, verify the provided contact information through online directories or by contacting the agency directly to ensure its authenticity.

Established Track Record and Reputation: Reputable modeling agencies have an established track record and a solid reputation within the industry. Look for agencies that have been in operation for several years and have successfully represented and placed models with reputable clients. Research their past projects, partnerships, and affiliations to gauge their credibility and standing within the modeling community.

Beware of Upfront Fees: One of the most significant and recognizable signs of a fake modeling agency is the demand for upfront fees or exorbitant charges. Legitimate agencies typically earn their income through commissions on the work they secure for their models. Be cautious of agencies that require payment for representation, photo shoots, training programs, or portfolio creation. Reputable agencies invest in their models and make money when the models succeed.

Professional Industry Relationships: Authentic modeling agencies have professional relationships with industry insiders, including reputable photographers, designers, and casting directors. They have established connections that enable them to secure legitimate opportunities for their models. If an agency claims to have partnerships or collaborations with prominent industry figures, cross-check their claims and contact those professionals directly to verify the agency's credibility.

Trust Your Instincts: Intuition plays a crucial role in spotting potential scams. Whenever something seems strange or unbelievable, trust your instincts. Be cautious of agencies that make unrealistic promises or use high-pressure tactics to convince you to sign with them. Legitimate agencies provide realistic expectations and support their models' growth and development without resorting to manipulation or coercion.

Protecting yourself from fake modeling agencies requires vigilance, research, and skepticism. By conducting thorough research, verifying contact information, considering an agency's track record, being wary of upfront fees, checking professional relationships, and trusting your instincts, you can spot potential scams and avoid falling victim to fraudulent practices. Remember, a genuine modeling agency is invested in your success and will guide you through your modeling journey without exploiting your dreams. Stay informed, be cautious, and trust reputable agencies with the experience and credentials to help you pursue your modeling aspirations.





HOW TO MAKE IT IN THE *Music Industry*

The music industry can be an intricate maze, but aspiring musicians can carve out a successful career with passion, perseverance, and a strategic approach. This article aims to provide valuable insights and guidance for those looking to make it in the music industry. From honing your craft to building a solid network, let's explore the essential steps you can take to navigate this dynamic and ever-evolving landscape.

Define Your Unique Sound and Style

Developing your unique sound and style is one of the first crucial steps in making it in the music industry. Explore various genres, experiment with different instruments, and find your artistic voice. Understand what sets you apart from other musicians and embrace your authenticity. Developing a signature sound helps you stand out from the rest of the pack and makes it easier for listeners to connect with your music.

Hone Your Craft and Never Stop Learning

Building a successful music career requires continuous growth and refinement of your skills. Dedicate yourself to mastering your instrument, improving your vocal abilities, and enhancing your songwriting prowess. Seek opportunities to collaborate with other musicians, attend workshops, and enroll in music courses to broaden your musical knowledge. Embrace constructive criticism and learn from experienced professionals. Growth is a lifelong journey, and investing in your craft is crucial for long-term success.

Create High-Quality Recordings

In today's digital age, high-quality recordings are essential for gaining attention and standing out in the music industry. Invest in a professional recording setup or find a reputable studio to produce your music. Ensure your recordings are well-mixed and mastered to showcase your capabilities in the best possible light. High-quality recordings captivate listeners and demonstrate your professionalism and dedication to your craft.

Build an Engaging Online Presence

In the digital era, establishing a solid online presence

is paramount. Create and regularly update your website and social media profiles to engage with your audience. Share behind-the-scenes content, music videos, and live performances to foster a genuine connection with your fans. Leverage social media platforms, streaming services, and online music communities to expand your reach and gain exposure. Engage with your followers and nurture relationships with music bloggers, influencers, and industry professionals.

Perform Live and Network

Live performances are invaluable for building a fan base and connecting with industry professionals. Book gigs at local venues, participate in open mic nights and seek opportunities to perform at music festivals. Networking is also crucial—attend industry events, join music associations, and connect with fellow musicians, promoters, and producers. Collaborations and connections can open doors to new opportunities, such as opening for established artists or getting your music featured in films, commercials, or TV shows.

Develop a Business Mindset and Seek Opportunities

To thrive in the music industry, developing a business mindset is crucial. Treat your music career as a business and invest time understanding the industry's trends, marketing strategies, and revenue streams. Seek out opportunities for licensing, sync deals, and brand partnerships. Consider working with a manager or hiring a music attorney to navigate contracts and negotiations. Remember, balancing creativity with a strategic approach is key to long-term success.

