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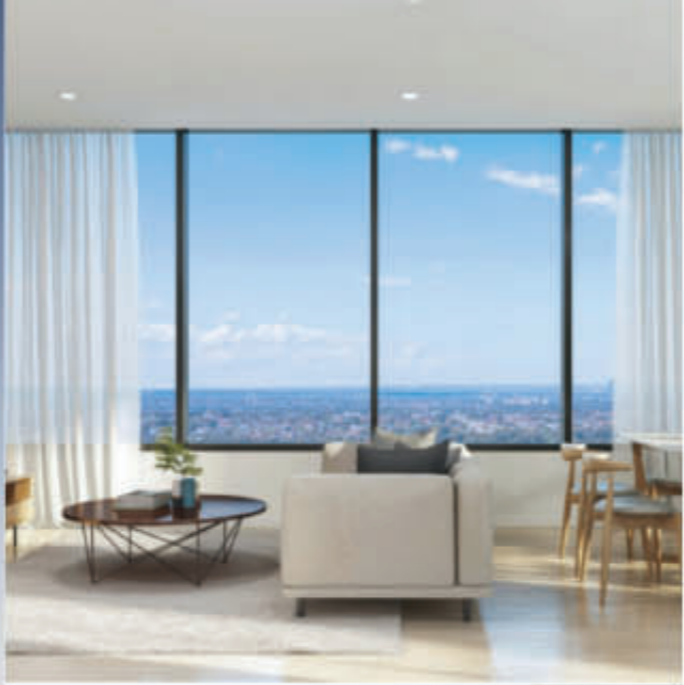
JULY 2022

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OPENING REMARKS

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

Sue Turner
Editor-in-Chief

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MEET THE CEO AND FOUNDER OF MB AND ASSOCIATES

MINDIE BARNETT

After ten years working as a television news reporter and anchor within the Philadelphia, and New York regions – among other cities – Mindie Barnett decided to use her knowledge and experience in the media to help propel businesses and position companies as thought-leaders. Barnett founded MB and Associates in 2003 and swiftly garnered a great deal of clients in a short amount of time. Because of her vast knowledge of the news business and strong ties with key members of the media – both on the local and national levels – MB and Associates was able to achieve rapid results and obtain countless press opportunities for clients. Due to these attributes, Mindie Barnett is now one of the nation's most sought-after and respected publicists.

Mindie was raised in South Jersey and earned a Bachelor of Arts degree in Broadcast Journalism from Hofstra University in Hempstead, New York, as well as graduate credits in the field of public relations from Rowan University in Glassboro, New Jersey. She's worked as an anchor/reporter at various television outlets, including NBC 10, Cablevision's News 12 New Jersey, TSM 24-Hour News, NBC in Louisiana, and NBC in Illinois. She is a devout volunteer with the Susan G. Komen for the Cure Philadelphia Affiliate, Philadelphia's Maternity Care Coalition. She serves as a board member of the American Heart Association in Philadelphia and an active volunteer for the global Wigs & Wishes foundation.

Mindie Barnett's public relations credits include landing clients' opportunities on Oprah, The Today Show, Good Morning America, Inside Edition, Live with Kelly, Dr. Oz, The Doctors, Anderson Cooper, In Touch Magazine, US Weekly, InStyle Magazine, USA Today and MSNBC, among numerous regional inclusions. Barnett was named "Business Owner of the Year," by the South Jersey chapter of the National Association of Women Business Owners. Her firm has won "Best PR Firm" by South Jersey Biz Magazine, two years in a row.

Mindie spearheads her public relations and social media firm and is also the author of the self-help memoir "Intermission," "You Don't Need to Be a Bitch to Be a Boss," a keynote speaker, host of "The Race for the Ring" podcast and on-air contributor. She lives in the Upper East side, New York City, with her two children and lovable pups, Max and Parker.

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

When did your entrepreneurial flair first reveal itself?

In 2003, I launched my PR firm and became obsessed with pleasing clients and closing deals.

How did your life look like before being an entrepreneur?

As a news anchor/reporter working for tv outlets in various media markets, I loved my career but very much was "owned" by the stations I worked for. My name, my brand, my choices, everything was under the station's ownership.

