

ARIF CENDEKIAWAN

Portfolio

Editorial Design 2020-2023

Hello!

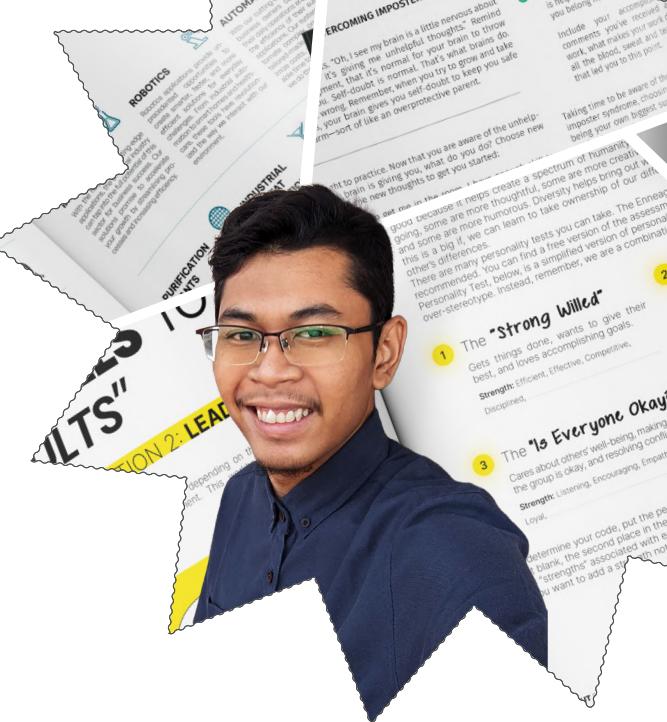
My name is,

Arif C.

Arif Cendekiawan, also go by the name Necra

b. Blitar, 13 Desember 1999

I'm a creative individual with a deep passion for design, art, and technology. With 6+ years of experience in the general graphic design field and 2+ years specializing in Editorial Design, collaborating with diverse clients and projects globally. I describe my works as a minimal, classy and simple but aesthetically appealing. I really like playing around with typography, composition, and sometime unique lines and shapes. I still continuously learning, expressing myself creatively, and staying current with trends.



EDUCATION

• Aug 2018 - Aug 2022

Universitas Brawijaya

Desain Komunikasi Visual

Successfully graduated with **3.73**/4.00
GPA (Cumlaude)

EXPERIENCE

• Aug 2020 - presents

Layout Designer

Self Employed/Freelance

Designing booklet/magazine/
publishing, formatting and layouting.

• Aug 2021 - Dec 2021

Slab! Design

3D Illustrator

Creating 3D Illustrations, Icons,
and Asset Designs

SKILL

Editorial Design · Adobe InDesign

Document/publishing design, formatting, layouting.

Advertising Design · Adobe Illustrator

Promotional design, digital/print campaign/ads, etc.

Photo Editing · Adobe Photoshop

Digital imaging, retouch/enhancing, manipulation.

CERTIFICATION

2021

Junior Graphic Designer

Badan Nasional Sertifikasi Profesi (BNSP)

2022

Microsoft Office Desktop Application

Trust Training Partners

MAGAZINE/ BOOKLET/ PUBLICATION DESIGN

Yours
Sincerely

any that provides
stationary. One

APPLICATIONS

CHEMICAL
INDUSTRY

RO Road
process
create
efficient
challenge
motion to
care, the
idea, the

**INDUSTRIAL
OIL & FAT
EXTRACTION**

LEADERSHIP SKILL

5

With
innovation,
Cognitec's
Sector f
solutions
your growth
processes and in

SELF AWARENESS

OUT THE AUTHOR

- Include your accomplishments. Now that you are aware of the unhelpful thoughts your brain is giving you, what do you do? Choose new work, what makes your work all the blood, sweat and tears that led you to this point.
- Taking time to practice. Now that you are aware of the unhelpful thoughts your brain is giving you, what do you do? Choose new work, what makes your work all the blood, sweat and tears that led you to this point.
- Offer me in the room. I have enough skill to offer a unique perspective, and that's why they want my work.
- They choose me for my style, skill and talent.
- Choose one of the above thoughts (or

A yellow cloud-shaped graphic containing the text "MAGAZINE/BOOKLET/PUBLICATION DESIGN". The background shows a magazine spread with various text snippets from the pages.

KA International Post

2021-2022

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COVER + CONTENT
LAYOUT DESIGN

SPOTLIGHT

Mika Tofukuji

I was born and raised in a little town called Tofukuji, Kofu, in Yamanashi prefecture. Yamanashi is famous for fruits, especially grapes. If you've ever traveled to Yamanashi by Chuo Line train, you might have seen the rows of grapevines that line the train tracks. Yamanashi has lots of mountainous areas there is an oxymoron joke for this, "Yamanashi is a mountainous valley". (I kindly warn you not to tell it because nobody laughs), and sunlight and apparently the climate is also optimal for growing grapes.

However, Kofu is a basin of land full of hills. It gets extremely hot and humid in summer, that's why you feel as if you were a steamed dumpling, but on the other hand, Kofu is a very dry place. That's why it might sound like it's not the best place to grow grapes. Actually, Kofu used to be a place where people used to grow vegetables and rice a long time ago. But one day, at the end of the Edo period, the local cooperative and Satoyoshi people, they came to an agreement to start growing grapes and to sell grapes as a town business. Everybody started building grape trellises from wood and stone and it was completed. That was about sixty years ago.

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SPOTLIGHT

Mika Tofukuji

Alison Bell

Physio Ninnawa

Andrew Chandler Nudge

KA INTERNATIONAL POST

MARCH ISSUE 2021

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MARCH ISSUE 2021

SPOTLIGHT

Clementine Nutall

Dominic Shelton

Jen Reesman

Your Physical Space
is Your Mental Space

IAN MCGEOUGH
CHARLIE MACKESY

SPOTLIGHT

Clementine Nutall

SPOTLIGHT

Clementine Nutall



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JULY ISSUE 2021

Kate Ikuma

Let's Go Ibaraki!
(茨城に行きましょう。)



When I first moved to Japan, I was placed in the middle of nowhere in Japan's lowest-ranked prefecture: Ibaraki (茨城県). When some of my friends found out where I was placed, they gave me a year before I would be back home again. Three years later and I did not regret one part of that experience because it is one that can never be replaced or recreated. In many English travel books, only a quarter of a page is dedicated to Ibaraki, and many people just drive right through. But Ibaraki is a fantastic place with many hidden gems. Today, I am going to show you why.

Everyone told me the best way to get around Alaska is by car—which is true, it is easier. But I used three years in the country without a car and was just fine. If you don't have a car, a train is a beautiful alternative but not always a convenient option in the countryside. Google Maps or Apple Maps have a tendency to lead you down dark, narrow country roads with cliffs on one side and mountains on the other. There are better options when choosing your GPS. It can be a tight squeeze, and locale tend to take these roads fast and treat one-lane country roads as two lanes. A lot of the places I'll show you today have no main highways to them, just main roads with stoplights.

Clementine Nuttall

Adventures in Materials

Adventures in Materials

Section One: **Japan and Material Culture**

Japan has an extraordinary ability to connect material to culture, and respect for tradition is woven through so much that matters here, the matter of *hero*; whether rice, paper, tea, timber, lacquer, clay or cloth. A curiosity about these materials, and the people who spend a lifetime honoring ‘the beauty of everyday things’ was at the core of what brought me over from the UK—visited three times, helped along by research scholarships to study the art, tools and techniques unique to Japan—and on the last did not return home.



These discussions about conservation philosophy are what led me to kintsugi, the Japanese art of repairing ceramics with lacquer and gold. A traditional kintsugi mend takes a broken ceramic vessel—chipped, cracked or smashed to pieces—and uses urushi lacquer to transform it through repair. It is first glued using a mixture of lacquer and gold dust, then the surface is sanded and glazed, before additional layers of lacquer mixed with powdered clays are applied to the join. Finally, a micrometre of gold is dusted along the surface, and then polished to a subtle gleam. Its history is rooted in the tea ceremony, the teachings of Sen no Rikyu and the development of a uniquely Japanese aesthetic in the 16th century.



To learn more, I joined the Department of Urushi Lacquer at Tokyo University of the Arts. In 2017, the lacquer itself is drawn from beneath the bark of the mountainous urushi tree—sweeping so slowly from the trunk that it takes four years to collect. That it may yield only 300g per year is its reason to never touch or move the wood. Over the last 10 years, I have used brushwork, sand from hamaguri shells, the bristled ridgeiron that washes water rats; bath salts ground from the tail of a cat. We used burning tools made from dry nut shells, the waxy teeth sea bream and polishing compounds from powdered stag antler. I spend full days washing the special lacquer eggs in a bucket of water, then applying it to a wooden board only to receive handfuls of insects. Instead, I came to Japan with an open palm expecting only to receive handfuls of insects. Instead, I came to Japan with an open palm expecting only to receive handfuls of insects.

KA International Post

During conversations in the tea room we talked about how to care for those historic spaces, seeking justification for our interventions and a rationale to leave things to crumble when funds were short. All buildings that have lain in the same place for hundreds of years develop into a patchwork of the contributions of successive generations—and part of the reason why they read as beautiful is thanks to their patination, layers, variations and flaws.

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Section Two: **Kintsugi and Material Cycle**

My background is in the crafts, working in art and architectural conservation. I trained in carpentry and stonemasonry on the historic timber and stone of many old buildings in the South of England, like St Edmundsbury Cathedral and the cloisters of Oxford University. We rarely had a dull day at Westminster Abbey; I pieced together the fragments of the tomb of a long-forgotten monk, at Windsor Castle, I designed a new grotto, and my work was scattered beyond recognition, at 10 Downing Street.

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PEOPLE
SPOTLIGHT
Kate Ikuma
Let's Go Ibaraki

PEOPLE
KA EVENTS
**Inter Writing
Competition**

WELLNESS
Aya Ninomiya
Finding Comfort Through Self-Reflection

FITNESS
Jamie Cheung & Kohel Mitsuhashi
Redefine Your
Workout Preparation

KA INTERNATIONAL POST

MARCH ISSUE, 2022

Let's start with two of Ibaraki's most popular places, which you might already know. One is, Karaku-en (苦楽園) located in the city of Mito. It has over 1,000 trees, great big gardens (the other two being Kenrokuen in Kanazawa, Ishikawa, and Kōraku-en in Okayama, Okayama prefecture). The best time to go is plum blossom season (February to March), and there are over 3,000 plum trees in a variety of colors. You can pack a picnic and sit down and relax. During the plum blossom season, the Jōban line stops right at the special stop right in front of the park, and it's only about a 10 minute walk to the second most popular spot is Hitachi Seaside Park (日立海岸公園). It's a great place to go and fun to explore on foot, but if you're not much of a walker you can always rent a bike here.

Its main attractions change each season, but I absolutely recommend going in spring, when the park is carpeted with blue nemophila. The fields and fields of this beautiful flower make it almost feel as though you're in the middle of the ocean. During this time the cafe also sells blue curry, which oddly enough does taste just like curvy. One other thing – I do not recommend driving to either of these spots in peak season as traffic is a nightmare and parking is crazy. Both are accessible by train and bus, and in peak season a multitude of signs and people will tell you where to go.

Now let's leave Mitodai and on the unbraked track road. The road goes up to the station, which corresponds to the station in the northern part of Obihiro via public transportation: the JR Sutgan Line. The distance between the two stations is about four cars at most. Since it is a single, countryside track train, it only comes about once an hour, so if you are in a hurry, you will have to wait. However, when planning your train travel, you can check the time of the train by looking at the station sign. Among the station signs, the station signs of JR Sutgan Line charmingly feature its name in English and Japanese on a physical ticket! If your Japanese is more hindrance than help, then the easiest option is to exit at Mitodai Station and take a bus to the station. Once you get to your Japanese is functional, you can switch straight onto the Sutgan Line at Mitodai station, and ask one of the staff members to give you a ticket.

Just as a warning before we start, the more you go the more space English becomes. I recommend having some basic knowledge (read *higana* and *tsukinami*) before you start. At any rate, just be prepared to get into miscommunication situations, and if you do, just smile and nod. Japanese do live in northern ibaraki, there aren't many. And if you look a certain way or dress a certain way, you will get stared at, pointed at, or yelled at. But people aren't doing this to seem threatening; they are doing it out of naivete and curiosity. Students will probably stare at you to see if you are their A2.



If you've picked a 700+ km train with a conductor, then you're going to speak to the conductor of the station you get off at. Now that you know all that, sit back, relax and enjoy the ride. When I lived in northern Ibaraki, Sugadaira was the best place of my day. You can pass many cute small villages, and in the fall you'll be able to see the leaves changing color, while in winter the mountains are sometimes capped with snow.



PEOPLE
GLEN ROYCE
Glen Royce
It's Never Too Late To Design
Your Own Life
With Two-Left Feet

WELLNESS
What Does Your Foundation for Success Look Like?

FITNESS
Joining KAIS Faculty
Office-friendly Stretches for Quick Relief

KAIS LIFE
A Look at KAIS,
KA's International School

MAY ISSUE, 2022

20 KA International Post

Wellness : What Does Your Foundation for Success Look Like?