While making it in the music industry is undoubtedly a challenging journey, it's also incredibly rewarding for those who persevere. You can increase your chances of success by defining your unique sound, honing your craft, creating high-quality recordings, building an engaging online presence, performing live, and adopting a business mindset. Embrace the process, stay persistent, and never stop believing in your talent and passion for music. The road to success may be winding, but you can make your mark in the music industry with dedication and resilience.



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.





**PEDRO
VIRGIL**
P H O T O G R A P H Y



UNVEILING ELTON A. HOLLIS III

Elton A. Hollis, III, is a prominent figure in the business and consulting industry. As the proud owner of Hol Tech Resources, LLC, he leads a highly regarded full-service consulting firm that specializes in providing guidance and training in the areas of Safety, Quality, and Compliance. With a wealth of expertise, Elton is dedicated to assisting businesses in the Industrial, Commercial, and Small Business sectors by leveraging his impressive 26 years of experience in the Oil and Gas Construction field.

At Hol Tech, Elton offers an extensive range of services, including consulting, training, executive coaching, and comprehensive safety management and compliance solutions. His diverse skill set allows him to effectively address his client's unique needs and challenges. Throughout his illustrious career, Elton has held various positions, ranging from a Field Laborer to Executive Ownership, demonstrating his versatility and adaptability in the business world.

Elton's commitment to excellence and problem-solving prowess has earned him a stellar reputation in the Safety and Training field. He is particularly renowned for his work in collaboration with Lamar Institute of Technology, where he has contributed to Small Business training grants. Additionally, Elton is deeply passionate about supporting the success of Small Businesses. He actively engages in marketing meetings, organizes events, and delivers inspiring speeches as a mentor to foster growth and prosperity within the entrepreneurial community.

Beyond his roles in Hol Tech and his dedication to Small Business empowerment, Elton is a co-founder of the Golden Triangle Industrial Group. This group plays a vital role in promoting business growth by facilitating the exchange of project information among local companies. Moreover, Elton serves as the Vice Chairperson for the Contractors Business Development Group, where he actively advocates for the industry's best interests.

Elton's expertise and influential presence extend beyond his professional commitments. His contributions have been recognized through various accolades and media features. Notably, he has been featured on the covers of esteemed publications such as Global Millionaire Magazine, InLife International, and Global Elite Entrepreneur. Additionally, VT Post has named Elton one of the Top 100 Entrepreneurs in Texas, solidifying his status as a distinguished business leader. His accomplishments have been highlighted in reputable publications like Elitepedia, The Los Angeles, Refine Post, and The Global Celebrity.

In 2022, Elton received the prestigious BBB Torch Awards for Ethics Award for Microbusiness, a testament to his unwavering commitment to ethical business practices. He further cemented his expertise by publishing his first book, "Creative Problem Solving," in late 2021. Building on this success, Elton has recently released his second book, "Buy Into Yourself First," which offers valuable insights and effective tactics for successful business development.

Elton's talents extend beyond the realm of business. He has ventured into the world of music, composing his first song titled "Kirbyville." This heartfelt piece reflects on his upbringing in a small town in Texas and the profound impact it has had on his life.

When he's not immersed in his professional endeavors, Elton finds solace and inspiration in the great outdoors. He enjoys exploring the picturesque landscapes of the Texas Hill Country through hiking trails, connecting with nature's beauty. Additionally, he cherishes quality time spent with his children and grandchild, fostering strong family bonds. Elton is also actively involved in various charitable initiatives, leveraging his platform to contribute to the betterment of his community. One notable endeavor is his collaboration with his business partner, Joe Tant, in hosting "Small Business Friday," a highly successful radio show and podcast. The show has gained immense popularity and reached a wide audience of over 3.7 million viewers across platforms like Spotify and various social media channels.

In an exclusive interview with StarCentral Magazine, Elton was graciously open to discussing his remarkable journey as an entrepreneur, providing insightful glimpses into his experiences and achievements. The conversation shed light on the path he has traversed and the lessons he has learned along the way. Here's what went down:

How would you describe your leadership style?