EMERGING ENTREPRENEUR SPOTLIGHT: CHRYSTEL

Chrystel Anne Clasicas is a Filipina designer born and raised in the U.A.E. She began her fashion journey after being inspired by her aunt, Felicidad Tuviera, who used to sew clothes for her and her sister. Ever since then, she has always had an interest in drawing dresses and making sock dresses for her Barbies. Chrystel emerged from the College of Fashion and Design, Dubai, where she won a full scholarship through a radio competition in 2019. Her Grandmother wore her very first design for her uncle's wedding.

She started her business after her college closed down during the pandemic by selling silk masks as she was tired of getting 'maskne'.

She explores ways to visually represent her vision by drawing inspiration from architectural monuments and her cultural roots. Each piece she creates exudes elegance yet stays true to comfort and can be worn on a daily basis.

Global Elite Entrepreneur recently caught up with Chrystel Anne to discuss her journey in the fashion world, and here's what went down:

How did you get into the fashion industry?

It started in 2019 when a friend of mine asked me to create an engagement dress for her. I also joined many competitions while studying, which led me to create one of my most iconic pieces, the 'Felicidad' gown. I relied on collaborations and networking to help me get into the industry. Collaborating with Filipino photographer Ace Reyes and makeup artists Mau Piodena and Pearl Delgado for my first clothing collection really started it all for my brand and me. Dubai is a great place to connect with other creative individuals within the fashion industry, which helped open doors for me for other opportunities.

What do you like most about being a designer?

I enjoy the creative aspect of it and seeing the happiness on my clients' faces! Finding inspiration and researching is difficult, but it's really where all the magic happens. You see the outcome of the idea in the final design, and that's the best feeling.

Downside to being a fashion designer?

It's a career that not many people will take seriously till you make something out of yourself. This can be tough when you are starting your career, so having a good support system is very important.

"It's okay to fail, so don't beat yourself up about it. You live, and you learn."



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

I think being invited to join New York Fashion Week has been one of my most memorable experiences. It stood out the most to me because it was one of the most stressful events in my life. My luggage, which had all the clothes for my show, got lost in Germany and was only delivered to me the day before the show! But in the end, it was an overall great experience as I got to meet the best models, makeup artists, and the production team backstage. As an emerging designer, being given the opportunity to showcase in an event like that is a dream come true. It validates my dedication and all the work I have put into making myself a better designer.

Who have been the most interesting people you've met so far? I'm fairly new to the industry, so every person I meet is interesting to me.

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

The industry is very competitive. You can combat this by keeping up-to-date with trends and not lag behind in order to stand out. Brushing up on your skills as a designer is also equally important. Personally, I learned that the connections and relationships you make with people are very important as they are the gateway for you to navigate and network in the industry that can lead to more exciting opportunities.

Is your family supportive of you being a fashion designer?

NO, They weren't really supportive of the idea at first and said I should just do it as a hobby. It took them some time to really get on board with the idea that I wanted to do something nontraditional. I did not let that change my goal of pursuing fashion. I would say my sister, Chyrille and boyfriend played a significant role in supporting me when I was about to give up on designing. They really pushed me to keep going and not give up.

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 remind myself to be more confident in my abilities and practice, practice, practice. It's because I lacked the confidence to put myself out there. I wouldn't have joined that competition to win that full scholarship which led me to where I am now. But thankfully, with the support of my siblings and friends, I overcame that.

What is the best advice you have ever been given? It's okay to fail, so don't beat yourself up about it. You live, and you learn.

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

I'll just keep designing and putting myself out there in hopes of eventually having my own studio in different parts of the world. I also plan on hiring full-time tailors to help me bring my vision to life.



GET TO KNOW THE CEO AND CO-FOUNDER OF DIGGZ RANY BURSTEIN

Rany Burstein is the CEO and Co-Founder of Diggz, a roommate finder and rental search platform based out of New York City. Born and raised in Israel and educated at The University of North Carolina at Chapel Hill, he studied business and graduated Summa cum laude. After over a decade working at a big bank on Wall Street, he turned to entrepreneurship. Specifically, in tech, his first passion. Rany, was building websites when the internet was just getting started while he was still going to high school. Most notably, he developed and owned the website for Israel's biggest soccer club, Maccabi Tel Aviv, which he sold back to the team during his military service. Rany has resided in New York City for the last 16 years.

