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ENTREPRENEUR

NOVEMBER 2021

BUSINESS TIPS

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BUSINESS TIPS

HOW TO CULTIVATE MENTAL TOUGHNESS

HOW TO FACE THE CHALLENGES OF THE PANDEMIC HEAD-ON AND FIND WAYS TO THRIVE

FEATURE STORY

MAKE WAY FOR
MATT RYDER
AN ENTREPRENEUR
TO WATCH OUT FOR IN
2022

INTRODUCING

KAMIRAN

Karim



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EDITOR'S NOTES

Our latest issue for this year is one that stays true to our central focus on all things entrepreneur. However, at Global Elite Entrepreneur we are passionate about empowering entrepreneurs worldwide. It's only natural that we wish to share information that is beneficial to this cause, including some weightier issues that are of topical relevance.

It's a unique blend of content that shapes our summer edition of Global Elite Entrepreneur. It's a jubilant celebration of exciting new rising stars that is enhanced by articles that pay due attention to the important factors that affect us in society - and, in particular, Entrepreneurs.

We hope you enjoy reading it as much as our team did in creating it.

Sue Turner
Managing Director



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ONE ON ONE WITH MATT RYDER

An ex-special forces serviceman for the Australian Defense Force, Matthew Ryder is no stranger to high performance. It also explains why he went on to start and grow a string of fitness centers before 'relaxing' into sales full-time.

As a business owner, Matt quickly came to understand how essential selling and persuasion are to helping people get out of their own way and achieve what it is they really want.

Within three months of entering the world of high-ticket sales, Matt was clearing \$25K a month in straight commissions using his own personal style of selling; Later, he shifted his process to NEPQ and the rest is history. Roughly 90 days into switching his process to NEPQ, Matt began hitting \$100K/months consistently.

Beyond his keen and astute abilities as a business leader, Matt has also achieved the rare feat of earning seven figures in pure sales commission a year – representing close to \$1M / month in contract value.

We recently caught up with Matthew to discuss her journey in the industry and here's what went down:

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

I'm a big advocate of content marketing. Much of our growth has come from my commitment to engaging and delivering value to our clients and our market as a whole. Providing a steady stream of relevant insights, inspiration, unique ideas and core career advice to clients and potential clients has been central to our growth. We built our company on transferring our knowledge and expertise, where other firms are purely focussed on the sale.

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

We use a combination of traditional marketing strategies and out-the-box initiatives. We've also had enormous success leveraging digital marketing via various social media platforms, including Facebook, Instagram, LinkedIn, and YouTube.

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

Right now we're primarily focused on Facebook, Instagram, LinkedIn, and youtube. I'd love to be on all platforms, but it's difficult to be great juggling so many channels and new platforms. By keeping it hyper-focused, our clients know where to go for insight and advice. I love podcasting as well. It's a great tool for long-form customer engagement and that builds trust and authority.





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

The pandemic's definitely been a balancing act with regards to going hard on the value side as there is no direct ROI. Putting ideas out there without knowing how people will respond is always nerve-wracking, but we're experts and believe in what we say, which has turned into positive reactions. Sometimes you have to take a gamble for the leads you want now and higher quality leads in the future. We recently spent quite a bit on these strategies and given that it was not a "traditional" campaign that was a big move for us, but so far, so good.

How has your business been affected by the COVID-19 pandemic?

We definitely had to pivot strategies at the start, but the pandemic-induced surge of solo-prenuers and start-ups has actually enabled us to grow – very quickly! I believe we've increased new clients by over 45% month-to-month over the past 6 months alone. In fact, we were just named as one of the Inc 5000 fastest growing companies, placing in the top 1200 worldwide.

How have you adapted your business operations in response to COVID-19 and its associated impacts?

We diversified across multiple marketing channels, ensuring not to be reliant on any one medium.

What have been some of the most important lessons you have learned because of this pandemic?

Redundancy and flexibility are key! It's been challenging on many levels but we committed to consciously doing our best to remain fluid and proactive, instead of reactive.

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

I hope what we've gone through helps small businesses who weren't prepared, prepare for the future. The pandemic showed the harsh consequences of not planning ahead or having an emergency strategy in place. Funds and account management are integral for small businesses to stay alive in times of crisis. For example, the correct tracking of employees, revenue, having a company treasury account to fall back on if needed. Hopefully, people will have game plans in place for future black swan events.

What advice would you give to a newbie Entrepreneur settling up a new business in this pandemic?

Crisis can lead to even greater success. A pandemic doesn't mean not to try. There is someone in EVERY industry that has figured out how to make COVID work for their business. The people who did, saw the pandemic as a solvable problem, not as an insurmountable mountain.



MEET THE CEO OF VIP MUSIC RECORDS

FABRIZIO MOREIRA

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

Global Elite Entrepreneur recently caught up with Fabrizio to discuss his journey to entrepreneurship and here's what went down:

Could you please tell us more about yourself?

