

BUSINESS UPSIDE

July, 2022 Issue
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Information with
Analytical Insight

***THERAPEUTIC YOGA - TRANSFORMING YOUR INNER SOUL
THROUGH A DISEASE-FREE BODY***

**The Best Cars
to Buy in
2022**

***Indy:
The Ultimate
All-In-One
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EFFECTIVELY
START
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**CORPORATE
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**How to Find the Right
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MAYO CLINIC

CAMILLE JAKOMINICH

Founder of eZENtial Yoga

SHARES HER ENTREPRENEURIAL JOURNEY STORY

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How Financial Institutions Are Using Core Banking Systems to Grow Faster & Stay Competitive?

Financial institutions have started using core banking systems for multiple reasons, all including the improvement it brings to their institute. Mostly, it comes down to the efficiency they provide and the growing competitiveness amongst the different banks and financial companies.

To fully understand what a core banking system is and how banks, credit unions, insurance companies, and other financial institutions utilize its advantages, we must break it down, starting with what core banking is.

What is core banking?

A Core Banking System is a technological advancement that helps financial institutions process transactions from all the different branches of their bank.

This system is a massive contributor that allows consumers or other companies to access their financial institutions online seamlessly. It essentially does all the background work but is inaccessible to the user. It is a back-end system that works for them and processes credits, organizes loans, handles withdrawals, and takes care of deposits.

Core banking systems function to make a customer's use of their financial institution easier, but in turn, they improve the institution itself, making them larger and keeping them all competitive.

What are the upsides to core banking?

There are several advantages of core banking when financial institutions utilize them correctly.

Pros

- Less room for human error
- Aids in preventing fraudulent activity
- Saves financial institutions money
- Calculates analytics



What do these advantages mean?

Core banking is integrated into a financial institution's online banking program, so the above advantages occur through the system. Less room for human error suggests that because core banking is all online, its high intelligence takes care of processes that humans could otherwise mishandle.

Core banking can help eliminate theft with these institutions because of the protection the system provides. Lowering errors and frauds within the system ultimately saves the company money. The system can also track customers, like API Banking.



Core banking APIs

The main difference between Core banking and API Banking is that API banking falls under core banking. It is a form of core banking that offers services to help customers with mobile deposits and opening bank accounts.

APIs allow different companies and banks to use specific services offered and tailor them to their customer's needs. These are all processed online and only contribute more to a financial institute's overall success, just like core banking.

API Banking is for businesses that work with banks, not the banks themselves, but core banking provides the background work that goes into making these adjustments happen.

Digital onboarding in core banking

Digital onboarding is the welcoming committee to online banking. It gives new customers the rundown of the system, where they'll find certain services and how to access different products.

While core banking is not something users or clients can even access as it is integrated into the banking system, digital onboarding is crucial for customer service reasons in financial institutions.

Making clients aware of the core banking integration looks impressive and keeps the customer service rating above average. This is highly important, especially when banking and other financial institutions are becoming increasingly competitive due to core banking.

How are financial institutions growing from core banking?

On top of the previously discussed advantages that core banking offers to financial institutions, they are growing because more and more banks globally are integrating a core banking system into their software.

Core banking has made online banking increasingly more efficient, allowing clients and companies to quickly access different branches of a bank. With API banking and digital onboarding, core banking is still evolving, and banks notice.

The competition levels between financial institutions are increasing because you'll be left behind and lose customers without it. With so many global banks integrating the core banking system, it comes down to the banks themselves as to which will be the leading institution.

With a system that seems to do everything at any time and a potential 196.8 million digital banking users, close to eight percent of the population, competition is high. Customers turn to extra fees, convenience, and bank website organization, but it can be difficult to decide for the most part.

Conclusion

All of these contribute to the immense growth of financial institutions due to core banking systems. With so many technological advancements, such as API banking and digital onboarding, on top of core banking, it is not hard to see the impact core banking has had on financial institutions.

Battered DeFi Investors Pin Their Hopes in Revamp of Ethereum

Bloomberg News reports that decentralized finance investors are pinning their hopes and betting on the revamp of Ethereum to help in thawing out the two-month-long crypto winter.

The revamping of Ethereum

The DeFi segment, where investors are earning yields by trading and staking digital currencies without centralized intermediates, has declined steeply due to the collapse of the TerraUSD stable coin as surging inflation has put the Federal Reserve on the way to monetary tightening. The so-called “Ethereum Merge”, one of the significant upgrades in technicalities to the blockchain technology ever since it was set up in 2015, might be one of the lesser catalysts that could offer DeFi a much-required lift. Despite multiple delays, the core developers have progressed, and the co-founder of Ethereum, Vitalik Buterin, revealed that the upgrade is expected to occur in August. The Merge will allow Ethereum to shift to proof-of-stake from a proof-of-work mechanism where miners use powerful computers to place orders and validate the transactions for the users. This new mechanism will replace miners with Ether holders that perform similar tasks.



Risk-off to risk-on

Fewer issuances of Ether, a smaller carbon footprint, and more yields are among the outcomes of the upgrade that investors of DeFi say will ignite an Ethereum rally and boost the industry.

Bloomberg News reports that the transformation will also do away with tens of millions of dollars as fees of Ether daily. According to Jaran Mellerud, Arcane Crypto mining analyst, Ethereum miners have earned as much as \$42 million on average daily in 2022.

Ether holders slated to become validators following the upgrade will most likely hold on to their Ether rewards and stake them for higher yields, compared to those miners that tend to sell off their mined Ether to redeem cash or cover operational costs, further dropping the supply of currency.



Another side of the coin

The Merge is one of the most anticipated events in the crypto industry in 2022. The bullish sentiment associated with it is most likely to spill over to the broader market, where interest rate surges coupled with an economic outlook that is not very strong have kept the investors away from investing in those assets that are risky.

A potential security threat to the beacon chain of Ethereum at the beginning of this week is also likely to defer the timing of the Merge. The chain, which is the main element in introducing the new proof-of-stake mechanism, was found undergoing reorganization in the blockchain on Wednesday. Ether dropped by 11% Thursday before paring losses at approximately \$1843, which is much below the benchmark of \$2000



HOW TO EFFECTIVELY START TRADING IN FOREX?

Forex trading is a concept that many people are starting to invest into nowadays. There are many options available online for aspiring forex traders, which means that if you're interested in forex, you might be able to start trading whenever you're ready. However, knowing whether or not you're prepared for trading is the first step to beginning your trading options. Here are four steps you can take to prepare yourself for forex trading.

1. Do a lot of research

First of all, you need to do a lot of research. It's the best to go into forex trading with excellent working knowledge of what forex is and how you can make money with it, and what you should do to keep yourself safe during forex trading. The more research you do, the more likely you'll be to make money when you eventually start trading.

2. Know how much money you're able to put in

Set aside a specific dollar amount that you can put in to start trading. Not everyone can put in lots of money at the beginning of their forex trading endeavors, and that's okay. You shouldn't feel pressured to start trading with a significant amount of money. Many forex traders allow you to start with dollar amounts as low as \$1 or \$10, and this can be an excellent way for you to learn the ropes before you start investing with larger amounts of money.



3. Set aside a certain amount of time every day

Forex trading is built around making many, many different trades, with each trade helping you build up a small amount of money. That means you will need to set aside time to do the trading itself; it's not like stock trading, where you may be able to put in some money today and allow it to grow on its own over many months. Set aside time every day to start trading.

