

G L O B A L

ELITE

Media

OCTOBER 2022

INTRODUCING THE
INTUITIVE BOSS BABE



MAKE WAY FOR ERIC SIU

One on one interview with the founder of
content intelligence software ClickFlow

HOW TO BUILD
REAL CUSTOMER
LOYALTY

ONE ON ONE WITH
**MEIYOU
SONG**
A DESIGNER TO
WATCH OUT FOR IN 2022

*Robbie
canner*
*Get to know the
international influencer*





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GLOBAL ELITE Media

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EDITOR'S NOTES

Global Elite Media Group's journey began a few years. As our company has grown, so has our belief in Global Elite Media Group's role and vision for impact worldwide. Today, we're proud of our long history of helping create a platform for emerging talents and entrepreneurs from all over the world.

Our strong values have guided us through this past year. As I write this introduction note, we continue to navigate a global pandemic which has been a defining moment for the whole world – and definitely a defining moment for Global Elite Media Group.

Today, we begin our next journey to 2022 and we present to you the latest addition to our family - Global Elite Media Magazine. Our goal is and always has been, to establish a publication that informs and promotes local artists, models, actors, creatives, and entrepreneurs from all over the world. Our purpose will always guide us in our decisions, and our values will always inspire us to keep pushing forward. God bless everyone.

Sue Turner
Editor-In-Chief

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INTRODUCING THE INTUITIVE BOSS BABE...

ANDREA FRANCO

Andrea is an Intuitive Business Mentor and Coach that helps female entrepreneurs create wildly successful online companies through organic and strategic approaches. Her entrepreneurial journey started in my mid-20s when she built a successful media company. While running this business, she knew that my purpose as an entrepreneur was much bigger than being behind the scenes. This was when the Intuitive Boss Babe brand was born. Since my launch in early 2020, she has generated over \$500,000 in cash and helped women scale their businesses to their first six-figure and multiple six-figure years. Thus far, she has served thousands of women to grow their confidence, gifts, and businesses.

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

When did your entrepreneurial flair first reveal itself?

I created a Twitter that ended up receiving 175,000 followers from my desire of wanting to help women from around the world. I helped women with their relationships and even screen-printed t-shirts. Each shirt was sold through my Twitter, where I would get checks in the mail per purchase! From there, I saw how easy it could be to build a company when you put your time and energy into it. Little did I know that this experience was just the start of my entrepreneurial journey.

How did your life look like before being an entrepreneur?

