

A publication for Global entrepreneurs, business leaders and professionals

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# THE GLOBAL Millionaire magazine

December 2021

## MEET WU-TANG CLAN'S RZA

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# THE GLOBAL Millionaire magazine

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## EDITORIAL

**Editor-in-chief**  
Vicky Yen Chew

**Managing Directors**  
Mike Ilagan & Vicky Chew

**Creative Director**  
Josephine Villanueva

**Managing Editor**  
Lailani Washington

**Marketing**  
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**Writers & Contributors**  
Sebastian Campbell, Shiwani Gulpah, 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



For most of us, each new year marks a chance for redemption, and 2021 is no exception. Every article in this issue speaks to challenge, opportunity, and the transformative power of hope despite the current pandemic.

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

Please keep your eyes on our magazine in the coming years because whatever challenges 2021 may hold, one thing still remains constant: our commitment to you, our readers and friends. God bless.

Mike Ilagan  
Managing Director

# ALLISON INTERVIEWS

CELEBRITY INTERVIEWS WITH A SPIRITUAL KICK



## New Podcast Deep Dives with Cultural Icons / Celebs

*Internationally syndicated entertainment and pop culture print journalist, Allison Kugel, brings her spiritually driven long-form celebrity interviews to the podcast space with "Allison Interviews."*

For fifteen years, journalist Allison Kugel, has conducted more than three hundred long-form interviews with celebrities and cultural icons, with a philosophical and spiritual spin, taking her audience on a deep dive alongside their favorite pop culture figures.

The "Allison Interviews" podcast will launch its first four episodes with:

Mötley Crüe drummer, recording artist, and headline maker, Tommy Lee, discusses everything from past lives and defying gravity to fame in a pre-social media era and flying squirrel suits.

Actress and film producer, Tara Reid, opens up about losing her parents, freezing her eggs, working on DMX's last film, and forgiving the tabloid media.

Rap music pioneer, RZA, talks about growing up fatherless, the Five Percent Nation, founding Wu-Tang Clan and working with T.I.

Twenty-three-time Olympic gold medalist Michael Phelps reveals his struggles with mental health, what his kids think of him, and helping to re-shape how athletes are treated, both, pre- and post-Olympics.

"I have been immersed in the study of spirituality for more than a decade, learning about the soul, past lives, the spirit world, and why we have all chosen to incarnate on planet earth at this time. This knowledge, coupled with my lifelong passion for telling people's stories, informs every inch of how I conduct my celebrity interviews. I am excited to take listeners on this new journey with me into the podcast space."

### About Allison Kugel

*Allison has conducted, published, and syndicated long-form, in-depth interviews with: Gwen Stefani, Lenny Kravitz, Regina King, Taraji P. Henson, Shania Twain, Michael Buble, Deepak Chopra, Andie MacDowell, Craig T. Nelson, Mel B., RZA, Rick Ross, Nick Cannon, the Kardashians, Kristin Chenoweth, Gayle King, Joel Osteen, Al Sharpton, Lindsey Vonn, Julian Lennon, Rita Moreno, David Guetta, Rob Reiner, Dr. Drew Pinsky, Curtis "50 Cent" Jackson, Paula Abdul, Vivica A. Fox, Kyle Richards and hundreds of others.*

*Her print interviews have been published and excerpted by: USA TODAY and across Gannett's USA TODAY network of newspapers, People, MSN, Yahoo!, UK's Daily Express/Express.co.uk, HipHopDX, AllHipHop, RadarOnline, Life & Style Weekly, First For Women, Music-News, ET Canada and hundreds of other outlets.*

The "Allison Interviews" podcast is now available across all listening platforms including **Apple Podcasts (on your app), Spotify, Anchor, and Google Podcasts.**

# INTRODUCING JOHNNY Cooper

Jonny Cooper is a UK-based entrepreneur, business coach, former professional musician, and international racing driver. One thing you should know about Jonny is that he REALLY HATES marketing, so much so, it inspired him to launch his business, Jonny Hates Marketing.

Jonny Hates Marketing is a business coaching service for coaches, trainers, and therapists who aren't keen on traditional marketing strategies. Jonny shows them how they attract clients who will pay them what they are worthwhile still staying true to their core values. The driving force behind the business was the realisation that most coaches and therapists were struggling to make ends meet with very few earning a high enough income to consider themselves a financial success. Jonny recognised that while the coaches, therapists, and trainers who came to him were experts at what they did, many of them lacked the business acumen and marketing know-how to turn their passion into a thriving business. As well as running training sessions for his members, Jonny is also the voice behind the Jonny Hates Marketing Facebook group which has almost 5,000 members.

Global Millionaire Magazine recently caught up with Johnny to discuss his journey in the industry and here's what went down:

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

I've always been freelance or in business...I never had a job!

In the 90s I built a financial services business to 8-figures, driven by the success I'd had previously learned in direct sales for home improvements.

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

As a business founder, building an enterprise of 200 staff, 8 regional offices, and a £10.2m annual revenue.

