

# LAUNCH EDITION

## CLIENT STORIES

Icons & Couture announces initial launch and "must see" NYJW virtual exhibition

## ARTICLE

Tesla to launch new vehicles – Cybertruck, Roadster and Semi

## TRENDING TOPICS

Advertorials Captivating All Industries with New Marketing Techniques

## INTERVIEW

T.Ollyvar Releases "Premiere Dream" as his Debut Album



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# *Tesla Roadster*

The much-anticipated Tesla Roaster Production to roll out soon

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LAUNCH YOUR MUSIC WEBSITE WITH US



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A global book and author promotion site that offers to create significant online presence and buzz with amazing promotional strategies.

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## EDITOR'S NOTE

WITH HEARTFELT JOY AND ANTICIPATION, I WOULD LIKE TO COMMEMORATE THE LAUNCH OF THE INAUGURAL EDITION OF ISSUEWIRE MAGAZINE. ON BEHALF OF THE ENTIRE TEAM, I WOULD LIKE TO WELCOME YOU TO THE READERSHIP AND THANK OUR TEAM AND THOSE WHO VOLUNTEERED FOR THE SUCCESSFUL LAUNCH OF THE MAGAZINE.

ISSUEWIRE MAGAZINE IS FOCUSED ON BRINGING FORTH CLIENT STORIES FROM ACROSS THE WORLD. THESE INCLUDE BUSINESS, HEALTH, ENTERTAINMENT, TECHNOLOGY, ART, FINANCE, BEAUTY, TRAVEL, FOOD AND MORE. APART FROM THAT, WE HAVE SOME FANTASTIC INTERVIEWS AND BLOGS ON TRENDING TOPICS THAT I'M SURE WILL HELP MOST OF THE READERS TO UNDERSTAND AND USE IN DAILY LIFE.

AS THE DEBUT EDITION IS LAUNCHING RIGHT IN THE NEW YEAR 2022, I WOULD LIKE TO WISH OUR READERS A VERY HAPPY AND PROSPEROUS NEW YEAR AND ALSO TAKE THE OPPORTUNITY TO INFORM OUR READERS ABOUT A DISCOUNT THAT CAN BE FOUND ON OUR WEBSITE, PLEASE VISIT [WWW.ISSUEWIRE.COM](http://WWW.ISSUEWIRE.COM) TO KNOW MORE ABOUT IT.

PIONEERING AS A PRESS RELEASE MAGAZINE, WE BELIEVE IN ADDRESSING THE NEEDS AND DEMANDS OF OUR CLIENTS AND ENDEAVOR TO SERVE THEM IN THE BEST POSSIBLE WAY. I DO HOPE THE NEW YEAR BRINGS COMFORT, PEACE AND HAPPINESS TO ALL THE READERS.

I APPRECIATE AND VALUE ANY INPUTS FROM YOU.

IF YOU HAVE ANY QUERIES, SUGGESTIONS, FEEDBACK, PLEASE ADDRESS THEM AT [SNEHA@ISSUEWIRE.COM](mailto:sneha@issuewire.com)

THANK YOU

I HOPE YOU ENJOY READING THE MAGAZINE AS MUCH AS ME AND MY TEAM ENJOYED CREATING IT.

**SNEHA DAS**

EDITOR, ISSUEWIRE

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## Zobha Introduced De-Tan Cream for All Skin Types

To fight the crude effects of direct sunlight exposure on your skin, Zobha introduces its De-Tan cream, which will suitably work great on all skin types.

Zobha, a professional cosmetic brand has brought forth its De-Tan cream in the market, which is a safe and reliable anti-tan solution for people with all skin types.

People who go out regularly during the daytime have to stay exposed to direct sunlight for a long time. Hence, problems like skin darkening, rashes, and dull skin are quite prominent issues that such people face most of the time.

Keeping that problem in mind, Zobha has now come up with its brilliant [sun tan removal de-tan cream](#), which will be a great solution for all skin types.

The cream comes with a vast range of benefits for those who are looking for a good tan-removing solution.

First of all, the cream is great in offering immediate de-tanning from sunburns. It can also effectively brighten your skin with regular use.

No bleach formula is used in this cream, which makes it a completely safer choice for both men and women. The cream contains a rich formulation with Vitamin A, Fatty Acid, and Raspberry seed oil that renders the skin a soft texture.

This de-tan cream from Zobha is quite effective in offering proven results within only 20-30 minutes compared to any other method of de-tanning. One can even use this cream to get rid of old scars and dark spots. Clinically proven, this cream can help your skin have a rejuvenating effect with a plumper look.

Zobha takes care of all safety-related measures while developing the formulation of this cream. Hence, there is no risk of undergoing any side effects from using this product. Moreover, the brand has created this cream as completely cruelty-free.

Hence, the actual benefit of this cream comes from its organic ingredients.

### About Zobha

Born out of the parent company Life reform Services Pvt. Ltd., Zobha is a highly reputed professional cosmetic brand. The excellence of the brand lies in its offering instant results to all types of people. Being a part of Pronto Life, Zobha works as a direct selling company all over the world.

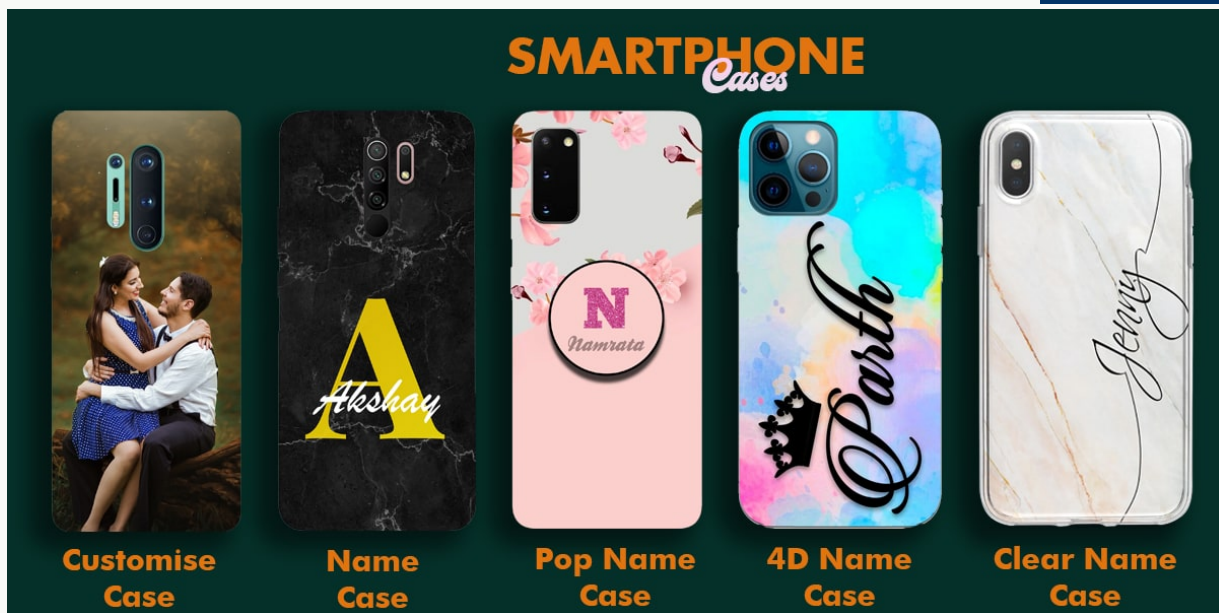
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## TidyPrint Launched an Alluring Range of Customized Mobile Covers

Protect your mobile phones with lovely customized mobile covers from TidyPrint, which are designed to deliver you better quality at an affordable range.

TidyPrint is now launching a new range of exotic mobile covers, which are customized and explicitly designed to deliver you the best performance. Mobile phones are an integral part of everyone's life. So, when it comes to handling your phones, it is quite natural to face uncertainties like dropping your phones on the floor or any other mishaps. Thus, it is important to keep your phone safeguarded from any breakage, exposure to dust, etc.

On the other hand, mobile phone covers have also become a style statement for most people. The aesthetic design of the mobile covers with a touch of uniqueness makes a mobile phone look even more impressive.

Thus, TidyPrint is all set to flaunt its brilliant jaw-dropping

range of customized covers. The company offers a diverse collection of mobile phone cover options for a wide range of models from brands like Nokia, Oppo, Redmi, OnePlus, Samsung, Vivo, Letv, Lenovo, iPhone, etc. So, you can easily browse through various customize cover options on their site before picking the best one for yourself.

TidyPrint makes your online customized mobile cover shopping even more exciting. The company offers its users an impressive interactive website and a tool for customization. Anyone can get their favorite photo printed on their mobile back covers as per their designs and choices. One can easily add any images, texts, or other elements to get their beautiful phone covers.

One of the best parts about the [customized photo printed mobile back covers](#) of TidyPrint is that each of the products comes with permanent high-quality prints and brilliant material, which can stand stronger in the test of time.

Moreover, the design is convenient

enough for users to access all the ports and buttons of their mobile phones easily. Apart from that, their covers are lightweight enough, which makes customers highly satisfied with their products.

### About TidyPrint

TidyPrint is an online shopping platform for a highly aesthetic range of customized products like pillows, T-shirts, photo frames, mobile phone covers, wall clocks, mugs, etc. The brand boasts a diverse catalogue for its phone cases, which supports more than 350+ devices; hence, customers can get access to a wide array of products.

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“My Hilarious Sex Life” – a senior’s recollection of his youth through a comic lens and the aggressive, oversexed women he dealt with over the years. A tasteful treatment of a sometimes provocative subject.

“Ghost Town,” – a cross-country trip finds the author looking for a gas station in the wilds of Utah where he comes across a former mining town, a classic ghost town where he encounters not only some real ghosts but ghosts of historical figures that roamed in that territory.

“The First 85 Years Are The Hardest,” – volume I of an auto-bio by Andy Halmai whose talent for laughing at himself may take him past 100.

“Panic In Performance” – a panic attack in an audition prompts a life-long performer to examine his craft and life.

Four real screenplays in an eBook format of future films:

“Dracula, Darling,” – a comedy about a hapless producer who rejected JAWS before Spielberg turned it into an unprecedented hit.

“The American Healys,” is based on the true story of an Irishman and his slave wife who produced America’s first black bishop. A great cross-racial love story that is real American history.

“Surpanaka,” a comedic thriller of the resurrection of a monster out of Indian mythology. Three fun-loving college girls fly to India to surprise their boyfriends who are there on an archaeological dig. When they arrive, they get the surprise of their lives.

“Superbrain,” – a 12-year-old super-genius who fights crime with brainpower instead of brawn.

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## A DOZEN FREE BOOKS FOR CHRISTMAS

Free Amazon downloads during December

Toronto-based Veni Vici Books is celebrating Christmas by offering 12 Free eBook downloads on Amazon between December 1st and December 22nd. Each title will be Free for five days in the following order.

“100 Naked Girls,” a popular book adaptation from the original romantic comedy screenplay - about sex, soccer, and skullduggery.

“It Ain't Fine if it Don't Rhyme” – a collection of lyrics over 60 years plus revealing stories of the mad and complex music industry by a songwriter whose many releases included Carl Perkins, Fred Neil, Lillian Briggs, Eddie Fontaine, and a 16-year-old Paul Simon.

“The Zsa Zsa Affair” – a mini-bio from a Madison Avenue Maverick and his experience in producing a TV commercial with Zsa Zsa Gabor. A real-life version of the fictional Mad Men TV series.

“Lucca's Stories,” – classic Jewish humor by the gloriously reviewed Lucca Ginsburg, a frequent contributor to Jerusalem Post.

## Miriam's Earthen Cookware makes a simple looking, yet powerful, all-natural pressure cooker with two (not ten) main parts

Miriam's Earthen Cookware makes a simple-looking, yet powerful, all-natural pressure cooker with two (not ten) main parts

Have you ever used a pressure cooker and wondered what you need such complex equipment for to simply cook your meal? Turns out cooking under steam pressure can significantly reduce the cooking time of certain foods, we're talking 20-30 minutes here...

I don't know about you, but for me when it comes to cooking food, it's both time and quality that matter. So, in that sense, I see some major drawbacks with conventional pressure cookers.

The Drawbacks of Modern Pressure Cookers

**Complex Design:** One of the major drawbacks is their complex design. Any popular electric pressure cooker is made from at least ten different parts, such as the following: a pot, lid, sealing ring, air vent, overpressure plug, lock pin, temperature sensor, pressure sensor; and a control panel backed by the microprocessor to customize cooking time, temperature, pressure, etc. and so on.

Like any other electronic gadget, the old models are slowly phased out with time and newer ones replace them, which means there are limited repair options. Imagine having to throw out your pressure cooker simply because you can't find a replacement for that tiny pressure plug that decides to malfunction for no apparent reason... It's a major deal-breaker!

**Hygiene Issues:** Cleaning a gadget with so many parts can be difficult. One can never be too careful with the electronic parts, and one must protect them from water. Additionally, there are corners where you can't reach to clean, and soon, they become a breeding ground for bacteria. Would you like to cook food for your family in an unhygienic pot? I wouldn't!

**Effects on Food:** A pressure cooker saves cooking time — great, but how? It typically coerces food to cook with extreme



steam pressure. Here is why this method of cooking can be problematic:

Firstly, the insert is made from metals or their alloys, which leach toxins — at least ten times more when heated. These toxins react to food and contaminate it. And we all know what these toxins can do to our bodies. Would you be willing to take such a risk?

Secondly, the heat from metal pots is just harsh. Remember how touching a hot metal pot burns your finger? It does the same to food tissues. As a result, the nutrients barely survive this ordeal and your cooked food lacks nutrients, flavor, and even color. Moreover, the steam is lost too because one must release it before the lid can be opened. Why is this steam so important? Because steam is a water-soluble nutrient that we can only get from our daily diet; these can't be stored like fat-soluble nutrients.