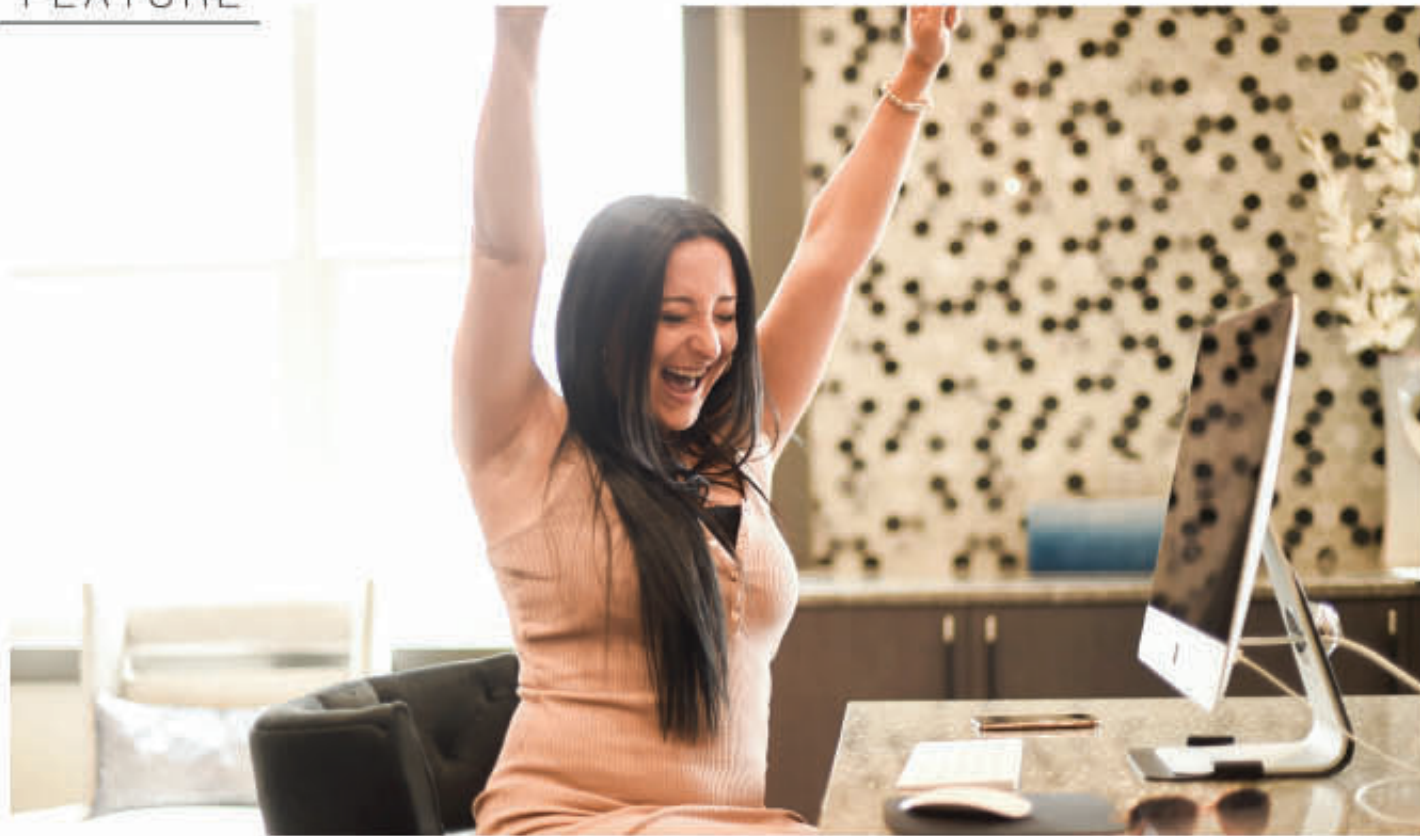
My life before becoming an entrepreneur included college classes and waiting tables. I started my journey going after my Bachelor's Degree in Psychology which wasn't achieved, however, the path I decided to go down led me towards more impact, income, and magic than I ever thought possible. I worked so many jobs trying to find my purpose and passion and quickly realized that it was never going to be working for someone else. Going to EMT school, and then going to school for psychology helped me step into my own path of changing lives, and showed me that I could create it all on my own.

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

What motivates and drives me is the inner knowing that I was put on this earth to change people's lives. I love coaching, and I love watching what happens when someone fully commits to themselves, their visions, and their goals. I believe that an impact-driven business creates a timeless brand and business. I know what it feels like to be broken, wounded, and unsure of the next steps, and I know for a fact that I am here to help women streamline that process as well as call in more ease at a rapid rate.

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

Transformational. When I first started my entrepreneurial journey, my life looked completely different. Watching the impact of my business on



people's lives, and how transformational the work, we do together is, will never cease to amaze me. And not only has it transformed other's lives, but it has completely changed my life forever. I now get to run a company that has my heart and soul in it, while changing the world every single day. I have the honor of supporting incredible humans who are doing life-changing work in their entrepreneurial journeys.

What were your top three motivations for starting your business?

My top three motivations for starting my business were impact, transformation, and growth. I knew that I could impact millions with the business, and the intuitive approach that I take, to help create successful brands. I also knew that I could help people grow their wealth, abundance, and overall happiness through the mindset and transformational work that we do together which is why I include that in everything I create.

