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Journey of Resilience and Success



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EDITOR'S NOTES

This issue of InLife International is packed with insights and inspiration for entrepreneurs, business enthusiasts, and lifestyle seekers. Our entrepreneurship section offers seven essential tips for emerging business owners, while our business feature helps you discover the perfect side hustles to boost your income. In marketing, we reveal five viral tactics to expand your brand's reach quickly. For those focused on fitness, our lifestyle segment provides expert advice on achieving your summer body goals.

This month's cover story highlights the inspirational Yan Jing, a leader whose journey inspires resilience and success. We also feature Cover ModelQuest 2024, showcasing the rising stars of the modelling industry.

Thank you for joining us in this issue of InLife International. We hope the stories, tips, and features we've curated inspire you to take bold steps, explore new ventures, and embrace a balanced, fulfilling lifestyle. As we continue to bring you insights from leaders, innovators, and visionaries, we invite you to stay connected, share your thoughts, and be part of our growing community. Here's to your success and well-being—until next time, stay inspired and keep reaching for greatness.

Jay Ilagan
Editor-In-Chief

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MASTERING SMALL BUSINESS SUCCESS: SEVEN ESSENTIAL TIPS FOR ENTREPRENEURS

Starting and managing a small business is an exciting but challenging journey. From securing funding to building a customer base, there are many aspects that require attention and strategic planning. Here are seven tips to help small business owners navigate the path to success:

1. Create a Solid Business Plan

Before diving into your business, it's crucial to have a well-structured business plan. This document should outline your business goals, target audience, marketing strategy, financial projections, and operational plans. A solid plan not only guides your business but also helps you secure funding from investors or banks. Keep your plan flexible to adapt to changing market conditions.

2. Understand Your Market and Customers

Researching your market and understanding your customers is key to developing a product or service that meets their needs. Conduct surveys, study competitors, and use analytics tools to gather insights about customer behavior and preferences. This knowledge allows you to tailor your offerings and marketing strategies, building strong, long-term relationships with your clients.

3. Manage Finances Wisely

Financial management is one of the most critical aspects of running a small business. Ensure you track your income, expenses, and cash flow closely. Consider using accounting software to keep everything organized and accurate. It's also wise to set up an emergency fund to handle unforeseen expenses and avoid overextending your resources. Consulting a financial advisor can also be beneficial, especially during tax season or when making major financial decisions.

4. Leverage Digital Marketing

In today's digital world, having an online presence is essential for any business. Utilize social media platforms, a professional website, and search engine optimization (SEO) strategies to reach your target audience. Content marketing, such as blogging or creating engaging videos, can help establish your brand's authority and attract potential customers. Digital marketing tools like Google Ads and social media campaigns can further boost your visibility and drive sales.

5. Prioritize Customer Service

Exceptional customer service is often what sets successful small businesses apart. Ensure your customers have positive interactions with your business, whether it's online or in person. Respond to inquiries promptly, resolve complaints efficiently, and show appreciation for your customers' loyalty. Happy customers are more likely to recommend your business and become repeat clients, boosting your reputation and growth potential.

6. Stay Adaptable and Innovative

The business landscape is constantly evolving, and it's important to stay adaptable and open to new ideas. Regularly review your business strategies, assess market trends, and be prepared to pivot if necessary. Innovating your products or services, exploring new markets, or embracing technology like e-commerce platforms can help you stay competitive. Being flexible allows you to respond quickly to challenges and seize new opportunities.

7. Build a Strong Network

Networking is a powerful tool for small business owners. Building relationships with other entrepreneurs, mentors, and industry professionals can provide valuable support and guidance. Join local business groups, attend networking events, and engage in online communities. Not only can these connections offer advice and insight, but they can also lead to collaborations, partnerships, and business opportunities.

UNLOCK NEW INCOME STREAMS: TOP TIPS FOR FINDING THE PERFECT SIDE HUSTLE

Finding the perfect side hustle can be a great way to boost your income. Whether you're looking to save more, pay off debt, or achieve financial freedom, here are seven tips to help you make the most of your side hustle:

1. Leverage Your Skills and Hobbies

Consider turning your existing skills or hobbies into a side income. If you're good at graphic design, writing, coding, or photography, you can offer freelance services on platforms like Upwork or Fiverr. Similarly, if you enjoy baking, crafting, or tutoring, you could turn these hobbies into a profitable side business. Leveraging what you already know or love doing makes it easier to start earning right away.

2. Explore the Gig Economy

The gig economy offers numerous opportunities for earning extra cash. You can drive for ride-sharing apps like Uber or Lyft, deliver food through services like DoorDash or Uber Eats, or complete small tasks using platforms like TaskRabbit. Gig work is flexible, allowing you to choose jobs that fit your schedule and lifestyle, making it an ideal option for earning money in your free time.

3. Start an Online Business

With the rise of e-commerce, starting an online business has become more accessible. You can sell handmade crafts on Etsy, dropship products through Shopify, or sell vintage finds on eBay. If you prefer digital products, consider creating and selling e-books, courses, or printables. An online business allows you to reach a wide audience and potentially earn passive income as your business grows.

4. Rent Out Assets You Own

If you have assets like a car, a spare room, or equipment you rarely use, consider renting them out for extra income. Platforms like Airbnb allow you to rent out your space, while apps like Turo enable you to rent your car. You can also rent out tools, camera gear, or other equipment through sites like Fat Llama. This approach turns your unused assets into income-generating opportunities.

5. Invest in Passive Income Opportunities

Investing in opportunities that generate passive income can help you earn money without the need for constant effort. Consider peer-to-peer lending, investing in dividend-paying stocks, or using platforms like Fundrise for real estate crowdfunding. While these options often require an initial investment, they can provide consistent returns over time, allowing you to grow your income with minimal active work.

6. Teach or Tutor Online

If you have expertise in a particular subject or skill, consider teaching or tutoring online. Platforms like VIPKid, Teachable, or Udemy allow you to offer courses or one-on-one lessons to students worldwide. Whether you teach a language, a musical instrument, coding, or another specialized subject, online teaching can be a flexible and profitable way to share your knowledge while earning extra income.

