

GLOBAL

ELLE

ENTRENEUR

DECEMBER 2021

BUSINESS TIPS

GOAL SETTING

A quick overview of the simple yet effective five-step process to achieving any goals in 2022

SOCIAL MEDIA TIPS

FACEBOOK 101

Ten effective Facebook strategies you definitely need to know about

INTRODUCING

Robbie
CANNER



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OPENING REMARKS

What actually scares you?

Think about it... I'm not talking about bugs, horror movies, or snakes and lizards - I'm talking about your life in general. Take your pick: losing your job and changing to a different career... admitting to yourself that you wasted another year of your life... losing money on a project you thought was a winner... making a bad decision that can cause you a lot of money or putting all your eggs in one basket but eventually realising you made a huge mistake.

Let's face it, at some point in our lives we've all gotten stuck in a rut and placed limits on ourselves and on what we can accomplish. Now before you succumb to your fears and fail miserably, the best advice I can give you is to actually make the decision to feel the fear and do it anyway - at the end of the day you will always build trust in yourself and magnify your self-belief. And when you truly believe in yourself, anything becomes possible.

Susan Turner
Editor-in-chief

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HOW TO START A NEW Business

WITH VERY LITTLE OR NO MONEY

“What if you don’t have the financial resources to start a new business? Do you just give up on your dreams? The answer is no. You can still open that business that you’ve always wanted even without money.”





“You may ask yourself the following questions. What are my strengths? What are my skills? Are these skills usable by other people? How can I create a business out of these skills?”

Let's face it; one of the most crucial steps in starting a business is finding the capital.

Some people use their savings in the bank to start their dream bakery. Others borrow from a bank or other financial institutions that extend a loan to finally begin the automotive shop or store they've imagined all their lives. But whichever business you want to do, it always begins with having enough money to start it with.

But what if you don't have the financial resources to start the business? Do you just give up on your dreams? The answer is no. You can still open that business that you've always wanted even without money.

I bet you have a lot of questions. I bet you're puzzled as hell on how to make that happen.

How? Well, the answer to this very trivial single-word question is simple – You. Yes, you.

I don't mean you join the mafia or become a prostitute to get the money you need. What I mean is that you use your capabilities, your talents and your strengths as the means to start that business you've been dreaming of.

A business thrives because one puts not just money but also his heart and soul into it. But how do you make it work when money is out of the equation? You capitalize on your assets.

You may ask yourself the following questions. What are my strengths? What are my skills? Are these skills usable by other people? How can I create a business out of these skills?

If the answer to all these questions is a yes, then you got yourself capital for your business.

I know this woman who has a great voice and has amazing social skills. She started with a few hosting stints for family celebrations. She later tried accepting hosting events for her church which honed her skills. It then gave way to hosting special events for other church members where she was paid for.

Because she did great in those events, she was referred to friends of her clients and is often invited to weddings and company parties. She became so in demand that she would sometimes need to take time off her regular job to accommodate them!

Her continued success has now led her to seriously consider leaving her current job and start events coordinating business with the money she earned from her hosting engagements.

You too can do the same. Find out what you're good at and bank on it. Don't be a loser and stick around on a 24/7 job you hate. If you're great at cooking, try working as an assistant chef and then, later on, open your own restaurant. If you've got the passion for dancing, you can give dance classes for people in your community and maybe open your own dance studio.

If you think you don't have any, then develop one. Learn something new, and use it to make your life better.

According to Sophie Kinsella in her bestselling book 'Shopaholic Takes Manhattan', "There's no luck in business. There's only drive, determination, and more drive."

And that's true. Money is a roadblock not a dead end to the business. You can reroute your business plans and still get to where you want your life to be – which is a better.

10 EFFECTIVE AND PROVEN facebook

STRATEGIES FOR 2022

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

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

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

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

1. Keep your posts between 50 - 150 characters

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

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

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

Why so late you may ask?

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

3. Set Up A/B Tests

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

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

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

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

can't deliver results in the long run.