Lastly, there is no way to check food for doneness in between. This means that if your food is undercooked or overcooked, you will only find out after the set cooking time (surprise!). This is yet another drawback of modern pressure cookers. Now that the modern-day

pressure cookers don't sound so healthy and convenient anymore, it's time we discuss an alternative to meet needs for nutrition and simplicity.

**Miriam's Earthen Cookware – a Powerful All-Natural Pressure Cooker with Just Two Parts :** Just a few years ago, [Miriam's Earthen Cookware](#) (MEC), a leading cookware brand in the USA, started making pots and pans from 100% primary clay, to solve this problem.

They incorporated key design features into their already well-functioning line of products to allow the pots and pans (yes pans too) to naturally condense the steam. How? By making lids in a way that helps them stay cooler than the pot and lets steam condense on their inside, allowing the steam to return into the food as water-soluble nutrients.

Moreover, they dropped the idea of glazing completely and chose unique hand-finishing that maintains the breathability of primary clay pots. This allows food to cook with a sufficient supply of air. The cookware design also allows the pot or pan to lock in moisture by letting only excess water evaporate through the semi-porous walls. And thanks to a simple yet innovative 2-part design, it is easy to clean, and you can check food for doneness at any time.

While on their way to making a [healthier pressure cooker](#), MEC came up with a powerful cooking pot that could not only pressure cook but could also take care of almost all kinds of cooking. These include [slow cooking](#), [Dutch oven cooking](#), [steaming](#), [baking](#), [making yogurt](#), [stir-frying](#) and much more. And what's more, you can cook on any heat source – gas, electric, glass cooktop and in the oven!

Packed with so many features and with the ability to cook in the healthiest way possible, MEC offers a powerful range of cooking pots and pans that can replace any conventional cookware on any given day!

Head over to their [online store](#) and order pure clay pots and pans to try a healthier way of pressure cooking and more.



## ALTPAYNET Provides GCash Services Aggregation



### ALTPAYNET PROVIDES GCASH SERVICES AGGREGATION

Before the pandemic, the e-Commerce industry and the local small and medium enterprises are enjoying the reliable and easy way of cashless payments offered by GCash, the country's No.1 E-Wallet. The demand and usage skyrocketed during the worldwide lockdowns with the spread of Covid-19. The majority of consumers shifted to cashless transactions due to fear of contamination by viruses.

Since then, GCash, operated by Globe Fintech Innovations Inc. (Mynt), has strengthened and expanded its services to cope with the market's demand. Services such as Bank Transfer, GCash Padala, GCredit, GInsure, GLoan, GCash Pera Outlet, and other lifestyle services like Buy Load, Shop Online, Pay QR, and many more, are being offered to the consumers and merchants.

Mynt is part of the portfolio companies of 917Ventures, the largest corporate incubator in the Philippines owned by Globe Telecom Inc.

#### FinTech Services Aggregator

AltPayNet, a global digital payments solutions provider, has partnered with GCash to aggregate the latter's payment acceptance and disbursement services. The

partnership allows partners to utilize GCash's services along with the rest of the payment methods and global payment solutions.

Since its inception in 2015, AltPayNet has strategically pursued payment option partnerships.

"The company commits to meet the demand of the ever-changing consumer behavior by offering multi-solutions to merchants and payment providers around the world", says AltPayNet co-founder and CEO, Mr. Don Vacal.

AltPayNet is a licensed Operator of Payment Systems (OPS) issued by the Bangko Sentral ng Pilipinas (Philippines).

#### Get In Touch With AltPayNet

AltPayNet offers simple, quick processes on how to become a partner or merchant.

1. Send your inquiry directly at: [inquiry@altpaynet.com](mailto:inquiry@altpaynet.com).
2. In the AltPayNet webpage - <https://altpaynet.com/pre-screening>, kindly provide the following business/company information:

- **Representative Name**
- **Designation**
- **Contact Number**
- **Email Address**
- **Country (where a company is registered)**

After submitting, an AltPayNet Onboarding representative will evaluate and validate the inquiry/application. They will get back to you immediately for further instructions and recommendations.

Once approved, it will activate the preferred payment acceptance channel.

#### Media Contact

AltPayNet  
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<https://altpaynet.com>

You need to look at this  
**Free Website**  
**Free Domain**  
**Black Friday offer**



## A BUSINESS IN INDIA CALLED CLICKBIZ.IN IS QUIETLY GIVING AWAY FREE WEBSITES TO SMALL BUSINESSES

The story of how Indian businesses are turning it into an economic powerhouse.

ClickBiz.in. Not many would disagree that India is a juggernaut when it comes to software development. Since the start of its tech revolution in the 1990s, the country's IT businesses have cemented their place in the world economy as software powerhouses.

The last decade has seen more of these companies coming up and turned the country's largely under-educated population into a savvy digitally-enabled one. [India now leads the world in mobile payments](#) according to a recent report by EIU (The Economist Intelligence Unit). Considering that mobiles are the future and money flow is the lifeblood of the global economy, it does not take too much of an imagination to see India's mobile payment players, which includes Warren Buffet-backed PayTM and Walmart-owned PhonePe, emerge as strong players in the international arena.

The real revolution, however, is happening below the visible surface. There are now more [Indian companies serving the global community](#) than ever before. Small start-ups led by entrepreneurs are becoming the toast of investors. From agriculture to logistics, these new ventures are turning age-old noncompetitive processes into leaner and faster systems.

These disruptions can be seen even in niche industries. Not many people know that India is a strong player in the web development and digital marketing industry, especially for small businesses.

A quick look at freelance job websites like Fiverr or Upwork will give you a good idea of how competitive and adept these businesses are at their work.

A strong support structure has also come up in recent years. For instance, a business called [ClickBiz](#) has been giving away premium ready-to-run CMS-based websites for free to small businesses with its [discounted hosting service](#). The business uses servers from a European company called SiteGround, considered as a top player in web hosting. The annual cost of this discounted hosting is around \$81 (the equivalent of ₹6,000). This Black Friday week, ClickBiz went a step further and bought the price down to \$54 (the equivalent of ₹4,000) by giving away a coupon code: MYLIFEMYWAY (the code is valid up to 21st November).

Such initiatives are allowing even non-tech businesses to enter the digital world and tap a wider audience around India. The 2020 and 2021 lock-downs in the country saw a lot of traditional businesses turn to online retailers such as Amazon and Walmart-owned Flipkart. Recent entrants such as Udaan and Meesho have enabled small and even home-based units to turn into e-commerce businesses.

The Government of India has also launched several initiatives for start-ups like Startup India, SAMRIDH, and the I-MADE program. The focus on digital payments has additionally helped it breach the last-mile barrier, allowing it to transfer subsidies and even Covid stimulus payments directly into the bank accounts of beneficiaries.

Such initiatives, unicorn start-ups, [social enterprises like ClickBiz](#) point to strong deep-rooted commercial systems in the country. India has always prided itself in being an ancient civilization. Global rankings and ratings usually do not put it at the top for most factors, but the emergence of these leaner and faster resilient commercial systems indicate India will likely meet analyst predictions of becoming one of the top three players in the global economy within the next two decades.

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# Icons & Couture announces initial launch and "must see" NYJW virtual exhibition

**ICONS & COUTURE PARTICIPATES IN NEW YORK JEWELRY WEEK AND ANNOUNCES ITS OFFICIAL LAUNCH 2.5% of each purchase will go towards the brand's project...VIP MOMENTS.**

(HARTFORD, CT) - Jewelry addicts and those seeking the next best jewelry trend mark your calendars! Icons & Couture will be introducing their first collection, UNORTHODOX, during New York Jewelry Week, November 15-21! Luxury designer Paula Finch will showcase her baroque design aesthetic that captures the essence of luxury through 3D printing technology. The virtual exhibition will be a "must-see" event featuring unique,



revolutionary pieces of art while supporting a cause near and dear to the heart of the designer.

Icons & Couture is not just a brand on a mission to push boundaries beyond the traditions of jewelry design but is also committed to bridging the gap between education and design by creating innovative incentives for overaged, underrepresented youth at risk of dropping out of school. "With an education background, it was a no-brainer to somehow incorporate youth into the establishment of our brand", said Finch.

Creating a VIP moment for a student at the brink of dropping out not only instills hope but provides an opportunity for change.

Having the option to borrow pieces from our UNORTHODOX collection for prom or graduation is an incentive we want to present to our youth. 2.5% of each purchase will be donated to the creation of additional pieces for the brand's project...VIP MOMENTS.

**CONTACT INFORMATION:**  
[www.iconsandcouture.com](http://www.iconsandcouture.com)



## ***Artist Duo Perfecto Del Toro's Song 'Sidewalks' Is Buzzing the Atmosphere with Its Uniqueness***

The music duo Perfecto del Toro is flourishing with their style in rock music. The success story of Florida based Experimental music band has begun with their track 'sidewalks'.

Passionate vocals that seem born to perform in this way, supported by magnificent use of electric and bass guitar has made the song, 'Sidewalks' of the singing duo **Perfecto del Toro** one of the most beautiful tracks of the Rock genre. With a perfect blending of rock, rhythm, blues, and country, the artist duo released on 1st October their latest track, which has already won thousands of hearts. There is no way to deny that rock music today is changed from what it was when it was originated. The real rock music lovers, who have been missing the feeling of the same old rock music, are going to be happy to see such effort from the music duo.

The use of the drums, electric guitar and bass guitar is very professional and has maintained the authenticity of the rock genre as well. Rather than using an over-amplified vocal, the artist went raw with his approach to deliver the thematic beauty of the song beautifully. A rebellious and youthful approach that breathes life into rock music was never missing from this track. The **Florida based Experimental music band** has done no injustice by doing some experiments with it. Rather, their experiment seems to be successful as people have accepted and appreciated their effort. The song 'Sidewalks' is a perfect example of the modern blended with old authentic rock. The duo Luke and Mack both are prolific with their expertise.

A very passionate and enthusiastic music duo from Florida is very accurate with their song. They have paid the utmost attention from instruments to beats and lyrics.

To get the message delivered properly to the audience, **Perfecto del Toro** has uploaded a music video on their YouTube channel. The video is very innovative and unique due to its well-executed cinematography. Moreover, it's a one-shot video, which rotates continuously from one character to other. The video is available on their official **YouTube** page. The whole music video is going to give its audience a full package of art. They are very active on social media. To know more about them, follow them on their social media page on **Spotify, Soundcloud, Facebook,** and **Instagram**.

**Experience new music video 'Sidewalks (Official Music Video)' on Youtube here:**

**<https://www.youtube.com/watch?v=0jUJ8sjD33k>**



## Dubai's Broadway Bakery Introduces 'Squid Game' - Themed Treats

Broadway Bakery offers a slew of on-trend treats based on the popular series 'Squid Game'. The Dubai-based bakery, which created "the world's most expensive Game of Thrones cake," has joined the bandwagon on popular TV culture mass adoption.

Squid Game has taken over the globe. The nine-episode Korean Netflix series debuted in September but has recently risen in the ratings. The show is on track to become the largest hit in Netflix history, potentially dethroning Bridgerton as the most-watched show.

Since the mega-hit Korean series debuted in September, Squid Game has had everyone in a chokehold. It's no wonder that its virality has resulted in an increase in 'Squid Game-themed' in almost everything. So much to the point that it is currently taking over places such as Sydney, the USA, China, and even UAE.

Jumping on the trend, Dubai's Broadway Bakery crew will offer you one-of-a-kind treats inspired by the Red Light - Green Light Doll, Masked Guards, and Player's Casket. Who can forget the renowned Honeycomb cookie and Marble Game challenge? Broadway Bakery has that covered as well.

The good times don't stop there. Broadway Bakery has launched a Squid Game-themed online challenge to capitalize on the tremendous popularity of the South Korean Netflix show. This coming Tuesday, 2nd of November until Sunday, 7th of November, Broadway Bakery has got you covered with their Squid Game-themed online event. Expect "Thrills, Spills, and Elimination Games!" Participate in the contest by going to the official Broadway Bakery Instagram page ([@broadwaybakery\\_com](https://www.instagram.com/broadwaybakery_com)), and you might be the lucky customer to win fabulous surprises.

Mechanics:

- FOLLOW [@broadwaybakery\\_com](https://www.instagram.com/broadwaybakery_com)
- GUESS the shape on the candy shown in the post (Circle, Triangle, Square, Star, or Umbrella)
- TAG a friend for every guess.

Furthermore, Broadway Bakery's delectable sweets have made it simple and secure to send gifts to family and friends. Customers can select from personalized gifts to scrumptious desserts that will make outstanding gifts. The shop offers a variety of bespoke pastries and other interesting themed delicacies, including [superheroes](#), [Designer Brands](#), and even [Game of Thrones-inspired treats](#). The online gifting portal provides exceptional [cakes Dubai](#) services. Customers can send presents to any part of the country. Broadway Bakery is a subsidiary of the leading [flower delivery Dubai](#) company: [Flowershop.ae](https://www.flowershop.ae).

# Sapphire Diamond Set To Launch Luxury Business Coaching Platform For Ambitious Women of Faith December 2021

## A Vision of Success From Passionate & Creative Founder, Patience Gabriel

Patience is an Author, Business Success Coach, and Creative Founder of "Sapphire Diamond Coaching Solutions", and "Queens Empire Global". Her 15+ years of expertise unfolds in the areas of Healthcare Management & Compliance, Sales & Logistics, Small Business Consulting, and Entrepreneurship. Patience currently empowers women to achieve a life of fulfillment, and discover their divine purpose through her unique Soul Branding and Money Breakthrough Business Strategies.

Patience also consults small businesses by helping them define their culture, increase their revenue, and ultimately scale their entire performance.

In her latest corporate role at Apple West Home Medical Supply, her responsibilities consist of providing inspired leadership for the operation which involved making high-end corporate decisions, as well as the development and implementation of operational policies and procedures. She also oversaw HR concerns and helped promote a company culture that encourages morale and performance. The experience and success Patience achieved working with Apple West and other entities over the course of her career, has allowed her to impart virtue in the lives of individuals and business



operations, expanding the unique attributes of the diverse cultures she had the pleasure in helping to maintain.

