

A publication for upcoming and established models and professionals

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# SALTY CO.

DRESSING TO IMPRESS: SEVEN  
SUREFIRE WAYS TO UPDATE  
LAST SEASON'S DRESS

JULY 2023

## INFLUENCER

Seven effective strategies  
to succeed in fashion influencer marketing

*Diana*  
*omuyo*

*A rising star to  
watch out for in 2023*



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### CONTENTS

- 6 **Fashion:** Seven ways to update last season's dress
- 8 **Spotlight:** One on one with Damien Romeo
- 12 **Industry Tips:** Seven effective strategies to succeed in fashion influencer marketing
- 14 **Closet Chaos:** Seven steps to end closet chaos
- 16 **Fashion Tips:** Seven tips to improve your personal style in 2023
- 18 **Cover Story:** Introducing rising star Diana Omuoya
- 24 **Entrepreneurship:** How to turn your business into a budding empire

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## EDITOR'S NOTES

In this edition, we shine a spotlight on the talented and rising star, Diana Omuoyo, who is making waves in the pageant industry with her unique sense of style and creative vision. Get ready to be inspired by her incredible journey and discover how she is redefining fashion norms.

Don't let last season's dress collect dust in your closet! We bring you expert tips and tricks to transform your old favourite into a fresh and fashionable ensemble. From layering to accessorizing, these simple yet effective strategies will have you turning heads wherever you go.

Whether you're a fashion enthusiast, aspiring influencer, or simply seeking inspiration for your next outfit, this edition has something for everyone. Get ready to immerse yourself in the latest trends, expert advice, and captivating stories that will fuel your passion for fashion and empower you to express your unique style. Stay tuned for a fashion-forward and enlightening reading experience!

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COMING SOON...

GEQ  
ACADEMY

# SEVEN WAYS TO UPDATE LAST SEASON'S DRESS

Do you have a dress from last season that's been gathering dust in your closet? Don't let it go to waste! There are plenty of ways to update last season's dress and give it a fresh new look. Below are some simple ideas to get you going:

**Layer it up:** Adding layers to your dress can completely change its look. If your dress is sleeveless, consider layering it over a long-sleeved shirt or a turtleneck for a cozy fall/winter look. You can also add a blazer or a cardigan to dress it up or down.

**Accessorize:** Accessories can take a simple dress from drab to fab in no time. Consider adding a statement necklace, a chunky bracelet, or possibly a pair of statement earrings to enhance your dress. You can even include a belt to cinch your waist and give your dress some shape.

**Mix and Match:** Make an effort to combine various patterns and textures to give your dress a new look. Consider pairing your dress with a different color of tights, boots, or shoes to change the outfit's overall vibe. Try adding a denim jacket to make the dress look more casual, or a leather jacket to make it look edgier.