4. Choose your forex broker

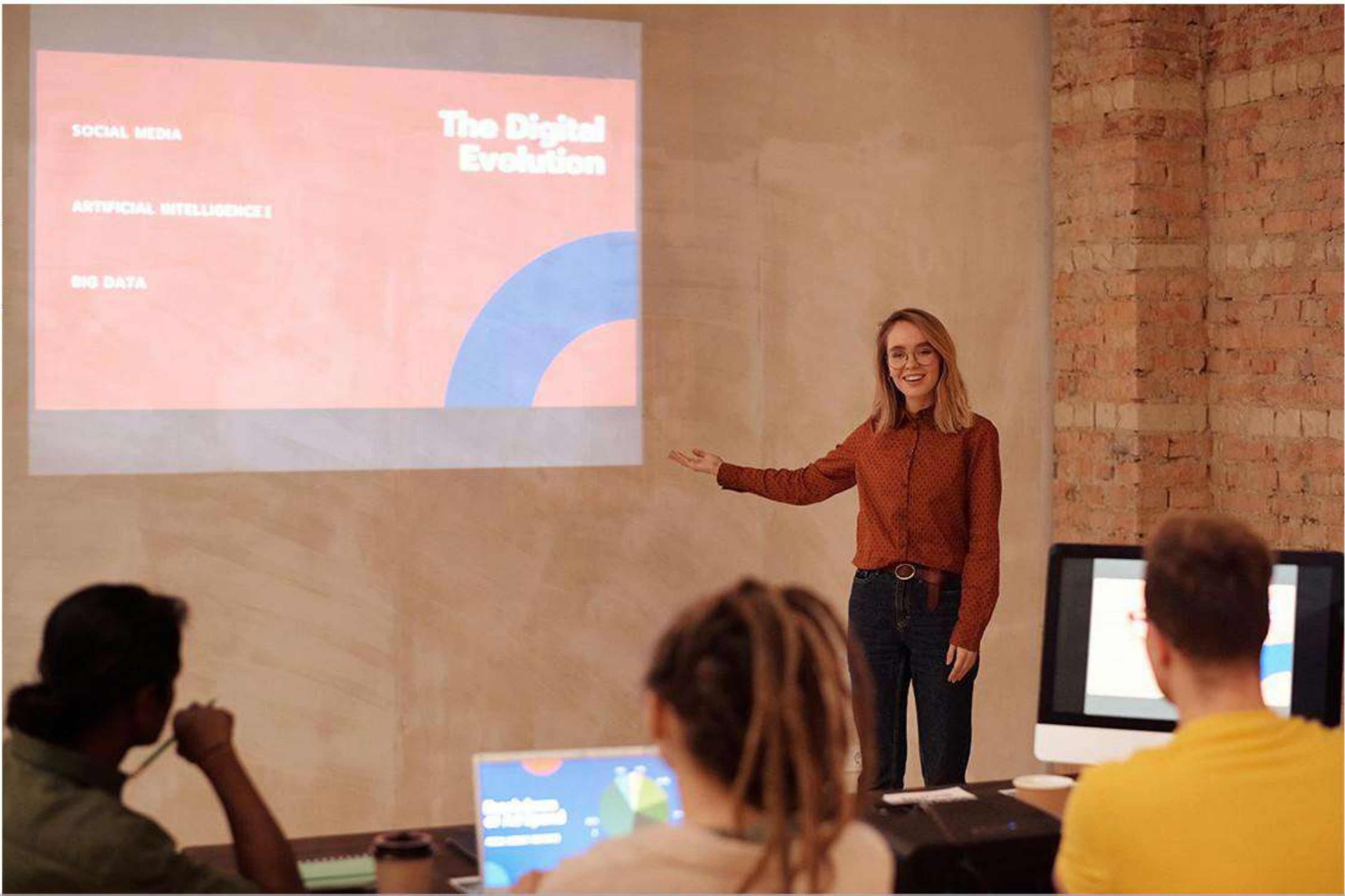
The last step on your list should be to choose your forex broker. A broker is a person who allows you to trade forex, providing you with all the information and trading options necessary to start actively trading. A tool like FX-List can help you find a forex broker based on several criteria, including when the firm was established, the company's leverage and spreads, the minimum deposit, the company's locations, support instruments, platforms, and funding options. When choosing a forex broker, you'll need to watch all of these components

Conclusion

Forex trading doesn't have to be incredibly difficult, but you need to put some time and effort into it if you want to make money. It's a good idea to be completely prepared before you start trading forex, and the more you do, the better off you'll be. Use these four steps to start trading in forex and make it more likely that you'll make money with it.

HOW TO FIND THE RIGHT BUSINESS COACH FOR YOUR COMPANY?

There are tons of resources available online which could explain why you need a business coach, and in turn, finding one ends up being an easy task. Although finding the right coach would be a different topic altogether.



WHY GET A BUSINESS COACH?

Successful businesses and entrepreneurs are the way they are because of the people around them. Having the right people beside you in your business would help you tremendously when making decisions, business proposals, and offers. This is what a business coach does, and they help you set up your business towards a trajectory of success.

To get a good business coach, you must self-reflect and ask yourself a few questions. Do you know what you need for this business, and are you ready to start your business? Having a good coach would help you realize and exceed your limits, and you know when you make excuses for yourself, even if you don't know you're doing them.

Group coaching and one-to-one coaching, and hybrid programs can come in recorded lessons and live calls. Note that only one-to-one coaching would give you the utmost personal approach, but all models are compelling nonetheless.



COACHING

WAYS

TO GET A GOOD BUSINESS COACH

FOR A GENERAL OVERVIEW, A BUSINESS COACH SHOULD BE EXPERIENCED, SMART, AND NOT AFRAID TO GIVE YOU COMPLEX CHALLENGES FOR YOUR GROWTH. THEY SHOULD BE 100% HONEST WITH THEIR FEEDBACK AND HAVE NO FINANCIAL STAKE WHEN YOU BECOME SUCCESSFUL.

HERE ARE SOME WAYS YOU CAN FIND THE RIGHT COACH FOR YOU :

1 DON'T IMMEDIATELY JUMP TO GOOGLE

In this day and age of technology, it would be tempting to open Google and do a simple search for the best coach around you. Although if you have been through service-based business roles, a simple referral could mean the best for you.

This is especially true if you have an excellent entrepreneurial network to know if anyone close has had a great experience with a business coach. Having a close and trusted friend's coach would mean that

you could ask them about their experience and results and the positives and negatives of having a business coach. If this doesn't work out, you could search for small business online communities and ask there. Additionally, you could

check out local community groups like technology councils, startup groups, and entrepreneurship groups.

2 THEY MUST CONTAIN A STRONG ETHICAL VIEWPOINT

To get the best out of their business coaches, you would have to be sure that the information you give will stay with them forever.

It is recommended to go for business consultants in professional organizations that offer a well-defined goal based on a good code of ethics, like The Entourage's Melbourne business coaches. This is important to avoid any complications and leakage of information due to unethical coaches.

