

ARIF CENDEKIAWAN

# Portfolio

Editorial Design 2020-2023

## APPLYING

### APPROACHES

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the up-front costs in self-build  
are often higher than the cost of buying  
a house, so it's important to take the time  
to do your research. There are many  
different approaches to self-build,  
but the most common is to hire a  
professional architect or designer  
to draw up plans for you. This can  
be more expensive than buying a  
house, but it's worth it if you want  
a unique, personalized home.

Another approach is to hire a  
builder to build your house for you.  
This can be less expensive than self-build,  
but it's important to find a reliable  
builder who has experience in  
building houses. You can also hire  
a contractor to build your house,  
but this can be more expensive than  
self-build.

Finally, you can build your house  
yourself, which can be a fun and  
rewarding experience. However, it's  
important to have the right skills  
and tools to do this successfully.  
It's also important to have the  
right mindset, as self-build can be  
a challenging and rewarding process.

Overall, there are many different  
approaches to self-build, so it's  
important to do your research  
and find the one that's right for  
you. Whether you're building  
a new home or renovating an  
existing one, self-build can be  
a great way to create a  
unique, personalized home.

When it comes to self-build,  
there are many different ways  
to approach the process. One  
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## ABOUT THE AUTHOR

The author, **John Doe**, is a self-build  
expert with over 10 years of experience  
in the field. He has built several  
self-build projects and has helped  
many others through the process.  
He is a member of the Royal Institute  
of Chartered Surveyors and a member  
of the National Federation of Self-Build  
Associations. He is also a regular  
contributor to self-build magazines  
and websites, sharing his knowledge  
and expertise with readers across  
the globe.

John is a firm believer in the  
benefits of self-build and is passionate  
about helping others to achieve their  
dreams. He is a firm believer in the  
importance of quality, safety, and  
environmental responsibility in self-build.

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Hello!

My name is,

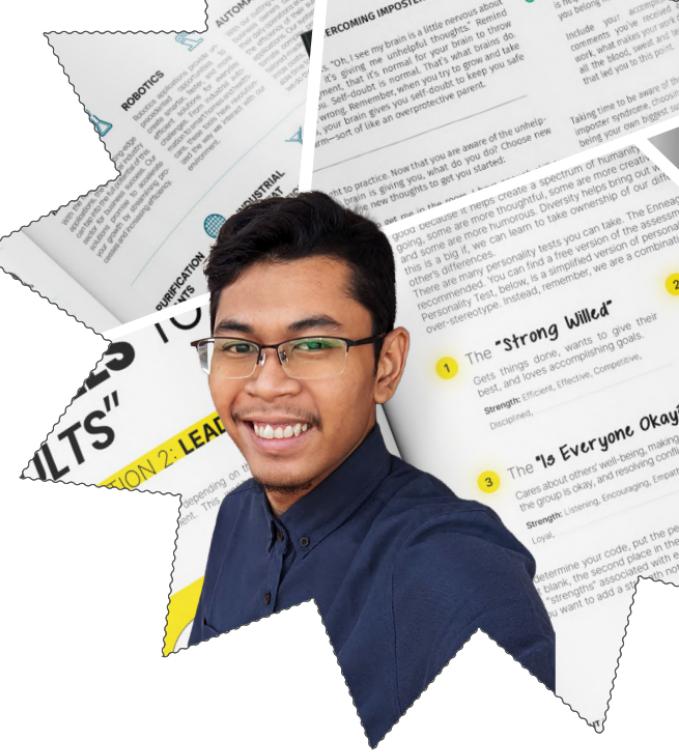
# Arif C.

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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  
any. One

APPLICATIONS

CHEMICAL  
INDUSTRY

The collage consists of several overlapping images. In the top left, there's a graduation cap and a hand holding a tablet. In the center, a person is shown working at a desk with a computer. To the right, there's a globe and a bar chart. Further right, a person in a suit is walking. At the bottom left, there's a factory interior with pipes and machinery. On the far right, there's a landscape featuring industrial structures like oil tanks and pipes against a cloudy sky.

PURIFICATION  
PLANT

**INDUSTRIAL  
OIL & FAT  
EXTRACTION**

**ARACTER**

# SELF AWARENESS

A large, yellow, cloud-shaped graphic is centered on the page. Inside the cloud, the words "MAGAZINE/BOOKLET/PUBLICATION DESIGN" are written in a bold, black, serif font. The background of the page is filled with various snippets of text from different publications, creating a collage-like effect.

# 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 cold place in winter. 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

PEOPLE / Spotlight / Clementine Nutall

# KA INTERNATIONAL POST

JULY ISSUE, 2021

## Clementine Nuttall

Adventures in Materials

### Section One: Japan and Material Culture

Japan has an extraordinary ability to connect material to culture, and respect for materials through so much that remains. Whether it's the home, whether it's wood, tea, timber, lacquer, clay or cloth. A curiosity about these materials, and the people who spend their days honoring 'the beauty of everyday' is what led me to Japan. I first visited in 2008, and since then, I've returned many times. I 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.



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### Section Two: Kintsugi and Material Cycle

My background is in the crafts, working in art and architectural conservation—a trained restorer. I have worked on the historic timber and stone of many old buildings in the South of England, like Winchester Cathedral and the Bodleian Library of Oxford University. We rarely had a dull day, at Westminster Abbey, I helped to repair the ornate sarcophagus tomb of a long forgotten monk, at Windsor Castle I designed a new canopy for a statue that had suffered beyond recognition, at 10 Downing Street I fashioned a replacement for the ornate silver bowl that the Prime Minister didn't take a turnule when delivering his morning address.

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 keep them in the same place. Buildings with history have lain in the same place for hundreds of years developing layers 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.



These discussions about conservation philosophy are what led me to Japan. The Japanese art of repairing ceramics—lacquer and gold. A traditional kintsugi mend takes a broken object, which is cleaned or smothered to pieces—and uses urushi lacquer to transform it through repair. It is first cleaned with water, sand and wheat paste, then filled using lacquer and rice glue, before additional layers of lacquer are applied. Gold leaf is applied to the join. Finally, a micrometer of gold is dusted along the surface, and then polished. This art of repair and history is rooted in the tea ceremony, the teachings of Sen no Rikyū and the development of the uniquely Japanese aesthetics in the 16th century.

To learn more, I joined the Department of Ursaki Lacquer at Tokyo University of the Arts in 2011. The lacquer itself is drawn from beneath the bark of the mountainous urushi tree—swelling so slowly from the scars scratched across the surface that it may yield only 300g in a year. So it is not only ratty to cross my workspace over the last four years, I have used up all the lacquer I have ever made. I have to constantly go back to the trees and strands grown from the tail of a cat. We used burning tools made from the ruby teeth of sea bream and polishing compound from powdered sand. I have spent hours peeling the spines from a beetle egg, and then offering up the palm excrements, only to receive a handful of iridescent beetle shell. I came to Japan a vegan, I'm afraid I'm now more: I politely turned down whale bone, but damn near lost my cool at elephant tusks.

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JULY ISSUE 2021

PEOPLE / Spotlight / Kate Ikuma

### SPOTLIGHT

## 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 longest inland prefecture, Ibaraki (茨城県). When some of my friends found out where I was placed, they responded with a mix of concern and awe. I have lived there for three years and I do 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 I think that is a shame. Ibaraki is a hidden gem. It 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 Ibaraki is by car—which is true. It is a waste. But I have three years in the country without a car, and was just fine. If you don't have a car, then I would suggest taking a train. It is the easiest and most efficient option in the countryside. Google Maps or Apple Maps have a tendency to lead drivers, narrow country roads with cliffs on one side and mountains on the other, so be careful of the options they provide. Roads in Japan are well-maintained, and locals tend to take these roads fast and treat one-lane country roads as two-lane roads. You will see signs that say "I'll show you today how no main highways to them, just main roads with stoplights."

