

MONEY CENTRAL

JULY 2021

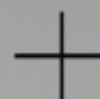
BUSINESS TIPS

FREE PR

How entrepreneurs can actually take their brands from zero to hero in brand awareness

FEATURE

INTRODUCING
KHATIB ALI



SPOTLIGHT

ELLE MAMBETOV

Meet the designer who's poised to change the perception of fashion with her bold luxury designs

GET TO KNOW

Cover Photography by: Tony Palliser

Sue Turner

ENTREPRENEUR & BEAUTY QUEEN



AMBN

AUSTRALIAN MILLIONAIRES BUSINESS NETWORK

MONEY CENTRAL

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OPENING REMARKS

"Lift while you climb". This was the centre-slogan on a piece I read this month, which conveyed the message that even while we're working toward all that we want to achieve personally and professionally - it helps to recognise that we are all in this challenge called life together. We can lift each other up, even while we climb toward the top. It's no secret that the effects of the global pandemic Covid-19 are palpable and ongoing. Intermittent lockdowns around Australia have left many businesses and industries treading water. But in response, entrepreneurs continue to demonstrate their resilience and ability to pivot. It's heartening to see business leaders innovate and thrive in line with an increasingly "digital world". This month's issue includes tips for working from home, by setting boundaries, yet staying connected. 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. Let's lift as we climb.

Jill Antonio
Editor-in-Chief

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INTRODUCING
Brittany
 BENTON

BRITTANY BENTON
 IS ABOUT TO
 LAUNCH A SERIES
 CALLED "THE
 BOUTIQUE SECRET"
 AIMED AT HELPING
 ENTREPRENEURS

Fashion CEO Brittany Benton is about to launch an online series called "The Boutique Secret" aimed at helping new Entrepreneurs

Today 54% of Gen-Z want to be an influencer according to a study by Morning Consult. That number is sure to rise, which means that a lot of people will be forgoing traditional careers and turning themselves into a brand. While thousands of content creators are making fortunes selling products and running their businesses on social media, there are far more who have lost fortunes.

Brittany Benton has launched an online series called "The Boutique Secret" aimed at helping young entrepreneurs and brands avoid common career ending pitfalls, and learn how to get a business started far more successfully.

Brittany Benton, CEO and founder of the hot new fashion line Benton1988 has persevered through immense obstacles and took massive risks but still triumphed. Since their launch in 2019 Benton1988 has sold millions of dollars of clothes and has amassed hundreds of thousands of followers on social media.

After spending years running every aspect her business from her living room, with no employees or financial security to back her up in case it didn't work out, Brittany has gained experience that she knows will be very valuable to anyone else thinking about becoming an entrepreneur.

Brittany's online series of videos found here are a series of "how to" videos designed to walk entrepreneurs through a variety of topics they need to know before they get started. Topics like how to start a business with little to no money, how much money to spend on Facebook ads, a vendor list in LA and abroad, and several other extremely helpful resources.

"The fans of my brand have been so supportive this entire journey and our team has heard from so many of them who want to run their own businesses like me one day. It's inspiring and pushes us to reach a higher standard every day, so we can show these people that they can make millions of dollars doing what they love as well." Brittany said when reached out for comment.

According to our sources, several massive influencers and models in Hollywood have reached out to Brittany about potential collaborations for global campaigns with her fashion line, because they see her product as an easy sell. In a relatively short time span Benton1988's bold styles, empowering outfits, and Brittany's captivating personality have convinced the fashion industry and fans online that her products are the next big thing.

You can follow Brittany on Instagram @the.brittany.b and Benton1988 @benton,1988 to learn more about their upcoming announcements and high profile collaborations.



"The fans of my brand have been so supportive this entire journey and our team has heard from so many of them who want to run their own businesses like me one day. It's inspiring and pushes us to reach a higher standard every day, so we can show these people that they can make millions of dollars doing what they love as well."