What Can You Do to Be Someone Else's Safety Net?

If you've picked a 700+ km train with a conductor, then you're going to speak to the conductor of the station you get off at. Now that you know all that, sit back, relax and enjoy the ride. When I lived in northern Ibaraki, Sugadaira was the best place of my day. You can pass many cute small villages, and in the fall you'll be able to see the leaves changing color, while in winter the mountains are sometimes capped with snow.

Children are dependent on the trusted adults around them to meet their needs. This puts a different kind of pressure on parents and teachers alike:

- What can you do as a teacher or staff if you see irregularity in your students?
- How do you know when it's actually time to say something?

There is such a thing as too late. If you notice any change or irregularity in your students, please trust yourself to notice and report it to your manager as soon as possible. See guidelines set in KA's Child Safeguarding Policy and Sexual Harassment Policy for more details.

The topic of safety and security is highly sensitive and it requires a balanced team, especially in an international context. The feeling of safety and security is intertwined with our sense of belonging, personal experience, and for KA and KAIS alike, urgency, transparency, and nuance are key factors in finding solutions that support the safety and security of our learning community and workplace.

As the common analogy of putting your own oxygen mask on first in case of an emergency on an airplane, we must make sure to check after our own safety first. Here are some high-risk variables that make many of us living abroad experience short-term and/or long-term psychosocial deficiencies:

- Living alone
- Living abroad
- Living away from family
- Not having a social and medical support system set up

We need to look out for one another.

Connecting with a Trusted Health Service Provider

Thanks to the wisdom of the KA community, we have a growing list of health professionals who can speak English in and around Tokyo.

Whether it is for regular check-ups or a health concern you have been putting off, there is undoubtedly a needed level of comfort in knowing that you can speak to a health professional in a language you feel comfortable in.

Finding a primary care doctor or a *sekaiinbaiku* (family doctor) is key in setting up a foundation for your health. If you are new to Japan or have never lived here in Tokyo or you've been here for over 10 years, having a primary care doctor could mean that they can give you the right connection to a specialist or provide you with resources that can help you find the right connection to a specialist could be found by the referral letter they write. These can help you keep track of your recurring needs and ensure that you are not missing any irregularities.

Even if you don't have any standing health concerns, an internal doctor or native general practitioner you would want to build trust with.

Are you set up with a trusted doctor? Please submit a response to the "English Speaking Service Providers" questionnaire on the dashboard and share with us! Your experience could be the lifeline that a colleague needs now or in the future.

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Trading Casa

Sales Letter 2023

2023

loretta84agnell · fiverr.com

CONTENT LAYOUT
DESIGN

ALMENO UNA DI QUESTE 4 "CATENE MENTALI" STA IMPEDENDO LA VENDITA DEL TUO IMMOBILE?

Radio bene, non sono una psicologa...

Il mio nome è Loretta Agnelli, sono un'agente immobiliare professionista con 20 anni di esperienza. Ho sempre creduto nella perfezione lo status d'anno e mentale che ho dovuto superare per riuscire a vendere la propria casa.

Dopo aver lavorato per molto tempo come agente in uno dei più importanti frigoriferi italiani, ho deciso di aprire un numero salì e commerciare quelli frigoriferi, con un gruppo di proprietari di acquirenti, residenziali e industriali, locali commerciali, ecc.

Mentre ho lavorato su una moltitudine di trattative diverse, ma quando ho fondato Trading Casa, ho deciso di focalizzarmi esclusivamente sulla vendita appartamenti e case.

La focalizzazione su questa tipologia di immobili mi ha permesso di diventare una SPECIALISTA del settore e i raggiungimenti risultati imponenti nel giro di pochi anni.

Si, non chiedo l'esclusiva perché sia io che i miei validi agenti riusciamo a vendere la tua casa in tempi record.

Non ci credi?

Ti racconto la mia storia professionale, così capirai come sono riuscita a inserire questa convinzione all'interno dell'offerta della mia agenzia.

Come ho scritto nei paragrafi precedenti, prima di mettermi in proprio ho lavorato in una importante azienda di frigoriferi, in cui mi sono occupata della compilazione di dati sui consumi, la gestione degli appontamenti, tenere caccinoni industriali, locali commerciali, ecc.

Ma non ho mai lavorato su una moltitudine di trattative diverse, ma quando ho fondato Trading Casa, ho deciso di focalizzarmi esclusivamente sulla vendita appartamenti e case.

La focalizzazione su questa tipologia di immobili mi ha permesso di diventare una SPECIALISTA del settore e i raggiungimenti risultati imponenti nel giro di pochi anni.

Quali sono stati i risultati che ha raggiunto Trading Casa negli ultimi due anni?

www.vendicasain30giorni.com

www.tradingcasa.it

Gentile proprietario,

Ho inviato questa lettera perché so benissimo che i tassi stanno al punto massimo. Conosco alla perfezione le tue ansie, le tue paure e le tue speranze.

Oggi, più che mai, ho concordato centinaia di persone che si trovano nella tua situazione.

Se ti presento immediatamente da vendere il tuo residence quella somma di denaro da mettere nell'acquisto di una nuova casa o in un progetto di investimento o in un'attività che sogni di sviluppare da tempo.

E così?

Ne ero certa, cose come sono consapevole dei tuoi dubbi, delle tue ansie, della sicurezza di questi, tra cui:

È questo il momento storico migliore per vendere?

L'aumento del tasso di interesse ha intrecciato nemici di più da ormai di penso in quanto ad essere un problema per il prezzo di una casa.

Infatti molti hanno riconosciuto al segno più alto la necessità di vendere la tua casa.

Altro: **vende - vende - vende**: il prezzo di vendita d'acquisto e hanno decisamente abbassato le loro richieste per ragionevoli soluzioni più economiche.

Ma quando ci sarà una stabilizzazione del tasso di interesse? È difficile dirlo.

www.tradingcasa.com

Il termine 2022-2023 sta procedendo all'inverno della volatilità visto l'alloro, con le decisioni sul tasse che vengono definite di colpo di vota ad ogni riunione del Consiglio direttivo della BCE, a seconda delle evoluzioni dell'inflazione. Difficile quindi fare delle previsioni concrete sul futuro.

Una cosa è certa:

Possiamo tranquillamente dare per morta l'era dei tassi vicino all'1%.

Salvo, naturalmente il risorgere dell'AfL e delle tensioni: l'Europa ha infatti, nel 2023 potrebbe ancora essere costretta a uscire dall'euro, inferiore al 3% e bisognerà abituarsi a queste "nuove normalità".

Di certo, però, con tasse a livelli storicamente normali, le banche apriranno le loro porte e avranno più attenzione verso i clienti rispetto al 2022 quando, con i tassi ai minimi storici, erano invece disposte a imposta impostare contratti con un consulente.

Ma nonno alza la mano!

Dai un'occhiata ai dati forniti dall'OMI (Osservatorio del Mercato Immobiliare) sul numero di compravendite immobiliari a Piacenza e provincia:

Q. Compravendite immobiliari Piacenza e provincia	1° trimestre	2° trimestre	3° trimestre	4° trimestre
N. Compravendite immobiliari Piacenza e provincia	1000	1050	1100	1150

www.vendicasain30giorni.com

Queste sono solo alcune delle testimonianze che abbiamo raccolto nell'ultimo anno.

I proprietari di immobili di Piacenza che si sono affidati a Trading Casa sono tantissimi e sono sicuramente a breve lo farà anche tu.

Se vuoi vendere il tuo immobile non ti serve più nulla ed è per questo motivo che voglio darti un'opportunità unica:

SE MI CONTATTERAI AL 0523.1822120 ENTRO 5 GIORNI AVRAI LA POSSIBILITÀ DI OTTENERE LA VALUTAZIONE REALE E GRATUITA DEL TUO IMMOBILE IN MENO DI 48 ORE E DI ESSERE SEGUITO DAL SUPER TEAM DI TRADING CASA, CHE VENDERÀ IL TUO IMMOBILE IN TEMPI RECORD E SENZA CHIEDERTI NESSUNA ESCLUSIVA!

Attenzione: in questo momento hai una super occasione tra le mani!

Questo è un periodo molto complicato sia per i miei agenti che per i miei tecnici specializzati.

Non ti nascondo che sono obiettivi di lavoro.

Quindi, non perderti tempo e fissa il tuo appuntamento al numero che trovi sulla pagina accanto.

Sarò felice di risponderti e di aiutarti a vendere la tua casa.

Ti aspetto in agenzia.

Loretta Agnelli

Psy.D.
Psychologist
11660

letting go of resentment. Celebrate small victories and remember that progress is a journey.

7
THE ART OF SERENITY: NAVIGATING ANGER WITH GRACE

Similarity, if you have a belief that people are inherently bad or that the world is unfair, it can make you easily angered and defensive.

8
THE ART OF SERENITY: NAVIGATING ANGER WITH GRACE

and others are intentionally trying to hurt you. This can lead to anger, resentment, and a desire for revenge.

9
THE ART OF SERENITY: NAVIGATING ANGER WITH GRACE

and helps prevent impulsive reactions. It allows you to think more clearly before responding.

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THE ART OF SERENITY: NAVIGATING ANGER WITH GRACE

control. If you're finding that you're becoming angry more often than you'd like, consider these steps:

7. **Aggressive behavior:** If you're experiencing frequent outbursts, try to identify what's triggering them and work on ways to manage those triggers.

THE ART OF SERENITY: NAVIGATING ANGER *with* GRACE

— DR. CLARE ALBRIGHT, CLINICAL PSYCHOLOGIST

A PRACTICAL GUIDE

*What research says
about managing anger
successfully?*



If you're looking to manage your anger more effectively, research findings might be helpful. Two key findings:

Cognitive behavioral therapy (CBT) can be an effective treatment for anger management. Research has shown that CBT, a type of therapy that focuses on identifying and changing negative thought patterns, can be an effective treatment for managing anger. CBT can help individuals learn to identify triggers for their anger, develop new coping skills, and reframe negative thoughts in a more positive way.

Mindfulness practices can help reduce anger and stress. Research has also shown that practicing mindfulness, such as through meditation or deep breathing exercises, can help reduce feelings of anger and stress. Mindfulness practices can help individuals learn to be more

present in the moment, regulate their emotions more effectively, and develop a greater sense of self-awareness.

Remember, everyone's journey with managing their anger will be different and what works for one person may not work for another. It's important to be patient and persistent in finding strategies that work for you, and seeking support from a mental health professional can be a helpful step in that process.*

Mindfulness techniques for mana- ging anger successfully

You have absorbed the reasons for your anger and the role of anger management. If you're looking for mindfulness techniques to help manage your anger, here are five techniques that might be helpful:

1. Deep breathing: Taking deep breaths can help regulate your emotions and bring your attention to the present moment. Try inhaling for four counts, holding your breath for four counts, and exhaling for four counts, repeating as needed.

2. Body scan: A body scan is a mindfulness practice that involves focusing your attention on different parts of your body, starting from your feet and working your way

up to your head. This can help you come more aware of physical sensations and release tension in your body.

3. Visual imagery: Visualization techniques, such as imagining a calm scene or visualizing yourself letting go of anger, can help shift your focus away from negative thoughts and emotions.

4. Mindful walking: Mindful walking involves paying attention to each step you take, the feeling of your feet on the ground, and your surroundings. This can help you become more present in the moment and reduce feelings of anger and stress.

5. Loving-kindness meditation: Loving-kindness meditation involves sending well-wishes and positive thoughts to yourself and others. This can help cultivate feelings of compassion and empathy, which can in turn help reduce feelings of anger and resentment.

Remember, mindfulness techniques can be helpful tools for managing anger, but they are not a substitute for seeking support from a mental health professional. If you're struggling with managing your anger, don't hesitate to reach out for help.*

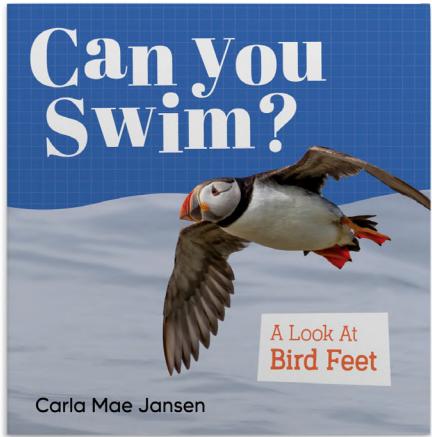


Can You Swim?