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

I would say the key element for starting and running a successful business is creating a solid foundation first. When you start from a foundation that is filled with clarity, impact, and drive, you create a long-standing brand and business. Make sure you have a clear onboarding system and growth plan, and you will be off to an amazing start. If you ever need support, hire a mentor or coach to support you. When you commit to your business, there are going to be moments when you feel terrified of the next steps, like those big investments. Always trust yourself.

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

First, would be the opinions of others. I grew up in an old-fashioned Italian family around a lot of people who were not in entrepreneurship. So, when I decided to go for it and spend the money that I didn't have, for a dream that no one but me believed in, it seemed crazy to everyone around me. I felt extremely alone. But I persisted, and now I am more successful and happy than I've ever been.

Second, would be organization. When I first started my business, things were messy. It was hard trying to find the flow of things. The back end, the links, the programs, the diversifications can get overwhelming to do on your own. My Online Business Manager was someone who changed my life and really helped add structure and organization to my business. I couldn't do it without my support and team, but this obstacle definitely lit a fire under me to work on my own flow and be the CEO of my business.

The last would be to surrender. In this industry, it is taught that we should always be going bigger and bigger, but the truth is that business is sometimes ebbs and flows. You have to surrender to the ebbs and flows and know where you are in your own journey. Sometimes I am in a massive creation and planning mode, and other times I'm on fire selling non-stop. Learning my unique personal flow and business flow has changed everything for me so that I can surrender to continue to catapult my income, as well as manage my energy properly.

What is the best advice you have ever been given?

The best advice I have ever received was to never listen to the opinions of others, and do what makes you happy. When I started entrepreneurship, it caused some of my close family members and friends to try and talk me out of following my dreams. If I had listened, I would have never gotten here. Even though the journey may have looked different than what others expected, I would have never found the success that I have today if it wasn't for me trusting myself and following my own personal happiness.

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

Focus on creating free value, and being consistent so that your audience can get to know and trust you. When working in an industry that is mainly run online, creating brand awareness and trust should be one of your first focuses as a new entrepreneur. Be willing to make mistakes and learn from them. When you don't give up, and instead learn from your mistakes and successes, your business becomes limitless. Hold the vision and commit to your evolution.



EMERGING ENTREPRENEUR SPOTLIGHT: MEET MEIYOU SONG

Meiyu Song was originally born in China, but grew up in Japan – she's Korean Chinese. She moved to London in 2012, studied for 6 years in Central Saint Martins and she just graduated from University. She's an emerging designer to watch out for in 2021.

Global Elite Media magazine recently caught up with Meiyu to discuss her brand and her journey as an entrepreneur and here's what went down:

How did you get into the fashion industry?

My mum was a fashion designer. So since I was young, I was always interested in fashion and arts. She recommended that I go and study in Central Saint Martins which I think was the best decision I ever made.

What do you like most about being a designer?

I think being a designer means you can express your feeling and conviction not just by words also by work. Often, I found it's difficult to tell everything by words to other people so I think this is the best way to express who I am.

Also, of course, I'm simply just enjoying the making and designing process. All of my stuff is hand made so the process itself will take a really long time. It could be physically very tiring but mentally feeling good once it's done.

The downside to being a fashion designer?

Long work hours. I think it will depend on what kind of designer you want to be. Personally, I like designing both textiles and silhouettes by myself. I don't really like using already existing designs. So I make everything from scratch which will be a long process.

I understand why fast fashion exists but I want to create the trend, be a real designer not just copy other people's work. So although it's a long process, I believe it's worth it. I also believe that each collection's concept is very important. Of course, fashion is about the visual so I need to make it visually beautiful and interesting but at the same time, if there is no meaning (concept) behind it, it will be so shallow and meaningless. We, designers can use our collection to send other people messages so why not do so?