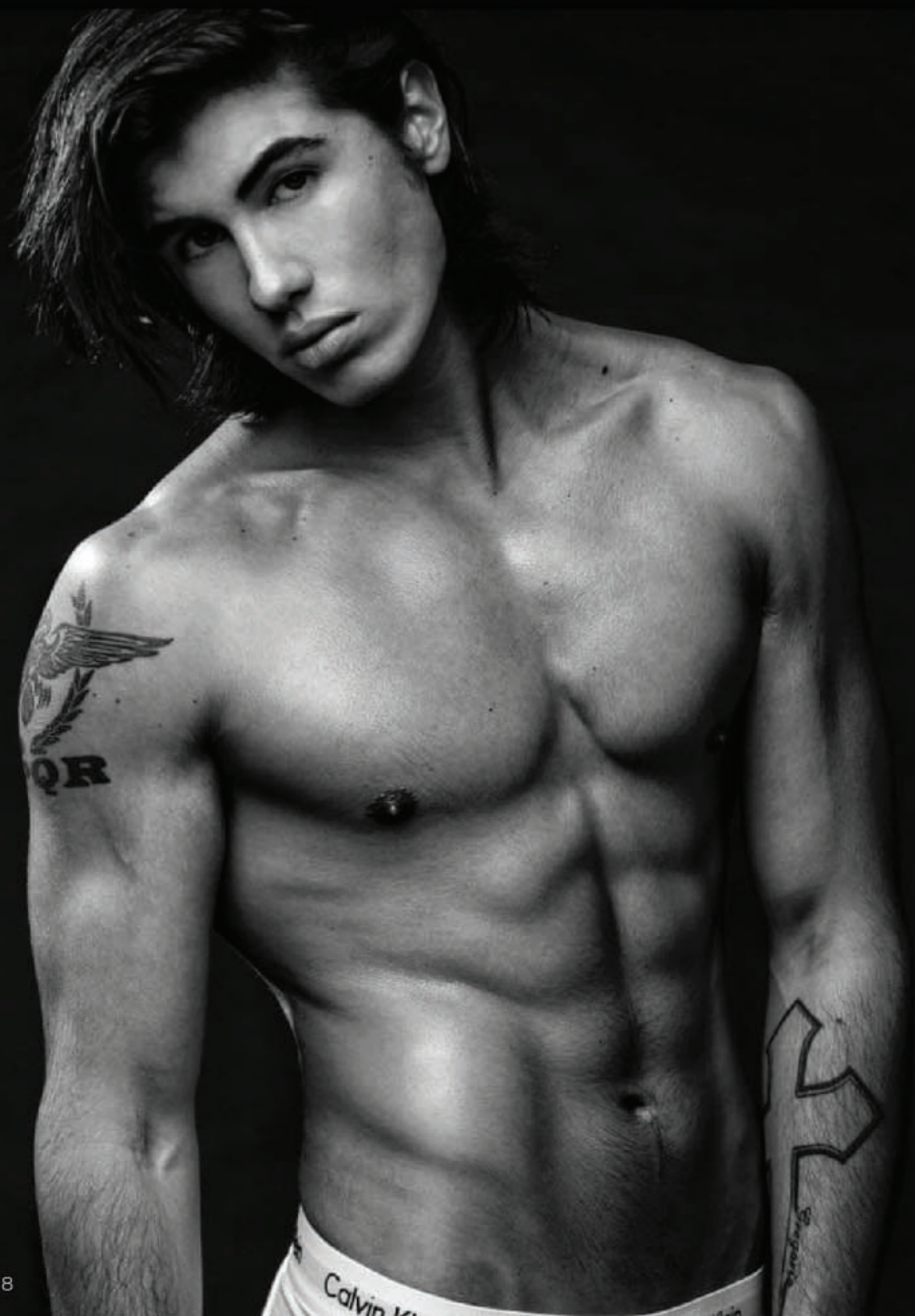
**Alterations:** If you're feeling crafty, consider altering your dress to make it more current. For example, you can shorten a long dress to make it more suitable for the season or add some ruffles or lace to the hem to give it some texture.

**Add some shine:** If your dress looks dull, consider adding some shine to it. You can add some sequins, glitter, or metallic accents to the dress to make it more festive. Just be mindful not to overkill it, as you don't want to look like a disco ball.

**Mix different fabrics:** Mixing different fabrics can create an entirely new look. For example, if your dress is made of cotton, you can add a faux fur vest or a wool scarf to give it a different texture. This will also add some depth to your outfit.

**Change the neckline:** If you're pretty good with a needle and thread, then you might look into changing the neckline of your dress to make it look more modern. You can add a collar, a boat neckline, or a V-neck to give it variety. Ensure you have the tools and skills to make the change look professional.

In conclusion, updating last season's dress doesn't have to be difficult or expensive. By layering, accessorizing, mixing and matching, altering, adding some shine, mixing different fabrics, and changing the neckline, you can transform your old dress into a new and exciting outfit. Don't be scared to experiment and try different things. With a bit more creativity, you can create a whole new look and get the most out of your old dress.



