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May 2023

Seven surefire tips

**TRICKS &  
HACKS**

For young and  
emerging entrepreneurs

**BRAND**  
*elevation*

Five powerful ways  
to elevate your  
brand in  
2023

*Carl*

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ONE ON ONE INTERVIEW WITH THE SWEDISH CRYPTO  
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## SEVEN ESSENTIAL TIPS FOR Emerging Entrepreneurs

Establishing a new business is not a walk in the park. As a new entrepreneur, it's essential to remember that success requires more than passion and hard work. To succeed, you need to implement some crucial business tips to help you establish and grow your business. In this article, we'll discuss some tips that every emerging entrepreneur should remember.

### Conduct a market research

Before starting any business, it's crucial to conduct market research. Understanding your target market, competition, and industry trends will give you an edge. Market research will help you identify your target customers, their needs and preferences, and how to reach them.

### Create a business plan

A business plan is a document that highlights your company's objectives and strategies for achieving your goals. It outlines your goals, strategies, market analysis, and financial projections. A well-developed business plan will help you stay on track, measure your progress, and make adjustments where necessary. It will also be useful when seeking funding from investors or financial institutions.

### Focus on your core competencies

As an emerging entrepreneur, it's tempting to take on everything yourself. However, it's essential to focus on your core competencies and outsource tasks outside your area of expertise. Outsourcing tasks such as bookkeeping, marketing, or web development will give you more time to focus on growing your business.

### Build a robust online presence

In today's digital age, a solid online presence is critical for business success. Create a professional website, establish social media profiles, and develop a content marketing strategy to attract and engage potential customers.

### Network and Collaborate

Networking is an essential part of business growth. Attend industry events, join professional organizations, and reach out to other entrepreneurs to build relationships and learn from their experiences. Collaborating with different businesses can help you reach a broader audience and create new opportunities.

### Be Flexible and Adaptable

Starting a new business involves a lot of trial and error. As an emerging entrepreneur, being flexible and adaptable to changes is essential. Be open to feedback, embrace new technologies, and be prepared to change your strategy if need be.

### Manage Your Finances Wisely

An excellent financial stance is essential for the success of your up-and-coming business. Keep track of your expenses, maintain accurate records, and develop a budget to help you make informed financial decisions. Seek the advice of a financial expert to help you navigate tax laws, investments, and cash flow management.

In conclusion, starting a new business can be challenging, but implementing these tips will help you confidently navigate the process. Remember to do your market research, develop a solid business plan, focus on your core competencies, build a strong online presence, network and collaborate, be flexible and adaptable, and manage your finances wisely. With the right mindset, dedication, and hard work, it's only a matter of time before success comes knocking on your doorstep.



# FIVE VIRAL MARKETING TACTICS THAT CAN Explode your brand

Businesses can leverage the power of viral marketing to enhance brand visibility and create a buzz around their offerings. Unlike conventional advertising methods, viral marketing depends on social sharing and word-of-mouth to disseminate the message.



Viral marketing is a powerful tool businesses can use to increase brand awareness and generate buzz around their products or services. Unlike traditional forms of advertising, viral marketing relies on social sharing and word-of-mouth to spread the message. In this article, we will explore five secrets of viral marketing that can help businesses create successful campaigns.

## Emotion is key

One of the essential secrets to creating a viral marketing campaign is to evoke emotion. People are more likely to share content that makes them feel something – whether it's happiness, anger, or surprise. For example, a heartwarming video about a dog who overcomes adversity is more likely to be shared than a dry product advertisement. By tapping into emotions, businesses can create content that resonates with their audience and increases the chances of it going viral.

## Keep it simple

Another critical element of viral marketing is simplicity. Complex or confusing messages are less likely to be shared, as people often do not have the time or energy to decipher them. To create a successful viral marketing campaign, businesses should focus on creating simple and straightforward messages that are easy for people to understand and share.

## Timing is everything

Timing is also an essential factor in viral marketing. Businesses should aim to release their campaigns when their target audience is most likely to be online and receptive to the message. For

example, a campaign targeting college students should be released during the school year when they are more likely to use social media. Timing can also be affected by current events or trends, which can be leveraged to make a campaign more timely and relevant.