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

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

I was born and raised in Israel, moved to the U.S. for college at UNC Chapel Hill, and after I graduated, I moved to New York to work in finance. I have been working and living in New York City for close to 16 years. I was working for a Wall Street Bank for over a decade, but I was always looking for a way to get back into the tech. When I came up with the idea for Diggz, that's when I also found my way back to entrepreneurship. I founded Diggz in 2015 along with my co-founder Ben Blodgett. We first launched it in New York, and today we are in over 25 major cities in the U.S. and Canada. Our creation, Diggz, helps thousands of people each month find their roommate, fill up their room for rent and even find apartment rentals.

When did your entrepreneurial flair first reveal itself?

My first steps into entrepreneurship were actually many years ago. In high school, I started building websites; I was doing everything from writing the HTML, producing the graphic design, editing pictures and videos, and writing the content. Most notably, I developed and owned the website for one of Israel's biggest soccer clubs, which I sold back to the team during my military service. When the dot com bubble burst, I changed course from tech to finance and went on to study business and start a career in finance.

How did your life look like before being an entrepreneur?

Before being an entrepreneur, I had a nice successful career, worked with a lot of smart people, managed a great team, and honed many skills needed to succeed both in the corporate world as well as the entrepreneurial one. I went to work, and when I wasn't at work, I could disconnect from it for the most part, especially on the weekends and holidays. That's not quite the same now. However, people tend to think that having a salary job is cushy or offers peace of mind, but it can be stressful. Especially during downturns. During the financial crisis, working for a bank wasn't a walk in the park. But you learn from the tough times too - whether you run the business or work for one. Also, as I went up the ranks, I started to have more ownership and accountability, which resembled running a business within a business. Obviously, there was a bit more bureaucracy involved, which you don't have running a new business of your own.

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

I'm inherently a problem solver, and as an entrepreneur, you find yourself solving problems all day. And it's not just putting out fires. It's strategic problems as well. Most businesses are formed to solve a bigger problem on a high level. That personally excites me. Further, there is a sense of competition that acts as a driving force as well. Every business has competitors, and if they don't, they will have them as soon as they taste a sliver of success. Trying to outsmart or out-hustle the competition keeps you going. Finally, I think the vision of my personal success and the impact this venture can create are motivating factors as you go through the motions of starting and growing a business.



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

Fluid. From a role perspective, you have to wear many hats, especially in the beginning whether you are doing marketing, product, sales, or even HR. You get to touch and impact all the aspects of your business. From a schedule perspective, you may find yourself working long hours, working on weekends and holidays, or answering emails at 2 a.m. But, you are also able to take advantage of days or times when you can recharge. For example, taking half a day to play golf on a Tuesday, which you can't really do when you are on that Monday to Friday grind. You make it work. And when I'm working, it doesn't always feel like work. And lastly, from a business perspective, what your business was when you started, might not be the same business today. So your experience is fluid all around, and your mindset should be fluid and flexible as well.

What were your top three motivations for starting your business?

First, I had a few bad roommates, but most notably one really bad roommate search experience; Thinking I found the perfect roommate on Craigslist, a would-be female roommate shut her door in my face after realizing I, "Rany," was a dude and not a girl.

Second, I saw a problem. There was no effective way to find reliable roommates that fit your criteria. Something as trivial as gender, and a face photo were not included on Craigslist. It was hard meeting roommates online, the whole process was a crapshoot, and you didn't really learn much about your future roommates until it was maybe too late.

And third, I saw an opportunity. Nothing in the market was addressing this problem back then. My experience got me

thinking of a better way to connect with like-minded roommates. I liked the dating apps style, which requires two people to match first with a mutual intent, then chitchat further before meeting in person.

Combined with my desire to go back into tech and entrepreneurship, I didn't hesitate on this idea and started making moves to bring it to life.

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

There is no single recipe for achieving business success. Still, I think it's important to build a good team around you, be comfortable delegating, maintain your vision, and remain flexible to change. Drive, grit, and a good work ethic will go a long way.

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

The first challenge, I would say involved myself; I didn't come from a tech background and I had to jump into a new world of app development, digital marketing, SEO, PPC, retargeting, social media, CRO, Database optimization, JS, negotiating partnerships, email deliverability and more. I needed to learn a lot and fast. One way I overcame this was by learning. I've set aside time to learn anything I wasn't strong enough in or familiar with. I read general leadership books, startup stories, technical literature about SEO, marketing, you name it. It took time, but I think it was a great investment. I'm still not an expert on each, but now I can't be duped, and I can have an informed discussion with my team or service providers.