2022

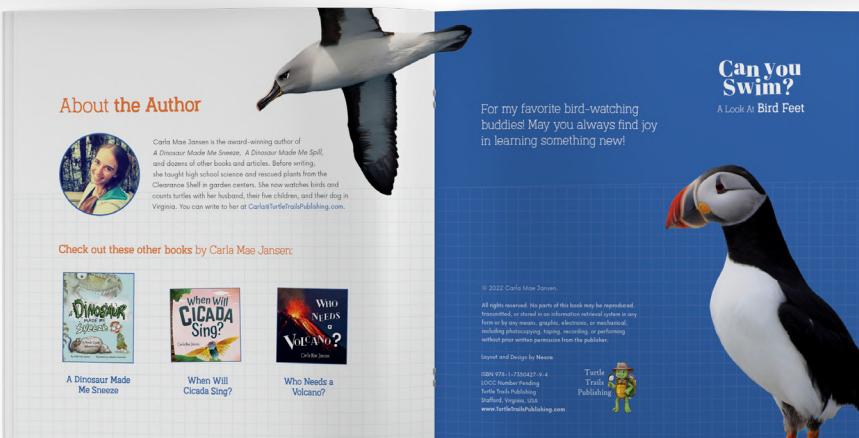
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COVER + CONTENT
LAYOUT DESIGN



The open book shows two pages. The left page has the title 'Can you Swim?' and subtitle 'A Look At Bird Feet'. The right page features three birds: a Great Egret in flight, a Blue Jay, and a Pelican. Text on the right page asks, 'What birds can swim? What do their feet look like?' A small circular inset shows a close-up of a bird's foot.





OWN IT Workbook

2023

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BUILDING CHARACTER

A LEADER'S JOURNEY

"FROM CHARACTER TO SKILLS TO RESULTS"

SECTION 1: CHARACTER

Gray and lame, without character, can lead to foolishness and misery. Why? Because the person who lacks character not only fails to notice the people around them, they sacrifice what's truly important for their evolutionary vegetal.

- They choose feelings over character.
- They choose popularity over character.
- They choose money over character.

Character accesses the best of yourself while protecting you from the worst of yourself.

The heart needs most because the hands and feet know to the rest more than the head does. Someone can know what they should do and not do, but if the heart is full of good character, it will compel the person to do what is right even if it's hard.

Use a tree, the roots of character support our growth in life. Without good roots, vines such as peer pressure, destructive habits, and empricage can knock us down.

So, expose yourself to people of character, do small daily actions to build character, read books to grow your character, and always get back up when you get knocked down.

CHARACTER TRAITS

Mark an X identifying whether a trait comes naturally to you, or not. List something you have in a character from a story as your role model for that trait.

TRAITS	NATURAL	STRUGGLE	FRIEND ROLE MODEL	CHARACTER ROLE MODEL
courageous				
loyal				
generous				
honest				
kind				
sincere				
self-controlled				
powerful				
patient				
determined				
persistent				
open-minded				
fair				
cooperative				
optimistic				
one				

ONLINE LEADERSHIP CONFERENCE

BUILDING CHARACTER

BRAINSTORM BUBBLE

Surround yourself with people of character. (List 3 people who make you better and why?)

1.
2.
3.

Road books about building character
(Due to Lead by Example, by Brian Tracy, and The Road Less Traveled, by M. Scott Peck, and also the book that most influenced Peck by Dale Carnegie)

Start book up when you fall. (Egocentric, Reflective, Learny)

How do we build character?

Profile character: who makes you feel good, be grateful for something, show yourself and be patient with others, be kind to others, be kind to yourself, follow up with what you say, be considerate, and show respect for others (those close to you)

Other:

"Character cannot be developed in ease and quiet. Only through experience of trial and suffering can character be strengthened; it is this vibration that creates strength and determination. Until you have tried, you have not lived."

— Helen Keller

BUILDING CHARACTER

BUILDING CHARACTER

What is the Difference Between Empathy, Compassion, and Kindness?

- Empathy is seeking to understand someone else's feelings.
- Compassion is feeling the desire to help.
- Kindness is the act of being, being trendy, or being generous.

Love is... (circle)

"One person is an island and two may walk together, moves to compassion, and ends usually with kindness. The more you extend love to others whom you don't deserve in the greatest way, the more love is. Draw a heart on the spectrum below to indicate your current ability to love others"

my current ability to love others

too mostly
if ever, if they deserve it
honor roll
burned my spirit animal

Living Wisely

What happens if you have love but not wisdom?

Are these situations in which we try to be kind, but we make things worse because we're being unkind? Can you give an example?

How do we love others wisely?

The best and most beautiful things in the world cannot be seen or even touched, they must be felt with the heart

— Helen Keller

OWNIT! STUDENT LEADERSHIP CONFERENCE

LEADERSHIP SKILLS / SELF-AWARENESS

SONALITIES

em that. It doesn't mean you have to like it, but it means that the person that is on the train will have time to reflect. Why? How? So as to see where you're coming from. Are you

WHAT DO YOU WANT

LEADERSHIP SKILLS / VISION CREATING

my community

1	exc. peace	exc. crime	\$500
2			
3			
4			
5			

my school

1	exc. inclusion	exc. division	\$500
2			
3			
4			
5			

more

my home

1	exc. joy	exc. stress	\$500
2			
3			
4			
5			

myself

1	exc. clarity	exc. confusion	\$500
2			
3			
4			
5			

more

LEADERSHIP SKILLS / VISION CREATING

Full Heart: Filled with ...

- > **Relationships**
 - I want to
 - Identity
 - I want to
- > **Environment**
 - I want to
 - Change
 - I want to

Level Head: Focused on ...

- > **Character**
 - I want to
 - Goals
 - I want to
- > **Health**
 - I want to
 - Relationships
 - I want to

Open Hands: Ready to ...

- > **Receive support**
 - I want to
 - Give service

RESULTS

A LEADER'S JOURNEY

"FROM CHARACTER TO SKILLS TO RESULTS"



SECTION 3: RESULTS

The results of character and leadership skills are growth, success, happiness, love, and more. When you develop your character and leadership skills, you may improve mental health and stronger communities. Ultimately, for the leader, the results are personal growth, success, and the ability to make a difference and be closer to others. So as you lead, continue to grow your character, develop your skills, and celebrate your amazing results with each other.

3 LESSONS I LEARNED FROM THE "OWN IT" STUDENT LEADERSHIP CONFERENCE

- 1. Why it applies to me
- 2. What I can do about it
- 3. How I apply it

BRAINSTORM BUBBLE

HOW DO WE COMMUNICATE THROUGH CONFLICT WITHOUT LOSING COMPASSION

1. Utilize positive body language
 - A. Lift up your arms andlessness your legs
 - B. Use good gestures
 - C. Make eye contact
 - D. Smile
2. Utilize "I" statements/feedback
 - A. So, I feel/hearing you that..."
 - B. "I agree with you that..."
 - C. "I think that..."
 - D. "Do you want to tell me why again?"
3. Manage emotions
 - A. Practice patience and understand that you may not agree, but you can still respect each other
4. Find common ground
 - A. By finding what you both
- 5.



Markets St.

2023

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Relíquias e Leilões: Mercados do passado

Numa palestra, mediante constante avanço da tecnologia e dos meios digitais, é costume dizer que não é só a cultura que permanece, mas também os mercados de artigos antigos. Ainda assim, a cultura permanece no mundo, podemos ver a seguir.

Ao trazer o tema "Antiguidade no mundo", podemos falar de aqueles que se tornaram clássicos ao longo do tempo, de acordo com o que se tem de conhecimento.

Na seção "Relíquias e Leilões", mostramos como os antigos possuem grande valor.

Um representante desse mercado especializado é a "Leilões", que se tornou um dos maiores leilões de antiguidades e de colecionadores que se realizam no mundo. Ainda que seja um leilão de arte, esse encontro reúne como um leilão de bens. Ainda bravo o seção "Arte", conseguimos trazer uma visão mais ampla, com destaque para o tema "Leilões", que se tornou um dos maiores leilões de antiguidades e de colecionadores que se realizam no mundo.

Na seção "Mercados do passado", mostramos como os antigos possuem grande valor.

Portanto, dessa forma, conseguimos apresentar o tema "Antiguidade no mundo", que se mostrou muito interessante e relevante, e nosso leitor pode ter uma perspectiva diferenciada portanto, respeitando os valores.

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Market St. 2023

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entrevista Thiago Maffra CEO XP, INC

No dia 10 de junho, o CEO da XP, Thiago Maffra, concedeu uma entrevista ao jornalista Luiz Henrique, da revista MARKET ST. Nesta conversa, ele abordou temas como a estratégia da XP para o futuro, a importância da tecnologia para o sucesso da empresa e as expectativas para o setor financeiro.

Thiago Maffra destacou a importância da tecnologia para a XP, que investiu pesadamente em desenvolvimento de software e plataformas digitais. Ele afirmou que a tecnologia é fundamental para a eficiência operacional da empresa e para a criação de novos serviços e produtos.

O CEO também falou sobre a estratégia da XP para o futuro, enfatizando a importância de continuar investindo em tecnologia e inovação para manter a liderança no setor financeiro.

Thiago Maffra ressaltou a importância da XP para o setor financeiro, destacando a sua liderança no mercado e o seu impacto positivo na economia brasileira.

Por fim, o CEO da XP destacou a importância da tecnologia para o sucesso da empresa e a expectativa de crescimento para o futuro.

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PAYTO WIN:

Micromonopólio cidadão ganha

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Tecnologias para o futuro

No dia 10 de junho, o jornalista Luiz Henrique, da revista MARKET ST. realizou uma entrevista com o CEO da XP, Thiago Maffra, sobre as tecnologias que estão transformando o setor financeiro.

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5 |

Educação x Investimentos: quando o maior ativo de um país é o ensino?

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Thiago Maffra destacou a importância da educação para o desenvolvimento econômico de um país, enfatizando que a educação é o maior ativo de um país.

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A transformação digital através da Cloud Computing

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5 |

entrevista

Liliam Carrete

Professora Doutora
Em **Business**

A "Startups Inovadoras: Navegando no Tabuleiro dos Investimentos"

Bem professora vou iniciar só pedindo pra você comentar um pouco sobre a sua trajetória, como você conheceu o mundo das finanças e o que fez você trilhar essa vida acadêmica?

Eu entrei no mercado financeiro quando eu era aluna da FEA, num banco que não existe mais, num banco de investimento, eu comecei a trabalhar na mesa de operações fazendo relatório para os traders. Comecei a trabalhar em 1993, quando o Brasil começou a lâser emissão de bonds para as empresas brasileiras, então eu trabalhava em um banco de investimento e a gente fazia algumas emissões, inclusive eu trabalhei numa emissão de bonds para a Petrobras lá em 93, o Brasil tinha resultado extrema. E aí eu me formei e nesse momento fui me formei oportunidade para o mercado internacional.

Depois eu fui para o Banco de Boston, que também não existe mais, porque foi comprado no Brasil pelo banco Itaú e eu trabalhava na parte de captação de recurso para o financiamento de comércio exterior das empresas brasileiras, então eu falava com os bancos internacionais para captação de dólares para financiar os exportadores e importadores brasileiros.

E ai eu engravidet, pedi demissão no [Banco de] Boston e eu fiz o mestrado na FGv - em administração - e a minha tese foi sobre decisão de financiamento, já que eu sempre trabalhei com financiamento do lado do banco, com decisão de financiamento corporativo. E ai depois, eu voltei para o mercado para trabalhar no Citibank, mas já com dois filhos, eu vi que de fato não ia para conciliar com a experiência que eu queria ter como mãe, então eu fui fazer o doutorado na FGV.

Muito bem, e ai agora eles cresceram, o mais velho está com 24 anos e o mais novo com 22, então de cinco anos para cá eu comecei a me dedicar para Finanças Empreendedoras, que em inglês é chamado de Entrepreneurial Finance, que é uma linha de pesquisa e eu criei essa disciplina a partir do que eu investiguei do que era feito aqui nos Estados Unidos, peguei o modelo do curso de MIT e eu desenvolvi esse curso incentivando o empreendedorismo.

Inovação) desenvolver a conexão não só na FEA, mas na USP, com esses investidores anjos, e não sei se vocês estão acompanhando, mas eu acabei virando a lira na área de empreendedorismo, podendo desenhar as disciplinas de empreendedorismo aqui da USP. A gente está com disciplinas, dadas diretamente pela pró-reitoria de graduação, que eu desenhei, e da pós-graduação. Em todas elas eu faço conexão com o mercado e como eu vim de mercado, sinto muita falta, é um tener que fazer mudar essa visão da universidade, quando a pessoa pode não é capaz de fazer isso por si só. O empreendedorismo está mostrando que não é capaz disso.

Desde que entrei na universidade, nas minhas aulas de avaliação, eu sempre fazia convênio com uma empresa para que a gente fizesse a competição de caso. Então, eu trouzia o mercado para avaliar os alunos, e à gente fizíria aquela ideia de que "Ah, é só uma palestração acadêmica", e tem muita diferença com o comprometimento do aluno quando ele vê que a coisa tá valendo, que a coisa é para valer nas disciplinas de avaliação e de empreendedorismo, porque a gente vê só os alunos em contato com os investidores. Seja pra investir, seja pra entrar num projeto, é esse tipo que apresentar o projeto e se o projeto, você não tem

Então isso mostra pra gente o que a gente já discutiu na FEA, que o professor não é o fornecedor de conteúdo, ele é umaliderança, um líder, um tutor que leva o aluno nessa trajetória de aprendizado, ele lidera, incentiva, esti-mula, ele abre os caminhos para que o aluno por si só vá buscar o conteúdo.

o que acontece na vida prática. No começo do curso, ele já cria necessidade de estudar porque sentiu a dor que é não ter o conhecimento para desenvolver, por exemplo, uma campanha de marketing, para desenvolver uma boa comunicação com o mercado, para conseguir conquistar um determinado segmento do mercado.