# INTRODUCING *Damian* ROMEO

Damian Romeo, a Canadian-born actor and former member of the Canadian Infantry Army, stars as the enigmatic and alluring 'Matt Press' on the popular mother-daughter drama series, *GINNY & GEORGIA*.

Canadian-born actor and former Canadian Infantry Army Soldier Damian Romeo star as the steaming hot and mysterious 'Matt Press' on Netflix's hit mother-daughter drama series *GINNY & GEORGIA*, which had its season 2 premiere early this year.

The season 1 "Ginny & Georgia" finale cliffhanger saw 'Ginny' (Antonia Gentry) and her little brother on a motorcycle, leaving town after she discovers that her mom had poisoned her stepfather. In season 2, Ginny must figure out how to live with the knowledge that her mother is a murderer. Burdened with the new understanding that Kenny – her step-dad – didn't die of natural causes, now Ginny must deal with the fact that Georgia not only killed, she killed to protect Ginny. On the other hand, Georgia would much prefer that the past be left in the past. After all, she's got a wedding to plan! But the funny thing about Georgia's past is that it never stays buried for long. Romeo stars as 'Matt Press,' the only one who can see through all of the bull\*\*\*\* and has a realistic outlook on life due to his troubled past.

Born in Toronto, Canada, Romeo got into the arts at a young age at the insistence of his grandmother to take music lessons. Around the age of 9, he began performing in theatre, solidifying

his lifelong desire to become an actor. Sporting a fit physique and measuring a staggering 6'4", he was scouted by a designer who asked him to walk in his show, which led to him to being named "Canada's Next Top Male Model" during Vancouver Fashion Week. Around this time, he also decided to follow in the footsteps of some of his family and joined the Canadian Infantry Army, where he remained a reserve soldier for four years. His heart remained with acting, though, and he continued to pursue auditions and work in film and television. He booked a small part on Amazon's "The Expanse," and then shortly after booked the role of 'Matt Press' on Netflix's "Ginny & Georgia." On the film front, Romeo has the upcoming thriller *PINS & NEEDLES* opposite his "Ginny & Georgia" co-star Chelsea Clark.

A horseman and overall fan of the outdoors, Romeo admires the work of Taylor Sheridan and would love to star in one of his projects. He is an avid rock climber dedicated to a healthy diet and working out. In his free time, he enjoys giving back to the non-profit SickKids and spending time with his hairless Sphynx cat.

We recently caught up with Damian to discuss his journey in the industry, and here's what went down:

**Can you tell us more about yourself? How did you get started in the entertainment industry?**

My professional acting career started around 19, but I've always felt enthralled with the craft of acting and having the ability to tell a great story. Around that age, I fell in love with the possibility that I could pursue the craft as a career. Since I made that decision for myself, I've never looked back. It wasn't until season one of *Ginny and Georgia* that I started to see professional success. I spent most of the time up until now developing my craft and focusing on experiences that would help me grow as a person. I solo backpacked over 35 countries, joined the Canadian army, dressed up as superheroes for children's events, walked a high fashion runway, and explored many different avenues in my development.

**What do you like most about acting?**

The endless possibilities to experience another life. It is such an incredible feeling to step into the shoes of a character and truly live through them. I could become the leader of an army, fighting battles through a period of history or in magical fantasies. I could go on breathtaking adventures and voyages or fall in love and grow old. The ability to showcase the human experience in any situation is truly exciting for me.

**Can you tell us about your role in *Ginny and Georgia*?**

I play a young, angsty high schooler who is still trying to figure out who he is. He's a part of the friend group that attaches itself to Ginny. He develops a youthful crush on one of the girls in the MANG friend group. Due to his insecurities and emotional immaturity, he tries to hide his feelings and can't communicate them properly.

**What sort of person is going to relate to this character?**

I think anyone can relate to a character like this. We have all had that awkward experience of being a high school kid, trying to fit in and find ourselves in the process. The tools for communicating your emotions take a very long time to develop; along the way, we all make mistakes.

