

GLOBAL

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# ELITE

ENTREPRENEUR

JANUARY 2023

*5 ways to be*  
**SUCCESSFUL**  
**BASIC STEPS**  
**YOU CAN FOLLOW**  
**THAT CAN IMPROVE**  
**YOUR CHANCES**  
**OF BEING**  
**SUCCESSFUL IN LIFE**



**3 WARNING**  
**SIGNS YOUR JOB**  
**ISN'T THE RIGHT**  
**FIT FOR YOU**

**Beat**  
*your*  
**goals**

**FIVE NEW**  
**YEAR**  
**GOAL**  
**SETTING**  
**TIPS**

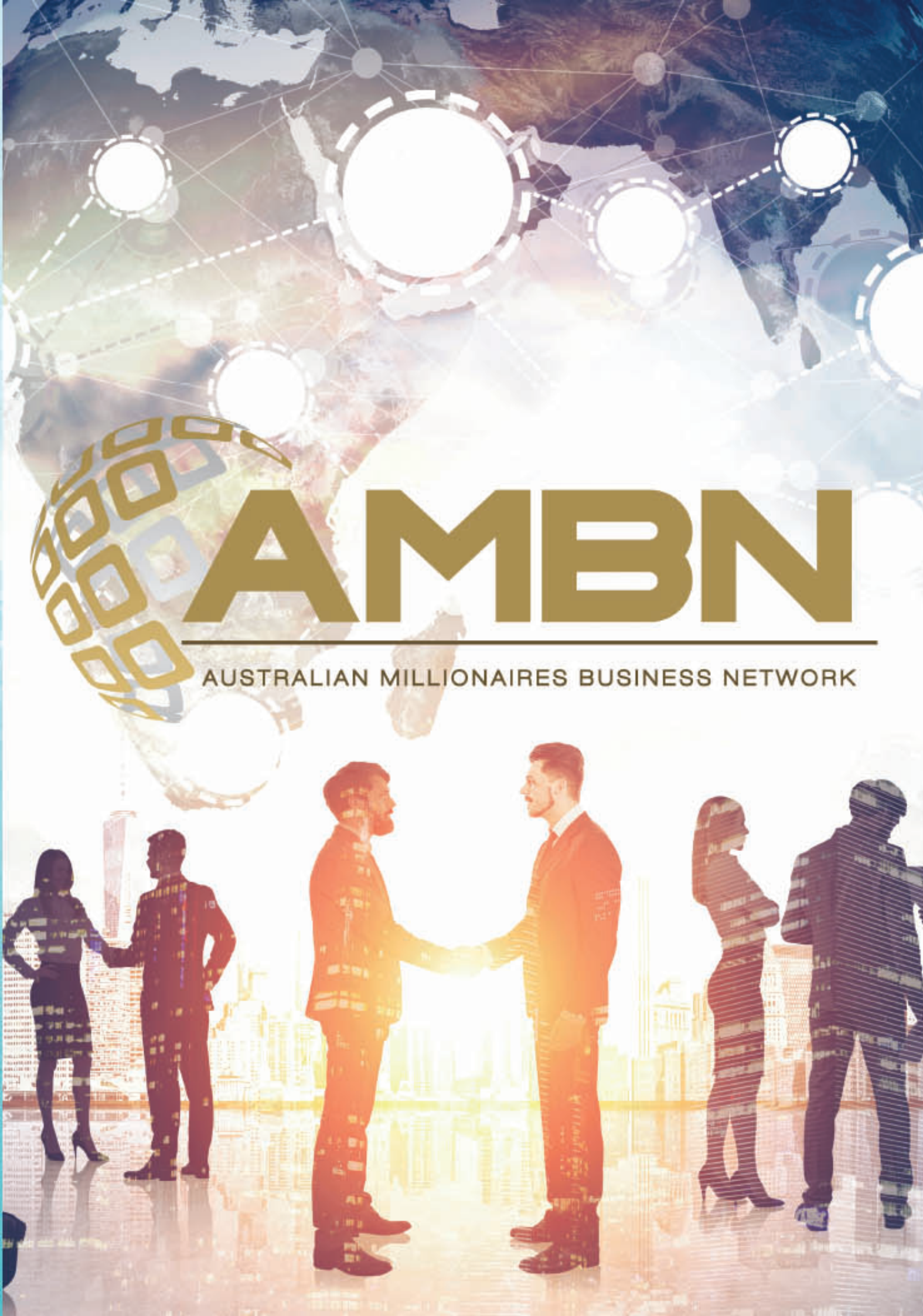
Find out more about

**ELTON**

**A. HOLLIS III**

Meet one of the *entrepreneurs*  
to watch out for in 2023





# AMBN

AUSTRALIAN MILLIONAIRES BUSINESS NETWORK

## GLOBAL ELITE ENTREPRENEUR

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Editor-In-Chief: Sue Turner

## OPENING REMARKS

For most of us, each new year marks a chance to start fresh, and 2023 is no exception. Every article in this latest issue speaks to challenge, opportunity, and the transformative power of sheer willpower. Right up front, find out how to set goals for the new year, then learn firsthand three warning signs that your job isn't the right fit. We also got to interview the legendary Elton A. Hollis, III, who provides some much-needed entrepreneurial tips. Each of these stories speaks to our faith in the future, and I'm excited to share them with you.

Olivia Robinson  
Managing Editor

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## ELITE SUCCESS BUSINESS CONSULTING

At Elite Success, we believe the first step to achieving success is understanding 'you.' We are dedicated to supporting startups and small businesses all over the world. We take the time to listen because every entrepreneur has different needs. You know your business better than anyone else so we want to hear from you.





# Top 5 New Year

## GOAL SETTING TIPS

Successful goal-setters are highly-motivated people who see far beyond the tasks they have set themselves to achieve. They have clear visions of themselves standing at the zenith of their rewarding aspirations as they painstakingly hurdle one hoop after the other without shrinking from the fear and pain of failures. In fact, they taste it as each of them bravely savours the moment. Goal-oriented people are strong in character, well-disciplined, and possess unbreakable willpower. If you crush their dreams, they will still have the courage to get up on their feet to rebuild whatever has been broken. This has made all the difference.