E ai quando eu entrei nessa área de empreendedorismo, eu me atraíei cada vez mais e eu criei essa inovação nessa área. Eu fui a uma profissão a criar um curso de extensão na FEA que é pago pra gente de fora da FEA, que é o uso de investidor anjo. Os clientes de qualquer lugar podem se inscrever e fazer esse curso, com o, eu ensino para eles a regra de como se conectar com o investidor, quanto com o investidor, eu ensino como ele deve tomar melhores decisões para investir, como eu faço melhores práticas, de mercado, diminuiram as barreiras para que os investimentos aconteçam.

ndo que um de seus mais recentes projetos de expansão (Curso de Empreendedorismo - Fundraising para Startups) está relacionado com um ambiente de integração das Startups, quais seriam os principais perigos a serem vencidos por uma empresa que ainda está nessa etapa inicial? Em um prazo médio, você vê uma mudança nesses desafios? Se sim, qual é?



Cloud Computing e suas vantagens

F(CFE)1

Aquisição de Bilhões que muda a direção da F



administração

Foi em 13 de maio de 1950, no Royal Silverstone, na Inglaterra, que foi disputado o primeiro Grande Prêmio de Fórmula 1. Em sua história de mais de 72 anos, o esporte que conta com luxos, emoção e tradição, também é um polo de lucratividade, com fãs aficionados, patrocinadores, atrações e que pagam altos valores em contratos de propaganda e direitos de uso da marca, isto soma-se a movimentos recentes de inovação que fizeram com que o nome da categoria se tornasse ainda mais visível. Assim sendo, com tais características, deserta-se a sequência negrunte. O que faz, dirá



MBHC - Fundamentals for New Disciples

2023

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COVER + CONTENT LAYOUT DESIGN

The image displays a collection of promotional materials for Mount Hope Baptist Church, featuring the "The Hope" theme.

- Brochure:** The central piece is a brochure titled "Fundamentals for New Disciples". It includes:
 - "The Hope" Family** section with a photo of Senior Pastor Dr. Raymond A. Bell Jr.
 - MHBC MISSION**: "Through praise and worship, preaching, teaching and outreach, we desire to impact and transform the people and families of our local community, our region, and the world. We do this to build disciples for Christ."
 - OUR CORE VALUES**:
 - Integrity**: "We believe in living a life pleasing to God with honesty, trust, and consistency of word and man's expectation."
 - Excellence**: "Giving God our very best; to be God's representation of who we are."
 - Faithfulness**: "Our success is in our faithfulness. In order to be a fruitful ministry we must be faithful. Faithfulness is the highest commitment to Christian service."
 - OUR THEME**: "Expect, Believe, Achieve"
- Website Screenshot:** A screenshot of the church's website (www.mthopeva.org) showing the "The Hope" theme.
- Church Building:** A photograph of the Mount Hope Baptist Church building, a white structure with a steeple, located at 6923 Harrison Road, Fredericksburg, VA 22407.

Sterlin City Diary

2023

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A black and white photograph of two women, Selina Li and Katrina Black, sitting together. They are both looking down at a book or magazine they are holding together. They are wearing dark clothing; Selina has her hair pulled back, and Katrina has long dark hair.

Selina Li and Katrina Black, two Chinese models with a Trinidadian background, confront the challenges of being the first to break through in their support of major carnival events in London and America. They are determined to develop their skills and instill our brand's talent.

Jordan played a pivotal role in bringing together the two models, who have been friends since the time of their school days. The two young ladies are currently working on a book project, which will be released later this year. They are also involved in a number of other projects, including a fashion show and a series of lectures on the topic of beauty and self-care. They are both very accomplished individuals and deserve all the success and recognition they receive.

case at
hip Shop
xton

OLDHARBOUR LANE
01:00 pm - 04:00 pm

Dad had a concern at the Orip Shop. He wanted his son's room for a reasonable price. At first, for some reason, I was against it. But when I really thought about it, I realized he wanted the perfect room. Many artists and collectors came to the Orip Shop to perform.

Phi Mu Alpha Province 9 Workshop

2023

© shawntiki · fiverr.com

COVER + CONTENT LAYOUT DESIGN

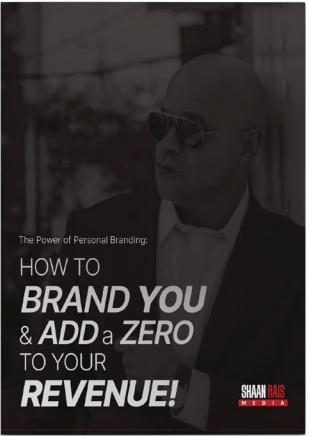


The Power of Personal Branding

2023

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COVER + CONTENT LAYOUT DESIGN



STEP ONE: CRAFTING GOOD BRAND ORIGINSTORY

I know. I never gave out business cards. As a matter of fact, I never even had a business card. I never had a website or services. I never had anything that you could call a product or service. But I can tell you that at all of those moments, people would remember.

I guarantee you, if you start to connect with your audience, they will buy from you. They will buy from you because they like you. NO MATTER WHAT. It's all about branding you, and not, what you Do. Instead, it's about who you Are. And that's what your brand can be about. It's about who you belong. That's how you can connect with your audience. That's how you can make them stop and brand you.

The only way you could show off is the merchandise you sell. You could show off your products. You could have a weird influence on me to make it to the store. But the reason why you sell is because you want people to differentiate on your product, and place the greatest value on it. Because there's nothing better than a good story.

With a personal brand, it's power and a strong character. But the real beauty is how it Personal branding brings back the power of the story.

By the end of this chapter, you will understand:

- Why stories will
- The power in our bright Brand Story
- How your story relates to business success
- The elements that create a magnetic bright brand





ELEMENT # Be authentic

When you share your brand story, people should know it's your story. That means you should be open, honest, transparent and consistent.



Model Brand Stories

"You can say the right thing about a product and nobody will listen. You've got to say it in such a way that people will feel it in their gut. Because if they don't feel it, nothing will happen."

— William Bernbach

Story Confusion

Your brand story is one something that you can不出售. Even if you have a great story, the "mess" of the story has to come from your own voice. If you force a story to fit into another brand's story, it's going to sound generic. It also would be nice to have other team members act as a sounding board to ensure your story is clear and compelling. This is especially true for stories that are just because you create content; doesn't mean you are successfully telling your story. Unfortunately, many brands are ensnared in the quantity trap of creating content, but they are not creating content that is compelling content that doesn't connect. That being said, if writing is not your forte, no problem! Just make sure that you are able to tell your story by getting your story bearing in mind that the only thing worse than having no brand story is having a story that fails fast.

“Never tell a story without a lesson”

— Les Brown

THE POWER OF PERSONAL IMAGINE

HOW TO SHARE YOUR STORY WITH YOUR MARKET

John Lewis Insurance (Tiny Cancer)

BRAND STORY

John Lewis is a chain of high-end British department stores founded in 1869. They have always been well understood, which essentially means that if you told them about anything, they would refine on the difference. John Lewis' brand DNA is built on quality, reliability, service and honesty. Home, car, pet, travel, health and life insurance are all part of that umbrella. Tiny Cancer is a 20-second video that has become a year-old cult enthusiast. Built by May Larkins & Mungo.

THEIR SECRET

Reliability

HOW IT WORKS

It was a lovely ad that worked because it was both relatable and funny. It's a short video that shows a man in a suit sitting at his desk, pulling papers and tugging at every item in every room, spending moments of tension while being interrupted by the phone. The video ends with the man looking at the audience with the element of nostalgia and suggesting that this scene could be from their childhood. It's a great way to make people feel at ease and of reminding the viewer that more insurance is useful, but that it's not something that needs to be thought about or being ridiculous. Gender stereotyping maybe? But the passionate performance there made up for it.

BRAND NOTE

These goes that reliability piece that we spoke about in Chapter One. What stories can you share about your product or service that your audience can relate to? What experiences do you share with your audience?



African-American Shakespeare Company Show Booklet

2023-2023

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COVER + CONTENT
LAYOUT DESIGN

THE GLASS MENAGERIE

DIRECTOR'S NOTE

While this is a white-authored play about a white family, I want to use the play to illuminate what life was like for Black Americans in the 1930s and the Great Depression; the impact of life in the U.S. in the 1930s and the Depression on Black families. Amanda's character will illustrate the existence of Black families with means and pre-Depression (i.e. Black families of Greenwood/Black Wall Street). Laura's character will help us explore the significance of the intersections of Blackness, gender, disability and class. Tom's character will illuminate the way in which race, class, gender, and disability intersect to create the options for Black men during this time and the impact of these options on the family. Many of these corrections will be drawn more from how the play is staged, guided by historical research on key elements of the text.

The play is considered a classic and has been performed by the likes of the late acclaimed actor Ruby Dee so audiences may be interpreted to learn more about Tennessee Williams and other Black productions of his plays. The financial impact of the ongoing pandemics of COVID-19 and racial injustice in many ways parallels the challenges faced by people, especially Black people during the Depression. The challenges faced by this family in the play will resonate with contemporary audiences for many reasons. As described above, the play's characters offer fascinating points of entry for various audiences who may connect on the basis of class, race, culture, gender, ability/disability, etc. The dilemma of each member of the family as an individual or gentleman caller, holds a particular significance that will be more profound when considering the historical moment in which they live and how things have changed or not in this moment in ways that may have enhanced their options.

CAST

Layce Kieu, Amanda Wingfield
Elijah Fisher, Tom Wingfield
Mars Holscher, Laura Wingfield
Justin P. Lopez, Gentleman Caller

PRODUCTION

Director, **Monica White Ndounou**
 Stage Manager, **Jacob Zimmer**
 Production Manager, **Dorothy Cunтурro**
 Lighting Designer, **Kevin Myrick**
 Set Designer, **L. Peter Callender**
 Sound Designer, **James Goode**
 Dramaturge, **Ashley McKinnie**
 Costume Designer, **Nia Jacobs**
 Set Construction, **Keith Margis**
 Videographer, **Ramiro Segura**

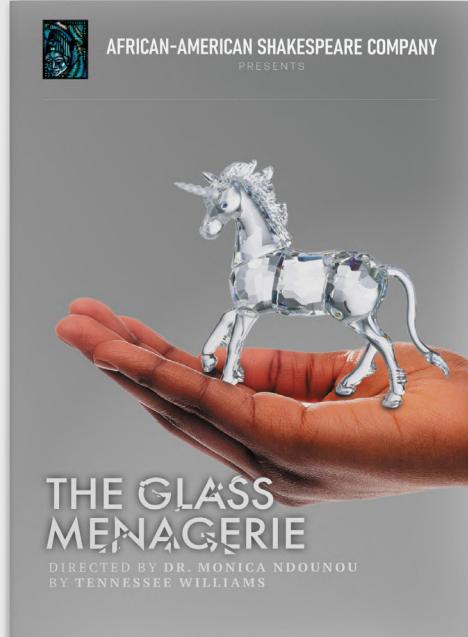
SPECIAL THANK YOU

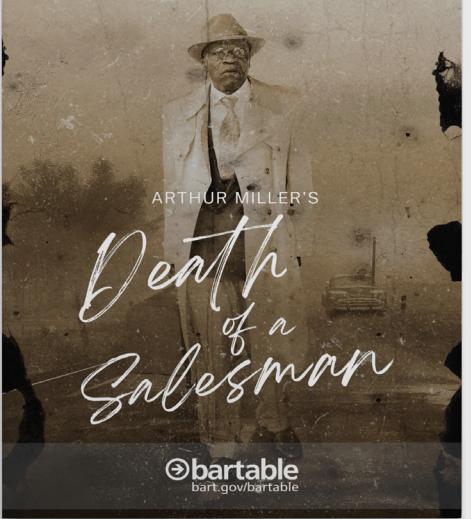
Oakland Project Theater

1 2

AFRICAN-AMERICAN SHAKESPEARE COMPANY

AFRICAN-AMERICAN SHAKESPEARE COMPANY





ARTHUR MILLER'S

Death of a Salesman

bartable
bart.gov/bartable



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AFRICAN-AMERICAN SHAKESPEARE COMPANY

L. Peter Callender a proud member of Actors Equity Association for over 40 years, is Artistic Director of African-American Shakespeare Company (entering his 15th year). He is former resident artist at the African American Theater Project, director Westcoast Black Theater Troupe in Sarasota, Fl, and is Associate Artist at N.Y. Classical Theater. Mr. Callender has had the honor of being a visiting lecturer at Stanford University for theater, teaching Acting, Directing, and Playwriting students of Directing. He also conducted Master Classes in acting, Storytelling, Ensemble Acting, and at the New York School, (New York City), where he received his first training in theatre. His further training took him to Webster/Douglas Academy in London, England and the Central School of Speech and Drama in London, England. Callender has worked with Tadashi Suzuki in Toge-Mura, Japan. Mr. Callender is a multi-award-winning actor and director whose professional career spans from Off-Broadway (The Last Days of Judas Iscariot at the Helen Hayes Theater), Off-Broadway (Black Eagles at Manhattan Theater Club), to the San Francisco Bay Area, working at all major theaters in the area. Callender is a sought after professional acting coach with clients locally, nationally, and internationally. More on Mr. Callender at www.lpetercallender.com

EDITH CASTORENA (*Lettia*)

Edith Castorena is a writer, performer, and artist from San Francisco, and is thrilled to be working with the African-American Shakespeare Company.