ENTREPRENEUR SPOTLIGHT: ELLE B MAMBETOV

Elle B Mambetov was originally born and bred in Texas, she moved to London in 2011 to begin her career in fashion. The 2012 debut of her womenswear label Elle B Zhou at London Fashion Week was a hit and she quickly became the new designer to watch. While her star was on the rise, Elle was dealt an unexpected blow derailing the launch of her empire for two years. Betrayed by a friend she was falsely accused of a crime and spent time in a maximum-security UK prison before the U.S. Government stepped in to free her. Elle documented her unbelievable story in her 2019 book *A6347DW: American Captive* which can be found on Apple. Through perseverance, she was able to turn tragedy into triumph when she moved to Los Angeles to relaunch her womenswear line Elle B Zhou which is now bigger than ever. Along with her flagship store in the Beverly Center, Elle is poised to change the perception of modest fashion with her bold luxury designs. Elle's multi-brand boutique showcases not only her own brand but other Middle Eastern brands such as Yataghan, Okhtein, Azzi & Osta, SemSem, and European brands such as Ecriteau and Dreamboule. Her latest womenswear collection "Let the Stars Be Our Guide" exhibits a constellation map over Mecca in an industry pioneering online virtual presentation with the help of Egyptian actress Huda El Muffi. This hot young designer is making headlines in such publications as Forbes, Essence, Glamour UK, Vogue Australia, and Marie Claire Arabia. A recent partner with Farfetch, Elle made exclusive color-infused modest designs for this international platform in celebration of Ramadan. Elle lends her voice as a FEED Ambassador and together with Lauren Bush Lauren is helping provide meals and support to children all over the world. When not working or giving back to her community, Elle enjoys bike riding, hiking, and spending time with her family.

MoneyCentral Magazine recently caught up with Elle to discuss her journey in the fashion world and here's what went down:

1. How did you get into the fashion industry?

No one invited me that's for sure. I had this plan in my mind and just invited myself in. I moved to China to learn about manufacturing before moving to London and making my debut as a London Fashion Week Designer.

2. What do you like most about being a designer?

I am a creator, so being a fashion designer allows me to be innately who I am. It's such a blessing to be able to do what you love. Making custom prints and then imagining them into garments is such a dreamy experience.

3. Downside to being a fashion designer?

There is no downside to being a fashion designer when it is your dream. Being a business owner has its ups and downs and its own challenges, but being a fashion designer is as truly magical and whimsical as one would imagine. I love it.



4. What has been the most memorable experience of being in the fashion industry so far?

My very first opening of London Fashion Week with my womenswear line Elle B. Zhou is something I will never forget. That moment for me represented so much more than just the unveiling of a new collection. It was proof to myself that I had evolved in fashion in a way that I never thought I would, as I had always been afraid of womenswear. I feared that women wouldn't understand the designs I was making for them. The positive feedback was something I will always hold dear in that moment.

5. Who have been the most interesting people you've met so far?

People are people, whether celebrities or some of my best clients in the Elle B Zhou boutique, I am so honored to have to love and support of so many people who love the brand and the boutique.

6. What has been the most valuable lesson you've learned while in the fashion industry. This can be about the industry or about yourself.

It's important to be true to yourself and your own design aesthetic. It's that, that people will love and respect you for in the end.

7. Is your family supportive of you being a fashion designer?

Absolutely! My mom was very supportive from day one of me finding my passion in life. As a child, while I was very immersed in arts and crafts and sewing lessons, I also took tennis, ballet, basketball, soccer, and baseball. My mom was adamant we find our passion. She got a little bit nervous at times when I would do something random in my career like up and move to China, but she has always been supportive.

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

Never take that Virgin gym membership where I met the man who stole my identity.... In some ways, it's such a hard question to answer. I believe that everything happens for a reason so I try to

learn from the things that have happened that I didn't like and would want to change, no matter how dire they have been.