Many of us await the year ahead with revived hope in our hearts. The idea of having another fresh, clean slate thrills us so much that it almost endlessly fires up an ember of inspiration and refuels the light of our often-forgotten dreams and neglected wants. Admit it, most of the time, we wonder why despite our careful and meticulous planning, failure, though uninvited, still forces its way to our doorstep. So how do we reclaim our undaunted freedom to keep aspiring and achieving? How do we toss ourselves away from the dark dungeons of defeat? Take a peek!

### Create a dream board

Keep track of all the things you desire by journalising them in the form of a dream board. Be as creative as possible and hang it on a wall where your eyes often wander. This will help you feel more inspired and renew your creativity that has been dulled by everyday stress.

### Set SMART goals

Fantasy goals and wants breed disappointments and bitterness. Ensure that your dream board adopts the SMART strategy, which means your goals should be Specific, Measurable, Achievable, Relevant, and Time-based.

### Keep focused and stay motivated

What does accomplishment of these goals really mean to you? Ask yourself why achieving them is essential and assess how these goals will impact your life. The thought of success coming from these achievements should be strong enough to drive you into action. You have to be in it to win it, so they say.

### Take risks and accept setbacks

Brave should be your favourite word every year, as you need more of it to discover what's out there wholeheartedly. Opportunities are often disguised as challenges, and you must be ready to embrace these. Make room for setbacks and transform them into building blocks that will springboard you to future success.

### Avoid Procrastination Frenzy

Create schedules and follow them strictly, even if you don't feel like it. If you're a natural daydreamer, make time to live out of your fantasy world and do tasks that would really change your life for the better. Putting things off that you can easily and quickly finish today would only ruin your time-based goals.

So are you ready to face 2023??