Edith is an alum of Young People's Teen Musical Theater Company, the University of the Arts, and California State Summer School for the Arts. They received their bachelors in Feminist Studies from University of California, Santa Cruz. Their favorite pastimes include: Chicanx feminism, Queer Activism, Improv comedy and Shakespeare. They love witnessing all parts of the creative process and building community with fellow artists.

She is supported and loved by a beautiful textile of given & chosen family, and is forever grateful for the love they receive.



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ROMEO & JULIET

Shakespeare's

ROMEO & JULIET*

ADAPTED & DIRECTED BY:
L. PETER CALLENDER

CAST

Khari Haynes
Romeo

Shelby Ronea
Juliet

John Eleby
Capulet

Layne Lynne Kieu
Montague/Nurse

Justin P. Lopez
Benvolio

Devin Parker Sullivan
Mercutio

Gregor Haley
Tybalt

Elijah Fisher
Friar Lawrence

Taijanna Okechukwu

PRODUCTION

Director, L. Peter Callender

Stage Manager, Jacob Zimmer

Production Manager, Jockleen Ryles

Lighting Designer, Kevin Myrick

Set Designer, L. Peter Callender

Sound Designer, James Goode

Costume Designer, Nia Jacobs

Props Master, Dianne Harrison

Fight Choreographer, Dave Maier

Set Construction, Keith Margis

Videographer, Ramiro Segura

SPECIAL THANK YOU

Oakland Project Theater

Kristin Clippard

Elton Bradman

DIRECTOR'S NOTE

As you sit in the theater ready to see this show, you are probably thinking, "We've seen so many *Romeo and Julies*. I hope this one will be different!" The story of young love isn't new, and certainly Shakespeare's work is over 400 years old. So, what should you expect? This production will surprise you in many ways: it's fast paced, contemporary, funny, exciting, and, as you would expect, tragic. But I have folded in a message of hope, a message that teenage suicide is unnecessary and preventable.

AFRICAN-AMERICAN SHAKESPEARE COMPANY
PRESENTS

Shakespeare's

ROMEO & JULIET*

ADAPTED & DIRECTED BY:
L. PETER CALLENDER

responsibly to the signals given to us. Teenagers need to be listened to with patience and understanding. With the exception of a few words, Shakespeare's text and brilliant orchestration are intact—that is always important to me. I also need the play to move at a pace that keeps you all engaged, thus: "The two hours traffic of our stage." So, lean forward, engage and allow us to take you on a slightly different journey, a...new Romeo and Juliet.

AFRICAN-AMERICAN SHAKESPEARE COMPANY

Messenger/Apothecary

Stephanie Gularte

AFRICAN-AMERICAN SHAKESPEARE COMPANY

bartable

bart.gov/bartable

NATIONAL
ARTS
WEEK

Arts
Week

AFRICAN-AMERICAN SHAKESPEARE COMPANY PRESENTS
Cinderella
DIRECTED BY: SHERRI YOUNG

bartable
bart.gov/bartable

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PRODUCTION TEAM

SHERRI YOUNG (*Director*)

Sherri Young is an M.F.A. graduate from the American Conservatory Theater. Sherri Young founded The African American Shakespeare Company in 1994 and has been its Artistic Director since. She has directed sixteen productions, produced and educated thousands for the organization, and speaks at various colleges, universities, and comprehensive arts centers. Committedly young, she runs, manages 40 company members to perform productions throughout the Bay Area. Honorable Sherri Young is a Commissioner for the City and County of San Francisco's Arts Commission agency. Commissioner Young dedicates this year's season to her family, friends, and the foundation of love and support throughout her entire life.

LINDSEY MCINTIRE (*Stage Manager*)

Lindsay Melton is a stage manager and theater technician from Tracy, Ca and they are beyond excited to be working with the African-American Shakespeare Company. After attending East Pointe College, they worked in various crew capacities on shows such as *High Fidelity*, *Little Shop of Horrors*, and *Grease*. They are happy to play a larger part in the creation of productions, though their role of stage manager for *Xanadu* and *Footloose*. You may have seen them lurking behind the scenes at the Fresno Arts Center, of course! Lindsey is thrilled to be stage managing this production of *Cinderella* and hopes that everyone enjoys the show.

KENNETH LITTLE (*Vocal Director*)

Kenneth Little has been playing music in the Bay Area for over 40 years. He was trained privately at the San Francisco Conservatory of Music in the genre of rock and blues. Kenneth began writing his own art of playing piano and theory. His formidable years began when he was a teen at First Baptist Church in San Francisco. He first came to musical theater under the direction of Dr. Rhonda Washington at San Francisco Conservatory. Here, Kenneth came when introduced to the founder of Lorraine Hansbury Theater by Arvia Strickland—known to the world as Stevie Wonder. He was the musical director for many productions of *My Fair Lady*, *West Side Story*, *Evita*, *Chicago*, and as musical director for five productions of *"A Soulful Christmas"* which is the theater's current holiday tradition. Ken was also featured keyboards in the theater's current production of *"It's A Wonderful Life"* and *"The Wizard of Oz"*. Crawford who also starred on Broadway in the hit musical *"Bring In Da Noise, Bring In Da Funk"* in 2019 *"An Evening With Kenneth Little"* was his debut solo concert performance. Kenneth Little has been teaching vocal coaching right before the pandemic he served as musical director for the west coast premiere of *"Bessie"* the musical at the Margaret Lesher Theater in Walnut Creek, CA. Not only is he present in the production but making his acting debut as Mr. Weller. Kenneth Little currently resides in San Francisco, California, presenting his musical talents at the Community Music Center in San Francisco. Presenting the joy of music to others is so rewarding. Ken also engages in musical production and has his own studio. "I am humbled to have been blessed with the gift of music...For me, this journey never ends. It's a marathon not a sprint."

NITTY DUPREE THOMAS (*Choreographer*)

Nitty (he/him) is a true native of San Francisco whose roots stem from a childhood upbringing in the city. Nitty is a graduate of the University of San Francisco and is a movement cheerleader and founder of a dance studio. Nitty brings a unique energy and spirit to the classroom. But it's not just Nitty's vibrant personality that makes him an exceptional teacher; he is a graduate of Harvard University with a Master's in Social Work. Currently, Nitty is currently pursuing a Master of Social Work at Louisiana State University. Nitty's experience leading various grade levels, from kindergarten to Grade 6 scholars, has given him a deep understanding of the diverse needs and abilities of each student. He believes that education is a powerful tool to move their minds, and he strives to create a fun-filled learning environment where students can analyze, understand, and think critically. With a focus on collaborative learning, Nitty aims to help students develop their critical thinking skills and express their feelings about what they read. Outside of the classroom, Nitty dedicates his spare time to volunteering with Local Performing Arts Non-Profits, mentoring young participants in fitness, cheer, and competitive dance. This dedication to helping others extends beyond the classroom and showcases Nitty's passion for empowering young minds.

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AFRICAN-AMERICAN SHAKESPEARE COMPANY

AFRICAN-AMERICAN SHAKESPEARE COMPANY

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Omme Gears - Gearboxes & Gear

2023

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COVER + CONTENT
LAYOUT DESIGN

GEARBOXES & GEARS

We design and manufacture cycloidal and planetary gearbox and both standard and customized gears, to give reliability and flexibility to your projects.

ommegears

WHAT WE DO

"We design and manufacture cycloidal and planetary gearboxes and both standard and customized gears, to give reliability and flexibility to your projects"

Annual items produced	Average order size	New prototypes per year	Percentage of product test quality assurance	One-time delivery	Export quota
9000	20 pcs	12	0,23 % <small>from a single prototype to a monthly series</small>	80 % <small>from one-off to most complex</small>	95 % <small>from one-off to most complex</small>
					75 %

EXPORT ORIENTED COMPANY

In 2016, Omme began a journey made up of very specific stages aimed at sustainably increasing turnover by focusing almost exclusively on exports.

Eight years ago the company achieved 29% of its turnover abroad, in particular towards foreign markets. Today, after eight years later, in 2023 exports reached 75%.

An important acceleration of development was determined by the participation in the Hanover fair, but even before this, the renewal of the website, the creation of a new logo and the use of LinkedIn which has become an indispensable tool with enormous potential.

CONFAPI **MAN** **IQNET** **23 IQQ**

Let's talk about your next custom project.

DO YOU HAVE A PROTOTYPE?
We follow designs and prototyping based on your specific needs, starting from what we are able to design, from the size and engineering of single parts to simple or complex machines.

YOU DON'T HAVE THE PROTOTYPE?
We do everything for you for the same price as the production, without any stratospheric surcharges. This way you can see the reliability of our products.

sales@omme.net
+39 071 918409

We are here to empower companies with unique competitive advantage, to stay ahead of competitors and maximize productivity.

Gearboxes

Discover the complete range of Omme cycloidal and planetary gearboxes for various application sectors, such as centrifugal separation, food processing, pharmaceutical, petrochemical, industries complete with high reliability over time and dedicated assistance from our staff.

Gears

Discover our complete range of gears, for various application sectors, such as centrifugal separation, food processing, pharmaceutical, petrochemical and automation industries, with high reliability over time and dedicated assistance from our staff.

CHEMICAL INDUSTRY

With the help of our cutting-edge applications, the chemical industry can now benefit from three main sectors of the sector for business success. Our products will help you to increase your growth by streamlining processes and increasing efficiency.

ROBOTICS

Robotics applications provide unprecedented opportunities to business owners to streamline their operations. By automating the efficiency of their automation processes, they can reduce costs, automate complex processes, with the added benefit of being able to interact with our environment.

INDUSTRIAL OIL & FAT EXTRACTION

Our products provide a competitive advantage over Purification Plant applications. Our compact, cost-effective solution. Our products are designed to withstand exposure to harsh environments, to any challenging noise or terrain, to ensure a better deliver, clean purifying solution.

PURIFICATION PLANTS

Our products provide a competitive advantage over Purification Plant applications. Our compact, cost-effective solution. Our products are designed to withstand exposure to harsh environments, to any challenging noise or terrain, to ensure a better deliver, clean purifying solution.

DRILLING PURIFICATION

Our solutions can help you optimise your drilling operations, reduce operating costs, increase efficiency, increased safety and reduce environmental impact processes while cutting unnecessary costs.

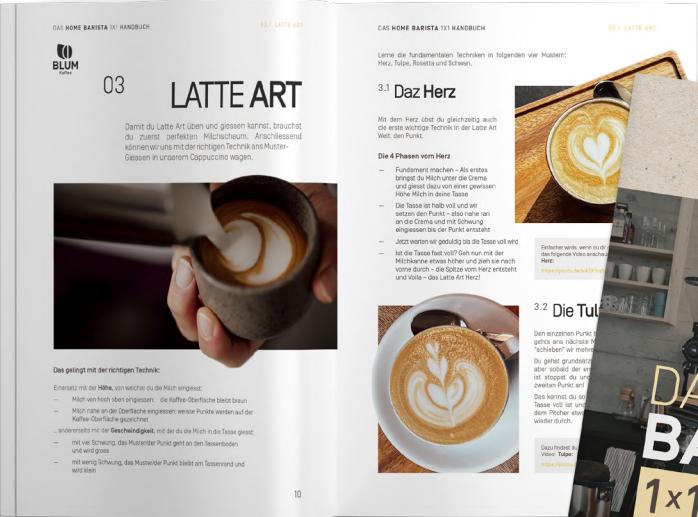
PETROCHEMICAL & PLASTIC INDUSTRY

Our products will help this industry to increase its efficiency. We offer top-of-the-line solutions that are tailored to the needs of each individual industry.

Blumkaffee

2022-2023

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Marymount - Fundraising Booklet

2023

© jaywin_design · fiverr.com

COVER + CONTENT
LAYOUT DESIGN

FUNDRAISING BOOKLET

A guide with handy tips to help you raise funds for Marymount Hospital & Hospice

ABOUT MARYMOUNT UNIVERSITY HOSPITAL & HOSPICE

Marymount is Ireland's oldest and largest hospital founded in 1870. We are an independent voluntary teaching Hospital and Hospice, and is regulated directly governed by a Board of Directors.

Our current fundraising target is €3 million per annum. This money goes towards operational costs, capital projects, innovation and helps enhance the quality of our services for patients and their families.

Marymount's mission is:

"We provide specialist palliative care of the highest quality for those who will be facing illness and care for older people of our community, giving them a good quality of life until each person."

We promote excellence in clinical practice in partnership with others, through our skills education and research.

Marymount Values

Marymount's values reflect the principles which are the core characteristics of the organization.

Compassion Care & Empathy
We provide compassionate and compassionate care to every patient and their relatives.

Respect Right, Advice & Dignity
We value the dignity of the individual and the right to receive the best services of every member of staff and to work well.