Patience is driven by her faith and passion to help women maximize their potential. She is dedicated to her mission to discover what she believes to be abundant resources that will equip her and all other virtuous women to be positioned for sustainable success. She is committed to her journey to provide a soul-centered

approach to the global market for women, and ultimately create a culture that will achieve economic development, diversity, and inclusion.

Patience is not only an advocate of the women's community, she is also a servant at heart and the epitome of determination.

Stay connected with Patience Gabriel for more information regarding the Sapphire Diamond release information.



## GAMING HAS BECOME EVEN MORE REWARDING WITH ALPHA DYNASTY NFT

The progress of NFT games has not only changed the scene in the current gaming industry but also putting a deep impact on daily life. Alpha Dynasty is providing gamers and users with a fruitful way to earn more through their Non-Fungible Token system. The tokens are highly powerful and follow up a profitable pipeline for breeding capability. The virtual world provided by Alpha Dynasty is highly attractive and capable of engaging everyone in the dreamy land of the Ancient dynasty.

Featuring a dark world of mystery and shady activities, the developers have created a unique dystopian virtual city which is known as 'Megalon City'. The city is full of triad clans and dark activities happening in the heart of the city, while users are free to join any of them to complete the quest. In this virtual city, Dragonian live and breed but only a few can survive who are strong enough to get through the clan wars. The game is quite captivating and allows the users to gain beneficial tokens that can be utilized both in the virtual world and in real-world benefits. Featuring different acts, clans, and a progressing storyline; 'Megalon City' is the place where all belongs.

Alpha Dynasty provides hand draw NFT for each act with different roles and perks. Only the lucky users and dragon owners get to utilize the benefits. That is why the platform has started its pre-sale which is open to purchase. After the payment is made, a dragon will be living with the users forever. The dragons play a vital role as it helps to gain all the dynasty perks that come along at regular intervals. This does not help to gain gaming perks but also provides a handful of offers to make low-cost purchases along with token exchange offers.

The Breeding capability in the game is in-built into the pipeline with the gradual progress of the triad activities. The pipeline

follows the streamline of Alpha, Ninja, Royal family, and last but not least, The Finale. There are a total of four acts that lead to the final endgame. The end of the war does not signify an end but a new beginning that continues with the mysteries of Megalon City. With each act, the lucky winners will be able to avail of rare drops by qualifying through each level. With consistent participation in each clan activity, the players can empower themselves.

Alpha Dynasty NFT is an attractive way to gain more perks as it is applicable for both virtual and real-life benefits. In the game, Dragon balls work as a currency in the metaverse which eventually provides more royalties every year. In such a way, the users get to enjoy playing and earning simultaneously. The platform works like a community where every user can gain more perks once the community benefits are unlocked. Every clan leader and drop holder gets a handsome amount of 15% of total royalties on NFT every year. Other than annual royalties, there are also weekly and bi-weekly rewards for the lucky winners and clan leaders.

The game is purely based on territory control gameplay where clans are more powerful than a single player. Since it is all about surviving through each clan war, the users should be sure about which clan to join. There are a total of four clans namely, Yoshimoto Clan, Todo Clan, Oda Clan, and Hei Long Hui which is also known as Black Dragon Society. Each of the clans provides different power and abilities to the members for better and exciting gameplay along with mind-bending strategies. There is a roadmap to proceed with the game through each act which is as exciting as owning a dragon.

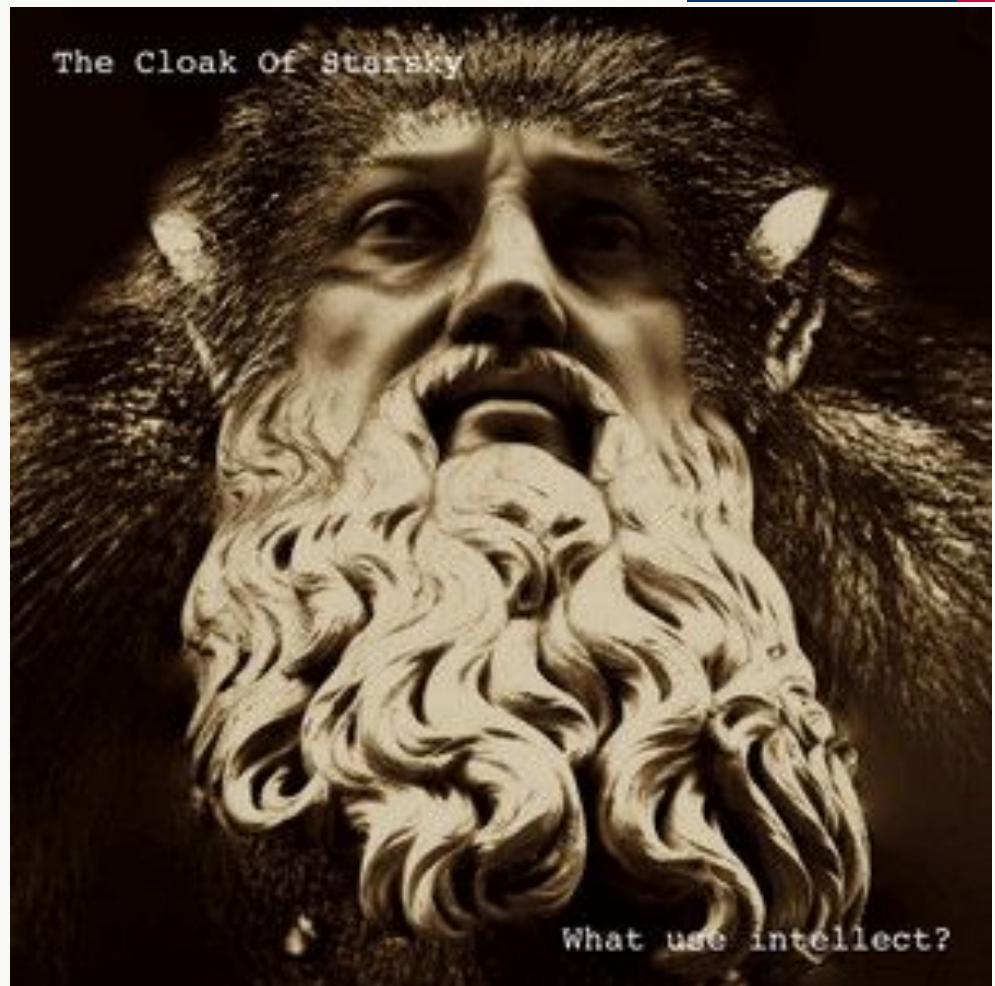
Alpha Dynasty NFT is breaking the norms of the contemporary gaming industry with its amazing, highly rewarding Non-fungible tokens. The tokens offer numerous exciting opportunities to users and smudge the line between the real world and the virtual world. The mysterious dynasty of cyberpunk 'Megalon City' might be full of dark activities but joining a triad clan can be highly beneficial for the players. Get 15% of the total annual royalty and convert them to get more exciting offers. Get more details at <https://alpha-dynasty.com/>.

# The UK Based Rock, Grunge, and Metal Band The Cloak Of Starsky Shares their Musical Maestro Through the Music

The Cloak Of Starsky hopes to boost the audience by composing high energetic hard-core rock and metal songs. Listeners can listen to his brilliant songs from the Spotify platform.

Dirty, filthy, rock, and pop metal with the combinations of the melody could really feel the rawness about his rock music. The penetrative rhythmic pattern with the hard-core rock style by **The Cloak Of Starsky** would play as a higher energy boosting for the listeners. Moreover, this band's songs have a cascading guitar solo with a different pattern of the music of the drum. Hence, their latest new songs are '[Breathe](#)', '[Rats](#)', '[Bumblefly](#)' and '[Pus](#)' can be found on the Spotify platform.

The band of the artist plays a simple structure and stylish details in the musical arrangement and lyrics for perfectly hit the soul of the The band of the artist plays a simple structure and stylish details in the musical arrangement and lyrics for perfectly hit the soul of

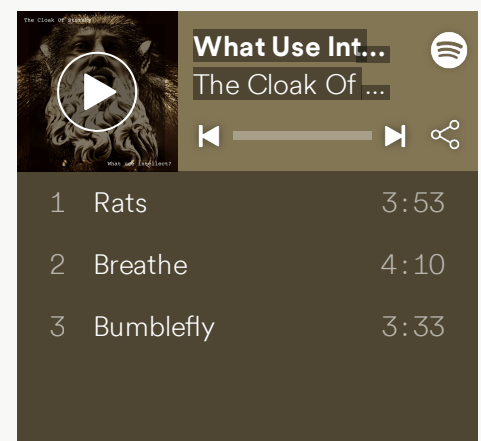


the listener. Moreover, the embrace of classic rock music by the band can feel the appealing nature of their songs. Most of the songs composed by **The Cloak Of Starsky** are for the light-hearted and they try to portray the continuing stupidity of the human race through his songs. More than that, the melodic implementation with their rock music plays a nice role to differentiate them from the others.

In the song '[Breathe](#)' and '[Rats](#)' the band artist has implemented a hard rock guitar implementation with the vocal tone. However, this band has used high pitch rock instrumentation but the voice can be clearly distinguished from that. On the other hand, in '[Bumblefly](#)' and '[Pus](#)', the vocal artist has emphasized the musical roller

coaster throughout the songs. It is expected that more songs that are new will be produced by this band from their production house Plop Records. For further updates about this band, one can visit their website or the [Instagram](#) and [Twitter](#) page.

**Just go for this Album 'What Use Intellect?' by The Cloak Of Starsky :**





## Oklahoma Artist, Matthew R. Paden Paints Colorful Amanda Gorman Portrait For Client In Oregon.

Spontaneous Realism Artist Captures Youngest Inaugural Poet

Spontaneous Realism artist, **Matthew R. Paden's** brush dynamically captures the now-iconic portrait of poet Amanda Gorman. The portrait entitled, "**Brave, Inspiring Future**" was painted with acrylic on gallery wrapped canvas measuring 24" x 24".

Paden is an award-winning contemporary abstract artist, art coach & blogger living in Oklahoma with his beautiful wife and daughter. Matt's larger-than-life pieces astonish in both private and public exhibits.

Gorman is the youngest inaugural poet in U.S. history, as well as an award-winning writer and *cum laude* graduate of Harvard University, where she studied Sociology. She has written for the *New York Times* and has three books forthcoming with Penguin Random House.

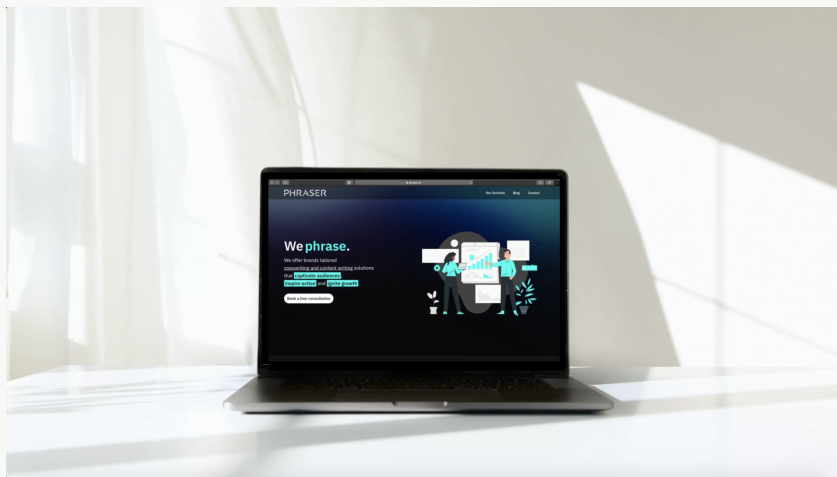
The portrait commissioned by a client in Oregon is for a private series entitled, "**Inspired.**" which features other iconic portraits like Charlie Chaplin and Walt Disney.

The artist states that with this series -

*"I observe and engage my subjects closely, looking beyond the obvious. It is necessary to visualize beyond the conspicuous in order to capture the unique personality."*

Intrigued?

Discover more by visiting the artist's website at [www.savvypalette.com](http://www.savvypalette.com). You can also follow him on Instagram @savvypalette



## NEWLY-LAUNCHED PHRASER OFFERS COPYWRITING AND CONTENT WRITING SOLUTIONS

The agency offers brands tailored copywriting and content writing solutions that captivate audiences, inspire action, and ignite growth.

**Newly-launched Phraser offers copywriting and content writing solutions that captivate audiences, inspire action, and ignite growth**

[Phraser](#), the newest addition to Hong Kong's marketing services industry that launched today, offers brands tailored copywriting and content writing solutions that captivate audiences, inspire action, and ignite growth.

Phraser was born out of a need for brands to break through the content clutter. With 2.5 quintillion bytes of data produced every day, the odds of a brand's messages reaching its intended audiences are slim. In fact, some 60% of content created by the world's leading brands has little to no impact on consumers' lives or business results. Phraser is on a mission to leverage the primitive yet extremely powerful tool of language to help brands fine-tune their voices and amplify their messages so that they are seen and heard, loud and clear.

"We are never lost for words," says Faristha Kanakapillai, the agency's Founder who has a background rooted in public relations, journalism, and content writing.

"Our diverse team of writers possess years of knowledge, experience, and judgment to know exactly what to say to command audiences' attention and get them to take the desired action."

Phraser works with businesses of all shapes and sizes and primarily offers four kinds of services; copywriting and content writing, editing and proofreading, translation and transcreation, and content strategy. The agency adopts a 5-step process that seeks to thoroughly understand its clients' businesses, industries, competition, and target audiences so that it can tailor its services to meet each client's unique needs, help them scale their business, and steer it in the right direction.