I'm the former president of the Chamber of Young Entrepreneurs in Ecuador for two consecutive terms. I own 2 companies; The Moreira Organization, and VIP Music Records. The Moreira Organization was recognized by Inc 5000 in 2017 as one of the fastest-growing companies in the USA. I am also an advisor on business management through the International Initiative YWL (Young World Leaders), a former President of the Young Entrepreneurs Committee of the Chamber of Commerce Manta, and a former member of the Network of Young Leaders of the Inter-American Development Bank. I used to be a candidate for congress in Ecuador and I'm also a promoter of Free Trade Ideas and training activities in Ecuador with the participation of the Friedrich Naumann Foundation.

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

I started my own business around the age of 14. A gift arrived that was every teenager's object of desire: a Nintendo console, a video game console that would change my life. At that time, it was very difficult for low-income families like mine to be able to own a video game console; back then, it was easier to "rent" than to own, and for many neighbors, history repeated itself. Some of them decided to offer me a few "sucres", our local currency, in exchange for being able to play. We thought about selling the console, but my mother decided that I could keep it on the condition that I bought the games and that I saved for my education.

I saved and grew as an entrepreneur. Maybe I didn't do it thinking about the future, but by saving up to buy new games; I attracted more customers. Pretty soon, I was the owner of a console and a variety of games that I couldn't even use anymore because the demand was so high. My savings were stable, so I changed my strategy; with the help of my aunt and my mother, I was able to get television on credit and a second console with the intention of being able to play; never thinking I was on the path to understanding what independence meant. I didn't change my lifestyle though.

I had my own income; a stable customer base and the savings were now coming from two consoles instead of two; I didn't change my spending but I did increase my savings, because by now I was thinking about expanding, not having fun. This didn't happen overnight; but with a combination of a bit of luck and a kid perceiving a need that others had; which naturally gave birth to a business endeavor, an unplanned endeavor, from which I learned that the strength of an entrepreneur is in being able to see the needs in their environment.





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What money mistakes have you made along the way that others can learn from?

Trying to jump 'all in' in a business that I didn't know well enough. This has a lot to do with me jumping to win, and I learned the hard way! When it comes to money you need to invest in knowledge and preparation before you jump. You can't just jump and gamble in a business without any research or preparation, you need to be ready. Even though there will always be a chance to make a loss in the end, if you don't at least have the knowledge to begin with, the learning 'on the go' will cost you way more.

What have you learned in the process of becoming wealthy that others can learn from?

"No one can make you successful; the will to succeed comes from within." This is my motto, this is my phrase, there are a lot of people looking for others to help them to become successful but that's not how it works. You need to go out there and do it yourself and while you're doing it, people will start joining your journey and believing in you even more.

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

I will change nothing. I think every single thing I have done in my life has made me who I am today and placed me where I am now. Can I be even bigger in the future? Maybe yes, but maybe I could also be a failure, I believe that I am no more ready to achieve more success than I was when I was in my early years.

What is the best advice you have ever been given?

My mom told me to never give up.

If you could go back in a time machine to the time when you were first making a name for yourself, what advice would you give yourself?

Caring about your name is not everything – Don't put your name in every single thing. Try to analyze a situation a thousand times first before even thinking of attaching your name in it.

Any specific books that you can recommend to other entrepreneurs?

"The Power of Habit" and "Why We Do What We Do in Life and Business."

What is your main tactic when it comes to making more people aware of your brand and engaging your customers? How did your business stand out?

Results, and direct contact. Communication is the key – you have to tell the truth even if the truth means it may potentially damage your business' reputation. I can't be dishonest no matter how much you pay me. The goal is not just to make money but to teach our clients and potential clients that we are there to make them grow and advise them in areas I do have knowledge about.

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

The best marketing strategy is the customer's own word, but when it comes to promoting a business, I really prefer videos.

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

I don't see any competition because while there may be other businesses doing the same thing as what we do, our focus is always to be more personal – provide a service that includes more than what the customer can afford, become a part of their business and help them to grow. At that point, I really find little to no competition.

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

Right now, to put our production team on standby.

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

Go try it! It may be hard, it may be difficult, but as you keep going you will discover that it becomes easier, and you will start finding more support from others.



ENTREPRENEUR SPOTLIGHT: INTRODUCING

Janine Manning

Janine Manning is the co-founder of Rebecca Page which is a company that creates a range of beginner-friendly, easy-to-sew, inclusive size range sewing patterns and sew along with unrivaled fitting expertise. They have over 370,000 engaged and creative members in their global community. The company is also a female co-founded UK business, that began trading in April 2018. They have 20 all-female employees and contractors who are based in over 10 countries and they all work remotely. They also buck the trend in that over half of their investors are female. Digitally disrupting a traditional industry means that they are scaling and growing quickly, even during the COVID-19 crisis.

From a personal perspective, Janine sold a business to a Fortune-500 business in 1998, when her 4 children were still young. About 7 years ago she became an angel investor, and two years ago she's one of the co-founders of Rebecca Page.