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

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

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

5. You need to incorporate video into your marketing strategy

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

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

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

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

6. Embed Facebook videos rather than YouTube videos

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

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

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

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

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

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

8. Try creating “Facebook Groups” to strengthen your brand

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

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

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

9. Zero in on Your Competitors’ Fans

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

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

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

10. Promote Limited-time Offers

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

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

Takeaway

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

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



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

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

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

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

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

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

1. People don't do their homework

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

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





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

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

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

2. People are afraid to take a risk

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

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

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

3. People don't network

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

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

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

Photo Credit: Tony Palliser



POWER PLAYER: INTRODUCING ROBBIE CANNER

Robbie Canner is a 63-year-old entrepreneur, international model, and the Director and owner of Ms. Australia, New Zealand, Oceania World Universal, and Ms. Regal World Universal, and Ms. Majestic World Universal. She was crowned Ms. World back in 2018/19, and she's the reigning Ms. World Universal Elite 2020/21. She's also a public speaker on the topic "Age Is No Barrier."

Since winning the Ms. World title, her public profile has considerably grown, allowing her to promote her platform and raise awareness and funds for cancer research. Winning major international titles in her 60's has given her a platform, showing men and women from all walks of life, that age is no barrier to what anyone can achieve.

Since losing her son to cancer, her emotional and mental stress led her to visit thoughts such as, "I don't want to be here anymore," or "I want to be with my son." However, her inner strength eventually led her to want still to continue living, have a say, and give direction to help others in any area of situational, emotional, and mental stress – assuring them that things can get better in time.

She loves chatting with future queens and friends she meets along her journey, and she wants to help them achieve their hopes and goals.

Global Elite Entrepreneur recently caught up with Robbie to discuss her journey as an entrepreneur, and here's what went down:

When did your entrepreneurial flair first reveal itself?

My first business venture was 36 years ago when I started my Sports Therapy Practice which all these years later is still running at a huge and booked-out pace. I always did extra work in TV commercials and movies but always wanted to walk the runway at Fashion Week. Little did I know that it would take into my 60's to achieve this as in right now. Now, after winning Ms. World in 2018, it has propelled me into many

avenues of modelling, media, guest speaking, podcasts, promotions, and becoming the Director of my pageant event Ms. Australia, New Zealand, Oceania World Universal and Ms. Regal, and Ms. Majestic World Universal with my bestie Nancy Ellen Martin in the US now extending into Canada and Japan and the start of Monarch International. Between my practice, modelling and pageants, these are now my full-time jobs, and I love the combination. My practice works with the human body and movement, the modelling shows the human body and movement, and the pageants grow the human body and mental mindset. I guess I have the perfect combination woven together in all my careers. And I certainly don't intend to retire from any of them, only increase this creative combination to success.

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

To maintain and grow my businesses currently is staying on a platform of currency in the trends happening, contacting or being approached by the right people and companies, and just having the guts to put myself out there and take a risk. My practice has a history of success, so that takes care of itself, but my national and international modelling career through my agents is going very well and now entering a new realm. Collaborating with other sources is currently a project in play, so I guess it's a watch this space over the coming year. I have a great team around me, so I am blessed with having the best in every area.

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

The form of marketing to grow my businesses, especially for my practice, has only been through word of mouth, which I have been eternally grateful for my work has preceded the need to advertise. My modelling and pageant career has taken care of itself from being approached by many sources for interviews, magazine articles, and TV and radio interviews. I have put myself out there for fashion week and travel, but luckily, I have always been invited back to grow further.



Photo Credit: Tony Palliser
Accessories: Calleija Diamonds



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

My social media platforms of choice are Facebook, Instagram, and LinkedIn; these all get the word out to promote and gain ground in all avenues of my businesses. Articles and word of mouth are two of the greatest outlets to increase brand awareness.

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

The toughest decision I have had to make in the last few months, as has been everyone else's toughest decision as well, is how to get through Covid. How to survive and understand that at the end of all this craziness there will be a continuation of what was started before lockdown. I used this time to think and grow in how I would achieve my finest outcome from day 1 of freedom. I used these difficult times to grow into the best times still to come.

