

A publication for Global entrepreneurs, business leaders and professionals

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THE GLOBAL Millionaire magazine

July 2021

**FIVE SUREFIRE WAYS TO
GET FUNDING
FOR YOUR START-UP
BUSINESS IDEA IN 2021**

FIND OUT MORE ABOUT KAMRAN KARIM

**AN ENTREPRENEUR WITH YEARS OF EXPERIENCE IN DIGITAL
MARKETING, BRANDING AND SOFTWARE DEVELOPMENT**



GERMANI JEWELLERY

Germani Jewellery has been established as an Italian brand in Australia since 1985. It became a household name for fine jewellery when it became an exclusive sponsor for the national TV show, 'Sale Of The Century' from 1988 to 2001.

Germani's extensive experience in creating distinctive, cosmopolitan, unique and exquisite jewellery is evident as he was awarded the prestigious Diamond De Beers Awards, designed and manufactured fine jewellery for the Saudi Royal Family, Queen Noor of Jordan, the Duke & Duchess Of Wellington, Elizabeth Taylor, Princess Diana and other well known international dignitaries around the world; thus gaining him international recognition.

Germani houses a huge range of quality, coloured gemstones and loose diamonds sourced from Belgium, Switzerland and the Far East. Customers can enjoy the luxury of purchasing directly from the wholesaler and having the jewellery made in-house. Each design is iteratively reworked until it fits the customer perfectly.

Prices are extremely competitive due to the magnitude of Germani's operation.



THE GLOBAL Millionaire magazine

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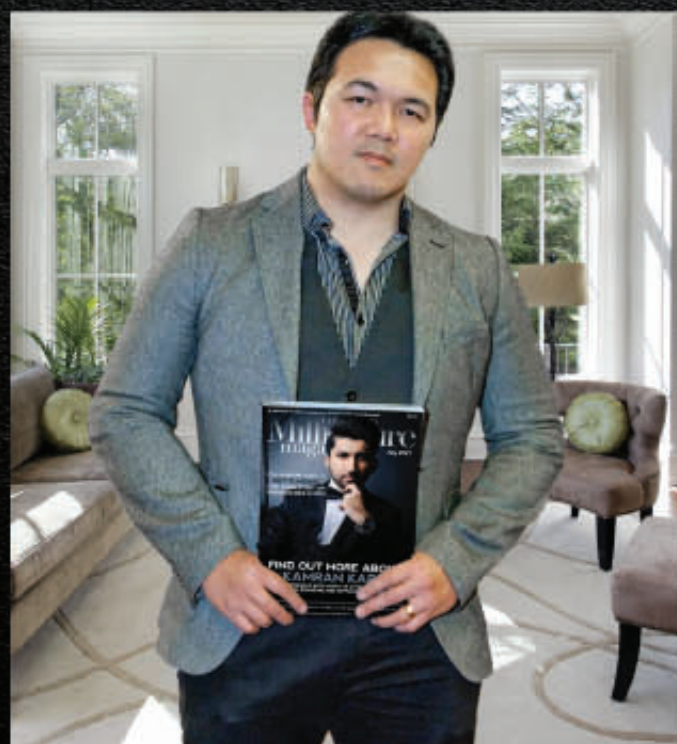
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THE GLOBAL Millionaire magazine

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



It's no secret that the effects of Covid-19 are devastating and ongoing. Intermittent lockdowns all over the world have left many businesses and industries treading water. Entrepreneurs have had to once again brace themselves for a few weeks of financial pain. But as the coronavirus pandemic rages on, several small businesses are forced to operate at a limited capacity while some, are unfortunately forced to close down completely.

But in response, entrepreneurs continue to demonstrate their resilience and ability to pull through. It's heartening to see business leaders innovate and thrive in line with an increasingly "digital world". This month's issue includes tips on how to get funding for your new business idea. As we welcome a new financial year, our goal is to continue to inspire businesses to put their best foot forward despite the current economic climate. Thank you to our valued readers, and community of support. God Bless.

Mike Ilagan
Managing Director

ELITE SUCCESS SUMMIT



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INTRODUCING *Jennifer Kem*

Jennifer "Jen" Kem is a San Francisco Bay Area-based branding and marketing expert who gets entrepreneurs seen, heard, and paid – for being themselves.