The second challenge our company needed to overcome in the early days was a technical one. How to accommodate our product for scale. We started with a very functional MVP that worked great and quite fast. But, as we grew and acquired more users, our app started to slow down and ruin the user experience. At one point, our roommate search page took longer than 10 seconds to load. We didn't build it for scale or have that in mind initially. To solve it, we sought guidance from several technical growth experts. I might add helped us voluntarily, and we are still very grateful today. They advised us about what technologies are available and that should be used. They also urged us to rethink how to construct our algorithm and database to work more efficiently. We were able to implement multiple proposed solutions, which got our app working way faster. Not only for back then, but we had set it up correctly for continued growth and scale.

What is the best advice you have ever been given?

One of my old managers told me and showed me by example to not be afraid to roll up your sleeves and get your hands dirty. It will help you learn fast and earn the respect of your colleagues, employees, and superiors. Especially when you start a business, take on customer support roles, maybe do manual operations work, make sales calls, etc. It will help you learn your product or service better, directly get customer service, and ultimately give you a high-level view of what you've created and ideas for fixing or improving it.

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

Learn as much as you can in your new space and keep learning. Try to understand the aspects of your business that you are not great at. For example, if you don't deal with SEO or don't know much about it, at least learn the basics. Don't just blindly delegate it to someone else. I think plugging your shortcomings or gaps with talent is great, but you also need to be able to manage and converse with your experts. So the more you know, the better. Also, success doesn't happen overnight. Be ready for tough times, failures, and making mistakes. The key thing is to learn from them and improve.



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GURUJI

SHRII ARNAV

Wearing Love on his Heart- Guruji Shrii Arnav on a Cannabis Plantation



The Grandmaster casts a Vedic Horoscope & Position of the Planets as per date, place and time of birth to reveal amazing details of a Person's Life and Destiny

In a major scoop, Global Elite Entrepreneur magazine was able to get in touch with the Grandmaster and Guru of Gurus- Guruji Shrii Arnav, for a no holds barred interview.

The revered and beloved Guruji Shrii Arnav is the father of Astro Gemology and an internationally acclaimed spiritual Guru who uses techniques based on spirituality, Astro Gemology, and modern management methods - he's a mentor to statesmen and millionaires.

The author of the Magnum Opus "Secrets of Jyotish Gems" (translated into six languages), he is the mentor of the world's largest E-commerce portal to buy natural Gemstones online (Gemstoneuniverse.com). The website has a mind-boggling reach of 4 million monthly users and has been around since the early days of the Internet in 1996.

From consultants to start-ups as well as superstars, we're pretty confident our readers will enjoy straight-from-the-heart candid answers from the man who is in the business of changing lives for the better.

Guruji, congratulations on winning the Best Thailand Personality of the Year 2021 award! How does it feel? What was the process for you to find what you wanted to do?

I am very honoured, and a bit surprised in equal measure. To win an award of this magnitude and being the first foreigner and non-Thai person to win this award is very humbling.

I dedicate this award to all human beings who consciously think of their fellow men; yes, they still exist. Thank God for that.

As far as finding the process of what I wanted to do was fairly simple.

I did not want to do anything nor had a step-by-step plan. I just do what I like to do and by which I can make a difference.

Once I had complete confidence in my guru and absolute faith in his words, there was no confusion.

This was further cemented by the feedback I received from people who engaged and interacted with me. That I can positively contribute to their lives is an added reinforcement.

What has been the most memorable experience of being in the Gemstone industry so far?

At Gemstoneuniverse and in my life in general, we are blessed with many memorable experiences every day, so singularly pointing out a single experience would be difficult.

However, last night I was recounting the experience of one man who was suffering from Psoriasis. It was both an uncomfortable and distressing situation for him.

After trying out conventional allopathic treatment with no measurable difference (No improvement - the Psoriasis was manageable) and not cured, he sought my advice.

I advised him to wear a Natural Pearl and Coral combination, massage with a specific herb-infused oil, and listen to a certain audio frequency for 6 minutes daily.

By the Grace of God, his situation improved by nearly 70% within eight weeks.

In addition to improving his condition, the remarkable change in his confidence and attitude was very satisfying.

I am also pleased that gracious people with their names and designations share their experience with Gem therapy and other combination therapies on video at Gemstoneuniverse. You can view them in our testimonial section or on social media pages.