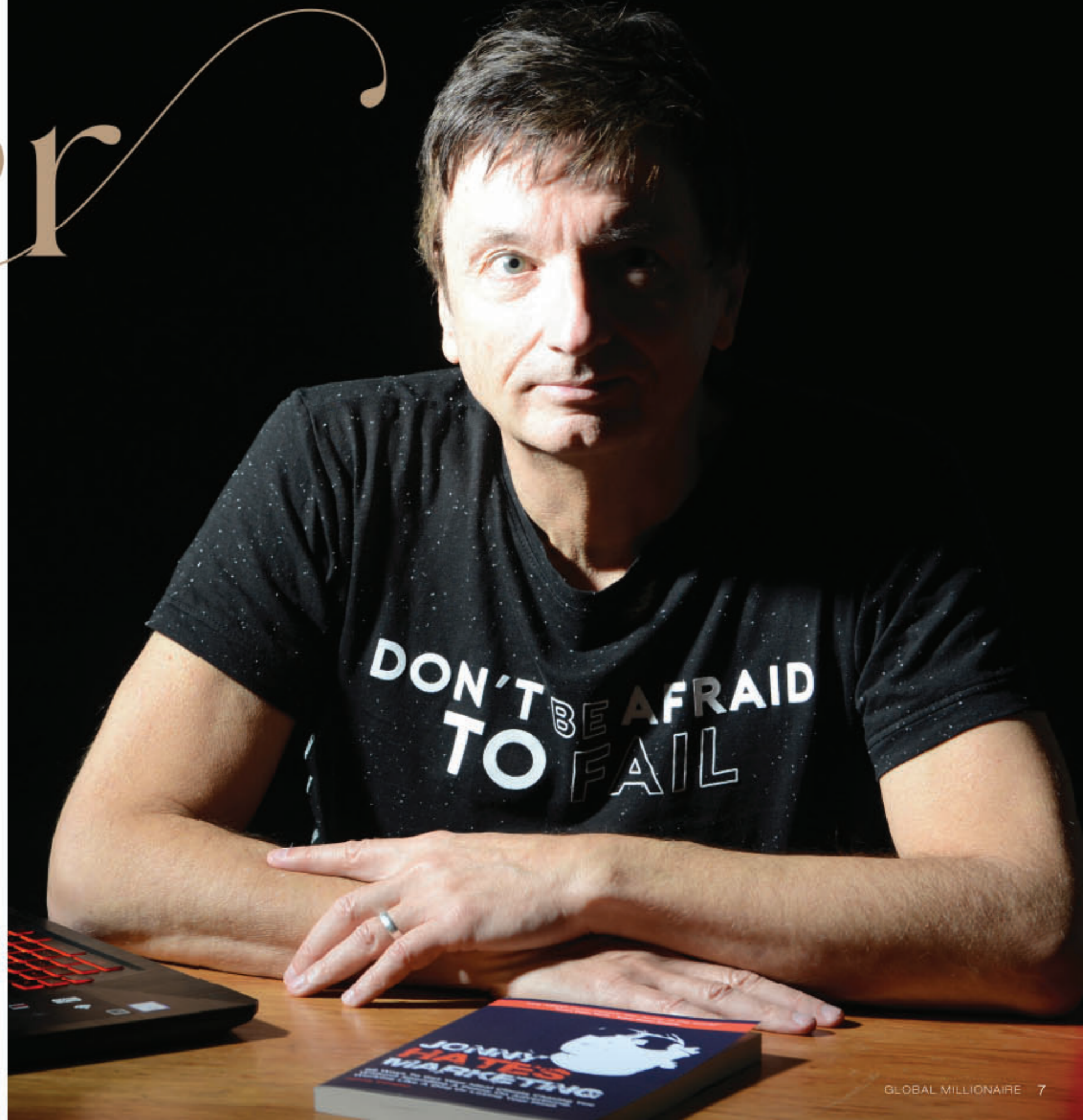
This meant developing skills in management, leadership, finance, marketing, sales, and maybe a whole bunch of other things that form part of the business operating skillset.

It also firmly cemented in my mind that I could never, ever work for someone else.

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

I was a struggling musician in my 20s, and still in touch with some of my school and college chums who had "proper" jobs and were buying houses, flash cars, and getting married. I couldn't support myself, let alone other people, and I definitely couldn't afford expensive possessions or machines.

When my antique Austin finally conked out, I decided to scour the Evening Standard job ads, and one jumped out at me. It said, "Closers Wanted — £1000 a week."





I had no clue what a closer was, but I sure wanted £1000 a week. So I called up and went for an interview.

It was a self-employed sales job for Moben Kitchens, and it changed my life.

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

It's about making an impact – that old cliché "dent in the universe" – and if you have an impact on enough people for enough time, all the riches you ever need will be yours!

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

Freedom.

I get to choose who I work with, from where, and exactly when. I also get to choose – largely – how much I earn in any particular month or year.

That freedom is lacking from nearly all conventional J.O.B.s.

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

Freedom, Status and Money.

I guess, although it's all based on being able to create an impact with my clients, which is the biggest daily motivator for me now. If you don't get results from the people who are paying you, you have a scam, not a business.

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

No plan B, the need to create a legacy, sheer bloody-mindedness, overwhelming desire to be useful and naturally calm and calming demeanour (Thanks Dad!).

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

Three Pillars:

1: An ideal client suffering from a big expensive problem, or eyeing a massive transformation goal.

2: A solution, service, or product that will satisfy either or both of the above.

3: An ability to make them believe 2: is true by writing or speaking irresistibly.

These are the only elements of a great business. The rest is just fluff.

Accounts, legals, compliance, admin, bookkeeping, IT, logistics. That's not business. It's a mere backroom.

Of course, you don't have to show up and DO any or all of that personally, any or all of the time. Automation, Delegation, and Abdication are the 3 stages of scaling.

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

All business challenges can be categorised as a shortfall in one or more of the Three Ss of Success™:

1: Skills

2: Strategy

3: Self-confidence

I've lacked each of those at various times, and my ability to identify which was causing the current problem always put me halfway to solving them.

**Does the loneliness of the entrepreneur really exist?**

Hell yeah, it can be lonely, as most often the people closest to you emotionally (family, old friends) don't "get" what you're doing or why.

Therefore you're reduced to only communicating with other people in your business, which can be like an echo chamber with little critical advice or even useful support.

I've been careful to involve my family in most of my businesses and have them buy-in, take part and enjoy the experience with me.

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

1: Don't ask anyone to do something you haven't tried – or at least understood – first.