### About Phraser

Based in Hong Kong, Phraser offers brands tailored copywriting and content writing solutions that captivate audiences, inspire action, and ignite growth. We leverage the primitive yet extremely powerful tool of language to help you scale your business and steer it in the right direction.

**Logos + Hi-res Images + Founder's Biography:**

[Link](#)

### Media Enquiries

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Founder | Phraser

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## Deborah from SAGE Interior Design & Décor featured in the empowering photographic project 50 over 50

The founder of SAGE Interior Design & Décor, Deborah Townsend recently took part in an amazing photography project called 50 over 50 by award-winning Sumico Photography at Tedder Avenue, Gold Coast. The photographic project celebrates the diversity, strength, beauty, essence, and wisdom of women in their 50s, 60s, 70s, and beyond.

With the help of Sumico, Deborah wishes to spread her story among other women to inspire them. She has successfully shown the world that beauty does not fade away with time and age with her stunning photographs. Her brilliant natural beauty and powerful persona are prominent in every picture taken in the photographic project.

With the '50 over 50' photographic project, Deborah Townsend has seamlessly celebrated her achievement after going through so much in her 55 years of life. Leaving and surviving a violent domestic abuse relationship of 17 years, she raised her three children alone with tremendous care. She has started her own interior designing business in her mid-50s and successfully running it ever since. Her story is relatable to women going through similar situations in their life. The photographic project showcases the strength and wisdom she gained over the years, which she wants to convey to other women to empower them. The project amazingly portrays the privilege and beauty of aging.

SAGE Interior Design & Décor was founded by multitalented lady Deborah Townsend. The company has a wide range of the most classy and beautiful interior designs in its collection. They give full priority to the clients and offer consultancy before proceeding further. They work hard to satisfy all the needs and requirements of the clients.

To know more about the services, visit them at <https://sageinteriordesigndecor.com.au/>.





## Kid Activities With Alexa Offer The Best Subscriptions Box for Kids

Kid Activities With Alexa is a subscription box that consists of a wide range of theme-based activities, which promise to keep your child engaged for hours together. Our subscription toy boxes contain delightful, multi-faceted toys and super-fun activities. The box caters to children from age one to six, with quality books and educational games. We are focused on building curiosity in your child through fun activities designed to improve learning.

Our boxes are made from recycled materials and the company plants one tree for every box ordered and is also carbon neutral. We offer a staggering array of gift boxes for all ages, from toddlers under 2 to teenagers. The subscription box is filled with new, customizable volunteer activities, and acts of kindness are delivered to your child's door each month. The subscription boxes are literally the gift that keeps on giving: aimed directly at your child's age or interests. The subscription box introduces your child to countries of the world and their cultures. From toddlers to tweens, keep kids of all ages busy and happy with these fun mail-order subscription box activity kits.

Our best subscription box for toddlers for your nature and art-loving kid! It's the perfect combination of science and art delivered to your door every month. The subscription boxes and kits for babies and toddlers make great gifts and make playtime easier for parents. Our subscription box allows your child to travel back in history and solve a mystery.

The subscription boxes consist of a varied range of theme-based doings, which promise to keep your child involved for hours together. The themes and accomplishments vary with age. The activities in the box aim at developing the kid's creative and logical skills, in addition to cognitive and motor services.

Each box contains creative materials that teach colors, hand-eye coordination, and other abilities and concepts. We offer a strong set of online properties to get the most out of each delivery. We are dedicated to sustainability, and each recyclable toy is custom-made to your child's age. The inspired selection keeps kids involved while developing their skills; each box includes 4-5 resilient toys matched to your child's age and developing milestones.

The boxes include fun activities aimed to assistance your toddler grow phonics skills, counting, shapes, colors, script, and more. If your child is headed to toddler — or you simply need to give them a head start on their education — this toddler subscription service is worth a look. The box offers options for households with several kids, and their actions are both engaging and cooperative. The service makes an excellent gift, and subscribers who pay upfront for a weekly, half-year, or full-year payment can cut the per-box cost.

The toys you receive are custom-made to your toddler's age range, so you can imagine age-appropriate items that will test and inspire their imagination.

### Media Contact

Kid Activities With Alexa  
8218334361

<http://kidactivitieswithalexa.com/en/home/>

A woman with long brown hair, wearing a white top, is smiling and holding a small white container. Next to her is the Blade Butler, a tall, black, extendable cleaning tool with a grey fabric bag attached to its handle. The background shows a kitchen with white cabinets and a tiled backsplash.

## Realtors Turn Inventors With Game Changing Cleaning Product The Blade Butler

Karen Spencer and Korri Wright's Blade Butler revolutionizes home care and minimizes dust allergens.

Real estate agents Karen Spencer and Korri Wright launched their market-disrupting product today, a first-of-its-kind ceiling fan cleaner called the Blade Butler.

The Blade Butler cleans one ceiling fan blade at a time with a washable removable bag. Its extended handle eliminates the need for a tall ladder, so one quick swipe across each blade effectively removes dust from the ceiling fan. No dust spreads into the air or surrounding furnishings. Dust is captured in the bag. It's a simple design, a long time coming.

It's estimated that about 80 million American households have at least one ceiling fan according to the Natural Resources Defense Council. Adding to that, about 20 million Americans suffer from dust allergies which are intensified with household dust accumulating on ceiling fans and then distributed throughout the air and all over furniture before, during, and after cleaning

with conventional solutions on the market today.

What led to the creation of the product was simple, "It dawned on me that I had to find a solution to dust and debris falling on my counters, couch, and beds when I cleaned my ceiling fans. It grossed me out!" said inventor Korri Wright.

As a busy realtor in Yuma, Arizona Korri realized there is a substantial residential and commercial market for her idea. She worked with Spencer to creatively pivot to product development between juggling real estate and family.

Now, Blade Butler is now shipping nationwide through [bladebutler.com](https://bladebutler.com)

### Media Contact

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928.342.7023  
PO BOX 7049, YUMA, ARIZONA 85366  
<https://bladebutler.com/>

# The Dental Views Opens Willowview Office in Gilbert, AZ



## Mayor and Dental Views CEO Attend Ribbon-Cutting Event

The Dental Views, a group of privately owned dental offices located throughout Southern California and Arizona, has expanded its reach in Arizona by opening a new office in [Gilbert](#), its third in the Grand Canyon state.

The other two offices, one in Glendale, the other in Mesa, continue to bring a passion for Clinical Excellence—one for which the Dental Views is widely known—to the people of central Arizona.

Present at the Grand Opening ribbon-cutting ceremony were the mayor of Gilbert, Brigitte Peterson, as well as CEO and founder of the Dental Views, Dr. Ali Zareh, DDS.

“Thank you for choosing Gilbert as your next location,” said Mayor Peterson. “We wish you the best of luck.”

Dr. Zareh followed up by thanking the Mayor and the Gilbert Chamber of Commerce for their hospitality and support.

“We’re thrilled to be here in the city of Gilbert and super excited to treat patients in the community,” said Dr. Zareh.

The opening of a third Dental Views office in the Phoenix area reflects the growing success the company has experienced in the last several years,

a result of the hard work of the individual clinical Teams who make up the twelve dental offices of The Dental Views.

The Dental Views is known not only for its Clinical Excellence, but also for its caring, friendly service, comfortable amenities, and convenient locations..

Their expertise in a wide variety of dental procedures has given them a well-deserved reputation and growth in Southern California, which they are extending into Arizona.

Serving Southern California and Central Arizona, The Dental Views has been offering friendly, expert dental care since 2010. With twelve state-of-the-art dental offices, the practice offers a warm, inviting atmosphere along with the latest technology and dental prowess.

The Dental Views provides a full range of general, pediatric, and cosmetic dental services.

Contact: [smile@dentalviews.com](mailto:smile@dentalviews.com)

## Media Contact

The Dental Views  
[smile@dentalviews.com](mailto:smile@dentalviews.com)  
<https://dentalviews.com/>



## ***Kidz Land: Top-Notch Play Zone & Birthday Party Place For Your Kids***

***Creative indoor kids play zone in Hyderabad for a blasting enjoyment.***

Are you looking forward to safe indoor [kids play zone](#) in Hyderabad? Go nowhere but Kidz Land as it is the largest activity center and party venue for all ages of children (1-12 years). With a keen focus on safety and hygiene, the [kids play area](#) becomes the right choice for the child's mental and physical development.

Experience the thrilling games and experiences of every sort at Kidz Land including Obstacle courses, Bounce houses, Water boats, Electronic games, illusion house, Gun Shooting, ball pool, toddler activities, interactive games, and

much more. Right Place For Kids With Unique Games

Kidz Land is the prominent place for organizing [Kids Birthday Parties](#) with Free WiFi, valet parking, clean and hygienic washrooms, CCTV security. We adhere to all safety protocols and provide the best place to host and enjoy an amazing celebration. We bring all sorts of amenities for the birthday event and ensure to plan every bit of the event and decoration with the party organizers. No matter if it is balloon decoration or flower-based decoration, our designers and decorators are there to assist you at affordable prices.

Kidz Land becomes the Best 1st Birthday Party Place that offers a huge indoor party space with facilities ensuring such great experience and entertainment. We provide the play area for kids with zero

hassle and a completely thrilling experience. Our indoor and outdoor party events can make the celebration memorable for a lifetime.

So, why wait when Kidz Land is such a fun-filled entertainment zone having the topmost concern for your child's safety and fun factor. We aim to allow the overall development of child capability while offering them a place for absolute games and activities.

### **Media Contact**

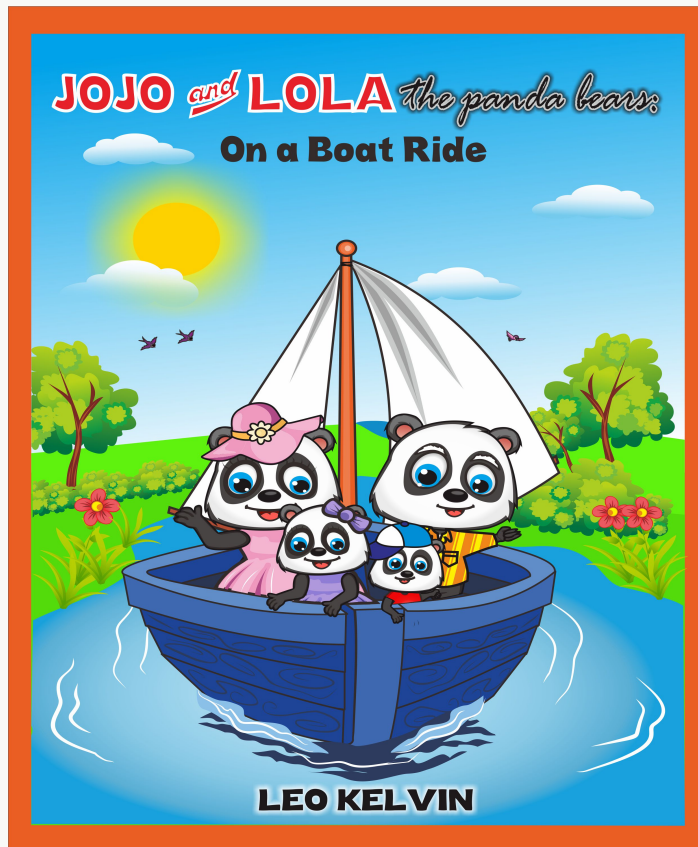
The Kidz Land  
[thekidzlandindia@gmail.com](mailto:thekidzlandindia@gmail.com)  
<https://thekidzland.com>

# BEST SELLING BEDTIME STORY BOOK "THE JOJO AND LOLA THE PANDA BEARS SERIES" IS AVAILABLE IN KINDLE EDITION

Children book author Leo Kelvin is proud to announce the 2nd book of JOJO and LOLA The Panda Bears Series titled 'On a Boat Ride'. The book is an animal book for kids 3-5 years old with a mesmerizing story. *"Reading stories at bedtime is priceless for our children. Engaging stories and cute characters like JOJO and LOLA in The Panda Bears Book Series will spark the imagination in children and improve their memory. JOJO and LOLA The Panda Bears book are based on my experience as a parent with wonderful children. The story of JOJO and LOLA is inspired by my two wonderful children who are amazing in their daily activities. Reading toddler storybooks can be lots of fun. I hope you enjoy this book,"* says author Leo Kelvin. JOJO and LOLA The Panda Bear 2nd book 'On a Boat Ride' is available in Kindle edition.

JOJO and LOLA are two cute pandas with opposite characters. JOJO, the young panda bear, often gets in trouble because of his naughty behavior, while LOLA, JOJO's sister, is a nature lover with a calm demeanor. LOLA loves guiding JOJO when he gets into trouble. JOJO and LOLA live in the marvelous cave in Furland forest along with their mom and dad.

JOJO and LOLA The Panda Bears: On a Boat Ride is a captivating and fun story of the adventure of two panda bears JOJO and LOLA



enjoying their first boat ride with their parents. A boat ride is a new experience for JOJO and LOLA. They saw everything they had never seen before. This bear book for toddlers is a bedtime story read that parents shouldn't miss. The engaging story and characters are picturesque and can explore children's imagination while parents or grandparents read it. Moreover, this kindergarten storybook is recommended for children to enhance their knowledge.

*"Nice book with illustrations. My kids love to read this book again and again. The illustrations are captivating with lighthearted characters. The storyline keeps my*

*kids engaged and entertaining,"* said one of JOJO and LOLA The Panda Bears readers.

JOJO and LOLA The Panda Bears are ranked in the Top 100 best-selling books in the Biological Science of Bear category. Each book contains Bear Fun Facts from where they can learn interesting facts about bears, and reading this book will make kids visualise themselves with the characters of JOJO and LOLA.