She's the creator of the Master Brand Method: a framework to develop powerful brand archetypes that win customers' hearts, leveraging Jennifer's 17 years of corporate experience and her launching of multiple companies.

She uses the Master Brand method in digital strategy coaching for emerging entrepreneurs, celebrity brands like Oprah Winfrey Network and Steve Harvey, and major corporations including Verizon, Blue Cross Blue Shield, and Bank of Hawaii.

Jennifer serves up straight talk wrapped in love, because she understands entrepreneurs' challenges: She built a retail business and became a millionaire at 32, only to lose it all in the recession two years later. She is now the successful owner of three million-dollar brand-building businesses and the mother of three children.

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

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

I grew up in the sugar plantations of Hawaii watching my grandmother transition from sowing seeds in the fields to becoming our family's first entrepreneur when starting her own in-home elderly care business. Inspired by her example, I launched Hawaii's first brick and mortar lingerie store in 2006, becoming a self-made millionaire at 32 years old. Then, disaster struck as the 2008-2009 financial crisis swept me clean of all financial reserves. I lost my store, my staff, and my beloved grandmother all at once.

After wrestling with grief and depression, both natural consequences to all I had experienced, I began to understand that I had a choice: I was given the opportunity to rebuild and could do so with more power, more wisdom, and more resources than the first time around. I decided to start a service-based, recession-proof brand consulting business. Within a few years, I developed my own marketing process called the Master Brand Method: a framework to develop powerful brand archetypes that win customers' hearts and encourage them to open their wallets; and opened the Master Brand Institute.

Today, I live in the San Francisco Bay Area and share tools and resources to serve small business leaders in this time of economic crisis. I'm proud that I can utilize all of my past experiences to serve other leaders and continue to contribute to the stability and growth of the economy.

Can you describe your journey to success? When did you start? Did you ever imagine you would become this successful?

As a little girl, I always had big dreams inspired by my grandmother's mentorship. When I grew older, I began to notice that I had sort of a sixth sense: I could smell money in opportunities. This served me well as I began my career in B2B branding and marketing for technology companies, winning them large, lucrative contracts. When I decided to fly solo and redirect my natural business instincts and corporate experience to entrepreneurship, I naturally felt both the rush of possibility as well as the shakiness of risk. My success grew just as quickly as it failed, with both the realization of wealth filling me up and the plummeting into pennilessness draining me once more.



But I had babies to feed and big dreams to fulfill, so I began again. With the support of family, friends, and mentors, I was able to leverage my past as a successful brand expert in corporate settings and an entrepreneur to build yet another business venture. I used my sixth sense, smelling the money in opportunities to find quick, and this time, lasting success.

What is your main source of income?

Clients pay me in exchange for branding mapping, content strategy, and business operational advice through one-on-one coaching, VIP workshops, and public speaking conferences and engagements.

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

In the midst of the COVID-19 pandemic, I am focusing on serving the small business community. This means I am gathering resources to keep them in the market, promoting branding strategies to help them sustain their clientele during the crisis, and foreshadowing how they can thrive faster post-quarantine. Additionally, I am creating a community for small business leaders so that they have competent and compassionate support that will fuel them so that they can stay true to themselves, their families, their businesses, and their brands during this stressful stage in history.

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

I am most active on Facebook, Instagram, and LinkedIn.

What is your experience with paid advertising?

We spend thousands every month on Facebook and Instagram advertising and find it to be very successful. However, we purposefully don't use it for direct-to-cart sales. Instead, we use it for brand awareness and attention: to create trust with our audience by delivering value-added articles, advice, and resources. Then when we do have a promotion for one of our services or products,

we retarget the brand awareness ads to people who are interested in our content. Not only does that help us get a better cost per acquisition (CPA), but it also supports our long game business strategy which is to use paid advertising to create real relationships with our current and potential customers.

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

Canceling all of our live conference events and shifting them to online conferences for the rest of the year. In-person platform events are one of the biggest ways we make revenue not just for our company, but for our clients we consult with too. So adapting and pivoting to a purely online delivery took a lot of choreography, modified marketing, and increased fulfillment. It also takes different types of people resources to create an online experience in the same realm as an in-person experience, so there were additional training and sales expectations to be modified.

What is the best advice you have ever been given?