# 3 Warning Signs

## YOUR JOB ISN'T THE RIGHT FIT FOR YOU

My mother used to sound like a broken record when I was growing up because she would always ask me when I'd done something wrong, 'who is the boss of you?' Much to my dismay, this usually blew my, 'my friends made me do it' excuse out of the water. As I grew older, I began to appreciate the true value of this statement. As a result, I often ask myself this when I'm feeling stuck in a job where the staff isn't particularly friendly, or I feel as though I'm not getting treated fairly. After asking around at an event I was recently working on, I found a huge percentage of the staff also felt unhappy in their jobs. This discovery led to me to compile a list of three ways to ensure your job isn't the boss of you, and if it is, then you need to consider a change ASAP!

### 1. Do you dread waking up every morning?

I'm not talking about dreading the sound of that all too familiar deafening alarm, but rather having pre-work anxiety. Everyone would love to sleep more, and some days it takes a team of removalists to get me out of bed. There is a definite difference between having a case of Mondayitis and feeling that choking feeling in your throat when you know you have to wake up every day and go somewhere you can't stand the sight of. If this is you, you need to put more faith in yourself and know there are always other options! The choice is yours, and you never know what great opportunities lie around the corner.

### 2. Pep-talk Alert!

You know the feeling – coming face to face with your workplace front door, needing to take a big deep breath and then plastering a fake smile on your face before you walk in. We've all had those days, but if you're having one of 'those days' everyday, something seriously needs to change. If you're having to psych yourself up just to get through the day then chances are you're extremely unhappy.

### 3. Work-life balance

Perhaps the most important thing of all is securing a happy work/life balance. Unless your name is Kim Kardashian or Paris Hilton, most of us need to work hard in order to have a comfortable living environment. However, the choice is yours whether you want to be someone who lives to work or works to live. The difference is staggering. I see people who spend their whole lives consumed with work and never have a chance to really enjoy life. Don't get me wrong, I know many people love their job however, everyone needs time off for themselves and self-discovery.





# ENTREPRENEUR SPOTLIGHT: Laura ORRICO

Born with impeccable communication skills and a natural ability for connecting with people, Laura has created several success stories with her ability to network. A TV movie was made from her connecting a producer and screenwriter, the career of an artist took off after she connected him with a producer which led to his career in major motion pictures, and a young graduate began his career after she connected him with a famous Internet sensation/political figure. She also connected a legal organization with a celebrity comedian to emcee their annual gala. Her expertise in media relations, social media, creative writing, strategic PR planning, and management, image maintenance, consulting and development, media preparation, interview coaching, and networking for clients are what have launched Laura Orrico Public Relations, LLC into a sought-after boutique PR firm for high-profile clients.

Laura was born and raised in Chicago and has made a name for herself as an actress in television and film, and now as a public relations expert. During her childhood, Laura spent many days performing her own Saturday Night Live-style skits in her backyard for the family. She attributes her strength to her mother, who also has a wicked sense of humor! Laura also credits her sense of humor to her father, who passed away when she was nine. Laura went to Columbia College of Chicago and has a Bachelor of Arts Degree in Television Writing and Producing, with a minor in Acting. Continuing with her love of the entertainment industry and idolizing the likes of Lucille Ball, John Ritter, Gene Wilder, and Gilda Radner, she began attending classes and performing at The Second City Chicago. She credits this experience as what led to much of her success. With this, she also began runway and print modeling, as well as appearing in TV commercials. Wanting to take her career to the next level, Laura made the move from Chicago to Los Angeles where she resided for twelve years. She quickly found success with a variety of films and television shows, with roles on The King of Queens, That '70s Show, and a memorable role as Mia Graham on CBS's CSI: Miami. She then continued honing her comedic prowess by becoming a series regular on TBS's Frank TV with Frank Caliendo. Her sense of humor also found fame on the Internet, as her self-produced videos went viral and she was often featured on top-notch programming, including Will Ferrell's Funny or Die. Her most successful Internet sketch was developed by Airplane! director, David Zucker. It starred Laura, who was aged 40 years to play Senator Barbara Boxer, in a video titled "Call Me Senator." You can still catch Laura making special guest appearances on network TV, like her recent appearance on CBS's Kevin, Can Wait. You can also see Laura in another soon-to-be-released Internet spoof by David Zucker and occasionally on Chicago's WGN Morning News comedy sketches. Gracing headlines and talk shows, you may recognize her from being featured in Hollywood.com, Hollywood In Toto, mentioned in Vanity Fair, from appearances on shows such as Red Eye with Greg Gutfeld, and a regular guest on multiple radio shows across the country, to name a few.