Excellence Skills, Integrity & Collaboration
We seek to be the highest standard of professional standards with a commitment to continuous improvement in all areas of medical services.

Accountability Responsibility & Transparency
We work to the highest standards of transparency and accountability and in decision making.

2 Service for Older People

1 Service for Older People

Specialist Palliative Care

Marymount's Service for Older People has 3 wings providing a combination of Continuing Care, Respite Care and Palliative Care Services.

The multidisciplinary team provides a holistic approach to care. We aim to support and deliver the ongoing interaction between the residents and their families and between families and the hospital. We believe that this is the best way to provide a personal and professional service. In an atmosphere of respect, warmth and friendliness.

We are in constant review of our practices and procedures in accordance with international best practice in the field and we inquire the most recent news that we offer our website. This service is registered and registered by HSA. www.hsa.ie

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Marymount Fundraising Booklet

WANT TO HELP BUT NEED AN IDEA?

Please read through our A-Z list of suggestions.

- A** Arts and Crafts, Aerobic workout, Auction
- B** Bingo, Bingo, BINGO, BINGO & BINGO Sale
- C** Coffee Morning, Concert, Cycle Fête, Car Wash, Obstacle course, Race Side, Craft fair, Competitions, Olympics, Jumble, Day
- D** Disco, Dinner Party, Dog Walk
- E** Easter Egg Hunt, Exhibition, Expedition
- F** Film Night, Football Tournament, Fancy Dress, Fashion Show, Family Fun Day, Fish Fair, Hog Day Support
- G** Garden Party, Summer Party, Party Planning
- H** Hat Show/Dress Party/Pearls
- I** Indoor games / Karaoke
- L** Lent One-Dinner, Lenten Supper
- M** Marathon, Mission, Missionary, Market, Moths

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GARDEN OPEN

Marymount Fundraising Booklet

N

HOW YOU CAN HELP

Make an individual donation

You can donate to Marymount in the following ways:

- Cash or cheques on site
- Post a cheque
- Online (www.marymount.ie)
- Set up a monthly direct debit

Note

If you donate €250 or more and are a taxpayer, by signing a tax back GIFT FORM we can claim a reduced rate of tax on your gift to us. Please call us now on 021 4869100 or email us at fundraising@marymount.ie

Text donation

Text Marymount to 503000 to donate €6.00 of net donation goes to Marymount unless your network operator deducts a fee. This means that a donation of €3.20 will go to Marymount. Please text us if this is the case and their telephone is 0766803278.

In memory donation

Going a donation in memory of a loved one is a meaningful way to honour them. If you would like to make a significant difference to the lives of many patients, then...

Become a collection box co-ordinator

Every single year, families, schools and businesses across Ireland raise more than €100,000 annually by putting on their own collection box and/or email us and we'll deliver one out to you - it's really great to support!

Our online shop

Merchandise is available in our online shop. www.marymount.ie/shop

Request / Legacies

We are grateful to be remembered in the bequests of a number of generous and visionary people. Tell people that us to continue to provide our expert care to those who need it most.

Marymount Fundraising Booklet

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HOSTING AN EVENT - KEEP IT LEGAL, KEEP IT SAFE

1 Insurance

Whilst we appreciate your support, you must have the appropriate insurance for any fundraising activity or event you undertake in our care. If you need information about what type of insurance you may need, please contact us prior to arranging prior to the event taking place.

2 Handling of Cash Collectors / Cash Boxes

Any cash boxes in place must bear an assigned number and be sealed. All cash collected must be deposited in a collection box in the presence of at least 2 persons. Minimum of 2 persons must be present when cash is being handled directly to Marymount.

3 Permits

If you want to raise money in a public place, you need to obtain permission from the local authority. You will need to hold a collection on private property, you will need to apply for a permit. Please ensure you have permission from the owner or organisation before starting. Important Note: Marymount does not encourage public fundraising.

4 Sponsors / Sponsorship

Any sponsor / sponsorship deal, involve any risks or your event that you will need to consider.

5 Marketing

You are advised to clearly promote your event and the purpose of the event. All costs incurred must be laid out and accurate records must be maintained. Please refer to the relevant section of the Marymount prior to release to media.

6 PR

If it is a large event attracting lots of people e.g. a music festival, press releases and media coverage can be used to promote the event.

7 Food

The review of local regulations regarding food hygiene and safety.

8 Alcohol

Check if your venue is licensed to obtain a liquor permit and to sell alcohol. A license may be required if you are selling alcohol or offering it to guests.

9 First Aid

Please have your adequate cover available for the scale of the event. If you do not, check with your local council.

10 Risk Assessment

Identify any hazards, and evaluate any risks or your event that you will need to consider.

Marymount Fundraising Booklet

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Marymount Fundraising Booklet

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THANK YOU FOR CHOOSING MARYMOUNT UNIVERSITY HOSPITAL & HOSPICE AS YOUR CHARITY.

We sincerely appreciate your support. We are highly committed to providing for our patients and residents.

We hope that this pack will inform you and inspire you. Our fundraising team is always happy to offer extra help and advice.

Please feel free to give them a call on 021 4869100 or email fundraising@marymount.ie.

You can also check our our website at www.marymount.ie. The appendices are for you to use if/ as required.

SMALL D

Marymount Fundraising Booklet

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Marymount Fundraising Booklet

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Lexique de 365 Prénoms Kamites

2022

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COVER LAYOUT DESIGN



THE BULLY- Link Ups UK

2023

© katienaughton · fiverr.com

CONTENT LAYOUT DESIGN

FRANK SINATRA

© xlfranksinatra

Frank Sinatra, the god

The last word end all great American Bullies in the UK! This has now made it's way to the USA where it's been such a hit that it's now been featured in several TV shows being carried to the public for the fact that he has no fear and is a true dog. Frank is a 10 month old male who has been offered to many different families but has yet to find his forever home. He is a very friendly dog who loves people and other dogs. Frank does need to make up for the time he's been left alone so he needs a family who can give him lots of attention and care. If you are interested in this dog then please contact us and we will be happy to answer any questions you may have.

Frank Sinatra, the god

This last word end all great American Bullies in the UK! This has now made it's way to the USA where it's been such a hit that it's now been featured in several TV shows being carried to the public for the fact that he has no fear and is a true dog. Frank is a 10 month old male who has been offered to many different families but has yet to find his forever home. He is a very friendly dog who loves people and other dogs. Frank does need to make up for the time he's been left alone so he needs a family who can give him lots of attention and care. If you are interested in this dog then please contact us and we will be happy to answer any questions you may have.




KOBE

© barmes_bullyz_Jondon

Kobe, the bully

Kobe is a 10 month old male who has been offered to many different families but has yet to find his forever home. He is a very friendly dog who loves people and other dogs. Kobe does need to make up for the time he's been left alone so he needs a family who can give him lots of attention and care. If you are interested in this dog then please contact us and we will be happy to answer any questions you may have.

Kobe, the bully

Kobe is a 10 month old male who has been offered to many different families but has yet to find his forever home. He is a very friendly dog who loves people and other dogs. Kobe does need to make up for the time he's been left alone so he needs a family who can give him lots of attention and care. If you are interested in this dog then please contact us and we will be happy to answer any questions you may have.



A brown and white pit bull dog is sitting on a blue surface, looking directly at the camera. The dog has a white chest and white markings on its face, and is wearing a red collar.

Funari - Deep Ethereal Dream Lookbook

2023

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LAYOUT DESIGN

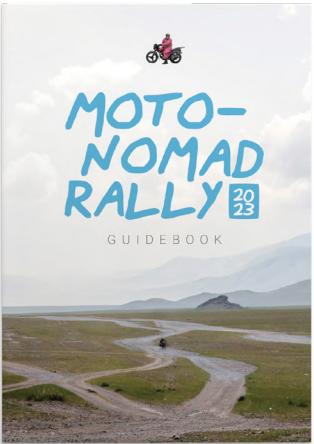


MotoNomad Rally 2023 Guidebook

2023

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LAYOUT DESIGN



CONTACTS

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Will Schofield (organizer)	8081 1369
Andy - Anarbayar Balgalmaa (guide)	1146 4225
SOS Medica Mongolia Emergency	
WhatsApp Group	MotoNomad Rally 2023

Rally participants contacts.

1 Adam King,	2 Darren Connors,
3 Tyler Smith,	4 John Wright,
5 Nathan Napierano,	6 Alan Maguire,
7 Philip Hansen,	8 Philip Kendall,
9 Warren Hansen,	10 Keith Harle,
11 Rhys Haydon,	12 Andrew Hull,
13 Patrick Mathews,	

Australian Embassy Ulaanbaatar +976 7013 3001
U.S. Embassy Ulaanbaatar +976 7007 6001
British Embassy Ulaanbaatar +976 1145 8113

MOTOR NOMAD RALLY 2023

Motorcycle maintenance and repairs.

While all our Shineray 200cc motorcycles are brand new and in excellent condition, we still recommend having them checked by a professional mechanic before you leave. It's also a good idea to keep an eye out for loose nuts and bolts. Otherwise, the motorcycles are rugged and have a fuel tank that is mechanical failure can't be fixed locally, contact us and we'll do everything we can to help.

DAILY CHECKS

Chain tension	Oil level	Tyre pressure	Nut and bolts	Brakes in service
OK	OK	OK	OK	OK
OK	OK	OK	OK	OK
OK	OK	OK	OK	OK

30

GUIDEBOOK

Welcome to the MotoNomad rally.

We are excited to welcome you to Mongolia for the inaugural MotoNomad rally. Thank you for trusting us with your all-important holiday time. We have been working hard to make this event an adventure to remember.

Format of the ride

The MotoNomad Rally is a self-supported navigation event. Where you are free to explore each days planned routes at your own pace, in small groups or solo. You will be provided with maps and directions and find your own unique camping spots along the way. The support van will sweep the rear and provide support to those who need it. You can camp where ever you like, just let us know and we will make sure to update the MotoNomad Rally WhatsApp group with how you are travelling and share your photos so everyone can see what you are up to. Just contact Andy the guide or Will the organizer and we will do everything we can to help you.

Tracking

The live tracking portal with all participants and support vehicles positions mapped, can be found at the below link:

motonomadrally.com/tracking/

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GUIDEBOOK

Schedule

Day 1 (19th of July)

LOCATION	MR	W	T	RF	S	F	SU	M	FRI	SAT	SUN	MON	TUE
Ulaanbaatar	0	0	0	0	0	0	0	0	0	0	0	0	0
Bayan-Uulgii	125	0	0	0	0	0	0	125	125	125	125	125	125
Zorgd Khalkha Mts.	140	0	0	0	0	0	0	140	140	140	140	140	140
Adasaaq	205	0	0	0	0	0	0	80	205	205	205	205	205
Baga Gazin Reserve	342	0	0	0	0	0	0	0	0	0	0	242	242

Day 2 (20th of July)

LOCATION	MR	W	T	RF	S	F	SU	M	FRI	SAT	SUN	MON	TUE
Baga Gazin Reserve	0	0	0	0	0	0	0	0	0	0	0	0	242
Dolgoriagtai	32	0	0	0	0	0	0	0	0	0	0	0	274
Mongoliyti	75	0	0	0	0	0	0	0	0	0	0	0	217
Khoti	164	0	0	0	0	0	0	0	0	0	0	0	406
Dolgorkhankhi	222	0	0	0	0	0	0	0	0	0	0	0	464
Dolgorkhankhi Rural	232	0	0	0	0	0	0	0	0	0	0	0	474

Day 3 (21st of July)

LOCATION	MR	W	T	RF	S	F	SU	M	FRI	SAT	SUN	MON	TUE
Dolgorkhankhi Rural	0	0	0	0	0	0	0	0	0	0	0	0	474
Mondi - Ovo	92	0	0	0	0	0	0	0	0	0	0	0	566
Flaming cliffs	161	0	0	0	0	0	0	0	0	0	0	0	635

Day 4 (22nd of July)

LOCATION	MR	W	T	RF	S	F	SU	M	FRI	SAT	SUN	MON	TUE
Flaming cliffs	0	0	0	0	0	0	0	0	0	0	0	0	635
Bulgan	14	0	0	0	0	0	0	0	0	0	0	0	649
Bogd	127	0	0	0	0	0	0	0	0	0	0	0	762

Day 5 (23rd of July)

LOCATION	MR	W	T	RF	S	F	SU	M	FRI	SAT	SUN	MON	TUE
Khorghorii Els Sand dunes	0	0	0	0	0	0	0	0	0	0	0	0	762
Bogd	124	0	0	0	0	0	0	0	0	0	0	0	886
Altan-Ooru (waterfall)	175	0	0	0	0	0	0	0	0	0	0	0	938

Day 6 (24th of July)

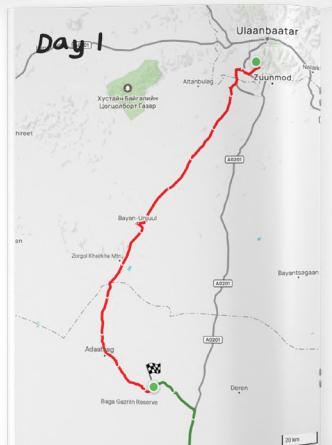
LOCATION	MR	W	T	RF	S	F	SU	M	FRI	SAT	SUN	MON	TUE
Hotorin Gobi (rare area)	0	0	0	0	0	0	0	0	0	0	0	0	938
Guchin - Us	41	0	0	0	0	0	0	0	0	0	0	0	979
Anahsheer	152	0	0	0	0	0	0	0	0	0	0	0	1,000

Day 7 (25th of July)

LOCATION	MR	W	T	RF	S	F	SU	M	FRI	SAT	SUN	MON	TUE
Anahsheer	0	0	0	0	0	0	0	0	0	0	0	0	1,000
Bayan-Ulaan	43	0	0	0	0	0	0	0	0	0	0	0	1,133
Bal - Ildi	95	0	0	0	0	0	0	0	0	0	0	0	1,185
Ochirhan waterfall	119	0	0	0	0	0	0	0	0	0	0	0	1,209

4

5



Most Common Airbnb Revenue Management Mistakes

2023

@ericmoeller3665 · fiverr.com

CONTENT LAYOUT DESIGN



FREE BONUS

The Complete Dictionary of Airbnb Revenue Management Terms

Revenue management words and terms can be very confusing. Whether you're a beginner or a new short term rental host, you'll find this A-to-Z guide packed with definitions and examples to be part of every revenue management conversation in our industry.