2: Try and automate first, before delegating. It's cheaper and more reliable.

3: Work quickly to make yourself redundant – you're not as indispensable as you think.

4: Don't be too prescriptive. Smart employees often have better ideas than you.

5: Ask every day – am I making my team happy to be here, or are they just collecting salary?



ENTREPRENEUR SPOTLIGHT:

# McLean *Billy*

Billy McLean is an Aussie mum, author, coach, and entrepreneur. After working in many industries and becoming frustrated, as an employee, network marketer, and contractor, she realised the common theme of her frustration and restlessness was that the frameworks were not her own. She wanted to unleash her gifts and purpose by creating her own business that she could thrive in; so she entered the world of entrepreneurship.

She also knew that she wasn't alone; so many feel limited in their current workplace, and she wanted to help others unleash their own potential too.

Her coaching program, Focus to Finish, helps entrepreneurs navigate the challenges and roadblocks that inevitably come along and prevent them from finishing what they set out to create.

Billy loves connecting with nature through gardening, bushwalking, and camping and finds these passions refreshing and calming in the midst of the constant busyness of modern life. She advocates time out in nature to slow down and channel all those creative ideas that come when you give them time and space.

Her ultimate goal is to get women reinvigorated; about their choices, their potential, and their purpose. She sets women on a journey to rediscover their inspiration and ultimately follow their unique path.

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

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

I am constantly marketing through SM channels, and nurturing my current audience, with short (<15mins), high-value trainings that help them take another step forward in their business journey.

Working in collaboration with others also is a great way to boost both businesses, and give our people added value. Love working with my super-friends!

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

Marketing took a massive left turn when COVID hit, as my business pivoted from being mainly face-to-face to practically all online (as I'm in Melbourne).

While local networks are great, the opportunity to have a far wider reach through SM has been an amazing growth opportunity; I now have clients in 4 different continents!

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

While Facebook is my main community builder, Instagram and YouTube are also helpful for reaching different people.

I am dipping my toes into working with Pinterest too (stemming from a fun collaboration I did).





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

With the ongoing lockdown and having two young kids at home full time instead of at school; I realised I needed to re-evaluate what I could realistically get done. Their well-being is important, and while I would love to work 5-6hrs a day (i.e. the time while they would usually be at school); that's not possible right now.

Letting go of some self-made deadlines was really tough.

**How has your business been affected by the COVID-19 pandemic?**

Such a rollercoaster! Some things have been affected in a positive way; i.e. it forced me to expand my online reach, and that has given me access to a wider audience, and also taught me a LOT. Lots of personal development has been done over the last 18 months!

But also I have never had so many events postponed, cancelled, and just not booked, even when the funding is there! It's really disappointing when you have everything planned, to then be cancelled at the last minute. I think many people can resonate with that.

**How have you adapted your business operations in response to COVID-19 and its associated impacts?**

My business has totally transformed. My focus has also changed; most of my previous work was related to conducting one-off, face-to-face workshops.

Now I am more focused on building community online, group programs, and reaching a whole new audience of people.

When you HAVE to pivot, you start to realise how many options there are, and how to make them work for you.

**What have been some of the most important lessons you have learned because of this pandemic?**

Pivoting can be very beneficial long term, even though it can be uncomfortable and scary at the time.

Collaboration over competition; there are SO many amazing people out there; find the ones that you complement and work together instead of competing against each other.

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

Power to the small business owners! We have a golden opportunity to make a mark on this world and give people unique, personal options that are just right for them.

Now is the chance to show the world what we can do, and prove that there is space for a new wave of small businesses as the online market has truly opened up.

**What advice would you give to a newbie Entrepreneur setting up a new business in this pandemic?**

You are unique; so create a business that allows this to shine through! You may see similar businesses around, but no one will approach it the exact same way as you. Use that to your advantage.

Get help from people who you see are a few steps ahead of you. This can save you so much time & money! Make sure you filter their advice through your own lens to decide how it applies to you.

FIND OUT MORE ABOUT

# RZA

By Allison Kugel

As leader of the legendary multi-platinum selling rap group, The Wu-Tang Clan, RZA, or Bobby, as he is known to close friends and colleagues, had a particular way of putting beats to razor-sharp lyrics that made you feel part of a song's creative process. Fans feel RZA's music, both from Wu-Tang and his solo and collaborative efforts, on a cellular level.

An urban-bred intellectual who expresses through a mic or camera lens, RZA is considered prophetic to his community and perhaps a unicorn to mainstream culture. With a penchant for Eastern philosophy as is evident in the name Wu-Tang Clan and lyrical nods to Shaolin Kung Fu, RZA shared, "One thing I'm looking forward to doing in the near future... I've never been to India, and I have to check that one off," referring to the top item on his bucket list. I recommended he connect with Indian author and yogi, Jaggi Vasudev, also known as Sadhguru, when he makes the trip. RZA is so well-read and well-versed, it felt novel giving him someone and something beyond his scope to Google.

As a film director, RZA paints complex portraits with colorful multi-faceted characters that inspire engagement and empathy. His latest directorial effort, the allegorical *Cut Throat City* (streaming on Netflix) features an all-star cast and examines the lives of people living in New Orleans' economically depressed Lower Ninth Ward in the aftermath of 2005's Hurricane Katrina. The historically disastrous storm broke through poorly constructed levees, flooding out the city's most vulnerable residents, and leaving them with little hope or help from FEMA. Much like our current pandemic, Katrina shone a light on shameful racial and economic inequities. Though the film's story is a sobering one and the lead character's decisions are morally ambiguous, he insists the film portrays "a story of redemption," with parallels to his own life.

"No one [in this film] is completely bad and no one is completely good. They were all flawed. It exemplified their humanity and it comes down to a choice. The theme of [*Cut Throat City*] examines the importance of dreams against a backdrop of survival."