My first mentor at work was a woman named Maria who had the life I wanted. I asked her, "If I want to have what you have in the next 10 years, what do I have to do?". She said: "If you take the jobs (projects/tasks/things) that no one wants to do, you'll get seen, heard, and paid more than anyone else in your field." She was right.

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

Build a network of support internally and externally! Understand your inner voices and motivations. Listen to the ones on your side and learn to reframe the ones who challenge or limit you. Hire a coach or therapist if you need support in this work. Otherwise, find peers to normalize what you're going through, mentors to lead you to where they are, and mentees who you can coach to remind you of how far you've come. This support network will carry you past obstacles and into a sustainable success!



ENTREPRENEUR SPOTLIGHT:

Ryan Novak

Many times we find entrepreneurs who have achieved massive success are more like superheroes than real people. The reality is that everyone has to start somewhere when it comes to starting a new business. Ryan Novak is one of those inspiring entrepreneurs who worked his way to success.

At 15 years old, Novak got his first job as a dishwasher at the small chocolate shop in his hometown. He washed dishes, mopped floors, and emptied the trash but he loved being around chocolate. He told the owner when she wanted to retire that he wanted to own her business. Six years later, in 2010, when his opportunity to be an entrepreneur finally came so he decided to take a chance and take it.

No bank would agree to finance him at the time as he was told that he was too young to run a business so he worked out a buy-out with the owner and he eventually took over. He juggled finishing his bachelor's degree in entrepreneurship and being a business owner but he managed to adapt quickly. Fast forward to today, and he has grown that small-town chocolate shop into Central New York's largest chocolate maker. His company has been featured on the Food Network, Hallmark Channel, CNBC, CMT, Forbes, People, and Entrepreneur magazine. They built their own 10,000 square foot production facility and employ about 15 people. He makes it a point to hire local high school teenagers who are eager to work and give them the same opportunity to experience a job as he got. As a food manufacturer, they continued working through the pandemic and actually grew online sales by over 400% in the last 4 months. On the day his mother died, I promised that he would make her proud. Every day he works to keep that promise.

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

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

I grew up in a quiet, one-stop-light town in the rolling hills of Central New York. It is a throwback to simpler times when you knew your neighbors, cheered the varsity football team on Friday nights, and walked a Main Street dotted with little shops. When I was 9 years old, tragedy struck. My mom was killed as she drove home from work by a man high on drugs who ran a stop sign. She was 7 months pregnant. Her loss was devastating but I made a promise the day she died that I would make her proud. It is a promise that still inspires me 22 years later.

At 15, I walked into a tiny chocolate shop in town, called Chocolate Pizza Company. The owner hired me as a dishwasher. I worked hard and loved being around chocolate. I told her that when she wanted to retire, I wanted to own the business. Six years later, that opportunity came. It was 2010 and I was a 21-year-old senior at Syracuse University studying entrepreneurship. Banks told me I was too young to run a company and wouldn't finance the deal, but I negotiated a buy-out over time with the owner. I juggled finishing my degree and being a business owner, ending up many nights asleep in the shop. I graduated on-time and have grown the business into Central New York's largest chocolate maker. In 2016, Chocolate Pizza Company was selected as Business of the Year. I own a 12,000 square foot production facility, employ about 15 people, and have sales in the seven figures.

We make gourmet chocolate specialties for business gifts and families. Our signature Chocolate Pizza® and Peanut Butter Wings® have been enjoyed by A-list celebrities, hall of fame athletes, music legends, top political and business leaders. Our website (ChocolatePizza.com) has received orders from chocolate lovers on 6 continents.





Our Chocolate Pizza is a blend of the highest quality Swiss-style chocolate with homemade English toffee that we make from a local, century-old recipe. We top it with a variety of candies or nuts and serve it in a custom pizza box. Peanut Butter Wings are crisp, rippled potato chips covered in creamy peanut butter and drenched in rich milk or dark chocolate. They are insanely delicious and our best-selling item. Both are trademarked. We use about 200,000 lbs. of chocolate annually and ship nationwide, year-round.

I met my wife, Christie, at Syracuse University. I was a placekicker on the football team, and she was on the dance team. We love traveling (when there's not a pandemic) – Italy and Hawaii are our favorite destinations.

Fun facts about our business: If you laid all the Chocolate Pizzas we make in a year end-to-end, they would span the Grand Canyon. Also, our largest order from a single customer was 31,000 Chocolate Pizzas.

