

A publication for Global entrepreneurs, business leaders and professionals

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# MILLIONAIRE

May 2021

HOW TO INCREASE  
**SOCIAL MEDIA**  
ENGAGEMENT: A GUIDE  
FOR ENTREPRENEURS

## INTRODUCING BRYAN **LEGEND**

INSIDE THE MIND OF A SELF-MADE MILLIONAIRE, A CRYPTO  
EXPERT AND THE FOUNDER OF CLEVER DEFI PTY LTD





# SALUBRE ENTERTAINMENT • NETWORK •

Salubre Entertainment Network is an entertainment company that empowers young people to bring awareness to the less fortunate. Salubre Entertainment Network not only celebrates the beauty of each of its beauty queens, but it also empowers them to help others in need. Established by Maryrose Salubre of Salubre Models International, our projects and publications aim to raise funds for a variety of worthy causes, chief of which is to help Bunga National High School (BNH) in Leyte, the Philippines rebuild.



# THE GLOBAL Millionaire magazine

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## EDITORIAL

**Editor-in-chief**  
Vicky Ilagan

**Managing Directors**  
Mike Ilagan & Albert Prias

**Creative Director**  
Matthew Williams

**Managing Editor**  
Lailani Washington

**Marketing**  
Levi Garcia, Liam Brown, Krissy Anderson, Eileen Maynigo, Barnes Luz, Jason Harris, Oliver Young, Charles Chan, Albie Prias, Lucas Hernandez, Annabel Cook, John Esquerro, Michelle Wright, Cam Rogers, Jenny Hu, Isabella Rodriguez

**Writers & Contributors**  
Sebastian Campbell, Shiwani Gurbah, Dylan Parker, Holly Phillips, Jenny Hu, Charles Chan, Jill Antonio, Scott Murray, Vanessa Jensen, Leanne Harrison, Pat Higgins, Judy Flynn, Angie, Katrina R, Joerisa, Rommel P, Christian Q, Christine Owen

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# THE GLOBAL Millionaire magazine

E D I T O R S  
N O T E S



This magazine speaks to challenge, opportunity, and the transformative power of perseverance.

Since Global Millionaire Magazine's humble beginning back in 2017, we could never (in a million years) imagine a year like this one, plagued with... well, a devastating global pandemic, floods, deadly bushfires, and so much more. Despite the rollercoaster of a year, this magazine reminds us of the semblance of good that came out of the past year – the ways we've all embraced a terrible moment in history, stayed resilient, and bounced back in the best possible way we can.

Every single one of these articles speaks to our faith in the future, and I'm excited to share them with you.

Please keep your eyes on this magazine in the coming year for other signs of resilience and renewal. Because whatever changes 2021 may hold, one thing remains constant: our commitment to helping entrepreneurs and game changers from all over the world. Let's get to work.

Mike Ilagan  
Managing Director

# ELITE SUCCESS SUMMIT



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# INTRODUCING BRIAN Rainey

Brian Rainey is the C.E.O. of Gooten, the globally distributed production and logistics company transforming how online brands manufacture and fulfill merchandise to their customers. As a "big picture" thinker, Brian elevates the organization through pivotal leadership and strategic direction while aiding in the expansion of financing, hiring, and global initiatives. Rainey previously served as a chief financial officer at Buzz Points, a fintech company, and held positions at Deutsche Bank and Deloitte. He provided accounting and audit services to startups preparing for potential I.P.O.s, private sales, or capital raises. Rainey, a licensed C.P.A., received a bachelor's degree in accounting and finance from James Madison University and an M.B.A. from the Darden School of Business at the University of Virginia.

Global Millionaire magazine recently caught up with Brian to discuss his journey to entrepreneurship and here's what went down:

## When did your entrepreneurial flair first reveal itself?

I have always been an entrepreneur. Since I was 12 years old, I assisted in running a baseball card shop. That spirit has been with me even when I was working more traditional jobs – I always saw things as an entrepreneur. After college, I worked for a finance and accounting firm to audit VC-backed startups. As part of that role, I had to look at what made these companies successful or not. I saw how they operated, and it made me hungry to want to dive in and build my own business. As an entrepreneur, you develop and create a business versus just trying to drive process improvement at a larger company. As an entrepreneur, you look at what can be improved globally and attack that problem. When I thought I have the right idea, I want to go and do it – and not let corporate politics get in the way. You see a future state, and you believe in it so strongly that you want to commit all in to go and bring it to life. I believe in my vision for Gooten and wish to execute on it.

