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MONEY CENTRAL

DECEMBER 2021

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FEATURE

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STEPHEN NALLEY



SPOTLIGHT

AIZZAH FATIMA

Get to know Pakistani-American filmmaker and actress

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AMBN

AUSTRALIAN MILLIONAIRES BUSINESS NETWORK

MONEY CENTRAL

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OPENING REMARKS

As this especially tumultuous year draws to a close, December is always a brilliant time to take stock of the things that matter to us most as we move into 2022. If the rollercoaster events of this year has taught us anything, it's that the only certainty in life is change - and harnessing our ability to pivot, upskill, and adapt will be our greatest hope for business and personal success. We'd like to wish our readers a joyous and well-deserved holiday season. May we all return with a renewed outlook, feeling refreshed to take on whatever challenges and treasures await us in the new year.

Jill Antonio
Editor-In-Chief

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MEET THE FOUNDER OF THE BLACK BRIAR HOTEL GROUP

STEPHEN NALLEY

Stephen Nalley is the founder and managing partner of The Black Briar Hotel Group and Black Briar Advisors. Black Briar is a uniquely positioned full-service real estate investment company that specializes in the acquisition, repositioning, renovating, and asset management of distressed hotel and resort assets. Black Briar and its Managing Principles have significant transactional experience and are experts in all phases of the real estate life cycle. This includes deal structuring, contract negotiation, due diligence, underwriting, raising and closing on debt/equity capital structures, asset management, renovations, and property management. Black Briar and its principals have owned and asset managed over \$28 in real estate assets, which includes over 100 hotel and resort assets.

Prior to founding Black Briar, Mr. Nalley was the Chief Operating Officer and Chairman of the Executive Committee for Ocean Waters. Ocean Waters was a multifaceted real estate investment company, which consisted of over 129 separate entities, 79 real estate assets, 45 operating hotels, and various office, retail and residential components. Mr. Nalley was responsible for the day-to-day leadership and general management of the company. Mr. Nalley assisted Ocean Waters and its Principals in creating over \$1 Billion in value by acquiring nonperforming hotel and resort assets and leading them to profitability.

Prior to his civilian career, Stephen served in the United States Army as a light infantry squad leader and Commando with the 10th Mountain Division's Special Troops Battalion. He was honorably discharged and is a disabled service-connected veteran.

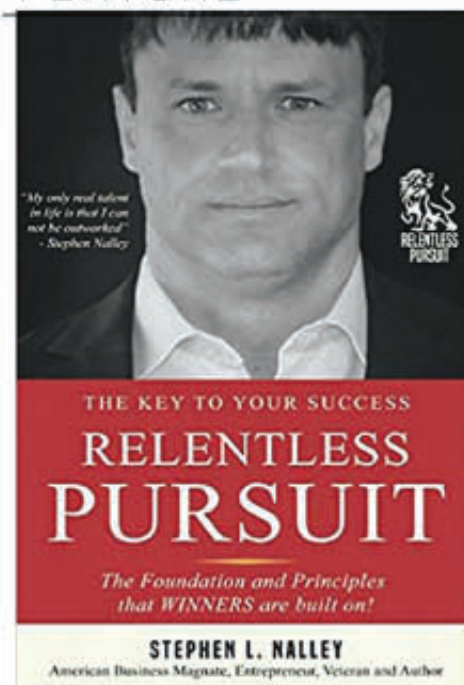
Stephen Nalley received a Bachelor of Science Degree in Healthcare Administration from the University of North Florida and earned his MBA and DBA from the University of Atlanta and a Law Degree from Washington University School of Law. Stephen is also a Certified Hotel Administrator through the American Hotel and Lodging Association and a professionally certified life coach through the International Association of Professions Career College.

He is the bestselling author of *Relentless Pursuit*, where he describes the secret to success as knowing what you really want, having a compelling reason why you want it, and having the discipline to sacrifice what we want right now for what we really want later.

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

How did your life look like before being an entrepreneur?

I served in the United States Army as a Light Infantry Team Leader with the 10th Mountain Division and in the US Army Reserves with the 2145th out of Jacksonville, Florida. After leaving the military service, I became addicted to academics and started my first company. I worked my way through college holding entry-level positions with American Express and CSX. During this time, I was always hard working and extremely motivated.