9. What is the best advice you have ever been given?

My mother has always called me her magnum opus, meaning "a large and important work of art, music, or literature, especially one regarded as the most important work of an artist or writer." I was always told I was special, and I believed her. Even when it felt like the world was against me, and in the moments I felt alone, I believed in myself. Even if no one believes in you, always believe in yourself.

10. What are your future plans? Inside your career or out of it in yourself.

The Elle B Zhou boutique is growing in some exciting new ways, and I am looking forward to the future of the company, the brand, and my own personal growth. I think I'm nearly ready to start having kids so that will be an exciting adventure of its own! We'll see what happens, whatever Allah wills.

The 'LIGHTNING FAST' Round:

1. Last good movie I've seen: The Woman In the Window with Julianne Moore and Amy Adams

2. What do you consider beautiful and why? Color, I just love it. It makes me very happy.

3. What haven't you done yet that you wish you could? I really want to visit Tokyo, Japan.

4. Complete this sentence: "If I had no fear, I'd " Relax.

5. What is the one "flaw" you wouldn't change about yourself?

I have no concept of time and my internal clock is genuinely off. But it allows me to work fast and accomplish things faster because I don't seem realize it's only been one week instead of one month, or two months instead of 5 or 6.





Seacret Ambassador Launch

MAY 2021 AT THE OPERA BAR



The launch of Maryrose Salubre as the official ambassador of Seacret Direct Australia.

Photos Courtesy of Dave Choo





Maryrose Salubre - the national director of Mrs. Universe Australia is the first ever ambassador of Seacret Direct Australia.





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.

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Sue's passion has led her worldwide, seeing first-hand many disturbing events such as famine and disease. Because of that, she helps many other situations around the world.

FIND OUT MORE ABOUT SUSAN TURNER

Susan (Sue) Turner came from a wonderful family with a mother who was a head nurse and a beauty queen; her father loved to sing at weddings and was also known as an unbeaten famous boxer as well as a long-distance runner.

Sue has been married to Steven Turner for 31 years and together they have eight children who have grown up to be amazing adults. She's also a proud grandmother of 12 grandchildren and has been a French bulldog breeder for 15 years. Her main profession is in the beauty industry - she runs her own beauty salon.

When Sue was only seven years old, she won the little miss MS multiple sclerosis pageant; this started her journey towards her passion as a beauty queen. From there, she worked tirelessly with her mother in many charities. In fact, her charity hours amount to around 60,000 hours and she has raised over \$100,000.00 in 2018/2019 through various car shows. Some of the charities she supports include Domestic violence association Sydney, MS multiple sclerosis, Child's vision Australia, Breast cancer foundation, Wesley mission, Salvation Army, Cystic fibrosis foundation, Starlight foundation and Destiny Rescue.

She is the director for the "I hear voices" parent support form for addiction and has worked alongside the justice system to help prevent criminal activities. She also has her own show car - a Subaru WRX my05. This car has been used in the event to raise much-needed money at various car shows around Australia.

Sue is a global mentor within the pageant industry to all beauty queens worldwide as a featured public figure influencer. She has also won many awards as a beauty queen including Mrs. Earth Air Australia 2017, Mrs. International Global Australia 2018, Mrs. international Global Australia 2018, Humanitarian International 2018, Woman of the World 2018 and AGSA's International Beauty Queen of the year 2019.

Sue's passion has led her worldwide, seeing firsthand many disturbing events such as famine and disease. Because of that, she helps many other situations around the world. Sue is currently the CEO of GEQ (Global Elite Queens) magazine and her vision is to give voice to those who inspire to become the best they can in their industry. MoneyCentral magazine recently caught up with Sue Turner 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?

As a young girl, I grew up in the outback of Western Australian in 1979. My father as a youngster was a barber in the army and my mother was a nurse and an outstanding figure in her community. After school I was offered a part-time job, working in a hair salon. On weekends I worked at the local vets. I then decided after a few years that a job in the beauty industry would be my call. My parents then sent me to Victoria and set me up with an apprenticeship in hairdressing where I gained work at one of Victoria's most prestigious hair salons then later at Bogarts. At the time, Bogarts became my doorway to runway modeling. And then by accident we were short of models at a fashion event in St Kilda Melbourne so I was asked to fill in, and this led to a exciting new venture into glamour and fashion.