## How did your life look like before being an entrepreneur?

I want to be an entrepreneur and never look back to my days in finance. I did not fit into the corporate world. I went against the things that go with working in the corporate setting. As an entrepreneur, the best idea wins, and there are no politics. I love the instant feedback loop that exists as an entrepreneur.

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

The thing that motivates me is that I surround myself with the people I get along well. I want to work with similarly minded people – but with skills that complement my own. Working or running a startup has entrepreneurship running across the whole business. Being surrounded by ambitious people is a fantastic feeling because they are always highly driven and want to succeed.

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

The word that I would use is "unexpected". Plans constantly change; every day is different. No matter how much I plan, new things always come up – and that is fun and exciting. It challenges me and keeps me on my toes. You also have to challenge your own beliefs and take in feedback from your team, your board, and your customers, and then find the path forward. I would also add that being an entrepreneur is "rewarding". I am excited about the opportunities that come my way. I find fulfillment in overcoming challenges as we grow as a business.





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

I took over Gooten from an original set of founders, and it needed a path forward. So with that in mind, the following three motivations that came to mind are:

1. With Gooten, I saw that there was an inherent need that existed between 2 groups – that neither could solve on their own. Manufacturers need brands to fill their machines with orders, and brands needed high-quality global manufacturing. I saw the opportunity to be in the middle of these two groups and create the marketplace.
2. I had a desire to build a high power team with the best people I knew to solve this marketplace challenge.
3. I wanted to know and feel that I was working for myself – instead of just working for layers and layers within a corporate world.

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

For me, it comes down to 2 things:

1. Act as if you are going to succeed.

It would help if you planned to scale. Most startups plan for failure. My thought process is to focus on building the most successful business you can with a complete plan for scaling it out – if it fails, I know that I gave it more than 100% of my effort and skills.

2. Make sure that you are the right person to solve the problem.

Make sure that you are the right person to solve the challenge that you are seeking to take on – assuming that you are the right person to lead the charge, then focus on who is the next priority #1 and #2 hires to complement your skills to address the needs of the business.

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

The biggest challenges that I have faced with Gooten are:

1. Learning how to hire.

People are what makes and breaks a company. I have to focus on attracting the right talent and retaining my staff to grow my business, part of the challenge here is that you do not always know who/what you need in a role – so you have also to be nimble to make the required changes as the business evolves and as you learn more of the needs.

2. Make sure to challenge my assumptions.

I don't like to have one idea and stick with it forever. I constantly challenge my thoughts and push myself to be open-minded. I have to reinvent a business strategy based on new data, new interactions, new market requirements, etc...

3. Building a marketplace is extra hard.

Initially, you do not know how to start. The challenge is always to

overcome the hurdles of convincing businesses to work with you when you do not have the other side figured out. I had to figure out how do I sell a product that I cannot source. At Gooten, this challenge led me to work closely with the manufacturers first, genuinely understanding their businesses and how they interact with brands.

A bonus challenge I want to mention is that you have to be willing to kill your darlings, meaning you might have adjusted and re-adjust what already works for you. It is hard in business, but you have to continually assess if you are doing the right things for your business' future. And be willing to stop doing the things that you do not see value in the future. It's challenging because you have to let go of things that already generate a tremendous amount of revenue, but sometimes, you might have to cut back before you grow bigger.

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

Content and SEO have always worked best. At Gooten, we make sure that we are the experts. The best way to do this is via content. I love to write bylines for various publications and have extended this practice across the team. The key with content is to engage with customers in a friendly manner where you are imparting knowledge and inviting them to deepen their relationship and engagement with you. Often, especially here at Gooten, we must sell our industry to potential customers before selling ourselves.

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

The three most important lessons for me have been:

1. Learning to hire people with the right skills for the right roles.
2. Trusting my team all of the way 100% – if you hire someone to do a job, you have to have faith and confidence in them to do that job – you cannot hire them and proceed to micro-manage them. Why did you hire them in the first place then?
3. Be transparent – this is hard as you may feel that you want to shield people from various things going on within the business – in the end, this proves more difficult. If you are transparent with your team and then extend that to partners and customers, everyone will respect and appreciate your decisions. And they cannot come back and say that you misled them or otherwise.

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

The best advice I got was from a fellow entrepreneur – it is DROOM = Don't run out of money. Pretty straightforward.

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

The key is to make sure that you are building a career as you are building a company. My advice is that you need to invest in the long-term. Take the lessons that you will learn along the way and understand and appreciate them. Make sure not to cut corners especially falls into the bucket of not having ethical lapses. Always be happy with who you are and do not become a different person.