Global Elite Entrepreneur recently caught up with Janine Manning to discuss her journey to entrepreneurship and here's what went down:

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

After university, I qualified as an accountant and quickly discovered that I enjoyed 'rolling my sleeves up' and working in fast-growing, early-stage ventures. To build and broaden my skills, I completed an MBA 10 years later, and more recently an MSc in Social Innovation from The University of Cambridge. I mentor a group each year for the New Zealand Women's Network in London, and in 2018 Rebecca Page was a mentee in my start-up group. She was exploring whether she could turn her sewing hobby into a business, and at the end of the 12-week program, we co-founded Rebecca Page Ltd.

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

I left New Zealand for the 'Kiwi OE' in London the day after my final university exam in 1988 and started working for a large US computer company. After a year I went to work for a smaller company, who was a client of the large company. The business had a ton of potential but lacked financial and strategic direction. I purchased 40% of the company and scaled it with my business partner for the next nine years. We were acquired by a Fortune 500 company in 1998, which meant that after the handover period, my husband and I returned to New Zealand in 1999 to bring up our four young children.

What is your main source of income?

Rebecca Page Ltd is digitally disrupting the traditional home-sewing market by building an online B2C business that sells sewing patterns, products, and services to an underserved community with highly specific demographics, 45%



of our revenue comes from the US, 15% from the UK, 10% from Australia, and 30% from the rest of the world.

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

We are developing new online verticals such as Sewing Summits, sewalongs, and courses. Our subscription offering is also very popular with our community of 370,000+ followers.

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

Mostly Facebook and Instagram.

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

As a fast-growing, early-stage company, we have chosen to work with the agile, specialist marketing company 'The Runway Media.' This has been cost-effective and efficient in improving our marketing ROI.

What is your main tactic when it comes to making more people aware of your brand and engaging your customers? How did your business stand out?

We have a large, active, and highly engaged Facebook community. Our customers share the garments they have created in an inclusive and positive environment. Rebecca is the 'face' of Rebecca Page and shares sewing videos and posts, which creates brand awareness.

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

We have only been in business for two years, during which time a combination of e-mail marketing to our database and Facebook (organic and ads) has worked well with our target demographic of women aged between 35 and 55 years. In saying that, our fastest-growing demographic is women in their twenties, and these followers respond well to Instagram. We regularly offer our

offer our customers a 'freebie' pattern, which has been a great way to build our community.

How did your brand stand out from the rest of the other brands?

Home sewing with an online, digital focus is a niche, predominantly 'cottage' industry. We stand out because of our ability to build an inclusive and engaged global community.

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

We decided to buck the trend and increase our marketing spend after the onset of COVID-19 and the lockdown. This has elevated our reach and sales.

What new business would you love to start?

I'm not thinking about a new business at the moment. I'd like to keep mentoring younger entrepreneurs and encourage more potential investors (especially women) to support startups and early-stage companies. We are proud that over half of our investors are women and that we have an all-women board of four.

What is the best advice you have ever been given?

My first boss, when I was a student, advised me to treat my university day like a workday and also to clear my in-tray each Friday morning. This helped me to develop productive work habits from an early age. More than 30 years later, I still follow his advice, and he still does my tax return.

What advice would you give to a newbie Entrepreneur?

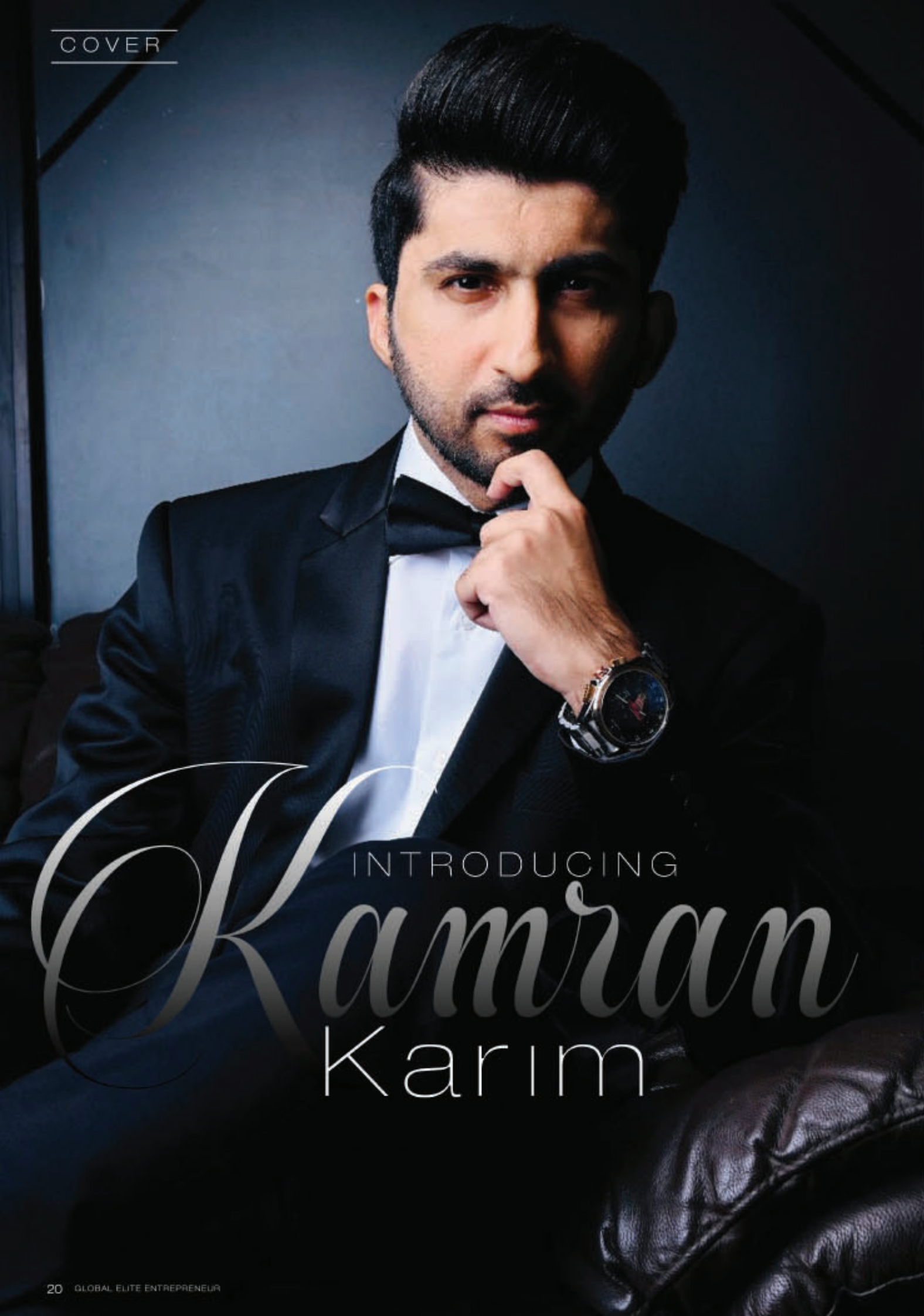
Be careful about who you choose to work with and who you take investment from. Actively engage with your founding investors. From the start, cross the t's, dot the i's, and keep an open mind and an agile mentality. Prepare a Shareholders Agreement, understand it, and then file it away. If you ever need to get it out, there could be trouble ahead.