Photographed by Tony Palliser



Photographed by Tony Palliser



For many years I enjoyed the limelight until I decided to take on another degree, a university degree in skin therapy. This led to an opportunity to run my own business in the beauty industry. My degree is grade 1 level esthetician skin therapist. For 22 years I owned my business growing and building a foundation with an outstanding perspective in the beauty industry. I maintained my business by being a leader in my field and also in a growing dominant industry by developing and growing my brand and sharing my platform to create a future I have passed onto my 2 daughters.

My business has reached its target in achieving what I'd set out to do and that's to be able to share this wonderful opportunity with my own daughters giving them both the strategies and the opportunity to support their own business in the future with absolute success.

My daughter Alycia is now an internationally recognised Sfx makeup artist with her own brand and my youngest daughter became an international beauty queen also giving her the incentive to become a partner in the beauty industry.

Why do you think social media is important in business?

Being active in social media can lead to attracting customers, allowing you to get customer feedback and building customer loyalty. It can also help increase your market reach, including international markets and increase revenue by building customer networks and advertising.

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

As we all are suffering at the hands of the pandemic, we all have had to make a few changes in the way we run our businesses. Sadly there have been drastic changes in our industry with a loss in revenue. This has

been the hardest decision I've had to face in over 22 years. Many people are in the same situation as me and these are tough times ahead for us all.

What new venture would you like to start?

I'm looking at expanding my horizons on a new venture working with missing persons. I have a current platform with crimes against humanity missing persons Australia. This platform will enable me to work with the crime task forces in seeking closure for many families. Recently, last November, I was awarded the Mother Teresa award at the Australian parliament for her work with missing persons.

If you could go back in a time machine what would you do differently?

I love who I am so I do not think I'd do anything different. I've succeeded in the pathway I chose based on a future I envisioned for myself. I basically accomplished what I feel is a successful venture from a woman's point of view. My target was to pass on my legacy to my children and in saying that, I've successfully done just that. Mission complete.

What is the best advice you have ever been given?

To never say never and always be one step ahead. Follow your heart and your dreams and it will eventually work out. Stick to your plan and do not look back because the future is yours. My advice to others is to be to remember who you are - no one can do or appreciate what you yourself has to offer. Be yourself and be content in who you are.

What advice would you give someone who wants to follow your footsteps?

If you have a dream, follow it and do not be afraid as fear can take over so many baby steps one step at a time. Be vigilant - my all-time favourite saying is to be your own kind of beautiful.



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EVENT REVIEW: VOGUE CODES 2021

By: Jill Antonio

This month, Vogue Australia took over Carriageworks Sydney, for the 6th annual 2021 Vogue Codes Summit. Featuring branded activations, networking opportunities, and awe-inspiring talks by trailblazing (female) leaders in Australian business, fashion, media and technology – Vogue Codes is an important yearly event that celebrates women driving progress in their fields.

The summit welcomed an impressive array of keynotes and panelists who shared their professional journeys and insights with an audience of accomplished and ambitious attendees.

Vogue Codes openly acknowledges that there is a disproportionate number of men working in STEM (Science, Technology, Engineering, Math) careers, as compared to far fewer women. As a result, Vogue Codes works to redress this, championing equal opportunity, and motivating women to navigate our increasingly digital landscape in new and innovative ways.

Squarespace's Chief Marketing Officer Kinjil Mathur kicked off the morning segment, sharing about her journey to landing a job in tech, and stressing the importance of building a support network to your career path. She revealed how modern-day sales and marketing is increasingly driven and informed by data and statistics. Later, Pip Marlow, CEO of tech-giant Salesforce took to the stage – echoing Kinjil's thoughts, and elaborating on the interesting gradual convergence of creativity, art, and science.