Laura at one stage shifted her focus from actress to caregiver after her husband, Ryan Cosgrove, was diagnosed with a brain tumor. After losing Ryan in 2015, Laura decided to utilize the knowledge she gained from her own life experiences. This included successfully executing PR for herself and colleagues for many years prior, which eventually led to launching her own boutique PR firm. Laura Orrico Public Relations, LLC is based out of Chicago, with Laura serving as the president and representing high-profile clients across the country. Whether a large or small business or organization, an up-and-coming or established entertainer, celebrity, musician, artist, politician, or author, Laura and her team customize their work and connect clients with the proper outlets to get them the notoriety and the (media) attention that they deserve. Laura Orrico Public Relations, LLC continues to be a huge success. Laura continues to make appearances on the radio and makes headlines in various publications, such as Forbes, American Express Open, AXS, Entrepreneur, and USA Today, giving her expert advice.







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

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

We are constantly maintaining and growing, and we do that by staying in contact with former and potential clients and by maintaining our social media presence. My business is national, so I am constantly networking and meeting new people. My business is primarily word of mouth; clients find out about us in many ways, and that includes, but is not limited to, finding us through former clients, friends, family, social media, etc.

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

For us, the most important platforms are Instagram, Facebook, LinkedIn, and Twitter. As a PR firm, we are always sharing exciting placements that we secured for our clients.

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

For my company, it has been showcasing our clients through social media. By showing people through our social media platforms the amazing work we do for clients, it has been attractive to potential clients to see what we do and the great results that we have.

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

Deciding to work remotely with my staff during the pandemic was a very difficult decision because I love working hand-in-hand with my staff in person and the personal touch it brings to my business. It prompted me to hire a new staff member to work out of Los Angeles and the decision proved to be even more successful than I had anticipated. As a national PR firm, having locations in two major cities, Los Angeles and our headquarters in Chicago, has proven to be beneficial as we are a national firm that represents a wide variety of clients across the country.

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

I have to be honest in saying that I am very grateful and proud to say that I have not made financial mistakes with this business. Having a background as a lifelong TV and Film actress and model, I am one of the rare ones in that industry that learned early on to

handle money well. I knew to be cautious in knowing that the next gig may not come for a while...maybe never (actor's life)! With that said, I always save ahead in my business and work off of the previous year's earnings. I believe it is a smart move to do so, and I strongly recommend it when a business is new. If you establish good financial habits like that from your business's inception, and you can maintain that, there is less of a chance you will fall behind if there is ever an emergency, unforeseen circumstance, or a slow period.

**What new business would you love to start?**

I would love to start a make-up company. The make-up industry will never go away. Make-up is fun and something I have enjoyed since I was a little girl from the moment I played with my mother's make-up. They say to do something you love and genuinely enjoy, and that is an additional business I could see myself starting in the next few years.

**What is the best advice you have ever been given?**

1. Live every day to the fullest. Life is short. That goes for both business and personal life! If you are happy in your personal life, it will reflect in your business and vice versa.

2. Network, communicate and continue to meet new people. This was advice from my late husband, and I am grateful for it, he was a people person like me. I practice that concept daily, whether it be business contacts or new friends. Since I am a people person, that is what works for me both personally and for my business. I am confident that this is why my business is successful.

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

Understand that when you start a business you are most likely running the whole show, so understand (fully) all aspects of it. Be prepared to be the accounting department, staff supervisor, advertising agent, human resources, customer service, janitor, etc., all while doing whatever it is that your business (craft, service, etc.) entails. For me, it is doing all of that, while running a full-service PR firm and still handling the craft itself which involves pitching clients to the press and media, securing placements for them, and meeting with and signing new clients. Whatever you decide to do, never lose that personal touch with your clients or customers. Work hard to maintain that skill, after all, that's why they hire you. My motto is: "We give our clients the personal attention they deserve." I stand by that.