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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INTRODUCING

Kamran
Karim

After being a crucial part of brand development and click monetization projects of several Fortune 500 companies, serial entrepreneur Kamran Karim is taking the entrepreneurial world by storm armed with his more than 13 years of professional experience in mobile app development, software development, deployment building strategic alliances, branding, product life cycle completion, digital marketing, and internet promotions.

Kamran Karim has founded several companies, such as Tech Whizards – a global company that provides innovative digital solutions for businesses, and Yacht Rental DXB – a luxury yacht rental company applying Uber's digital business model for clients to rent yachts and spend time with their friends and their loved ones. He is also the founder of Binary Geeks – a software house that provides innovative products for the global market.

Kamran Karim has a number of exciting upcoming projects lined up, such as a YouTube channel named "She Inspires," where they will be interviewing women who have gone through struggles and overcame all the obstacles life put them through. He's also planning to launch another YouTube channel called DefiGeeks, which is catered to the Pakistan market, where they are planning to post weekly episodes about cryptocurrency and the hype surrounding it. Lastly, he's also in the process of launching a private jet rental company called Jetify in UAE, where users



will be able to follow the Uber business model and rent private jets, similar to their Yacht initiative.

Global Elite Entrepreneur recently caught up with Kamran to discuss his journey to entrepreneurship, and here's what went down:

What inspired you to develop your idea? What is unique about your business?

I believe that ideation is a gift; it is definitely inspired, and for a person like me, inspiration comes from being spiritually connected to my environment, being able to seek the "What is missing" element in my surroundings, and then forming that element into an idea. Many people get inspired but cannot evolve that inspiration into an idea, which is what sets me and my business apart; my ability to get inspired, evolve that into an idea, and most importantly, implement it to make my whole business strategization "unique."

How have your priorities changed from when you first started?

I think everyone's priorities need to change from time to time; if there is no change in priorities, then there is no evolution and no movement towards the higher order. That said, my priorities have definitely changed from the beginning to now. Initially, it was more of a subtle change in priorities than a deliberate or planned thing.



“Patience is a virtue! Instead of expecting to become a success overnight, one needs to be patient and plod their way towards success.”

Knowing what you know now, is there anything you would have done differently when you were first starting out?

You will find me incredibly poetic here but, I don't think a person should think of undoing their previous mistakes. Ask me why and the answer will be that I find that mistakes define the journey to success, so one should not regret any mistakes they might have made in the past.

What challenges did you have to overcome at the beginning of your journey? How long did it take you to find success?

I am still a long way from being successful in the way I'd want to be; however, my challenges have changed since I began my first business. Initially, I used to be worried about matters like finding investors, and finance, while now I worry more about things like product sustainability, marketing, etc.

What strategies did you first use to market your business?

I think the most common strategies for business are the ones where I employed myself in the beginning. I also took advantage of the various social media platforms and heavily utilized them to promote my business and create a market for my products. Now, it is more word of mouth situation, a family of clientele, and the likes.

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

Patience is a virtue! Instead of expecting to become a success overnight, one needs to be patient and plod their way towards success.

How do you define success?