7. Offer Home or Virtual Services

Providing home or virtual services can be a lucrative side hustle. Services like pet sitting, house cleaning, virtual assistance, or home organizing are in high demand. Websites such as Rover, Handy, and TaskRabbit can help you connect with clients looking for these services. Virtual assistance, in particular, offers the flexibility of working remotely, making it an ideal option for those looking to earn money without leaving their home.

Earning extra money through a side hustle is possible with the right approach. By leveraging your skills, exploring the gig economy, starting an online business, renting out assets, investing in passive income, teaching online, or offering services, you can find a side hustle that fits your lifestyle and financial goals. Consistency and smart planning are key to turning your efforts into sustainable income.



FIVE VIRAL MARKETING TACTICS TO RAPIDLY EXPAND YOUR REACH

Viral marketing is a powerful tool businesses can use to increase brand awareness and generate buzz around their products or services. Unlike traditional forms of advertising, viral marketing relies on social sharing and word-of-mouth to spread the message. In this article, we will explore five secrets of viral marketing that can help businesses create successful campaigns.

Emotion is key

One of the essential secrets to creating a viral marketing campaign is to evoke emotion. People are more likely to share content that makes them feel something – whether it's happiness, anger, or surprise. For example, a heartwarming video about a dog who overcomes adversity is more likely to be shared than a dry product advertisement. By tapping into emotions, businesses can create content that resonates with their audience and increases the chances of it going viral.

Keep it simple

Another critical element of viral marketing is simplicity. Complex or confusing messages are less likely to be shared, as people often do not have the time or energy to decipher them. To create a successful viral marketing campaign, businesses should focus on creating simple and straightforward messages that are easy for people to understand and share.

Timing is everything

Timing is also an essential factor in viral marketing. Businesses should aim to release their campaigns when their target audience is most likely to be online and receptive to the message. For example, a campaign targeting college students should be released during the school year when they are more likely to use social media. Timing can also be affected by current events or trends, which can be leveraged to make a campaign more timely and relevant.

Harness the power of influencers

A powerful marketing strategy that can be implemented is influencer marketing to amplify the reach of a viral marketing campaign. Businesses can reach their audience by collaborating with influencers with a sizable following – increasing the chances of the campaign going viral. Choosing influencers who align with the brand's values and message is important to ensure the partnership feels authentic and genuine.

Encourage sharing

Finally, businesses should make it easy for people to share their content. This can be done by including social sharing buttons on websites or creating shareable graphics or videos. Businesses can also encourage sharing by running contests or giveaways requiring participants to share the campaign with friends. By making sharing a part of the campaign, businesses can increase the chances of it going viral and reaching a wider audience.

In conclusion, viral marketing is a powerful tool that can aid companies in generating buzz about their brands, products or services. By tapping into emotions, keeping messages simple, timing campaigns effectively, harnessing the power of influencers, and encouraging sharing, businesses can create successful viral marketing initiatives that connect with their target market and get results.

“One of the essential secrets to creating a viral marketing campaign is to evoke emotion.”



UNLOCK YOUR BEST SELF: HOW TO ACHIEVE YOUR SUMMER BODY GOALS

As the days grow longer and warmer, the arrival of summer often prompts many individuals to reassess their health and fitness goals. Whether you're aiming to shed those winter layers, boost your energy levels, or simply feel more confident in your own skin, a summer body reboot can be a refreshing and invigorating journey. In this article, we'll explore some effective strategies to help you achieve your summer body goals and embrace a healthier lifestyle.

Mindful Nutrition

Fueling your body with nutrient-dense foods is a cornerstone of any successful body reboot. Focus on incorporating plenty of fresh fruits, fresh vegetables, proteins, and whole grains into your diet. Make sure you consume enough water to stay hydrated, and consider reducing your intake of processed foods, sugars, and unhealthy fats. A balanced and mindful approach to nutrition can provide sustained energy and contribute to achieving your desired physique.

Smart Exercise Routine

Tailor your workout routine to suit your fitness level and preferences. Engage in a mix of cardiovascular exercises, strength training, and flexibility exercises. Cardiovascular activities like running, cycling, or swimming can increase heart health and burn calories, while strength training increases muscle mass and boosts metabolism. Remember how crucial relaxation and recuperation are in avoiding burnout and enhancing overall well-being.

Set Realistic Goals

Establishing realistic and achievable goals is crucial for a successful summer body reboot. Whether it's losing a certain amount of weight, building muscle, or improving overall fitness, setting specific, measurable, and time-bound objectives can keep you motivated and on track. Celebrate small victories along the way, and remember that sustainable changes take time.

Prioritize Mental Well-being

A holistic approach to a summer body reboot includes addressing mental well-being. Stress and lack of sleep can hinder progress and impact overall health. Include methods of relaxation in your regimen, such as yoga, meditation, or deep breathing exercises. Ensure you get enough quality sleep, as it plays a vital role in recovery and overall vitality.

Accountability and Support

Enlist the support of friends, family, or a workout buddy to help you stay accountable. Tell someone who can motivate and encourage you about your ambitions. Consider joining fitness classes, online communities, or hiring a personal trainer for added guidance and support.

Celebrate Progress, Not Perfection

It's essential to embrace the journey and acknowledge that progress, not perfection, should be the goal. Be kind to yourself, and recognize that setbacks are a natural part of any transformation. Focus on the positive changes you've made and the healthier habits you've incorporated into your lifestyle.

Conclusion

A summer body reboot is more than just a physical transformation; it's an opportunity to cultivate a healthier, more balanced lifestyle. By adopting mindful nutrition, incorporating a smart exercise routine, setting realistic goals, prioritizing mental well-being, seeking accountability and support, and celebrating progress along the way, you can unlock your best self and approach the summer with confidence and vitality.