I consider myself to fall mainly under the category of a Transformational Leader. I believe strongly in not only being committed to helping the organization achieve its goals but also to helping group members fulfill their potential. This style of leadership results in higher performance and improved group satisfaction than other leadership styles, in my opinion. In addition, I also believe a leader's reaction should change according to the type of situation. For example, in a crisis situation, I feel a leader should step out front first to provide clear and concise direction and lead the charge for a solution. After the initial response, I like to fall back and be ready to provide support as my team implements and molds the plan into success.

What factors do you consider when defining long-term goals?

1. *Set specific and challenging goals.* It turns out that I achieve more by setting specific goals that are a little bit bigger or challenging, but not too challenging. If we set easy goals, we often don't achieve as much as we could because we don't push ourselves quite as hard.

2. *Set meaningful goals.* Reaching goals that you care about is easier than reaching goals you don't care about. It's helpful to clarify what you care about right from the start.

3. *Set realistic goals.* It can be tricky to know just how much you can achieve. In fact, if you don't believe in yourself, you might set your goals too low and miss out on doing some great things. If you believe in your ability to manifest something, you are more likely to persist until you do. Take some time to dream big and then put on your reality cap to reflect on what is possible.

4. *Commit to your goal.* We, silly humans, don't like to disappoint ourselves or others. When we commit to something, we're more likely to do it, especially if we share the commitment with other people in our lives.

5. *Create a feedback cycle.* Feedback can be helpful so that you know how well you are doing. Even if you don't have someone to provide feedback for you, you can still put systems in place to give yourself feedback. In other words, you could track your progress on how you're moving towards your goal. That way, you'll know how you're doing. Surrounding yourself with good, honest people helps with this tremendously.

What is your method for shaping a company culture?

Get clear on your goals and priorities. Your company culture needs to absorb what you consider most important - your company's priorities and objectives. I know it sounds cliché, many companies simply don't convey - clearly and effectively - what the business's priorities actually are. That can be maddening for people who crave direction, and it breeds a lackadaisical environment for those who aren't driven.

Celebrate victories and behavior in alignment with your core values and brand immediately and highlight the great behavior; celebrate the story of the success. The closer you make the celebration to the behavior, the more you reinforce the desired value. Over time it is these small steps that accumulate in your culture.

Look for small stories that symbolize deeper meaning. You don't need only to highlight victories. Instead, also look for small occurrences in the company that symbolize deeper values you want the company to absorb.

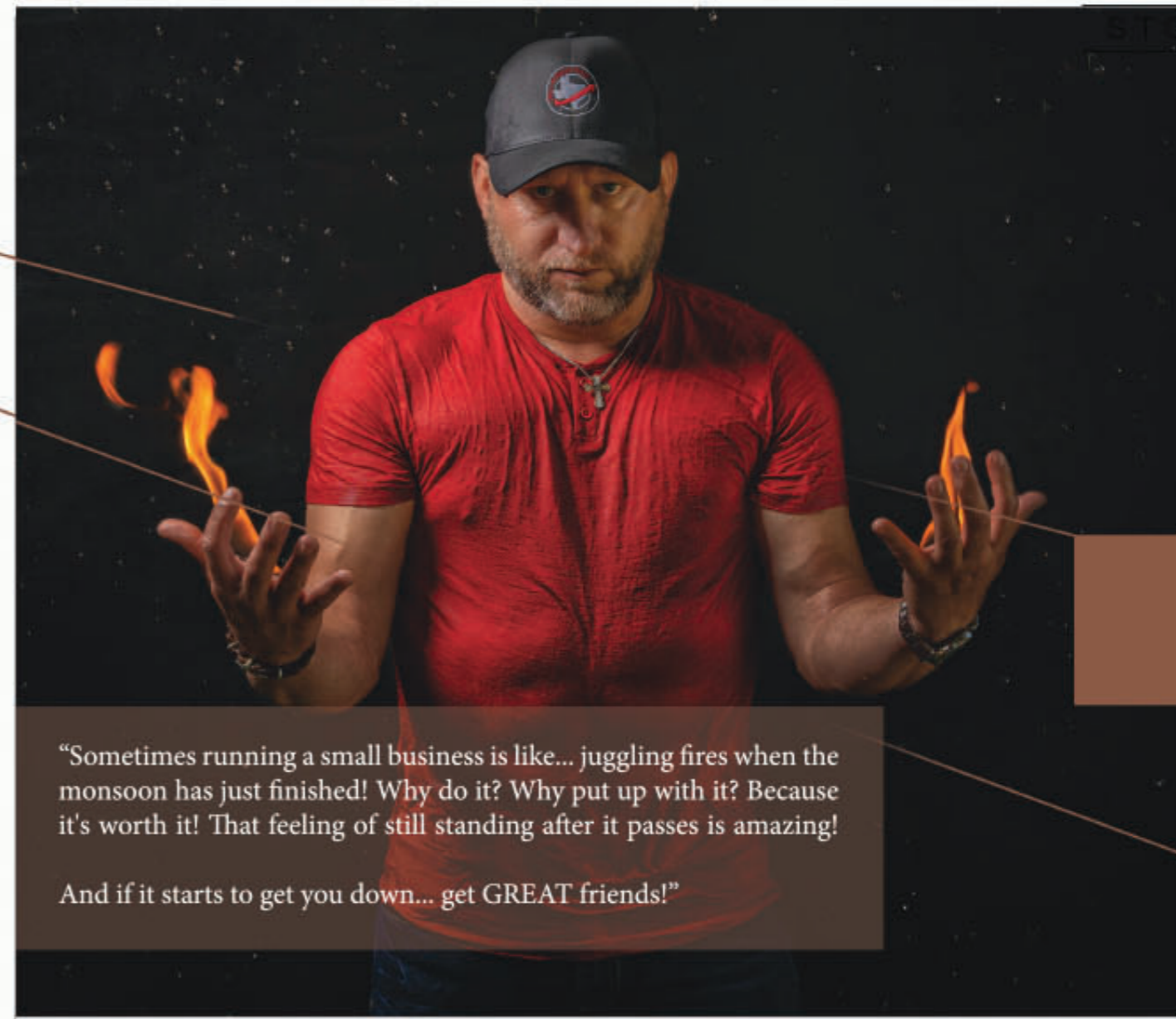
Use tough, emotional moments as examples of how serious your company is to living its goals and priorities. A tough decision in alignment with your company values and priorities will have more impact on your real culture than any dozen "easy" moves you make.