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

I am motivated in general by my passion, but the thing that gets me up early every morning and keeps me working late is my children. As an entrepreneur, I have the ability to create my own destiny and to seize opportunities that otherwise would not exist. I have always said, "If it was meant to be, then it is up to me." There is nothing more exciting than building a company from conception to success.

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

Limitless. I love the concept of defying gravity. I chose "limitless" because that is what I strive to be. Every day I triple down on my weaknesses and develop them into strengths. I love tackling problems head-on, as opposed to trying to move around them.

What were your top three motivations for starting your business?

First, I saw an opportunity in the space that I was working in. At the time, there was very little expertise in turning distressed assets. Over the years, I had developed a skill set that was marketable. Secondly, I had developed a very strong team that was just as like-minded and passionate about what we were doing. Lastly, I strongly felt that we could bring enormous value to the space that we were in.

What do you put your success down to?

My work ethic and mindset. When I set goals, I achieve them because I am willing to outwork my competition and make sacrifices to get there. My mindset has always begun with "failure is not an option," and then we push through adversity from there. I see myself as a problem solver and believe that the key to getting through the dark times is by making the uncomfortable become comfortable.

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

Simply put, you have to buy it right, finance it right, market it right, and operate it right. However, it starts with knowing your product or service and having a strong understanding of your market. From there we must be able to execute a business plan. This begins by

surrounding yourself with the right team and being able to lead by example.

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

The biggest challenge that I have always faced has been the economy. My business thrives when the economy is good. However, after 9-11, the recession of 2006, and the most recent pandemic, things have been extremely challenging. This is where we have to adjust and go where the market is taking us. Prior to the pandemic, we were doing a lot of asset management. When the pandemic hit we shifted to more consulting on distressed assets.

Does the loneliness of the entrepreneur really exist?

Never. Not if you are doing it right. I talk to over fifty people every day about my business or what is going on in the industry. I am not a team of one. I have an organization in which I see all of my employees as a part of my family.

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

Without a doubt, you have to lead from the front. You should never ask anyone to do anything that you are not willing to do yourself. I have seen so many businesses fail due to poor leadership. I have an old saying, "If a person can lead, then I can follow. If they can't lead, then I will lead." Leadership is not a title; it is an action.

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

I am optimistic that things will get better. Small businesses are the backbone of our country. I hope that more capital will be available for entrepreneurs to develop their ideas and bring more products and services to market. I see start-up capital as being the number one thing that holds many entrepreneurs back when it comes to them starting a business.

For information on Stephen Nalley, please visit www.blackbriar.us.com or www.stephennalley.me



EMERGING ENTREPRENEUR SPOTLIGHT: YEAJI LEE

Yejai Lee is a 22-year-old fashion designer based in South Korea. She started her design adventure quite early; When she was eight years old, she was a gifted art student through the 20-1 competition rate at the Seoul Arts Center's Art Gifted Academy.

When she was 12, she only prepared for four months and got into the most famous art middle school in Korea called Yewon School. And then, when she was 15, she entered Seoul Arts High School, Korea's highest private art high school, in third place. During high school, she used to rank first and second in a major in design. Currently, she entered the Department of Fashion Design at Ewha Woman's University and is taking a leave of absence. During her leave of absence, she worked as an intern in Münn Seoul, a high fashion brand in South Korea, for three months. After that month, she is preparing for her brand; the name is "It's Yeah."

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

How did you get into the fashion industry?

I got into the fashion industry when I was 20, only a few days after entering Ewha Women's University. Until I was 19, I wanted to be a visual or space complex designer, and fashion never crossed my mind. So I never thought to get into this. But I didn't get accepted into the department of design at the university I wanted. So I applied unintentionally to the fashion design department with my parents' persuasion, and then I got in.

I was very depressed to go to the fashion design department first time. But there's a twist! When I was in college, a few days later, my senior called me to help her at a major fashion event.

I became a helper for various brands during Seoul Fashion Week which was held in a huge complex Design Space, made up of fashion shows, visuals, music, and models. It was the perfect way to express all of the designs. The excitement of being part of such a world made me interested in fashion and now I've got my heart set on the fashion industry.

What do you like most about being a designer?

From the stage of coming up with creative ideas to the design process and the results, the whole design process is the most attractive thing to being a designer.

"From the stage of coming up with creative ideas to the design process and the results, the whole design process is the most attractive thing to being a designer."