**How is this character like you? Different?**

As the person I am today, Matt Press and I share only two similarities. We have both made mistakes while finding ourselves in our youth, and we enjoy playing video games.

**Besides yourself, what celebrity would you like to see tackle this character?**

If I could put Charlie Hunnam or Chris Hemsworth in a time machine, I'd love to see them portray Matt Press. Otherwise, Timothee Chalamet would make some interesting choices.

**Besides yourself, which actor/s in this series is going to blow people away?**

This season, all the actors have done a great job with their characters. The one performance I thoroughly enjoyed was Sabrina Grdevich as Cynthia Fuller. Sabrina is such a fantastic actress, and I loved watching her performance come to life.

**What's the biggest challenge to taking on this role?**

I never thought I would play a character as young as Matt Press. I had to dig pretty deep to close the 'over a decade' age gap. Ultimately it became such a fun experience and one I'll cherish forever.

**If you could play any other character in this series, who would it be?**

I'd want to play the private investigator role. It would've been fun to apply pressure on Georgia and try to unravel everything she's tried to keep hidden.

**What has been the most memorable experience of your career so far?**

Honestly, I love every single day I get to work on set. I love the hustle and high energy it demands. I am always at work an hour before my call time and love sitting outside my trailer watching the sunrise. My most memorable experiences are being able to work back-to-back days. The moment when most people start to feel tired is when I'm usually most energetic, and I love pushing myself every day.

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

The most interesting people I have met come from my experiences outside the film industry. The people I meet traveling, in tiny corners of the world. The stories from their life experiences captivate me. Their struggles, joys, and memories they share become highlights in my mind. Every person is interesting in their unique way, especially when you sit to listen.

**How active are you on social media?**

I am active on major platforms to communicate with my fans. If I wasn't working in this industry, I'd have no social media.

**What are your future plans inside your career or out of it.**

I am constantly striving to become the best version of myself. Every day I try to learn something new and grow or stretch myself. Those have been my habits for a long time and are now a part of who I am. I believe that one day a very special role will come my way. When that day comes, plans for my career will shape themselves.

Photo Credit: Anderson Group



# 7 effective strategies to succeed in fashion influencer marketing

## FASHION BRANDS ARE LOOKING TO REACH A WIDER AUDIENCE

**S**ocial media has become a dominant platform for fashion influencers to showcase their style and promote various fashion brands in recent years. As social media platforms like Instagram and TikTok continue to rise, fashion influencers have gained a significant following, making them valuable assets to fashion brands looking to reach a wider audience. Below are some strategies fashion influencers can use to stand out and establish themselves as trusted and sought-after influencer in the fashion industry.

**Develop a unique personal style:** Fashion influencers are known for their individual style, which sets them apart from other influencers. To become a successful fashion influencer, developing a unique personal style that resonates with your audience is essential. This can be achieved by experimenting with different outfits, accessories, and makeup looks until you find a style that truly represents you.

**Create high-quality content:** In the world of social media, high-quality content is critical to standing out and gaining a loyal following. To create high-quality content, investing in good equipment such as a camera, lighting, and editing software is crucial. Also, ensure your content is visually appealing, informative, and engaging. This can include photos, videos, and blog posts.

**Collaborate with other influencers and brands:** Collaborating with other influencers and brands can help to increase your reach and gain exposure to new audiences. Reach out to other influencers and brands that align with your style and audience and collaborate on content that both parties can share on their platforms.

**Stay up to date with industry trends:** Fashion is an ever-evolving industry, and staying up to date with the latest trends and styles is essential. This can include attending fashion shows, following industry leaders on social media, and keeping up with the latest fashion news.

**Engage with your audience:** Building a loyal audience requires interaction with them if you want to be seen as a trusted influencer. This can include responding to comments and direct messages, asking for feedback and opinions, and hosting Q&A sessions.