## POWER PLAYER: GET TO KNOW HANIEH SIGari

Hanieh Sigari is an entrepreneur, biochemist, and founder of Qyral, a personalized aging-well skincare and supplement company from LA. The company promotes a personalized relationship with automated skincare.

As the founder/owner of Qyral, Hanieh intends to revolutionize the beauty industry with a groundbreaking range of personalized skincare products. Her dream is to educate others on the secret to living and aging well and empower women to gain financial independence and get ahead through entrepreneurship.

Hanieh's passion has always been to take care of others. A part-time job in a care home inspired her to begin her own home health business after graduating in biochemistry and gerontology. That first venture inspired Hanieh's love of entrepreneurship but failed to have the impact she really wanted to make on the world.

She joined her husband's e-commerce venture, growing the company to a \$20M enterprise with multiple international locations, but despite this success, Hanieh felt she had strayed too far from her roots and her desire to make a difference by helping others.

With Qyral, Hanieh has united her passions for the sciences and gerontology with her dream of having a true impact, educating and empowering others. Qyral was inspired by the exaggerated and unreasonable claims made by the beauty industry. We all know there's no miracle cream that can make someone "appear younger overnight," however much we might wish there was! However, there is a way to create effective skincare products that really work. In order to have a real impact, we have to unlearn the idea of there only being five skin types (which Hanieh believes is just a trick designed to make it easier to sell products on the mass market) and start treating everyone's skin as unique — because it is.

Hanieh's ambitions for Qyral don't stop at revolutionizing the skincare industry. She also intends to educate others about what it really means to age well, and how to achieve the best possible results, not just for the skin, but for the whole body. And this holistic approach to healthy aging includes empowering others by providing the tools and training to help them succeed through entrepreneurship.

Global Millionaire Magazine recently caught up with Hanieh to discuss her journey to entrepreneurship and here's what went down:

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

What aren't we doing! We're really trying it all and trying hard to stay flexible and agile. From TikTok to Instagram Reels, the world of e-commerce and advertising is shifting and changing rapidly, which includes how users interact with brands and content. If COVID has taught us anything, it's the importance of staying flexible. Right now, we are working hard to invest in our consultants by being guinea pigs, testing various platforms and methods for ourselves so we can build a package we know really works. That way we can deliver our consultants a playbook to guide them in becoming content markers for our brand.

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

We love to educate so blog posts on Medium and Quora responses have been our primary means of engaging with our audience. As always, technology shifts and moves quickly and the next wave of focus for us will be to educate through the Reels platform on Instagram using short-form videos that are fun, engaging, educational, and made for any demographic (young to old).





**What is your experience with paid advertising, like PPC or sponsored content campaigns? Does it work?**

PPC works, however it creates a dependency on an external system, mainly Google and Facebook that we can't control and which can change at any moment, adversely affecting your business. We wanted to have greater control over our marketing spend, therefore we made the strategic decision right from the beginning to avoid paid advertisement as a main source of customer acquisition.

Some paid ads are unavoidable, especially at startup, and we've seen success with, for example, boosting Instagram posts to bring wider visibility to the brand. However our overall marketing strategy has been to distribute the money we would have spent on ads back to our consultants, giving them the opportunity to generate wealth and use that expenditure where it can make a real difference, not just add another zero to a billion-dollar corporation's bank balance.

Affiliates and consultants have the potential to make up to 40% on the sale of every product by advertising through their platforms.

**What is your main tactic when it comes to making more people aware of your brand and engaging your customers? How did your business stand out?**

Our main tactic for making others aware of our brand is education on longevity and cellular health. In fact, our company motto is "If you interact with our brand and learn something, but buy nothing, then we have done our job." With so much digital content on health, beauty, and longevity, it's hard to keep up and sift through what is useful or accurate and what is not. Anyone can start a blog, but consumers need dependable information. That's why we are committed to providing accurate information that is backed by science and research.

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

If I have learned anything, it's that a good product or service will sell itself. Organic growth through contests and giveaways, along with word of mouth, has been our number one growth factor, followed by content made and generated by our consultants and users.

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

The toughest decision we had to make was to temporarily abandon the idea of introducing our telehealth services and prescription-grade personalized skincare products in order to focus on perfecting our non-prescription grade topical solutions. Of course, we will eventually roll out the prescription-grade solutions, but for now, perfecting our personalized products is key.