Reflecting on his early days in the spotlight, RZA denounces some of his youthful bravado as he recites a trademark Wu-Tang lyric for me, "Wu-Yang Clan ain't nuthing ta fuck wit," and laughs out loud at an ego-driven existence that took center stage early on. It's now tempered, he says, by a need to serve something greater than himself. Throughout our conversation, RZA's words are prophetic, culturally provocative and spiritually centered. We talked about a life lived outside the matrix of material trappings; a topic initiated by him and encouraged by me.

**Allison Kugel: Do you believe anything is possible, or that circumstances dictate our destiny?**

RZA: Wow, that's a strong question. I think that persistence overcomes resistance. Therefore, every possibility is actually expressed in our children's wishes. The things we wish for as young minds and things we thrive in our spirits for, I think they make that which seems impossible, possible. The whole Greek study of Icarus and the idea of men flying... that seems like it would be magic or some other thing. We fly every day now in many different variations of flight, for example, flights that leave our basic atmosphere and travel across the whole world. So, what seems impossible, I think positivity and possibilities are probably boundless.







**Allison Kugel: What lessons can be learned from poverty, and what lessons can be learned from wealth?**

RZA: Poverty and wealth are two very different circumstances, but those are physical circumstance. I think we have to be conscious to not have the physical circumstance truly shake our spiritual and our personality. I grew up in poverty, but I was never unhappy. Joy and love were in our household. My mother was a single mother, but joy and love made up for the lack of food and shelter. The point I make in saying that is, of course, in a capitalist society our freedoms are compartmentalized. Therefore, you could be physically free and not spiritually free. You can be spiritually and physically free, and not economically free. Since economic freedom is a requirement for proper food, clothing, and shelter, it can become something that transcends the physical, and bleeds into the spiritual. If life was simple, everything we want is already provided for us by the planet. There is nothing on this planet that we eat, ingest, take, dance with, fly with, that is not from the planet. It's just that when you are dealing with certain [economic] systems, they take control over us. Even in some religious traditions they have ways of controlling what is naturally ours. I'm out here in New Jersey in the woods right now, and I just saw some deer walk by. A whole family [of deer] eating whatever they ate and they keep walking.

**Allison Kugel: I had a similar moment when I looked at a family of birds outside my house, and they don't need anything. They've figured all of it out for free, on their own.**

RZA: Yes! There is a beautiful verse in the Holy Quran that speaks on that. I'll paraphrase it. It says something like, "The birds and the bees are taking care of every day with no worries. Do you think Allah would do less for man, his greatest creation?" Everything they have access to, we have access to. It's that we grabbed control over it and denied access to certain people. That's playing into the theme of my film (RZA's latest directorial effort, *Cut Throat City*, streaming on Netflix).

**Allison Kugel: Yup! That's why I'm asking about it...**

RZA: One of the biggest issues of the situation in this film that I hope the audience catches is that Blink (played by Shameik Moore) goes in with his wife (played by Kat Graham) and child for help from FEMA and they ask, "What is your salary?" She says, "About \$32,000." Not a bad salary and not a great salary...

**Allison Kugel: It's a hard salary. It's a salary that would be very challenging to raise a family on. Would you agree?**

RZA: Yes, I would agree. And within that salary she's paying a third of that in taxes. Her tax money is paid into a system to protect her when the time comes that you need the protection. Now here it is, I'm in need of what I paid into and I'm being denied because of my community or because of my race. That is the equation we overlook in our capitalist society. The money that they spend every year is not their money, it's our money that they are controlling.

**Allison Kugel: After watching your film, *Cut Throat City*, which depicts the lives of people living in New Orleans' Lower Ninth Ward in 2005, post-Hurricane Katrina, I researched and read that in 1965 there was also a catastrophic hurricane in the area. Same thing happened, where the levees were not maintained properly and they broke. They already knew there was a strong possibility it could happen again, and yet they did nothing to protect these people.**

RZA: The line that Ethan Hawke gives in the film, he talks about how it also happened in the early 1900s, but it was more intentional. They let the levees break so the water could flood the lower land and it wouldn't spread up to the white districts. The thing about separation of people who are of color or [lower] economics, it has existed for a long time in our country and there is no relief and no delivery from the situation. Even if the Lower Ninth was built to be low income, as your city is growing and your tax dollars are coming into your city, those resources should be used to ensure everyone's safety and security. In the beginning of the city's history, I understand. I started in a small apartment when I left my house. I was nineteen years old and my mother said the time had come to go. I started in a small apartment and (Wu-Tang Clan member) Ghostface [Killah] was my roommate. We had another roommate, my cousin Rob. We lived there, three guys in a one bedroom, and we stayed there until we raised enough money to get a two bedroom (laugh). You know what I mean?

**Allison Kugel: (Laughs) Yes! I do know what you mean.**

RZA: We kept going, and it even got to the point where one of us could move out and one of us still stayed, and that lasted until we hit it big. The point is, it's okay to start at the bottom and struggle, but when there is no relief from the struggle, that is when it becomes insidious, evil, and oppressive. Like I said,



the money that FEMA was giving in 2005 for Hurricane Katrina Relief was the money that came from the people. It wasn't [FEMA's] money.

**Allison Kugel: I'm assuming you spent time in New Orleans prior to directing *Cut Throat City*?**

RZA: I traveled there many times and spent three weeks studying the city. This film wasn't just about these four guys in the aftermath of Hurricane Katrina. It was the fact that this was a story about what happens when your aspirations turn into desperation. That I know, that I've felt, and that I've lived. I come from a single mother household and so does my whole crew. Seven of the nine members [of Wu-Tang Clan] are that. In this film, Blink (the film's lead character) was a nerd, in all reality. He was an academic and went to college. He had a talent, you know?