With speakers spanning diverse fields in Fashion E-commerce, Beauty, Customer Design, and Women's Health, a number of influential industry-leaders shared their forward-thinking tips, tricks, and business insights, answering practical questions submitted by the audience.

The next two panelists, including GlamCorner's co-founder Audrey Khaing-Jones, discussed the importance of sustainability to staying relevant in fashion, and drove home the role that technology plays in making that vision a reality.

The Vogue Codes Summit, aptly presented by Optus, and supported by Audi, Estee Lauder and The Beauty Chef – is in an innovative and extraordinary event, paving the way for the digital innovators of the future.

In between panel segments, guests enjoyed interactive experiences, including Optus' digital charging station, Audi's electronic e-tron car on display, Frank Green's reusable water station, and plenty more.

The Vogue Codes In Conversation event will take place in Sydney in July 2021.



MEET MILLIONAIRE ENTREPRENEUR KHATIB ALI

Khatib Ali is a millionaire entrepreneur, author, and transformational speaker. This sales expert, mogul, and military vet has endured extreme lows that provided lessons to propel him to extraordinary highs. Everything from landing in prison and raising a daughter with cerebral palsy, to gracing stages with legendary philosopher Bob Proctor – he is now a millionaire who is helping others to take charge of their destinies through his book 'Cows vs. Rhinos.'

Cows Vs. Rhinos is based on a scientific study indicating that 97% of the human population follows the herd and settles for what is before them – like cows. The other wealthy 3% establish visions, set goals, and attack them with full force like rhinos. Khatib Ali has helped over 500 people create six-figure incomes and his mission is to help others to recognize their inner power and become rhinos in life. MoneyCentral Magazine recently caught up with Khatib 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 your business?

I was a military brat born on the Fort Benning Army Base in Georgia (United States). We moved around so much that I never truly felt at home and I always had to attend a new school and make new friends all over again. But, because of that, I developed the ability to meet people from different places and establish relationships because I had to do it so often. Eventually, I went into the military and traveled the world. When I returned, I worked in the automotive industry and I became extremely successful at it. During that period though, my first daughter was born with cerebral palsy. I would have to constantly go back and forth between working at the car dealership to visiting her in the hospital. It was very stressful. One day, someone introduced me to this product that would make it so she didn't have to be in the hospital constantly, and I researched the product non-stop and fell in love with it. I told myself that I was going to enter the MLM industry and sell this product like crazy and make so much money that I would always be able to take care of my daughter. I discovered my WHY at that point. It was my daughter. She is the reason I entered entrepreneurship. Her condition, combined with all of my experiences traveling, building relationships, and being very successful in sales placed me on this path and I have been on it ever since.

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

Right now, I consult with multilevel marketing companies and automotive groups like Berkshire Hathaway. I am working with a company in Utah, helping them to get their products positioned across the globe. Currently, they are based in Ghana, Nigeria, the Philippines, and several countries in South and Central America, such as Peru, Colombia, and Costa Rica. Most of my growth is coming from establishing relationships with companies and helping them to fatten their bottom line, especially during the pandemic. I am doing a lot of work on the health and wellness side.

What social media platforms do you usually use for branding?

My social media platforms of choice are Facebook and LinkedIn.

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

The bigger thing for me is word of mouth. What I can say is that PR has been very good for me with my publicist Ivan Thomas (Intrigue Media Group). Having a good PR team is very good because it helps me to get the word out and build that brand awareness which is so important. I would say those are the two things that help my company the most.

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

One of the biggest decisions was pulling away from a company that I had helped get into 15 different countries. The owner was too involved and too arrogant. So, one of the toughest decisions I had to make was pulling away. I won't say the company's name, but, we started off extremely well, but the owner wouldn't get out of their own way. It was very disappointing, but a decision that had to be made.