Another downside will be the people. Honestly speaking not everyone in this industry is nice. It's a very competitive industry so sometimes you have to deal with mean people. When I was a young teenager I thought "The Devil Wears Prada" was just a film so they over-exaggerated the fashion industry but soon I realised that they really didn't. Actually, the director was being very generous.

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

My whole time in CSM. I saw how much people work. How passionate people are. It's quite scary to know that it's so normal to work 3 days without sleep before the deadline. Also, during my BA course (3years) except for a long vacation, I only went out with my friends or family about 5 times? I spent every single minute on my textiles and fashion.

"I think being a designer means you can express your feeling and conviction not just by words also by work".



Another thing will be London Fashion Week. I was an intern for APUJAN a few years ago. On the actual show, that was so busy and so many things going on. That was definitely a great experience.

Who have been the most interesting people you've met so far?

Alice Wellbeloved. She was my tutor for the short course and foundation course. She works for high-end fashion brands such as Sonia Rykiel. She is a super energetic, lovely, and clever person. At the same time, she is very honest and says things in a very straightforward way. Some people say she is harsh but I absolutely loved it because she is always on point and it's very easy to understand. Also, I didn't pay for going to school to make friends with my tutors. What I needed was someone who could push me and make me learn things. I completely trust her; even when I did my Master's course I used to contact her.

Although she wasn't my tutor anymore she did give me so many important suggestions, opinions and helped me mentally. I was also her assistant tutor for Central Saint Martins' summer course. She was a really nice boss as well. I just simply learned so much from her.

Another person will be Derek Lawlor. I did an internship for him. Although, we have totally different styles. I love colours. My collection is always full of colours but he tends to use black and white only.

However, I learned a lot of things from him and he was a very nice and kind boss. Not only did I learn a lot of skills from him, but he also did answer all of the questions I was curious about.

Right before the fashion show, I had to do a bit of overtime working but I was very happy to do it. He is

kind of the boss who makes you feel you want to be part of his team and make the collection better and better.

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

DIY skills. Not sure about other schools but CSM is definitely not the place to learn "skills/ techniques". They make you think. Make you learn by yourself.

In this industry, I learned that nothing is impossible. Just DO it.

Is your family supportive of you being a fashion designer?

As I mentioned before because my mum was a fashion designer, my family is very supportive. I also have a lovely supportive husband. Without their support, I couldn't do it.

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

Probably, I will do more internships. Unfortunately, most of the UK fashion brands don't pay intern students but you will learn a lot from them so I think it's definitely worth trying.

What is the best advice you have ever been given?

Never give up. Nothing is impossible.

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

I want to work for few high-end fashion brands for a few years first then make my own fashion brands.



STATEMENT MAKER: GET TO KNOW

ERIC SIU

Eric Siu (Los Angeles, CA) is the founder of content intelligence software ClickFlow. He is also the Chairman of ad agency Single Grain and has worked with companies such as Amazon, Airbnb, Salesforce, and Uber to acquire more customers. He hosts two podcasts: "Marketing School with Neil Patel" and "Leveling Up", which combined have over 43 million downloads to date. He also speaks frequently around the world on marketing and SaaS. In his youth, Eric was not academically or socially successful, but he was a serious high-level eSports and poker player. He ultimately found how to convert his focus and success in gaming into a very successful career in marketing. He also contributes to Entrepreneur Magazine, Business Insider, Forbes, Fast Company, Time magazine, and more. Global Elite Media Magazine recently caught up with Eric to discuss his journey to entrepreneurship and here's what went down:

When did your entrepreneurial flair first reveal itself?

Back when I was still hardcore gaming, I picked up a lot of the foundational habits and skills I wound up using in business. When I think back to why I was able to win gaming championships despite the odds, it was because of consistent, hard, painstaking work. There's no way I could have gotten there without progressing methodically and patiently.