**Allison Kugel: That is what is so heartbreaking about this story. Here is a guy who went to Tulane University, who has extraordinary talent for drawing and storytelling, and it's wasted talent. It's a squandered life. But then at the end of the film, there are two different endings. Explain that...**

RZA: A lot of people have been tweeting about that and asking what's going on. The artist in me left it up for interpretation. If you go back and look at the film closely, you'll see that there is an egg in there that should answer the questions. Maybe people missed it, but the reason why I did that is because in life, very few of us get second chances. But, what happens if you give a man a second chance? I, myself, am a second chance-er. When I read this story, I felt the character Blink all in my system. I felt his pain. Then I realized I actually was an artist and a smart guy who got caught up in gangs and the streets, and ended up facing eight years in jail, but I won my trial. When I won my trial, I changed my life. I focused on study and making myself better, looking at my creativity, and I formed The Wu-Tang Clan. I became a success story, because I was given a second chance.

**Allison Kugel: Sometimes a single decision can change everything...**

RZA: And I wasn't bad. A lot of people are not bad, they just made a bad decision. [I wish] the criminal justice system could look at it that way. Most of the guys in the Wu were the same. We were all arrested felons or something like that, and we had

a second chance. I wanted to express that in this film. In the original screenplay, though, I have to be honest, he dies. But as a director I get to tell the story and I get to shape it. I wanted to shape it with optimism. I said, "I'm going to leave some optimism there and let the people who watch it decide, which pill would they take?" In the film the detective tells him, "A pen will get you further than a gun." I'm living proof. It was a pen that got me further than anytime I was trying to do something foolish with a gun.

**Allison Kugel: Speaking of which pill to take. You strike me as a guy who operates outside the matrix. I know you're part of the Five Percent Nation. Do you sometimes feel like you don't quite sync up with the everyday person?**

RZA: No. I don't feel like I don't sync up. I feel blessed that I see the beauty of what I see. Whether anybody else sees it or not, it's okay. It's not like, "Man, wow, they're missing it." Even as a vegan and never having a yearning for steak, never having the idea in the back of my head of the pain I'm inflicting on someone else: it's a very liberating feeling to not be the cause of pain and turmoil to any living thing. I actually feel more required to do what I'm supposed to do, so that if there is positivity in what I'm doing, may others see it. They'll see it in their own given time, and I'm okay with that.

**Allison Kugel: Do you want to explain what the Five Percent Nation is?**

RZA: I'm going to tell you something they taught us in studying the lessons of The Five Percent, and it is sometimes misunderstood. What they are trying to say when they say, "Five Percent," is they took a number of 100% and they separated it into the different types of people in the world. They say that 10% of the people know the same things that the five percent know, but the 10% use it to control other people. They know that there's falsehood. They know it's a game, they know the rules of the game. They aren't playing it, but they're making everybody else play it. They say 85% of people are easily led in the wrong direction. The 10% will lead them in the wrong direction even though they know the right direction. Then there's 5% of the people who know the right direction and they strive to teach it. Scientists who deal with quantum physics and the measurement of space, they say all the atoms in the entire universe only represent five percent of the universe.



**Allison Kugel: And the rest is space.**

RZA: The rest is space. It's a mathematical equation. They taught us that we should all strive for the Twelve Jewels of Life which is: knowledge, wisdom, understanding, freedom, justice, equality, food, clothing, shelter, love, peace, and happiness. If you have that, you're rich. I honestly feel I have that, and to me, that is more valuable than anything that is out there. In my art, I try to express those qualities.

**Allison Kugel: In the film who would you say was the most fun to direct, who was the most challenging, and who did you vibe with artistically?**

RZA: Wow, it's hard to separate such a great cast and great talents. Every one of us had our moments, like an all-star team. I can say that Kat Graham really shows that it's not just beauty in her, but it's her strength and expression. I'm glad that she became the anchor of that family, and she did it beautifully. She could have played it pretty and sexy. Even though she was beautiful on screen, it was natural. She was strong to go and fight for her man, Ethan Hawke, I felt like we were on a natural high working together with the way the ideas were flowing back and forth, and his choices of emotions. And as a fan, it was a joy to have Terrence Howard, Wesley Snipes and Isaiah Washington come and work in my film.

**Allison Kugel: Did you originally think Kat Graham was too pretty for this role?**

RZA: No, that wasn't a thought. I got lucky to get Kat. We had developed her role for another actress who became unavailable about two weeks before we were shooting. Then our agent said that Kat Graham read the script and was interested, and would I be interested to talk with her? We did a FaceTime and she said exactly what I needed to hear.

**Allison Kugel: Which was?**

RZA: She said to me, "The strength of this woman is in the pages, Bobby, and I want to bring you that strength." It wasn't about bringing beauty; it was about bringing me strength. Then when you look at T.I., he totally shocked me and blew my mind. T.I. also came into the cast late. I had been developing the film for five years, and I always wanted Method Man to play the role of Cousin, but he told me he wasn't into the bad guy roles right now.

**Allison Kugel: What do you want people to take away from the film, *Cut Throat City*, beyond being entertained?**

RZA: I would like to think the people who see these four main characters in the film as criminals can now understand that they are a victim of circumstance. If we can walk away and understand that some people who are in bad situations are victims of

circumstances, we can prevent the circumstances. I don't know if that makes sense to you.

**Allison Kugel: That makes sense.**

RZA: How do we prevent the circumstances? Before I started the movie, I met with a guy who was locked up and he told me he read an article about me and he agreed with what he read about me. I asked him, "Which article was that?" He said it was an article where I said I was a nerd. And I was like, "Yes, I am. I like comic books. I like video games. I like chess." He said, "I loved reading that about you, because I'm a nerd too!" This guy was serving 15 years for armed robbery. He was saying that really, he is also a creator, but there was no outlet for him. So he got caught up in a hustle. There was another guy that was in the cell with him who ended up fixing all the computers inside the jail, but he's in for murder. I'm not justifying a murder, but he said that he was bullied and bullied and bullied. He was forced to fight, and once he fought it was like he became a cowboy.