## Harness the power of influencers

A powerful marketing strategy that can be implemented is influencer marketing to amplify the reach of a viral marketing campaign. Businesses can reach their audience by collaborating with influencers with a sizable following – increasing the chances of the campaign going viral. Choosing influencers who align with the brand's values and message is important to ensure the partnership feels authentic and genuine.

## Encourage sharing

Finally, businesses should make it easy for people to share their content. This can be done by including social sharing buttons on websites or creating shareable graphics or videos. Businesses can also encourage sharing by running contests or giveaways requiring participants to share the campaign with friends. By making sharing a part of the campaign, businesses can increase the chances of it going viral and reaching a wider audience.

In conclusion, viral marketing is a powerful tool that can aid companies in generating buzz about their brands, products or services. By tapping into emotions, keeping messages simple, timing campaigns effectively, harnessing the power of influencers, and encouraging sharing, businesses can create successful viral marketing initiatives that get results.





## SIX ESSENTIAL TIPS FOR Business Automation

Automation has become an integral part of businesses in recent years. It not only helps reduce manual labor but also provides a high level of accuracy, improves efficiency, and reduces errors. The success of automation depends on how effectively it is implemented in the business processes. Here are some ways to enhance business automation:

### Identify the right processes for automation

The first step in enhancing business automation is identifying the right automation processes. Not all processes are suitable for automation. Identify the processes that are repetitive, time-consuming, and have a high chance of errors. These processes are ideal candidates for automation. Once you have identified the processes, prioritize them based on their impact on business operations.

### Evaluate the available automation technologies

Once you have identified the processes to be automated, evaluate the available automation technologies. There are different types of automation technologies, such as artificial intelligence (AI), robotic process automation (RPA), and machine learning (ML). Each technology has its strengths and weaknesses. Choose the technology that is best suited for your business processes.

### Integrate automation with existing systems

Integrating it with the existing systems is essential to enhance business automation. Communication with other systems should be possible between the automation technologies such as ERP, CRM, and HRIS. This integration will ensure that data is shared seamlessly across systems and the automation technology can access the required data to perform its functions.

### Ensure data quality

Automation is highly dependent on data. If the data is inaccurate, incomplete, or inconsistent, it can lead to errors in the automation process. Therefore, it is essential to ensure data quality before implementing automation. This can be done by identifying the data sources, cleansing the data, and creating data governance policies.

### Test and optimize the automation process

Once the automation process is implemented, it is essential to test and optimize it. This involves monitoring the automation process, identifying issues, and resolving them. It also involves analyzing the automation process's performance and identifying improvement opportunities. Continuous optimization of the automation process can lead to increased efficiency and accuracy.

### Train employees

Automation may require employees to learn new skills or adapt to new working methods. Therefore, it is essential to train employees on new processes and technologies. This will help reduce resistance to change and ensure employees can work effectively with the latest automation processes.

In conclusion, enhancing business automation requires identifying the right processes for automation, evaluating the available automation technologies, integrating automation with existing systems, ensuring data quality, testing and optimizing the automation process, and training employees. Automation can significantly benefit businesses, but its success depends on how effectively it is implemented and managed.

In recent times, automation has become a crucial component of businesses. It not only minimizes manual labor but also enhances accuracy, boosts efficiency, and mitigates errors.





# Five ways to build wealth at any age

Wealth building is a process of creating financial stability and independence through strategic planning and sound financial management. It involves setting financial goals, creating a budget, and making smart investments. While wealth building can seem daunting, anyone can achieve financial freedom and security with the right mindset and approach.

## Set your financial goal

One of the most vital phases in creating financial momentum is laying out monetary objectives. These objectives should be quantifiable, reachable, pertinent, and time-bound. For example, a financial goal could be to save \$10,000 in a year, pay off all credit card debt in six months, or accumulate \$1 million in net worth by age 50. Whatever the goal, it should be clear and motivating enough to keep one on track.

## Establish a budget

Once financial goals are established, the next step is creating a budget. A budget is a detailed plan that outlines all sources of income and expenses. It helps identify areas where costs can be cut, directing more money toward saving and investing. A budget should be realistic, flexible, and reviewed periodically to make adjustments as needed.