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

We made the money mistake of thinking we could do something ourselves when we needed to hire a professional. Whether it was

hiring a design team to bring our product and website design to fruition, or hiring the right consulting firms to guide us on certain business strategies or solutions. They were able to do it much better than I ever could, in half the time!

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

It's hard to say what business I would love to start when my dream business is the one I'm running right now! I believe Qyral has an infinite amount of potential, especially once we incorporate our telehealth services. We are the first personalized skincare brand in the network marketing space. Once we add telehealth and personalized prescription-grade products, we'll have an even greater advantage over other competitors. I also want to continue our philanthropic giving. So to answer the question, I'm already in the business I love!

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

I wish I would have doubted myself less and stuck with my gut instincts. I wouldn't have wasted so much time. However, I'd like to think that everything is a learning experience for something greater and better, so who knows, maybe I needed to wander and dabble to be here or go even further.

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

If you have a dream, don't let anyone talk you out of it. Stick with it no matter what! We live in an instant gratification world where everyone expects immediate results — from swipes on dating apps to plastic surgery, or the millions of products we can order and have shown up at our door in 1-2 days. Never before in history have we had so many options, and the paradox of choice can be overwhelming. Good things take time, patience, persistence, conviction, and deliberate focus. I can't think of a single person I admire who hasn't spent a lot of time and effort on their craft. Give yourself five years on average. Malcolm Gladwell calls it the "10,000-hour rule," but it's just really the time it takes for ambitions to come to fruition. Stick with it and success will surely ensue.

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

There is absolutely no such thing as FAILURE! Get that word out of your vocabulary.

You don't fail — you either pivot, give up or learn important lessons you can build on. Also, a (cliche, but very important) piece of advice is to figure out your real "why." If money is your only source of motivation, you will be left empty, craving more. But if you focus on impact and purpose, an abundance of opportunities will show up. For me, I was in stealth mode, developing my business for almost three years. If my "why" wasn't the impact I want to have, both in the field of aging and through the empowerment of women, I would probably have given up after six months.

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

Never give up. No matter how dark it seems. No matter what the naysayers or haters have to say about you. If you really believe that you have something that the world needs and a real product that is in demand, then you have a responsibility to not give.





## FIND OUT MORE ABOUT JAMES HUNT

James Hunt is affectionately known as "The Celebrity Credit Guru to the Stars." This multi-millionaire entrepreneur is responsible for helping the nation's top celebs, athletes, and thousands of everyday people with their credit and finances. He also teaches young men how to become six and seven-figure earners through his company, THE HUNT. Formerly homeless, James has thrived not only due to the mastery of his industry, but his style, marketing, and persona continue to draw tons of people to him who also desire to be extremely successful.

With the year 2020 taking its toll on entrepreneurs all across the nation, James Hunt's business continued to soar despite COVID-19. Among his high-powered clients are people like Kanye West, Akon, Tyrese, Ryan Seacrest, Shaq, Taraji P. Henson, and hundreds of other athletes, business leaders, and Hollywood figures. He maintains that ATTENTION brings MONEY, and all business owners who aspire to attain massive success must understand the sweet science of luring in clientele during any climate – anchored by results and an attractive brand.

Global Millionaire Magazine recently caught up with James Hunt to discuss his journey as an entrepreneur and here's what went down:

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

I am originally from Chicago. 8 years ago I was homeless. I used to walk up and down Lenox Road in the Buckhead community of Atlanta seeing the Bentleys and Rolls Royces and I told myself that one day that would be me driving one of those cars. I bought myself a cheap laptop and started my business in a Starbucks during the day, and I built a relationship with the local Fed Ex and worked out of there at night. When I got my first celebrity client and cleaned up his entire family's credit, that helped me to grow my business and the word started to spread about who I was and what I did. From there, things really took off.

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

It was always there. I remember back as early as when I was in the 8th grade. I had my mother who was a seamstress to design this jumpsuit that I wore for the 8th-grade luncheon and I wanted it in a very specific way – something that no one ever had before. I was stressed about it being identical to how I wanted it. That is as early as I can remember. I was about 13, I

always had a vision for how I wanted things to be and I was very serious about my expectations.

**How did your life look before being an entrepreneur?**

I saw life as looking through a glass ceiling, like employees that are at the graces of their employer who decides your salary, who decides the hours you work, and who decides whether you are hired or fired at any moment. You have to work hard but you don't have real freedom. Entrepreneurship is about freedom. Looking back on it, that experience was worth it. Now, even though I own my own company, I still work 16 hours a day, seven days a week.