Let's start with two of Ibaraki's most popular places, which you might already know about: Kairaku-en (偕楽園) located in the city of Mito (水戸市). It is one of the great three gardens (the other two being Kenrokuen in Kanazawa, Ishikawa prefecture, and Kōraku-en in Okayama, Okayama prefecture). The best time to go is plum blossom season, which is usually late-March, although there are over 3,000 plum trees in a variety of colors. You can pack a picnic basket to sit and watch the cherry blossom season. The joban line stops right at a special stop right in front of the park, and the train ride from the station to the park is the second most popular spot in Hitachi Seaside Park (日立ひたち海浜公園). It's expansive and you can walk on foot, but if you're not much of a walker you can always rent a bike to get around.

Its many 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 for a great photo opportunity. You can also catch the cherry blossoms in full bloom, which also sells blue curvy, which is very endearing. I would like to add that you should 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 Mito and head on the unbearably track north. There's one game to play when it comes to traveling to the darkest northwest of Ibaraki via public transportation: the JR Suigun Line. It is a single track line that only carries four cars at most. Since it is a single, countryside track train, it only comes about once an hour, so I highly recommend getting a Suica card when planning your trip. Among the Suigun line's charmingly analog features is the limited Suica (I can assure you that you will not need to buy a physical ticket, if your Japanese is more hindrance than help, then the easiest option is to exit at Mitomo Station and walk to the station). Once you have your Japanese is functional, you can switch straight onto the Suigun train at Mitomo station, and ask one of the many staff members to scan your Suica card before reaching your desired stop.

PEOPLE / Spotlight / Kate Ikuma



PEOPLE  
SPOTLIGHT  
Kate Ikuma  
[www.kateikuma.com](https://www.kateikuma.com/)  
(7/26/21 #184-2-3.)

PEOPLE  
WINTER WRITING  
COMPETITION  
[www.kaiinternationalpost.com/writing-contest](https://www.kaiinternationalpost.com/writing-contest)

WELLNESS  
Autumn  
Find Your Comfort  
Through Self-Regulation

FITNESS  
Jamie Cheung & Kohre Minoshita  
Reducing Your Workout Preparation

## KA INTERNATIONAL POST

MARCH ISSUE, 2022



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 have 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**  
SAY IT OUT  
Glen Royce  
It's Never Too Late To Design  
Your Own Life  
Cancer Survivor  
Two-Legged Foot

**WELLNESS**  
How to Stay Healthy  
What Does Your Foundation for Success Look Like?

**FITNESS**  
Join Us for Our Monthly Workshops  
Office-friendly Stretches for Quick Relief

**KAIS LIFE**  
Summer Camp Registration  
A Look at KAIS,  
KA's International School

**MAY ISSUE, 2022**

**KA**  
**INTERNATIONAL**  
**POST**

**MAY ISSUE 2022**

**KA**  
**INTERNATIONAL**

**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 have 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.

If you're a teacher or staff member, what can you do to be someone else's safety net? 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 student's behavior?
- 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 student's behavior, academic performance, trust yourself to notice and report it to your manager as soon as possible. See guidelines and resources 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, emotional 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 we 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, you may never have lived 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. They can help you keep track of your recurring needs and alert you to any changes or any irregularities.

Even if you don't have any standing health concerns, an internal doctor or perhaps the 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 si ha quando si crede di aver venduto la propria casa.

Dopo aver lavorato per molto tempo come agente in uno dei più importanti firmari di Piacenza, ho deciso di aprire numerose sale e commerciare quest'esperienza con un gruppo di proprietari, acquirenti, tenori, capannoni 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 agenzia immobiliare di Piacenza, in cui mi sono occupata della comprensività di diversi settori: appartamenti, tenori, capannoni 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](http://www.vendicasain30giorni.com)

[www.tradingcasa.it](http://www.tradingcasa.it)

**SCOPRI COME È POSSIBILE VENDERE LA TUA CASA IN MENO DI 30 GIORNI A PIACENZA SENZA PERDERTI IN NOISSI E INNUMEREOVILI ADEMPIMENTI BUREAUCRATICI E SENZA FARTI INVADERE CASA DA POTENZIALI ACQUERENTI POCO RACCOMANDABILI**

**Gentile proprietario,**

Ho inviato questa lettera perché so benissimo che ieri è questo momento. Conosco alla perfezione le tue ansie, le tue paure e le tue preoccupazioni.

Oggi, invece, mi sarei già concordato centrale di persone che ti trovano nella tua situazione.

Se ti presento un imprenditore da vendere il suo risultato: 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 te stesso.

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: la crisi di denaro in gioco e la crescita ad un milio di euro della tua casa.

**Infatti molti hanno trasferito al sogno della casa il loro obiettivo di investimento.** Altri, invece, hanno visto «realizzare» il proprio sogno d'acquisto e hanno deciso adattarsi alle nuove circostanze e adattandosi a soluzioni più economiche.

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

[www.tradingcasa.com](http://www.tradingcasa.com)

**Ma qual è stato l'effetto sul mercato immobiliare?**

Questa domanda è più che lacca. Chi non se lo trebbe al punto tuo?

Veniamo da un anno in cui l'inflazione è arrivata alle stelle.

Per contrarre questo trend negativo, la Banca d'Italia ha dovuto aumentare le tasse pregressivamente i tassi di interesse, a partire dal mese di settembre, arrivando a toccare nel 2023 valori ormai al 4%.

**N. Compravendite immobiliari Piacenza e provincia**

Anno	2021	2022	2023*
Vendite	1.000	1.000	1.000
Acquisti	1.000	1.000	1.000

[www.vendicasain30giorni.com](http://www.vendicasain30giorni.com)

Il febbraio 2023-2023 sta procedendo all'integrazione della volata verso l'alto, con le decisioni sui tasse che vengono definite di colpa di vota ed 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 risparmio ATM di Assicurazioni: Banca d'Italia, nel 2023 potrebbe ancora essere costituita una tassazione inferiore al 3% e bisognerebbe adattare le quote "nuova immobiliarista".**

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 e quando, con i tassi di inflazione, saranno impostate nuove tasse, le banche si rivolgeranno a 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:**

**N. Compravendite immobiliari Piacenza e provincia**

Anno	2021	2022	2023*
Vendite	1.000	1.000	1.000
Acquisti	1.000	1.000	1.000

[www.vendicasain30giorni.com](http://www.vendicasain30giorni.com)

**5 OPEN HOUSE**

**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 sicure che a breve lo farà anche tu.

**Se vuoi vendere il tuo immobile o per questo motivo vogli 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!**

**Al pronto:**

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

**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*

**Questi sono solo alcuni delle testimonianze che abbiamo raccolto nell'ultimo anno.**

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**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

Similar to becoming a better person, it can make you more caring and kind. Why not see on that person's behalf? You can become that version of yourself – the best you.

8  
THE ART OF SERENITY: NAVIGATING ANGER WITH GRACE

Similarly, if you have a belief that people are inherently bad or that the world is a bad place, and others are intentionally trying to hurt you, it can lead to anger and aggression. It can make you easily annoyed and defensive.

9  
THE ART OF SERENITY: NAVIGATING ANGER WITH GRACE

and others are intentionally trying to hurt you, it can lead to anger and aggression. It can make you easily annoyed and defensive.

10  
THE ART OF SERENITY: NAVIGATING ANGER WITH GRACE

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

control  
7. Aggressive behavior: If you're experiencing this, you're finding that you're reacting without thinking. This could be because you're feeling threatened or angry.