**Allison Kugel: Here is the question I ask everybody. What do you think you came into this world to learn, and what do you think you came here to teach in this lifetime?**

RZA: Wow, that is a beautiful question. What did I come to learn? One thing I am learning is humility. Even though I may appear, on the surface, to have it, it was something that I think I lacked. I was pretty conceited, really coming up. If you listen to my old music, I acted like, "I'm the greatest and everybody else is beneath me (laughs)."

**Allison Kugel: Well, you were in your twenties, right?**

RZA: Yes..

**Allison Kugel: Hello! (laugh)**

RZA: Exactly. But it's good to understand that there is a universe out there. You can be a sun, but there's other suns. But I do think what I'm destined to teach, if anything, is that you can be a living example of your own ideas. Through my art, I'll be able to inspire and that's the best thing. I think I was brought her to inspire. I was born to inspire.

**RZA Photos Courtesy of CAA, Film Stills Courtesy of Well Go USA Entertainment/Netflix**

*Cut Throat City* is currently streaming on Netflix. Follow RZA on Facebook and Instagram.

Allison Kugel is a syndicated entertainment and pop culture columnist and author of the book, *Journaling Fame: A memoir of a life unhinged and on the record*. Follow her on Instagram @theallisonkugel and at AllisonKugel.com.

# DR. ROUYA

*J. Hassad*

Dr. Roya J. Hassad is a premier, award-winning physician, educator, speaker and the founder of Hope, Life and Dream Centers.

Dr. Roya J. Hassad is a premier, award-winning physician, educator, speaker, and the founder of Hope, Life, and Dream Centers, the most prominent Anti-Aging medical centers in New York.

The anti-aging market is a booming sector, valued at approximately USD 44,124 million in 2020, which is set to maintain an upward spiral. Dr. Hassad is spearheading this sector with her innovative first-class services in anti-aging medicine.

From a tender age, Dr. Hassad has always had a burning passion for everything health, beauty, and wellness. Everything she has done in life has been streamlined to achieve this purpose - a professional who transforms the lives of others. She originally hails from Iran, where she managed to earn a degree in medicine from the prestigious Iran University of Medical Science. After migrating to the U.S. in the early 1980s to pursue her dream, she continued her medical education at Icahn School of Medicine at Mount Sinai and St. Joseph Medical Center of Family Medicine, both of which are based in New York.

With longevity comes experience; with experience comes greater expertise; Dr. Hassad has put in the work, and today, the results speak for themselves. Due to her influence, there's a palpable difference in how people view age prevention practices such as hormone treatment or facelift surgery. The idea that anti-aging treatments should come at one's nether years has been challenged by the good doctor, which, she believes, should be a holistic lifestyle - women should practice whenever they desire.

"I am passionate about all things anti-aging and regenerative medicine, which is something that I have held near-and-dear to my heart since I was very young," said Dr. Hassad. "I don't believe we should have to accept premature aging and visible signs of wear-and-tear on our skin and our faces. I knew there had to be alternative options, which is why I have dedicated my life from a medical perspective to championing the anti-aging movement."

True to form, Dr. Hassad has treated thousands of patients with hormone deficiency disorders related to aging, such as menopause or diabetes mellitus. She has also developed innovative treatments such as Bioidentical Hormones, which incredibly mimic hormones found in the human body.

Dr. Hassad is definitely a force to be reckoned with in the medical field. She is the medical director of Advanced Medical Health Services. She is also affiliated with some of the top medical institutes, such as Mount Sinai Hospital and Beth Israel Medical Center in New York. She is a board-certified anti-aging specialist and has extensive experience in anti-aging and regenerative medicine. In fact, Dr. Hassad has been recognized as one of the top family practice physicians in the U.S.A. Her practice center, Advanced Medical Health Services, is the premier medical and health clinic on Long Island. She was also selected as a top family physician in 2016 and 2017.

To sum it up, there is no doubt that Dr. Roya J. Hassad has built a fantastic reputation in her field. Renowned for her medical practice, particularly regarding wellbeing and anti-aging - It's no surprise that she has been a leader in the field of anti-aging for decades. With the way she's going, there's really nowhere else to go but up.



*"I am passionate about all things anti-aging and regenerative medicine, which is something that I have held near-and-dear to my heart since I was very young."*

A woman with long brown hair, wearing a wide-brimmed white hat, a white short-sleeved dress with ruffles, and brown boots, is sitting on a sand dune. She is holding a brown crossbody bag and sunglasses. The background shows a blue ocean with white waves and a clear sky. Two wooden posts are visible in the sand.

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Mike Ilagan 0410477890  
PIA



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## THE FUTURE TRENDS IN THE SYDNEY RESIDENTIAL Property Market

By: Justin Wang

As we all know, it is important to grasp the trends and opportunities if we wish to be successful. Whether you want to invest, sell or develop real estate, you'll need to understand what's in store for the Sydney property market.

PIA was established more than 12 years ago, based on my knowledge and understanding of the Sydney property market fundamentals and trends. After the global financial crisis in 2008/2009, I proposed the "nine major trends" in residential real estate in Sydney. Since then, most of my predictions have been correct. A number of these trends have become a reality, while others have revealed further clues.

I want to briefly talk about three key trends here that are closely related to our future.

**Trend number one, it is expected that investors will continue to be the major purchasers of residential homes in Sydney.**

There is a philosophical concept that is known from quantitative change to qualitative change. Today's housing prices, and the general level of people's wages, have determined who has the ability to own homes (especially true for those who live in Sydney).