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

Shattering new glass ceilings and goals. Taking on new ideas and accomplishing goals is something that I set out to do on a daily basis. That daily challenge to get up and accomplish what you set out to accomplish for that day is literally what drives me that day. And tapping into what is inside of me. Discovering what is inside of me and being able to project that to the world.

**In one word, describe your life as an entrepreneur.**

Relentless – Because I understand that I cannot give up. I understand that failure is not an option and so I absolutely have to be relentless in my pursuit of every avenue that I have set out to accomplish. For me, it is not enough to just be successful, and the goal is to reach the top. If there is one word to be described, it is being completely relentless in my pursuit of success.

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

- 1) Financial independence.
- 2) The ability to be able to help the people who will become my clients. To offer a real service that can help them in their pursuit of new homes, new businesses, new cars, and understanding the power of credit.
- 3) Recognition/ validation. I think there is nothing more rewarding than being validated by the people you look up to. 8 years ago everyone in credit repair was better off than me. They were my mentors. Today, to come full circle and become mentors of the people who mentored me is validation that I have chosen correctly and I have worked my way all the way to the top.





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

Identifying what your product is...what you bring to the table. Then, once you discover that, the next question is, is that product in demand? Is there enough of a demand to become successful in it? If the answer is yes, how can you maximize every day to make yourself a success in that particular field? Also, identifying who your competition is. If you don't know your competition, you can be run over in your business. You should know why they are successful and what you can learn from your competition that can make you even more successful. Know their flaws. If you understand that, you would understand what drives their clients to you and how you can elevate in your industry.

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

1) Starting. Starting is always the biggest challenge. Many people will say they want to do something and because they never pull the trigger on it, they give themselves an excuse. Starting was like starting my company in Starbucks when it seemed like it wasn't going to work or when I couldn't even get one client.

2) Refusal to give up. The challenge was that the option of giving up was always in front of me. It was always door #1 or door to keep going or #2 to give up. I was given the temptation to give up but I chose door #1.

3) Once you gather a certain amount of success and you have outdone yourself and you don't have any more competition, it is a challenge for an entrepreneur to not relax or take your feet off the gas. But, you have to press the accelerator and go further because you are in uncharted territory. Getting to another level that no one else is doing is also extremely challenging.

There are many times where I am challenged. Whenever I get overwhelmed, I go back to that same Starbucks and sit at that same table where I started and talk myself into success – because if I did it from the bottom level I can do it from another level. It's about having a place of accountability. You should have a place where you can go to that is yours where you can hold yourself accountable for getting to the next level.

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

I did not go the normal route of marketing for years. In the beginning, I never pursued social media. I went the old-fashioned way of word of mouth. When you saw you had to get to the next level you saw that you needed to do word of mouth. When the celebs came along, then I figured out how I could utilize that to go to the next level. When we helped Tank (singer) and he put up a social media video on Instagram about his new house on Christmas, it took us to a level where our phones rang nonstop from Christmas day to January with a flood of new clients that we weren't really prepared for. Every entrepreneur needs to be cautious because if you are not prepared for it, success can actually drown you.

Social media has really helped me. I use it in a way to showcase a lifestyle of success that credit brings with it. I show the celebrity clients we help who are purchasing cars and homes and showcasing that luxury lifestyle. That has opened up all kinds of doors. The phones just ring, all you have to do is get up. I think you have arrived when you no longer seek to chase clients or money, but the money and the clients chase you.

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



Learning who to fire and who to hire. Understanding how to motivate your team and keep them upbeat with you, I have learned that you are no greater or no less than the team that you put in power around you.

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

It was from John H. Johnson, the founder of Ebony and Jet Magazines. When I was 17 years old, I went on a tour of Ebony and Jet and he was talking about the fact he always gave his employees free lunch. We were curious as to why he gave them free lunch. He said when you feed them that shows your employees that you care about their well-being. When they know you care about their well-being, you will get a better day's work out of them. So, since starting my business, I have always fed my employees. That includes bringing in personal chefs or treating them every day to make sure they don't have to worry about





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# BRYAN LEGEND

## unleashed...

Bryan Legend is an Australian self-made millionaire who, through his against-the-odds persistence, has made a name for himself in the Cryptocurrency sector and beyond.

Bryan Legend quit school at the age of 20. Yet today, at the age of 37, despite quitting school at an early age, he still ended up becoming an inspiring self-made millionaire. His against-the-odds persistence enabled him to make a name for himself in the Cryptocurrency sector and beyond. Starting with Blockchain, which he studied for years, learning the fundamentals of it, he was able to master the art and craft of Cryptocurrency to near perfection. This culminated in the versatile entrepreneur climbing the ladder up to becoming an expert in that niche - with the creation of Clever DeFi, showing the results of his hard work.