## SAVILE ROW COMPANY LONDON



# MEET THE OWNER OF SAVILE ROW COMPANY JEFFREY DOLTIS

Jeffrey Doltis is the owner and managing director of leading menswear tailor and retailer, Savile Row Company. Originally started by his father Gerry, who was a master tailor and made suits for many of the leading entertainment and establishment gentlemen of the day. For 31 years Jeffrey has held the reins of the company – watching it grow from a niche manufacturer to a global online retailer.

Global Millionaire Magazine recently caught up with Jeffrey 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 got into your business?**

My father, Gerry, was a master tailor on London's famous Savile Row where he made suits for many of the leading entertainment and establishment figures of the day. Growing up, my father's interests rubbed off on me as I ended up in the shirt-making business shortly after I graduated from school.

At 18, I moved to Northern Ireland to study at Queen's University and later began working at my father's factory. There, I immersed myself in clothing design, creation, and manufacturing – learning everything I could about the business.

For 33 years, I've been at the head of the company watching it grow from a niche manufacturer to a global online retailer.

**When did your entrepreneurial flair first reveal itself?**

From a young age, I've always known that I had great business skills. It probably sank in for me around 1967 when I started selling shirts part-time in school on behalf of my dad's mail-order business.

**How did your life look before starting in the business?**

Even in school, I was always finding a way to get involved in the family business – however possible. I was lucky in the sense that I knew which career path I wanted to take from a young age – I was always attracted to a business career.

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

Being at the head of an international company, you can't wait for motivation to come to you. You have to take action and push yourself to be the best for your family and for your employees. If I had to put it down to the biggest reward or motivator it would be providing financial stability for me and all the people who are involved within the business.

**What were your top three motivations for starting your business?**

My top three motivators are providing for my family, creating employment, and creating brand value.

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

There are many great qualities leaders need in order to be successful but I would say my top three are vision, finance, and team building.

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

Every industry has its challenges but you should never let obstacles overcome you. The three biggest challenges I have faced would be being bullied by other retailers, financial losses in the 2008 crash, and closing factories when production went offshore. As you can see, most of a company's biggest challenges generally come from factors that aren't within your control. Remaining level-headed, having the right support in place, and thinking of creative and innovative solutions to get you out of the situation would be my best advice.

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

It really varies according to external factors and technology. We built up the business and the mailing list on mail-order catalogues. As technology has evolved, we use more paid search, email, press, SEO, and social advertising. Once on our site, nothing converts customers as well as having good qualified reviews and we are very proud of our consistently high Trustpilot scores.

**As you grew the business, what have been some of the most important leadership lessons you have learned?**

When you are down and feel you have been given a kicking, get up and brush yourself off and start all over again.

**What is the best advice you have ever been given?**

Never lie to your co-workers or your lenders – honesty is always the best policy no matter how hard the truth is.

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

The same advice as above – be true to yourself, honest, and hardworking.





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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.





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## INTRODUCING THE INSPIRATIONAL ELTON A. HOLLIS, III

As one of America's most sought-after entrepreneurs, Texas-based Elton A. Hollis, III shares his tips on how to be more successful in 2023.

With over 25 years of experience in the Oil and Gas Construction field, Elton A. Hollis, III provides consulting, training, executive coaching, and all facets of safety management and compliance services to clients in the industrial, commercial and small business industries. He has appeared on the cover of international magazines such as Global Millionaire Magazine and InLife International and has had articles published in Elitepedia, The Los Angelers, Refine Post, and The Global Celebrity. VT Post has also named him in the Top 100 Entrepreneurs in Texas.







In late 2021 he published his first book, "Creative Problem Solving" and has recently published his second book, "Buy Into Yourself First" - an engaging and enlightening book that provides a detailed approach on how to not only survive the pitfalls of entrepreneurship but to flourish while enjoying the journey. It's a book that outlines successful business development tactics and teaches entrepreneurs how to make their businesses more successful.

During his career, Elton has held a wide range of titles, from Field Laborer to Executive Ownership. He prides himself on problem-solving for his clients by utilizing a diligent work attitude with creative, critical thinking. He is well-regarded in the Safety and Training field for his Small Business training grant work in collaboration with the Lamar Institute of Technology. Elton combines this with a particular interest in helping Small Businesses to succeed by conducting marketing meetings, events, and numerous mentor speaking engagements.