NAVIGATING THE STARTUP WORLD: NINE ESSENTIAL REALITIES FOR NEW BUSINESS OWNERS

Starting a business can be a thrilling and rewarding journey, offering the promise of independence, creative freedom, and the chance to build something truly impactful. However, it also comes with a series of challenges and lessons that entrepreneurs must navigate to succeed. From managing finances to juggling multiple roles and handling unpredictable market conditions, the road to building a successful business requires resilience, determination, and adaptability. For those about to embark on this adventure, it's important to go in with your eyes open and understand the reality of entrepreneurship. To prepare for the road ahead, here are ten essential realities every new business owner should be aware of:

1. Expect Uncertainty, and Embrace It

No matter how much planning and research you do, starting a business inherently involves uncertainty. Market conditions can change rapidly, competitors may introduce new strategies, and customer preferences often shift in unexpected ways. While a well-thought-out business plan is important, being rigid can hinder progress. New business owners must be adaptable, willing to pivot their strategies when necessary, and prepared to make decisions quickly. Viewing uncertainty as an opportunity rather than a threat allows entrepreneurs to seize unexpected possibilities and stay resilient when things don't go as planned. Flexibility is the key to navigating the inevitable ups and downs of entrepreneurship.

2. You Will Wear Many Hats

In the early stages of your business, you'll find yourself playing multiple roles—everything from marketing specialist and sales manager to accountant and customer service representative. As a new business owner, you may not have the resources to hire a large team, meaning you will often be the one managing operations, handling finances, creating marketing strategies, and even troubleshooting IT issues. While this can feel overwhelming and challenging, it also provides a valuable opportunity to gain a diverse skill set. Learning to manage different aspects of your business helps you understand how all the pieces fit together and equips you with the knowledge needed to make informed decisions as your business grows.

3. Financial Pressures Are Inevitable

Achieving financial stability is one of the biggest challenges new business owners face. Unlike salaried jobs that provide a steady paycheck, entrepreneurship doesn't guarantee immediate income. Profits may not come in right away, and cash flow issues can arise, especially in the first few months or even years. It's crucial for entrepreneurs to budget carefully, monitor expenses closely, and set aside an emergency fund to cover lean periods. Understanding how to manage finances, secure funding, and negotiate with suppliers is vital for long-term sustainability. Being prepared for periods of low revenue and developing a strategy to manage cash flow can make the difference between a thriving business and one that struggles to survive.

4. Hard Work and Long Hours Are Part of the Package

The initial stages of launching and running a business often require a significant amount of time and effort. Unlike a traditional 9-to-5 job, entrepreneurship demands a level of dedication that may involve working evenings, weekends, and even holidays to get your business off the ground. This intense commitment is necessary to build a strong foundation, establish customer relationships, and ensure that every aspect of the business is running smoothly. While the long hours can be exhausting, having a genuine passion for what you're building can be a powerful motivator. For those who are driven by a clear purpose or vision, the satisfaction of seeing their business take shape and grow can outweigh the sacrifices required along the way.

5. Networking Is Essential

No business thrives in isolation. Building a network of contacts is crucial for growth and development, as it opens up opportunities for partnerships, collaborations, and referrals. Networking is not just about making sales; it's about forming relationships that can help your business grow in various ways. Attending industry events, joining local business groups, and engaging with others on social media and professional platforms like LinkedIn can be instrumental in expanding your reach. A strong support network also provides access to valuable resources, advice, and potential clients. Surrounding yourself with like-minded professionals and mentors who have faced similar challenges can provide guidance and encouragement, helping you navigate the complexities of entrepreneurship with more confidence and insight.

6. Not Every Idea Will Work Out

Entrepreneurship is full of experimentation, and with that comes the inevitability of failure. Not every business idea, strategy, or product launch will yield the results you hope for. For instance, a marketing campaign might not generate the anticipated leads, or a product might not resonate with customers the way you expected. Even well-researched and carefully executed strategies can sometimes fall short due to unpredictable market conditions or changes in consumer behaviour. Rather than viewing these setbacks as defeats, successful entrepreneurs see them as opportunities for growth. It's crucial to approach each failure as a learning experience—an opportunity to analyse what went wrong, refine your approach, and innovate solutions. This willingness to adapt and iterate is often what sets successful businesses apart from those that give up when faced with challenges. Remember, persistence and a growth mindset are key to transforming mistakes into valuable lessons that ultimately strengthen your business.

7. Customer Satisfaction Is Critical

Customers are the lifeblood of any business, and their satisfaction should be a top priority for new business owners. Delivering exceptional customer service and building strong, positive relationships is essential not only for retaining clients but also for encouraging them to become brand advocates. Word-of-mouth remains one of the most powerful forms of marketing, and satisfied customers are far more likely to recommend your business to others, leading to organic growth. Beyond providing quality products or services, it's important to listen to customer feedback and act on it. This not only helps you improve your offerings but also shows your clients that you value their input, building loyalty and trust. Going the extra mile for your customers, whether through personalised service, loyalty rewards, or prompt and helpful responses to inquiries, can make a significant difference in creating long-term success. In a competitive marketplace, businesses that consistently put their customers first are the ones that stand out and thrive.

8. Marketing Takes Time and Effort

In today's digital age, effective marketing is crucial for a business's success, but it's important to understand that it doesn't produce immediate results. Building brand awareness, generating leads, and establishing a strong online presence takes time and consistent effort, especially for new businesses that may not have established a large audience yet. It's essential to develop a comprehensive marketing strategy that includes digital channels like social media, search engine optimisation (SEO), content marketing, email campaigns, and paid advertisements. While these methods are powerful, they require regular monitoring, adjustments, and analysis to see what works best for your business. Patience is crucial—expecting overnight success can lead to frustration. Instead, focus on steadily building your brand's reputation, engaging with your audience, and creating content that adds value to your customers. By investing time and resources into a long-term marketing plan, new business owners can gradually grow their reach and establish a solid customer base.

9. Work-Life Balance Is Challenging but Important

The excitement of launching a new business often blurs the lines between work and personal life. It's easy to become consumed by your business, spending long hours to ensure everything runs smoothly and that your venture is successful. However, neglecting your personal well-being can lead to burnout, decreased productivity, and ultimately harm the business you've worked so hard to build. Finding a balance between work and life is challenging, but it's essential for sustaining your motivation and energy over the long term. Entrepreneurs need to make a conscious effort to set boundaries—whether that means setting specific work hours, delegating tasks when possible, or scheduling time off to recharge. Prioritizing self-care, spending time with loved ones, and engaging in hobbies or physical activity can provide the mental and physical stamina needed to keep pursuing your goals. Building a support system, such as mentors, business partners, or understanding family members, can also help you manage the demands of entrepreneurship while maintaining a fulfilling personal life.