What is the most difficult decision you had to make in your position?

This is an easy question for me. Affecting a person's livelihood by either laying them off or terminating them is the hardest thing ever. I think this is why I'm so passionate about how personally they are meant to be here. Sometimes your company may not be a good fit for the employee, and you really aren't doing them justice by just letting them exist in the system. This also helps me to remember daily that it is my responsibility to push the growth and direction of the company to hopefully not have to lay anyone off due to the company's slowdown.

What do you like to do outside of work?

Spending time with my family is my all-time favorite outside of work. It's a great way for me to reset and just enjoy laughing and in the moment fun times. I also really enjoy random road trips and adventures with my girlfriend. Her job is high-stress and just as demanding as mine, so letting go and relaxing as a team in the outdoors is amazing. I've learned that doing simple things, such as cooking together, is valuable for recharging and relaxing.



"Sometimes running a small business is like... juggling fires when the monsoon has just finished! Why do it? Why put up with it? Because it's worth it! That feeling of still standing after it passes is amazing!

And if it starts to get you down... get GREAT friends!"



What does success mean to you?

Success to me is multilayered. Of course, I would love to have the wealth you hear about on tv, social media, etc., but I also appreciate and crave the wisdom of conquering challenges and being mentored by wise people. Using mindfulness, I've learned to mentor someone else and see your effect on their life, even in a tiny way. Finally, and probably my favorite, is getting to the point of helping someone else succeed and donating my time and efforts to worthy charities in my community. These things will contribute to the ultimate goal in life: to feel proud of your choices and to feel relevant to what you have been chosen to do.

**What are your greatest professional strengths as an entrepreneur?**

I believe my greatest strength is the ability to adapt to my customers' changing needs. That also means being flexible and understanding of what they may encounter in the future. Being proactive has helped me numerous times in the past and has helped me retain clients to this very day. I also think surrounding myself with the right people and always being able to learn from anyone has contributed a lot to my success.

What motivates you to succeed?

I have several sources of motivation that drive me to succeed. I know from previous roles that I am highly motivated by opportunities to learn or grow professionally because I know that this means I am providing value for my team and myself. I also get great motivation from completing meaningful work as part of a team and helping my team members achieve their best.

Another key driver for me personally is training or helping colleagues to grow and improve. I welcome opportunities to train others and constantly seek informal opportunities to share my knowledge with other people.