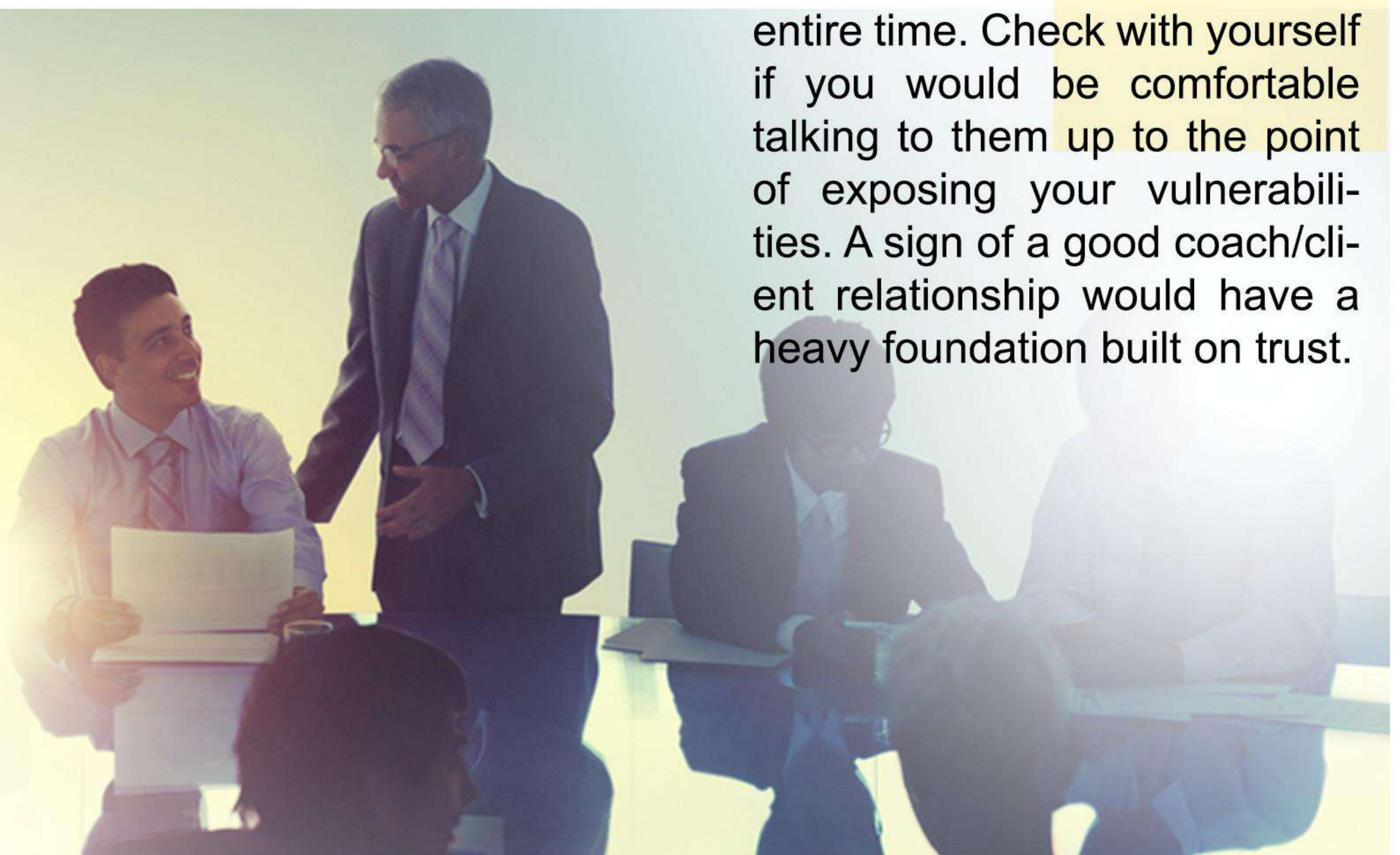
Additionally, as you scour hundreds of offers for coaching, remember that you should always ask for references and review them thoroughly. One of your best sources of information about the coach would come from their clientele themselves.



3 MAKE SURE THAT YOU CLICK

Connection and compatibility are of utmost importance when choosing the right business coach. Avoid working with coaches who refrain from talking to you before committing to their guidance. Most coaches would give a complimentary coaching session to counteract this. If you are still unsure, you can commit to one session.

When you get offered a complimentary coaching session, you should immediately pay attention to how you feel during the



entire time. Check with yourself if you would be comfortable talking to them up to the point of exposing your vulnerabilities. A sign of a good coach/client relationship would have a heavy foundation built on trust.

4 MAKE SURE THEY CONTAIN AN OPEN MIND AND OPEN EYES

A good experience is that a coach would understand what kind of business you are in, no matter the size. Search for a coach who has had experience managing a small company and has dealt with the personal challenges that entrepreneurs like you are willing to face every day.

Additionally, all business coaches should understand how to manage one's business and overcome any obstacle that comes their way. Features of a good business coach include having strong analytical skills and excellent judgment.

Your coach should always be aware of the different aspects of your business and highlight the parts where you need drastic changes.

This all comes down to experience, as a coach would not be able to have such wisdom if they have not gone through a lot in the past. A general tip for everyone looking for a coach is to check their CVs, and it is usually a great sign if they have a variety of businesses under their belt. The coach must be comfortable talking to you about diverse topics in your industry.

5 ALWAYS CHECK YOUR MONEY

Your investment in your company should be bigger than any other. Of course, you are paying the coach to acquire their wisdom, knowledge, experience, and track record.

keep up with the coaching program and the business you are running. It all depends on your goals, and a good coach would be able to return your investment twofold.

Keep it in mind if you would be



CONCLUSION

It's tempting to search for any business coach in your area and hope for the best. Keep in mind that this investment will affect your business for a long time. Choosing the right one would save you a lot of time and money .

BUSINESS PROCESS MANAGEMENT (BPM)

WHAT AND WHY?

Business Process Management (BPM) is a set of practices and discipline, or approach in organizations to get work done effectively and generates business value. It is an activity or a train of activities that help an organization achieve its goals.

Business management concentrates on structured analysis, planning, and organizing business activities required to run an organization or business smoothly. However, the definition of BPM might vary from person to person. For some, it might be just a few sets of practices, while for others; it might also include tools and software along with principles and practices. Let us understand why BPM is used.

WHAT IS Business management?

As the name itself suggests, Business Process Management is used to manage a business efficiently. Apart from the obvious, BPM is a layered practice that bridges the gap between how things are done in an organization and how things should be done. BPM has a few named layers when it comes to applying it: design, modeling, execution, monitoring, and optimization. When we implement design thinking in business management, the end-user becomes the starting point of the whole circle. This creates an opportunity to implement ideas that will work and remove those that do not, enhancing and ensuring that a maximum level of customer satisfaction is achieved.





HOW DOES **BPM** LEAD TO **BUSINESS GROWTH?**

It might seem easy to implement new business growth strategies every cycle when running an organization. However, implementing any new practices in an organization will need a few considerations. The first is the ability to empathize with the users and customers about a problem that stops them from reaching the maximum customer satisfaction level. Once this has been identified, we need to define the issue by gathering enough data to understand the problem. However, the process does not end here. We need to keep collecting data as we define the problem. This is because we think we know

the problem here, but there is a possibility that we do not. We might need to redefine the issues as we go on. An organization will then gather the resources to validate the problems found and work on finding a solution to the issues.

This will result in creating a prototype where we have already established the issue and found the solution to it, and then we implement this solution for the betterment. However, this is an ongoing process, and as mentioned before, we need to keep redefining the issue to reach a higher and better result for business growth.

CONCLUSION

Just as we keep buying new phones for the updated and upgraded software, we need to keep implementing new practices into our business to remain updated to the changing market trends and strategies. As we go forward we will see many shifts in industry trends, and a BPM will only ensure that the organization is updated with the changes.



WHY ARE COMPANY CVS ESSENTIAL

TO ATTRACT AND RETAIN

THE BEST TALENT?

Today's corporate world has become two-way traffic. While talent needs to add to an organization's value, it is also necessary that the companies just do not fill the vacancies. A company not only needs not to look at how only talent can impress them but also how they as an organization appeal to the job seekers. Job seekers these days have become choosy when applying to the organizations they want to work for.

WHAT A COMPANY CV MUST HIGHLIGHT TO STAY COMPETITIVE?