# 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.\*

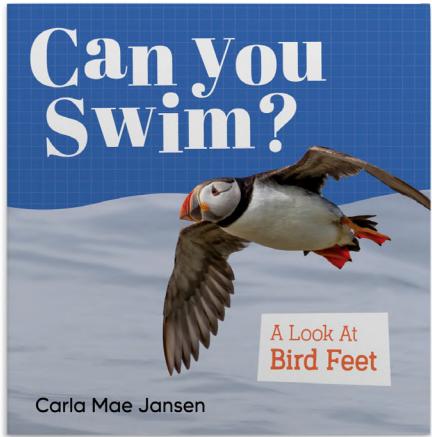


# Can You Swim?

2022

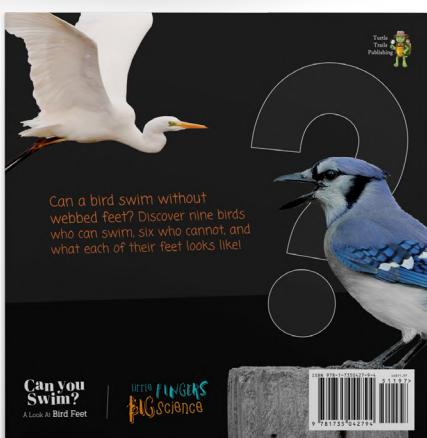
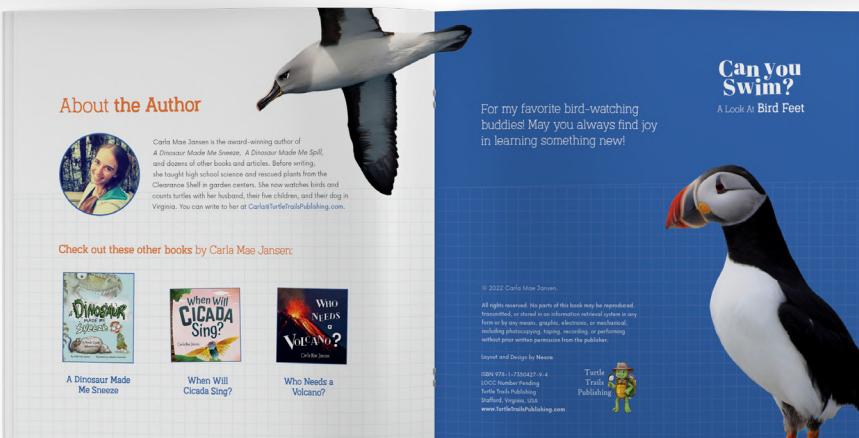
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COVER + CONTENT  
LAYOUT DESIGN



An open book showing two pages. The left page features the title 'Can you Swim?' and the subtitle 'A Look At Bird Feet'. The right page shows three birds: a white heron 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

“Dad and I were without character, can lead to foolishness and misery. Why? Because the person who lacks character not only affects themselves, they affect the people around them. They sacrifice what's truly important for their own personal gain.”

→ They choose feelings over character.

→ They choose popularity over character.

→ They choose money over character.

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

The heart wants most because the hands and feet know the least about the heart. 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, trees such as peer pressure, destructive habits, and emcege 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 fall.

**CHARACTER TRAITS**

Mark an X identifying whether a trait comes naturally to you, or not. Complete how you know it's a character from a story as you see it model for that trait.

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

**BUILDING CHARACTER CONFERENCE**

LEADERSHIP SKILLS / SELF-AWARENESS

## SONALITIES

them. It doesn't mean you have to like them, but it means that the person in the room will have time to reflect: "Why? How?" So ask to see where you're coming from. Are you

**LEADERSHIP SKILLS / Vision Creating**

# WHAT DO YOU WANT

**my community**

1	exc. peace	exc. crime
2		
3		
4		
5		
6		
7		
8		
9		
10		

**my school**

1	exc. inclusion	exc. division
2		
3		
4		
5		
6		
7		
8		
9		
10		

**my home**

1	exc. joy	exc. stress
2		
3		
4		
5		
6		
7		
8		
9		
10		

**myself**

1	exc. clarity	exc. confusion
2		
3		
4		
5		
6		
7		
8		
9		
10		

**LEADERSHIP SKILLS / Vision Creating**

- Full Heart:** Filled with ...
  - > **Character**
    - I want to
    - Integrity
    - I want to
  - > **Relationships**
    - I want to
    - Change
    - I want to
- Level Head:** Focused on ...
  - > **Character**
    - I want to
    - Grace
    - I want to
  - > **Health**
    - I want to
    - Relationships
    - I want to
- Open Hands:** Ready to ...
  - > **Receive support**
    - I want to
    - Give service

**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 improve mental health and stronger communities. Ultimately, for the leader, the results of your leadership will lead to personal growth and bring you closer to God. So, as you read, continue to grow your character, develop your skills, and celebrate your amazing results when each chapter.

**3 LESSONS I LEARNED FROM THE OWNIT STUDENT LEADERSHIP CONFERENCE**

- 1. Why it matters to me!
- 2. What I will do about it!
- 3. Why I aspire to that!

**BRAINSTORM BUBBLE**

## HOW DO WE COMMUNICATE THROUGH CONFLICT WITHOUT LOSING COMPASSION

RESULTS

LEADERSHIP SKILLS | COMMUNICATION

1. Utilize positive body language.

A. Letting your arms and across your legs  
 B. Use good posture  
 C. Make eye contact  
 D. \_\_\_\_\_

2. Listen & re-affirming feedback

A. So, am I hearing you say that? ...  
 B. To, write with that...  
 C. Do you feel that?  
 D. Do you want to know my opinion?

3. Honour emotions

practise patience, and understand that what you may not agree with, you can still respect and be respectful to each other

4. Find common ground

by hearing what you hear

5.



# Markets St.

## 2023

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## Relíquias e Leilões: Mercados do passado

**N**uma 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 antigos colecionadores que se tornaram o lar para os exícos da sofisticação e colecionamento que se realizam diante das lentes das câmeras de televisão. A cultura permanece como um imenso bazar. Até onde chegará o interesse por temas culturais e econômicos, como Louvre, Museus gregos e romanos, e outros museus que permitem o avanço.

As tradições e costumes deixados ao mundo, podem ser a grande atração, atração que permanece ao lado de avanços tecnológicos, como a internet, educação histórica e ciência, que se tornaram a base para a construção de novos mercados.

Em 2023, uma edição de 2023, a feira reuniu cerca de 10 mil pessoas, entre colecionadores e curiosos.

Uma representante desse mercado especialista a nível de colecionamento, que se tornou o lar para os exícos da sofisticação e colecionamento que se realizam diante das lentes das câmeras de televisão. A cultura permanece como um imenso bazar. Até onde chegará o interesse por temas culturais e econômicos, como Louvre, Museus gregos e romanos, e outros museus que permitem o avanço.

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Portanto, ficou só a esperar que a cultura possa ter um futuro promissor, e que os interessados em colecionar e investir na herança e memória do passado tenham a oportunidade de fazer parte desse emocionante universo.

31 | MARKET ST. 2023

Museu

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?

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 fazer emissão de bonds para as empresas brasileiras, então como eu trabalhava em um banco de investimento e fui gente fazendo algumas emissões, inclusive eu trabalhei num emissão de bonds para a Petrobras lá em 93, o Brasil tinha resultado extrema. E ali eu me formei e nesse momento entendi que havia 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 ou 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 engravidou, pediu demissão no [Banco] do 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 da para conciliar a experiência que eu queria ter como mãe, então eu fui fazer o doutorado na FGV.

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 da 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, é da pós-graduação. Em todas elas faço conexão com o mercado e como eu vim de mercado, sinto muita falta, é que fizer 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.

Então isso mostra pra gente o que a gente já discutiu na FEA, que o professor não é o fornecedor de conteúdo, ele é uma liderança, 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

**F**oi 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, fariam, dizer os leitores?





# MBHC - Fundamentals for New Disciples

2023

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COVER + CONTENT  
LAYOUT DESIGN

**WELCOME TO  
“The Hope” Family**

Greeted and welcome to the Mount Hope Baptist Church family. Our name of our Lord and Savior Jesus Christ. After many years of service as the pastor of “The Hope” we are open to everyone who wants to hear the Word of God in their lives and open. We are truly blessed that you decided to make “The Hope” your church home.