One of the potential benefits of a short-long term investment strategy is portfolio diversification. This is a concept that Bryan understands very well. His first stint in the entrepreneurial sector was back in his marketing days. Today, with this concept of short-long investment strategy, Bryan's success can be seen through the number of tentacles his brand is spread to, among which are online marketing ventures, becoming a pioneer in SEO, SMM, and SEM. Not to mention there's also TWILX; a digital advertising firm he created from scratch. Then, of course, there's Clever DeFi, which he believes is the future of financial investment.

Bryan is also a firm believer in branding, a concept on which his business success is built upon. He believes that the way people perceive your company is a direct reflection of how they will engage with you.







“The ‘never give up and hard work’ angle may seem cliché but it holds true time and time again for all accomplished individuals in any industry of business. Nothing comes from nothing so what you get out of something is in direct proportion to what you put into it.”

The person without a purpose is like a ship without a rudder. According to Rick Warren, the greatest tragedy in life is not death but life without purpose. Bryan seemed to take this quote to heart, for, in his early twenties, he discovered he was a gifted negotiator. Right there and then, he realised that his purpose lies in the business world. He subsequently developed his skill set in business negotiations, which would later pave way for him as he reached his way to the apex of the business world.

Global Millionaire magazine recently caught up with the inspirational Bryan Legend to discuss his journey to entrepreneurship and here's what went down:

**Can you please tell us something about yourself and what your business is all about?**

I am a born entrepreneur and I have a passion for making a difference in business, namely in the Cryptocurrency space by introducing fresh ideas and concepts to the market in order to help and evolve the industry as a whole.

Clever DeFi is a Fintech company primarily focused on delivering decentralized finance applications within the Cryptocurrency industry. It supports a second choice for those who do not trust traditional banks, nor like the fact that they are receiving a complete cop-out toward extremely low-interest payments on their capital. The versa is to hold CLVA Cryptocurrency which delivers a much higher competitive interest yield.

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

In my school years, I never found myself compelled to learn and instead saw myself just breezing aimlessly without care to study at all. After dropping out 3 years before year 12 graduation, I entered the labour workforce and then progressed into sales where it did not take me long to work out that the blue-collar lifestyle was not for me and that I needed to get out of the rat race.

This is where I began to take deeper interests into self-development and knew wholeheartedly that the only way to get ahead is to do things myself without relying on anyone else, nor working for anybody else. I chose to learn the basics of business and expand my skill set through a hands-on approach combined with true hunger and determination to break through the resistance barrier.

Through years of persistence and numerous successful small internet e-commerce business startups I founded, I gained more knowledge and learned from mistakes made. I turned this into a cocktail for success by always going one step up with every new business I headed up. The world of Cryptocurrency presented itself to me as a fantastic opportunity to be a part of as I recognised there to be a lot of untapped possibilities.

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

What motivates and drives me is the attainment of a new goal through my persistence, tenacity, and focus on what needs to be done to meet my objectives. I treat any startup business I have started as a new birth coming to life that needs to be

nurtured until it is strong enough to work on its own. Just like Elon Musk, I don't let one-second pass by where I am not thinking about ways to improve, and as such, I believe personal growth, as well as the growth of a company or business, is a continued effort. One word I would describe life as an entrepreneur is "freedom."

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

- 1) The desire to solve the problem of low-interest rates for consumers paid by traditional banks for savings accounts.
- 2) The knowledge of how Blockchain can be used in order to facilitate this.
- 3) Confidence in my own abilities to be able to deliver to market what is promised.

**What do you put your success down to?**

The 'never give up and hard work' angle may seem cliché but it holds true time and time again for all accomplished individuals in any industry of business. Nothing comes from nothing so what you get out of something is in direct proportion to what you put into it. The more time and energy you spend on improving your idea or business, the more success you will benefit from it in the long run. There is no secret to success other than completing the actions required in order to achieve your entrepreneurial vision or personal goal.

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

Solving an actual need though adds a unique value proposition that your business offers by focusing on your customers' interests first and of course securing ongoing revenue streams with an effective cost structure and strong marketing initiatives and reward system.

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

I personally believe we are nearing the tail end of a current bull market with the end more than likely aiming to take place at the end of the year. With this being said, there is much hype and foolish money entering the market from retail investors who really have no clue about what they are actually buying at all. They are new to Crypto and just go with the Fomo crowd. There can be money to be made in the interim but for seasoned veterans that have been through these cycles, it will more than likely end in tears for most that are not smart enough to know when to get out before losing it all in over-hyped risky altcoins.