Job seekers apply to companies that see the position which suits their skill sets and career goals. A company should be able to present a precise picture of its business

activities, and position they are looking for. Specialist positions such as software developers, will look for the exact job description to suit their needs.

The general terms and jargon do not impress the candidate for traditional jobs. Highly ambitious candidates prefer the best companies to have on resume. According to experts, important information's that appeal to the candidates that helps them in their career growth are:

- **An honest compensation structures**
- **Job description and reporting structure**
- **Key responsibility areas (KRA) individually and as a team**
- **Working conditions and relocations**
- **Description of the work process, systems**

The recruiting company must give the candidates transparency about the organization to decide whether it will be a good long-term fit.

WHAT IS GOING ON WITH THE CVS OF Corporate?

It is seen that attrition levels are high across industries. The question is why do companies find it hard to retain talent. A significant reason is that good talent keeps scouting for better opportunities in terms of designations and compensation.

There is a general misconception that employees leave only because of salary. There is a general misconception that employees leave only because of salary. Compensation is no doubt necessary, but they are not up to a point.

The real issue is employees go when they find that the organization's culture, compensation, reporting structure, and process do not match the individual.

THE REVERSE Recruitment Processes

To hire top talents, they must see whether they can provide an excellent work environment and team structure to attract them. Recruiters are not transparent about themselves to the candidates. After joining, the individuals start looking for something better somewhere else.

Company reviews on a Google search are not enough, and they cannot replace dedicated CVs for the corporate. Large organizations need a CV brand that will attract the best talent, and they need to have a CV specific to the position one is hiring for.

CONCLUSION

Organizations can no longer afford to sit back and wait for the right candidate in this fast-paced world of corporate hiring. The best talents are in demand, and the company must attract them with their CVs that highlight the company's profile.



INDY: The Ultimate All-In-One Platform for Freelancers

Indy is an excellent freelancing platform that works as a perfect tool for independent workers and freelancers. It is an all-in-one productivity platform that contractors, freelancers, consultants, and side hustlers can use to manage their businesses through powerful workflow, marketing, and payment tools. Indy helps independent professionals connect, learn, and manage their businesses effectively.

The all-embracing platform comes with many perks and benefits that you won't easily find on other digital media.

This website was professionally designed to meet the needs and requirements of freelancers after a comprehensive extent of communication and direct and indirect feedback. Indy is an ideal platform to thrive in today's competitive and decentralized marketplace, no matter who you are.



More about INDY

Freelancers can use this all-in-one platform to own their work, success, and way of life without hassle or difficulty. It was founded in 2014, and it has firmly established itself within a short period. Indy's mission is to create a reliable and sustainable ecosystem to collaborate, connect, and work instantly. A robust community of creative minds, entrepreneurs, investors, and other individuals is associated with this platform, and they support it wholeheartedly. Indy believes that

with the appropriate tools and resources, indies can use their skillset to make a handsome living for themselves, undeterred by the administrative jobs such as billing, invoicing, managing contracts, expenditure, and coordinating workflow that stop people from pursuing their dreams. Indy publishes a blog that features up-to-date and helpful resources to help freelancers with various interesting topics, starting from business growth to handling burnout. More about the company's history can be found here.

Opportunities don't happen, you create them.

— Chris Grosser

OBJECTIVES OF THIS PLATFORM

Different freelancing platforms are build their business there on the Internet. But Indy always emphasizes that their tools are the best that caters to the specific needs and demands of the freelancers out there. Moreover, even small businesses find this platform quite user-friendly and beneficial. Their main objective is to help freelancers own their work and succeed in their journey.

The mission of this platform is to help independent workers and freelancers own every aspect of their work, success, or way of life. Indy's associates don't need to depend on any other platform or service to work and

HOW DO THINGS WORK HERE?

Indy is a platform where consultants, contractors, freelancers, and side hustlers gather and manage businesses efficiently with solid marketing, useful payment tools, and systematic workflow.

INDY: A PERFECT TOOL FOR FREELANCERS

Freelancers and other independent workers can perfectly utilize their skills, expertise, and talents on this platform to do something on their own. It offers valuable resources and tools available that one can make the best use of. Things become extremely easy and beneficial for freelancers to chase their dreams and achieve them while choosing this platform over other options. Indy is the one-stop destination and perfect tool for all freelancers and budding independent workers. Apart from productivity tools, Indy also provides organizational elements that make the journey of freelancers easier and smoother in some way or the other. Once you choose this platform, you can rest assured that you are going in the right direction for all the right reasons. Everything on this platform is organized for freelancers Regarding

Develop an 'Attitude of Gratitude'. Say 'Thank You' to everyone you meet, for everything they do for you.

— Brian Tracy

Management / Business

pricing, it will cost you only \$5.99 to get unlimited access to its services and features. Hence, the service is relatively cheap and affordable compared to other freelancing platforms.

Indy is an ideal tool for small business owners and freelancers to simplify their work. The most salient feature of using this tool is that your

digital workspace is not limited to only productivity tools. It also incorporates the organizational elements to add dynamism to your work and make sure it moves in the right direction. The organizing part is all taken care of by the tools, so you needn't worry about anything.

TOOLS OF PRIORITY

Indy offers various practical and valuable tools to its members and visitors. Among all the tools and resources available on this platform, the following three tools are the most valuable and sought-after: online invoice, contract creator, and proposal software.

1

ONLINE INVOICE

Using Indy, you can create invoices and get paid within minutes. Indy uses the most trusted digital payment solutions on its platform, strengthening its safety and security to the highest order. PayPal and Stripe are two of their payment solutions, and Indy also offers online invoice templates.

2

CONTRACT CREATOR

The tool known as contract creator is also regarded as quite helpful, and many users prefer it. You can create, sign, and send contracts and the lawyer-vetted contract templates as per your need and requirement for various vocations, and one is also allowed to use our contract templates available.

3

PROPOSAL SOFTWARE

The proposal software is another easy-to-use tool extensively used by freelancers on this platform. Using this tool, one can create, send, and get approvals on estimates and proposals while working on this platform. Several of our proposal templates are also available for use by freelancers.

Indy will be an excellent tool to help freelancers grow their businesses and succeed as the world becomes dig-

ital. Indy is committed to helping its users connect, respond, and do their work to grow to their fullest potential. It is the best all-in-one suite one can find for small business owners and freelancers. Subscribing to various platforms to get the job done is often a cumbersome and costly affair. Indy's productivity suite features all the tools one needs to handle his work under one pocket-friendly package. All freelancers look for stability, control, and growth in their careers, and there is nothing better than Indy to help them achieve these milestones. The multitude of success stories bears testimony to its potential.

FINAL THOUGHTS

Camille Jakominich, the founder of eZENtial Yoga shares her Successful Entrepreneurial Journey

“

I THINK YOU DEFINITELY HAVE TO PUT YOURSELF OUT THERE. THERE ARE TIMES YOU WILL FAIL BUT WITH EVERY FAILURE IS A LESSON TO BE LEARNED

”

– advised Camille Jakominich as a formula for becoming successful.



Camille Jakominich, the founder/CEO of eZENtial Yoga, where a combination of physical therapy and yoga is practiced, mostly rehabilitative in nature, offers customized sessions for individuals with limited mobility.

In this interview, Camille Jakominich shares her thoughts on being an entrepreneur of a yoga business, useful marketing strategies, hunting new ideas, and how to be a successful businessperson with Business Upside.

Edited excerpts from the interview

BusinessUpside[BU]: How did you get your idea or concept for the business?

Camille Jakominich[CJ]: I have always felt that yoga was essential for mobility and overall well-being. eZ-ENTial Yoga is a wordplay on essential and ZEN.