Embracing a path as a follower of Christ is an ongoing and lifelong voyage. It's essential to have any healing message on your spiritual voyage. As we deepen our understanding of our spirituality, we grow. It's important that you both receive the Word of God and remain steadfast in your faith and practice relying on God's power. I have been blessed with a congregation that always serves to the Lord. I will be forever grateful to all those who have served and promoted the Word of God in our church. As we grow, as you become more active, please feel free to see studies and ministries that we help strengthen you in your daily walk with God.

Our mission at Mount Hope Baptist Church is through praise and worship, preaching, teaching, and outreach, we desire to reach out to people and families of our local community, and train them in the Word of God to build disciples for Christ. It is paramount as disciplemaking that you know and understand the mission statement of our congregation.

**“The Hope”**  
Mission, Core Values and Theme

**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 planning to God with honesty, trust and transparency of character.

**Faithfulness**  
Giving God our very best. It is God's expectation of us, not man's expectation.

**Excellence**  
We believe in living a life planning to God with honesty, trust and transparency of character.

**OUR THEMES**

Expectation, Belief, Achievement

**MOUNT HOPE BAPTIST CHURCH**

**“The Hope”**

**Fundamentals**  
— *for* New Disciples

**MOUNT HOPE BAPTIST CHURCH**

**“The Hope”**

**www.mthopeva.org**

6872 Harrison Road, Fredericksburg, VA 22407  
Rev. Dr. Raymond A. Bell, Jr., Senior Pastor

# *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 interviews. They are both very talented and have a lot to offer the industry. They are both very good people and we are very happy to have them on board.

Their first book, "Selina Li and Katrina Black: The Best of Both Worlds", will be published in October. It will feature interviews with some of the most famous names in the industry, as well as a collection of their own work.

case at  
hip Shop  
xton

OLDHARBOUR LANE  
01:00 pm - 04:00 pm

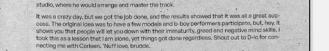
Dub had a connection at the Otep Shop, where he found a small room for a reasonable price. At first, for some reason, I was against it. But when I really thought about it, I knew it was definitely the perfect spot. Many artists and bands have come to the Otep Shop to perform.



people watching would get the  
chance to see me. I was nervous,  
but I did it. I think it was a good  
experience. I think it was a good  
time for me to do that because I  
wasn't doing much at that time anyway.



I spoke to Corten and he explained a little about my  
idea. He thought it was cool and conceived. I was released  
from my comic book deal and thought it would be a good  
idea if we could create an exclusive piece on the web  
magazine. I was nervous about it, but I thought that if I did that  
I would have the cyber performance taw off.



It would be a good idea, but we got the go-ahead. The results showed that it was a great idea.  
It was a success. The original idea was to have a few models and to let performers participate, but I like it  
when you have people who set precedents with their innovative, creative and unique writing skills. I  
had that in mind when I was writing the story. I wanted to do something that's different, that's not to do for me con-  
necting with Corten. You'll see, bruh.

25

26

28

STERLINGCITY

29

STERLINGCITY

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STERLINGCITY

Journeying Through Cyber-Energy and Digital Dreams

# SterlinCity

DIARY

HOUR MINUTE SECOND  
18 25 23.02  
DATE 21.03.2020



9 781234 567897

11<sup>th</sup> March 2020

## ENVISIONING THE BRAND: PAVING THE WAY FROM DAY ONE

VIDEOPHOTOGRAPHER MONIKA /PHOTOGRAPHER ZEK.SNAPS

LOCATION

# Kings Cross

13:00 pm - 15:00 pm

done



ANTHONY ALI 2 COMEDIAN



NEL MARIE MODEL /PRESENTER



MELANIE MODEL CHRISSY Q MODEL /ACTRESS

The shoot took place at the beginning of March 2020, during a time when the world was becoming increasingly aware of the emerging COVID pandemic. The streets were already starting to become deserted, and I couldn't help but question the rapidity and relentlessness of the situation.

Despite the circumstances, my very first video shoot turned out to be a great success. Everyone involved acted professionally, and the results spoke for themselves. I made sure to pay each person in cash, expressing my gratitude by including a small letter of appreciation along with the payment. This gesture of appreciation would become a recurring practice throughout my journey, as it represents our identity and sets us apart from others.



MONIKA VIDEOPHOTOGRAPHER

As the world seemed to be on the brink of chaos, I felt like I was just beginning to truly live. I realized that as long as my heart kept beating, it was never too late to pursue my purpose. It was time to start the next chapter, and I was ready for it.

Facing difficulties in securing dates with established photographers, I decided to switch things up and started working with new, young talents who were eager to learn and collaborate on our project as photographers and videographers.

STERLINGCITY

3

# Phi Mu Alpha Province 9 Workshop

2023

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COVER + CONTENT  
LAYOUT DESIGN

**SCHEDULE**

**SATURDAY, MARCH 25<sup>th</sup>**  
**LBJ STUDENT CENTER**

**Welcome**  
9:30am  
Plot on your welcome sheet and budget with us! Come and hang out with some light food and with others! We'll also go over our weekend and an overview of the weekend.  
*source: (LB) TEACHING THEATER*

**Opening**  
10:00am  
We'll begin with welcoming you guys to the workshop! We'll eat and with activities! We'll also go over our weekend and an overview of the weekend.  
*source: (LB) TEACHING THEATER*

**All Hearts As One Unite**  
11:00am  
Our own Governor Matthew Allen Trebits will walk us through our weekend! Come and hang out with us!  
*source: (LB) TEACHING THEATER*

**Life After College**  
11:00am  
This session will surround the question of what's next for me if I graduate? What do I want to do with my life? Come and hang out with us!  
*source: (LB) TEACHING THEATER*

**Lunch**  
12:00-1:15pm  
On You Own. There are many food options in LBJ. You can get Chick-fil-A, LBJ Vegan, and more! Or even go to George and hang out.

**Ritual Staging**  
2:00pm-2:50pm  
Now, more than ever, it's crucial that every chapter year and color continue dry and shiny throughout the year. The present will ensure the success of our ACPB experience. Join our ACPB brothers through some tips and tricks of ritual staging!

**A Quick Little Q&A**  
1:30pm  
A Q&A with a few of our alumni attendees to go around and ask your burning questions.  
*source: (LB) TEACHING THEATER*

**SCHEDULE**

**SATURDAY, MARCH 25<sup>th</sup>**

**Sing Sinfonians Sing**  
3:00pm-3:20pm  
Let's just sing for a bit!

**Mason's Fables**  
3:30pm-4:00pm  
An innovative choose your own adventure session! Let's play your own Mason's fable! Whatever party you'd like, you can take off and go on that adventure with your friends! Have fun! *(LB) TEACHING THEATER*

**Lifestyles of Being a Big Brother**  
3:30pm-4:00pm  
The Big Brother serves an important role in the planning process. We can't describe it as plain education, because it's so much more! It's a momentous guide, one brother will discuss why its important and have to be a good one. *source: (LB) TEACHING THEATER*

**Allelgiances**  
4:30pm-5:30pm  
Our final activity for the day is Change Presidents! "bit-Allegiances" *source: (LB) TEACHING THEATER*

**Gala Dinner**  
6:10pm  
Members: Doreen Schmid, The Hon. Schmidt, The Hon. G. G. and several members across the country performed in a talent show to help raise a little money for Province 92 here in Washington, D.C. Our workshop group helped cultivate the staging of our rental.