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INTRODUCING *Yan Jing*

A Visionary of Beauty, Love, & Philanthropy

In the Far East, an amazing woman's life story reflects unwavering determination, boundless ambition, and an enduring spirit of love and service. Her journey began humbly at the tender age of nine when she ventured into the world of ballet. Waking up promptly at dawn each day at 5 am, she would practice basic techniques for an hour, displaying a level of commitment far beyond her years. Despite the passage of time, her unwavering commitment to her craft and her dreams remained unshaken.

However, at the age of 19, her ballet career came to an abrupt end. A tragic accident left her with a severe spine injury, forcing her to give up on her passion. But rather than viewing it as the end of her dreams, she saw it as a new beginning. Faced with the uncertainty of her future, she decided to embark on a new path—one rooted in beauty and love. Driven by a desire to help her best friend battle persistent acne, she founded her own beauty venture. It wasn't just about skincare; it was about making a meaningful impact on people's lives. Thus began her "career life of beauty and love."

By the time she turned 25, her entrepreneurial spirit had brought her immense success. She became a symbol of entrepreneurial success, expanding her business to over 600 cooperative stores. Her vision was clear—beauty wasn't just skin deep, and through her products, she wanted to empower others to feel beautiful inside and out. She wasn't merely selling products; it was about spreading her message of self-esteem and self-assurance.

By the age of 30, her achievements culminated in founding her independent brand, Zimi International. Through this venture, she introduced the "Six Postures Theory," which redefined beauty and wellness standards. Zimi International quickly gained widespread recognition, becoming a symbol of innovation in the beauty industry.

But her journey did not stop there. At 33 years old, she launched the Ophir Club in Nanshan, Shenzhen, an elite community promoting the values of the "new rich" lifestyle. Her mission was clear: to build a network where families with a strong sense of purpose could thrive and flourish for generations. The club was not just about material wealth but about cultivating an enduring legacy of success and unity.

Then, at 34, she wanted to give back through philanthropy. Having found business success, she wanted to ensure her wealth was used for good. This led her to establish the Jingshan Jingmei Charity Public Welfare Fund, dedicating herself to the cause of commercial charity. Her vision was simple yet profound—by leveraging the financial success of her businesses, she could generate an "endless source" of love and support for the less fortunate.

Through her foundation, she started addressing problems with the enthusiasm that fueled her business endeavors. In doing so, she established a sustainable model of charity, one that could continue spreading goodwill and empathy in her absence.

This woman's name is Yan Jing. In an exclusive interview with InLife International Magazine, she shared some insights into her inspiring journey and the milestones that have defined her success.

Can you please tell us the name of your company/brand? How long has your brand been around, and what made you decide to establish your charity?

The brand I founded is called Zimi, which carries a profound meaning. "Zi" represents the realm of beauty, and "mi" symbolizes essential nourishment. Zimi's business primarily covers the beauty industry, health management, and other related fields.

Zimi International was founded in 2013 with a strong sense of mission, guided by the principle that "the highest good is like water" as the wisdom benchmark. We are committed to providing services to women who are like 'water.' Our aim is to create an ecosystem for modern, noble women and establish an honest beauty chain group.

Zimi International has brought together industry elites to provide clients with professional, humane, safe, and warm-hearted services. We have developed the "Six-Zi Beauty" service system to offer a holistic approach to beauty and wellness.

I moved to Shenzhen in my 20s. Time may pass, but my heart is always burning with the passion of youth. Influenced by Shenzhen's open and entrepreneurial spirit, I achieved many milestones. Through reflection on the value and meaning of life, I have served around 200,000 women, many of whom are single mothers. My conversations with them revealed their helplessness and struggles, and I was deeply moved. This inspired me to launch the Jingshan Jingmei to help single mothers and their children.

In recent years, the divorce rate in major Chinese cities has continued to rise, increasing the number of single-parent families, which saddens me deeply. Thus, I decided to create a national public welfare fund aimed at helping these families. Our goal is to empower single mothers through psychological counseling, legal aid, and skill development programs, giving them the strength and ability to navigate the complexities of life. To achieve this, we have developed 20 detailed initiatives for public welfare activities supporting single mothers.

We have designed talent assessments and programs for the children of single-parent families to nurture their interests and abilities and ensure they receive the support they need to thrive.

What personal experiences and motivations led you to establish the Jingshan Jingmei Charity Fund?

My name is Yan Jing. I was born in Shandong, China, and later moved to Shenzhen. Although I am often seen as an entrepreneur, I consider myself a philanthropist at heart.

As a child, I spent ten years refining my skills on the ballet stage, and as an adult, I spent 17 years building my career in the beauty industry. Now, I focus on the Jingshan Jingmei Charity and public welfare, a cause I am committed to for the rest of my life.

I believe that the soul of a swallow is that of a phoenix, and anyone can rise with the right help and support. I have created a platform that serves as both a nest and a spiritual home for women, helping to improve their sense of self-worth and education while providing opportunities for entrepreneurship and financial and personal independence.

According to a survey, the divorce rate in Shenzhen is as high as 64%. This alarming statistic points to a growing number of single mothers. For many years, I have focused on supporting this group. These women often possess skills, ideals, and ambitions but may lack opportunities or struggle with emotional and relational challenges. In response, our charity fund has developed assistance programs aimed at helping single mothers achieve financial independence, improve family management, and enhance their children's education.

However, support cannot be limited to charitable courses; it must also include corresponding entrepreneurial opportunities. By engaging in entrepreneurship, women can grow, gain financial independence, and gain a deeper understanding of life. Ultimately, they can form their own independent identities and become individuals who enjoy both a happy family and a strong sense of responsibility to society.