It was amazing to see that Global Personalities like Donald Trump Jr.,



Latest Yellow Sapphire ring and Nine Gem Talisman collections 2022 designed by Guruji Shrii Arnav & offered by the House of Gemstoneuniverse.



Guruji Shrii Arnav receiving the Best Thailand Personality of the year award 2021



Sporting superstars like Carl Lewis, and other celebrities wish you such warmth on your birthday. Who have been the most interesting people you've met so far?

Every person I meet is a superstar, a seed with the potential to be a giant, and I am blessed to meet people from all walks of life.

From a milk man to a conglomerate owning a major dairy operation, from a motorcycle mechanic to a conglomerate manufacturing engine for the latest cutting-edge aircraft - I meet all sorts of fascinating people.

That phenomenal people with rare accomplishments decided to surprise me for my birthday, and it was indeed a special gift.

However, as I said, I love and respect every individual who wishes to engage and interact with me, and I am nonjudgemental. I do not classify them with the tags that society gives them. That is the only way I can give them my best and bring out the best in them.

What makes your company different than your competitors?

I actually like this question, so I am quite glad you asked me that.

From my standpoint, we are NOT a company.

We are an organization and a movement driven by excellence and values of compassion. Our motto is "Patron Benefit first, and profits are a by-product."

We love Gem Therapy, we love and respect the ancient spiritual sciences, and we love our patrons. Those individuals from more than 70 nations actively engaging with us is a testimony to the impact of Gemstoneuniverse.

As far as competitors are concerned, I would like to believe and practice that we are our own competition and strive to be always in a state of Kaizen.

We are not cut, copy, and paste masters but inspired scientists and artists.

And till we stay in a constant state of relentless innovation and pursuit of knowledge, we will not have to bother about the so-called competition.

Your social media posts are quite good and they deliver so much value. People eagerly look forward to meeting you in the Humans

of Gemstoneuniverse program. How does one seek your mentorship or be your disciple?

I feel happy that I can deliver some unique value to the amazing people who interact and like to assimilate my posts or the information I share.

This primarily shows two things:

The vast range of avenues available to us to lead a better life and find solutions to our problems, and second, there is no one size fits all solution to problems.

Unique DNA, unique people, and unique methods of life optimization.

Yesterday in my Facebook post, I said I had a problem with the word mindset.

How can a dynamic MIND be SET? That is an absurdity. I was asked to simulate an interview-like situation and to get hired by specifying five words or less about myself. That was a cathartic life-changing exercise for some.

I also said if you are still looking for some course or mindset, etc., as part of your vocabulary, then there is still time to seek me out.

Once the individual is ready, nature automatically connects us. That is the magic and miracle of life.

You advise some of the biggest corporations and individuals on finance and investment. What is your take on bitcoin, cryptos, NFT, etc.?

Whatever the economic situation, one should stick to basic solid foundation rules that always deliver.

God's currency is land, gold, silver, Gemstones, and knowledge - these will never give a negative return despite COVID, stagflation, recession, depression, or whatever fancy words so-called experts throw at you.

Be conservative rather than greedy, and let the power of compounding do wonders for you.

For young entrepreneurs and individuals, a good primary goal is to have extra funds for one whole year in case you won't be doing anything.

If you can calculate your yearly burn and work towards having that in reserve, you will automatically have excellent learning and practice, which should be enough.

Your life is a roller coaster with so many fascinating things happening. What are your big-ticket items for 2022?

I think the primary focus now is on the Gem Art, ensuring that Gem supply and pricing remain stable and cutting-edge alternative healing centres including working with sacred herbs including legalized Cannabis (Smiles). I cannot say more at his juncture, and my heartfelt regards and best wishes to your team and readers. Stay well and Stay Blessed.