**PHI MU ALPHA SINFONIA**  
PROVINCE 9 WORKSHOP

**ESTABLISHED 1908**

**PHI MU ALPHA PROVINCE WORKSHOP**  
PROVINCE 9

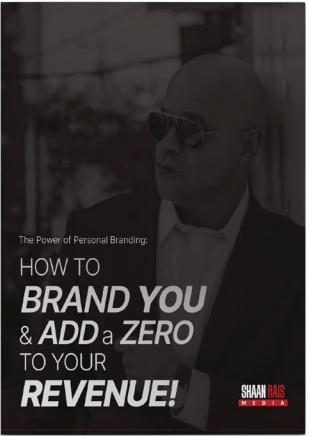
**EMBRACE DIVERSITY  
ENCOURAGE LEADERSHIP  
EMPOWER COMMUNITY  
SERVE HUMANITY**  
SAN MARCOS, TX

# *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 is today a brand new customer.

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 Story





**ELEMENT #6 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.

**Story Confusion**

You have a story. It is not something that you can outsourcing. Even if you hire a writer, the "voice" of the story has to come from you. You have to tell your story from your perspective. If you are writing a story for someone else, then you should try to have other team members act as a sounding board to ensure your story is clear and consistent across all platforms.

Also, just because you create content, doesn't mean you are necessarily telling the right story. Unfortunately, many brands are ensnared in the quantity trap. They are creating content after content without ever asking if the content is the right content that doesn't connect. That being said, if writing is not your forte, no problem. Just make sure you are connecting with your audience. When you do, bring your story bearing in mind that the only thing worse than having no brand story is having a story that tells lies.

“Never tell a story without a lesson”

— Les Brown



**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

In this chapter, we talked about how to build your own brand story. Now that you have a solid foundation, here are some core motivations, values, and principles of that story into your business.

By incorporating any of these, you may notice some things you might also appreciate, and maybe even love. More so, not just any story will achieve this emotional, well-crafted stories. These brand story examples will have one thing in common: they are stories that are built using a product or service successfully changes lives for the better.

**John Lewis Insurance (Tiny Dancer)**

BRAND STORY	THEIR STORY
John Lewis is a chain of high-end British department stores. Founded in 1869, their motto is 'Your knowledge is our strength'. The brand believes that if you touch something cheaper than them, they will match it. This is the difference. John Lewis' brand DNA is built around quality, customer service and honesty. Home, car, pet and travel insurance are just some of the products that John Lewis offers. They're a 203 year-old company that's still run by a 90-year-old British entrepreneur, Brian May. Brian May has brought his 50-year-old British enthusiasm.	<b>Reliability</b> <b>WAVY WORKS</b> It was a lovely ad that worked because it was both relatable and aspirational. It's a bit like the John Lewis brand itself. As we follow Brian's dancing, he's not perfect, he's not a professional dancer, he's not dressed every item in every colour, speaking moments of tension without being overly dramatic. The dancing is a bit wavy, it's a bit messy, it's a bit unpolished, it's a bit sincere with the element of nostalgia and hopefulness that this one could be the best day ever. I think that's what makes it work. It's not an excellent ad or remedying the brand that home insurance is used for. It's not an excellent ad for the brand that Brian May is still being ridiculous. Gender stereotyping myself? But the passionate performance more than make 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 Black men, women and children navigated 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 and 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**

**Layne 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**

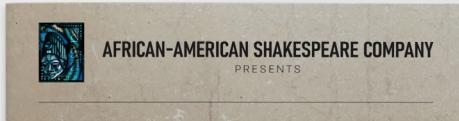
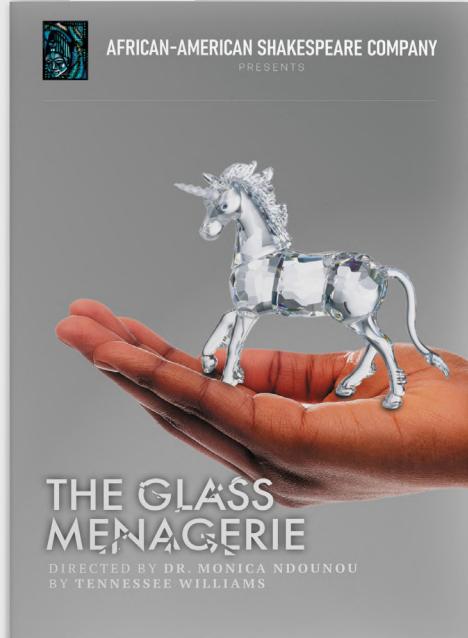
**SPECIAL THANK YOU**

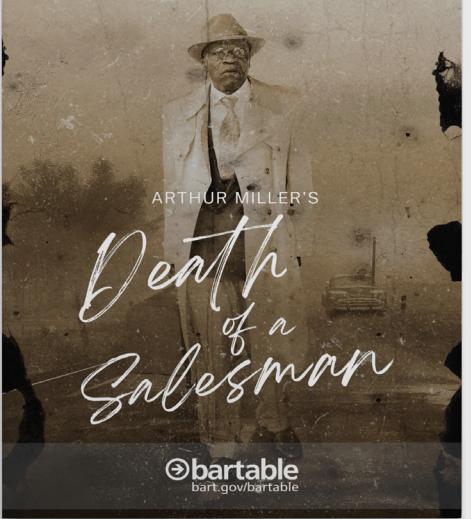
**Oakland Project Theater**

1      2

AFRICAN-AMERICAN SHAKESPEARE COMPANY

AFRICAN-AMERICAN SHAKESPEARE COMPANY





ARTHUR MILLER'S

# Death of a Salesman

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[bart.gov/bartable](http://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 director 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 three years, teaching Acting and Directing, and has taught Master Classes in Directing. He also conducted Master Classes in acting at Stratford Festival, Ontario, Canada, and at the National School, (New York City), where he received his first training in theatre. His further training took him to Webber/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 over 40 years. He has performed on Broadway (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](http://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, New York City, and California State Summer School for the Arts. They received their bachelors in Feminist Studies from University of California, Santa Cruz. Their favorite pastimes are Chilean feminist anarchism, 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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AFRICAN-AMERICAN SHAKESPEARE COMPANY

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ROMEO & JULIET

Shakespeare's

**ROMEO & JULIET\***

ADAPTED & DIRECTED BY:  
L. PETER CALLENDER

DIRECTOR'S NOTE

**CAST**

**Khari Haynes**  
Romeo

**Shelby Ronea**  
Juliet

**John Eleby**  
Capulet

**Layce Lynne Kieu**  
Montague/Nurse

**Justin P. Lopez**  
Benvolio

**Devin Parker Sullivan**  
Mercutio

**Gregor Haley**  
Tybalt

**Elijah Fisher**  
Friar Lawrence

**Taijanna Okechukwu**

**SPECIAL THANK YOU**

**Oakland Project Theater**

**Kristin Clippard**

**Elton Bradman**

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

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NATIONAL  
ARTS  
COUNCIL

Arts  
EDUCATION

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

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[bart.gov/bartable](http://bart.gov/bartable)

PRODUCTION TEAM

## SHERRI YOUNG (*Director*)



Sherri Young is 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 conference about arts, diversity, and gender issues. Sherri Young runs and 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 and friends, 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 *Footloose*. They are happy to play a larger part in the creation of productions, though they are also of stage manager for *Xanadu* and *Footloose*. You may also see them working 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.

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AFRICAN-AMERICAN SHAKESPEARE COMPANY

CINDERELLA

PRODUCTION TEAM

## 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 Classical Piano. Kenneth began writing his own art of playing piano and theory. His formative years began when he was a teen at First Baptist Church of Novato. Kenneth 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 Strickling—known to the world as Stevie Wonder. He was the musical director for many productions of *My Fair Lady*, *West Side Story*, *Grease*, *Evita*, and as musical director for five productions of *"A Soulful Christmas"* which is the theater's current holiday production. 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 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. Winkles in *"The Wizard of Oz"* at the Community Theater in Walnut Creek, CA. Currently, Kenneth Little is teaching vocal coaching 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 Bay Area. Nitty is a graduate of University of San Francisco and is a professional 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 Bachelor's degree in Psychology. Currently, he 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 open 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

# 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.

**ommegears**

**CONFAP | MAN | IQNET | ZIGQ**

**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.

**APPLICATIONS**

**CHEMICAL INDUSTRY**  
With the help of our cutting-edge applications in the chemical industry, business owners can streamline their operations and reduce costs. From automation to smart homes and healthcare, these tools have revolutionized the way we interact with our environment.