No matter what our Government or Politicians promise, no one can make housing prices miraculously become more affordable.

The suppressing measures from Government and the financial sector do not work to make housing more affordable; instead, the converse is true, resulting in an upwards pressure on rental prices. The compounding effect is that it makes it more difficult for first-time homebuyers to pay rent while saving for a deposit, pushing their dream of owning their own home further away.

So who will be purchasing property in the future? Largely investors. While there might be many incentives for First Homebuyers, these do not adequately address affordability. Simply put, they can't afford to buy in the current market. However, experienced investors are wealthy enough to invest in the property market. Many of you may be asking how they acquire their wealth to purchase property in the first place? I will explain this in the second trend.

It can be predicted that the Government will seek help from investors to increase the supply of housing in the near future. Banks increasingly want to lend to investors.

1. For many years, Investors have been the largest purchasers of residential real estate in Sydney.
2. Investors contribute largely to solving the housing shortage problem in Sydney.

**Trend number two - rental prices and housing prices will rise simultaneously.**

Why is this new a trend?

Historically housing prices and rental prices in Sydney have risen interchangeably. The rents rose slowly during the housing surge period and then rapidly during the quiet housing period.

Applying the same philosophy concept of "from quantitative change to qualitative change," when Sydney's absolute housing shortage reaches 60,000 units, Sydney's housing shortage problem will become irreversible. The current housing shortage is above 80,000. So, no matter how hot the future market is in real estate, the market is still in short supply. In addition, Sydney is the most in-demand city to live in (in Australia). That's why the rents will continue to rise.

First home buyers will find it more difficult to enter the market due to rising house prices and rents but stagnant wage growth. The rising prices push up the threshold for down payments, and higher rents reduce people's ability to save up a deposit. In theory, the simultaneous rise in housing prices and rents will benefit the investor, especially those with multiple properties, through growth in capital value/equity, hence greater purchasing ability. Rising rents increase investors' cash flow, and rising housing prices make it easy for them to take the down payment for the next property.

If you do not own a property yet, no matter how high your salary is, the rising housing prices and rents can result in you becoming more financially distressed.

The third key trend is that "pension management" and superannuation companies will "invade" the residential market.





As I have previously maintained, investors will become the mainstream real estate purchasers in Sydney. The pension management and superannuation companies will become strong investors in the market.

Over the past 12 years, I have shared my thoughts on the residential market in Australia, especially in Sydney, with senior executives of many pension companies. All of them were dismissive of the residential market as being commonplace - residential housing was the investment for the ordinary.

Did you know that more than 90% of the owners in Australia's rental properties are ordinary people? Their average family income is only \$80,000.

In recent years, Government seems to have reconsidered their previous opinion and allowed self-managed super funds to invest into the residential market. However, the large superannuation companies have remained quiet.

**Therefore, I predict in the future that pension management companies will have no option but to "invade" and "invest" in this area.**

Why are pension Management Companies like a "beast" in the residential housing market? It is because the current total amount of Australian pensions is said to reach more than 400 billion Australian dollars. When potentially large sums of money enter the residential market, this market will be altered dramatically.

At that time, 'ordinary' Australians, who could not previously afford to buy, may be further locked out after these changes occur. The pension model will become property purchase, development, rental, and holding.

It requires amendment of the relevant legislation about pension funds to enter into the residential market. The Government needs to consider the needs of the public as well.

These three key trends are expected to trigger a host of other trends that affect everyone involved in residential development, including tenants, owners, investors, intermediaries, developers, and real estate financiers.

If you would like to know more about property insights and the future trends in the property market, please follow The Property Investors Alliance official WeChat ID, Facebook, or LinkedIn. Thank you for your time!

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# STYLING FOR THE BEST *Property* SALES RESULT

The Sydney real estate market has really taken off and has become very competitive. To get buyers' attention and secure sales, your property must stand out.

Property styling is essential in achieving this. Beyond being a visual selling tool, property styling allows prospective buyers to see the full potential of a space and envision their future home. It is about capturing their imagination with rooms styled to reflect their ideal lifestyle and trigger that urgent desire to purchase.

Deciding on how to style is a task which experienced property stylists are equipped to help you with. Armed with interior decorating and design expertise and a keen understanding of your target market, they know which look will suit your property and delight your potential buyers.

To ensure the best results, here are key points to remember

## 1. Style to complement your property and attract your target market

Before selecting a particular look, one must ask the following questions - Who is the target market, and what makes them tick? What look and kind of lifestyle appeal to them? What type of property is being presented? The answers to these questions will determine which look to choose.

As each project is different, we at Valiant Property Styling enjoy this initial stage. One day, we're creating a coastal luxe look for an up-market coastal penthouse unit. On a different day, we're doing a traditional look with modern touches for a heritage home.

With the growth of urban units, one of the styles we often use is 'contemporary.' This look does wonders for city apartments aimed at young middle-class families. It's modern, practical, and effortlessly flatters a wide range of properties. Its versatility allows for a variation of looks - you can do luxe, chic, or even arty - and it appeals to a wide range of potential buyers.

## 2. Play up the property's best features

Each property has features that make it special and give it character. It is one thing to recognise these; it is another to know how to highlight them. There are subtle yet effective touches to bringing out the potential of these amazing features and adding that extra dimension to a space.

The property boom has brought many brand new apartments and units into the market. Two amazing features these tend to have in common are great views and/or generous light beaming through the space. There are different ways to take advantage of these, but some of our favourite tricks are:

- The use of low furniture pieces with slender legs
- Furniture with reflective surfaces such as marble tabletops, mirrors, or pieces with shiny finishes.
- Introduction of a mirror to amplify the natural light in the room
- The use of light colour

### 3. Picking the correct furniture sizes

It is vital to use appropriately sized furniture to showcase the optimal use of space and further play up its best features. A small room doesn't necessarily mean you should use small furniture or a large room and big furniture. Using the wrong scaled furniture only highlights the room's weaknesses and misses the opportunity to showcase its real potential.