What do you put your success down to?

I have great friends as a source of support and visa versa, the added smile of having someone special enter my life just at this time, and most of all, to visualize where I wanted to be emotionally and career-wise post-Covid.

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

Luckily, my business was an essential service, so the Covid situation did not affect my practice. With constant updates from NSW Health and following all the rules, I was able to grow through this outbreak which made me feel so good because I was not only able to help others keep their bodies mobile - but also help them emotionally giving all of them a reason to strive through to freedom.

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

I have used a considerable lot of spare time to think, write



and plan on all levels, and somewhere along the line, I have succeeded in some of my dreams and goals. At times, I just wanted to fold like so many others, but I found the strength somewhere. Sometimes you need to hang in there in the face of adversity.

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

Some of the most important lessons I have learned through the pandemic are: there are a lot of people worse off than me, we can't control life, but we can control and adapt ourselves to this situation, and to take this time to plan, think and try to grow through the emotional breakdowns. I had to plant a thought in my head that I could put my mind to anything I might like to try when I am through this. I'm looking forward to exciting, new journeys.

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

For all small businesses, I would like to see them all survive in the near future. Unfortunately, this will not always be possible, but some small businesses have been established and grown through this unusual time to total success and achievement. Life itself is a small business in just being a human being, and we all have the self-capability to survive and start to grow again; even though we may get knocked down, we can all support each other in this; how fantastic.

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

For anyone to start a new business in this pandemic is a testament to the ability of what we can all achieve to grow and succeed in the face of adversity. It is another ultimate level to challenge yourself in everyone's mind and faith. I take my hat off to everyone who put a physical and mental idea into practice during a pandemic and survived to start a new business into where we all now exist. This is the ultimate achievement and growth to saying there's nothing anyone cannot do.

Robbie Canner's

PARTNER CHARITIES

Cancer is a tough enemy, but it's even worse when it's one of our loved ones facing this terrible disease.

A formidable force, Tour de Cure raises vital funds to support the researchers, surgeons, and clinicians who dedicate their lives to finding a cure for cancer. Through their magical, challenging, and inspirational events, Tour de Cure raises money to fund the boldest research, the most talented scientists, and the ground-breaking projects they believe have the biggest impact on cancer.

From humble beginnings in 2007, the Tour de Cure community has grown to become a national movement of thousands of people walking, running, riding, swimming, frocking, and crowning to raise awareness and inspire support in the fight to cure cancer.

The generosity of TDC supporters, including Ms. World Universal Pageants, has helped Tour de Cure raise over \$70 million in 14 years and has funded over 500 cancer projects, and contributed to 50 scientific cancer breakthroughs.

On the 8th of August 2011, Robbie Canner lost her only son Scotty to Non-Hodgkin's lymphoma. He was just 22 years old. Scotty was a Qantas cadet pilot, a junior Australian outrigger canoe champion, and a much-loved member of the TDC family. Proud mum, and a cancer survivor herself, Robbie set up the Scott Canner Investigator Grant to ensure Scott's legacy and help find a cure for this terrible disease.

- Dr. Charlie Teo – Brain Cancer \$125,000
- Dr. Jessica Duarte – Olivia Newton-John Cancer Research and Wellness Centre, Melbourne \$125,000
- Dr. Sarah Hayes – University of Sydney Lung Cancer \$125,000
- Dr. Pei Lui – University of NSW Neuroblastoma Brain Cancer \$125,000
- Dr. Chuck Bailey – Centenary Institute RPA Hospital Sydney \$125,000
- Dr. Jen Bunt – Queensland Brain Institute \$125,000

Bully Zero's vision is to create an Australia where we all feel safe, valued, and respected. Its mission is to prevent and reduce bullying through evidence-based education, advocacy, and support for all communities across Australia.