I actually have a sense of pride when I think back to my gaming days because these accomplishments provided me with foundational confidence that allowed me to eventually succeed in real life and business. Thanks to that confidence, I was able to parlay my gaming experience into resurrecting two companies, taking over one, starting a software company, speaking internationally, hosting two podcasts with over thirty million listens (Marketing School and Leveling Up), hosting a reality video series (also called Leveling Up), and guest lecturing at universities on entrepreneurship and marketing. always think long-term.

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

Honestly, my passion for entrepreneurship is driven mostly because I love it. I love the game of business. Every day I wake up and I'm excited about what I have planned, that's why I see life as the ultimate game.

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

Vision. With everything I do, I always think of the third and fourth-order consequences. I think being a successful entrepreneur is having a long-term vision, that's something I try to live out and instill in all my employees.

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

There has to be a good product or service market fit. Otherwise, you're going to be spinning your wheels for long and you might not know why. Next, make sure you're thinking about the customer and product first. If you're making decisions to improve your customers' experience they will reward you with long-term business and referrals. Finally, I think entrepreneurs need to be willing to stomach some risk. Everything is not perfectly laid out step-by-step like being an employee, there will always be some risk involved, but not as much as what people might think.

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

We've always thought of SEO as our specialty, even ranking #1 at times for Digital Marketing Agency and Los Angeles local terms. We put a heavy emphasis on creating quality content consistently, having a content machine works for us and gets us inbound leads.

What is the best advice you have ever been given?

Done is better than perfect.

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

I'd say don't put the cart before the horse. I see a lot of new entrepreneurs go out and try and sell 'courses on how to run an agency' without ever running an agency. Make sure you take things one step at a time and always think long-term.

A woman with long brown hair, wearing a white wide-brimmed hat, a white short-sleeved dress with puffed sleeves and a ruffled waist, and brown leather boots, is sitting on a sand dune. She is holding a brown leather 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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Co-founded by the StarCentral Media Group and the Australian Millionaire Business Network, the TV1 channel is the home for independent Australian Screen content. We very much welcome our local screen practitioners from emerging through to the established to make TV1 their home. By streaming your content on TV1, you join a family of rising stars, entrepreneurs, celebrities, and various artists.

MISSION: Our mission is to present the most unique and compelling original Australian content by tapping into the hottest local talents and events.





INFLUENCER SPOTLIGHT: MEET

Robbie Canner

Robbie Canner is a 63-year-old international model, and an international and national judge. She was crowned Ms. World back in 2018/19, and 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 60s 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, eventually, her inner strength 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 to future queens and friends she meets along her journey and wants to help them achieve their hopes and goals.

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

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

I joined pageantry at the grand young age of 57 years old after I lost my son to cancer. Being not in a really great place emotionally, I was looking for something to put my mind to and a charity platform for my son's cancer, and that's when I found the Scott Canner Young Investigator Grant through Tour de Cure. My first pageant in 2015 gave me a taste for pageants and the great friendships I made. In 2016 I won the Ms. Global United Australia title, which sent me to Minneapolis, USA, for the Ronald McDonald House for kids' cancer, where I won the international title. From there, I entered Ms. World in 2018 and won that, and from there, I started my international modelling career, including Fashion shoots, TV Interviews, and becoming a pageant director. Now I love mentoring our young Queens, growing their confidence, and developing their future careers.

How did you become an international influencer? What's it like to be an influencer?

Being called an International Influencer is a title that I am not totally comfortable with. Still, nevertheless, a title that gives me a platform to chat, mentor, and help develop and encourage people of all ages being in the same situation as me and a level that allows contact from those who otherwise, just like me in the past would not normally have someone to speak their emotions to. It gives me great satisfaction to know that I have many followers from around the world that respect my situation and advice me to keep in touch and grow just like I have.

What has been your greatest triumph, to date?

It's where I have grown through having the guts to get up and ask for help, put my worst emotions out there, and am now in a position to help others. Triumph is a multi-level word, encompassing emotions, passions, growth, development, and being able to get up and get going again in the face of many adversities. Also, the confidence of winning a Ms. World title and growing from there has become very personal to me in the growth and mental arenas of walking International runways worldwide.