Specializing in developing business growth, Elton's mission is to use his experience, expertise, and voice to help motivate and empower entrepreneurs to realize there is a path to achieving sustainable life satisfaction and inherent success. He brings the voice of business, understands the industry perspective, cares deeply about entrepreneurs, and is not afraid to challenge conventional thinking.

Elton is the owner of Hol-Tech Resources, LLC - a full-service consulting service that provides guidance and training in the Safety, Quality, and Compliance realms. He is also the General Manager of RT Technical Solutions LLC, where he helps lead their team to the forefront of the Industrial Electrical and Instrumentation fields. In his spare time, Elton enjoys spending time outdoors exploring the Texas Hill Country on hiking trails.

We recently sat down and talked entrepreneurship with Elton, and here's what he had to say:

#### What was your life like before starting your business?

I grew up in Port Arthur, Texas, for most of my elementary and junior high school years. We led a pretty humble and simple life. Looking back, I can tell we definitely were struggling and of the lower income class. However, I never once knew that when I was younger. It wasn't until high school that I realized how far we had come. I was extremely fortunate to have a rock-solid family unit. A man couldn't ask for a better set of parents and sisters than I have. I also had the advantage of our neighbors being just as important and loving as our own family. This was very important as my father worked lots of overtime and side jobs to help sustain us. My mother was raising three kids, our extracurricular activities, and getting her teaching degree from Lamar University. After she graduated, we moved to Kirbyville, Texas. This is where I spent my high school and young adult years. The people I met there and the friendships I've made along the way, I couldn't imagine a better place in the world for an impressionable young man to grow up and learn. This is probably the biggest reason it was an easy decision to write my first song, "Kirbyville ." It outlines and highlights some of the simple yet crucial things I learned there.

#### What event in your life made you decide that you were going to be in business?

When I was 28 years old, I was approached by someone I respected for their business knowledge and professionalism. Basically, the pitch given to me was this, they needed someone who could bring a blue-collar work ethic, all-around knowledge of problem-solving, and the ability to make it relatable and applicable to everyone to join their ownership. I literally looked behind me when the pitch was given, as if they were talking to someone behind me. No money to put in, no fancy suit, no polished vocabulary, just the basic things my father, mother, and my mentors had instilled in me for many years. In every endeavor since those basic things have gotten me promoted and pushed ahead more than anything.





### What were the "big wins" early on that made you realize "this really is going work?"

Ironically my "big win" was a failure...or more specifically, a failure happened, and the whole world didn't end. Sure, it hurt for a bit. I was embarrassed, angry, and all the usual emotions, but the following day came regardless. I got up, showed up, and went at it again. It was exhilarating to realize one failure wasn't the end. Coworkers still spoke to me, still believed in me, and most importantly, they gave me advice on how not to have it happen that way again. At the end of the day, I went home, and my kids still loved me, which awakened my true desire to succeed. I relate this to my first time wearing football pads at football practice. I'm lined up across from a pretty athletic guy with more experience than me, probably 50 more pounds than me. The whistle blows, and BAM... he plows me over. I got up and realized nothing was broken, no blood, and it really didn't even hurt. Game on! I found a whole other gear and adrenaline level I had never experienced. For me, in business, it's the exact same way when you are faced with that tough challenge or a ruthless problem; it's time to lower your shoulder and go right through it.

### On the flip side, what events happened where you weren't sure if the business would survive, but you figured out a way to pull through?

COVID-19 pandemic was by far the toughest challenge in business I have ever faced. Dealing with a direct problem can be extremely tough but dealing with a problem that you have no control over, now that can be maddening. It challenged us to a whole new level. Made small, local niche companies have to think on a global scale to survive. It pushed us to all work together, even if we were remote. My biggest fear in business is being unable to hand a team member their paycheck. I literally have had nightmares over this. I know we still deal with some of the fallout from the pandemic today, but it is encouraging to see the business community's resolve to come through it.