## Save money

One of the essential aspects of wealth building is saving money. Saving involves living below one's means, avoiding unnecessary expenses, and directing surplus income toward investments. A savings account or money market fund is an excellent place to start for those just beginning to

save. These accounts offer a relatively low return on investment but are safe and accessible.

## Invest your money

Investing is another critical aspect of wealth building. Investing involves using money to buy assets that have the potential to appreciate in value over time. The most common investment vehicles include stocks, bonds, mutual funds, real estate, and commodities. Investing in a diversified portfolio can mitigate risk and maximize returns.

## Manage your debt

Another critical component of wealth building is debt management. High-interest debt, such as credit card or payday loans, can quickly erode wealth-building efforts. Debt management involves prioritizing debt repayment, negotiating lower interest rates, and avoiding unnecessary debt in the future.

Finally, building wealth requires a long-term perspective. Wealth building is not a get-rich-quick scheme but rather a slow and steady process. It requires patience, persistence, and discipline. The key is to stay focused on the end goal and make consistent progress towards it.

In conclusion, wealth building is a process that requires goal-setting, budgeting, saving, investing, debt management, and a long-term perspective. While it may seem overwhelming, anyone can achieve financial stability and independence with the right mindset and approach. By taking control of one's finances and making intelligent decisions, anyone can build wealth and achieve financial freedom.





# How to find success in a tough economy

The global economy can be unpredictable and volatile, with many factors affecting its stability. When the economy is down, many people struggle to make ends meet, and it can be challenging to find success. However, with the right mindset and strategies, thriving even in tough economic times is possible. Here are five tips for finding success in a tough economy:

**Develop a positive mindset:** The first step to success in a tough economy is developing a positive mindset. This means focusing on the opportunities that exist rather than the challenges. Instead of dwelling on the negative news and reports about the economy, seek positive news and success stories. Surround yourself with amazing people who encourage you and believe in your abilities. Stay motivated and determined to succeed, even in the face of adversity.

**Be adaptable and flexible:** In a tough economy, it is essential to be adaptable and flexible. This means being open to new opportunities, exploring new ideas and markets, and being willing to learn and grow. Look for new ways to generate income or add value to your job or business. Consider expanding your skill set or branching out into new areas. By being adaptable and flexible, you can stay ahead of the curve and find success even in a challenging environment.

**Network and collaborate:** Networking and collaboration are critical components of finding success in a tough economy. Connect with other professionals in your field or industry and seek opportunities to collaborate and share ideas. Attend conferences, workshops, and networking events to meet new people and build your professional network. Look for opportunities to partner with others on projects or initiatives that align with your goals and values. By working together, you can leverage each other's strengths and expertise and achieve more than you could on your own.

**Stay focused and disciplined:** Staying focused and disciplined is essential when the economy is down. This means setting clear goals and priorities and developing a plan to achieve them. Be disciplined in your approach to work and be consistent in your efforts. Avoid distractions and stay focused on the tasks that matter most. Create a routine or schedule that allows you to maximize your productivity and use your time effectively. By staying focused and disciplined, you can maximize your resources and achieve your goals despite the challenges.

**Keep learning and growing:** Finally, it is crucial to keep learning and growing in a tough economy. This means seeking opportunities to develop your skills and knowledge and staying up-to-date on industry trends and best practices. Take courses, attend workshops, and read industry publications to stay informed and knowledgeable. Investing in yourself and your education allows you to position yourself for success and stay ahead of the competition.

In conclusion, finding success in a tough economy requires a positive mindset, adaptability, collaboration, focus, and a commitment to learning and growth. By following these tips, you can navigate the challenges of the economy and emerge stronger and more successful than ever before. Remember to stay motivated and keep pushing forward.





# EIGHT STRATEGIES TO HELP YOU BUILD Business Capital



Raising capital is a crucial step for any business, whether it's a startup or an established company. The funds can help finance product development, expand operations, or improve marketing strategies, among other things. However, finding the right investors or lenders can be challenging, especially in today's competitive market. Here are some tips to help you raise business capital.

## Develop a comprehensive business plan

A solid business plan is the foundation of any successful fundraising campaign. Your plan should clearly articulate your company's mission, goals, and growth strategy. Investors want to see a well-thought-out plan that outlines how you will generate revenue, reduce costs, and, ultimately, achieve profitability.