You can follow the amazing Guruji Shrii Arnav on social media via the links below:

Website: www.gemstoneuniverse.com

Facebook: www.facebook.com/gemstoneuniverse

Instagram: @gemstoneuniverse

You can also follow Guruji Shrii Arnav's public updates on his Facebook for daily energy contemplations via the address below:

www.facebook.com/emeraldriverindia



A Beautiful Poignant Moment from Guruji Shrii Arnav's Birthday



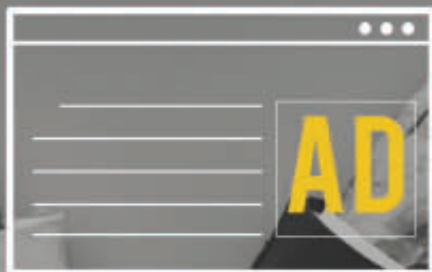
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ELITE SUCCESS BUSINESS CONSULTING

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FIVE REASONS WHY 2022 COULD BE THE BEST YEAR TO START A BUSINESS

COVID-19 may have severely changed our lives, but entrepreneurs may be able to benefit from a post-pandemic climate.

There's the potential for an increased labor pool as well as several online marketplaces' opportunities. Below are five reasons how you can be a successful entrepreneur in 2022.

The Significance of the Economic Situation

It is hard to find a country globally that the COVID-19 pandemic has not severely impacted, and let's face it, its economic impact has been devastating for many people. That said, several entrepreneurs may benefit from the current and impending recession.

Many people are likely to have been laid off due to the pandemic, which means there's plenty of labor potential out there. In other words, the labor pool is very saturated at the moment. So if you are considering hiring people to make your business dreams come true, now could be a great time to make critical decisions during the hiring process to get more skilled employees.

The Significance of Individual Perception

As a potential entrepreneur, you may have been planning to start your business for a while, or the pandemic may have inspired you to create your own business. Nevertheless, this time is likely to have been very insightful regarding your business plans.

The time spent at home will have allowed you to consider your plans in a much greater depth, and you are most likely to have been productive in your thoughts about your business due to the increased free time that lockdown may have given you. This new insight can be carried forward into your future goals as an entrepreneur, meaning, your decisions are likely to be more informed.

The Significance of Online Platforms

The pandemic has meant that online business has boomed, an excellent opportunity to consider. As a business, you may be able to avoid more physical costs by developing your business online and reducing costs such as buying land space, for example.

Online marketplaces are also highly significant as they allow businesses to branch out to a much wider audience, increasing your chances for customer interaction, and thus, sales, and in turn, the potential success for your business.

The Significance of Reduced Competition

Many people are likely to be wary about making any risky decisions in such a time of economic crisis. This means that people with similar ideas as you may hold off on executing their plans, allowing you to enter the market strong and set up a strong presence, increasing your chances for business success.

The Significance of Disregarding Financial Woes

Finally, while finding finance may be slightly more difficult in a climate where investors are likely to make less risky ideas, if you are able to prove the viability of your business idea and its potential for success, no reason finances from venture capitalists, for example, are not an opportunity to consider.





MAKE MONEY ONLINE

TOP FIVE PRACTICES FOR MAKING MONEY ONLINE

With the increasing number of populations every year, people are finding it harder and harder to look for a job suited to their credentials. This is true, especially in today's competitive industry.

The good news is that there are other alternatives. Thanks to the latest technology, it's now more accessible for people to carry out their day-to-day tasks – from shopping and purchasing online to playing online games to making money online. You're probably already familiar with some of the best methods to generate good income online; now, you just need to remember to implement these methods to ensure future success. So, what are these top practices?

Be unique

Being unique plays an integral part in the success of any online business. Copying other people or companies is not the right thing to do. Sure, you can easily copy the website blog post or advertisement campaign of someone else, but do you think this will eventually help you make money online? The best thing is to create unique campaigns and content to generate more customers. More customers, of course, equals more income!

Add value

Many people who try to make money over the internet don't actually provide value to the items they offer. The result? Low income. Thus, you should always add value first when setting up an ad campaign or creating a website. Adding value must always be your top priority; the money you will earn should be just a bonus. You can expect more sales and establish a solid customer base by doing so.

Be consistent

In everything you do, being consistent is highly important. The same applies when doing business and making money online. Create your own plan, and you'll find later on that being consistent is just a simple thing. For instance, build links slowly and post consistently if you own a blog. The results will blow your mind.

Invest in equipment and tools

Technologies have been invented to help people and businesses make their daily activities and transactions a lot easier. Today, almost all businesses invest in advanced tools and equipment, so why not do the same to make your online activity a real success? If you're really serious about making money online, invest in a keyword tool or software like a premium WordPress theme to improve your website.

What are the opportunities for making money online?