Bully Zero has worked tirelessly to educate and support communities across Australia about the devastating effects of bullying and, with community support,



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INTRODUCING HOLLY DOLKE

With over 1.2 million subscribers on YouTube and many videos with 5+ million views, fitness expert, founder of Pink Dragon, and new mom, Holly Dolke, has not only used exercise and wellness to gain her infamous "Holly Dolke abs," but she has transformed the lives of her millions of followers around the world physically, mentally and emotionally. Awakening everyone's inner dragon through her fitness program PINK DRAGON, Holly implements three key principles around the right nutrition, daily movement, and having a strong mindset. She teaches members how to evolve their view of exercise from dreading it to loving it. In a social media world catered to toxic diet culture, Holly helps her community respect food as fuel rather than a chore. Her mission is to reignite people's confidence in themselves, love the body they live in, and build each other up to achieve their dreams.

Holly's three key principles create the basis of every program and product she offers such as a 3-Day Detox, 30-Day Meal Plan, and her e-book Sweet Treats. She believes that the most important part for people during their health and fitness journey is to recognize their starting point. She created a short quiz that leads visitors to specific recommendations based on their circumstances and goals they want to achieve.

Growing up in Kent County, England, Holly found her passion for fitness while attending college. As a fashion marketing major, she spent her days sitting at a desk – studying, completing assignments,

having little to no exercise and her eating habits were far from healthy. After not getting the results she desired from a standard gym setting, she took her health and fitness into her own hands and own home (as many of us have this year, too) she started a YouTube channel – which was on-trend in the UK, (especially in food and fitness) and began her home workout videos. Being an introvert, working out from the comfort of her home was the best space and she never expected to gain the following she was building. In mid-2019, her channel took off in a way she never expected with spikes in views and subscribers recognizing her for her flat stomach abs and indoor walking in place videos.

While pregnant, Holly continued her workout routine videos on YouTube but with a few modifications. Thinking ahead, she created several videos that were posted (pre-bump) so that her viewers could participate in a 30-day home workout challenge. On September 29th, 2020, she welcomed a baby girl into the world. A force to be reckoned with, Holly is already planning her 2021 releases including a highlight anticipated line of products and app.

MoneyCentral Magazine recently caught up with Holly to discuss her journey in the industry and here's what went down:

Can you tell us more about yourself? How did you get started in the industry?

I'm from the UK, but I now live in Lisbon, Portugal. I recently became a first-time mother, to a little baby girl, called Eva, who is currently 4 weeks old. I'm known for my YouTube channel, which I started consistently working on 2 years ago, that focuses on home workouts using bodyweight only exercises.





I got into fitness when I was at university a few years back because of low self-confidence in myself. I felt like I had no time to exercise and was just glued to my desk, eating junk food all the time to cope with the stress of exams and essays.

I noticed a year into uni, I couldn't fit into my clothes like I used to and I began to feel pretty low about myself. So, I decided to do something about it at Christmas, and began walking, then jogging, then running, and then experimenting with different methods. I began to see changes and see a huge improvement in my confidence! And that is how my fitness journey began!

How did you develop an interest in fitness and what drove you to pursue that passion onto social media?

One day, when I came back home from the University, I realized how much weight I've put on and how much my confidence has really dropped. When I could afford to, I decided to join the gym, and I even had a 1 on 1 session with a personal trainer. Unfortunately, I ended up even bigger than when I started because every exercise the trainer made me do, involved weights. I decided to quit the gym and start looking for the answers by myself. I went through fitness forums, joined all the Facebook groups out there, read all the nutrition books I could get my hands on. After a lot of trial and error, I found what worked for me and my body and that's when I fell in love with fitness. I developed a workout program for myself – one that actually worked using my body weight. After seeing the effect it had on my friends and family who were struggling with weight and staying consistent with their workouts, I knew I had to share it with as many people as possible. That is when I started my YouTube channel.

What do you like most about being an influencer?

I love inspiring people to feel better about themselves, to be healthier, look better, and be more successful in whatever they put their minds into. I love seeing them grow and change. The feeling I get after seeing them fall back in love with their body melts my heart. Being an influencer is not a one-way street. I learn so much from my followers every day. I absolutely love my community of strong women who are there to help each other grow!