**ROBOTICS**  
Robotics applications provide unprecedented opportunities to business owners to streamline their operations and reduce costs. By improving the efficiency of their automation systems, companies can automate complex processes, with minimal human intervention, reducing costs and free up your valuable time to focus on your business.

**AUTOMATION**  
With our cutting-edge technologies, business owners can streamline their operations and reduce costs. Our solutions are designed to automate complex processes, with minimal human intervention, reducing costs and free up your valuable time to focus on your business.

**PETROCHEMICAL & PLASTIC INDUSTRY**  
Our products will help this industry operate more efficiently. We offer top-of-the-line solutions that are tailored to the needs of each individual industry.

**PURIFICATION PLANTS**  
Our products provide a competitive advantage over Purification Plant equipment. Our compact, cost-effective solution. Our unique design allows us to adapt to any challenging waste or terrain, staying true to our motto, clean purifying solutions.

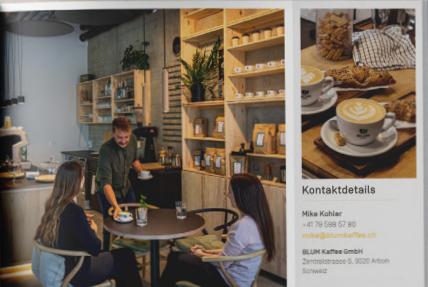
**INDUSTRIAL OIL & FAT EXTRACTION**  
Our solutions can help you optimize your operations, reduce operating costs, increase efficiency, increased safety and reduce environmental impact. Our products are designed to reduce energy consumption. This means lower oil and higher yields for your business.

**DRILLING PURIFICATION**  
Our solutions can help you optimize your operations, reduce operating costs, increase efficiency, increased safety and reduce environmental impact. Our products are designed to reduce energy consumption. This means lower oil and higher yields for your business.

**Blumkaffee**

2022-2023

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# Marymount - Fundraising Booklet

2023

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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, Advisory & Dignity  
We value the dignity of the individual and the right to receive the best services of every member of staff and our volunteers.

**Excellence**  
Skills, Integrity & Collaboration  
We work to the highest standards of medical, nursing and professional standards with compassion and integrity.

**Accountability**  
Responsibility & Transparency  
We work to the highest standards of medical, nursing and professional standards with compassion and integrity.

**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 provide a safe environment for patients and their families to live in 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](http://www.hsa.ie)

**3 Service for Older People**

**2 Specialist Palliative Care**

Marymount University Hospital is the designated specialist palliative care centre for Cork city and county and provides a dedicated programme of care delivered across a range of hospital and community-based settings. Marymount Hospital also supports a dedicated programme of respite care for patients with dementia.

The service is designed and designed to offer appropriate care to patients with dementia. We work to the highest standards of medical, nursing and professional standards with compassion and integrity.

The service is considered best designed to offer appropriate care to patients with dementia. Working in close liaison with specialised medical services it is the aim of the service to provide the most appropriate setting for the needs of the patient complexity or the most appropriate setting. Specialist Palliative Care provides a service to those in the most need responsive of age or diagnosis.

## WANT TO HELP BUT NEED AN IDEA?

Please read through our A-Z list of suggestions.

- A Arts & Crafts, Aerobic, Walkout Auction
- B Bingo, Bingo, BINGO, BINGO & BINGO Sale
- C Coffee Morning, Concert, Cycle Fete, Car Wash, Obstacle Course, Craft Sale, Craft Fair, Competitions, Christmas Jumper Day
- D Discos, Dinner Party, Dog Walk
- E Easter Egg Hunt, Exhibition, Expedition
- F Film Night, Football Tournament, Fancy Dress, Fashion Show, Family Fun Day, Fish Fling, Hog Day Support



**HOW YOU CAN HELP**

**Make an individual donation**

You can donate to Marymount in the following ways:

- By cheque or bank draft on site
- Or a cheque
- Online ([www.marymount.ie](http://www.marymount.ie))
- Set up a monthly direct debit

**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 €3.00 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...

**Our online shop**

Merchandise is available in our online shop. [www.marymount.ie/shop](http://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.

**HOSTING AN EVENT - KEEP IT LEGAL, KEEP IT SAFE**

**1 Insurance**

Whilst we appreciate your support, you must have the correct insurance for any fundraising activity or event you undertake in our care. If you need information about insurance, please contact us at any time 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 may need to hold a collection on private property, in which case you must seek the owner's permission. Please ensure you have permission to collect from the public in a safe and appropriate manner. Important Note: Marymount does not encourage public collections.

**4 Sponsors / Sponsorship**

Any sponsorships should involve only risks or rewards that you will need to consider.

**5 Marketing**

You are advised to define precisely your marketing plan. It is important that all costs incurred ensure full and accurate records are 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 major festival, press releases and media 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 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 rewards that you will need to consider.

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](mailto:fundraising@marymount.ie).

You can also check our our website at [www.marymount.ie](http://www.marymount.ie). The appendices are for you to use if/ as required.

SMALL D  
HUG

# ***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

<h2>LAMAR</h2> <p><b>@bullybullykennels_worlwide</b></p>  <p>Lamar well conditioned and the structure is a little different from the other dogs. He has a very broad head with a big head with big eye orbits made with a very strong jawline and a very strong neck. The body is very well balanced and the front end is very straight. During his owner's last visit he had to rest most of the time so he recommended him taking it easy to rest and not to do too much exercise. Lamar is a very good dog and he is a great example of what a pit bull can be.</p> <p>This is going to be a big plan change. I expect the pit bulls to be more active and Lamar will be a good example. Lamar is a very good dog and he is a great example of what a pit bull can be.</p>	<h2>CREED</h2> <p><b>@creed_bullies_uk</b></p>  <p>Recently had my first show in a week months ago. He has a very strong head with a very strong jawline and a very strong neck. The body is very well balanced and the front end is very straight. During his owner's last visit he had to rest most of the time so he recommended him taking it easy to rest and not to do too much exercise. Lamar is a very good dog and he is a great example of what a pit bull can be.</p> <p>Credit: owner, as well as in a few other breeds, the pit bull is a very good example of what a pit bull can be.</p> <p>Credit: owner, as well as in a few other breeds, the pit bull is a very good example of what a pit bull can be.</p>
<p><a href="#">Follow us on Instagram</a>  <a href="#">@bullybullykennels_worlwide</a></p> <hr/> <p></p> <h2>KANE</h2> <p><b>@deansys_companions</b></p>  <p>This is a brown and white dog with a distinct white chest and a white patch on his left shoulder. He has a very strong head with a very strong jawline and a very strong neck. The body is very well balanced and the front end is very straight. During his owner's last visit he had to rest most of the time so he recommended him taking it easy to rest and not to do too much exercise. Kane has been a brilliant stud. This is going to be a big plan change. I expect the pit bulls to be more active and Kane will be a good example. Kane is a very good dog and he is a great example of what a pit bull can be.</p> <p>Kane has been a brilliant stud. This is going to be a big plan change. I expect the pit bulls to be more active and Kane will be a good example. Kane is a very good dog and he is a great example of what a pit bull can be.</p> <p><a href="#">Follow us on Instagram</a>  <a href="#">@deansys_companions</a>  <a href="#">deansys.com/parcients</a></p>	<p><a href="#">Follow us on Instagram</a>  <a href="#">@creed_bullies_uk</a>  <a href="#">@creed_bullies_uk</a></p> <hr/> <p></p> <h2>ICE</h2> <p><b>@poldinbullybulles_uk</b></p>  <p>Owner is a very nice, light, fast and very trackable. This is going to be a big plan change. I expect the pit bulls to be more active and ICE will be a good example. ICE is a very good dog and he is a great example of what a pit bull can be.</p> <p>Owner is a very nice, light, fast and very trackable. This is going to be a big plan change. I expect the pit bulls to be more active and ICE will be a good example. ICE is a very good dog and he is a great example of what a pit bull can be.</p> <p><a href="#">Follow us on Instagram</a>  <a href="#">@poldinbullybulles_uk</a>  <a href="#">@poldinbullybulles_uk</a></p>

# Funari - Deep Ethereal Dream Lookbook

2023

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COVER + CONTENT  
LAYOUT DESIGN



# MotoNomad Rally 2023 Guidebook

2023

© willschofield · fiverr.com

COVER + CONTENT  
LAYOUT DESIGN



## 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-style 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 tools to help you find your own unique camping spots along the way. The support van will sweep the rear and provide support to those who need it. We will keep you updated but please update the MotoNomad rally WhatsApp group with how you are travelling and share your photos so we can all follow along. If you have any questions about the rally, just message us on WhatsApp 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/](http://motonomadrally.com/tracking/)

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# 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, like Airbnb, VRBO and booking.com

Let's dive in!