## About Leo Kelvin

Leo Kelvin is a best-selling author. Leo has written two books of JOJO and LOLA The Panda Bears Series. The first book titled 'Out on Picnic' was released on October 27, and the second book titled 'On a Boat Ride' was released on November 17. Both of the books present enthralling stories of JOJO and LOLA the panda bear, along with their parents. The books are inspired by the author's children in their daily activities. Readers can read the book for FREE with Kindle Unlimited.

For more information about the books and author, Leo Kelvin, please visit [getbook.at/On-a-Boat-Ride](https://www.amazon.com/Leo-Kelvin/e/B09KMS7Z98) and <https://www.amazon.com/Leo-Kelvin/e/B09KMS7Z98>

# **TESLA TO LAUNCH NEW CARS IN 2022**

Systematical advancement in technology is the foundation of human society and its growth. People have come up with many ground-breaking ideas which would have made history but could not become what they were meant to be due to a lack of investments from those who have the power to change the world. Gems like Elon Musk were able to break the prejudice among the leaders in the world about technological advancements in every aspect of life with his incredible technological brilliance and business skills.

The self-made American entrepreneur has given the world access to a wide range of amazing electronic vehicles to make clean energy accessible and affordable to the mass. Refusing to be bound by a single industry, he has given life to his dreams like launching rockets to space and even colonizing Mars with his space agency SpaceX. Musk is currently the richest person on the planet. Starting from nothing, Musk has created an empire with his brand Tesla that dominates and controls many aspects of the current world economy.

Tesla has decided to launch six new vehicles in 2022 and the news has already gained vast traction all over the world. The first three the company is going to launch are Cybertruck, Roadster, and Semi.



## Cybertruck

Musk first introduced the world with this wild electric truck back in November 2019 in an event. The truck looks nothing like an ordinary truck. It has a thick and unfinished stainless-steel body making it almost indestructible. According to Musk, the body of the truck can withstand strikes from sledgehammers and some types of small-arms fire. He said the truck will have detachable mirrors. It will be 231.7 inches long, 79.8 inches wide, and 75 inches tall. The Cybertruck can accommodate six adults. Its off-road performance is extremely good as well. The price of the truck will start at \$39,990, said Tesla in 2019.

## Roadster

Tesla started production of the first generation of Roadsters in 2008. The concept of the second generation of the electronic sports car was unveiled in 2017. Musk revealed that it will have a 1.9-second 60-mph time and a 250-mph top speed at that time. The four-seat supercar will travel 620 miles on a single charge. The new model was supposed to be made public in 2021 and it is scheduled to enter production in 2022. Its price will start at \$200,000.

## Semi

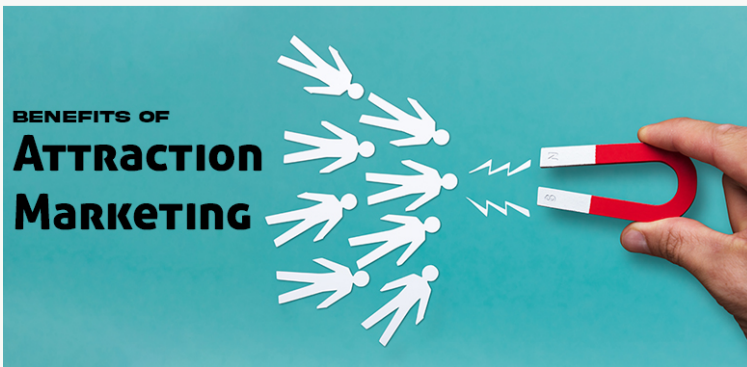
Tesla Semi is going to be their class 8 truck. It is said to be in development since its announcement in 2017. The company has recently announced that its production will start in 2022. Top companies like UPS, Walmart, FedEx, Pepsi, Anheuser Busch, and more have already reserved their Semi. The 500 miles range of the Semi will cost around \$180,000. The 300-mile variant will cost \$150,000.



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Get views from your desired country with a wide range of services.



## EVERYTHING YOU NEED TO KNOW ABOUT ATTRACTION MARKETING AND ITS ADVANTAGES

Attraction marketing is one of the most effective and widely used promotional techniques in today's business world. Learn how to execute it for better results.

There are always new marketing approaches and tactics introduced in the business world. The latest marketing mantra is to promote products in a way that does not seem like promotion. Among different methods to achieve so, attraction marketing has become the best choice for both marketers and entrepreneurs. It's all about sharing your personal experience with the product rather than telling people why they need it. That way it is more personal and trustworthy to the target consumers without being even slightly pushy.

Attraction marketing is used in almost every industry and you probably don't even realize it. It has a long-lasting impact on the audience and drives more sales. It's all about sharing the honest first-hand experience with the consumers. Let's discuss attraction marketing in detail and find out how to master this marketing strategy:

What is attraction marketing?

Attraction marketing is a form of inbound marketing that is primarily based on your personal experience with a certain product. In normal marketing, you showcase the product to your customers, offer details about its ingredients, ways to use, benefits, and more. The customers will not know how good the product is until they use it themselves. Attraction marketing on the other hand is like a review of the product and much more relatable to them. You share your personal experience of using the product and how it helped you with your issues. This is much more helpful for the consumers and valuable for you as well because it increases the trust of your brand in the market. Though it is much more time-consuming than just issuing an advertisement, it is much more fruitful than traditional ads. While

### Tips for effective attraction marketing

Establish a better relationship with your customers. The best way to create a better relationship with your customers is to deliver what you promise. Don't deceive your customers by making false claims. They will not come back for a second purchase if your products do not solve their issues.

Don't always be promotional. If you want to establish a stronger impact on your target audience, you should show your human side from time to time. Share different hacks, practical remedies, recommendations in between promoting your own brand.

Be creative. Don't be repetitive with your content. Come up with newer ways to introduce your products. Use different topics and authentic photos or videos to make it more believable.

Interact with the audience. When you share your personal experience with the customers regarding your products or services, be ready for countless number of cross questions. You must be patient and answer the queries as fast as possible.

Delegate when it's time. As the owner of your business, you have a lot of responsibilities. If you are unable to dedicate a considerable amount of time to marketing, you must hire professionals to properly take care of it.

How can attraction marketing help your business?

Attraction marketing helps you filter out the bypassers and focus on your core audience. It establishes better trust in the market for your brand and assures the customers that you will be there for them even after the purchase. Here is how it can be extremely beneficial for your business:

Your brand appears to be authentic and trustworthy to the customers.

You are able to keep your audience engaged with your brand and stay relevant in the market.

You have better online audience engagement with attraction marketing.



# Advertorials Captivating All Industries with New Marketing Techniques

The constantly evolving marketplace and advancement in marketing strategies is making the consumers exposed to a variety of products and services. As the world is moving faster and life becoming busier, most consumers have very little time to invest in research. As a result, marketers and business owners have to make new approaches to reach them in order to gain more exposure and sales. With multiple distribution channels, content, and marketing campaigns it gets quite difficult for a user to determine its authenticity and they end up abandoning the site or the content.

The relevance of promotion directly depends on the consumers as they have become more and more selective about marketing approaches. A recent study shows that 81% of the total users tend to close the page or browser when they see a cluster of ads popping up. Another report says, 78% of people try to unsubscribe from services due to getting several mails regarding every event. As a result, writing an advertisement that can attract everyone's attention has become one of the daunting tasks. But what is the solution?

Advertorials are playing a vital role in modern marketing techniques with a presentable and reachable manner that engages people even more. Its unobtrusive technique allows users to make more interactions and take more actions that help to reach the ultimate sales goals.

What is an Advertorial?

An advertorial is more of an advertisement that is written with a perspective of an objective article. It does not pop with every other website and content, instead provides a more legitimate way to reach the audience.

Usually, it is published on print media and digital new platforms by establishing an independent new story.

Remember, a news-worthy article appears more trustworthy rather than a random advertisement popping up at the side.

Benefits of Advertorials Market Evolution

Advertorials or native ads are changing the traditional scene in the field of marketing and offering readers an attractive solution instead of the same repetitive ads. It is making a change in the marketplace with its engaging style of approach.

Ad substitute

Advertorials are used as a substitute for traditional advertisements that consume a lot of time and money to be invested. It is a beneficial and affordable option to avail, which offers more exposure than normal advertisements.

Perfect combination

Advertorials consist of a perfect combination of a press release and advertisements with content written in an attractive yet formal manner. The content offers 70% pure factual information and 30% of the sales pitch that helps in the promotion. Such an appealing document can be utilized for event promotion and call-to-action which engages people on a greater level.

There are many other benefits of advertorial content but to reach its maximum potential, the content should be crafted in an effective way.

How to effectively craft advertorial content?

Writing an effective advertorial solely depends on what the users are looking for. Write from the user's perspective and make sure it feels attractive to you. If you are new at this, here are some tips to

keep in mind: Embrace benefits, not features

An effective advertorial emphasizes the benefits of a service rather than explaining its features. As users are more interested in the services and

products that are helpful to them or can help solve a problem. So, an advertorial should be written in a compelling way that conveys all the benefits to the users, guiding them to take an action.

Sense of Loss

Creating a sense of loss enables users to be more eager about the opportunities as it is going to end soon. If you are writing an advertorial on a special occasion, make sure you mention a deadline that make the services appear like a limited edition.

Emotive Story

Advertorials are not only about sales pitches but a medium to create a deeper connection with the target audience. A connection or bonding is established only when there is a sense of emotion. Thus, building an emotive story that can touch the audience's heart is very important.

Are Advertorials and Editorials the same thing?

The editorials are strictly crafted to educate people, entertain them, or provide some factual information. On the other hand, advertorials are commercial content which is designed in an informative way with an advertisement-like sales approach. Both of the content has different marketing value but considering the paramount importance, advertorials could be the game-changer in the modern industries.



## Top 7 Practices to Prevent Light Pollution in the Metro Cities

We are a part of the world's biggest pollution chain, also known as Light Pollution. It might not occur in people's minds like water pollution or earth pollution but contributes a fair amount of participation in global warming and interference with the natural ecosystem. No matter how much LED and compact fluorescent lamps (CFL) are used by people worldwide, light pollution is an ongoing crisis and requires strict preventive measures for a better future. Below written is everything you need to know about the crisis.

Light pollution – Know in details:

Light pollution is also known as photo pollution or luminous pollution which means excessive or misdirected use of light that causes artificial outdoor lighting. The mismanagement of light manipulates the color and contrast of the night sky, hampers the natural starlight and also affects nature on a greater level. This problem is getting bigger with the demand for artificial lights every year as the world population is increasing with modern lifestyle and consumption behaviors.

How to prevent light pollution?

Light pollution does not create any waste which needs to be disposed of. It only hampers the daily lifestyle of humans as well as the animals, birds, and insects of nature. With some outdoor lighting practices, the crisis can be solved or at least reduced at a greater magnitude. Always remember artificial lights are meant to provide humans with better visibility in darkness. What is invented to make our life easier should not be exploited for temporary happiness that can become harmful to others.

### 1. Warm Lights

The warm lights emit less light and scatter less which makes them applicable for all purposes. On the other hand, blue light emits has a short-wavelength as it scatters easily into the atmosphere and creates eyestrain, affects night vision, and adds more to global light pollution.

### 2. Put up Shields

Shielding outdoor lights with a solid cap help to stop unnecessary

emission that causes light pollution. It prevents the light from direct projection at the sky which minimizes the effects of sky pollution. It also helps to get a concentrated light area under the lamp.

### 3. Cut Off

There are exterior light fixtures that help to prevent the light from escaping beyond the horizon line, known as the nadir. There are Full Cutoffs, Cutoffs, and Semi Cutoffs that work as lateral angles on the light emission guiding them downwards.

### 4. Put on Sensors

With the progress of technology, humans have created light with sensors that sense the atmosphere and adjust brightness accordingly like the auto-brightness option on smartphones. These lights get on at night time and turn off at the day time. There are even AI sensors that adjust the color and brightness of light, based on the surrounding atmosphere. Install the latest technologies to prevent light pollution without even worrying about it. However, sensors can be costly at some point. In that case, people have to go through some healthy practices of using artificial lights manually.

### 5. Verified Lights

The International Dark-Sky Association (IDA) has certified some of the handiest artificial lights that minimize glare, light spill, and sky glow. These lights are specially made to be fixed at any corner of the house and it produces long-wavelength light that does not scatter easily. Mount these lights low to the ground in order to avoid the high-angle brightness.

### 6. Turn Off

The lazy behavior and carefree attitude towards energy consumption are some of the prime reasons for pollution. These aspects enhance the light pollution as most people enthusiastically turn on light when they need it but forget to turn it off when the purpose is done. Turning off lights when not needed is a crucial practice that should be implemented on people from a younger age. The average active light timing should be from dusk to dawn. Even when we sleep, the need for light is negligible. If you are still in doubt, you can turn it off by 11 PM to start healthy practices. This practice does not only help to reduce light pollution but also helps to conserve energy without wasting it.

### 7. Involvement

Light pollution is a global cause and there is no point in selfishness. To take preventive measures requires the involvement of everyone on a greater level. Every human should take preventive measures at their residence, locality, and region. Even spreading awareness can bring change in society.

### Conclusion

The effects of light pollution hamper the nature and atmosphere more than human life. Even if you are not feeling disturbed by the blurred vision of the night sky, take preventive measures for the sake of nature.

# 13 Best Green Business Ideas for Like-Minded Environmental Entrepreneurs



If you're an entrepreneur with the heart of an environmentalist, there are numerous ways in which you can combine both passions into a successful venture. When it comes to environmental conservation, a little twist in the perspective can go a long way!

The world is already facing a severe environmental crisis and it's high time that people start crafting and investing in eco-friendly business ideas to ensure healthy and sustainable living.

But before digging deep, let's start with the basics.

What is a Green Industry business?

A business or start-up is considered to be Green or Eco-friendly when it works proactively to reduce its carbon footprint.

They can do so by introducing various sustainable practices into the conventional business model.

In short, the green business ideas aim to use little energy, water, and raw materials. They find ways to utilize the materials in eco-friendly and renewable ways. In this way, businesses can minimize their dependency on natural resources that further contribute to climate change.