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

From March through August this year, sales are up an average of 400% YOY. To handle this growth, and in anticipation of a likely record holiday season, we have expanded our production facility. We also invested the past couple of years in website upgrades and SEO, working with two talented companies, Exclusive Concepts, and Famcom. The increase in organic website traffic has been significant. One of the best resources for getting the word out about Chocolate Pizza Company has been the work we've done with an amazing PR firm, ChicExecs. And, not to be overlooked, we are constantly building our social media reach.

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

We have the best results with Facebook and to a lesser extent Instagram. Those two platforms are performing very well for us in terms of driving new visits to our website and keeping our products in front of consumers. Our Facebook page has over 60,000 followers and Instagram has about 20,000 which are respectable numbers for a small business.

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

The problem with PPC advertising is that the big guys always have

deeper pockets and bigger budgets so we're never going to out-spend them in this arena. Plus, research shows that less than 10% of people click on paid search ads, so the ROI for us in that channel just isn't there. We opt to play the long game and drive organic web traffic which takes more time but levels the playing field somewhat and is more cost-effective.

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

PR opportunities have been the most successful marketing tool for us. We have landed some major national TV segments on Food Network, Hallmark Channel, CNBC, and CMT. The CNBC appearance actually crashed our website with so much immediate traffic. I've been interviewed for Forbes and People magazines and been published in Entrepreneur magazine. The best marketing is storytelling so that's what we do, we share our story. It seems a lot of people identify with my journey and tell me they are inspired by it. But it's not just about me. It's about a company that stayed in its hometown, grew, and gives back. During the pandemic, my younger brother, Connor, organized some high school friends to make and donate hundreds of Easter chocolates for our local food bank. Fox News did a story on it that was picked up by over 1,200 news outlets across the country. The best marketing usually isn't a sales pitch.

What is the best advice you have ever been given?

That's easy because it's in a book my dad wrote about things that made a difference for us moving forward with purpose and passion after mom died. In his book, *Conquering Adversity: Six Strategies to Move You and Your Team Through Tough Times*, he teaches us to count blessings, not tears. Keep the focus positive. Life is not fair so don't expect it to be, and don't use it as an excuse to quit. I didn't let anyone or anything define my dreams – not coaches, not bankers, not pandemics. I count my blessings every day.

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

Sell the story; they'll buy the product. Consumers don't want to buy something; they want to feel something. If you move them, they take notice. Spend as much time sharing your business as building it. And, don't go it alone. Surround yourself with people you can trust, people who believe in you, people who will move mountains with you. All business is people – find good ones. I did. I have an amazing team.



MEET AN INTERNATIONALLY CERTIFIED DERMATOLOGIST

Tanya Kormeili

Dr. Tanya Kormeili is an internationally recognized, Board-certified dermatologist, professor, and medical consultant. She combines deep clinical expertise with a talent for delivering superior patient experiences. Whether in her private practice or as a Clinical Professor of Dermatology at UCLA's David Geffen School of Medicine, she is dedicated to educating her patients and the public about dermatology as it relates to their health and well-being. She is also an amazing tale of success. From being an immigrant from a war-torn country to graduating at the top of her class from UCLA and starting a very successful boutique dermatology practice and skincare line in the most competitive areas of the country – Dr. Tanya is definitely an entrepreneur who is making a mark in this world. She is continuously growing and inventing new ways to help patients, from virtual visits to products and innovations. She also serves on advisory boards for charities and is a mentor to many young minds interested in personal advancement.

After graduating from UCLA Geffen School of Medicine among the top in her class, Dr. Kormeili completed a competitive four-year Dermatology residency at the prestigious University of California, Irvine. She was also a two-time Regents Scholar. In addition to her medical degree, Dr. Kormeili has completed a number of advanced medical training in clinical research as well as various certifications that enable her to stay at the forefront of best practices cosmetic dermatology for her patients. She is also proud to have received numerous honors and awards for her contributions to the field of dermatology, including international awards from the Chilean Society of Dermatology and Venereology, the XVI CILAD Congress of Dermatology in Colombia, and at the World Congress of Dermatology in Buenos Aires, Argentina in 2007. Her publications have appeared numerous times in peer-reviewed medical journals and book chapters. Two of her publications in the British Journal of Dermatology have been translated into various languages and were among the most cited articles in dermatology. Dr. Kormeili has been featured on television, as well as in print and online. She has been seen on The Doctors as well as on Mun2 television and in Dermatology Times. Wherever she is cited or interviewed, she spreads her passion for combining advanced science and the art of medicine to improve health and beauty for every skin type, every ethnicity.