There are several opportunities you can try to help you generate income, which includes paid surveys, Google AdSense, tutoring, testing websites, teaching English online, getting paid to test apps, working as a social media administrator, etc. The only challenge you will face is the risk of being scammed. But this is not a big problem, though. It would help if you conducted thorough, comprehensive research about the company or product and checked its reviews.

Ready to make money online? Check out the best practices below to make the process simple and eventually, help you succeed in your niche.



FIVE REALISTIC TIPS TO BUILD A SUCCESSFUL STARTUP

Getting into the business world is not easy because it comes with many risks and chances. Most entrepreneurs think that having a business plan, some capital, and a workforce is enough to survive in the market. The case is not so. Even the most confident entrepreneurs who have all the resources to maintain a strong position in the competition fail. This is because they do not consider the minute things that will determine their position in the market.

Here are some essential points that can make your business an instant hit with the masses:

Overestimate the Expenses and Underestimate the Revenue

Keep this in mind; there is a high chance that your expenses will exceed your expectations, whereas your revenue will realistically be relatively less. When you are conservative with numbers, your ability to accept reality is weak. Therefore, it is better to estimate figures that will not be shocking for you and not put your morale down.

Let Your Customers Create Your Business

No one is a bigger marketing genius than the customers. It is up to them to decide whether something is worth staying in the market or not. Do not get into a guessing game while assuming what your customers might be looking for. Instead, do the market research and actually find out the current demands of the people. Talk to them and identify their problems and their needs.

Know Your Competitors More Than You Know Yourself

Stepping into the market is definitely not easy. You need to know what you will be facing. It would help if you won the hearts of the consumers, so you can be a step ahead of your competitors because that will make your business stand out in the crowd.

Keep Discovering New Cost-Effective Methods

Obviously, there is no success in the business until a handsome sum of money hits your bank account. One of the best saving methods is discovering new and reliable techniques to save your cost and increase your profit.

Keep Learning During the Process and Never Miss on Expert Advice

Remember that the process of learning never comes to an end. You will keep discovering new methods, and innovative creations will continue to pop in front of you. If your first formula was a success and ensured a good running of your business in the first season, then the second one doesn't have to do the same. You might need to strike a new chord to maintain your success.

Keep the points mentioned above in your mind, and you are good to start your venture. Make sure that you never run out of capital to cover up for small losses, which might sum up to create a massive problem in the future.

FIVE ESSENTIAL ONLINE MARKETING TIPS FOR YOUR BUSINESS

Internet marketing is becoming an integral part of most businesses today. If you want to ensure that your company holds a strong position against the competition, properly using online marketing strategies becomes essential. Running a business in the 21st century is not a piece of cake and requires immense effort, hard work, and creativity. Nothing works better than effective marketing to attract consumers, and no other marketing medium is better than via the internet. Below are some of the most vital internet marketing techniques which can ensure your business thrives in 2022:

Less is More

Fortunately or unfortunately, most of the people today are not into reading. They would not even enjoy longer videos or messages; therefore, keeping everything concise has become very important. By doing this, your message will reach a wider number of audiences and be more impactful.

Make People Come to You

SEO never goes out of fashion, and neither does it fail to be an efficient marketing strategy. Making people come to your company, service, or product is one of the most decisive moves one can make to ensure success. The only thing with SEO and blog writing is that one needs to keep in mind how to use it in the best possible manner.

Adopt Diversity in Social Media Marketing

Relying on just the social media giants is not enough at the end of the day. Although biggies like Facebook and LinkedIn provide your company a powerful platform, never forget the emerging entities that have managed to gain a significant position in the market. With options like Instagram, Snapchat, and Pinterest in the market, one has to become familiar with the nature of their business and tap into the right kind of social media platform to achieve success.

Mobile-Friendly Content is a Necessity

Laptops and personal computers have taken a back seat with the advent of Smartphones. You can do everything with the help of your thumb these days; therefore, more and more people go for this convenient way. If your website is not compatible with mobile phones, you are probably in for significant losses in your business.

Videos are an Instant Hit

Short and meaningful videos always click with the audiences and will give away a lot of information in a limited time that other means cannot deliver. If your video manages to talk about essential points effectively, it will help you quickly reach wider audiences.

Let's face it; internet marketing is available to everyone, making it essential to be unique and different in its use. Come up with innovative strategies, which will pave new paths of success for your business.

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 blue ocean with white waves and a clear blue sky with light clouds. Two wooden posts are visible in the sand.

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