What is a Green Business Model?

A traditional business model outlines the design process, raw material budget, and service delivery or other product distribution methods. However, in a Green business model, a company prioritizes keeping in check its impact on the environment. Instead of maximizing their profit, they ensure environmental sustainability.

This process involves restricted or little use of fossil fuels, emphasizing the power supplied by the solar panels, etc.

How do you start with a Green Business?

With changing times, environmental sustainability has become more important than ever. More and more consumers are now opting for sustainable shopping habits and adopting go-green changes to make a positive not refilling ink cartridges truly helps in conserving the environment, the answer is yes, it does!

When you reuse the old ink cartridges, there is a reduced amount of non-biodegradable waste accumulating in the landfills. Empty ink containers have no use in the business world.

## 2. Environmental Publications

If you believe that your thoughts and perspective can bring a change in the mindset of the people, start your environmental publication. If you love to write, then get started with your initiative today.

Debunk the popular myths and share the truth with others. This way you might help consumers rethink their actions that can positively affect the planet.

### 3. Set up Organic Store

With the rise in the consumption of organic products, there has been a steady rise in the organic grocery chains. Although many have already started operating organic grocery outlets, still there are only a few. As an organic product supplier or manufacturer, you can offer a variety of goods like pet supplies, skincare products, snacks, and other food items.

### 4. Waste Recycling

The concept of circular economy is comparatively new but is quickly garnering the attention of all. It consists of eliminating the trash while simultaneously identifying how you can recycle and compost it. But make sure to conduct prior research on the things that you want to recycle. This could range from aluminum scrap to textiles, papers, batteries, construction waste, plastics, etc.

### 5. Green Finance

This emphasizes 'go vocal for local'. Green finance mainly focuses on supporting the local and community-level projects that shall lead to economically friendly agriculture. This process is typically concerned with providing educational opportunities, funding various artistic endeavors that in turn support the local ecology.

### 6. Sustainable Construction Ideas

Did you think of construction as non-sustainable? Well, some companies provide recycled materials for use in projects like infrastructure repair.

To welcome change, few companies use eco-friendly products to improve sustainability. For example, railroad ties and pilings could be recycled from plastic.

### 7. Cater Organic Food

How about turning your passion for food into something more concrete? A great way for eco-friendly foodies to contribute to environmental sustainability is by catering to organic food items. They can cater to local events or big business luncheons with foods that contain organic ingredients.

### 8. Eco-Friendly Make Over

Is cosmetology your passion? Start a business that's approved by Mother Nature.

Open a beauty salon that uses organic and vegan beauty and hair products. Moreover, you can also offer vegan polishes and spa treatments.

### 9. Green Event Planning

Be it big or small, events or meetings of any size generate a large number of waste products. By hosting a green event you ensure that the venue uses eco-friendly materials. You can also arrange for environmental-friendly accommodations.

Sustainable event planning not just raises awareness but also inspires others to change.

### 10. Bicycle Repair

Instead of using cars to travel short distances, go biking. You could be the expert to whom the cyclists go to repair their bikes. If you have some extra space, purchase some inexpensive bikes, fix them and then sell to gain a profit.

### 11. Handmade Products

Handmade products are not just aesthetically pleasing but can be easily made using common organic materials.

Do some homework and find the recipe for a sugar scrub or vinegar-based solution. You can also sell them in packages or could start an online store.

### 12. Reuse Furniture

Next time you decide to throw your old, broken furniture, just stop. Why not break it down and reassemble the broken tables, chairs, and dressers into new pieces that you can paint and sell! You can easily rebuild storage and shelves from the broken parts. And, you might just be able to restore a full, unique piece of furniture.

### 13. Secondhand Store

New things are expensive. You can open up a secondhand store that would not only save your customers some money but it's also better for the environment. Instead of tossing a new item into the trash, encourage consumers to donate their used items to others. You could sell coats, clothes, books, furniture, kitchen appliances, etc.



## KNOW HOW TO BUILD A GLOBALLY REMOTE TEAM MORE EFFICIENTLY FOR YOUR BUSINESS

The rapid progress of multinational companies is pushing business owners to make a worldwide approach to participate in the highly beneficial global economy. A business can foresee a favorable future with a demographically dispersed workforce as it consists of international diversity both in marketing approach, local knowledge, and functional expertise. That is how a remote team works united from different parts of the world. Different perspectives and work experience let the employees make dynamic inputs that eventually boost the growth of the business or company. So, let's proceed with the basics to know how a remote team works?

### Remote team – What is it?

A remote team is referred to a group of people with proper complementary skills who are working together to serve a common purpose or to achieve a common goal from different parts of the world. As most of the work is done via a virtual medium with the help of the internet, it can also be called a virtual team. With the teams' unity, even the most complex jobs can be executed from the remote work environment with the help of mobile, computer/laptops, and the internet.

### The benefits and drawbacks of a geographically remote team?

The importance of remote teams has been increasing the companies' international needs and global exposure in the worldwide marketplace. In the last two years, many companies have jumped to create remote teams as the global pandemic has put a halt to the traditional working environment of working together. Though it is a challenging move, there are also plenty of benefits to it.

### Benefits

- Geographically remote teams help to bring a diverse group of talented people from around the world who can work together to achieve a common goal. It also offers an easier way to professionally connect with everyone without living nearby.
- Provides a better opportunity to work with various time zones in case international clients and projects. Thus, there is faster progress in the work which is performed around the clock.

- Remote teams help to bring broader prospects in business with a multicultural essence and local knowledge of different regions. Thus, workplaces and assignments become more dynamic along with a worldwide customer and client base.
- It offers more flexibility to the staff who are not willing to work in the core or traditional work hours, as the employees can work in different time zone and shifts based on the project and other team members.
- While traditional offices are closed for greater events, remote teams let everyone work from their places of convenience, putting the ball on the court of the company in the competitive market.

### Drawbacks

- Virtual meetings can take place in different time zone and hours, so you have to be prepared for a bad sleep someday.
- International payment and transaction complexities take a lot of time to resolve.

### Build an effective remote team

Whether you are a company leader, a team leader, or a manager; creating an effective remote team takes creative approaches in business along with deliberate effort and consistency. Here are a few tips to create a geographically remote team,

- Enable hiring over all the countries and time zones to get a diverse group of people.
- Protect time buffers to allow geographically remote workers to work and respond efficiently.
- Rotate meeting times according to the team's preference.
- Acknowledge different cultures and religious holidays to show your employees that no one is left out.
- Know all the time zones and remember to make more daylight saving as it could be awful to work in the middle of the night for many people.
- Maintain unity, synch the communication among all and also spend some time other than office hours to create a friendly environment of the traditional workspaces.

### Conclusion

Creating and maintaining a remote team might seem quite a daunting task but due to its paramount importance, the companies are making great progress in the international market while giving tough competition to others. It helps to boost productivity and unity in team projects which is an empowering factor for any business.



## MISTAKES TO AVOID WHILE WRITING A PRESS RELEASE



# TOP 3 MOST COMMON MISTAKES TO AVOID WHILE WRITING A PRESS RELEASE

A press release can be an exciting move for a business looking for media coverage and growth. Press release topics can comprise anything from a product launch to an event call. However, a press release is written for various reasons and enables the business to reach out to the media and the journalists.

### Main Purpose of a PR

One of the main focuses of writing and sending out a press release is to get the attention of the media. The media is flooded with thousands of similar PRs on a regular basis. So, the company must stand out in terms of the topic but most importantly the writing style. A well-written draft is a secret to turning any news or topic into an engaging one. A press release containing all relevant information including the guidelines of writing and editing must always be done by a professional. They know all about the different techniques and strategies of writing a press release that guarantees media exposure.

Creating a captivating story from the news is a skill in itself. If a business is not too sure about how to structure one, it must follow guidelines and most definitely avoid common mistakes. A PR is a representation of the business or the company itself and hence, accuracy is expected.

### Common Mistakes to Avoid

The list below brings together three of the most common mistakes found in press releases and how they can be avoided.

#### Assuming the Audience Knows Everything

One of the biggest mistakes to avoid while writing a press release that businesses make is to take for granted knowledge of that specific industry and assume that the audience is also aware of the same volume of information. So, it is a common mistake to use industry terms that are more than often unknown to the common man. So, while writing a PR, one must remember to write it with an explanatory angle to the story. A member of the public must be clear regarding the details and information provided in the news. Especially when it comes to uncommon

acronyms, the writer must break them down and steer clear of jargon that is nothing but confusing to the common public.

#### Assuming the Audience Knows Nothing

This point is contradictory to the previous one. However, balancing is the trick to success in all scenarios. A marketer or a writer with such an assumption will have a perspective of explaining more than what is needed. So, writers must not go into excessive details in the press release which makes it too long. This again is a red flag because an excessive long press release will lose the interest of the readers very soon. Too much explanation also seems like intellectual downsizing or patronizing which cannot be done at all during pitching the same before the media.

#### Leaving Out Website Links and Contact Information

Contact information and website links are some of the most crucial components of a press release. Including the same allows media houses and journalists to directly reach out to the business. They might want to revert back after the press release submission to clarify something, gather more information, or add quotations into the press release shortlisted for publishing. One stands an easy chance to miss out on stories if they do not include this information in the PR. Links in a press release are extremely crucial for SEO purposes for the business website. Having a link will also encourage readers to check out more about the company. A link to the business website in a PR helps in structuring a briefer summary. This again contributes to a well-written and organized press release making it more read-worthy and catchy.

### Conclusion

Press releases are the best way to disperse news about a business or a company to the target audience. Even if someone does not know how to write one, understanding the common mistakes to avoid can be a great start. While the ways of writing a good PR are crucial, knowing what not to avoid is also very crucial. So businesses looking to expand and grow must keep a sustained balance between the dos and don'ts and the result will always speak for their success. If a company wants more accuracy and precision in its press releases, it is always better to avail of a professional press release writing service that has the expertise and competence to draft the best release. One can take the services of [issuewire.com/writing](https://www.issuewire.com/writing) for more detailed information

# 6 Widely Used Virtual Reality that will be the Game-Changers in the Future

We have come to a point in human development where virtual reality has become a common thing. It is, one of the most prominent technologies, designed to offer the users a better digital experience of whatever they want. Now, the geographical barriers are no longer limitations for you to experience something far away. You can find yourself on the moon in a second by putting on your VR device. Virtual reality is a 3 dimension computer universe that you can access with the proper technology. A visual machine is attached to the computer creating the virtual universe. When you put on the VR device, you feel like you have been transported to another world. But in reality, you are right where you were. What you see in front of you with the visual machine has been created by the computer. It is highly realistic and with audio effects, it's much more convincing.

It is mostly used in the gaming and entertainment industry. Developers are coming with newer technologies every day to bring improvement in the global VR industry. Here are the widely used types of VR technologies used today:

## 1. Semi-immersive virtual technology

It is the oldest form of virtual reality technology. Generally, there is a big computer screen with a sound system and stimulating environment like moving seats, and more. These are now used for flight



simulations or other educational purposes. The person is not fully immersed in the made-up reality, but partially. That is why it is called semi-really.

## 2. Complete immersive reality

It is a technological wonder. It has come extremely close to give the users a flawless virtual reality experience. You get a 360 degree VR experience from the convenience of your home. You should have a highly powerful computer to achieve it. The computer should be able to take care of sound, sight, and all the other sensors, giving you a seamless experience. You just need to wear a head-mounted display or HMD and sensory gloves to get the complete feel. It is an amazing experience.

## 3. Augmented reality

Though augmented reality does not offer full immersion into the virtual reality world, it is still an amazing way to experience what you are seeing. With AR people can enjoy 3D images of historical places, landmarks, buildings, or even products online. You can have fun projecting different 3D images wherever you want through your smartphone.

## 4. Mixed reality

Mixed reality or MR blends virtual reality

and real elements. While AR can only be experienced through your computer or smartphone screen, MR can be projected in a physical environment. Using this technology you can project 3D holograms wherever you want and interact with them as well.

They have been used in concerts to bring back legendary musicians from the past and entertain the audience. They are used to create tours and demonstrations for students as well.

## 5. Collaborative virtual reality

In collaborative VR people from different locations come together sharing their thoughts and views while remaining at their own places. Video conferencing programs fall under this type of VR. It is extremely convenient for people living far away from each other. Though experts say it will make people more disengaged from society, it is efficient at getting the work done saving time and money.

## 6. Medical virtual reality

The medical world has become highly advanced and it can benefit a lot by adding virtual reality to its list. VR can provide good training for doctors, nurses, and other medical staff who need to be flawlessly precise at what they do. It can provide a better understanding of human anatomy to medical students as well.

# Get to Know How Music Influences Productivity and Creativity in a Working Environment

Music has always been a part of our daily lifestyle and nowadays it is being used in a wider aspect. Not just entertainment but music can be a part of therapy that enhances human activity and productivity with a positive impact. While there are many kinds of workers, like some who like to work in complete silence and some prefer to work better while listening to their favorite playlist. A recent scientific report shows that, people who work while listening to music show more productivity and less error than regular workers. Music helps to enhance mood and lets the mind work freely without any anxiety of deadlines.

However, there are a lot of employees who prefer to work in silence as the music seems to be a distraction at work for them. Many people will differ in opinions but there are some proven scientific facts that every music enthusiast should know.

Scientific facts regarding Music and Productivity 1. Good music = Good Mood

Music has the ability to put you in good mood at work which naturally boosts your productivity even if you have a lot of work pressure. Music helps to reduce anxiety and stress and drastically, even more, the medication. It reduces the level of the stress-induced hormone named cortisol which enhances the effect of the stress and creates an obstacle in work and health as well.

2. Enjoyable tedious jobs

There are a lot of workers who have to go



through the same work process every day and there is no change to it. Music helps to get rid of monotony as it helps in concentration. Researchers say that music can make repetitive works more enjoyable and improve your performance in it. It does not provoke boredom instead offers more freshness.