In what way has social media changed your life?

It has enabled me to start my business. Without social media, I'm not sure I would be where I am, because YouTube enabled me to show my workout method and gain trust in joining me in my programs.

What are some of the difficulties of being in the industry?

People expect you to be perfect and it's almost like they don't see you as a human at times. When I got pregnant, I had to shift my content completely, which was really challenging and now

that I am in the postpartum stage, there is pressure to "bounce back" quickly, but also criticism if I bounce back too quickly as it is not relatable.

How does your thought process differ when creating content for Instagram versus content for YouTube?

I think they are very different – YouTube is my core focus and a place where you cannot hide – it's raw, which I love! Instagram is fun and creative, but it's not a true reflection of my personality.

On YouTube, I share the big picture. Whether that's a workout, what I eat in a day, or a sit-down video. On Instagram, I share snippets of my life, daily activities that help me to be more successful, organized, etc. People who really want to get to know me are following me on YouTube.

If someone is going to make your life into a movie, who would play you?

Ah, that is a hard question to answer! I think I am quite down to earth and quiet, so I would probably go with someone like Amanda Seyfried.

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

Right now, my plans for my career are to continue to grow my business as much as possible, through developing new products and workout programs. I really want to help as many women as possible and now that I have Eva, I want to work extra hard to be a successful businesswoman and a mom.

The 'LIGHTNING FAST' Round:

Last good movie I've seen: The Gentlemen.

What do you consider beautiful and why? Confidence. There is nothing more beautiful than someone being confident in their own skin as they project a certain glow that is infectious.

What haven't you done yet that you wish you could? I haven't been to Japan yet – I'm hoping maybe in 2021 or 2022 I can.

Complete this sentence: "If I had no fear, I'd..." Start a charity to do something with the elderly, but I do not know where to start or know exactly what to do.

What is the one "flaw" you wouldn't change about yourself? My nose. I broke it years ago, and it always bothered me. But now I see it as a part of me and I wouldn't change it.



MEET ONE OF THE FOUNDERS OF HIPPY FEET: SAM

HARPER

Sam Harper is one of the founders of Hippy Feet — a sock and apparel company on a mission to provide jobs to homeless youth. Sam launched Hippy Feet in 2016 alongside co-founder, Michael Mader. Since its launch, the company has been able to provide transitional jobs to over 120 young people affected by homelessness while producing all of its products in the United States using eco-friendly materials. Previously, Harper has held leadership positions across a number of technology organizations.

MoneyCentral Magazine recently caught up with Sam to discuss his journey as one of the founders of Hippy Feet and here's what went down:

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

I got my start in the world of cause-driven brands as a college student when a friend from high school started a hat company called "Love Your Melon". I helped out with the company in any way I could as it was first starting out and it ended up growing quickly. By my junior year of college, we were generating 7 figures in revenue and I held a seat on the board of directors. More than anything, it was a great learning experience. After graduating with a business degree from St. John's University, I came together with my co-founder, Michael Mader. 4 months later we launched Hippy Feet — a sock company on a mission to help the homeless. To date, we've been able to create employment opportunities for over 120 young people affected by homelessness.

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

We're in a really exciting phase of growth as a business. We've gotten past some of the tedious basics that you have to deal with in your first couple of years of business, and we're starting to build on that strong foundation. Simply, we're trying to get our brand in front of as many eyes as we can. We want to share Hippy Feet's story and mission with as many people as possible.

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

We try to be active across Facebook, Instagram, Twitter, and Pinterest. Paid ads on Instagram and Facebook are our most effective way of raising awareness though.

**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 always go back to why we exist as a business. The world may not need another sock company, but the world needs Hippy Feet. The homeless community needs Hippy Feet. We exist to be a support system and provide opportunities for people who may not have it outside of our business. There are young people who are no longer homeless because of Hippy Feet. Sharing the stories of the people we help is the best way for us to stand out.