How do you deal with conflicts in your workplace as an entrepreneur?

Where there are people, there is conflict. We each have our values, needs, and habits, so it's easy to misunderstand or irritate one another – or worse, to fall into conflict.

Left unchecked, conflict can lead to bad decisions and outright disputes. Teamwork breaks down, morale drops and projects grind to a halt. Companies feel the hit with wasted talent, high absenteeism, and increased employee turnover. But conflict can be resolved. Moreover, it can bring issues to light, strengthen relationships, and spark innovation – so long as you don't try to ignore it. Practicing active listening,

controlling your emotions, and being positive with your approach can guide you through this process.

What would you consider as your biggest achievement?

I consider my biggest achievement so far to be operating a successful business, maintaining manageable work-life balance, and having the ability to help other people. I can't imagine a better life than enjoying what you do so much that it feels great to go to work every day. This couldn't happen without hard work, a positive attitude, and surrounding yourself with amazing people.

What advice would you give someone who wants to follow in your footsteps?

The golden rule also applies in business. When your attitude is enthusiastic, supportive, and keen, people will come, and your business will get attention. Check your business attitude and leave the bad attitude behind. Also, I think it's immensely important to reach out and don't hide behind a computer, smartphone, or website. Don't hide behind tech to do business because business is still all about the people. Face-to-face connection shouldn't be discounted, even in a technological age.

Open up your platform. Don't buck up and give a sermon on your pedestal once it reaches a measure of success. Be visible — not for the sake of what you do to maintain a brand's reputation but for the power of authentic connection.

HOW TO TRANSFORM YOUR SELF-DOUBT INTO Self-Confidence

Self-doubt affects most of us at some point in our lives. It can be a significant obstacle to personal growth and success, leading to negative self-talk and feelings of unworthiness. However, it is possible to transform self-doubt into self-belief with little effort and the right approach.

Identify the source of your self-doubt: The first step in transforming self-doubt into self-belief is identifying your doubt's source. Do you have a lack of confidence? Perhaps a fear of failure or negative past experiences holding you back? Once you determine what is causing your self-doubt, you can begin to address it more effectively.

Challenge your negative self-talk: Self-doubt can be significantly exacerbated by negative self-talk. When you notice yourself speaking negatively to yourself, challenge it. Consider whether what you are saying is accurate and whether or not there is proof for it. If you cannot find evidence to support your negative self-talk, it is time to replace it with more positive and empowering thoughts.

Surround yourself with positive people: Encircling yourself with folks who support and believe in you can help boost your self-confidence and self-belief. Seek out supportive and encouraging people who will encourage you as you go towards your objectives and pursue your goals.

Celebrate your successes: We tend to focus too often on our inadequacies and transgressions rather than celebrating our successes. It's essential to allocate some time to recognize and revel in your achievements, no matter how modest they may be. You will develop your confidence by doing this and your self-belief over time.

Practice self-compassion: Being compassionate with yourself means accepting who you are, even when you make errors or fall short of your objectives. When you practice self-compassion, you are less likely to engage in negative self-talk or beat yourself up for your perceived shortcomings.

Take action: One of the best strategies to increase self-confidence is to take action. When you take action, you demonstrate to yourself that you are competent to accomplish your objectives, and you build confidence and self-esteem in the process. Start easy and progressively up the difficulty as you become more confident and self-assured.

Visualise success: Visualising success is a powerful tool for building self-belief. When you visualise yourself succeeding at your goals, you imagine what success looks like in your head. This mental image can help motivate you to take action and build the self-belief necessary to achieve your goals.

In conclusion, transforming self-doubt into self-belief requires challenging negative self-talk, surrounding yourself with positive people, celebrating your successes, practicing self-compassion, taking action, and visualising success. You may develop the self-belief required to meet your objectives and lead your desired life. Remember that building self-belief is a journey, and although it could need some time and work, the benefits are well worth it.





FIND OUT MORE ABOUT Jennifer Kassir

Jennifer Kassir, a multi-talented individual, shines as an actress, singer, and influential presence on social media. Her notable TikTok character, Ms. Beanie Official, has garnered an impressive following of over 3.5 million fans.

Ms. Beanie, a delightful and humorous character conceived by Jennifer Kassir, has become a beloved figure among children and teenagers. Through this character, Jennifer seeks to impart a valuable lesson: it's perfectly acceptable to embrace one's uniqueness and feel comfortable in their own identity. Ms. Beanie encourages individuals to embrace their quirks and celebrate their inner child. She teaches us that even those labeled as "weird" can achieve great things in life.