Global Millionaire Magazine recently caught up with Dr. Kormeili to discuss her 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 remember being fascinated by medicine even as a little girl when I performed several surgeries on my dolls! I loved playing doctor with the dolls and making up "medicines" for them. I worked really hard to get the best education and graduated top of my class at UCLA. I then was so fortunate to have found countless mentors who believed in me and helped me achieve my dream of practicing as a dermatologist. Along the way, I did much consulting for various skin care companies, and decided I want to create my own! I basically made the skincare line for myself, free of paraben, BPA, dyes, sulfates, and harsh chemicals because I wanted to keep my body clean of toxins for pregnancy and beyond. Seeing so many people enjoying our skincare line and seeing the practice thriving are bonuses that simply warm my heart. I feel honored.

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

We simply are focusing on doing the right thing by our patients. With the pandemic, there is much concern about infectivity and contact with others. We spent a great deal of time putting in specific protocols to ensure the safety of our staff and patients.

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

We have YouTube, Instagram, and Facebook.

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

We have never used any of these modalities. We simply became a word of mouth business, and over time collected the most amazing people in our practice as patients and staff. I think when people felt my passion and realized my integrity, there was a force in the universe that drew in new patients and we grew fast.

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?

As a physician, I take the time to get to know my patients. I encourage my staff to do the same. We create a place of intimacy and privacy for patients. People can be themselves here: share their fears, their thoughts, and their dreams. We keep our practice boutique and that distinguishes us from the huge practices and healthcare systems. Because we always kept the quality high and the love between our patients strong, we just grew organically. I



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

I would take more risk and be less of a chicken! I was very fearful, and it was my only real barrier.

What is the best advice you have ever been given?

Don't over-think it. I think analysis paralysis can be a real barrier to success. I have listened to that advice many times in my head since.

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

Write down your "reasons" for setting up that business. On the days it gets really hard, look up your reasons. When your reasons are meaningful and powerful, you will overcome anything. My list of reasons sits in a drawer at my desk for my tougher days too!



see orders for our skincare line from all over the country, even though I only practice in California. When patients are willing to come from all over the world to have their treatments done by me, I realized I had a brand. It was not intentional, I was just doing my best and it worked out that others liked my eye for aesthetics too! Be your best self and things fall in place. I spend so much time educating myself and learning so I can be my best self as a dermatologist, mother, friend, wife, and human being.

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

Word of mouth is gold. If you can create happy patients the rest falls in place.

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

I think you always have to think about what would serve the patients best even if financially that is not the best option for the business. In the long run, it pays dividends because you can live with yourself! We have had to figure out how to take care of our elderly at-risk patients for COVID and help them with their skin cancer needs. That has taken lots of prioritizing and training, but I am happy to report that we are almost done with all of our skin cancers.

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

Trusting people who don't deserve my trust. I have learned that many people speak with confidence about what they can offer, but few can actually deliver. I now know that investing in myself, health, education, and welfare, is the best investment. Never follow fads and follow the advice of those who promise too much!

What new business would you love to start?

I would love to have a non-profit organization that helps orphans get education and healthcare. I think taking care of children is the only way we can ensure a brighter future for everyone, including our own children.





TV1 is an entertainment and lifestyle global streaming platform offering Australian content. TV1 promotes the most exhilarating events, the most glamorous and successful people, the most in-demand celebrities, the hottest rising stars, and the most exciting trends down under. TV1 may be new but it's most certainly in demand and 100% Australian. We are committed to making Aussie local talents, events, and entrepreneurs easily accessible to both our local and international audiences via the highest quality streaming technology.

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.

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A black and white portrait of Kamran Karim, a man with dark hair, a beard, and glasses, wearing a dark blazer over a dark shirt. He is looking slightly to the right of the camera with a serious expression.

INTRODUCING Kamran KARIM

K

Kamran Karim is a progressive and result-driven entrepreneur with 13 years of professional experience in mobile app development, software development, and deployment building strategic alliances, branding, product life cycle completion, digital marketing, and internet promotions. He's an inspirational individual who has been a crucial part of brand development and click monetization projects of several Fortune 500 companies.