What do you think you came into this life to learn, and what do you think you came here to teach?

I came into this life to enjoy, love life, try and make all the right decisions, make fabulous friends, stay fit and healthy and should adversity come into my life, work out how and why I would address this for the best outcome of not only for myself but others.

This is an open-ended question, but it makes me look inside myself for the answers. I feel I am on the right path to achieving most of the outcomes. Where I would like to go from here is a growth of confidence which, as someone said to me, "No one would think you lacked confidence." Well, I do, in many ways, and I do not like conflict in any form. If faced with this, I can withdraw into myself, but I always find a way out of my own maze and take on lessons; growth is always the outcome.

To have a platform to help others in many ways, from opportunities, chats, social media, guest speaking, and speaking with you all here in this fantastic magazine, I find to be rather cathartic and brings on fresh ideas of what and where I wish to grow to from here.

What projects are you working on right now?

Fashion weeks around the world, starting a new career with Qantas, still having the satisfaction after 38 years in my sports therapy practice of helping people achieve a pain-free life, writing a book, creating a new pageant system, and just being content with having my beautiful friends and opportunities in abundance.

What would you still like to attempt in your career?

A cover in New York, Paris, and London and just continue to be happy with where I sit right now.

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

Know who you are and what you want, and if at any time you feel bullied or let down, know your own worth and don't let anyone put you down. Grow as I have, stand up for yourself, apologise if needed, and know in your heart that lessons have been learned and never need to be revisited again.







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NEW ISSUE OUT NOW!



EVENT REVIEW: WINE TASTING EXPERIENCE FOR HARDY'S WINES

By: Jill Antonio

MoneyCentral magazine was recently treated to an exclusive virtual wine tasting by the team at Hardy's Wines and it was definitely an incredible wine tasting experience.

Over the course of the online week-night wine-sesh, Hardy's Senior Winemaker Nic Bowen shared his favourites of the new release vintage selection.

Nic walked us through an interactive tasting of four of Hardy's latest vintage wines: a unique multi-state Clare Valley/Tasmania Riesling 2020, Tintara McLaren Vale Grenache Shiraz Mataro 2018, Tintara McLaren Vale Shiraz 2017, and lastly, a brilliant mulberry Eileen Hardy's Shiraz 2016 (worth a whopping \$RRP \$154.00).

If you're like me, you enjoy a sophisticated Riesling. The Clare Valley/Tasmania Riesling 2020 is a best-of-both-worlds wine, displaying the best characteristics and qualities of both reputable regions – blending fresh fruit and florals over a lengthening mineral and acid structure that draws you in for the next juicy sip. I'll be reaching for this all Spring and Summer long.

We moved on to a couple of wines crafted at the original home of the Hardys brand, the 'Tintara' winery. The Tintara McLaren Vale GSM 2018 is a soft and generously flavoured wine with vibrant red and black fruits, liquorice, spices, and savoury notes. The following Tintara McLaren Vale Shiraz 2017 was more complex and vibrant, with similar dark berry and chocolate flavours, but boasting considerable structure.

Make a mental note-to-self: when next attending a dinner party, bring anything from 'Tintara' (McLaren Vale, SA), and it'll be a guaranteed winner.

To round out the tasting, we savoured a splash of one of Australia's most awarded wines: the 2016 Eileen Hardy's Shiraz. This one is dark purple, with a crimson hue. The Eileen Hardy range showcases the pinnacle of Hardys' winemaking philosophy and represents the significance and prestige of this incredible winemaking family. It's juicy, smooth, dense – and worth every dollar.

EVENT REVIEW: SYDNEY'S FINEST LASH EXPERIENCE

FANCY LASH

By:  Antonio

We tried out Sydney's premier inner-city lash salon, and the result left our hearts in a flutter.