BusinessUpside[BU]: What was your mission at the outset?

Camille Jakominich[CJ]: I wanted to make yoga all-inclusive for all body types, especially people who are new to yoga or people who feel they are not “flexible enough” to try yoga.

BusinessUpside[BU]: How do you market your business, and which method has been most successful?

Camille Jakominich[CJ]: I market my business on all social media outlets, magazine ads, search engines, and through word of mouth. Most of my current clients have come through search engines and through word of mouth.

BusinessUpside[BU]: What is unique about your business?

Camille Jakominich[CJ]: What makes eZENTial Yoga different than other yoga studios is that I combine physical therapy with yoga. My yoga style is more rehabilitative in nature and specialized for people who are limited in their mobility.

BusinessUpside[BU]: How do you generate new ideas?

Camille Jakominich[CJ]: I have spoken to many business coaches to generate new ideas and organize my thoughts over the years. Since starting my business, I have found that the ideas flow more easily if I walk outside and surround myself in nature.

BusinessUpside[BU]: If you had one piece of advice to someone just starting out, what would it be??

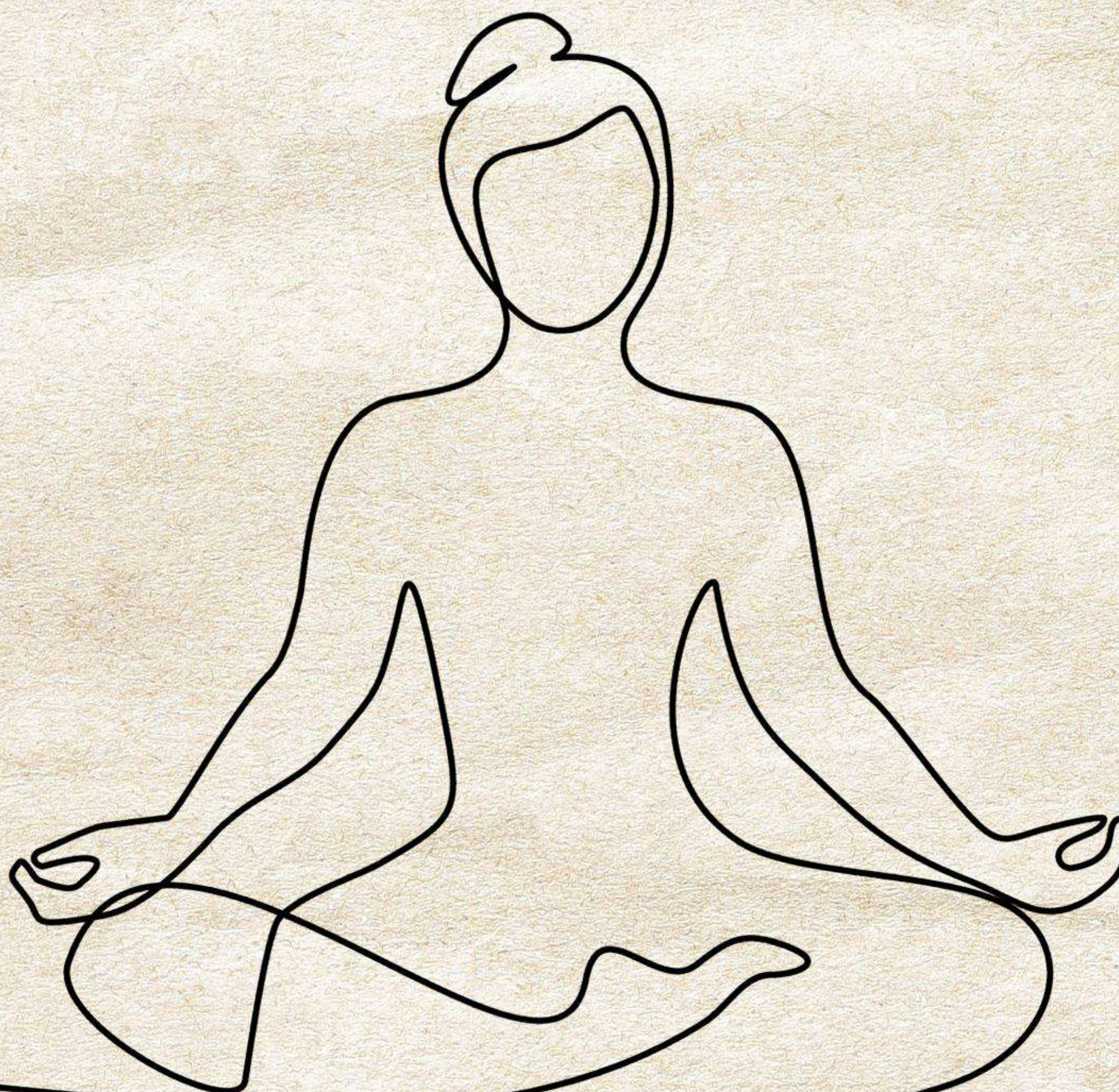
Camille Jakominich[CJ]: Be Patient. I have heard through other entrepreneurs that it takes three years to really get your business noticed, and I would definitely agree. In my fourth year of business, I have gotten more clients through organic channels.

BusinessUpside[BU]: What do you look for in an employee?

Camille Jakominich[CJ]: Right now, I don't have any employees, but I am hoping one day to be a big enough business to hire employees.

BusinessUpside[BU]: Do you believe there is some sort of formula or pattern to become a successful Businessman?

Camille Jakominich[CJ]: I think you definitely have to put yourself out there. There are times you will fail, but with every failure is a lesson to be learned.



FEATURED ENTREPRENEUR OF THE MONTH:

BusinessUpside[BU]: What has been your most satisfying moment in business?

Camille Jakominich[CJ]: My most satisfying moments in business have been the comments from my clients. I have retained more than half my clients over the last three years. A client told me that I saved their life. Other clients have told me how grateful they are to be able to move better. I have seen the client's balance improve, resulting in increased confidence.

BusinessUpside[BU]: What motivates you to become an Entrepreneur?

Camille Jakominich[CJ]: I am motivated to be an entrepreneur to help people and give my knowledge and experience to those who really need it. I feel what I give is unique, and I am grateful for the opportunity to have a voice and a platform to inspire others.



Company name: eZENTial Yoga

Company URL: www.ezentialyoga.com

Camille Jakominich's LinkedIn URL: <https://www.linkedin.com/in/camillejakominich>

Camille Jakominich's Designation:
Owner/CEO eZENTial Yoga LLC

MAYO CLINIC RESEARCH REPORT

ABOUT COMPANY

The Mayo Clinic is a non-profit-seeking, US-based educational, medical hub concentrating on academics, exploration, and structured health care.

The Mayo Clinic recruits more than 4,500 scientists and doctors, together with an additional 58,400 managerial and associated health personnel throughout three main sites:

Jacksonville, Florida;
Rochester, Minnesota;
and Phoenix/Scottsdale, Arizona

The facility offers specialized services in curing complicated subjects via destination medicine and tertiary care.

The Mayo Clinic houses the best-15 rated Mayo Clinic Alix School of Medicine over and above several of the US's top esteemed residency academic curricula.

The firm expends more than US \$660 million annually on studies and has over 3,000 whole-time research workers.

Besides the Rochester infirmary, The Mayo Clinic has top sites in Florida and Arizona.

Of late, in 2020, the company acquired the campus in central London, United Kingdom.

Furthermore, The Mayo Clinic Health System runs allied centers across Iowa, Wisconsin, and Minnesota.