He has founded several companies such as Tech Whizards - a global company that provides innovative digital solutions for businesses. He was also the founder of Yacht Rental DXB - a luxury yacht rental company applying Uber's digital business model for clients to rent yachts and spend time with their friends and their loved ones. On top of that, he is also the founder of Binary Geeks - a software house that provides innovative products for the global market.

Kamran has several exciting upcoming projects under his belt such as a YouTube channel named "She Inspires," where they will be interviewing women who have gone through struggles and overcame all the obstacles life put them through. He's also planning to launch another YouTube channel called DefiGeeks which is catered to the Pakistan market where they are planning to post weekly episodes about cryptocurrency and the hype surrounding it. Lastly, he's also in the process of launching a private jet rental company called Jetify in UAE, where users will be able to follow the Uber business model and rent private jets, similar to their Yacht initiative.

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

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

I actually had a humble start in my journey; I belong to a traditional middle-class family but I received good education though because my father was determined to give me a better future. I started working with startups at an early age but it wasn't until I reached Dubai that I realized that the better future that my father had hoped I would have could be obtained by having my own business rather than by working in a 9 to 5 job.

When did your entrepreneurial flair first reveal itself?

The nascent seeds of entrepreneurship must have always been there for me because honestly, I hated those conventional jobs that I had. I did not think I had the ability to conform, and that problem led me to develop my own thing.

How did your life look like before being an entrepreneur?

Life before being an entrepreneur was "traditional", "conventional" and in short "unchallenging". It was simply something every other person could do and was doing, I was cut out for going with the crowd sort of thing.

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

Not knowing what is coming next, the challenges that every day throws at me, and also my passion for tech, is a major driving force.

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

"Majestic" - yes I will use the word majestic because I am the king of my own world, I make my decisions and I rule over myself (along with own my team).

What were your top three motivations for starting your business?

Well hmm.. let's see, having your own business enables a person to implement what they always thought should be done, that is a great deal of independence one deals with. The biggest motivation is obviously that you can't let your business fail, it is like your baby and you never want to fail your child. The third motivator is that having my own business enables me to actualize my vision.



What do you put your success down to?

Persistence, the only word I can use to define the reason for my success. You need to be persistent.

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

Know what you are doing, have a vision, stick to the vision, be persistent, and don't give up, all big businesses were small once upon a time.

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

Finding good employees is a major problem when the business is in its initial stages, I was lucky to have my brother as my support in this regard.

Does the loneliness of the entrepreneur really exist?

Yes and no, if people around you understand and appreciate your vision, then you won't be lonely but often that is not the case.

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

Taking the hard decisions like firing someone or shelving an idea; these are the minuscule things that lead you to develop leadership skills. The most important thing I learned was that sometimes, you just can not be soft-hearted, people will take advantage of you and that is not good for your business.

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

I think the pandemic has made it clear that there is a great future for small businesses around the world, especially in the tech industry.





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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 beach with waves and a blue sky with light clouds.

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MEET THE CEO OF FLOCK DC

Lisa Wise

Lisa Wise is the CEO of Flock DC (Chief Flockster), a family of service companies with an innovative approach to real estate management and preservation.

Over the last 25 years, her professional experiences have all been anchored in empowering individuals as consumers, building stronger communities, and creating forward-thinking businesses. Growing up surrounded by love but short on resources, she sought security by building businesses from a young age, starting with her first enterprise, The Sherlock Holmes Detective Agency in her parents' backyard shed.

In 2008 Lisa made a radical career change from the non-profit world to running a small boutique property management company. Today she owns a family of companies, employs over 50 people and her company manages 1.5 billion in residential real estate in Washington, DC. They do all of this while being a great place to work for and having a valuable role to play in contributing to the community. Her leadership style is about empathy, humility, and a fierce passion for justice. With her country amid a global pandemic, an economic crisis, and widespread protests for racial justice, she's trying to step into this moment with bold and unapologetic leadership, personal sacrifices, and a commitment to caring for her team members and her community.