3. During the breaks

There are a lot of workers and students who prefer listening to music during their breaks. So does it help? It definitely does. Research says, listening to music during breaks helps to concentrate for a longer span and for different work at the same time. It works as a performance booster in the daily busy lifestyle.

4. Incline towards instrumentals

People are more biased to instrumental tracks as it creates a better ambiance to work. The soothing essence of instrumental doesn't bother workers. However, research says that people who listen to lyrical tracks have a hard time concentrating as lyrics can distract.

Scientific researches only tell the facts but it is still not clear enough what people should do. Music or no music during the work is typically based on multiple factors like situation, preference, type of work, and so on.

So here are a few basic tips to utilize music while you are working:

1. Choose nondistracting music

Science said music can be a productivity booster or a distraction as well. So choose music that does not distract you. Listen to instrumental tracks or you can listen to lyrical tracks as well of some other language that can't intrigue with a lyrical approach.

2. Reduce stress during breaks

There could be some project that requires heavy concentration without the influence of music. It is okay to work without music but the stress that occurs due to the work can be reduced by listening to music during the breaks. It will help you with your progress.

3. Volume on point

Listening to music to a lower volume can help in concentration but it is not possible to work in a softer volume when you work in a louder office. Keeping the volume just enough to drown the office background noises is good for both productivity and creativity. So keep the volume in mind that enhances your performance at work.

So should you listen to music during work or not?

Well, there is no definite answer to this as different people have different choices. Science and many people claim that music has the ability to boost productivity but if you don't agree with that, you can omit the concept. You know your work and your music preference. Feel free to experiment!

# Follow the Fundamental Ideas for Empowering New Business



The beginning of the year is an excellent time to launch a new venture. Of course, you must first develop a winning concept. However, in this competitive market, deciding your niche as an entrepreneur might be difficult.

Hence, check these few essential alternatives to creating an excellent company plan:

## 1. Do the same thing but differently:

There are already numerous firms, therefore you are unlikely to be the first person to think of a concept or product. Many brilliant businessmen squander time and energy attempting to come up with a unique company idea when they should be concentrating on how to be better, not how to be different.

Don't buy the notion that because there is competition, an idea isn't excellent. According to Marianne Cantwell, creator of Free Range Humans, if it is a good concept, there will either be competition now or soon. She stated that Facebook was not the first social network,

nor was Google the first search engine. So, understand the gist of it, and follow the trends, begin on similar ideas, but don't forget to improve on them. Cantwell also suggests making a list of businesses that inspire you and then asking yourself how you could put your own spin on that product or industry. "This way of thinking will liberate you to find more ideas than you imagine, closer than you think," she says.

## 2. Train your mind:

If you still haven't checked out Andy Puddicombe's TED Talk, this will be the start of something new. Puddicombe helps to explain why taking time to unwind all the correspondent thoughts and care for our minds is such an important part of this process.

People are preoccupied, he claims, because they succumb to the myriads of thoughts that challenge them in the reality in which they live. A restless, pressured mind is worried about being able to obtain the creativity and sound judgment necessary to create and implement a company strategy. Taking some time to change your mindset and become aware of hazards might lead to a plethora of new ideas.

## 3. Make calculations that will keep you one step ahead:

Large company concepts are frequently overpowering new ideas for the competition. Consider future methods and developments and how you may enter them, says Sergio Monsalve, a partner at Norwest Venture Partners, a venture capital firm located in Palo Alto, Calif. He advises, for example, considering new ideas for living room and home entertainment system advances given that businesses like Apple are creating new television technology. "What does it entail in terms of new ways to live in your house and enjoy yourself?" he wonders.

## 4. Don't ignore small hindrances:

Colin Barceloux believed textbooks were way too expensive when he was an undergrad. Two years after graduation, he processed his mind to intervene and launch Bookrenter.com, a San Mateo, California-based company that provides textbook rentals at 60 percent off. What started as a one-man enterprise out of dissatisfaction has grown to 1.5 million members and 200 workers. "All you have to do is look at what annoys you," he adds. "There you have it, your company concept."

### 5. Explore new aspects of a business:

Your company concept does not need to start from scratch. You should look at what large companies are lacking and see if you can keep yourself out of that rut. For example, in 2003, he founded Hot Picks, which is currently located in San Jose, California, after seeing that the main companies in the guitar pick market were not producing collectible novelty picks. Key created a skull-shaped pick that filled a void in the market and was sold in 1,000 locations, including Wal-Mart and 7-Eleven. "The large players leave a lot of opportunities on the table," he argues.

### 6. Know your skills:

You would still not establish an accounting practice if you weren't schooled in finance. When it comes to starting your business, you should definitely follow your background potential and follow what you have learned so far - if you rely on the abilities you already own, you'll be considerably more apt to consider your concept a success. Vicki Anstey, the creator of Barreworks, resigned from her job to open a barre studio after finding a ballet exercise approach that transformed her shape, attitude, and poise.

### 7. Problem-solving factors:

Thomas Vles created Poopy Cat, a temporary cat litter product, after seeing that his pet cat could not the box with a toilet, only the litter. He stated that he is constantly able to come up with innovative methods to approach problems.

If you carefully observe everything around your home or office, then you'll get to notice a surplus of difficulties or boring activities that might be made simpler by a new product or service. If you find a problem that no one else has addressed, chances are there will be a market for it. Business tycoons said an entrepreneur should not be the brightest or the greatest. It is simply about being bold and taking risks," Vles explains. "Too many brilliant ideas get underdeveloped; simply get them out there."

### 8. New skills for a good grip in the new domain:

Consider your talents and if they may be beneficial in a new sector, advises Bill Fischer, professor of innovation management

at IMD, Switzerland's premier business school, and co-author of *The Idea Hunter: How to Find the Best Ideas and Make Them Happen* (Jossey-Bass, 2011). If you take a look at JMC Soundboard, a Swiss business that manufactures high-end loudspeakers, it created the speaker by combining his expertise as a luthier with his knowledge of diffraction spruce to develop loudspeakers that deliver high-quality sound and it also looks like a sleek wood panel.

### 9. Find a category with less innovation:

When brainstorming ideas, you should look for areas that haven't seen many recent advancements. When you discover that there are few new advances in the product information label sector, you should work on inventing a label.

So, you should always keep yourself updated about those fields that have gone through fewer experiments and innovations. You will have a bigger chance of winning the shot at starting up a new business with this idea.

### 10. Try 'Maybe' thoughts:

Don't be a perfectionist — waiting for your concept to be perfectly formed can squander months that might be better spent testing out the "maybe ideas" that could potentially become something great.

Sometimes the best ideas seem less than promising at first and only shine when they are put into action. Cantwell stated that you should count yourself fortunate to be able to get an idea out into the world for free in a very short amount of time. Instead of dismissing an idea because it isn't perfect from the start, challenge yourself to uncover the heart of your "maybe concept," try it out in a limited period, and develop it on the fly.

### 11. Make cheaper products with the same idea:

Companies frequently get started by selling an established product at a cheaper price to clients. Take, for example, Warby Parker, an eyewear start-up founded in 2010 by four business school classmates. The New York-based company sells prescription glasses for \$95, which are often priced at \$300 or more. It has expanded to 100 employees since its inception.

# Social Media and Mental Health - The Vicious Cycle



While many of us have genuinely benefitted from social media, excessive use of anything can fuel negativity. At this time of the pandemic, isolation, and social distancing, social media have worked as a boon to all of us.

It has become a priceless tool for keeping in touch with our loved ones, friends, and of course the outside world. But are you being mindful?

It's time to evaluate your relationship with social media. Do you find yourself in anxiety, stress, and even uncertainty if you limit your usage? Well, if the answer is yes, take steps to limit the engagement.

## 1. The feel-good factor

How many times have you caught yourself reading other people's comments on Instagram or Facebook?

Social media tends to emphasize its usage and people get addicted to it. For example, using social media activates the reward center of the brain and releases dopamine (source of the feel-good component). Dopamine is the release why people remain hooked to feel-good

experiences.

## 2. Boosts Self-Esteem

The world is fully digitalized and more than often, people need social validation to feel validated. Some people share their life on social media to get a certain number of likes or comments. Based on this they judge their identity. It also helps the unsocial or the introvert folks to interact without having to communicate in real!

## 3. Builds Connections

Social Media has become an outlet for venting out emotions and also creativity. While some use it to express their talent, others use it

What is the equation between Social Media and Mental Health?

Human beings are social beasts. They crave companionship to thrive in life. And, the equation they share with others hugely impacts their happiness and mental health.

Several researchers have proven that being socially connected eases anxiety, stress, depression, provides comfort, prevents boredom, boosts self-worth, and even adds years to your life!

Now on the flip side, imagine a situation where social media is absent. It poses a serious risk to the emotional and mental health of a person.

In today's era, many people rely on social media platforms like to seek happiness. While each has its advantages, it's crucial to remember that social media can never be a replacement for real human connections.

What you need is to interact with people physically. This triggers the hormones that decrease stress and makes you healthier and happier.

How social media affects Mental Health:

## 1. Causes Depression

Surprisingly, the technology that was invented to bring people closer has only made them more isolated. In case some sort of disagreement occurs online, it leads to anxiety in real life.

Studies state that if a person tends to spend more than two hours on social media, they can easily fall prey to poor mental health.

## 2. Hurts Self-Esteem

It's important to remember that not everything visible to the eyes is true. But many people start comparing their lives to others.

Even if you know that the images that are shown online are manipulated, your brain focuses on the void in your life. This gives rise to insecurity, dissatisfaction, and feelings of envy.

## 4. Unhealthy Coping Mechanisms

This is perhaps a very true scenario. Unknowingly many people use social media as a way to cope up with other underlining emotions or issues.

For instance, regardless of what you feel you turn to social media isn't it? Be it sad, lonely, happy, lonely, or whatever, you switch to social media to distract yourself from the actual feelings.

Ultimately, social media has only turned into a harmful way to self-soothe.

## 5. Become Self-Obsessed

Sharing endless selfies or even your innermost thoughts on social media. This is yet another sign of deteriorating mental health. Just to surpass the bad days you create an unhealthy self-obsession.

You start crafting a fake image online instead of making genuine memories with your loved ones. Therefore, at some point, it gets hard to realize that social media is just a big water bubble!

What are the signs that social media is impacting you?

Everyone is different and so the pattern of social media is different for every individual. What is important to notice is that how and when social media does impact your mood.

Here are some of the indicators:

### 1. Distracts You

If you find that social media has become a substitute for a lot of activities or social interaction, it's time to evaluate your relationship with it. Endless scrolling through the social media feed leaves you

feeling angry, anxious, envious, or even depressed?

It could be the time to get a social media detox!

## 2. Suppressing Emotions

Even though you like to believe that social media helps you get rid of all those unwanted feelings, it is not true!

Turning to Instagram and Facebook for distraction or comfort is unhealthy. It urges you to suppress your genuine emotions.

So, it may be time for you to access your self-hurting social media habits. Some additional signs are:

- Increases depression, anxiety, loneliness
- Spending more time online instead of socializing with family & friends
- Engaging in risky behaviors
- Lagging in work to spend more time on social media
- Compromising on sleep, exercise, and mindfulness

How can you improve your relationship with social media?

Digitalization is a boon for mankind. Even though there are a lot of negative impacts, but using it mindfully will certainly stabilize the relationship.

You don't need to cut out social media from your life completely. While 30 minutes a day may sound too much, you can still benefit from reducing screen time.

However, by following a few simple steps you can ensure a normal and healthy balance.

Things-To-Do:

1. Install an app to track your social media usage/ day
2. Switch off your phone during certain hours
3. Don't carry your phone to bed
4. Disable all social media notifications during work
5. Limit social media checks
6. Try uninstalling a few apps
7. Spend time with offline friends
8. Take out time for gratitude and self-care
9. Practice mindfulness
10. Encourage your hobbies

# T.Ollyvar Releases “Premiere Dream” as his Debut Album



**T.Ollyvar dropped his first studio album, *Premiere Dream*.**

Nigerian Born Afropop Singer and Songwriter, T.Ollyvar (Full Name: Adewale Temitope Mosinmiloluwa) has unveiled the release of his first official studio album with the inscription: *Premiere Dream*.

*Premiere Dream*, released on the 3rd of December, 2021, marks the first album dropped by the artist since his activeness in 2020, which comprises nine (9) Afrobeats songs with a total runtime approximated to 26 minutes, consisting:

Track 1 - EHi [Intro] (2:10)

Track 2 - Life Parol (4:05)

Track 3 - Blue Love (3:07)

Track 4 - Lórlé (2:56)

Track 5 - Hurts Bad (2:03)

Track 6 - Villie Billie (3:04)

Track 7 - Hold Me [Acoustic] (3:17)

Track 8 - Nobody (2:22)

Track 9 - Àsejù (2:52)

*Premiere Dream*, according to T.Ollyvar means “First Dream” which he claims is dedicated to his first successful compiled masterpiece and also his dream to get on higher grounds through the album project.

## Album Information

### [Premiere Dream \(Full Album\) on YouTube](#)

**EHi** (*disambiguation: Intro*), is his entry song on the album. A song that talks about humans striving to get something doing in their lives as long as they're living. The rhythmic mid-tempo sound is the first track on the album.

**Life Parol**; described the uncanny nature and behaviour of humans towards one another.

He further talked about human discouragements, neglect in times of need, and more backed it up with encouragements for one to keep up with whatever they're up to without giving ear to distractions from people. In one of his lyrics, he said “Make you no mind dem, dey do your thing dey go” sang in pidgin English which means, “do not mind them, continue with whatsoever you're doing”. *Life Parol* is his second track on the *Premiere Dream* Album.

**Blue Love**; sang in the second person, putting T.Ollyvar as the speaker and narrator of an event.

An overview of *Blue Love* describes it as a love song talking about the desires of everyone about love.