CORPORATE RESEARCH REPORT:

The Mayo Clinic has been featured on the “100 Best Companies to Work For” list released by Fortune magazine for 14 successive years, and it has kept on attaining this rank till 2017.

Attracting patients from across the world, The Mayo Clinic carries out almost the highest count of grafts in the nation, incorporating both hematologic and solid organ transplants.

How did it begin for The Mayo Clinic?

In 1864, William Worrall Mayo took residence with his family members in Rochester. He began a sole proprietorship healthcare facility that flourished under Charlie and Will Mayo, his sons, together with facility collaborators Drs. Balfour, Stinchfield, Plummer, Graham, Judd, and Millet into The Mayo Clinic.

When and where was Mayo Clinic established?

The Mayo Clinic was established on 27th January 1864, 158 years back in Rochester, Minnesota, the United States.

To which industry does Mayo Clinic belong?

The Mayo Clinic belongs to the healthcare industry.

What kind of company is Mayo Clinic?

It is a privately-held company.

Where is the head office of the firm situated?

The clinic has its head office in Rochester, Minnesota.

Which area does Mayo Clinic serve?

The medical center serves the following areas:

Scottsdale/Phoenix, Arizona
Rochester, Minnesota
London, England
Jacksonville, Florida

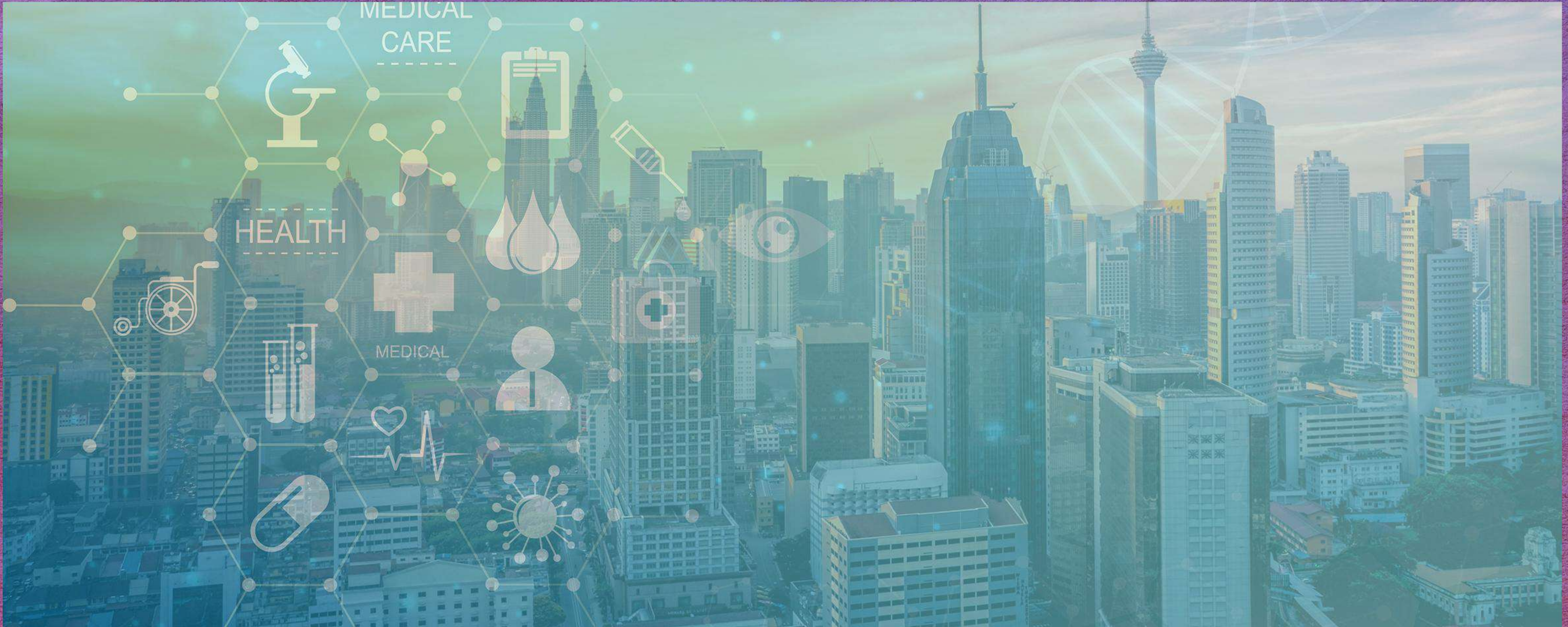
How many staff work for Mayo Clinic?

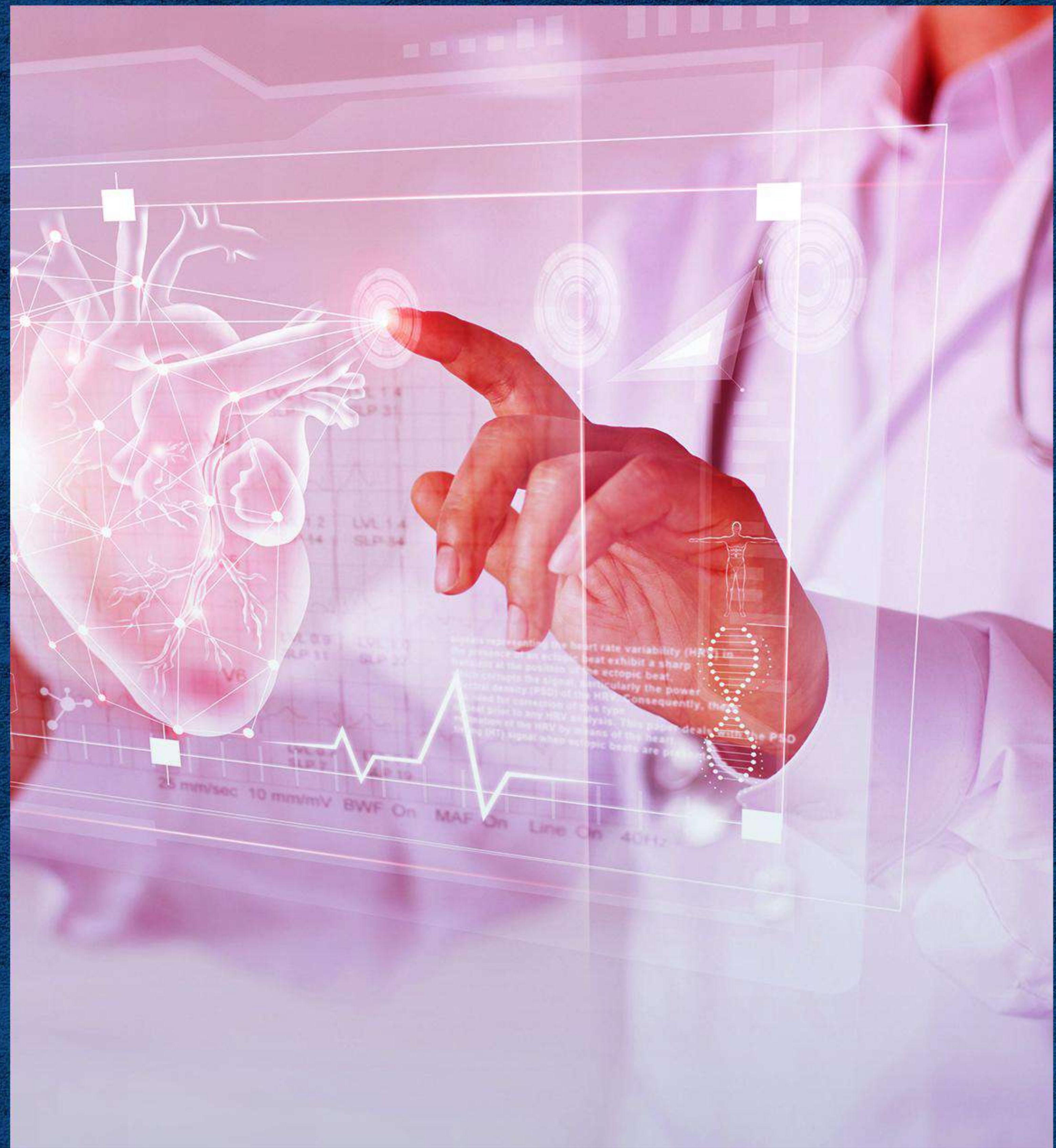
Around 63,000 people are employed with the clinic.