**5 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### Why is this important?

Hots who take this approach easily see a 30% increase in revenue over time. That's because it's all about what's in their gut feeling or what they feel their property is worth.

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

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.

**6 MOST 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 PMS (Property Management System), use Airbnb's better option to use a Dynamic Pricing Tool.

**7 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### ABOUT AUTHORS



**Jasper Gibbons**  
Host of "I'm Get Paid For Your Paid Podcast"

Jasper began his Airbnb journey in 2012, traveling the world and meeting amazing hosts along the way. In 2014 he started his own blog, "I'm Get Paid For Your Paid," to help Airbnb hosts, and launched a globally renowned YouTube channel, "Airbnb Legend."

**Eric Moeller**  
Founder / Freelyod

Eric Moeller is an serial entrepreneur based in short-term rentals in San Diego in 2016. Eric founded Freelyod, an online travel agency for short-term rentals in San Diego, California. Eric has been featured in 26/25+ Airbnb news coverage, including USA Today, NBC News, and the San Diego Union-Tribune.

**8 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### Three tools that we recommend

- Wheelhouse
- Beyond

Each tool has different features, but they accomplish the same goal: to help you make the best informed decision to book more frequently and maximize your revenue.

What's right for you depends on your unique listing preference. So check all three tools out, talk to your team, look at which one will work best for you.

**9 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### NOTE: Educate yourself

don't just sign up, register, and start using the software. The instruction videos are great, but it's important to build a relationship with the support team. They have some of the most essential tools in place to help you become proficient as a user right from the start.

Thus, if the tool says your price is too high, it's likely to drop it on its own. This is a great feature to have, but it's also important to understand what your price should be. Here are the top 5 metrics that should affect your price:

- 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 Booking lead time: How much time in advance do travelers book on average?
- ⑤ Review history: You can find this information inside your pricing tool, or you can use a tool like Airbnb's.

**10 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### You have to understand your market and your competition to set the right price

Setting the right price is key to your revenue management strategy based on realistic forecasts. Instead of fixing a price, let's look at how we can better understand our market and our competition, and what's going to make your price the best.

**11 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### MISTAKE #2

## Using Airbnb Smart Pricing

If you're using Airbnb's Smart Pricing, you're not only missing out on revenue, but you're also missing out on significant time savings.

Rather than increasing bookings and rates, Airbnb is focused on increasing bookings rather than increasing the amount of money you're making per booking. This is not the best interest to increase the cost of stays. They are trying to book the room as frequently as possible.

**12 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### Smart Airbnb Smart Pricing vs. Pricing tool, setting up your price

Don't get me wrong. One of these tools is great. Pricing tool, setting up your price, and never overbooking. These tools can take action

**13 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### MISTAKE #3

## Not studying your market

Smart Airbnb Smart Pricing vs. Pricing tool, setting up your price, and never overbooking. These tools can take action

**14 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### Smart Airbnb Smart Pricing vs. Pricing tool, setting up your price, and never overbooking. These tools can take action

**15 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### Ignoring the quality of your listing

It's a big mistake to automatically lower your price just because you're not getting many bookings. It's important to understand your market and your competition to set the right price.

Adding a new photo, changing the title or description, and updating your profile can help you attract more users as a result.

To learn how to optimize your listings and track bookings using Fintech or Artificial Intelligence, click here.

**16 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### BONUS: FREE DOWNLOAD

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

**7 REVENUE MANAGEMENT SECRETS TO BOOKINGS BY 30%**

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

**17 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### Additional Guest Fees

Some hosts charge an additional fee for each additional guest in a reservation. This strategy almost always fails to increase revenue and will still bring more revenue.

**18 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### Booking Window

The "Booking Window" refers to the timeline between the time a guest makes a reservation and the actual check-in date. Booking windows are used by many booking websites to adjust pricing based on the availability of the room. They provide opportunity for early booking.

**19 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### Adjacent day pricing

Adjacent day pricing refers to a pricing strategy where a host charges a different rental rate based on the day before and the day after the guest's stay. This strategy takes into account the cost of the room and the potential for guests to stay longer than a night. If it doesn't create a revenue increase, it's best to remove it.

**20 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### Channel Manager

A Channel Manager is the short-term rental industry's answer to a real estate agent. It's a software that monitors and manages multiple platforms for a guest's stay. These policies are often designed to prevent double booking and ensure that the guest needs to cancel their booking. Channel managers are also used to manage expectations and prevent potential conflicts in user placement.

**21 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### ADR (Average Daily Rate)

Average Daily Rate (ADR) is a critical metric in the field of revenue management, as it is in the field of revenue management. It refers to a specific average daily rate that is charged for a short-term rental. ADR is calculated by dividing the total revenue from all bookings by the number of days booked in any given period.

**22 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### Competitive Set

In revenue management, a competitive set is a group of properties that are similar to your own in terms of location, amenities, or shared characteristics. Competitive sets are a fundamental concept in revenue management and distribution decisions based on dynamics and competitive positioning.

**23 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### Demand Curve

The "Demand Curve" is a graph that shows the relationship between demand for a short-term rental and the price. Price is the independent variable, and demand is the dependent variable. During compression rights, revenue managers analyze the demand curve to increase high demand or, often leading to an increase in nightly rates.

**24 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

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**25 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

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**26 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

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**27 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

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**28 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

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**29 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

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**30 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

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**31 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### Property Management Software

Most hosts have four different seasons: high season, shoulder season, and peak season. The shoulder season is often the best time to book, but the low and high seasons, in most markets, are the worst times to book. These software solutions are designed to help hosts and property managers who live in these seasons to book other vacation rental platforms.

**32 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### Seasons

Most markets have four different seasons: high season, shoulder season, and peak season. The shoulder season is often the best time to book, but the low and high seasons, in most markets, are the worst times to book. These software solutions are designed to help hosts and property managers who live in these seasons to book other vacation rental platforms.

**33 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### Security Deposit

It's a common belief that a security deposit is used to cover potential damages. However, most of the time, a security deposit is used to cover the cost of cleaning the unit. If a guest causes damage, the deposit is held until the damage is repaired.

**34 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### Rate Parity

Rate Parity is a fundamental principle in revenue management. It means that a host should charge the same price across all platforms. If a host lists their room on STRs and offers the same price regular through Airbnb, or through another platform, the host should charge the same price.

**35 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### 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, interests, preferences, and booking patterns. This helps revenue managers to tailor their pricing, marketing, and distribution strategies to the specific needs of each segment.

**36 MOST COMMON AIRBNB REVENUE MANAGEMENT MISTAKES**

### Vendor Management

Vendor Management is a strategic approach in revenue management aimed at managing the relationship between adjusting pricing and availability, guest satisfaction, and other factors. This includes managing guest communication, guest reviews, and inventory to achieve the highest possible revenue.

# 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 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 partially visible at the top left, and the number 'Band 4' is printed in red at the bottom right. At the very bottom center, the website 'Classicmagazin.net' is written in a script font, with the tagline 'Das Klassik-Magazin' underneath it.