Global Millionaire Magazine recently caught up with Lisa 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 doing all we can to stay relevant, valued, and visible. We provide a residential rental management service. If a client or prospective client is looking for ways to trim monthly expenses – we're low hanging fruit. But during COVID, we fine-tuned our systems, added new services, offered wellness checks for residents and virtual inspections, and maintenance. We've held town halls on the state of the industry, the economy, and the community every quarter. We've quadrupled our social media content, hosted fundraisers for front line workers, and volunteered our offices to be a "rest and recharge stop" during Black Lives Matter protests. We also launched a more aggressive ad campaign targeting clients that might want to switch management companies. This new business requires no physical interactions and people have more flexibility and bandwidth to make overdue changes to their management company.

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

We use all the channels but we use each one a bit differently. Our Insta presence is all about the gorgeous homes we're marketing. Facebook is anchored in neighborhood and city news, politics, and more. It's conversational but informational. And it's NEVER about our industry. Because let's face it – property management sounds dull as hell.

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

Paid advertising is easier to track in real-time with Facebook/Insta or Twitter. When we run ads on popular blogs, it can take weeks to get performance metrics. I suspect we break even when doing a cost-benefit analysis – but we're also building more visibility for our brands which can't be quantified as easily. Typically – the advertising spend for us is less attractive than supporting organizations that can fall in love with our values and become clients or residents down the line.

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?

We want everything about our brand to be attractive. From stylish language to stylish intriguing logos to stylish spaces. We're compelling people to tie themselves to our family of companies. It's a stretch goal for a property management company to act like and deliver a lifestyle experience, but that's just what we've managed to do. From sponsoring large-scale public murals with the iconic Ruth Bader Ginsberg – to hosting fundraising events for grassroots non-profits – we do everything with purpose and authenticity. It keeps our clients engaged and our residents anchored.

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

We find the most impactful marketing dollar we spend isn't marketing spend at all. Instead, we've built a philanthropy division that supports local organizations, artists, and endeavors that add value to our community. We'll sponsor events, promote programs, volunteer time, space and resources as early and as often as we can. These philanthropic partnerships and activities increase our visibility and underscore the value of our purpose-driven mission as a company.

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

Furloughs. To keep my field team safe, honor public health, and stay solvent, we needed to furlough seven team members. Even though we offered each a soft and supportive landing, it was a heart-breaking decision.

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

We needed a larger reserve. We've prioritized profit sharing and investments in capital assets over building a substantial cash reserve. The contractual nature of the business insulates us from starvation – but not from the hunger that COVID generated. We've made massive spending/expense adjustments and we're trending toward the safety net any future coronacoaster might lean on.

What new business would you love to start?

I dream of bringing skilled tradespeople into urban areas without necessitating people move or adjust to the higher cost of living in cities like DC. We can host exceptional co-living spaces and offer rotating schedules for in-residence technicians. They can work 3 weeks on 2 weeks off or other novel rotations that give them DC salaries without DC cost of living and lifestyle. I would also like to pair this program with an apprentice opportunity for returning citizens, young people eager to learn trades, and more. Not everyone is college-bound, but that shouldn't limit opportunities and the chance to build wealth.

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

I don't think I made any mistake that wasn't worth it in the long run.

What is the best advice you have ever been given?

I had a mentor who reminded me that you can have 100 conversations that seem fruitless. Then, over time, each of those connections will start to blossom somehow. I've gotten calls back from folks I met with a decade ago. When pitching or promoting anything you are passionate about, there is never a wasted moment.

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

Enjoy the early adrenaline rush. Don't throw others under the bus. Don't be afraid to say no. Wear your values on your sleeve.



HOW TO ACHIEVE YOUR SELF-IMPROVEMENT

Goals

Let's face it, the daily life of an entrepreneur is never easy. As the boss of your own company, you'll constantly be facing challenges and solving problems on a daily basis. Whether you're starting a new business or settled into the life of a full-time entrepreneur, it's important to set goals for your future. Now, if you're looking to improve yourself so you can achieve your goals in life and your business, then you need to follow these simple self-improvement tips.