Ms. Beanie embodies an unconventional persona, often oblivious to social cues, while possessing an insatiable curiosity for new experiences. She grapples with a love for food, but above all, she exudes a deep sense of care and compassion. Jennifer's intention is to take people on a journey through Ms. Beanie's world, allowing them to feel like active participants in her adventures. The relatability factor is paramount as individuals connect with Ms. Beanie, considering her a friend and finding solace in the shared experiences.

Jennifer Kassir aims to provide a voice and a sense of love to children and teenagers through Ms. Beanie's presence. By incorporating ups and downs in friendships and emphasizing the acceptance of mistakes, Jennifer seeks to teach valuable life lessons. She wants young people to feel heard, understood, and cherished by experiencing the world alongside Ms. Beanie.

Through her multifaceted talents and the embodiment of Ms. Beanie, Jennifer Kassir is making a significant impact on the lives of her audience. She exemplifies the power of entertainment and social media as platforms for fostering empathy, embracing individuality, and nurturing self-confidence. Jennifer's dedication to creating content that resonates deeply with her viewers is commendable, as she strives to leave a positive imprint on their hearts and minds.

In the world of Jennifer Kassir and Ms. Beanie, being different is celebrated, and the journey towards self-acceptance is embraced. Their collaborative efforts inspire countless individuals to embrace their authenticity, embrace the joy of being unique, and approach life's challenges with resilience and a touch of humor.

StarCentral recently interviewed Jennifer Kassir, and here's an inside look into their conversation:

Could you please tell our readers a brief background about yourself?

I am a born and raised American Lebanese content creator from Los Angeles. I was born on April 11, 1999. My parents are from Lebanon, so I grew up speaking Arabic. I'm the oldest child with a younger sister and brother. I'm very family-oriented and love spending time with them. I graduated from California State University Northridge with a bachelor's in Communication Studies. Ever since I was a little girl, I knew I wanted to have a large platform to impact people positively and make them laugh. My biggest passion is entertaining people and putting a smile on their faces. I am on a mission to help make people happier and to inspire them to be themselves and chase their dreams.

What's it like to be an influencer?

It's a lot of fun. I always wanted to have what I have right now. However, it's also stressful. You feel like you have to constantly upgrade and sometimes it feels like a competition. You can easily start comparing yourself to others. But aside from that, there are more pros. All the love and support you get on a daily basis is a great feeling. It gives me a push. Love always beats hate, honestly.



How did you become an international influencer?

My journey started in 2019 when I made YouTube videos and grew a platform of 100K by doing reaction videos to Indian songs and movie trailers. My audience was from different parts of India. I really enjoyed doing it and learned a lot about the culture. After doing that, I started pursuing TikTok. I made three accounts to target different demographics. I made two accounts that target the USA mainly and another account targeting the Middle East since I'm Arab. My first account @jenniferkassir is a lifestyle/personal blog kind of page where I tell stories and I'm just really being myself showing people my thought process, doing fashion, eating, and more. My second and largest account @msbeanieofficial is for families and kids. I make content like POVs where kids can duet with me. Most of my videos include crazy toys and food. I play a funny character called Ms. Beanie, and I wear my custom beanie in every single video. It became my branding. My Arab account @arabjenn is me speaking Arabic, and I film with my mom. We became a fun duo on there where I tell stories and speak Arabic wrong, which many Arabs find comical. Because I don't live in Lebanon, my Arabic isn't the best, so people make fun of the way I speak. Spreading myself out is what made me go international, and it's only the beginning.

If you could travel back in time and alter one historical event, where would you go and what would you attempt to change?

That's a great question. I mean if I had the ability and power to actually alter an event, it would be any genocide and war that happened to any country. It's not fair for anyone to die due to this stuff. I mean, I wish I could cast a spell to have world peace. No wars, no world hunger, no human trafficking. It's so hard to pick just one historical event to alter.

What projects are you working on right now?

I'm working on a short film for Ms. Beanie and I'm going to start making longer-form videos for my YouTube channel. I'm also working on a movie for Ms. Beanie with my director and screen

writer, V Trent. Also developing my skincare line, LA Bodies. I'm bringing new people on board to assist with marketing.