What do you believe are the most important elements of spiritual growth for women in today's world, and how does your charity help foster this?

In today's world, continuous internal motivation and an unwavering love for society, life, and nature are the most important factors for women's spiritual growth. Love alone is the true driving force behind women's spiritual growth. As long as a woman's heart is filled with love, there is hope in her life, and she is more willing to help others.

From the beginning of my company, we have displayed 150 crystal swallows in the lobby, symbolizing our 150-year development goal. My vision is to revolutionize the beauty industry with love and create a more beautiful world that has never been seen before. I aim to make beauty more authentic, truth more compassionate, and kindness more loving. This harmonious balance forms the foundation of the new beauty industry. In this new world, every woman is a Zimi angel with love for her country and the world.

Most people express love through emotions and feelings, but I love with my entire being. Years ago, I injured my spine while dancing ballet, and pregnancy was a significant risk for me. However, to fulfill my desire for love and completeness, I insisted on giving birth to my son despite medical warnings. From the fourth month of pregnancy, I was confined to a wheelchair, and by the sixth month, I was bedridden. Only the perseverance fueled by love helped me endure those challenges. This same love continues to drive me to pursue charity and help others grow.

I funded the "Reading with Love" charity initiative to further support single mothers in accompanying their children. We invited experts to host salons, lectures, courses, and reading clubs. Over the past two years, thousands of families have benefited from this project. As we embark on the third session, I will continue to sponsor this valuable initiative, which benefits children and families.



"Zimi International was founded in 2013 with a strong sense of mission, guided by the principle that "the highest good is like water" as the wisdom benchmark."



In your experience, how can women balance their roles in marriage and family while still prioritizing their own self-worth and personal development?

As a woman, I naturally focus on women's growth and related topics. Throughout my career, I have interacted with approximately 200,000 women, and through this experience, I have deeply understood the importance of women in society. Although women are often perceived as the weaker gender, the responsibilities they shoulder—both at work and within the family—require immense strength. Women should prioritize personal growth, marriage, family, and children but not completely abandon their careers. For this reason, I continue to study women's living conditions and growth environments, reflecting on how they can balance family, career, and personal development to become the best version of themselves.

To balance the roles within marriage without hindering personal development, it's essential first to understand why people get married. In other words, what are the fundamental reasons for someone to enter marriage? Life is long, and a successful marriage must be based on a solid foundation of mutual affection. A marriage built on this can provide you with a place of refuge during life's storms; when you're hurt, it offers comfort and healing; when you're feeling stagnant, it's a source of motivation, where those closest to you encourage and uplift you. Most importantly, a good marriage is one in which you grow to like yourself more and more through your relationship with your partner.

Parent-child relationships are a key aspect of your work. How can women cultivate strong, healthy bonds with their children while maintaining their own individuality and growth?

The parent-child relationship holds a key position in my work. Children represent the hope of the family and the future of the nation. Educating them is both a rewarding and challenging experience for parents. It is rewarding because we hope our children will become our greatest achievement. The challenge arises because, if education is not handled appropriately, children may become a source of regret.

When I became a mother, I learned how to nurture my child and grow alongside him. I created a commemorative book of his growth titled *Promised Inheritance of Love*, which relatives and friends cherished. This inspired me to write *Teaching Good Children* and launch the audio column *Yan Jing Voice*, where I share stories, case studies, and experiences on parent-child interaction.

For women, establishing a strong and healthy bond with their children while maintaining their individuality and personal growth requires the grace and wisdom of a goddess. We must respect our children's uniqueness, accompany them in exploring the world, and allow them to grow naturally. In this process, we, too, continuously evolve, leading to a more harmonious and beautiful family life.

What role do you think character development plays in a woman's journey towards value creation, and how can women start this process?

Character development plays a vital role in a woman's journey to creating value. Every woman dreams of becoming exceptional, but we face many challenges due to differences in personal missions, living conditions, family backgrounds, and educational experiences.

A woman's awakening typically progresses through four stages. In the first stage, she realizes that she cannot always rely on her parents and must take responsibility for her own



life and her parents' old age. In the second stage, she understands that men in marriage are not the sole source of happiness; happiness must be created by both partners through cooperation and mutual growth. In the third stage, a woman recognizes that children have their own independent lives, just as she has hers, and that she cannot place all her dreams on them. Finally, in the fourth stage, she realizes that she is not only a physical being but also possesses an independent spirit.

By moving through these four stages of awakening, women can continually enhance their understanding, thoughts, and wisdom, taking control of their destiny. This process begins with self-awareness, understanding both strengths and weaknesses, and then courageously pursuing dreams, learning, and growing to become the best version of themselves.

How do you address topics of love and relationships within your charity's work, and what advice do you give to women navigating these areas of life?

In charity work, love and interpersonal relationships are essential topics. In today's era of advanced social media, people are more closely connected, yet it's also easier to lose sight of boundaries. Everyone has their own safe space, and overstepping those boundaries can lead to discomfort or even harm for ourselves and others.

Boundaries are essential in parent-child, marital, and friendship relationships. For women, it's especially important to be mindful of emotional boundaries. When women marry, they should maintain appropriate boundaries in their interactions with both the same and opposite sex. This is a key quality for safeguarding both emotions and family life.

There are three key aspects of boundaries to consider. The first is language boundaries. It's important to be mindful of our words and avoid using overly intimate language with anyone of the opposite sex who is not our spouse. As a rule, it's best to avoid conversations about family or emotional issues with the opposite sex, especially after 10 p.m. The second is behavioral boundaries. Maintaining an appropriate physical distance from others helps prevent misunderstandings. The third and most crucial is psychological boundaries. Married women should be careful not to overstep these boundaries due to temporary feelings of loneliness.

We can judge whether we've crossed a boundary by considering our partner's perspective. If our behavior could hurt them, it may indicate we've gone too far. A healthy marriage and emotional well-being rely on both partners understanding and respecting boundaries when interacting with the opposite sex.

For women, a clear sense of boundaries helps make relationships more transparent, fosters harmony within the family, enhances emotional connections, and preserves a positive image and status over the long term. Maintaining clear boundaries in our interpersonal relationships is essential if we want to be respected and loved.