Internal satisfaction and the gratification that one obtains when you see your business being trusted by a lot of people - and knowing that you are the person behind the business. That is what I call success.

What have you enjoyed most about starting your own company?

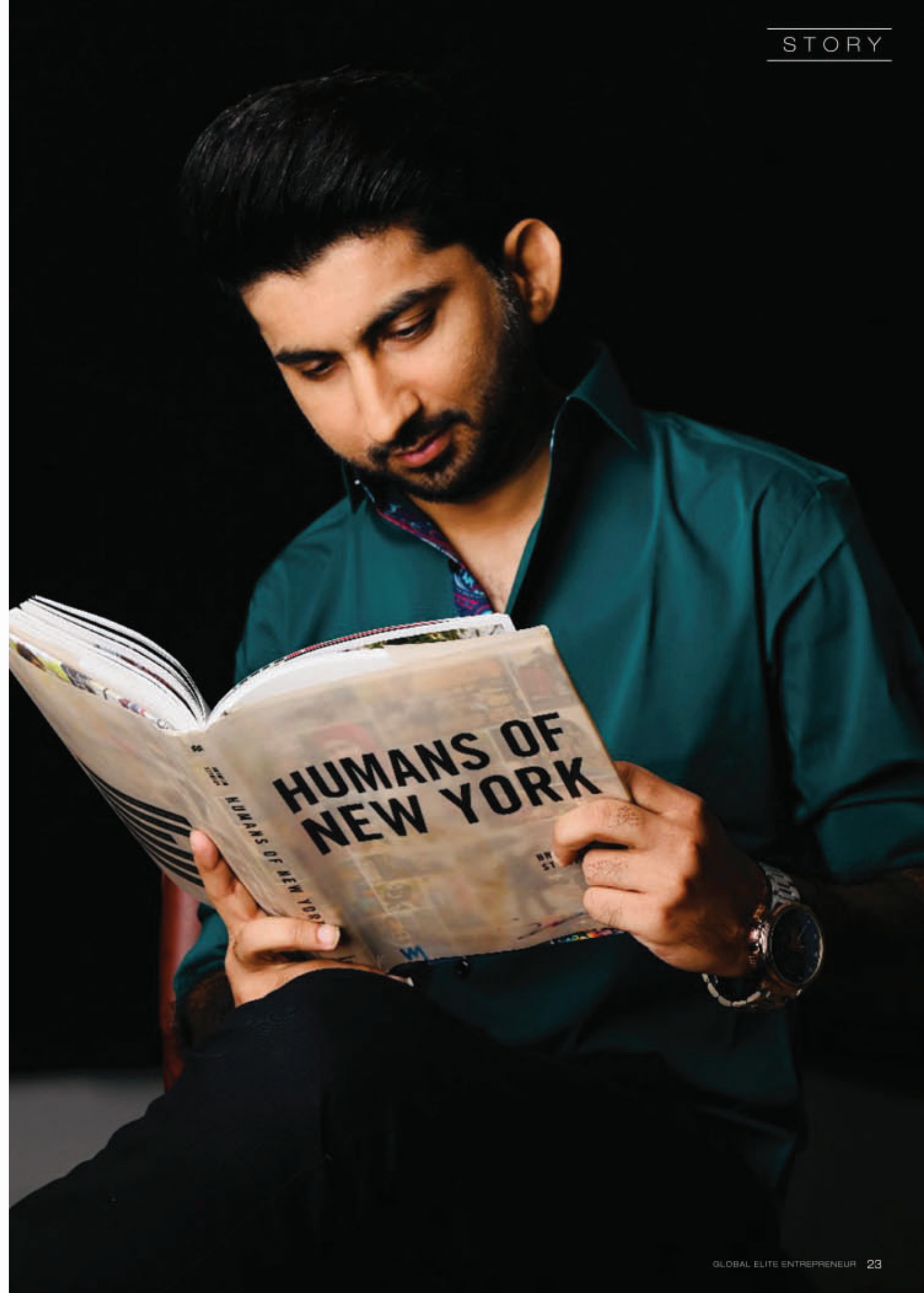
A person like me loves everything about the experience of starting their own company. It is like you have a baby, and you are watching it grow. The first clients are like the first steps; the 2nd product is like the baby has learned a new word. So, I can not as such define any specific thing that I enjoyed the most while starting my own company. I think it's everything about it.

What is the best advice you have ever been given?

The same one I quoted about patience being a virtue.

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

Well, expansion, the addition of new things, and diversifying into other areas are on the cards; as for plans outside the career, I'd rather not discuss at the moment. I tend to be a highly private person.



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New Podcast Deep Dives with Cultural Icons / Celebs

Internationally syndicated entertainment and pop culture print journalist, Allison Kugel, brings her spiritually driven long-form celebrity interviews to the podcast space with "Allison Interviews."

For fifteen years, journalist Allison Kugel, has conducted more than three hundred long-form interviews with celebrities and cultural icons, with a philosophical and spiritual spin, taking her audience on a deep dive alongside their favorite pop culture figures.