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

## **Sterlin City's Hidden Secrets to Entrepreneurial Success**

2023

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# 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. That's why we've created this guide to help you avoid common mistakes and succeed in your branding journey.

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 the 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](mailto: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 invest in understanding your audience and growing your brand and increase sales.

**Builds 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 from 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.

**Fix It HOW TO MAKE A CRITICAL EMOTIONAL CONNECTION WITH YOUR AUDIENCE**

Creating a deep emotional connection with your target audience is not just a good idea; it's crucial for the success of your business. By understanding your audience's needs and interests, we've created a list of six essential steps:

- 1 Understand your audience
- 2 Establish an emotional connection with your audience, you first need to comprehend who they are, what they care about, and how they interact with your brand.
- 3 Define your brand story
- 4 Tell your compelling brand story
- 5 Create a brand that's viral
- 6 Improve your customer service

Your brand personality is a set of values, characteristics, and behaviors that define your business. It must align with your audience's needs and interests. By creating content and experiences that resonate with your audience, you can make sure you consistently use it across all marketing channels.

**Fix It HOW TO CREATE A BRAND PLAN**

Building a successful brand for your small business takes time, effort, and a clear plan of action. To help you get started, here are five simple steps to follow as you work towards creating a brand that will set you up for success:

- 1 Define your brand
- 2 Identify your target audience
- 3 Establish brand guidelines
- 4 Develop a brand identity
- 5 Develop a marketing strategy

**MISTAKE 1  
FAILURE TO HAVE A PLAN**

Having a solid strategy in place, however, you risk blinding in on the wrong audience or fail to capitalize on opportunities for promotion. 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 brand identity
- 5 Develop a marketing strategy
- 6 Continuously monitor and adapt

**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 creating a solid brand plan with our Brand Blueprint™.

Our proprietary 6-step brand building framework is specifically designed to help small business owners like you create a solid brand plan. The Brand Blueprint™ is a custom brand plan that gives you the competitive edge you need to succeed. Our team of experts will work with you to identify your target audience and we're confident that it can help you unlock the full potential of your brand as well as your business. So, if you're ready to take your brand to the next level, 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 resources to create a solid brand plan. With our help, your small business marketing will help your brand reach its full potential. And the Brand Blueprint™, the possibilities for your brand are endless.

**Fix It HOW TO CHOOSE A MARKETER THAT SPECIALIZES IN SMALL BUSINESS BRAND DEVELOPMENT**

Are you looking to take your small business to the next level? Choosing the right marketer can be a daunting task, especially when it comes to branding small businesses. Expertise and experience are key factors to look for when selecting a marketer that specializes in small business brand development.

**Experience**

Look for a marketer who has extensive experience in branding small businesses. Expertise means they understand the unique challenges that small business owners face, and can provide a strategy that truly fits with your specific needs.

**Portfolio**

Check out the marketer's portfolio to see examples of their branding approach applied with your business in mind. Look for consistency in their work, and consider the range of services offered, such as the challenges they faced, the solutions they provided, and the results they achieved for their customers.

**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 remember that you may not have the time or resources to devote to building your brand yourself. However, there are ways to approach this task of branding that can be a cost-effective alternative to hiring a professional.

Fails, creating a strong brand identity requires specialized knowledge and expertise. Professional brand designers have the skills and experience to create a cohesive brand identity that resonates with your target audience. On the other hand, a website or inconsistent brand can damage your credibility and hurt your business's chances of success. A strong brand can increase customer loyalty, which leads to repeat purchases and word-of-mouth referrals. On the other hand, a weak or inconsistent brand can damage your credibility and hurt your business's chances of success.

Generally, small business owners have limited time and resources. Building a brand requires a significant amount of time and effort, and it's important to hire a professional marketer and start your journey to building a strong brand. In today's competitive marketplace, a strong brand is critical for success. While it may be tempting to try and do it yourself, it's important to remember that a professional's expertise and resources can help you save time and effort, and ultimately increase the value of your business.

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# Cheat Codes

2023

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COVER + CONTENT  
LAYOUT/FORMATTING  
DESIGN



# Atelier Des Sens Grasse

2023

COVER + CONTENT  
LAYOUT DESIGN

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**Zino**

A scent that is as classic and decadent as the gods of ancient Greece. **Zino** exudes both elegance and expressiveness. Tobacco, honey, pepper, warm spice, and floral notes swell together in a mesmeric blend perfect for courting desire and awe.

**Zino** begins with a base of tobacco, yielding a deep, muscular aroma. Both full-bodied and intricate, this rich scent grounds the perfume's more celestial notes. We see out of tobacco to find the sweetness of honey. Warm, nostalgic, and comforting. Honey folds in these hopes and memories. Cherry dances on top of these, giving a playful tone that lightens us up as we move higher through the perfume.

A subtle spice shimmers throughout the scent, adding a layer of complexity and challenge. But we know we have finally arrived at the Elysian Fields with that final floral note – bright and feminine.

**Zino** is an odyssey from the depths of tobacco to the airy heights of floral petals. The wide range of intertwined scents makes it a versatile fragrance you can take with you for a casual afternoon on the town or a formal evening event. At night, its depth will reveal notes shining dramatic in the sunlight, the floral

The perfume's sleek vessel was designed with a timeless and noble bond to modern art. The dark body and golden accents match **Zino**'s opulence, announcing the sumptuous spell awaiting within.

**Rozzo**

**Zino** was inspired by the Olympic Pantheon, just as the Greek gods are said to live in ambrosia fields in the nectar. This perfume delivers a heady and heavenly mix of tobacco, honey, cherry, warm spice, and floral notes. This powerful bouquet is captured in a bottle that is held in a robe-red bottle that glows with the same passion that you do.

**Rozzo** was designed for those who balance the wild nature with a refined charm. The perfume embodies a blend of rose, peach, and oudh. Rozzo combines earthy substances with sweet elegance, both refined and delicate. It is held in a robe-red bottle that glows with the same passion that you do.

**Spiros**

The summery refreshment venture awakens the admonition waiting inside any vision of wavy horizon. Explore the warmth, wood, and cinnamon. It's an invigorating combination that ignites with energy and passion. It arrives in an emerald green bottle to announce its life-giving power.

All Atelier des Sens perfumes are carefully crafted in small batches with care, and each bottle can be traced back to its production date and location through a unique QR code for easy tracing to prevent counterfeiting. That way, you can be certain that your bottle contains the very best perfume direct from France.

Breathe in the world of Atelier des Sens, where fragrance is an art indulgent experiences that are only a spray away.

ATELIER DES SENS PARIS

Blau

**Did you get started w-**

**ABOUT THE AUTHOR**

Tammie Bennett is a certified life coach, author, educator and host of the Show Up Society podcast. You can learn more about her speaker, art, and life coaching services at [www.showupsociety.com/podcast](http://www.showupsociety.com/podcast).

"You Can Save the World" by Tammie Bennett

•el Brand Studio

nobody will listen. You've got to say the right things to the right people at the right time, or else they won't feel it, nothing will happen.

**ESS**

Identify your Origin Brand Sicker  
Lungs are your core

it's hard to accept diversity, at  
times some are more  
Differences create each other la-  
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are more creative, what each other respect  
are bring out what differences are  
our differences

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Some help-  
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s simplified, we are a combination of all four type  
remember,

2

The **'Woohoo!'**

Strength: sociable  
Others, and making  
Enjoys having fun at

**Willing** wants to give them  
done, accomplishing goals.  
Efficient, Effective, Competitive,  
loves, loves, loves, loves, loves, loves,

The **13 Everyone** Cares about others' well-being, making conflict. the group is okay, and resolving conflict. Strength: Listening. Empathizing. Caring. Encouraging.

To determine your code, place in each box one word from each row.  
If you want to add a strength not listed, add it in the blank.  
First "strengths" associated with each code.  
2-3 "strengths" associated with each code.  
Loyal, etc.

# Portfolio

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