Downside to being a fashion designer?

The disadvantage of fashion designers is that the first starting point in the fashion industry is mostly passionate about pay and exploitation. These things are taken for granted. Also, I think it is not easy to grow into a fashion designer in South Korea. I hope there is strong support for designers in other countries.

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

My most memorable experience was when the Louis Vuitton Cruise 2020 Fashion Show was held at the hangar of Incheon International Airport, South Korea, and I was contacted. I thought it was really a dream. Can a high-profile fashion brand really contact me who was just a helper without any connection?? Fashion and I are meant to be! As a result, on October 31, 2019, it was an opportunity to see and talk to the people behind a top fashion brand, Louis Vuitton's employees, stylists, and local top models, as well as Louis Vuitton's exclusive models. The scale of the fashion show and the production of the video were incredible – and I was only 20 years old so it was my most memorable experience and I'm grateful to them.

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

In Korea, I took gifted art classes at the Seoul Arts Center when I was in elementary school, and went to Yewon School when I was in middle, and then went to Seoul Arts High School when I was in high school, getting advice and valuable classes from excellent teachers and friends. It's really hard to choose just one. But if I can choose the most valuable lesson, it might be a lesson my parents told me. They always said "do your best in everything if you want to succeed" and "invest generously in your major." THIS would have been the most intense advice and help in my design life.

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

I don't want to succeed as a fashion designer. I'm very interested in directing that encompasses vision, hearing, and spatial. Right now, I took a year off from University. I want to work under the creative director Han Hyun-min, who I mentioned above, to improve my social experience and skills. I have a dream of making a personal high-profile brand or becoming a high-profile brand like Dior, McQueen-style creative director.

I want to be a career woman who is superb in the world.



SPOTLIGHT: MEET PAKISTANI-AMERICAN FILMMAKER AND ACTRESS

AIZZAH FATIMA

By Allison Kugel

Pakistani-American filmmaker and actress, Azzah Fatima, has managed to do what many before her could not. She turned her intimate stage play, *Dirty Paki Lingerie*, a monologue-driven piece about everything you don't know about Muslim American women, into the critically acclaimed film, *American*ish*, the first-ever romantic comedy about a Muslim American family trying to assimilate into American life while preserving their culture. Fatima's Muslim American romcom is currently taking the national film festival circuit by storm and racking up awards.

Blending acting with activism, Azzah Fatima is resolute in using her film and television work as a conduit to create a new conversation about what it means to be someone of the Muslim faith and culture in America, even more specifically, a modern Muslim American woman. Her film is clearing up a lot of the misconceptions and fear-based prejudice about a religion and a people that are often misunderstood in the west.

In this candid discussion, Aizza and I really dig into the stereotypes surrounding Islam and Muslim women, modern-day feminism, and what it means to be Americanish.

Allison Kugel: How old were you when you got into acting?

Azzah Fatima: Oh my God, I was very late. I was already in my 20s. I had already gone to school, already graduated and I was 23 years old and working at Google. You know, as an actor you start when you're nine, and then your career launches by the time you're thirty. To be in your twenties thinking about acting, I actually had people tell me, when I said I wanted to make the shift [into acting] a lot of people said, "Aren't you too old?"

Allison Kugel: (Laughs) It's such a weird business, I know. But I was so excited to speak with you for many reasons. I watched your film, *Americanish*, twice.

Azzah Fatima: You're like taking notes [laugh].

Allison Kugel: I was! The first time I watched the film, I thought it was a cute movie, and then I watched it again last night, and realized this movie is an important conversation starter. With everything going on in our world and in our culture right now, I don't know if that is what you set out to do but tell me a little bit about that.

Azzah Fatima: I feel like, in some way, I've always been trying to do that. The film came about because I had a comedic one-woman show called, *Dirty Paki Lingerie*. I started performing that in 2011, while I was still at Google. This film came about because I was performing in New York City at the Cherry Lane theater and the Filmmaker and Director, Iman Zawahry, happened to be in the audience the one day she was in town visiting for her birthday. She was with her family and friends, and they saw the poster, which was a woman in a hijab, holding up a piece of lingerie next to her body and she's laughing. It is just joyful. She actually wears a hijab. She's visibly Muslim, whereas I am not. She felt really represented through the [show's] poster and she really loved the stories in the show. She's Egyptian American, and obviously, the stories are Pakistan-American and so the stories of the women in the play are also from Pakistan, they are immigrants, and American Pakistani woman. She approached me and asked, "Did you ever think about turning this into a film?" I said, "You know, I actually have been, because I've been thinking about how to reach a wider audience." I wanted to create conversations within my own community about all of the issues the film talks about, which comes from the play. Issues of identity, sexuality, relationships, religion versus culture, and what does that look like? Racial profiling, bullying. I knew I wanted to do it, I set out to do it, and I kind of looked at the play and it's just a series of monologues. I was thinking, "How do you make this into a narrative feature?"