The "Allison Interviews" podcast will launch its first four episodes with:

Mötley Crüe drummer, recording artist, and headline maker, Tommy Lee, discusses everything from past lives and defying gravity to fame in a pre-social media era and flying squirrel suits.

Actress and film producer, Tara Reid, opens up about losing her parents, freezing her eggs, working on DMX's last film, and forgiving the tabloid media.

Rap music pioneer, RZA, talks about growing up fatherless, the Five Percent Nation, founding Wu-Tang Clan and working with T.I.

Twenty-three-time Olympic gold medalist Michael Phelps reveals his struggles with mental health, what his kids think of him, and helping to re-shape how athletes are treated, both, pre- and post-Olympics.

"I have been immersed in the study of spirituality for more than a decade, learning about the soul, past lives, the spirit world, and why we have all chosen to incarnate on planet earth at this time. This knowledge, coupled with my lifelong passion for telling people's stories, informs every inch of how I conduct my celebrity interviews. I am excited to take listeners on this new journey with me into the podcast space."

About Allison Kugel

Allison has conducted, published, and syndicated long-form, in-depth interviews with: Gwen Stefani, Lenny Kravitz, Regina King, Taraji P. Henson, Shania Twain, Michael Buble, Deepak Chopra, Andie MacDowell, Craig T. Nelson, Mel B., RZA, Rick Ross, Nick Cannon, the Kardashians, Kristin Chenoweth, Gayle King, Joel Osteen, Al Sharpton, Lindsey Vonn, Julian Lennon, Rita Moreno, David Guetta, Rob Reiner, Dr. Drew Pinsky, Curtis "50 Cent" Jackson, Paula Abdul, Vivica A. Fox, Kyle Richards and hundreds of others.

Her print interviews have been published and excerpted by: USA TODAY and across Gannett's USA TODAY network of newspapers, People, MSN, Yahoo!, UK's Daily Express/Express.co.uk, HipHopDX, AllHipHop, RadarOnline, Life & Style Weekly, First For Women, Music-News, ET Canada and hundreds of other outlets.

The "Allison Interviews" podcast is now available across all listening platforms including **Apple Podcasts (on your app), Spotify, Anchor, and Google Podcasts.**



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HOW TO BOOST YOUR INSTAGRAM ENGAGEMENT USING THE

Right Hashtags

If you're an entrepreneur or a budding Instagram influencer who's looking to increase your followers and none of your strategies are working thus far, you may need to take a long, hard look at the hashtags you're using.

You can post 20 epic photos per day but you're not using the right hashtags, you won't receive any new followers or audience engagement it's as simple as that.

Before I start laying out some strategies to grow your audience, let me explain what hashtags in Instagram are actually for just in case there are newbies out there.

Think of hashtags as a form of directory.

Whenever you post a new photo you need to use the right hashtag to correspond with your photo otherwise you won't attract the right people.

So what's the importance of Hashtags you may ask?

Well, millions of Instagram users usually jump from one hashtag to another, sometimes stopping to see if there's a new, interesting Instagram user they might want to follow.

You don't want to miss out on capturing the attention of these Instagram users right?

But the big question is, which hashtags should you actually use to gain new followers?

Well if you're thinking of using standard hashtags like #me #cute #beautiful #fun #happy - you'll be competing for the attention of millions of other people.

Plus, these hashtags are too broad so if you're thinking on laser-focusing on the right audience, you're barking up the wrong tree pal.

If you want to laser-focus on your target audience here's what you can do:

Be precise with your hashtags

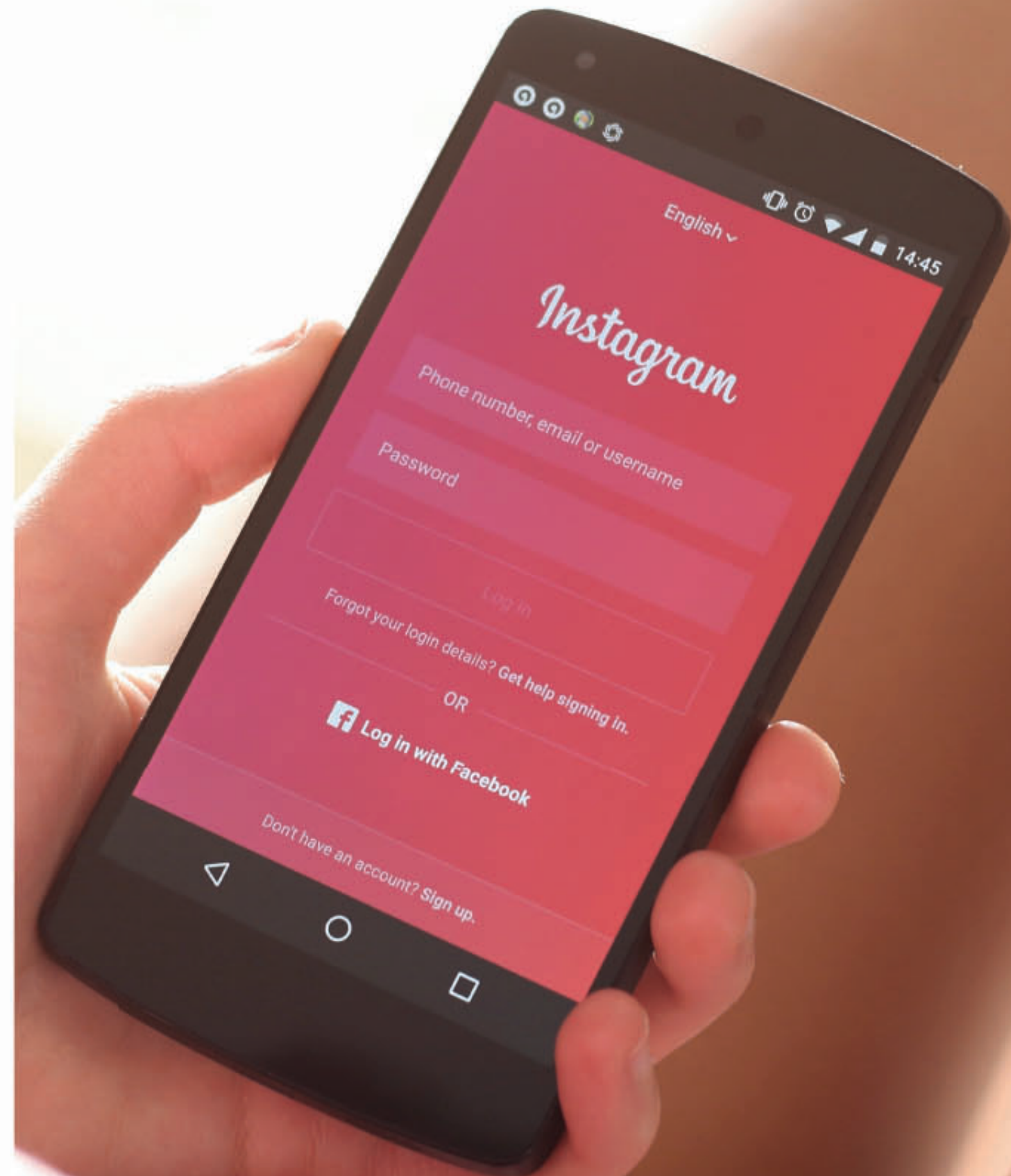
Standard hashtags like #cute #fun and #happy have way too many eyeballs on them so you can't engage new people because they're too broad.

Focus on your target audience and I bet you'll get more engagement.

Try to use hashtags with less following

For example, if you're a fashion designer and you decided to post one of your creations on Instagram. If you click on hashtags, Instagram will actually give you hashtags other people have been using.

Here's the trick to using hashtags, if you're going to use hashtags like #fashion #fashionblogger #fashiondesigner #fashionista or #fashionable - you'll be competing with MILLIONS of people who use the same hashtags.



However, if you use hashtags like #fashiondesigns #fashiondesignerlife, or #fashiondesignerslife you'll be competing with fewer people so there's a higher chance of your photo staying at the top posts of that specific hashtag, therefore, you'll get more eyeballs on your photo which can lead to more targeted followers.

Hashtags pretty much act as a GPS in navigating Instagram users to the right photos they want to see.

Here's a step by step process you can follow:

- Put together a big list of hashtags you can use so you can just copy and paste when it comes to posting a new photo. Be as specific as you possibly can.

- Type a standard hashtag that is related to your business or field so you can laser-focus on your audience. For example, type in fashion as per above and you can immediately tell which hashtags are popular based on the post count on the right-hand side of the hashtag.

- Use some of the really popular hashtags in your industry but use more of the hashtags with less post count. Make sure you save these hashtags so you can just copy and paste next time.

- Another awesome way of finding the right hashtags to use is to steal some of your competitor's ones. Click on some of your competitor's photos and make a note of the hashtags they are using. You can add these to your database.

Put hashtags in your comment section, not in the photo

Putting over 20 hashtags on an Instagram post looks really spammy and it looks like you're trying really hard to get some attention.

My recommendation is put around 2 to 3 hashtags in your photos and then you can put 20 or more in the comment section of your photo. This technique just makes your post look neater and you're not rubbing too many hashtags in people's faces.

People don't need to see what hashtags you're using, they just need to find you.

Use no less than 3 and no more than 30 hashtags

30 hashtags are actually the maximum amount of hashtags you can post on your photos' comment section so you don't really have any choice but to cap it off at 30.

According to Buffer, more than 11 plus hashtags have more engagement so the more the merrier as long as it's less than 30.

In conclusion

More than 800 million people all over the world use Instagram on a constant basis so it's definitely a social media platform you HAVE to tap for your business.

The thing is, you can post as many photos per day as you possibly can but if you're not using the right hashtags, you'll get nowhere.

As long as you follow my tips above and regularly post compelling photos on Instagram, I guarantee you'll be able to easily rake in 100-300 real, targeted followers per day.