**Use hashtags effectively:** Hashtags are an effective strategy for gaining exposure to new audiences. To use hashtags effectively, research popular fashion hashtags and use them in your posts. Also, create a unique branded hashtag that your followers can use when sharing their own fashion content.

**Be authentic:** Building a devoted audience and establishing yourself as a respected influencer requires authenticity. Be true to yourself and your personal style, and don't be afraid to share your personal experiences and stories with your audience.

In conclusion, becoming a successful fashion influencer takes time and effort. Still, by implementing these strategies, you can become known as a trusted and sought-after influencer in the fashion industry. By developing a unique personal style, creating high-quality content, collaborating with other influencers and brands, staying up to date with industry trends, engaging with your audience, using hashtags effectively, and being authentic, you can build a loyal following and make a lasting impact in the fashion industry.



# Closet Detox

## SEVEN STEPS TO END CLOSET CHAOS

*A wardrobe detox may be necessary if you frequently feel as though you have "nothing to wear" while having a closet overflowing with clothes. The aim? a closet that only contains the items you wear and love.*

Detoxing your wardrobe is a great way to declutter and organize your closet while also being more mindful about the clothes you own and wear. Here are some tips on how to detox your wardrobe:

### Take everything out

The first step in detoxing your wardrobe is to take everything out and spread it on your bed or floor. This will help you see everything you own and make it easier to decide what to keep and what to get rid of.

### Sort into piles

Once you have everything out of your closet, start sorting your clothes into piles. You can create different piles based on what you want to keep, what you want to donate or sell, and what you want to throw away.

### Assess each item

As you sort through your clothes, assess each item and ask yourself if you have worn it in the last year or if you plan to wear it in the future. If the answer is no, then it's time to let it go.

### Keep only what you love

When deciding what to keep, only keep the clothes you love and feel confident wearing. This will help you create a wardrobe filled with clothes that make you feel good rather

than clothes that make you feel self-conscious.

### Donate or sell

For clothes that are still in good condition but no longer want or need them, consider giving them to a nearby nonprofit or selling them online. This will help you give back to your community and make extra money.

### Organize your closet

Once you have decided what to keep and what to get rid of, it's time to organize your closet. Consider organizing your clothes by category, such as pants, shirts, dresses, etc. As a result, finding what you're looking for will be simpler, and it also helps you see what you have in your wardrobe.

### Consider a "capsule wardrobe"

If you're looking to simplify your wardrobe even further, consider creating a capsule wardrobe. A modest selection of clothing that can be combined and matched to create various looks is known as a capsule wardrobe. With a capsule wardrobe, you can simplify your life and focus on quality over quantity.

Detoxing your wardrobe is a great way to simplify your life, be more mindful about what you own and wear, and create a wardrobe that reflects your personal style. These recommendations will help you organize your closet and create a wardrobe you love.

# SEVEN TIPS TO IMPROVE YOUR Personal STYLE IN 2023

*Your first chapter in personal style will be improving your style with these 7 easy steps, which will provide the groundwork for future style development.*

Personal style is a reflection of who we are, and it is essential to feel comfortable and confident in what we wear. Styling is an art that can be learned, and everyone can improve their style by following some simple tips. Below are some styling tips to improve your style:

**Define your style:** The first step to improving your style is to define your style. Take some time to evaluate your current wardrobe and identify what you like and dislike. Look for patterns in the type of clothing, colours, and styles that you are drawn to, and use this information to define your personal style.

**Create a capsule wardrobe:** Creating a capsule wardrobe is an excellent way to streamline your wardrobe and simplify your style. A capsule wardrobe consists of a small collection of essential, versatile pieces that can be mixed and matched to create multiple outfits. Investing in quality basics such as a classic blazer, a pair of well-fitted jeans, and a versatile dress will form the foundation of your capsule wardrobe.