Allison Kugel: Was the series of monologues about your actual life, or was it fictionalized?

Azzah Fatima: No, it's not about my actual life. It's based on interviews I conducted within the Muslim American community, and research-based as well. Its characters that range from a six-year-old girl to a sixty-five-year-old woman. I looked at what things the characters talked about in the play, so I thought, "How do I bring these themes into the film through these characters?" That is one thing I wanted to keep intact, and another thing was I literally went through the play, highlighted all the jokes, and thought I need to figure out how to rework these jokes from monologues to a feature film, because I know these jokes land with a live audience on a stage, so I want to make sure I preserve that funny. It was so interesting that we ended up going with this rom-com [romantic comedy] genre.



Allison Kugel: Has there ever been a romcom about a Muslim American family before this film?

Aizzah Fatima: This is the first, and it's 2021!

Allison Kugel: That's huge that your film is the first. That's a real moment.

Aizzah Fatima: It's a moment, well, I hope it's a moment. I hope it becomes a movement, and I hope there are many more to come after us. That is how you create movements, it's not just one person that does it by themselves.

Allison Kugel: What's also interesting is, I'm Jewish, and I feel like there are a lot of similarities here, because we are also, both, a religion and a culture. As Muslim Americans, you are a religion as well as a people.

Aizzah Fatima: When I was growing up, it's interesting because I grew up in Mississippi in a small town, and so my parents would always say to me, "You're Pakistani, This is who you are." Then the world would be like, "What are you? You're not American." Everyone was always telling me that I was not from here.

Allison Kugel: But you were born here in the states?

Aizzah Fatima: I was actually born in Saudi Arabia, in a compound with a very freaking American upbringing. It is so hard for me to explain this. I grew up on all the TV shows, and all American everything. We went to a school where all English was spoken. It was all so American. It's hard for me, sometimes, to convince people that it was very American. Then, of course, I'm growing up in Mississippi. I feel very American. This is where I feel at home. I feel like a New Yorker. I think it's only because first generation, people who came here really had lived their whole lives in another place, so they wanted to hold onto that so badly, and they wanted their children to hold onto that, so badly. This whole conversation about being a hyphenate, of being an American Muslim, for us, didn't exist until a few years ago. As an adult, honestly, I've had to unlearn all of the stuff I learned as a kid about not belonging, not being from here, and now figuring it out for myself.

Allison Kugel: This is an important point, because there is a lot of fear-based thinking among first generation Americans from a different culture, and there was in my community too, especially a

few generations ago. You have the Jewish people that came here through Ellis Island to the Lower East Side of Manhattan. They were told to stay with their own, and many of them spoke Yiddish. Some of them didn't even speak English, and I think you have different groups in New York. New York was almost tribal in some ways. You had the Italians, the Irish, the European Jews, you had all these different groups that came here and created subcultures within the boroughs of New York. I know that you didn't grow up in New York, but in the early 1900s they came in on boats, they were told, "Stay with your own, don't trust anybody else, they may not like you, and this is what you are." Even in your movie, *Americanish*, I was laughing at the father who broke down crying, because his son didn't want to marry a Muslim woman.

Aizzah Fatima: Yes, it's tough, right? It's so interesting, because I feel like the younger generation looks at it in such a different way. We're gaining more. We're spreading the love, you know (laugh)? I feel like it must have been so hard for my parents and that whole generation to come from this whole other place to a country that didn't want you, told you they didn't want you in many different ways, and you felt like you didn't belong. You felt like you had to hold onto so much of your identity, your culture, and all that stuff.