FIVE WAYS TO BUILD MENTAL TOUGHNESS DURING

Uncertain Times

For most of us, these past few months have really taken their toll on our stress levels and general wellbeing. Uncertainty can be a difficult thing to deal with at the best of times but when there is not a precedent for moving forward, we can find ourselves in a very precarious position. This refers to both your personal life and your business life. If you are an entrepreneur you will understand how stressful this time has been and now more than ever, we all could use a little clarity. This article will explore 5 different methods of gaining a little mental calmness. If you follow this instruction, you should improve your thought processing skills and hopefully, find the focus and resolve to plan your next move.

Step 1: Put down your phone

We all know that we spend too much time on our mobile phones but most of us don't actually try to limit our usage. Ask yourself, what is the first and last thing you do in the morning and at night? If the answer is looking at your phone, then I suggest a drastic change of behavior. For example, You should not be looking at your phone before you sleep as it is extremely detrimental to your sleep patterns.

Step 2: Exercise

As an entrepreneur, you will lead a busy life. The only way that you can stay ahead of things is if your body can withstand the pressure as well as your mind. Go for a walk, do some stretches, lift a few weights, do whatever you need to to get the blood pumping in your body. This will improve your circulation which will significantly improve your brain functioning.

Step 3: Prioritize your tasks

One of the hardest parts about getting organized is actually sorting out the "level" of priority each of your tasks requires. If you are worried about something that is going to happen in 3 months but has forgotten what is due tomorrow, you are not going to be able to get through your work. By focusing on the most important tasks and working your way down, you will be able to zero in on issues that need to be corrected or adjusted.

Step 4: Take a break

A blunt ax won't chop down a tree just as much as a burned-out candle will give no light. If you have pushed yourself to your limits, you will not have much room for improvement or new ventures. Taking some time off will allow you to recharge your batteries and attack your projects with new vigor.

Step 5: Breathe

In order to gain a little more mental serenity, you need to learn how to focus on your breath. This is a simple meditative technique that will focus your thoughts on one core movement and sound (your breath). This will allow you a moment to gather yourself before moving on. You do not need to rush through life and this is often when things go wrong. Stop. Take a breath. Continue...



FIVE WAYS TO CREATE CONTENT BUILT FOR THE FUTURE OF

Social Media

Social media has become the way to reach modern audiences. If your brand isn't on social media, you don't exist. That said, just having a presence in social media is no longer enough though. Here are five ways your brand can set the pace in the future.

#1 Know your audience

The instant nature of social media has its downsides. One of them is that your audience can instantly click or tap past your content. The first step towards making sure that your content is laser-guided at grabbing your audience's attention, and keeping their finger away from the 'skip' button, is ensuring that you understand who they are and what they want. Study the analytics on your pages and find out the age range, nationalities, gender, language, and interests of the people already viewing your content. Are they who you expected? Who you targeted? Are they potential customers? The answers might surprise you and will almost certainly give you valuable insights into how to more accurately align your viewer base with your target demographic.

#2 Influencer marketing

The influencer industry is set to be worth a whopping \$15bn by 2022. Of course, paid promotions by the world's biggest stars have been around forever. But today a simple unboxing video from a well-respected YouTuber or a ten-second promotion from an influencer in your micro-niche can balloon sales almost overnight. Each platform has its influencers, but Instagram leads the way as the platform of choice for 79% of brands. Facebook follows with 46%, YouTube has 36%, and Twitter trails behind with 24%. Which platform is best for you depends partly on your target demographic, but ideally, even a small brand will aim for at least some influencer exposure across multiple platforms?

#3 Video

Ah yes, good old-fashioned video. Suggesting that video should be a staple of your social media strategy seems like old news these days, but it was only a couple of years ago that businesses came round to the idea en-masse. However, while the traditional promotional reel is a powerful tool without a doubt, there are ways to use video to create a much deeper connection with your brand. 'Behind the scenes' footage can give viewers a much more up close and personal look into who you are and what you do, strengthening their bond to your brand. Alternatively, instructional and demo videos can shrink the gap in the viewer's imagination between your product on the screen and it being a part of their life. Camera giant GoPro has curated a highly powerful interface between its brand and its customers by using both company footage and customer footage side by side. They have proven that encouraging your audience not only to watch but to participate through social media can be an incredibly powerful tool in generating brand engagement.

#4 Analyze your social media performance

The analytics sections of your accounts hold some powerful tools, and they empower you to give your audience more of what they want. Find out which posts get the most engagement, dwell-time, or conversions and try to find a common thread between them. Maybe all your best performing content is under five seconds? Or, maybe certain times of day see a higher click rate? Do traditional style commercials get the traction you expected? There are countless factors that could draw a common theme between your best work. Find the factors that matter and capitalize on them.

#5 Have the right tools for the job

High-quality content is essential. Long gone are the days when grainy 360p video and stock fonts would cut it. If you want your content to catch people's eye it has to be well-produced and distinctive. Video and photo editing software can get expensive and complex at the high end, but there are a number of customer-friendly options out there with more than enough features to let you put out excellent content for social media. If you are up for a bit of DIY editing, then find the one that works for you and dedicate an afternoon to learning how to make it sing. Alternatively, set aside a budget and hire freelancers to edit for you. Freelance talent can be found relatively cheaply and can shine your content up to professional standards in double time. With all the options available there is no need for your social media content to ever be anything less than stunning ever again!

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