**Accessorize:** Accessories are an excellent way to add personality and interest to your style. A colourful scarf, a fab necklace, or fabulous earrings can instantly elevate an outfit. Many accessories can look cluttered and overwhelming, so try not to overdo it.

**Fit is king:** No matter how stylish an outfit may be, it won't look good if it doesn't fit well. Make sure you invest in clothing that fits well and flatters the shape of your body. Don't wear clothes that are too tight or too loose, and only choose pieces that accentuate your best features.

**Don't be afraid to experiment:** Personal style is about expressing yourself, so you must be bold enough to experiment with various styles and trends. Try mixing different prints and textures or incorporating unexpected colors into your outfits. You may be surprised at how a bold choice can make you feel more confident and stylish.

**Dress for the occasion:** It is essential to dress appropriately for the occasion, whether it's a formal event or a casual outing with friends. Consider the dress code and the venue when selecting your outfit, and ensure you feel comfortable and confident in your attire.

**Take care of your clothes:** Investing in quality clothing is only half the battle; you must also take care of your clothes to ensure they last. Follow the care instructions on the label, and avoid washing and drying clothes excessively. Additionally, make sure that you store your clothes properly to prevent wrinkles and damage.

In conclusion, improving your personal style is about understanding your style, investing in quality clothing, experimenting with different trends, and dressing appropriately for the occasion.



# ONE ON ONE WITH *Diana Omuoya*

Diana Omuoya, a remarkable individual, has achieved significant milestones as Ms. New Zealand World Universal 2021 and Ms. World Universal 2022. Beyond her title, Diana is a multicultural and multi-lingual IT professional driven by a deep passion for promoting inclusion, equality, STEM education, and quality education overall.

Throughout her life, Diana has recognized the significance of community involvement and commitment as a source of purpose and belonging. She actively supports socio-economic causes on a global scale, serving as an ambassador for change and raising awareness on critical issues that affect societies worldwide.

Interestingly, Diana's journey into the world of pageantry began with a suggestion from a friend. Intrigued by the idea, she considered it an opportunity to expand her philanthropic endeavors. Initially, she was surprised by the recommendation due to her lack of knowledge about the industry. However, she took it upon herself to conduct thorough research on pageantry, gaining a better understanding of how most platforms are rooted in community service and philanthropy.

When the chance to join the Ms. World Universal pageant presented itself, Diana made a resolute decision to participate. The alignment of the platform's mission, vision, and values with her own goals and passions made the choice an easy one. From that point on, Diana's journey in the pageant industry began, and it has become an integral part of her impactful work.

Sassy & Co magazine recently had the opportunity to interview Diana, delving into her remarkable journey within the pageant industry. The interview shed light on her experiences, motivations, and the transformative impact she has made on various communities.

Throughout the interview, Diana shared insights into her philanthropic efforts, emphasizing her dedication to promoting inclusion, equality, and quality education. Her passion for STEM education was also a focal point, as she recognizes its importance in empowering individuals and driving innovation in today's world.

Diana's accomplishments as Ms. New Zealand World Universal 2021 and Ms. World Universal 2022 reflect her unwavering commitment to making a positive change in the world. By leveraging her platform, she has amplified her voice, raised awareness on crucial issues, and inspired others to take action.

As Diana continues her journey, she remains dedicated to uplifting communities, driving positive change, and leaving a lasting impact on the lives of those she encounters. Her story is one of resilience, compassion, and a relentless pursuit of a more inclusive and equal world.

To learn more about Diana Omuoya and her remarkable journey, read the full interview in Sassy & Co magazine. Stay tuned to witness the incredible work she continues to do as a beacon of inspiration and change in the pageant industry and beyond.

## **How has your experience as a beauty queen impacted your life?**

Being fairly new to pageantry, I really had no idea what to expect on my Ms. World Universal journey and was looking forward to a year of learning, growth, connections, and community service.

The experiences and the connections I have made along the way have afforded me many opportunities to represent the crown, the World Universal organization, and various socio-economic causes here in Australia and globally. This has inherently greatly made my life richer and centered me in my vision as a changemaker.