For small spaces, many assume that small furniture and accessories are the way to go. On the contrary, a few strategic large pieces can do wonders in widening the feel of the space. For example, a rug that spreads all the way under the lounges creates an illusion of a larger lounge room. Additionally, using rounded edge pieces, like a round coffee table, help create flow. Edges can slice up a room and make it feel even smaller.

When it comes to larger spaces, it's about furniture positioning. One trick is to float furniture off the wall and arrange pieces to form living spaces within large floor areas. This way, you don't leave blank spots, and you create a sense of coziness and intimacy while allowing potential buyers to feel the largeness of the room still.

### 4. Create consistency throughout the home

Having one style applied throughout the property creates a strong sense of continuity and brings different parts of the home together. Doing otherwise disconnects one room from the other. It's important to create that cohesive viewing experience and present the property as a whole, no matter the size of the property.

### 5. Leave ample space for people to walkthrough

Part of styling property is finding that balance of empty and filled space. The rule is to allow a little more than enough space for people to move open for inspections comfortably. The aim of property styling is to enhance to fill every space with furniture or accessories.

### 6. Enhancing with the right accessories

Accessories are always a lot of fun. Like icing on a cake, it's amazing to see how the space comes together once the little details are added. To maximise the effect accessories can create, balance is always needed. One can easily over accessorise and distract viewers from seeing the features of the space, while with under accessorising, you miss the opportunity to bring a space to life.

Always remember, styling to sell a property isn't just making a space look beautiful; it's bringing the correct design elements together to appeal to your buyers. Make sure this is done well to enhance your selling prospects and get the best results.



# FOUR HOME-BASED BUSINESS IDEAS YOU CAN START TODAY

By: Isabella Capraro

With the rise of home-based business opportunities as a result of the pandemic, more and more people are discovering ways to become entrepreneurs with their businesses based at home. Generally, if you're resourceful enough, you can easily start working on your business ideas from home using your existing space and means. People create many types of businesses to operate from home and we'll cover some of the most popular ideas here:

## Virtual / In-Person Teacher

**Music teacher:** teach an instrument such as guitar, violin, or piano. Plan to offer your services on different teaching platforms and offer private lessons as well as group lessons.

**Dance teacher:** teach modern dance, ballet, or ballroom dancing. Offer different types of schedules for kids and adults. It is important you have all the proper equipment so your online lessons look highly professional.

**Art teacher:** teach drawing and illustration, painting, or sculpture. Define which are technique you are best at and create a schedule of all the different hours available you have.

**Language instructor:** teach Spanish, Chinese, Latin, or French. Be sure you completely dominate the language you are planning to teach.

**Tutor:** Tutor either elementary or high school students in subjects that you are degreed in, such as math, English, or chemistry.

**Yoga instructor:** teach virtual yoga and meditation techniques.

**Blogging:** Whether you decide to become a blogger and create new and rich content there are many ways to make money blogging. Creating your own blog can be a different and fun activity where you will be able to experiment with your creativity.

**Freelancing photography:** Consider the type of photography you want to do and what are the most popular requirements needed from your potential clients.

## E-commerce Seller

You can operate an e-commerce company from your home. You can purchase products in bulk and sell them online. You'll partner with a warehouse where your products will be shipped from. You can also perform all services related to e-commerce and expand as you need to. When choosing products, consider how much space you'll need to accommodate this type of operation.

## Homemade Products

Many home-based business owners sell products that they create, such as:

**Candles:** A candle company may be the best business for anyone passionate about wicks, soy blends, and achieving the perfect scent. You can offer soy candles, scented candles, beeswax candles, paraffin candles, and more.

**Baked goods:** Bakeries have been around for a long time, but recently they have grown in popularity. Entrepreneurs have taken their cakes, cupcakes, and cookies from home and open regular bakeries and restaurants, and even franchises that make. Creating cupcakes, artisan bread, cookies, wedding cakes, and more could be a great way to start.

**Jewelry:** Making people's personalities come alive through jewelry is a very fulfilling creative pursuit. Think about creating beaded bracelets, necklaces, earrings, rings, etc.

Essential oils offer many opportunities for creativity and reward. Own a business or buy wholesale oils to resell on your own.

A lot of people know how to knit, but it's generally considered a new fad or lost art. It's not clear to them how to make money with it. You can start by creating hats, scarves, mittens, or sweaters.

## Services

You may base your business on providing services to customers either in person or online depending on the services you offer, which might include:

**Makeup tutorials:** Teaching how to properly use makeup and providing some confidence tips might be a loving activity, not only for you but also for your potential clients. Even showing how to apply lashes properly would be a great way to get started.

**Dog walking:** Taking care of furry babies and just having a long walk outdoors could definitely bring you great benefits.

**Personal trainer:** While training for your own personal goals, you are also helping others to achieve theirs.

**Virtual assistant:** if organizing and scheduling your day is a passion of yours, you should definitely offer these services to people that don't have that same passion or patience as you do.

Clients of personal shoppers usually buy clothing and accessories for themselves. A personal shopper may work directly for a client or their stylist; other personal shopper employment is available through boutiques and departments stores.

**Housecleaner:** This is a great opportunity if you are passionate about cleaning and decluttering. These services have a high demand.

A curious fact, Recently India has become the hotspot for foreigners for starting an Indian Subsidiary and Ebizfilling is a one-stop solution for a Company Registration in India by a foreigner. Know the benefits of starting a business in India.

Source: Porch





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