Allison Kugel: Being that America and the "west" is what is referred to as a "Judeo-Christian" society, there is this narrative of, "If you're a Muslim, you're not one of us. You're an 'other' and you don't belong." Then, of course, it got ramped up even more after 9/11. Tell me what that is like for you, living in this country, as a Muslim American.

Aizzah Fatima: I think as a little kid I just didn't want to have anything to do with it. I didn't want to have anything to do with religion. I just wanted to be like everyone else. In my world, I'm trying to be like everyone else, in Mississippi, in this little bubble. Everyone was super blonde, super cute (laugh), and that's what normal was. As I got older, and finding my way into an artistic career, I realized I can't and don't want to be like everyone else. I have to honor the parts of me that make me different. This is what a Muslim looks like, not a bearded dude with a sword saying, "Allahu Akbar (God is most great)." It's a girl saying, "Allahu Akbar, we're going to make a great film!" You know what I mean? It's that. It's kind of like reclaiming your identity and exploring it. I love that you said this film is a conversation starter. I think that's the whole point. For me, I can't make art and not marry it to my activism, I don't know how to do that.





Allison Kugel: Another interesting thing is you cast the comedian Godfrey in the role of the romantic love interest who marries a Pakistani woman.

Aizzah Fatima: We did. We knew we wanted a Black guy for the role. We need racism to end with our generation. This has to end, and how do we do that? Let's create a film and put a Black guy as a romantic love interest for a Pakistani woman. And when I say racism has to end with our generation, I'm also talking specifically to the Muslim community. Sometimes I find the most racist of the racist are brown people towards Black people, believe it or not. I think I read this statistic that said one-third of the slaves who came over here were Muslim. I don't know how accurate that is, but that is what I read. What does that mean for us as a community? We are basically building off of their backs. Yet, there is so much internal racism. In Mosques, and Muslim Community Centers, and places like that, we won't accept Black people. We will be very "judgy" about them, the older generation. I've grown up around this.

Allison Kugel: I like that you put that in the film, and you didn't shy away from it. And I like how in the film, Godfrey's character says, "You know, there are Black Muslims." That was so interesting to me, because I really only have a pop culture education about your religion and your culture, which is pretty distorted, I admit.

Aizzah Fatima: It's a messed-up education, isn't it?

Allison Kugel: It's a messed-up education, yes, that's what I'm saying. I know about the Nation of Islam, Malcolm X, and all of that. Then of course the unrest in the Middle East. I actually didn't know there was racial discrimination within the religion and culture.

Aizzah Fatima: The religion absolutely does not discriminate. It's the culture that does. It's all of our cultures that do. We were so lucky to get Godfrey through our casting directors. They were so impressed that he even came in, because they said, "Guys, we send him projects all the time and he doesn't even come in to audition."

Allison Kugel: Are you serious?

Aizzah Fatima: Yes, and if you talk to Godfrey, he would say, "Yeah this film really resonated with me." So much of his comedy is about race, and he talks about a lot of the stuff the film talks about; the interracial stuff, race in America, and all of that.

Allison Kugel: So, he turns down movie auditions left and right?

Aizzah Fatima: He does apparently [laugh].

Allison Kugel: Who does that [laugh]?

Aizzah Fatima: He does that, and I was talking to him about it, and he said, "You have to do that. If the stuff doesn't resonate with you, then you say 'no' because what's the point?"

Allison Kugel: That's integrity.

Aizzah Fatima: I have done things I wish I hadn't done sometimes.

Allison Kugel: Because as actors, actors need to work.

Aizzah Fatima: We need work, and then I'm playing a Sudanese

woman, and thinking, "This is weird, like, 'Dang! I'm never going to do this again because that made me feel really disgusting on the inside.'"

Allison Kugel: Yeah. There is a young actress in your film, Salena Qureshi. She plays your younger sister, and her character is the most religiously observant. She wears a hijab when she goes out, and she's told in the household, "You shouldn't wear that with all the discrimination out there." She then says, "No, no, no, I believe in doing this." In other scenes you show her at home, not wearing a hijab, and looking just like any other young twenty-something woman. That humanized her character to the audience.