## Know your target investors

Investors have different investment criteria, so you must tailor your pitch accordingly. For example, venture capitalists are interested in high-growth companies with disruptive technologies, while angel investors may focus more on the management team's experience and the market opportunity.

## Build relationships

Fundraising is not a one-time event but a continuous process. Building relationships with potential investors over time is essential.

even if you're not actively seeking funding. Attend industry events, join networking groups, and connect with investors on social media. The more investors you know, the better your chances of finding the right one for your business.

## Leverage Crowdfunding

Crowdfunding platforms like Kickstarter and Indiegogo have become increasingly popular recently, especially for startups looking to validate their products and raise initial capital. Crowdfunding allows you to reach a broad audience and test the market demand for your product before approaching institutional investors.

## Explore government grants and programs

Governments at all levels offer various grants and programs to support businesses, particularly those in the technology and innovation sectors. Look into federal, state, and local government programs that align with your business goals.

## Consider alternative financing options

Traditional bank loans may not always be the best option, particularly for startups without a solid credit history. Alternative financing options like revenue-based financing, equipment financing, and merchant cash advances are worth considering, depending on your business's needs and financial situation.



Fundraising is not a one-time event but a continuous process. Building relationships with potential investors over time is essential, even if you're not actively seeking funding.



## Prepare a compelling pitch deck

A pitch deck is a crucial tool for fundraising, and it should be visually appealing and persuasive. Your deck should include a clear value proposition, a detailed financial plan, and a roadmap for growth.

## Demonstrate traction and proof of concept

Investors want evidence that your product or service has a market fit and that customers are willing to pay for it. Ensure you can demonstrate traction and proof of concept, such as customer testimonials, revenue growth, or partnerships with reputable companies.

In conclusion, raising business capital is critical to any successful venture. You can increase your chances of finding the right investors or lenders for your business and securing the funds you need to achieve your goals by following these tips. Remember, fundraising is a continuous process, and you should always build relationships and explore new financing options to support your growth.





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## MEET THE SWEDISH INVESTOR AND SOCIAL MEDIA ICON

With the crazy crypto boom around the world, there is a bit too much information to process online, so it's hard to take your pick. But there are a few special people who have both the understanding as well as the belief. "Carl Runefelt" is one such individual. Runefelt has made his fortune with considerate assessment and belief in the law of attraction. The golden boy from the crypto industry shares an exclusive interview with the readers of Global Elite Entrepreneur magazine.

The founder of The Moon Group, Carl Runefelt is an entrepreneur, motivational speaker, and philanthropist. The Moon Group is a group of companies in the cryptocurrency space. Currently, his establishments are working on numerous projects to increase crypto adoption into the mainstream economy using blockchain technology, not just financial markets.

Carl is most known for his success on YouTube and his massive following across all social media platforms. He has the largest crypto analysis channel on the platform and is one of the biggest Twitter personalities in the crypto space, with over two million followers across social media. Runefelt is the fifth most influential person in the crypto industry, according to Hacker-noon.

Carl is very firm about his vision of crypto being the only currency we will use in the future. He has always believed that one bitcoin can be worth millions in the imminent extended stripe. He has invested in more than four hundred crypto startups, making him possibly the world's largest crypto angel investor. With a following of over four million subscriptions across all social media platforms, Runefelt is prompting more and more people to share his journey, lifestyle, and reliance on the decree of magnetism. His YouTube channel has been one of the most significant apparatuses in his accomplishment and distinction.

The founder of The Moon Group's faith is in the law of attraction. He believes firm visions of your future can lead to possibilities of all your goals and dreams. The know-how of leveraging the internet to mint money and the ability to foresee the future of digital money have allowed him to climb the success ladder.





“I want people to remember me as someone who did well for other people and made a positive impact for many humans in this world.”

In an exclusive interview with Global Elite Entrepreneur, Runefelt said, “The power of my social platform has greatly assisted my abilities to bring mass awareness to crypto and showcase individuals on how they can use crypto to better their lives, just as it did for me. It’s a great way to reach and impact others.”