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

I usually tell people all the time that if I went back in time there is nothing I would do differently aside from reading more and doing more professional development. I would not be the person I am today without the experiences, even the negative things that happened in my life, so I wouldn't change those. But, I would definitely do more personal development, starting real young at like age eight. I didn't start personal development until I was about 21.

What is the best advice you have ever been given?

I was told a long time ago – God doesn't call the qualified, He qualifies the called. I would say that is the best advice I was given. It is not all about what you know or what you have accomplished. If God has a place that he wants you to be and calls you to do something, he will equip you with what you need to carry out your purpose.

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

I would tell them to write down their business plan. It doesn't have to be something crazy, but write a business plan starting with identifying your WHY. Your WHY is something you would jump in front of a bullet for. If you can't jump in front of a bullet for it, it is not worth it. Also, I always teach people how to get an EIN and how to lay the structure for their business. The main thing though is getting a good logo. When you set up your logo, it intensifies your passion and your vision because it is a symbol of what everything you are doing is all about. Every major brand is defined by its logo, from Coca Cola to Apple. You know exactly who they are. That is brand awareness. If your company name and logo are not strong, you are going to flop.



HOW ENTREPRENEURS CAN TAP INTO FREE PR AND MARKETING

A common struggle many entrepreneurs have is to market themselves without a proper budget. Many get discouraged by the lack of funds assuming that there are no efficient free marketing tools to catch up with paid advertisements.

While the easiest way to reach a broad audience is through paid advertising, you still need a creative campaign to capture their attention. So, creativity will be your most valuable asset when you're working with a limited or no budget. With the creativity in place, we'll show you five different ways you can put it to good use and market your business for free.

1. Build a loyal social media following

Social media platforms create a direct way to communicate with potential clients. With more than 3.7 billion people on social media platforms such as Facebook, Snapchat, Instagram, and Twitter, unique content can offer a tremendous potential return without spending a single dollar on advertising.

By offering unique content through social media, you're not only reaching out to potential clients but also create your very own marketing channel. These are people that you can apply your message directly, and by giving them quality in return, they will stay around.

2. Utilize referral partnerships and affiliate networks

This is a cost-efficient and quick way to get your message in front of potential clients. Identify potential referral clients to funnel clients to your product or service through partnerships.

Affiliate networks can also be a great way to reach new clients. Widely used amount online services affiliate marketing offer creators with an audience a kick-back for securing new clients. As you only give a kick-back on secured clients, there would be no need for upfront payments or marketing budgets.

3. Keep your brand relevant by continually engaging with customers

One of the most efficient and cost-effective ways to market toward your existing customers is through emails. Build up an email list of previous clients and reach out to them with relevant offerings.

The line between relevant offerings and spam can be thin. Make sure to watch the frequency and relevance of the content you send your previous customers. For example, people buying tickets to an opera could be interested in similar events but might not be interested in discount tickets for a monster truck rally.

4. Get out there

Few people talk about the early day struggle most entrepreneurs have been through trying to secure their first clients. While many believe that by setting up a website, creating a social media presence, and putting products up for grabs, the clients will start flowing in. This rarely or never happens. So, make your online presence, then get out in the streets and tell any potential client about your new product. How can you expect someone to buy something if they don't know it exists?

5. Push your creativity to the limit

The best and most efficient way to market yourself is by creating content that goes viral. I know it might sound impossible, but a fun touch on a traditional marketing video or simple vlog-style promo can be enough to go viral. Try to think outside the box and let the internet do your advertising for you.

The Bottom Line

Many entrepreneurs lack the marketing budgets to promote through traditional advertising. Still, with a few easy steps, you can utilize the power of social media and online presence for free marketing, reaching further than any physical ad ever could.

FIVE TIPS FOR TRANSITIONING YOUR TEAM TO REMOTE WORK

While in the past, remote jobs have seen few and far between, even considered a pipe dream. However, in the world of the COVID-19 pandemic, it has become a necessity to keep businesses running and operating. Nothing about the current state of the world has been easy, and this certainly isn't an exception. When your company has dealt with remote work very little or not at all, it can be a struggle to get into the groove of things. Here are a few pointers to help ease your team into the transition.