Aizzah Fatima: I think people see a younger woman with a hijab on, and they think she's oppressed. What is missing from that conversation in America is the young people who are doing it, anyone who is doing it, even the older women I know who are doing it, for many Muslim women in America, this is part of their identity. Many of them feel, "This is who I am. This is my feminism, and this is my activism." I think that is really something that is missing from the conversation. That is very important for me, personally, because I grew up in a very mixed household. I'm one of three girls and all three of us sisters were very different. My mom has worn a hijab her whole life since she was in her twenties. A lot of us have flirted with the idea of it, as I did. I wanted to show that in this film because I feel like that story gets told in American media all the time, where a girl covers up, but then she takes it off in the name of Western Feminism. Those stories are also written by men.

Allison Kugel: Americanish is on the festival circuit right now. Is it going to be streaming soon?

Aizzah Fatima: Fingers crossed, really soon we will have some news. Right now, we are doing festivals through the end of November for sure than I think in December things are slowing down a little bit then hopefully early next year we will have some exciting news.

Allison Kugel: What do you think you came into this life as Aizzah Fatima to learn, and what do you think you came into this life to teach?

Aizzah Fatima: That's a tough question. God, I'm getting all emotional now. It is an emotional question because I think about all the women who came before me who couldn't tell their stories. They weren't allowed to, because of circumstances of where they were born and what they were born into. You're born in the 1950s versus the 1960s and the 1970s, and so many women in so many places didn't have a voice, so I think for me it's being able to give a voice to those women. [crying] sorry.

Allison Kugel: Dude, I cry all the time [laugh]. You're making me feel better about myself.

Aizzah Fatima: I do think about this all the time, and I feel this responsibility to somehow leave the world a little bit better than I found it. For me, I think that is through storytelling.

Listen to the extended interview with Aizzah Fatima on the Allison Interviews Podcast at Apple Podcasts or Spotify. Follow Allison Kugel on Instagram @theallisonkugel and at allisoninterviews.com.

Visit AmericanishFilm.com for screening locations and tickets, and to watch the trailer. Follow on Instagram and Facebook.

INTRODUCING DR. ROYA J. Hassad

Award-winning anti-aging physician Dr. Roya J. Hassad has taken the world of cosmetic medicine by storm with her first-class, innovative and ingenious approach to beauty and wellness.

Dr. Hassad, an Educator, Speaker, and the Founder of Hope, Life, and Dream Centers—the most prominent Anti-Aging medical centers in New York, has adopted a streamlined, highly-effective approach to her craft known as The Five C's: Comprehensive, Cutting-edge, Compassionate, Connected, and Concierge, which we will break down one by one in the following five paragraphs.

Dr. Hassad's rise in her profession can be adduced to her insistence on delivering a comprehensive service for her clients, which entails conducting a complete and thorough evaluation of each patient individually.

Dr. Hassad's medical procedures are replete with advanced, state-of-the-art cosmetics and aesthetics. These are inclusive of anti-aging solutions, integrative medicine, preventative care solutions. Dr. Hassad and her team's focus has always been on ensuring that each patient has an option that works for them.

Compassion is at the forefront of Dr. Hassad's medical practices. The good doctor has a heartwarming reputation as one of the most compassionate, friendly, and amiable doctors in the field today, a quality she has infused in her medical team.

The world has since gone digital, with virtual connections helping to shape a new reality. Dr. Hassad and her team have harnessed this connection to build an ever-connected world powered by digital technology. She and her team have created an extensive medical network—extending deep into the international medical community—with some industry pioneers in medical health centers. These connections help Dr. Hassad and her team to share ideas with other brilliant minds in the medical field.

Dr. Hassad and her team offer concierge services for clients from beginning to end. The group helps to facilitate some of the more challenging aspects of preventative and aesthetic care, from acquiring previous medical records to scheduling appointments with sub-specialists for unique treatments.

"We approach every client's health 360-degrees while testing and going over a complete evaluation that ensures our services are effective and safe," said Dr. Hassad. "We then leverage the most innovative, cutting-edge advanced technology in anti-aging and integrative medicine, including aesthetic and preventative care that is award-winning in nature. While all of this is happening, I oversee a compassionate relationship with the client that acknowledges their personal well-being. It's this exact arrangement that makes what I do so rewarding to me – I wouldn't change my job for anything else in the world."

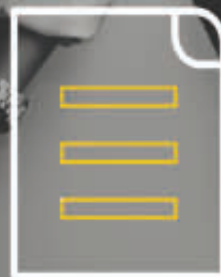
Dr. Hassad has treated numerous patients with hormone deficiency disorders related to aging, such as menopause or diabetes mellitus in her New York City-based clinic. She has also developed incredible treatments like Bioidentical Hormones, which mimic hormones found in the human body.