Blue Love according to the lyrics depicts a cold and unreal type of love, which he further explains lyrically that every human being wants to be loved truly.

**Lórlé** is his fourth track on the Premiere Dream Album, a song sang as a campaign against Rape and Sexual molestation of women and minors. Lórlé, as translated by the Artist means: “Our Environment”.

**Hurts Bad**, the fifth track on the Premiere Dream Album is a slow tempo song describing the never-ending struggles of man until his death and more about loving who isn't loving one back according to the artist's second verse. “it hurts so bad” - a hook snippet of the song.

**Villie Billie** is a song about a beautiful but deceptive woman who uses her charming body and luring tactics to control a man in her own favour. This is the sixth track on the Premiere Dream Album.

**Hold Me (Acoustic)**; in January 2021, T.Ollyvar released his first official studio single, Hold Me. Hold Me is a Love Loner song whose lover is far away from them while they write or send their minds and promises to their distant lover. He later recorded an Acoustic version of this song embedded in the seventh disc space on his debut album. Hold Me (Acoustic) maintains the lyrical set and arrangements of the original version of the song but was re-recorded over a set of guitar instruments and drums.

**Nobody**, the penultimate track (track 8) of Premiere Dream, describes falling in love with someone considered to be special, and different, not to say about just their physical appearance but about an unexplainable feeling of attraction one has towards them.

**Àsejù (track 9)** is a Yoruba - Pidgin track which is the last track on the Premiere Dream Album, Àsejù talks about doing things moderately rather than going overboard. T.Ollyvar as well describes this track as his last track on the album, considering that he has tried so far and wouldn't want to be doing too much, according to one of his statements whilst he laughed afterwards.

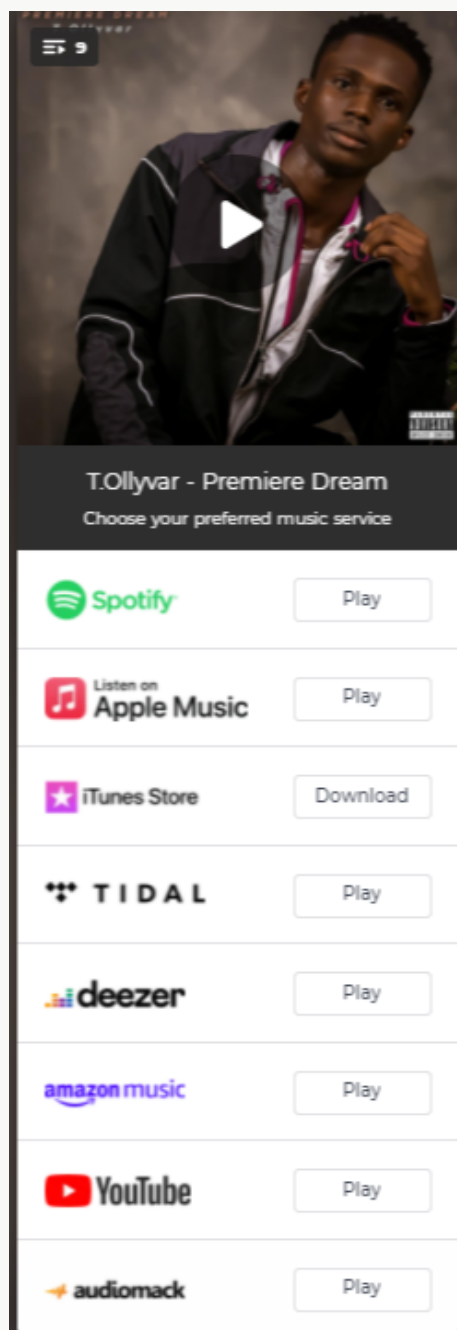
The Overall summary of the Premiere Dream Album according to T.Ollyvar, is about Love and Life. T.Ollyvar mentioned this in quotes in an interview during his

Album review session: “Premiere Dream is all about Love and Life and more of storytelling with relatable events, everyone has a story in this Album”.

Premiere Dream was produced under T.Ollyvar's Production Record Label; Olivaturp2 Records. All lyrics were composed by Temitope Adewale. The Total Runtime of the album is 26 mins with a solo performance from T.Ollyvar.

Official Release Date: 03/12/2021

Listen Here: [https://ffm.to/premiere\\_dream](https://ffm.to/premiere_dream)





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## Overview of Training and SAFe Agilist Certification Cost in India - LearNow-IDTCS-Pvt Ltd.

Leading SAFe certification training is for the leaders to understand and drive the transformation. This two-day workshop comes with a lot of activities and a lot of experience sharing.

In this two-day workshop, the first day we go to good length about how you lead business agility transformation right.

### What does agility mean?

Till now if you analyse agility, it was looked at as predominantly engineering agility. Are the teams agile? Should we move them to scrum? Are they delivering something that is planned at the end of the iteration?

But the fundamental problem that we had is we never looked at agility as business agility. We'll go a little deep into what business agility means.

The topic that we will cover in length is how to be a lean-agile leader. We're going to address a lot about what are the lean principles, what are the lean practices in place, and how do you prioritize based on value delivery, how do you limit work in progress, how do you decentralize decisions, how do you bring innovation as a culture of an organization, and how do you measure productivity in terms of value delivery, not in terms of just utilization.

Without being a good agile team, scaling agile will be a failure. So, we will go deep on how you build an organization, which has a very good team and technical agility in place. To build an organization as an agile product delivery organization we need to know our customer personas. Do we know who we are building this product for, do we understand customers' empathy, what do they think, what do they say, what do they hear, and what do they see, and what are their pains. Are we building the right product for the customer? We go into detail about customer centricity and design thinking. Right design thinking is one of the great ways to build

a good product.

### How do you implement a scaled agile framework at a portfolio level?

How do you implement a scaled agile framework at a portfolio level in a large organization which has thousands of people? How do you implement it at a lean portfolio management level?

During **Leading SAFe 5.1 certification training** we discuss lean budgeting, we talk about value stream mapping, we talk about how you define operational value stream, how to define development value stream, and so on. If you are a leader and you want to learn how to transform a large enterprise or large program using safe, this course will be very good for you.

### Who can attend Leading SAFe certification training?

Let's talk about who should attend this Leading SAFe agilist training. We spoke about leaders who can attend this workshop. First are executives such as CEOs, CXOs, and all the vice presidents of the organization because they go through a large transformation in the organization and they need to understand what this will bring in, what changes it will bring in, and what do we need to understand to support this. So, if you're an executive or if you're a leader, this will be a good certification training, if you are thinking of moving towards SAFe, and are a second line or third lines managers, such as a director or a senior manager, and want to experiment SAFe in your team, this is a good course for you to undertake because you are a leader and you can actually implement safely.

Program managers of the team, they're also the right people to attend this in the safe transformation journey. If you're a program manager, project manager, engineering manager, development manager, test manager, you can fit into this journey in a safe organization.

If you're an agile coach or a change agent, you're already working as a change agent at the team level and now you want to scale yourself up as a transformation agent. The **Leading SAFe Agilist certification training** will be very helpful for you. Scrum masters and product owners are the next set of people who can look at it. This training will give scrum masters a good idea about how to transform themselves and understand scaling agility.

If you want to know more about [SAFe Agilist certification cost in India](#), [SAFe certification cost India](#), or [SAFe Agile interview questions](#), then visit [LearNow.live](#).

# Open Naukri Comes with Career Counselling for All in 2021



Career Counselling is crucial for current education and career choice making. This needs patience and knowledge to guide one to the right path. At Open Naukri, we understand the need for this service to guide every student to choose the right career path. For the right career direction, people can contact our team of experts, and we will help them according to their education and experience.

Earlier, the course options were limited, so people used to have limited career choices. It was the time when career guidance was the job of elders of the family. Things have changed with time, and now many new career options are available for aspirants that parents don't know about. That raised the need for career counselling. Let's understand why career counselling is a must in today's time;

## Why is Career Counselling Important?

- The right career is a must for every individual either a student or a professional. Some make career decisions that they regret later. To not regret your choices you need the right guidance and counselling.
- Indian parents instead of guiding their kids put pressure on them by comparing them with their peers. This is another reason why students in India need career counselling the most.
- In most cases, parents give examples of successful people to their kids giving them lessons on how important study is? But they forget that every individual is unique, and any kind of comparison can make them depressed.

The result of this behaviour reflects unhappiness when their career starts. So it better to take professional career guidance before thinking about a career seriously. The next question that arises now is about the role of OpenNaukri in career counselling. You can get the answer to this by scrolling down the page.

## Why is Open Naukri best for Career Guidance?

So here is the answer of the same; OpenNaukri has a team of professional counsellors who can help those seeking career advice. Here the students and career aspirants can fill the form to find out what career field will be ideal for them. Sometimes, the students follow their parents, family, and friends' advice and get stuck with the wrong career choice. It's an irony that most students are not sure about their career options till 10+2. The unawareness about the career choice and available career options force a bright student to become an average professional.

At OpenNaukri, we know how important it is for a student to have the right career planning. The base of career gets established after 10th, so the career

guidance after 10th is a must. Once a student decides to step-in in the science stream, it becomes difficult to get back to commerce and humanities, and after 10+2 when they realize their mistake, the two important years of their lives have vanished. So we focus on the students and offer career guidance to peruse in the right stream and career. At OpenNaukri, we encourage people from all age groups and professions to take career counselling to get a better prosperous career. It is a must to take career counselling for students.

### How Open Naukri Offers Career Advice?

At OpenNaukri, we offer career advice to the aspirants students based on their interest areas and activities. To find it, we have a career test, one to one career guidance, and career assessments. Students and professionals can take up any of this and check what subjects and profession will suit you. In the form, you will have to fill in some general information about your interest and find out what can be suitable professions for you. The process will be easy for you, but it's the hard work and creativity of a few creative and logical minds for us. The form will evaluate your likes and dislikes and guide you accordingly. Career counselling will help you identify the best career options available and tell you what you like to do in your life. The concept of career counselling is based on the likes and dislikes of the person. If you give an honest answer in assessment tests and online form, you will get accurate results to suit your interest.

### When to Take Career Counselling?

Most of the students take career counselling after passing out graduation or post-graduation. Career counselling can also be possible at this stage, but from a career counsellor's perspective, the person is very late to take this step. There is no age limit, or minimum education is decided for career planning, but the earlier you ask for help, the easier it will be to pursue the right

career. We recommend the students to take career counselling after the 10th. At this stage, the students can take up the subjects that brush-up their skills. Career guidance after 10th helps the students to decide the subjects for further classes. Career counselling for 12th helps the students choose between professional courses, competitive exam preparation for further studies. After graduation and post-graduation, career counselling is all about a suitable job or any further certification or education. So ideally, the 10th class pass outs should take career counselling. It will help them to shape up their career in the way they want.

Career counselling has become a popular term in recent years, but the students still need to understand its importance. We hope we have helped the students and job aspirants understand why it is important to take professional counsellors' help for their education and career decisions. There is too much competition in the job market, so you beat the competition you need a professional's help to take a step ahead to fulfil your dream.

Many untraditional careers are available for the aspirants, but they will have to contact an experienced team of counsellors to learn about them. A career counsellor is not all about suggesting the career choice but about choosing the right subjects that can enhance your education and love to read or study. OpenNaukri's career counselling services are available online. The students and job aspirants can get in touch with the counsellors and learn about the most suitable subject and career options available for them.

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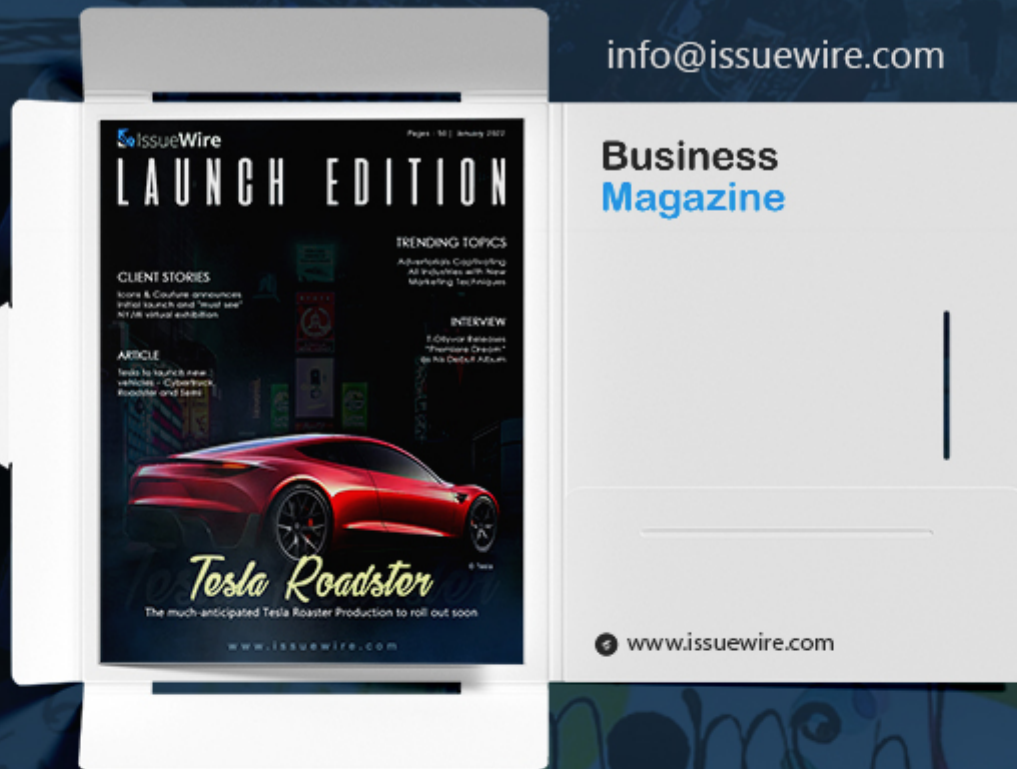
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