Runefelt mentally transformed himself into a person, from where he was to where he is and now to where he’s headed. It’s been a shift of mindset and approaches toward life. Self-belief and optimism about the future gave him the enthusiasm, courage, and strength to overcome the barriers. The entrepreneur dropped out of school early because he could not concentrate due to Attention Deficit Disorder (ADD). He started working in a grocery store to make a living. During that time, his daily routine consisted of working at the store and sitting at home watching YouTube videos but essentially being unproductive. He realized he needed a change because if he continued to live like this, he’d never have the life of his dreams. More than anything, Runefelt wanted to do something that would make his parents proud.

Talking to The Global Elite Entrepreneur, he said, “When I was working as a cashier in a grocery store, I was watching luxury content on YouTube and Instagram of successful billionaires; this inspired me. I was so motivated by watching these people with their Bugatti’s and expensive watches that it helped me visualize my dream life; it helped me to get where I am today. Now that I am in the same place as the people I watched back then, I want to give back, that’s why I am showing people my luxury lifestyle. By showing them my Bugatti, my office, my million-dollar crypto punk NFT, I wish to show people that you can go from working in a grocery store to buying a Bugatti within 3 years if you simply use the Law of Attraction and prioritizing mindset, realizing, that mindset is everything.”

Carl is also a philanthropist; sharing a bit about his social work, he said, “Previous year, I donated an amount to a charity for disabled children. This year one of my goals is to donate a lot of money to charity through smart campaigns. I’m currently developing a few that I am excited to release publicly soon.”







cryptojobs.com

The entrepreneur wants to be remembered for his extensive career. Wealth creation is no longer motivating; he wants to contribute to society through philanthropic ventures.

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Under The Moon Group, Carl now manages a workforce of more than 120 employees, an impressive feat that directly affects the lives of his workers. He takes great pride in his success, and his parents are equally proud of him. Achieving this level of growth and influence in such a short time through building his crypto empire is truly remarkable.

He says: "I want to be remembered as a great person who did great things. I already know I'll be one of the wealthiest people in the world, so it's no longer a big motivator. I want people to remember me as someone who did well for other people and made a positive impact for many humans in this world."

He believes achieving success is not a matter of luck but a decision. He said: "I thank myself every day. I decided to become the person I am today because I wasn't happy with who I was before. The way to become whoever you want is to believe in your mind that you're already that person. Act as if it's already your reality, and you'll attract it. When I was working in a grocery store, I was visualizing myself with a Bugatti and flying in a private jet on a weekly basis. Now it's finally my reality."








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## FIVE SIDE HUSTLE IDEAS TO Earn extra cash in 2023

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The pandemic has pushed many people to rethink their career paths and explore new avenues of income. Side hustles have become a popular option for those seeking additional income streams. With the sudden popularity of the gig economy and technological advancements, there are plenty of side hustles to choose from in 2023. Here are five of the best side hustles to consider.

### Online Tutoring

Online tutoring has become a lucrative side hustle with the shift toward online learning. Whether it's math, science, or language tutoring, the demand for online tutors will be much higher in 2023. Platforms like Chegg, TutorMe, and Skooli offer opportunities for tutors to connect with students globally. Online tutoring provides flexibility in terms of hours and location, making it a perfect side hustle for those passionate about teaching.

### E-commerce

E-commerce has been on the rise for years, and the pandemic has only accelerated its growth. Starting an online store on platforms like Etsy, Shopify, or Amazon allows you to sell products from anywhere in the world. You can create your own products or source products from other suppliers and actually resell them at a markup. With the right marketing strategy, e-commerce can be a highly profitable side hustle.

### Delivery Services

The pandemic has seen a surge in demand for delivery services, and this trend is expected to continue in 2023. Companies like UberEats, DoorDash, and Grubhub offer opportunities for delivery drivers to earn extra income by delivering food from local restaurants. With the rise of online shopping, delivery services for packages and groceries are also in high demand. Platforms like Instacart and Shipt provide opportunities for drivers to deliver groceries to customers' doorsteps.

### Freelance Writing

Freelance writing has been a popular side hustle for years, and with the rise of content marketing, it's expected to continue to be in high demand in 2023. Freelance writers can create content for websites, blogs, and social media platforms. Platforms like Upwork and Fiverr provide opportunities for writers to connect with clients globally. Freelance writing offers flexibility in terms of hours and location, making it a perfect side hustle for those with solid writing skills.