If you've been umm-ing and ahh-ing about whether to try eyelash extensions, you can't look past the Fancy Lash experience, in Sydney's Potts Point.

From the moment I walked in, I felt relaxed and at ease. Kathy and the team at Fancy Lash are fully certified in all levels of Lash and Brow Artistry, so you can rest knowing you'll wake up feeling your best and most confident self.

The service at the salon is warm and inviting, and their premises are impeccably clean and comfortable. You'll start every appointment with a consultation to agree on the lash (or brow) look you want to achieve — then your Lash Artist will give their professional suggestion as to what best suits your eye shape and needs.

Kathy applied the 'Glamorous Hybrid Set' on me, which creates a dramatic effect by combining individual and state-of-the-art 3D lashes. Fancy Lash are the specialists in classic and Russian volume lashes too, and also offer eyebrow shaping and regular lash infills — to keep them peepers on point.

Fancy Lash customises their lash styling for every client that walks through the door, so you never feel that "production-line" vibe. The standout at Fancy Lash is their private treatment room, which means you'll never overhear noisy conversations, or be embarrassed when you're snoring in your sleep (hey, it happens). In fact, the aromatic scents and subtle soundtrack will lull you right into the best nap of your life.

There are plenty of lash places popping up in Sydney — but what sets Fancy Lash apart is their unmatched attention to detail, and only the highest quality products and customer service.

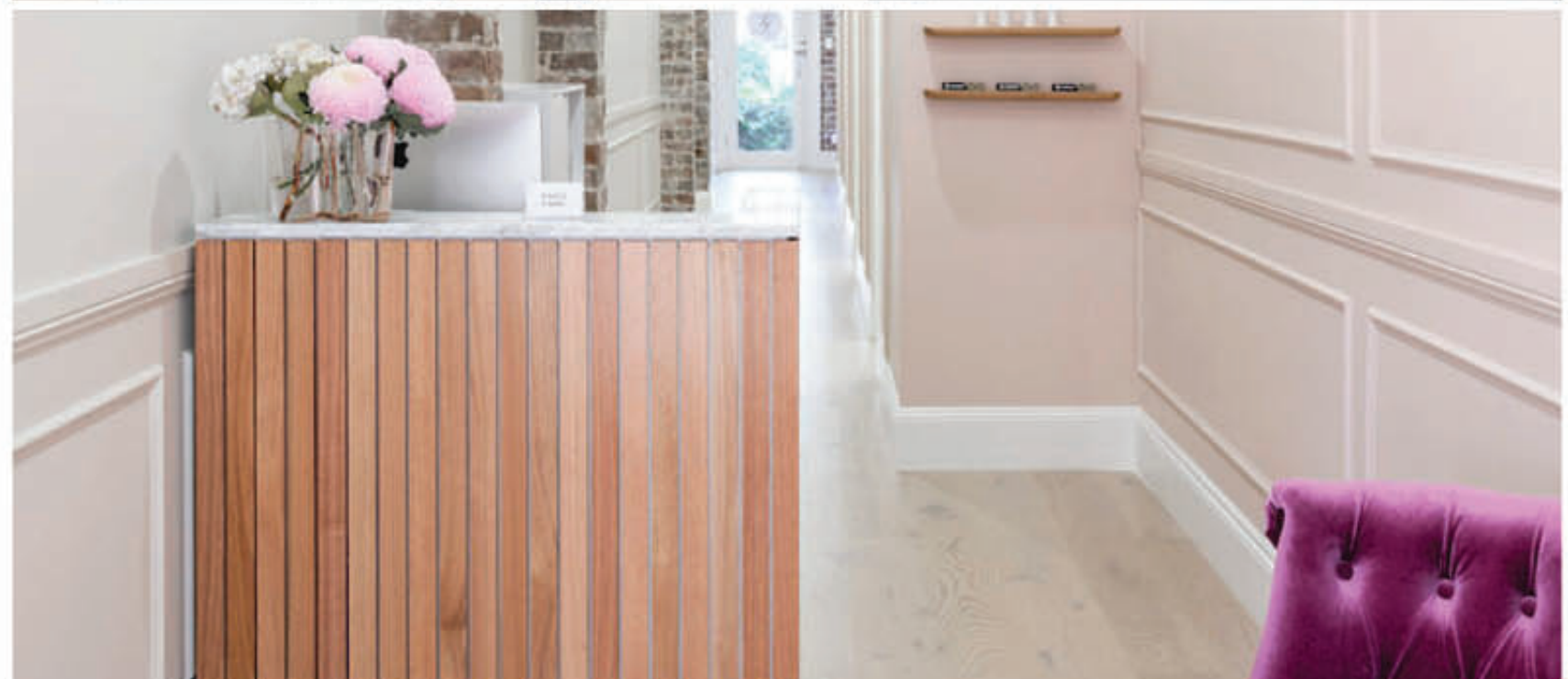
Gone are the days that eyelash extensions are only for the rich and famous. Whether it's to get dolled up for a special occasion, or for an everyday 'skip-the-mascara' routine, the team at Fancy Lash will leave you looking your best — all day, every day.