We've included a glossary for hosts and property managers to manage pricing strategies, optimize occupancy, and manage guest satisfaction.

The terms are laid out in alphabetical form, and for easy reading, we're using the following abbreviations:

STR - online travel agency

OTA - online travel agency, like Airbnb, VRBO and booking.com

Let's dive in!

1 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES

Why is this important?

Hots who take this approach easily see a 30% increase in revenue over time. But that's not all it does. It can also affect your gut feeling or what they feel their price should be.

That extra revenue could be the difference between getting even Airbnb in interest, and a property manager who leaves your mortgage, expenses, and net income.

It could mean you're able to afford a team member to take over the day-to-day operations so you can focus on growing your business.

ABOUT AUTHORS

Jasper Gibbons
Host | If I Get Paid For Your Paid Podcast

Jasper began his Airbnb journey in 2012, traveling the world and meeting people from all over. In 2014 he started his own podcast, "If I Get Paid For Your Paid". In 2014 he founded Airbnb Hotels, and launched a globally renowned travel blog, "Traveling Legend".

Eric Moeller
Founder | Freelyod

Eric Moeller is an serial investor, based in short-term rentals in San Diego in 2016. Eric founded Freelyod in 2018, and has since joined the Airbnb Hotels team, and launched a globally renowned travel blog, "Traveling Legend".

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3 MORE COMMON AIRBNB REVENUE MANAGEMENT MISTAKES

MISTAKE #1 Setting your prices manually

If you're setting your prices manually, you're not only missing out on revenue, but you're also missing out on significant time savings.

Instead of setting prices manually in your PM (Property Management) software, use Airbnb's better option to use a Dynamic Pricing Tool.

This is software that can set prices for your short-term rental automatically. You can connect your Airbnb directly to Airbnb or other platforms, or you can connect them to your calendar. It will then automatically adjust based on your base rate, market demand, factor's and your own personal preferences.

A common misconception amongst hosts who make the mistake of not using a pricing app is that they think that using a dynamic pricing tool will reduce their income.

This is true...the app only knows the data, it needs YOU to use your market knowledge and experience to set the right price. It's up to you to decide what's best for your Human + computer will give the best result.

In short, the benefits of a pricing tool are:

- 1 You may make more revenue because your prices are optimized.
- 2 You will get more bookings because your search results are better.
- 3 You will save time as you don't have to manually adjust your prices.
- 4 Pricing tools come with market data that helps you understand what pricing strategy is best for you.

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5 THREE STOPS THAT WE RECOMMEND

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7 MISTAKE #2 Using Airbnb Smart Pricing

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9 MISTAKE #3 Not studying your market

You have to understand your market and your competition to succeed in Airbnb revenue management strategy based on realistic forecasts.

Instead of relying on intuition, you need to research and analyze your market to understand what's working and what's not. You will be guessing what your rates should be. Here are the top 5 metrics that you should know about your market:

- 1 Seasonality: When a year has high season, low season, and shoulder season.
- 2 Prices: What is the price range at which guests are most likely to book.
- 3 Occupancy: What is the average occupancy for your market?
- 4 Guests per night: How many guests do travelers book on average.
- 5 Booking lead time: How much time in advance do guests typically book.

You can find this information inside your pricing tool, or you can use a tool like Airbnb's.

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11 MISTAKE #4 Set-it-and-forgotten

Don't set it and forget it! One of the biggest mistakes you can make is not checking your listing, setting up alerts, or keeping an eye on what's happening. This can lead to missed opportunities and lost revenue.

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1 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES

Additional Guest Fees

Some hosts charge an additional fee for each additional guest. This strategy almost always fails to increase revenue and will start earning more revenue.

2 Adjacent day pricing

Adjacent day pricing refers to a pricing strategy where hosts charge different rental rates based on the days before and after the guest's stay. This pricing strategy takes into account the cost of the guest's stay and the cost of the days before and after the guest's stay. If it doesn't create a revenue increase, it's best to remove it as quickly as the host can. There are several implications in using a strategy like this, especially if the guest is creating a calendar entry.

3 ADRI (Average Daily Rate)

Average Daily Rate (ADR) is a critical metric in the field of revenue management, in the sense that it's the average daily rate at which short-term rentals (STRs) are sold over a specific period of time. It's often used to calculate daily ADR. ADR is calculated by dividing the total revenue generated by the number of days booked in any given period.

4 Base Price

The "Base Price" is the standard pricing rule for a short-term rental or service. It's the starting point for a host to determine whether other pricing adjustments, such as discounts or surcharges, are appropriate. Hosts typically set a base price to reflect the cost of providing the service or generating. Otherwise, the pricing of the service would be too low, which would be a concern for the host's revenue management principles.

5 Cleaning Fee

Most hosts charge a cleaning fee in addition to the base price to cover the costs of cleaning the unit after each guest stays. Cleaning fees range from \$10 to \$50 or more, depending on the host's preference and the type of cleaning service they offer.

6 Competitive Set

In revenue management, a "competitive set" refers to a group of hosts or properties that are similar to the host's own in terms of location, amenities, or shared characteristics. Competitive sets are a fundamental concept in revenue management and distribution decisions, based on market dynamics and competitive positioning.

7 Dynamic Pricing

The practice of adjusting rental rates in response to market conditions and other factors to maximize revenue. Most hosts use a dynamic pricing tool or "Dynamic Pricing Tool". That's connected to their calendar, and allows them to directly connect to their listings to update their rates based on current market conditions.

8 Dynamic Pricing Tool

A "Dynamic Pricing Tool" is a software or service that helps hosts automatically adjust their rates based on various factors, such as guest demand, competitor prices, and other market conditions. These software solutions are designed to help hosts make informed decisions about pricing, revenue management, and distribution.

9 Forecasting

Forecasting plays a crucial role in revenue management as it enables predicting future guest demand and market conditions. During forecasting, hosts analyze historical data, market trends, and guest behavior to predict future guest demand and use this information to make informed decisions about pricing, revenue management, and marketing strategies.

10 Future Premiums

"Future Premium" refers to pricing strategies where hosts charge higher rates for future bookings compared to current ones. It's used to maximize revenue by capturing the value of future bookings before they lock in a booking for the advance.

11 Seasonality

The fluctuation in demand and pricing based on seasonal factors, like seasons, holidays, festivals, and weather conditions.

12 Rate Parity

Rate Parity is a fundamental principle in revenue management. It refers to the practice of maintaining consistent pricing across all platforms and channels where the same STR is offered at the same price regardless of the platform or channel. For example, if a guest deposit causes any damages, the deposit will be returned.

13 Segmentation

Segmentation is a strategic practice in revenue management that involves classifying the market into distinct customer segments based on various criteria, such as age, gender, location, guest preferences, and booking patterns. This helps hosts tailor their pricing, marketing, and distribution strategies to the specific needs of each segment.

14 Yield Management

Yield Management is a strategic approach in revenue management aimed at maximizing revenue by adjusting pricing based on market conditions and availability factors. This includes setting prices, managing and controlling inventory to achieve the highest possible revenue.

15 BONUS: FREE DOWNLOAD

If you found this resource helpful and want more information on improving your revenue management skills, check out our course!

7 REVENUE MANAGEMENT SECRETS TO GROW YOUR BUSINESS BY 30%

This training will walk you through the steps to know how to improve your business by 30% in 90 days.

WWW.GETPAIDFORYOURPRO.COM

1 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES

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2 Prices

What is the price range at which guests are most likely to book.

3 Occupancy

What is the average occupancy for your market?

4 Guests per night

How many guests do travelers book on average.

5 Booking lead time

How much time in advance do guests typically book.

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7 MISTAKE #2 Ignoring the quality of your listing

It's a big mistake to automatically lower your rates just because you're not getting bookings. Instead, focus on increasing the quality of your listing to attract better guests or ask for a higher rate.

Instead of relying on intuition, you need to research and analyze your market to understand what's working and what's not. You will be guessing what your rates should be. Here are the top 5 metrics that you should know about your market:

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10 MISTAKE #4 Free Premium Pricing

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Instead of using free premium pricing, use a dynamic pricing tool.

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13 Segmentation

Segmentation is a strategic practice in revenue management that involves classifying the market into distinct customer segments based on various criteria, such as age, gender, location, guest preferences, and booking patterns. This helps hosts tailor their pricing, marketing, and distribution strategies to the specific needs of each segment.

14 Property Management Software

Most hosts have four different software programs: a calendar, a booking system, a dashboard system and peak season. The dashboard system is used to track the low and high seasons. In most instances, hosts use a calendar and a booking system to track the low and high seasons, and a separate software for peak season.

15 Security Deposit

It's a good idea to include a security deposit in your rental agreement to protect against damage or loss of property. Guests are less likely to damage or lose property if they know they'll be held responsible for it.

16 Rate Parity

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18 RevPAR (Revenue Per Available Room)

RevPAR, short for Revenue Per Available Room, is a key performance indicator used in the hotel industry. It's also known as "Occupancy Rate" and "Occupancy Factor". It measures a hotel's ability to generate revenue per available room.

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Interviews Mit Klassikstars

2022-2023

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COVER + CONTENT
LAYOUT/FORMATTING
DESIGN



The image shows the front cover of 'Klassikmagazin' magazine, specifically Band 4. The cover features a large, overlapping collage of numerous black and white and color portraits of classical musicians, conductors, and performers. In the bottom right corner, there is a larger, more prominent portrait of a man with grey hair, likely a conductor or composer. The magazine's title 'Klassikmagazin' is printed in a large, bold, serif font at the top left. Below the title, the word 'INTER' is partially visible. At the bottom right, the text 'Band 4' is written in red. The overall layout is dynamic, with the portraits arranged in a non-linear, overlapping fashion across the page.

The image shows two issues of the magazine 'Klassikstars'. The issue on the left is from the 2019-2020 period, featuring a collage of black and white portraits of classical musicians. The title 'Klassikstars' is prominently displayed at the top, with 'INTERVIEWS MIT' above it and '2019-2020' written diagonally across the middle. The issue on the right is from the year 2013, also featuring a collage of black and white portraits of musicians. The title 'Klassikstars' is at the top, with 'INTERVIEWS MIT' above it and '2013' written diagonally across the middle. Both issues are set against a light grey background.

Interviews Mit Klassikstars 2011-2012 · Interviews Mit Klassikstars 2013-2014

Sterlin City's Hidden Secrets to Entrepreneurial Success

2023

@sterlincity · fiverr.com



**sterlincity's
HIDDEN SECRETS TO
ENTREPRENEURIAL
SUCCESS.**

Introduction
**MAKING YOUR MARK:
STERLIN CITY'S SECRETS
TO GROWTH**

Starting with the realm of entrepreneurship, we share insights from our own journey and the stories of our founders, managers, and investors who have achieved success through their unique approaches and strategies. From the challenges faced by early-stage entrepreneurs to the lessons learned by established business leaders, this section provides a comprehensive look at the hidden secrets that drive success in the entrepreneurial landscape.

Our Unique Selling Point
INNOVATION
**COMBINATION OF HIGH-QUALITY
PRODUCTS AND PERSONALIZED
SERVICES**
**GLOBAL PERSPECTIVE AND
COLLABORATION**
SOCIAL IMPACT DRIVEN BY JOURNEY

Overall, our unique selling point lies in our commitment to innovation and personalization. By combining high-quality products with personalized services, we offer a unique value proposition that sets us apart in the competitive market. Our global perspective and collaborative approach allow us to stay ahead of the curve and continuously adapt to changing market dynamics. Through our social impact-driven journey, we aim to make a positive difference in the world while achieving success for ourselves and our stakeholders.

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**COMBINATION OF HIGH-QUALITY
PRODUCTS AND PERSONALIZED
SERVICES**
**GLOBAL PERSPECTIVE AND
COLLABORATION**
SOCIAL IMPACT DRIVEN BY JOURNEY

Influence wisdom into your path to success. Our varied and forward-thinking voyage is the core of triumph, illuminating our trajectory with our insights for an empowered tomorrow.