What specific challenges do you think women face in today's world when it comes to achieving personal growth, and how can your charity help overcome them?

In today's world, women face unique challenges in achieving personal growth. One significant issue is that some women may gradually lose their feminine qualities as they advance in their careers. For example, some women adopt neutral attire and a more forceful, vigorous demeanor in the workplace. While this can lead to career success, it often creates emotional difficulties. By hiding or erasing their weak, feminine characteristics, they stray from the essence of women's value awakening.

The awakening of women's values does not mean denying their own feminine characteristics. Laozi's Tao Te Ching says, "The highest good is like water," reminding us that women should be like soft water, using their feminine beauty and wisdom in a highly competitive society with ease and grace. True balance can only be achieved by adhering to the universal principle of yin and yang, where men embody masculinity and women embrace gentleness. When women take on masculine roles, they often encounter significant challenges in areas such as marriage and family.

My charity is committed to helping women overcome these challenges. We encourage women to reconnect with their inherent feminine values, recognizing their elegance and beauty. Whether through wearing graceful attire such as skirts and cheongsams or embracing their delicate, graceful, and gentle inner qualities, we encourage women to express their feminine charm in all aspects of life. Through various activities and training, we aim to help women realize their own value, focus on both their external image and inner growth, find their femininity, and exude their unique charm.

How do you define 'value awakening' for women, and what are some practical steps women can take to begin this journey of self-awareness and empowerment?

Women's "value awakening" means recognizing their own independent values. Independence does not mean being entirely self-reliant but having an independent spiritual identity. It is about understanding that you are an individual who does not need to depend on others to survive. However, in relationships, you can still rely on one another and collaborate to create something meaningful.

Women can take practical steps to begin their journey of self-awareness and empowerment. First, correct the misconception of "independence." Independence does not mean never relying on others or becoming the sole leader of the family, nor does it mean relying on others as a way to survive. Second, acknowledge your spiritual independence and avoid becoming a subordinate to anyone. Third, cultivate equal and mutually supportive relationships with others while maintaining independence. Finally, aim for both spiritual and personal independence

and pursue financial independence to enhance your dignity and status within the family.

Your work focuses on both spiritual and practical aspects of women's growth. How do you integrate these two elements into the programs your charity offers?

My work focuses on the spiritual and practical aspects of women's growth. We integrate these two elements closely in the projects offered by charities.

First, we introduce the concept of the love quotient. The love quotient is a life metric equal to or higher than IQ, EQ, and financial quotient. It represents the ability to love. In Chinese culture, there has long been a lack of education about love, which has resulted in many people being unable to express love correctly or even developing unhealthy or misguided notions of love. Through various courses and activities, we aim to awaken the love in women's hearts, teach them to express love correctly and improve their love quotient.

Secondly, we apply the love quotient to business and everyday life. In business, we advocate for genuine goods, transparent pricing, and fair treatment, returning to the essence of what business should be. In personal life, we encourage women to cultivate the energy of love, filling their families with warmth and contributing to a more loving society. This allows women to become representatives of love and embody it in their lives.

Finally, through practical activities, such as the single mother assistance project, we help women put love into action. We support single mothers in enhancing their love quotient and managing love effectively, leading to personal growth and family happiness.

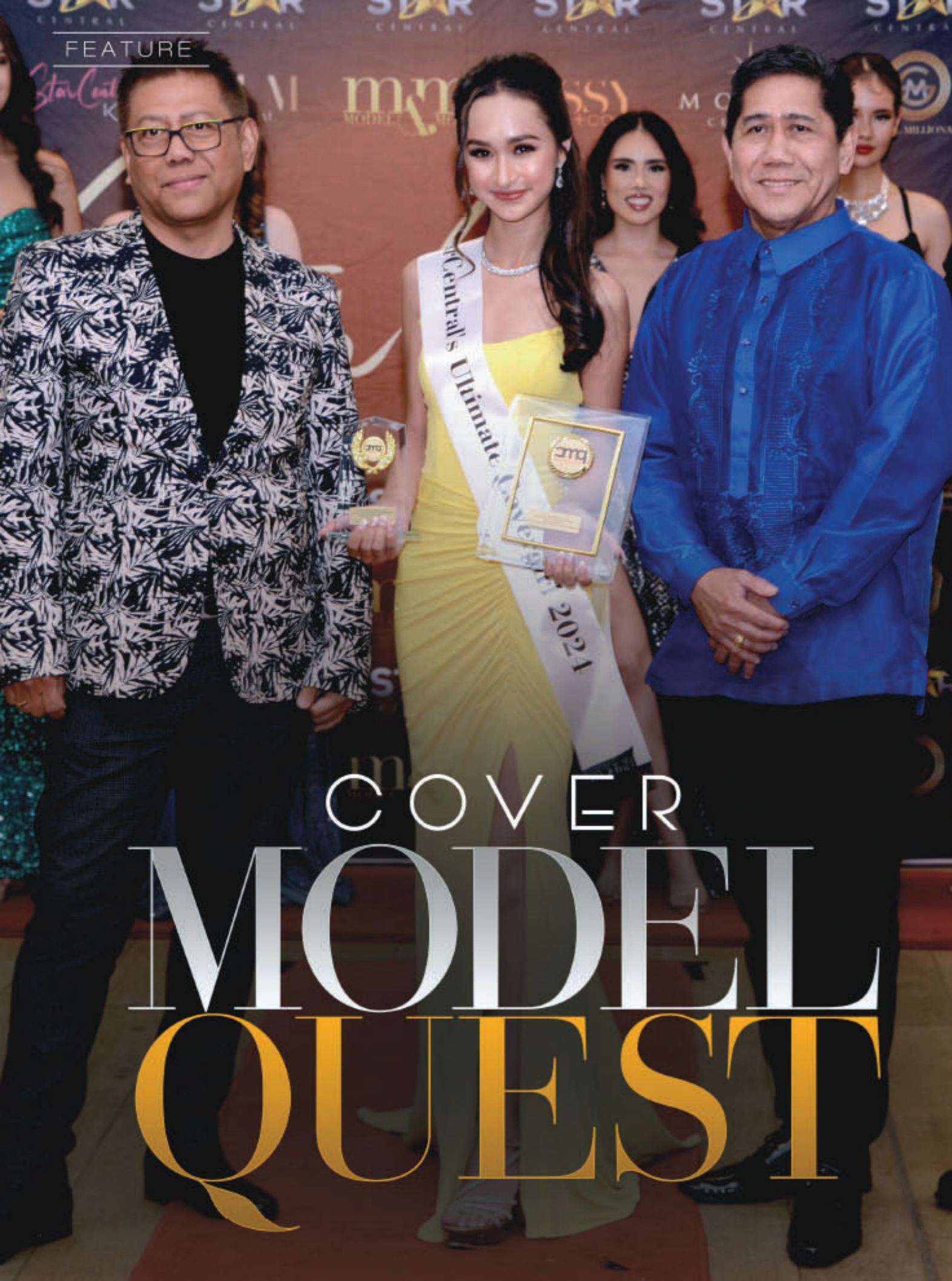
What do you envision as the future of women's empowerment, and how does your charity contribute to this vision on a global scale?