### What makes your business stand out from your competitors?

My ability to blend common sense, production practices, and safety together has been a massive part of my success with Hol-Tech Resources LLC. I also spend most of my time understanding what my potential does, what their work culture looks like, and what regulations they may be subject to. When it comes to safety consulting and training, I believe that finding a solution that is either cost-effective or could possibly make the client money in the future is the best course of action.

### What motivates you daily?

My main motivation is that amazing feeling I get when I'm able to see some sort of growth or change for the better that I have played a part in, no matter how small. Helping others and spreading knowledge and wisdom have always been a huge driving factor in keeping me energized and driven toward my goal.

### Who are your influences growing up and in business?

My father and mother were my first big inspirations. They taught me the value of hard work. They also showed me how a team should work by watching them work together to raise our

family. I have been extremely fortunate to learn from some outstanding individuals in business. Working with my father for the first several years, he took every opportunity to ensure I learned all the ancillary pieces to be a well-rounded and effective worker. Kasey Taylor, the CEO of RT Technical strengthened my belief in humanity by teaching me to be kind to everyone I meet because you never know what they are going through. My good friend and business associate Joe Tant continually inspires me with his diligent spirit to help people and businesses. He has shown me how important it is to stop and realize every business is made up of people with individual personalities and needs. If you take time to help or inspire one, that act can spread like wildfire to the next.

### Going forward, what big goals do you have for this business for the next 3-10 years?

I'm excited about the new year opportunity, and we have some exciting things coming to Hol-Tech. We are looking at expanding our services to include a full-service site compliance piece in our business. This will help facilities be better prepared for the entities that hold them accountable and keep their employees more aware and safer.

Even more exciting is watching our Small Business Friday! Video Podcast grow. Joe Tant and I started this about a year ago now and it has continued to grow beyond our expectations. We spotlight local small businesses free of charge on each episode. This allows them to save money on advertising and helps get their name out on over ten social media platforms with just over 3.1 million viewers. In the spirit of constantly changing and growing, we have added the superb talents of Bonnie Revia (BMAX Inc. Productions) and our local drone master, Matthew Chance (Drone Wurx), to our team. The response to our program has been amazing, and we appreciate our team and our gracious sponsors who make it possible.

### What's Your Top 3 advice for aspiring entrepreneurs and business owners?

- Never, ever give up. Don't blame anyone else for your failures; learn and move up.
- Embrace the suck. It's going to happen, just find a positive note and push on.
- Don't be offended so easily. It's called "taking offense" for a reason. It can't be given, so just refuse to fall into the trap of taking it.

### How do you want to impact the world, and what kind of legacy do you want to have?

I hope I can leave this world just a little bit kinder than I found it. I don't mean the mushy, sunshine, and rainbows feeling. I'm talking about true, steadfast kindness. Doing something nice for someone, without expecting anything, is the grandest and most sincere thing you can do for an individual. Impact, to me, is a very powerful thing. I've heard it said, if we had the phrase "But, what if I'm wrong" tattooed on our trigger finger and the hand we type or write with, maybe we would save some massive heartache to the world. This phrase really resonates with me. In the age of "keyboard warriors" and just firing off malicious text, social media responses, or the ill-conceived notion of "Cancel Culture," I hope that by what I have done, said, or taught, will have debunked these methods and shone a light on how important kindness and grace are to our world.



A woman with long brown hair is sitting on a sand dune. She is wearing a white short-sleeved dress with a ruffled waist, a wide-brimmed white hat, and brown leather boots. She has a brown leather crossbody bag and is holding sunglasses. The background shows a beach with waves and a blue sky with clouds.

# studio49

photography

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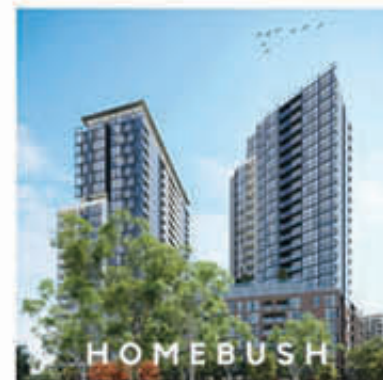




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## MEDUSA HIRE

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## 14 REASONS WHY ENTREPRENEURS SHOULD USE WORDPRESS

With all of the options out there for your website or blog, you may be wondering which one is going to be your best option. These 14 reasons should help you to see just why WordPress is such a great option for you to use.