Plus, with a comparably affordable price point and various tiers of lash intensity, you'll be sure to find the look to hit your ultimate #lashgoals.

Be sure to make booking, as appointments here fill up faster than you can bat a (flirty) eyelid.

Fancy Lash salon is an easy 1-minute walk from Kings Cross station, NSW.

Location: 185 Victoria Street, Potts Point, NSW 2011



FIVE SUREFIRE TIPS FOR BUILDING A LOYAL CUSTOMER BASE

Running a business is an endeavor often fraught with challenges. It's one thing to get your fledgling store off and running, but another entirely to build a loyal customer base. And this is an extremely important step to conquer, as loyal customers are the key to not only sustaining your business but growing it. Are you looking for some ways to solidify your business' clientele? If so, read on for some useful tips.

Consistently Deliver a Quality Product

This may sound like an obvious point to make, but it holds weight. It is important to present the highest quality work or product every single time since your product or service is ultimately what the customer is there for. And in a day and age in which review sites like Yelp exist, it is entirely possible for bad reviews to spread just as quickly as good ones. Always make sure you put your best foot forward.

Make the Transaction Process as Convenient as Possible

Steps you could take to make this happen range from allowing online ordering or appointment scheduling to taking as many major credit cards as possible. And should a customer have a poor experience, take the steps necessary to fix the issue as soon as possible.

Advertise

The most memorable and successful ads aren't necessarily the most ubiquitous ones, though that can also be a plus, if done correctly. Rather, have ads that are clever, but not too silly. Have ads that are straightforward about your product or service, but not so much as to be curt. Encourage word of mouth advertising; happy customers will surely go tell their friends about all you have to offer.

Find a Niche and Exploit It

I'm a big consumer of Yerba Mate tea, a drink most commonly found in South America. Thus, the market in the Northern hemisphere is comparatively smaller, and the distributors know it. There are certain vendors and websites that I continually go back to because I know for a fact that they have what I want. So it should be with you and your business. Make yourself the obvious choice for every need your target market could possibly have.

Engage with Customers

Similar to advertising, it can be useful to engage with your customers to see how and when they are benefitting from your good or service. Social media accounts are extremely useful for this purpose. Create a hashtag, maintain an internet presence that comes across as approachable. Be responsive to comments and inquiries, but don't be afraid to start the conversation. If a client feels like they have a connection with the brand, they'll continue to use the product.

A Final Word

Developing a loyal customer base is crucial to operating a successful business. And building a loyal customer base ultimately comes down to treating your customers the way you would want to be treated - provide them a high quality product, engage with them, make their transaction process easy, and present yourself in the best way to your target audience. Bear all these things in mind, and soon, you'll have a fiercely faithful band of followers.

CUSTOMER LOYALTY



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