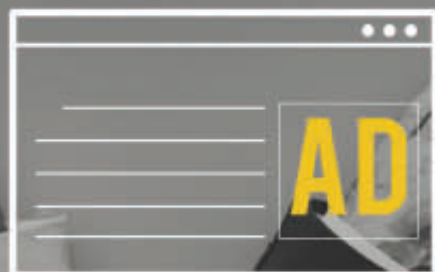
• Video Viral



• Blog

ELITE SUCCESS BUSINESS CONSULTING

At Elite Success, we believe the first step to achieving success is understanding 'you.' We are dedicated to supporting startups and small businesses all over the world. We take the time to listen because every entrepreneur has different needs. You know your business better than anyone else so we want to hear from you.



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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.

MISSION: Our mission is to present the most unique and compelling original Australian content by tapping into the hottest local talents and events.



FIVE WAYS TO ENSURE YOUR BRAND SURVIVES ON FACEBOOK

Facebook is changing the way you get information from the news feed. As a result, this will impact businesses and brands moving forward. Here's how to ensure that your brand maintains a strong presence on Facebook despite the new changes.

Build a Fan Community

One thing you want to do is to build up a community around your brand and message. You want meaningful interactions with people, and you can do this by building a sense of community. Think about local, personal, and stories that make people feel good. Your marketing strategy should make good use of this as you want to have content that matters as it will engage with your fans and build a trusting community.

Content with Value

You need to have content that is of a high value. You don't want to just go after numbers; you want content that will matter to the end-user. Put a more significant focus on the customer and the client and build content that they will find helpful and engaging. The content you create has to have value, which will get people to recognize your brand and build your community.

More Videos

It would be best to create more videos and look to make live videos and these, which can help your brand. This allows you to engage with your customers, and they can ask you questions when you're live. Video has been rising quickly on Facebook, so you need to make use of it. In fact, on the news feed, video content has priority. Try to create regular video content to keep users engaged with your brand.

Use Messenger

Chat applications like Messenger are rising, and you should use them to showcase your brand. You can provide a great customer experience if you use Messenger to promptly engage with users and answer their questions. The interaction is personal and allows you to provide customer service when needed. You can put a Messenger button at the top of your page to drive users to use it when they interact with you.

Use a Paid Strategy

You should consider paying to get people onto your page as organic search may not provide you with the customer base that you need. This can help you grow your brand to its full potential, so make use of it. You can do this through Facebook advertising, which can bring you a good result.

The changes to the Facebook news feed do not have to be the end of the world for your business. Using these strategies will help you maintain your business and help you get new customers in the future. It would be best to think of ways to grow your brand and keep its presence on Facebook. Good content and user engagement is going to help you achieve this. Make sure you use videos and other pieces of quality content to drive users to your brand more often.

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FIVE BEST TIPS THAT'LL HELP YOU BECOME MORE SUCCESSFUL

No matter how old you are or what gender you belong to, when it comes to success, everyone can achieve it as long as you're willing to put in the hard work. Below are five ways that can help you achieve success in life:

1. Identify your passion and goal

The first step that you must and have to take is to determine your ambitions and objectives. Before you embark on your journey of achieving success, you must first define what success means to you: what is considered a success or what it means to be successful.

It takes people years to determine the meaning of success; therefore, you should first decide on your current passion, likes, and interests. This will help you set your goals and give your life a sense of meaning. A simple way to achieve that task is by asking yourself a set of questions, such as:

- What do I want my legacy to be like?
- How would I like others to remember me?
- What are my subjects of interest in life?

2. Make a List

After completing the first task, you will have to make a list of goals and objectives that you want to achieve. These goals can be both long-term and short-term. You should enumerate points such as the subject or line of interest you like to take and the reasons behind selecting it. This will give you a rough idea about the line of field you want to take in your life.

3. Have a purpose in life

You will never achieve your goals and objectives by just making the intention or making a list about it. You must follow through with hard work and determination as well. Whatever task you do, you need to evaluate yourself and see if that particular task takes you near your goals or objectives.