**Can you share some memorable moments from your reign as the beauty queen?**

Some of the standout moments are ones that allowed me to venture into new territory and extend my core mission in advocacy.

I was able to continue my multi-year partnership with Team4Tech and attend the annual Impact Celebration in San Jose, CA. This was a great milestone because equality in Education is a critical global socio-economic cause that is essential in creating opportunities and affording everyone a fair chance of success. As a technologist, it is a privilege to leverage my skills in partnership with Team4Tech to impact under-resourced learners.

I also got appointed as the Women of Color Australia's [WoCA] Inaugural Ambassador for the WoCMentorWoC program. This role provided a space to connect and share with other Women of Colour in Australia, which helped me learn how to navigate some of my own challenges and find healing.

I have also had several opportunities to network with local and global beauty queens by attending other pageant events. I also had fun participating in local fashion shows - showcasing Australia's designers, connecting with the extended community to support local charities, and sharing my story and journey through various magazine features | covers | articles | and blogs.

**What advice would you give to the new winner who is about to embark on her own journey?**

The international crown is bigger and the limelight definitely brighter, and to win such a prestigious title is an honor and a huge responsibility. So my advice to my successor is to stand in your truth and ground yourself in your power - you will always win if you come from a place of authenticity.

Also, embrace every opportunity that comes your way and celebrate ALL your wins.

**How do you feel about passing on the crown and title to a new beauty queen?**

My predecessor illuminated the path for me, and it would be an absolute honour to pass on the torch. My life's work does not end because I am passing on the title; it means that my successor gets to live out her dreams.

We are all part of a global World Universal family that will always support and cheer on one another. All the lessons, advice, and opportunities I have enjoyed this year have

equipped me with what I need for the next chapter of my journey.

So my hope is that I leave a legacy that my successor will embrace and find inspiration to take her vision to the next level.

**What were the biggest challenges you faced during your time as the reigning beauty queen?**

Being a beauty queen has a lot of advantages and can also have its challenges. Flaws and errors are magnified because the limelight is brighter, and the responsibility as a spokesperson, role model, and community servant are constantly under scrutiny, which can be quite confronting.

I would have loved to support many more organizations, but it was very difficult to choose which worthy causes to promote. Some of the challenges with that were driven by the stigma that is still attached to beauty pageants. I found that I often needed to educate others on the crown, platform, and purpose to get buy-in or to shift some of the unfavourable perceptions.





**How did you balance your personal life with your duties as a beauty queen?**

As a delegate, it was extremely important for me to find the right platform - one that aligns with my core values and one that was an extension of my life goals. As Ms. World Universal, I was navigating an unfamiliar territory where few have walked.

It was sometimes difficult to say NO to some of the many great opportunities afforded to me. So in order to find the balance between a very demanding career, my personal life, hobbies, and the responsibilities of the crown, I needed to be very intentional about my choices and make sure that my physical and mental health took precedence over everything else.

**What valuable lessons have you learned during your tenure as the beauty queen?**

My biggest lesson was learning to celebrate being different and sharing my passions with other titleholders and the community. There is strength in numbers, and having the right team, community support, and platform is important. I learned the value of leveraging my networks, including social media, because collective voices are essential to make a difference.

Another powerful lesson was that authenticity wins every time - people can only connect with you if you are open and standing in your true light. While my reason for joining the World Universal family was never about winning a competition, I learned I needed to remind myself of and lean on my own strength.

**Can you describe the impact and responsibilities that come with being a role model for others?**

The role of a beauty queen is quite extensive and I needed to be open to constant learning and regularly check in with myself to ensure I was still aligned in pursuing my path.

The role of a beauty queen is quite extensive and I needed to be

open to constant learning and regularly check in with myself to ensure I was still aligned in pursuing my path.

As a role model, it is critical to retain independence in thought and stay grounded, which means embracing the challenges, having empathy and humility, and connecting with others.