What are the various divisions under Mayo Clinic?

The different divisions of the company are

Mayo Clinic Health System
Mayo Clinic College of Medicine and Science (MCCMS)
Mayo Clinic Laboratories





Research

The investigators of The Mayo Clinic provide significant inputs to the comprehension of illness procedures, most effective medical operations, and transformation of discoveries from the research lab to the healthcare center.

Since 2018, the investigative staff has comprised 766 doctors dynamically participating in research work, 254 whole-time technical trainers, and 4,027 whole-time research workers. In the same year, the number of fresh human research subjects sanctioned by the organizational appraisal committee was 3,067, and there were 12,760 continuing human research fields.

These research programs resulted in 9,275 study journals and evaluation editorials in peer-appraised periodicals.

Over the past few years, all the internal medicine resident physicians of The Mayo Clinic have brought out research on their term of office throughout the three sites.

Healthcare operations

In 2018, over 1.2 million diverse medical attendees from fifty states and 138 nations visited Mayo Clinic services. The Mayo Clinic provides extremely sophisticated healthcare services. The lion's share of the patient populace represents recommendations from less important health centers and infirmaries throughout the United States and the upper Midwest.

The doctors attached with The Mayo Clinic receive a predetermined remuneration, not associated with patient numbers (proportional value units) or revenue from cost-for-facility disbursements.

This exercise lowers the pecuniary incentive to check patients in voluminous figures and raises the motivation to devote additional time to patients.

Academics

The Mayo Clinic College of Medicine and Science (MCCMS) was set up in 1915, and it provides academic curricula rooted in biomed

cal study operations and healthcare services of The Mayo Clinic.

Rankings

The Mayo Clinic has achieved the following ranks in various clinical fields:

1st rank

Gastroenterology
Endocrinology and Diabetes
Gynaecology
Geriatrics
Neurosurgery and Neurology
Nephrology
Urology
Pulmonology

2nd rank

Ear, Nose, and Throat (ENT)
Cardiac Surgery and Cardiology
Orthopaedics

3rd – 6th rank

Rehabilitation – 6th
Psychiatry – 5th
Rheumatology – 4th
Cancer – 3rd

High-performing

Ophthalmology

Humanities agenda

The humanities agenda of The Mayo Clinic was established on the faith that curing and the arts are associated. Throughout the years, the reputed healthcare practice has set up a wide-ranging art compilation, incorporating these artifacts on exhibit throughout all sites:

Andy Warhol – “Endangered Species”
Auguste Rodin – “John D’Aire”
Alexander Calder – “Fish”
Ivan Meštrović – “Man and Freedom”
Dale Chihuly – “Untitled”
Jennifer Bartlett – “Four Houses”
Joan Miró – “The Archer”
Tuck Langland – “My Brother and I”
Paul Granlund – “Constellation Earth”

Mayo clinic management

Samuel A. DiPiazza Jr. (Chairman)

Samuel A. DiPiazza Junior serves as the Board of Trustees Chairman of The Mayo Clinic, and he has retained this position since 2014 February. He is an alumnus of the University of Alabama (BS Accounting and Economics) and C.T. Bauer College of Business, University of Houston (Masters of Tax Accounting). He is a former CEO of PwC

CORPORATE RESEARCH REPORT:

Gianrico Farrugia (CEO)

Gianrico Farrugia, M.D., is the President and Chief Executive Officer of The Mayo Clinic. He took over from John Noseworthy in 2019 January. Before this, Gianrico functioned as the Vice President and CEO of The Mayo Clinic in Mayo Clinic, Florida. Dr Farrugia supervised the activities of The Mayo Clinic in Florida from 2015 January to 2018 December. Under his astute leadership, The Mayo Clinic achieved substantial success as a premier health-care hub in the Southeastern United States.

Academic programs

In 1915, the initial therapeutic, academic curricula at The Mayo Clinic were prepared with the help of the University of Minnesota. The Mayo Foundation for Medical Education and Research and the Mayo Clinic School of Graduate Medical Education was set up in the same year.

The Mayo Foundation for Medical Education and Research was founded as a branch of the University of Minnesota with a contribution of US \$1.5 million for rendering bachelor's degree courses at the Rochester-based Mayo Clinic.

Presently, the Mayo Clinic School of Graduate Medical Education is a segment of the Mayo Clinic College of Medicine and Science, and the other four schools under MCCMS are:

Mayo Clinic School of Health Sciences – Schooling for healthcare science occupational areas

Mayo Clinic Alix School of Medicine – Confers MD degree

Mayo Clinic Graduate School of Biomedical Sciences – Confers Master's and PhD degree

Mayo Clinic School of Continuous Professional Development – Programs for working healthcare professionals

In 2011, the institution supervising The Mayo Clinic approached the Supreme Court, contending that resident physicians should be relieved of Social Security tax write-offs. In the United States vs. Mayo Foundation, the court rooted for the SSA (Social Security Administration) and necessitated FICA to be withheld moving ahead.

Disclaimer: This case study has put significant effort into knowledge building. The goal is not investor protection by any means. Therefore, you should remember that investment is constantly

Mayo clinic financial performance

In 2021, the total assets of the clinic stood at the US \$20.305 billion, which showed growth from the last year.

In the same year, the revenue of The Mayo Clinic amounted to US \$15.603 billion, which also reflected a positive increment.

related to market risks and remaining conscious of the pros and cons of any new investment scheme is always reasonable. An in-depth discussion with an investment consultant is a good step. Committing a mistake would be prejudicious for your financial health, and incurring huge losses is difficult to compensate for. Just glancing through one or two com-



A Promise of Hope

"I think I won't live long..." said a young lady in her thirties lying in her hospital bed. Her eyes turned towards the blizzard outside the window. "But, Annie, you must not lose hope!" urged her husband. "I know Tom!" she exclaimed with sorrow. "But I have lost hope. Try to understand!" She said gloomily by turning her eyes towards him. "Annie, I can't imagine my life without you!" Tom said as his eyes filled with tears. For a few seconds, there was a pause as both got lost in each other's eyes. Then, she started looking towards the window again and got lost in her thoughts.

Four years ago, Anastasia Anderson was a name that could be heard on everyone's lips. She was one of the most famous models in the fashion industry. The feature that made her unique amongst the other models was her long, straight, brown hair and her mesmerizing blue eyes. During one of the photo shoots, she met Thomas as he was a director and was looking for a young new actress for his film. They fell in love at first sight and soon got married. They had two children- a girl, Stella, and a boy, George. Everything was fine until she found out that she had cancer. She became frail and lost a large amount of her gorgeous hair. She had lost even the tiniest hope to live and waited for her death to come.

Annie was thinking all these when she fell fast asleep. At midnight, she woke up with a start when she heard her mother's voice. She found herself in her maternal house and saw her younger self running towards her mother. After exchanging hugs and kisses, her mother said, "Annie, I made a big mistake when I was young, which I don't want you to commit." "What mistake, Mama?" she questioned with her twinkling eyes.