What I would like to see happen is the complete disbandment of all those scam projects and Cryptocurrencies with no use case or utility behind them to disappear and clear up the way for the actual legitimate ones to stand tall. There is way too much money being "invested" into Cryptocurrencies right now like Dogecoin which was created as just a meme without any fundamentals or development. We need to see useless Cryptocurrencies leave the space for good.



A woman with long brown hair, wearing a white wide-brimmed hat, a white short-sleeved dress with 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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PIA







# GET TO KNOW Tre Lovell

## ONE OF THE TOP LITIGATORS IN THE US

Tre Lovell has been noted among the elite litigators in the US, having been named Lawyer of the Year, Finalist, 2016, by the Los Angeles Business Journal, and further honored by The National Law Journal as one of the Top 50 Litigation Trailblazers in the country. Mr. Lovell has been recognized among the top 1% of attorneys in the United States as a litigator through such esteemed organizations as the American Academy of Trial Attorneys, Multi-Million Dollar Advocates Forum, Rue's Best Attorneys of America, and the Trial Lawyers Board of Regents. Mr. Lovell recently received the 2014 Litigator Award for extraordinary litigation achievement, an award given to less than 1% of attorneys in the U.S. and approximately 12 firms per state or DMA each year. Mr. Lovell was further profiled in Forbes Magazine in September 2014.

With over 20 years of experience, Tre Lovell practices in such areas as business law, corporate law, entertainment, intellectual property, employment, and general civil litigation. He received his B.A. from Pomona College and J.D. at McGeorge School of Law in 1992. He was the gold medal national champion and black belt instructor in the martial arts. Mr. Lovell is licensed in both California (SBN 162806) and Nevada (SBN 5055).

Global Millionaire Magazine recently caught up with Tre to discuss his journey and here's what went down:

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

I was raised in Las Vegas where my father was the youngest elected city attorney at the time. Las Vegas was a small town back then although the gaming industry was huge. I ended up following in my father's footsteps and went to law school. Then eventually settling in Los Angeles with a large firm. Ultimately, I realized I wanted to be my own boss and have my own practice so I started my law firm in 2004.

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

While I was working at a large firm, I didn't like the idea of having to follow orders or work hard while the partners were making all the money. The thought of calling my own shots, being responsible for all of my own decisions, and reaping both the benefits and the risks were very appealing to me.

**How did your life look like before being an entrepreneur?**

Stagnant. I felt like I was missing out on something. Many people work for others or chose to be part of a large firm because of financial security and sharing responsibility. I never felt like I needed those things. Not having to account to anybody except for myself was very enticing and a bit scary too.

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

In the legal world, it's being able to choose whatever cases I want to work on, make all of the decisions, grow my name and reputation and when I succeed, reap all of the benefits. Plus, I deal directly with clients. If I worked for a law firm or even had partners, I would not have the freedom to call my own shots.

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

Exciting. I am at a point in my career where I see many voids in the law and feel the need to make a difference. It's always challenging and never easy, but there is this amazing sense of worth and achievement. Plus, I just love being in the game and being in the fight.

**What were your top three motivations for starting your business?** Autonomy, ambition, and success.

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

First, you need to be able to take the risk. The biggest difference for me from going from an associate at a big firm to starting my own practice was that all of a sudden, I needed to get clients. When I was working with the firm, the clients were there and I just needed to focus on the work. When I started my own practice, I needed to get clients and do the work.

Second, you have to put in the time. It's funny that when you start your own business, you often think that you make your own schedule and can leave or come whenever you want. However, just to end up spending even more time working and never really take advantage of your open schedule.



"I am at a point in my career where I see many voids in the law and feel the need to make a difference. It's always challenging and never easy, but there is this amazing sense of worth and achievement."





# FIVE REASONS WHY THE RIGHT Location CAN MAKE OR BREAK A BUSINESS

When planning to start a new business, one of the first things to consider is where to launch it. Location, after all, is one of 'The 5 Critical Elements to Make Your Business a Smashing Success' — and for good reason. It can very well spell the difference between success or failure, and here are five considerations to show you why:

## Access to the Right Talent

The geographic location of any company is important in attracting and retaining the right workforce for your business. For instance, it was a driving factor for Jeff Bezos to locate his second Amazon headquarters in Northern Virginia. The region was revealed to have the largest concentration of STEM (science, technology, engineering, math) workers in the country, and ranked as the top state for education, alongside Massachusetts. So, when deciding on your own business location, do some research on the current and future trends in the employment landscape in the area, and see how it can benefit your specific industry.