Role models need to be able to articulate their message effectively, so knowing your purpose and having a well-defined plan is important. Learning from every interaction, building connections, and sharing are all part of the role.

**How do you think the experience of being a beauty queen will shape your future endeavors and career?**

Historically, some of the beauty queens have moved on to pursue public-facing roles, becoming some of the popular change-makers. These title holders went on to achieve great things in their personal, professional, and philanthropic endeavors.

My vision for my future and my legacy is to be remembered as a selfless person, fearless in the pursuit of her dreams, a great friend, and someone who used her voice to influence positive change that impacted other people's lives.

"Don't let others tell you what you can't do. Don't let the limitations of others limit your vision. If you believe in yourself, you can achieve what you never thought possible."

**What are your plans and aspirations after passing on the crown?**

I have had a great platform to stand on, and when I look back at the impact I was able to make in a year, I am motivated to continue in my life's work in advocating for a kinder, more inclusive world.

I also intend to keep pursuing my existing partnerships with local and global NGOs and expand my network to hopefully have a wider outreach for many years to come.





# HOW TO TURN YOUR IDEA INTO AN EMPIRE

Are you an aspiring entrepreneur with a brilliant idea? Do you dream of turning that idea into a thriving empire? Get ready to be inspired as we uncover the secrets behind building an empire and discover how you can make your entrepreneurial dreams a reality.

Building a successful empire requires a combination of various factors that must be carefully orchestrated and executed with precision.

Success in this context implies the creation of a strong and dominant entity that commands influence and power in a given industry or sector. Building an empire takes time, dedication, and commitment, whether it is a business, a political entity, or an institution. Here are some of the critical elements that are necessary to build a successful empire.

## Vision and Strategy

To build a successful empire, one must have a clear and well-articulated vision of what one wants to achieve. A vision acts as a guidepost and helps to set priorities and goals for the organization. Additionally, a sound strategy is essential to realize the vision. A good strategy involves analyzing market trends, identifying potential opportunities, and developing a plan to achieve the desired outcomes.

## Leadership

A successful empire requires effective leadership. Leaders must be able to influence, motivate and lead their teams toward achieving the organization's vision and goals. Leaders must also be good communicators, able to clearly articulate the vision and strategy to stakeholders and employees, and make tough decisions when necessary.

## Innovation and Adaptability

Innovation is a critical factor in building a successful empire. If you want to stay ahead of the competition, you must continuously innovate and develop new ideas and solutions. Empires that fail to innovate become stagnant and lose relevance in the market. Additionally, adaptability is essential as the business environment is constantly changing. Organizations must be able to adapt to new technologies, trends, and customer preferences to remain competitive.

## Customer Focus

Building a successful empire requires a relentless focus on the customer. Customers are any business's lifeblood, and organizations must take that extra step to understand their needs, preferences, and expectations. Empires that fail to meet customer expectations risk losing market share to their competitors. Additionally, organizations must invest in customer service, ensuring customers are satisfied and their issues are resolved promptly.

## Talent Management

An empire is only as good as its people. Organizations must invest in talent management, attracting and retaining top talent in their industry. Empires that fail to invest in talent risk losing key employees to their competitors. Additionally, organizations must provide a conducive work environment, promote work-life balance, and offer competitive compensation and benefits packages.

## Financial Management

Building a successful empire requires sound financial management. Organizations must clearly understand their financials, including revenue, expenses, and cash flow. Additionally, organizations must invest in financial planning and forecasting to ensure they remain financially stable and weather economic downturns. Empires that fail to manage their finances risk bankruptcy and collapse.

In conclusion, building a successful empire is a complex and challenging process requiring various factors. Vision and strategy, effective leadership, innovation and adaptability, customer focus, talent management, and financial management are essential to any successful empire. Additionally, persistence, hard work, and dedication are crucial for success. Building an empire is a long-term endeavor that requires patience and a willingness to learn from mistakes.

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