### Virtual Assistance

With the rise of remote work, virtual assistance has become a popular side hustle. Virtual assistants offer assistance to various businesses and individuals from anywhere in the world. Tasks may include scheduling appointments, managing email accounts, and social media management. Platforms like Zirtual and Fancy Hands provide opportunities for virtual assistants to connect with clients globally.

In conclusion, the gig economy has opened up numerous opportunities for side hustles in 2023. From online tutoring to virtual assistance, there are plenty of options for those seeking additional income streams. With the right skills and a bit of entrepreneurial spirit, a side hustle can turn into a lucrative career.



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# GET TO KNOW Katie Corio

Certified Strength and Conditioning Specialist and owner of Corio Fit, fitness model, entrepreneur, and influencer Katie Corio has continuously grown her empire by helping others reach and maintain a realistic and healthy lifestyle through years of experience. Along with her personalized Corio Fit program, Katie is also creative at heart with her athletic clothing line, Corio Active she created based on needs she felt were not being met by other similar companies.

Helping people of all ages, stages, and levels of experience, Katie's personally tailored and one-of-a-kind Corio Fit program is the ultimate life-changing call to action to better yourself. Katie treats and respects each and every individual client through Corio Fit by providing personalized workout plans, video demonstrations for every exercise, customized 7-day meal plans, exclusive video content, 24/7 support, and much more, as Katie knows that a healthy and manageable lifestyle looks different on each person.

Along with Corio Fit, Katie has also created Corio Active. This clothing line caters to those who love to stay active and break a sweat but is as comfortable as traditional loungewear. Comprised of several collections, including Active, Lounge, Chill Zone, Primal Instinct, and Serenity, the collections offer a mixture of several pieces, including bras, shorts, crew neck sweaters, joggers, leggings, hats, and more; Corio Active prides itself on having something for everyone.

Born in New Mexico, America, Katie Corio moved to California in 2012. At 18 years old, she began studying Kinesiology at the San Diego State University in California. It wasn't long until she became fascinated by the physiques on display in her newly adopted home. Katie became aware of the health consciousness in California and noticed her diet wasn't benefiting her body. In 2015 at 21 years old and after years of training, Katie began competing as a bikini athlete and would walk away from her first competition with the 1st place trophy in the 2015 NPC Ferrigno Legacy. She would then go on to compete in powerlifting competitions, and in 2017 would earn 1st place at the USPA Powerlifting Smash Weight Open.

Now at 29 years old, Katie is flying higher than ever with her successful company and clothing line and is in the midst of planning her wedding to her soon-to-be husband, Weston Boucher. When she is not busy running her fitness and clothing empire for training, she can be found spending time with her fiancé living her best life as she continues to work to help others become the best version of themselves they can be.

Global Elite Entrepreneur recently caught up with Katie to discuss her journey in the fitness industry, and here's what went down:

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

I've always been pretty athletically inclined and drawn to being active. Growing up, I dabbled in almost everything—gymnastics, ballet, soccer, tennis, and volleyball, to name a few. Volleyball is the one that stuck through the longest. I played on a traveling club team and my high school team until I tore my meniscus in my right knee at a tournament. The doctor told me I should avoid the sport from that point forward, and volleyball was laid to rest for the next seven years or so. This is initially how I was introduced to weight training. My physical therapist told me that the knee problem was caused by being extremely quad-dominant. He said if I worked on strengthening my hamstrings and glutes, I would eventually be able to play again. Happy to report that now, nine years and lots of leg-work later, I enjoy playing beach volleyball 4x a week with my fiancé Weston! It just goes to show you that getting a second opinion is so important regarding physical ailments. Had I listened to that original doctor, I would not be nearly as active as I am today.





I did the exercises my therapist recommended and rehabbed my knee quite a bit. By the time I got to college, the urge to play volleyball again was on the back burner. I found myself falling into the typical "college lifestyle." Going from a lifetime of being active, playing sports, and eating healthy... to drinking, late nights, poor food choices, and ZERO exercise. This led to gaining the "freshman fifteen." One day, I remember looking at myself in the mirror while trying on bikinis and thinking how different I looked. I didn't look terrible, but I definitely wasn't in the fit shape I had been used to. That's when I decided I need to make some real changes. I hired a personal trainer who competed in Figure competitions (@janelle4health), and she exposed me to a part of fitness that was unknown but fascinating to me, and I was so inspired. I made it my goal to start training for my first NPC Bikini Competition.