1: Set Boundaries

It is important right from the beginning of this change to assert what you expect from your workers and teammates, despite them now doing it from the comfort of their home. Make sure to discuss important details with your team, such as minimizing distractions, setting work limits and expectations and ticking to a daily schedule.

2: Update Company Policies

This step goes hand-in-hand with setting boundaries. This transition can be confusing to employees, and they may go into it doing the wrong things, not because they think they can get away with it from home, but simply because your expectations have not been made clear. Make sure your employees understand that this change doesn't mean policies are out the window. Instead, send out an official memo making your requirement and expectations clear. For example, identify clearly to them any hours you wish for them to be connected with the team, regardless if they've completed their work for the day.

3: Choose a Channel

Once your expectations and boundaries have been made clear to your team, decide on a channel to stay connected. There are so many options for channels, from Skype and Zoom to avenues like Google Hangout. Your team may need just one of these many channels, or a couple, depending on the type of project and work that needs to be discussed. Whichever channels you decide, make sure you've made your decisions clear to the rest of your team. To make the transition easiest for your team, minimize the number of accounts they need to balance.

4: Stay Connected

Through the channels of your choice, make sure you utilize them to maximize communication throughout your team. You can ensure your team stays connected by setting up scheduled virtual meeting times, establishing steady and frequent chats/emails, and having conversations about your team's efforts and shortcomings when it comes to communication.

5: Establish IT

In the time of remote everything, technology can still go a little haywire and affect progress. If your team has an IT expert, make sure to utilize their skills to prevent fallbacks. If you don't have access to an IT support, or it's not in the budget, chances are your software support has helped you can out-source to.

Despite the growing distress in the world, especially regarding the changes in workplace environments, these steps can make transitioning into remote work easier.



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LOCATED IN BALMAIN, MULLENS ST. STUDIO IS A PHOTOGRAPHY STUDIO SPACE WITH THE WOW FACTOR. MULLENS ST. STUDIO IS THE PERFECT CREATIVE SPACE AND IS AVAILABLE FROM AS LITTLE \$125 FOR 4 HOURS DURING THE WEEK, AS WELL AS ON THE WEEKENDS.

- * Hire anytime between 7am - 12am weekdays & weekends
- * No extras for: Weekend, Evening or Early start times
- * Prices include the use of the white paper backdrop.
- * Privacy - You are left to your own devices
- * Ample FREE unrestricted on-street parking

INFORMATION

THE STUDIO SPACE
 Mullens St. Studio consists of two spaces, the main 50m2 shooting area and a makeup room at the back. We have completely refurbished the space in to a fun and enjoyable studio using reclaimed recycled vintage materials mainly from the 1950's.

LOCATION & ACCESS
 Located in Balmain, the studio is only 2 stops from the QVB. If you are coming by car there is ample FREE unrestricted, on-street parking. The Studio has side lane car access for unloading through a large 2m sliding door

BACK DROPS & EQUIPMENT
 We have 5 backdrops: white paper (free), black paper (\$20 per metre), Grey paper (\$20per metre) Pink paper (\$20 per metre) & patterned BC & 10x3m Chromakey (green), Elinchrom flash lights, 5soft boxes, 5 umbrellas, snoot etc.

PRICING TABLE

HRS	STUDIO	EQUIPMENT	TOTAL PRICE
4	\$125.00	\$50.00	\$175.00
5	\$156.25	\$62.50	\$218.75
6	\$187.50	\$75.00	\$262.50
7	\$218.75	\$87.50	\$306.25
8	\$250.00	\$100.00	\$350.00
9	\$281.25	\$112.50	\$393.75
10	\$312.50	\$125.00	\$437.50
11	\$343.75	\$137.50	\$481.25
12	\$375.00	\$150.00	\$525.00

The studio can be booked with or without equipment.

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 WEB: www.MullensStreetStudio.com.au



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