I envision a future of women's empowerment where women can live out their gender dignity, express their innate love and compassion, possess a broad mind and vision, serve as the world's mothers, and achieve brilliant lives as women. My charity is committed to contributing to this vision on a global scale.

We are committed to increasing global awareness of Chinese women and bringing their stories to the forefront. By promoting and sharing the stories of chosen women, we aim to inspire more individuals to pursue their unique missions bravely. Chosen women like Mother Teresa and Audrey Hepburn have transcended traditional life trajectories, bringing love and beauty to the world in their own unique ways.

We will continue implementing charity projects that help women realize their self-worth and awaken a sense of mission in more women. At the same time, we will strengthen our cooperation with international organizations to spread women's wisdom and strength, contributing to the global cause of women's empowerment.





COVER MODEL QUEST



The first-ever Grand Multicultural Entertainment Festival 2024 concluded last month, with a spectacular day of celebration, fashion, pageantry, and a vibrant display of multiculturalism. Held over the weekend, this groundbreaking event brought together an incredible array of talents, showcasing the diversity that makes Australia so unique. The festival featured four main competitions: the Cover ModelQuest 2024 for male, female, Mrs./Ms., and kids, as well as the Slay Queen International competition. Each competition brought its own flair and excitement, highlighting the diverse talents and cultures within the community. Organised by StarCentral Magazine, InLife International, Flagcom Group, and RGEM Promotions & Management, the event was designed to unite the community in celebration of its rich cultural tapestry.





A special thanks goes out to the sponsors who made this event possible: A Grade Health Services, Studio 49, Bilgaer Photography, Vellura Bliss, Ella Kusinera, Creative Commercial Services, Narra Co-op, Panlasang Pinoy, Bell Epoque, Millionaires Alliance, Eco-print, Mr. Gino-o, and Jiaja Skin Essentials. These sponsors played a pivotal role in ensuring the success of the festival, providing both support and enthusiasm for this grand celebration of culture and creativity. The event also benefited from the support of its media partners, including Dave Choo Photography, TV6 Network, Sassy & Co, Model & Mode, Global Millionaire, and MoneyCentral magazine, who helped to capture and share the magic of the day with a wider audience.





In the fast-evolving landscape of interior design, Julie Jones has emerged as a trailblazer, reshaping how we think about and experience our spaces. As the founder of Julie Jones Designs, she has leveraged cutting-edge technology and a highly personalized approach to place herself at the forefront of the virtual design movement, redefining industry norms and expectations. Her journey, which began amid the challenges of the COVID-19 pandemic, showcases her adaptability and forward-thinking mindset. By embracing a digital-first model, Julie has not only survived but thrived, offering clients across the globe a fresh, affordable way to reimagine their spaces.

Julie's ascent began on social media, where her willingness to share free design advice quickly resonated with a growing audience. Her ability to combine architectural expertise with an eye for aesthetics set her apart, attracting followers eager for her insights. The tipping point came when one of her interior design videos went viral overnight, amassing over 600,000 views. This surge in popularity transformed Julie from an online influencer into a leading force in virtual interior design. The overwhelming response and influx of inquiries inspired her to launch Julie Jones Designs, and she hasn't looked back since. Today, she boasts a global clientele that spans continents, including the United States, the Middle East, Australia, Canada, the United Kingdom, and France.

Julie Jones is far from the conventional interior designer. Her background in architecture, combined with a deep understanding of both form and function, allows her to bring a unique perspective to every project. She skillfully blends practicality with elegance, ensuring that her designs are both beautiful and functional. However, it's her innovative use of technology that truly sets her apart in the industry.

Utilizing advanced virtual design tools, Julie offers an immersive, interactive experience for clients worldwide. Video conferencing and augmented reality (AR) platforms form the backbone of her consultations, enabling her to provide real-time design advice and virtual walkthroughs of spaces regardless of the client's location. Her use of sophisticated 3D modeling software creates photorealistic renderings that allow clients to visualize their transformed spaces before any physical work begins. This approach not only bridges geographical gaps but also streamlines the design process, offering clients a highly convenient and efficient alternative to traditional in-person consultations.

Julie's expertise in space planning further enhances the value of her services. With her knowledge of optimizing layouts for maximum efficiency, harmony, and style, she delivers results that align with each client's specific needs and lifestyle. This focus on practical, client-centric design ensures that every project is both visually stunning and tailored for functionality.

Julie's passion for design and art has been a driving force throughout her life. She started her career at an architectural firm where her exceptional communication skills set her apart from her peers, allowing her to build strong relationships with clients and understand their needs on a deeper level. After nearly a decade of honing her craft, she decided to take a leap into the digital realm. A pivotal moment came when a friend offered to help her establish a social media presence in exchange for a commissioned artwork piece. This collaboration led to her first viral post, which sparked the idea of turning her passion into a business. From that point, Julie's career took off, and she embraced the digital tools that would become central to her business model.