"I'd love to start something in the food industry someday. A shift in the way we eat is crucial to helping people live longer and healthier."

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

Social media has been our most consistent form of marketing, but our biggest wins have actually come from referrals. We love it when somebody has such a great experience with our company that they tell someone else or advocate on our behalf.

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

We had to figure out how to pivot our business during the pandemic. Through the spring and summer, most of our business comes from creating custom branded socks for other companies. When the lockdown started and businesses started canceling events, they began canceling sock orders as well. We adapted by introducing new products that we had never created before. It was a risk that could have really harmed us, but it paid off and helped us make it through that difficult time.

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

We've always had to be careful with money. We've never pursued funding, so Hippy Feet has grown through hard work and a little bit of luck. The biggest money mistakes we've made are when we waited too long to make decisions. It's better to make a decision with 70% of the information you need rather than waiting until you know everything and letting an opportunity slip by.

What new business would you love to start?

I don't have one specific idea, but I'd love to start something in the food industry someday. A shift in the way we eat is crucial to helping people live longer and healthier, but we also need a change in the way our food and agriculture systems work in order to protect the planet and fight climate change.

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 tell my younger self to be more patient. Good things will happen, they just take a bit longer than you might want sometimes.

What is the best advice you have ever been given?

Getting your idea out quickly is more important than perfecting it. I've watched a lot of people get hung up on minutia rather than simply putting their idea out into the world. Chances are you're going to be wrong, so it's better to get things out fast and fail small.

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

Find something that consumes you. Starting your business will be one of the hardest things you ever do. You need to solve a problem that keeps you up and night and fuels you to keep going no matter what.



5 STEPS TO YOUR ACHIEVING GOALS IN LIFE

Instead of sitting around daydreaming, why don't you stand up, dust your pants and actually do something about it? The longer you sit there daydreaming about possibilities the harder it is to stand up and make something of yourself.



Think about what's going to motivate you on this journey to success and then look at the big picture. Once you've pinned down your motivator, then that'll serve as a reminder whenever you feel lazy or experience failure.



Are you willing to do whatever it takes to be successful?

Let's face it; most of us dream of being successful in our chosen fields but for a majority of us that's pretty much it – just dreaming about being successful and not doing anything about it.

How do you expect to be successful if you're not even prepared to take any actionable steps to achieving your goal?

Instead of sitting around daydreaming, why don't you stand up, dust your pants and actually do something about it? The longer you sit there daydreaming about possibilities the harder it is to stand up and make something of yourself.

So where should you start?

Here's a five-step process to creating an effective action plan that should push your drive for success to another level.

Discover your motivation

Before you decide to come up with some actionable steps to help you achieve your goals, first you need to ask yourself – what's your motivation?

Do you want to be famous? Do you want to be rich beyond your wildest dreams? Do you want to be successful so you can provide for your family?

Think about what's going to motivate you on this journey to success and then look at the big picture. Once you've pinned down your motivator, then that'll serve as a reminder whenever you feel lazy or experience failure.

Devise your plan

Once you've discovered your main motivator, it's time to actually sit down and devise a plan. To do this, you need to ask yourself four questions:

What do I really want to do with my life? What's the actual reason behind my goal? Am I willing to do whatever it takes to achieve my goal? What steps can I take to achieve my goal?

Start your journey

Now that you've created an action plan, it's time to put your plan into action. You need to really manage your time effectively if you want to be successful in your chosen field. You need to figure out what sort of research you need to take on for you to be successful, fix your schedule to make sure that you have a balance between doing the research and taking mini steps towards achieving your goal and phase out interruptions or steer clear of things that can hinder your progress. If you really want to achieve your goals, you need to surround yourself with things and people that will help you achieve them.

Sticking to your action plan may just be the hardest step in working towards achieving your dreams, but once you've found a way to stick to the plan and remain motivated – I guarantee that you'll feel that you are finally on your way to becoming successful.

Track your progress

Having an action plan without a way to measure how much you are advancing towards your main goal will most definitely leave a big hole in your journey to success.