## Business Requirements and Regulations

In choosing a business location, you'll have to compare different state requirements and regulations, and determine which one would be the most favorable for your business. For instance, states like New Mexico, Delaware, and Wyoming don't require new LLCs to submit the names of their members upon registration, which means they can be very good choices for those who want a little more privacy. Other states, meanwhile, can have extra requirements when registering. Case in point: The New York LLC publication requirement means that new businesses must publish a copy of their articles of organization in two separate newspapers within 120 days of registering. Although very much doable, it's an extra cost that entrepreneurs must account for in the early days.

In terms of tax laws, Wyoming and South Dakota are the most tax-friendly states for businesses, as they have no individual income tax, corporate income tax, and gross receipts tax. Meanwhile, New Jersey is the worst state in terms of taxes, with the highest individual income tax rate in the country, along with high corporate, sales, and property taxes.

## Cost of Living and Doing Business

A huge factor in choosing the right business location is its affordability. Real estate costs are the second largest expense for businesses, right after labor costs. Cities like New York and San Francisco are known for their expensive rent and food, so many entrepreneurs avoid settling down there if they can. Speaking to the Council for Community and Economic Research's Cost of Living Index can help determine the most affordable states in terms of essential needs and real estate costs. For example, among the least expensive states in terms of housing, utilities, groceries, transportation, and healthcare are Arkansas and Texas.

## Brand Visibility

Location can also influence the ability of a business to market itself and what competition it may face. For example, choosing a business address in Manhattan can change the perception of your business, as you'll be able to tie your brand with the financial success and high growth commonly associated with the area. However, other key considerations like affordability and tax laws must be considered, too. So, it's up to you and your financial plan to weigh up which factor will favor your business more.

## Access to the Right Suppliers

Depending on the nature of your business, access to the best suppliers in terms of price and quality is another factor to consider when choosing the right location. Speed of delivery can have a huge impact on the productivity of your operations. This is why even though real estate and cost of living can be cheaper in smaller towns or cities, not every business is lining up to start operations there. The closer you are to the right suppliers, the faster your products and services can reach your intended markets — and the better it will be overall for you.

All in all, choosing the right location for your business depends on finding the right balance among these five factors. If some of them are conflicting, decide on which ones are more important to you and your business, and which disadvantages you can live with.



# FIVE STEPS FOR BETTER Social Media ENGAGEMENT

Is your social media page not kicking off the way you'd hoped? Perhaps you wish to share your knowledge with others, or you want to start a career with social media, but you're not getting enough engagement. Although making an account may seem easy, there are certain things that you need to look out for so that you catch your audience's eye. Publicity plays a large part in what makes a social media page successful and so you need to do it right. Therefore, here are 5 steps you need to take in order to improve your social media engagement.

1. Have a good layout. Graphic design is the very starting point of gaining engagement. Be sure to give your social media page a clean look that is welcoming for your target audience. Keeping the right fonts, having a consistent colour scheme and spacing things out helps a lot when it comes to attracting others. Organising things so that your content is both chronological and flows well motivates people to pay attention to what you have to say.

2. Advertisement. Finding ways to promote your social media page in other places such as other sites is a good way to gain engagement. People are more inclined to associate with things they are more familiar with and if they have seen an advertisement about your page somewhere else, they would be driven to see what you offer. Also, it increases your page's chances of getting noticed among a countless number of others, as your page would then be what comes to mind first because they've seen it before.

3. Listen to others when it comes to improvement. When someone has an idea on how to improve your social media page, take it into consideration. It shows that you're willing to respond to people's constructive criticism, which will then lead them to respond to you, thus increasing engagement. It shows that you are within reach and that they can level with you, which is rare for sites and pages nowadays. This means more people will interact with you as they feel they can without being pushed to the side.

4. Hold events that the audience can take part in. Putting up an event that others gain from is a fast-track to increase your engagement. Occasions such as conditional giveaways and competitions are very appealing to those who are looking for something to gain. Announcing something that the audience can compete for, be it an actual item or a chance to be promoted on your page, piques the interest of many as they have a chance of winning.

5. Introduce something with a limit. You could put on a one-time-only sale or introduce a product or theme that will only be up for a short time. This gives people the impression that they must go to your page and get whatever it is you have introduced before the deadline. This is because they have the fear that they'd miss out as once something is gone, it's gone.





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