Julie Jones' journey is a testament to the power of innovation, adaptability, and passion in today's business world. By harnessing technology, she has redefined what interior design can look like in a post-pandemic world, making it more accessible and engaging than ever before. Her digital-first approach not only reduces costs but also democratizes design, allowing clients from various regions and backgrounds to access high-quality interior design services without the traditional barriers.

Looking ahead, Julie plans to expand her services further, developing new ways to integrate AR and VR technologies into her offerings and enhancing her client experience. She envisions a future where virtual design is not just an alternative but a preferred method, transforming how people interact with their spaces.

GET TO KNOW Julie JONES



Welcome to TV6 Network, the premier hub that caters to all your entertainment needs. We take pride in being your ultimate destination, providing a comprehensive platform that goes beyond conventional television programming. At TV6, we curate a captivating assortment of shows and content that immerse you in the realms of lifestyle, business, fashion, and the latest trending topics.

Prepare yourself for an extraordinary journey as we transport you to a world brimming with inspiration, knowledge, and style. We believe in the power of media to shape our lives, and that's why we dedicate ourselves to exploring an extensive range of subjects that have a profound impact on our modern society.

Through our meticulously crafted programming, we aim to ignite your imagination, broaden your horizons, and empower you with valuable insights. Whether you're seeking guidance on personal development, the latest updates in the business world, or a sneak peek into the glamorous realm of fashion, TV6 Network has got you covered.

The logo for TV6 Network features the letters 'TV6' in a large, stylized font. The 'T' and 'V' are dark blue, while the '6' is a metallic silver with a 3D effect. Below this, the word 'NETWORK' is written in a smaller, black, sans-serif font with wide letter spacing.

TV6 NETWORK

Our lifestyle segment brings you a kaleidoscope of topics, from wellness and fitness to travel and home decor. We strive to provide practical tips, expert advice, and real-life stories that inspire positive changes in your everyday life.

In the realm of business, we delve into the strategies and success stories of influential entrepreneurs, offering a unique window into the corporate world. With exclusive interviews, behind-the-scenes glimpses, and expert analysis, we empower aspiring professionals and seasoned business leaders alike to thrive in an ever-evolving market.

Fashion enthusiasts are in for a treat as we unveil the latest trends, iconic designers, and captivating runway shows. From haute couture to street style, we celebrate the artistry and creativity that shape the ever-evolving fashion landscape.

And of course, we can't forget the trending topics dominating our collective conversations. Whether it's the latest technological advancements, cultural phenomena, or social movements, TV6 Network ensures you stay informed, engaged, and up-to-date.

At TV6 Network, we pride ourselves on offering a diverse range of shows that cater to your unique interests and passions. Each program is meticulously crafted to entertain, educate, and inspire you, ensuring an unforgettable viewing experience.

Maryrose Salubre

A Beacon of Leadership' to Launch This December

In an epic celebration of resilience, ambition, and empowerment, Maryrose Salubre, the CEO of MS Entertainment Network and CEO/Founder of Australasia Official and Mrs. Universe Official, is set to unveil her much-anticipated tell-all book this December. Titled a gripping reflection of her personal and professional journey, this book promises an intimate and inspiring account of how a simple girl from the province defied all odds to rise and become one of the most prominent figures in the entertainment and business world.

The book will delve deep into Maryrose's early life, starting with her humble beginnings in the province and charting her meteoric rise to success. From these roots, Maryrose launched herself into an illustrious career with iconic brands such as AVON Australia and Woolworths, all while maintaining a presence in the entertainment industry. Her work as a featured extra in major Hollywood blockbusters like *The Matrix Reloaded* and *Superman* adds a captivating chapter to her multifaceted life.

But Maryrose's story is not just one of glamour and fame. The book will reveal her passion for advocating change and making a difference in the lives of others. As an Ambassador for Domestic Violence Awareness and an International Ambassador for Youth Human Rights at the United Nations, Maryrose has turned her platform into a powerful force for social empowerment, particularly for women. She has been instrumental in transforming her organisation into a beacon of hope for those who seek justice, equality, and a voice in society. Each year, Maryrose travels to New York to attend the United Nations Human Rights Summit, advocating for the protection and advancement of youth and women's rights on a global stage. Her passion for making a difference has not only transformed her organisation but has also driven key initiatives like the Mrs. Universe Official advocacy, which successfully secured the release of 58 inmates—8 inmates initially, and 50 more granted amnesty through the tireless efforts of Maryrose and her team. Their commitment to this cause continues, with plans to further their work in bringing justice and hope to those in need.

Beyond the entertainment world, Maryrose's success in the real estate and property investment industries has also been a significant highlight of her career. Her story features an in-depth account of her fierce and tenacious battle with a major Australian Bank over her property investments—a struggle that reveals her indomitable spirit and determination to protect her hard-earned assets. This chapter in the book offers readers a raw and honest look into the complexities of juggling family, business, and financial adversity.

As a proud mother of two, Maryrose's role as a parent has been one of her most cherished accomplishments. The book will offer an intimate glimpse into her life as a mother, balancing the demands of her thriving career with her responsibilities at home. Her love for her children is at the heart of her story, adding a layer of warmth and relatability to her narrative.

In addition to her business acumen, Maryrose's philanthropic efforts have made a global impact. The book highlights her dedication to building classrooms in Leyte and supporting orphanages in Timor-Leste, showcasing her desire to give back to communities in need. These acts of generosity and compassion speak volumes about her commitment to making the world a better place.

Maryrose has shaped the Australian fashion and pageantry landscape as the driving force behind prestigious industry events such as the Australian Golden Sash Awards, Sydney's Best Dressed, and many more. Her leadership and vision have given countless individuals opportunities to shine and realise their potential.

This book promises to be a celebration of perseverance, leadership, and unwavering belief in the power of dreams. Maryrose Salubre's story is one of triumph over adversity, and her book will undoubtedly inspire readers from all walks of life to follow their own path, no matter the obstacles.

Stay tuned for the official launch date in December, where Maryrose will share her powerful narrative with the world. Prepare to be inspired, moved, and captivated by the remarkable journey of a woman who has transformed her dreams into reality.



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