4. Give respect to your time

A common knowledge that you should have about time is that you have to give it the rightful respect that it deserves. Time will only be good to you if you are good to it, and do not waste it doing useless or unbeneficial things. However, remember that not everything has to make sense conventionally; in the end, you need to be aware of what is considered wasting time and what is considered taking advantage of it.

5. Be confident

This point should come at the beginning and the top for many people. In life, whatever you do, someone somewhere will be opposed to you and will not accept it. You have to understand that you can never make everyone happy, so you need to make yourself happy and do what you want to do with your life because others will also be doing what they want to do with their lives.





WHAT SOCIAL MEDIA CAN DO FOR UP AND COMING ENTREPRENEURS

Let's face it; social media is a rave that people are crazy about. Millions of users all over the world are using different platforms every hour. With this kind of reach, social media would definitely be a great tool to help you spread messages you want to convey to others without giving much effort. Likewise, an effective social media strategy can do great things if you have a business.

Business and social media need to co-exist harmoniously if you want your business to succeed. If you are an up-and-coming entrepreneur, the chances are that you are probably still not doing that great. And on that note, social media can help you achieve your goals. There are plenty of things that social media can do to help you drive your business to success.

Connect to the customers

Most people are, in fact, dependent on social media to help them choose what products to buy or services to get. Creating a successful social media profile will help make it easy to connect to customers.

Spreading updates with regards to your business

You can update your suppliers and clients on what is new in your business through various blog platforms. Through this, you can start some discussion thread in a forum where you can market your product or service.

It gives an idea of what your customer needs

Through the feedback given by your customer, you can take a step in tailoring the product you provide to what they actually need. You can create a voting poll if you have social media accounts like Twitter, Facebook, or Instagram for your business. There would always be complaints, but instead of seeing things negatively, try to see things in a brighter light. This should be your priority. Deal with complaints efficiently and swiftly. The suggestions given by some other customers can be your resource of what to do next.

It gives you an eye to the competition

There are a lot of websites catering to consumer reviews. You can scan them regularly and check what people have to say about you and your competitors. With this information readily available, you would know what your competition is doing and could take steps to beat them. For example, when most of your rivals have special offerings, it would not hurt your business if you would launch one of your own.

It can give you the chance to deal with complaints as soon as possible

If you are active in your social media accounts, you can avoid disasters on online PR. When there are complaints about your business, you can investigate them thoroughly. If you find out that the fault comes from your side, you can contact the customer and apologize directly. Or you could also offer solutions if you have any.

WHAT NOT TO DO IF YOU WANT TO BE SUCCESSFUL IN LIFE

Becoming successful is already difficult, but staying as such is another monster altogether. Many people have some sort of idea of what to do to become successful, but what they don't know is what NOT TO DO to be successful. Many people spend much of their lives stuck in this conundrum and, as a result, suffer highly.

This article lists and explains some of the things mentioned by successful people about what not to do if you want to be successful.

Return to What Didn't Work

This is one of the most important aspects of what shouldn't be done to maintain success. Once something does not work, it should be avoided at all costs in the future. There is simply no point in believing that a specific idea will work the second time when it failed the first time.

Change Yourself

Changing yourself in order to ensure success is not recommended. Yes, one should step out of their comfort zone in order to explore new avenues, but this does not mean that they should change their personality and values completely. Staying true to yourself is one of the basic principles required to succeed.

Change Someone Else

Change is inevitable, whether it's for yourself or someone else. However, forcing the issue is not. Changing someone and manipulating them for personal gains and advancement will only result in a loss of respect and trust from the other party's side. Success should be done competitively but at the same time within the bounds of ethics and morals.

Please Everyone

One can simply not please everyone at the same time. There will be many hurdles and individuals in your path to success. Managing them and planning strategies and goals accordingly is essential for success in the long term.

Think Short Term

In the history of successful individuals there has been no such case where the individual thought of the short-term rather than the long-term. It is simply impossible to achieve and sustain success if one constantly thinks about the short term and avoids strategies and planning required to sustain success over a longer period. Thinking short-term will only get you so far, but looking over the horizon and more intelligent than your competitors will result in personal satisfaction and financial gain.

Look at the Smaller Picture

Highly successful business people and entrepreneurs always devise strategies by looking at the bigger picture. They always have a backup plan or contingency measures that will be implemented if an unfortunate situation or event arises. This ensures success is not short-lived and any potentially threatening scenario is not catastrophic in nature.

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 clouds.

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