I've done three NPC Bikini Competitions and one USPA Powerlifting competition since then. For those who don't know what either is, NPC Bikini is the least-muscular level of bodybuilding for women. It requires a proportionate, lean, toned, and feminine physique... not to mention LOTS of sass while on stage!

USPA Powerlifting is a competition where you perform three exercises (squat, deadlift, and bench press) on a platform, lifting the heaviest weight you can with perfect form. You compete against other people in your weight class. There are experts to judge your form, and everyone in the crowd cheers you on.

Both competitions give an addicting adrenaline rush and an incredible sense of accomplishment.

However, training for both types of competition is extremely difficult and completely different. For Bikini, you train to look the best you possibly can, and strength doesn't matter at all. For Powerlifting, it doesn't matter what you look like, only how strong you are compared to your body weight.

In the past ten years, my fitness career has taken off—I've been on three magazine covers, worked out with Lou Ferrigno on a TV show called *Celebrity Sweat* (the original incredible hulk and Arnold's biggest competitor back in the day), where he let me beat him in an arm wrestling contest. I trained thousands of people through CorioFit's programs and eBooks, partnered with charitable organizations to raise money for good causes and launched my own women's activewear line.

I love achieving my own personal fitness goals, and feel driven to help others achieve their goals as well. Whether working with people through coaching or simply sharing something that helps others in their journey to health & wellness, I want to use my platform to make a positive impact. Life is so much better when you are fit and healthy! I firmly believe that feeding your body good nutrition and staying active & strong leads to improved mental and emotional wellbeing.

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

After experiencing how much the body can change with different nutrition and training, I fell in love with

fitness. My business as a trainer bloomed organically as I continued on my own journey. Now it is my passion to help others adopt a healthy lifestyle and improve their lives for the better!

**What do you like most about being an influencer?**

I love the community we've built across my platforms. Everyone is supportive of each other and encouraging. I feel like I have a little family with the people who follow me on socials. Connecting with them is my favorite part of what I do.

**In what way has social media changed your life?**

Social media has allowed me to start a business, connect with hundreds of thousands of people, and make a huge global impact. It's launched my career in ways that would have been near impossible otherwise.

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

Although amazing in ways, social media can also be equally negative at times. I miss a real face-to-face human connection, and I get sick of the screens. The negative comments get overwhelming at times too. But I've learned to use them as fuel to keep going stronger and stronger.

**Can you tell us more about Corio Fit?**

Corio Fit is unlike your basic fitness app because it is 100% personalized and each program is written by me, for each individual. When you sign up, I will create your personalized program according to your goals and current fitness level. Then you'll check in with me every two weeks and I will tweak your program depending on your progress. We have a big community on FB of Corio Fit members where we all encourage and support each other, post transformations and motivation and keep each other accountable. I love seeing the members of the Corio Fit group communicate and bond with each other! It's like a family. I also host new challenges a few times each year—the biggest being our annual New Year's challenge, where you can win many prizes.

**What makes Corio Active different from its competitors?**

It's important to me that Corio Active gives back—I started the brand with the eventual goal of being a totally non-profit and philanthropic brand. I want to donate the proceeds from each launch to various good and charitable causes. I want people who wear the brand to feel like they are part of something bigger and that they are making a difference, while also feeling and looking their best!

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

I am getting married this summer, which is so exciting! So I am focused on family in this season of life, preparing for this wedding and hopefully having a baby soon after. I hope to continue my career and stay passionate about helping people. Future plans include writing a book and accomplishing my next fitness goal—a marathon!





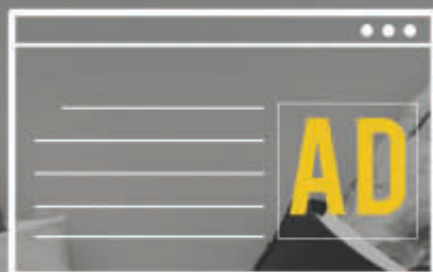
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