**SUPER-
CHARGE
YOUR
BUSINESS
JOURNEY
WITH
KNOW-
LEDGE!**

**BUSINESS
PROPOSAL**

WHAT IS A BUSINESS PROPOSAL AND HOW CAN IT BENEFIT YOUR BUSINESS?

A business proposal is a formal document that outlines a plan or project to potential customers. Your proposal should clearly define your value offer, detailing the specific needs of your company and the range of opportunities available to you. It should also include a detailed analysis of the market, your competitive advantage, and a clear call to action.

**STERLIN CITY
Inspiring the Future Solution of Today**

**CRACK THE CODE:
AUDIENCE
INSIGHT
—
SUCCESS!**

**OUR
TARGET
AUDI-
ENCE**

**WHY IS IT
IMPORTANT
TO UNDERSTAND
YOUR TARGET
AUDIENCE?**

Knowing your target audience is crucial for success. By understanding their needs, interests, and behaviors, you can tailor your marketing efforts to resonate with them and increase engagement. This leads to higher conversion rates and ultimately drives success.

OUR TARGET AUDIENCE

Demographic	Percentage
18-35	30%
36-55	20%
56-75	15%
76+	10%
Male	10%
Female	20%

INFORMATION

- sterlincity (Young Adults)
- On the Way (Young Adults)
- On the Way (Older Adults)
- Dog Owners (White Adults)
- Chameleons (Virtual Reality Enthusiasts)

the far-reaching impact of action:

**IMPLICATIONS FOR SOCIETY AND
THE NEXT GENERATION.**

If anything has been clear over the past decade, it's that the decisions we make now can have far-reaching consequences for society and future generations. As individuals, we have the power to take action and make a difference. By understanding the implications of our actions, we can work towards creating a better future for everyone.

the power of taking action:

**SHAPING A
BRIGHTER
FUTURE
FOR
OUR WORLD**

Taking action is the most important step we can take to create a better future. By making informed decisions and taking responsible actions, we can help to protect the environment, promote social justice, and ensure a brighter future for all.

SOCIAL TRANSFORMATION

Through creative and innovative thinking, we can bring about significant social transformation. By challenging norms and pushing boundaries, we can create a more equitable and just society for all.

ECONOMIC GROWTH

The creative economy is driving economic growth and innovation. By supporting local businesses and encouraging entrepreneurship, we can stimulate economic activity and create jobs for the future.

MENTAL WELL-BEING

Intervention through action can have a profound impact on mental well-being. By providing support and resources, we can help individuals to manage stress, improve their mental health, and live a more fulfilling life.

CULTURAL INNOVATION

Intervention through action can have a significant impact on cultural innovation. By supporting artists and cultural institutions, we can preserve and celebrate our shared heritage and inspire new forms of expression.

ENVIRONMENTAL SHIFT

A failure to take action can lead to environmental degradation and loss of biodiversity. By prioritizing sustainable practices and advocating for environmental policies, we can help to protect the planet and ensure a sustainable future for all.

SOCIAL COMMITMENT

The creative economy is built on a foundation of social commitment. By supporting local communities and investing in social initiatives, we can help to build stronger, more inclusive, and resilient societies.

LONG-TERM SOCIAL IMPACT

Intervention through action can have a long-term social impact. By addressing systemic issues such as poverty, inequality, and discrimination, we can create a more just and equitable society for all.

STRONGER SOCIAL FAIRNESS

The creative economy thrives on collaboration and social fairness. By working together and sharing resources, we can create a more inclusive and sustainable future for everyone.

**CLOSING THE BOOK,
OPENING NEW DOORS:
YOUR
JOURNEY
BEGINS**

We believe that you and your friend this guide to be a valuable companion on your own entrepreneurial journey. We hope that the insights and advice provided here will be useful and informative in the business world. However, please remember that every situation is unique and different, so it's important to seek professional advice and strategies, if necessary. We encourage you to work together to create a more sustainable and successful future for all.

INTEGRATION

In order to truly succeed in the entrepreneurial and creative fields, it's essential to integrate various disciplines. By combining business, technology, art, and design, we can create a more holistic and innovative approach to problem-solving and innovation.

COLLABORATION

Collaboration is key to success in the entrepreneurial adventure. By working together and sharing resources, we can create a more sustainable and successful future for everyone.

INNOVATION

Innovation is the driving force behind success in the entrepreneurial and creative fields. By embracing change and pushing boundaries, we can create a more sustainable and successful future for everyone.

Extreme Edge Agency - Brand Building Fundamentals

2023

@theextremeedge · fiverr.com

CONTENT LAYOUT DESIGN

**MISTAKE 2
BUILDING YOUR BRAND YOURSELF**

While building a brand yourself may seem like a cost-effective and easy solution, it can actually be a mistake if you are not a professional marketer because creating a strong brand identity requires specialized knowledge and experience. Small business owners often have limited time, resources, and the objectivity required to build a successful brand.

HOW TO FIX IT

- 1 Experience
- 2 Communication skills
- 3 Availability and pricing
- 4 Creativity
- 5 Portfolio
- 6 Industry expertise
- 7 Analytical skills
- 8 Strategic thinking

TAKE ACTION

At Extreme Edge, we're passionate about helping our clients win! With over 20 years of experience in branding and marketing for various brands, we understand the unique challenges that small business owners face every day. We're results-oriented, and we take pride in delivering branding strategies that get our clients the results they need. Our goal is to help you attract new customers, retain existing ones, and stand out from your competition. If you're ready to take your brand to the next level, we'd love to chat with you! Contact us at info@extremeedgeagency.com to schedule a virtual coffee meet-up and find out how we can help you GetBrandBlazing!

**MISTAKE 3
NOT CONNECTING WITH YOUR AUDIENCE**

Small businesses must prioritize creating an emotional connection with their target audience to establish a unique brand identity, build strong customer loyalty, and drive repeat purchases and success. Failing to tap into the transformative power of emotional connections can be a major mistake for any brand. That's why you should focus on understanding your audience and growing your brand and audience sales.

Build brand loyalty

Emotional connections are essential in building brand loyalty and driving repeat purchases and success of any business. Customers who feel an emotional connection to a brand are more likely to become loyal, repeat customers, and even become brand advocates.

Differentiate to your brand

Emotional connections catch the brand differentiate itself from its competition. By knowing your target audience and what they care about, you can create a unique value proposition that sets you apart from your competition.

Increase customer engagement

Emotional connections can help increase customer engagement with your brand. By creating content and experiences that resonate with your audience, you can keep them engaged and interested in your brand. This can lead to increased levels of media engagement across social media, email, and mobile, sales.

**MISTAKE 1
FAILURE TO HAVE A PLAN**

Having a solid strategy in place, however, you risk blinding them to the opportunities for growth and expansion. This can lead to a lack of consistency in messaging and visual identity, making it harder for customers to recognize and connect with your brand.

HOW TO FIX IT

- 1 Define your brand
- 2 Identify your target audience
- 3 Establish brand guidelines
- 4 Develop a marketing strategy
- 5 Continuously monitor and adapt
- 6 Develop a brand identity

TAKE ACTION

Do you feel like your small business is falling behind in today's competitive market? It's time to take action and start implementing a solid plan for your brand's future. Check out our Brand Blueprint™.

Our proprietary 6-step brand building framework is specifically designed to help small business owners like you build a strong brand identity. The Brand Blueprint™ is a custom brand plan that will give you the competitive edge you need to succeed. Our team of experts will work closely with you to ensure that you're not only confident that you can help you unlock the full potential of your brand, we're also confident that we can help you achieve your goals and objectives. Schedule a brand consultation and start your journey to brand success.

Don't settle for a lackluster brand strategy - take advantage of our expertise and experience to help you build a strong brand identity. With the Brand Blueprint™, the possibilities for your brand are endless.

**MISTAKE 2
BUILDING YOUR BRAND YOURSELF**

As a small business owner, you have a lot on your plate – from managing employees to dealing with finances. It's important to make sure that you never have to sacrifice quality and retain customers. One way to do this is by working with a professional marketing agency. You can gain an impartial perspective and use their expertise to help you build a strong brand without having to compromise.

Fails, creating a strong brand identity requires specialized knowledge and expertise. Professional brand development agencies have the experience and expertise to help you create a strong brand identity that stands out in today's competitive marketplace. They will have a better understanding of the latest trends in branding and marketing, and can provide valuable insights and recommendations to help you build a strong brand that resonates with your target audience.

Lucky, having a strong brand is essential for business success. A strong brand can increase customer loyalty, reduce costs, and improve overall performance. On the other hand, a weak or inconsistent brand can damage your reputation and hurt your bottom line. Unique selling proposition. Without this knowledge, you may end up with a brand that is not competitive enough to stand out in today's crowded marketplace.

Generally, small business owners have limited time and resources. Building a brand requires a significant investment of time and money. While it's important to hire a professional marketing agency to design a logo and develop a marketing strategy, it's also important to remember that it's always better to invest in professional branding services than to try to do it yourself. After all, a strong brand is critical for success, and investing in professional branding services can help you save time and effort, and most importantly, it doesn't cost as much as you might think.

**MISTAKE 2
BUILDING YOUR BRAND YOURSELF**

Choosing someone who has a broad scope when it comes to their brand. They may be close to the business but not fully versed in branding. Or, they may not be experienced in branding. Choosing the right marketer can be a challenge, but there are several things you can look for to ensure that you're working with the right person. Here are 5 essential things to look for when choosing a marketing agency for your business:

Experience

Look for a marketer who has experience in branding. Professional marketing agencies have the experience and expertise to help you build a strong brand that resonates with your target audience.

Portfolio

Check out the marketer's portfolio. Look for examples of their previous work, such as social media, websites, and advertising materials.

Communication and pricing

Consider a marketer who has experience in communication and pricing. Professional marketing agencies have the experience and expertise to help you build a strong brand that resonates with your target audience.

Analytical skills

A marketing professional needs to be able to analyze data and make it easy to understand. Look for a marketer who has experience in data analysis and can use tools like Google Analytics to help you build a strong brand.

Creativity

Look for a strategist who can come up with creative ideas and concepts. Professional marketing agencies have the experience and expertise to help you build a strong brand that resonates with your target audience.

Strategic thinking

A branding professional needs to be able to think strategically and understand the bigger picture. Professional marketing agencies have the experience and expertise to help you build a strong brand that resonates with your target audience.

By choosing the right marketer that specializes in small business development, you can create a strong, consistent, and differentiated brand that resonates with your target audience and drives business growth. Don't wait any longer - do your research, consider your options, and find the one that will help your small business thrive.

Cheat Codes

2023

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COVER + CONTENT
LAYOUT/FORMATTING
DESIGN



Atelier Des Sens Grasse

2023

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COVER + CONTENT LAYOUT DESIGN



Blau

Did you get started w-

Artisan Joy: How I Learned to Love My Business? In 2015 I was looking for a way to make my business more accessible to a younger buyer. I was thinking about how I could make my cards more modern and less like Christmas cards. I decided to add some new designs and sell them online. I also started selling my cards at local markets and fairs. It took a lot of hard work and dedication, but it paid off in the end. I now have a successful business that I am proud of.

I was like, "Um, what's the greeting?"
A.J.: How do you do?
A.J.: How do you do business?
A.R.: I believe that selling any business is successful in my opinion.
A.R.: I've been in business for a long time now, so I've seen a lot of different things. I think that selling any business is successful in my opinion.

... your accomplishments, your
accomplishments, your
received different, and
your work (and love)
sweat, and tears (and love)
is point.

... always, I have
an item, that I
something it was
and thought. That
purchase.

to this...
the thoughts
new thoughts
will help you
be aware of the world.
choose a supporter
idrome, sharing your work with the world,
own biggest

ABOUT THE AUTHOR Tammy Bennett is a certified mindfullness teacher, artist, you can learn more about her at tamsociety.com and listen to her podcast.

"You can say the right thing,
nobody will listen." —Grandma St...
society pod-
cast at [www.showme-
miles.com](http://www.showme-
miles.com)

that people will feel it in
don't feel it, nothing will h

ESS

Identify your Origin Brand Story
whose are your core values?

Differences of humanity, some are more creative than others. The Enneagram Test is highly accurate in identifying one's own personality type. It is not meant to be used as a diagnostic tool, but rather as a way to gain insight into one's own strengths and weaknesses. The test consists of nine personality types, each with its own unique characteristics and challenges. By understanding your own type, you can better understand yourself and how you interact with others. This knowledge can help you make better decisions and choices in life.

The "Woohoo".
Enjoys having fun and
making others, and sociable
remember, we are a combination of
a simplified version of the personal-
ests you can take.

The Strong Willed
Strength, Fun,

Everyone Okay?™

The 13 EV
Cares about others' well-being.
the group is okay. Encouraging, Empathic.
Strength: Listening.
it the personality number
the second personality
sh personality

To determine your code, place in each blank, the second place with each of 1-3 "strengths" associated with each listed 2-3 "strengths" I want to add a strength not listed.

Portfolio

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