You need to figure out a way to measure whether or not you're progressing at all. Unless you can find a way to track your progress, you won't really know if you're on the right path.

Keep in mind that if you're doing the best you possibly can already – don't think that you should be doing a lot more. This type of mentality can burn you out. Just do the very best you can and make sure you're tracking your progress, as long as you're consistent and working as hard as you possibly can, that should be enough.

Don't be discouraged by failure

If you're not failing at all then, that means you're not working hard enough. If at some point in your journey you're experiencing failure, keep in mind that this is normal. Everyone experiences failure even the best of the best. Former president Robert F. Kennedy once said: "Only those who dare to fail greatly can ever achieve greatly."

Successful TV host Ellen DeGeneres also said: "It's failure that gives you the proper perspective on success." She was even quoted saying "When you take risks you learn that there will be times when you succeed, and there will be times when you fail, and both are equally important."

Don't be that person who decides to quit when the battle has just started. If you stumble upon a roadblock just stick to your main motivator and focus on your action plan again. Remember that failure is merely a stepping stone to success.

Take time out to enjoy your journey

Once you've got your motivation and action plan in place and you're finally on your journey to success, take time out to enjoy the journey on a constant basis. Make sure that you celebrate even the smallest successes. Go shopping for a nice outfit or get a full body massage and relax – enjoying the journey is equally as important as doing the journey itself because these are the moments that one day you'll look back on and cherish.

In conclusion

Success is not for everyone because not everyone is willing to do whatever it takes to make it happen.

Once you've determined what you want in life, you're 100% motivated, and you're willing to do whatever it takes to be successful – then it's only a matter of time that your dreams become a reality.

Some people just like to dream big and not do anything about it; some people like to procrastinate way too much and eventually end up in a rut, while some are dedicated to really pushing ahead in life and making a difference in the world.

Which one are you?

HOW TO OVERCOME Rejection AND REFOCUS ON YOUR GOALS

As an entrepreneur you are going to run into rejection, it's inevitable. You might turn in a proposal that gets denied or try to sell your services and get denied. Either way, it's important to remember your goals and keep pushing towards them. Don't let a simple no stop you from achieving your goals. Some of the most successful people have been denied multiple times before reaching their spotlight. Just keep that in mind on this journey of entrepreneurship.

Never take it personally. Most rejections are based on the wellbeing of the other company. If you get rejected it's simply because they don't think it's a good fit. It's not because you suck and your company sucks. It's literally just business. Let business be business, and don't take it to your heart. Don't let it affect your motivation, or ability to market yourself.

You should use rejection as a tool to figure out what your next step is or even how you could present yourself better next time. Take it as a learning opportunity and figure out what needs to change in order to land that next deal. Your goal is to be successful and grow your company, so use rejection as a tool to guide you in a better direction. Just because one person denied you doesn't mean there's not someone else out there that has been looking for someone just like you.

Never be afraid of rejection. Rejection is part of the growth process, and without it, you wouldn't know where to begin, or even where you should go next. You should never fear being denied because a denial is all it is. It doesn't affect you negatively to be rejected. If anything, you and the person that denied you are the only ones that are even aware of the rejection. You don't have to showcase how many rejections it took until you succeeded. Just remember that each rejection leads to another possible deal. Don't hesitate to put yourself out there in fear of being rejected. Just live for the moment and if you get denied then that's all that has happened is you got denied. You are still an entrepreneur and you are still striving.

Another thing is don't give your hopes up too soon. Just keep in mind that rejection is inevitable, and it's bound to happen to you at some point while venturing as an entrepreneur. Stop hesitating to put yourself out there, because, in the end, it will be nothing but beneficial. You can't land deals, without putting yourself out there. Regardless of rejection, you are still an entrepreneur and you still need to get your services out there. You can't wait around and expect something to come to you because that is not realistic. Like I said, rejection is bound to happen on your journey, just don't let it stop you from marketing your services or company. Use it as a tool to succeed.





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