- First and foremost, you need to take full responsibility for your self-improvement. You need to know your true self, the things you're interested in and how you're going to actively pursue them. If you don't have any idea where you're headed, you'll just end up where other people want you to go.
- You need to set realistic goals and stick to these objectives as well as find ways to achieve them.
- Learning continuously is vital. There are skills and techniques that you can adapt to improve your life. Never stop learning. Many people know how important this tip is. You need to be continuously learning in order to succeed.
- Look for effective ways to learn new things and improve your skills. Realizing the power of learning can encourage many people to become better in various ways and achieve what they really want. Remember that if you learn new things enthusiastically, you'll achieve self-growth and succeed in living a more content life. You will become happier and live the kind of life you have always wanted.
- You need to change your bad habits. There are many times when a person's life is dominated by bad practices. If you really want to become a better person, you need to change these habits and stick to the positive changes you've made.
- Being persistent is also important. Some people give up too easily. Always remember that your perseverance will serve as the driving force that will encourage you to do things you think you can't do.
- When you focus on a goal, it is important to keep your mind on the prize. Don't let yourself get distracted by other goals. Many people cannot focus on anything related to work for a long period of time. It is difficult to do especially in our culture is full of reasons and distractions that force us not to bother a lot with attaining real success.

There are a lot of excuses that we can say so that we don't do anything productive. If you want to improve yourself and achieve your goals, you need to prioritize every action. Even when you're not seeing any major progress, you should keep going towards the completion of your goal.

Keep at it and you'll reap the rewards in the end. There are self-improvement books that provide life-changing ideas and advice that you can integrate in your life. Discover and learn things that can benefit your pursuit for self-improvement. Always remember that learning new things can do you a great favor. Continuous education will certainly help you succeed.





FIVE WAYS TO FINANCE YOUR NEW Business

Having a million-dollar idea for a new business is great—but how can you get the ball rolling and get your idea to become a reality? You probably need a reliable team, an office space, a good website, a budget for marketing, and at least enough money to keep the business going in the initial stages. This basically means you need some cash before you get started. Whether it's a new restaurant or a funky new app, most entrepreneurs require at least some sort of funding to kick things off. Below are some tips to help guide emerging entrepreneurs where to find the funding for their big idea.

Raise money through your friends and family

This is the most common way to get the money you need for any start-up. But also keep in mind that when you make your loved one's creditors, their financial future may be at risk as well as your relationship. Clarify to them what you need. Are you loaning their money? Or you are offering some equity? These matters should be clear from the very start to avoid burning bridges. Financial projection should be in place as well. They need to see, that the chance of seeing their money back is greater than forever losing it. There are risks involved in running your own business and this should be emphasized from the get-go.

Try Crowdfunding

Another way of getting the initial funds is via crowd-funding sites, such as Kickstarter and IndieGoGo. They provide you with a platform to raise money for your big idea. You'll need to set up a campaign and establish a target amount of money that you want to raise. Once everything is set up you then you can start raising money for the campaign over a specified period in time. With Kickstarter, you'll only get to keep the money you raised if you managed to raise the full amount of your intended goal. However, IndieGoGo will let you keep anything you raise as long as they get a commission of the proceeds.

Look for Angel Investors

Another option of getting funding for your business idea is to look for angel investors - these individuals are typically high-net-worth people who are looking to invest in promising business ideas. Typically, they can invest anywhere from \$10,000 to a million dollars. You can find angel investors by collaborating with other entrepreneurs or visiting websites such as Angel Capital Association (www.angelcapitalassociation.org), which has over 14,000 plus angel investors listed in its site. Another option is AngelList (invest.angel.com), a helpful website that connects entrepreneurs with potential investors.

A loan from a bank

The standards of borrowing money from the bank become stricter as time goes by, but there are still those banks that lend funds to small businesses and start-ups. You can apply to any of them so you can finally start your business. If you can prove to them that you've started making money from your business idea and that a loan would help you make more money, you may be able to qualify for a bank loan. Just make sure that you will be able to keep up with your repayments to avoid a bad record.

Look for Venture capitalists

Venture capitalists (VCs) can offer potential entrepreneurs big money but they are also more likely to request an extensive business plan. Typically VCs are looking for a return on their investment anywhere from at least 2- 5 times their original investment, usually within at least 5 years, so it's best to have an air-tight business plan. You can meet VCs via other entrepreneurs or investors. If no one from your network knows any VCs, you can also visit the National Venture Capital Association website (www.nvca.org) and pitch your business to VCs you feel might be a good fit for your business idea.

Final Word

Finding the money to kickstart your business idea can be the hardest part of starting a new business, but once you've found the initial funding from investors or gotten approved for a bank loan, it can be the most fulfilling experience. Though it can be a very difficult road to achieving success, finding the right people along the way - may it be family and friends or angel investors can definitely help make it all worthwhile.



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