### 1. Most Websites Use WordPress

About 30% of websites online use WordPress, showing you that this is a company that people can trust.

### 2. Dominates Content Management System

WordPress is one of the most popular options for pre-built content management systems.

### 3. So Many Plugins

Everyone (and every business) is different. Thanks to all of the plugins available on WordPress as well as any third-party extensions, there are numerous ways that you can make a website that is the most functional for you.

### 4. Numerous Themes

You may think that just because you are not an expert at coding that you cannot create a stunning website. However, thanks to all of the themes that are available on WordPress you can create something perfect for you. There are always more themes being added, so you can keep your website fresh looking.

### 5. Multilingual

WordPress has a translation team that has translated it into around 169 languages. Its plugins offer translated versions as well.

### 6. Affordable

The software for WordPress is free. There are numerous themes that you can access that are also free. Even if you pay for upgrades, you will still pay infinitely less when compared to other similar services.

### 7. Customer Support

You will find some of the best customer support for users with WordPress. There are so many different blogs, forums,

and tutorials that you can access for unlimited amounts of information. If you cannot find what you need there, you can contact someone for help.

### 8. Flexibility

With the large variety of plugins that you have access to when using WordPress, you can create the exact website that you need for your website to work for your business.

### 9. Not Just for Websites

There are new advancements on this platform, which gives you more uses for it such as creating apps. As technology advances, so does the uses for this platform.

### 10. Connectivity with Third-Party Tools

You can seamlessly integrate your WordPress site with your favorite third-party tools for ecommerce or email marketing services.

### 11. Self-Contained Ecosystem

The WordPress dashboard gives you a one-stop location to access everything that you need to manage your website and services.

### 12. User-Friendly

Beginners or those who are not very tech-savvy want platforms that are easy to use and manage. WordPress has managed a careful balance between being user friendly while still offering flexibility and power to users.

### 13. Makes SEO Easier

With plugins like YoastSEO, creating an SEO friendly website is easy for anyone even if they are not as familiar with how to effectively use SEO.

### 14. Responsive

Websites need to work on any device and they need to work quickly. People lose interest in sites if they take too long to load. WordPress offers users the ability to make responsive sites for both mobile and desktop users.





# FIVE SUREFIRE WAYS TO BE Successful

If you want to succeed in life, you must be prepared to make sacrifices and face any adversities. Remember that the problems you go through will help you foster the resilience needed to handle your chosen industry.

## **Interact With People**

The way you deal with various people is the key essential to how to become successful. You can only succeed if you know how to deal with people confidently.

## **Manage Your Finances**

The first year of your business will be very challenging. You will probably be barely scraping by with your finances. The following year might also be terrible. You might end up with a dozen late charges and overdraft fees. You might even need to sell some of your stuff to keep your business afloat. At some point, though, your business will start to prosper, especially if your business starts to be more seasoned, increasing the chance of success. So stay strong and manage your finances well from the get-go.

## **Create Sacrifices**

The experiences you will encounter on your way to success in the next five years will be challenging. It would be best to deal with it; these experiences may be difficult, but they bear the sweetest lessons you will need in the coming years.

## **Fix Your Attitude**

Your attitude may be the worst adversary on your journey to becoming successful. You will never reach your goal if you blame your past and upbringing. You should learn to let go of these excuses and eliminate limitations. Take a short time to evaluate yourself and fix your perspective.

## **Take Risks**

The amount of risk you should be willing to take to succeed should be endless. Taking these risks requires an enormous amount of faith. It would help if you believed that something good would happen. You need to take a giant leap in your life, even if you are unaware of where it will lead you.

There's a massive disparity between being a professional and an amateur in the industry. An amateur will try to do everything on his own even if they have no expertise in doing it (designing a website, marketing, accounting, cutting their hair). This takes a massive amount of time and money, and the result will make you look unprofessional. To be successful in the next five years, you need to act professionally and allocate a budget for marketing and branding.



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