What would you still like to attempt in your career?

I want to go the tv/film route eventually. The goal is to expand beyond social media one day, and that also includes writing books which I started for Ms. Beanie already. I'd also like to make more music. I do have some songs out, and I tried to pursue a music career last year until I changed my mind. I'd still do it for fun, though. Music videos are fun to do too. We will see what happens in my career. YouTube is definitely my long-term career plan. I love and respect the platform so much. I'll still do TikTok of course; I'm just not sure how much longer the platform will be around. I have an amazing partner manager at YouTube who takes care of me, and the opportunities are endless with Google.

What advice would you give to those hoping to follow in your footsteps?

Quantity over quality in the beginning and then quality over quantity later. I started my career posting 3-10 videos a day, no joke. That's what jump-started my growth. If you want to be an influencer, pump out as much content as you possibly can. Don't try to be perfect. Trying to make perfect content will NOT work. I've posted videos that were amazing and took me hours to film and edit that flopped, and I've posted videos that took 2 minutes to record and edit, and those went viral. This goes for every platform too. I advise you to be your authentic self and make content YOU love. After you make the content, trust the process, and DO NOT compare your views to other people's views. This will discourage you, and you will want to give up. The views will come; just be patient. If you love what you're doing, people will eventually love it too. Also, some people buy views so you could be comparing yourself to something that's not even real. Just stay focused on you! Lastly, watch motivational speakers on YouTube, listen to them on Spotify podcasts, or read motivational books. Nourish your brain with helpful positive information to stay motivated and driven. It'll help a lot!



HOW TO TURN YOUR IDEA INTO AN EMPIRE

Are you an aspiring entrepreneur with a brilliant idea? Do you dream of turning that idea into a thriving empire? Get ready to be inspired as we uncover the secrets behind building an empire and discover how you can make your entrepreneurial dreams a reality.

Building a successful empire requires a combination of various factors that must be carefully orchestrated and executed with precision.

Success in this context implies the creation of a strong and dominant entity that commands influence and power in a given industry or sector. Building an empire takes time, dedication, and commitment, whether it is a business, a political entity, or an institution. Here are some of the critical elements that are necessary to build a successful empire.

Vision and Strategy

To build a successful empire, one must have a clear and well-articulated vision of what one wants to achieve. A vision acts as a guidepost and helps to set priorities and goals for the organization. Additionally, a sound strategy is essential to realize the vision. A good strategy involves analyzing market trends, identifying potential opportunities, and developing a plan to achieve the desired outcomes.

Leadership

A successful empire requires effective leadership. Leaders must be able to influence, motivate and lead their teams toward achieving the organization's vision and goals. Leaders must also be good communicators, able to clearly articulate the vision and strategy to stakeholders and employees, and make tough decisions when necessary.

Innovation and Adaptability

Innovation is a critical factor in building a successful empire. If you want to stay ahead of the competition, you must continuously innovate and develop new ideas and solutions. Empires that fail to innovate become stagnant and lose relevance in the market. Additionally, adaptability is essential as the business environment is constantly changing. Organizations must be able to adapt to new technologies, trends, and customer preferences to remain competitive.

Customer Focus

Building a successful empire requires a relentless focus on the customer. Customers are any business's lifeblood, and organizations must take that extra step to understand their needs, preferences, and expectations. Empires that fail to meet customer expectations risk losing market share to their competitors. Additionally, organizations must invest in customer service, ensuring customers are satisfied and their issues are resolved promptly.

Talent Management

An empire is only as good as its people. Organizations must invest in talent management, attracting and retaining top talent in their industry. Empires that fail to invest in talent risk losing key employees to their competitors. Additionally, organizations must provide a conducive work environment, promote work-life balance, and offer competitive compensation and benefits packages.

Financial Management

Building a successful empire requires sound financial management. Organizations must clearly understand their financials, including revenue, expenses, and cash flow. Additionally, organizations must invest in financial planning and forecasting to ensure they remain financially stable and weather economic downturns. Empires that fail to manage their finances risk bankruptcy and collapse.

In conclusion, building a successful empire is a complex and challenging process requiring various factors. Vision and strategy, effective leadership, innovation and adaptability, customer focus, talent management, and financial management are essential to any successful empire. Additionally, persistence, hard work, and dedication are crucial for success. Building an empire is a long-term endeavor that requires patience and a willingness to learn from mistakes.

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