"I left my studies halfway and got married." She paused and continued, "I had many dreams, but I couldn't fulfill any. But I want you to fulfill all your dreams before death knocks at the door, sweetie."

She sighed and continued, "How I wished I could see you growing into a beautiful and successful lady! How I wished I could play with my grandchildren! I am weak, so I can't fight any longer. But you have to be stronger than me, Annie. You must fight against all the obstacles that come your way. And when that happens, I shall smile from above to know that I was successful in my life as a mother even if I couldn't succeed in other things! Promise me that you will not lose hope, Annie!" "I promise you, Mama!" The little girl cried as her arms got detached from her mother. "But you be brave! But you be...." The voice started lowering, and the woman started fading away.

Annie woke up with her heart pounding. She found herself back in her bed. She drank the glass of water beside her. After drinking a few sips, she sighed with relief upon realizing it was a dream. She looked at the starry sky and recalled how her mother died of cancer when she was six years old.

Those last words she heard in the dream were precisely what her mother whispered to her before her death. She turned back her head towards Tom. She tried to smile upon realizing how much he cared for her. She recalled how they were deeply in love before marriage, all the happy times they spent together after the wedding, and all the fun she had with her children. She pondered about the day before she knew about the disease she was suffering from. They were thrilled and excited that day as Stella was going to put her first step into school.

Various thoughts crossed her mind, like what their children would look like in their teen years, marriage, her grandchildren, and she and Tom as an old couple. Maybe she couldn't go back to her old career and won't be a star anymore. Yet, she wanted to fulfill the other dreams she had.

Story Of The Month

"No, Annie, you must not lose hope! You must live for the sake of your husband and kids! And most importantly, for the sake of the promise you made to your mother." She was murmuring all these to herself when Tom opened his eyes. He was surprised to see her speaking to herself in the middle of the night.

"Annie, are you okay?" He asked as he approached her. She looked at his concerned eyes. "No, Tom! I'm not okay, and I'm better than I had ever been!" she said with a smile he hadn't seen for months.

Annie opened her eyes when the rays of the Sun kissed her face. She sat upright and ran her eyes across the room. Tom wasn't there and probably had gone to bring their breakfast. She looked at the beautiful sunrise and admired the Sun, thinking, "The clouds always try to hide you. But you overcome them and shine brightly in the blue sky! I must be like you!" she said as the rays of hope reflected in her blue eyes. "Annie! I have got some great news!" Tom said as he rushed in.

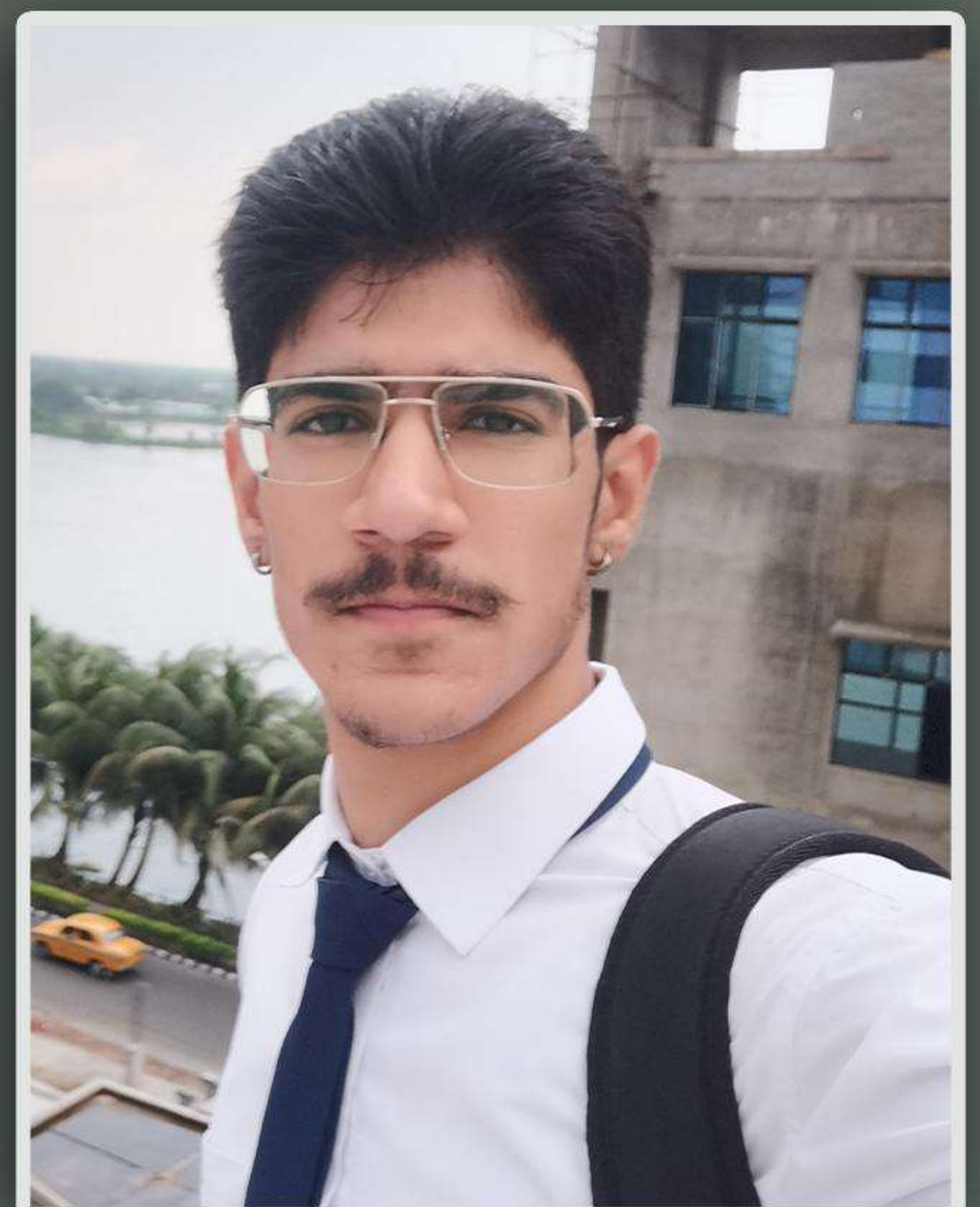
"Good morning, dear! What is it?" she said with a smile. He handed her the biopsy report and signaled her to read it. Annie couldn't believe what she had read. She looked at him and again at the report. "Tom, I am."

"Yes! You are out of danger, honey," he said as tears of happiness rolled down his cheeks. Annie was still in trauma, and the reports said she would recover soon as the cancer was detected at the first stage. Tom took her face in his hands and kissed her forehead.

"Isn't it a good morning?" he whispered. Annie looked into his eyes and then hugged him tightly. The fact that she could fulfill her remaining dreams reminded her of the promise of hope.

"Thank you so much, Mama! I won't let you down." She murmured with joy.

Avi Agnihotri



UPCOMING TOP BUSINESS
EVENTS IN THE WORLD

DATE AND PLACE	
Phoenix, AZ – (In-Person) July 18 - 21, 2022	IAVM VENUECONNECT
Paris, France- July 7 – 10, 2022	ICSB WORLD CONGRESS
Seattle, Washington July 6 – 8, 2022	MOZCON
1st July - 2nd July 2022, Dublin, Ireland	1305TH INTERNATIONAL CONFERENCE ON ACCOUNTING AND FINANCE (ICAF)
18th July 2022, Tiruchengode, Tamil Nadu, India	INTERNATIONAL CONFERENCE ON LAW, HUMAN RIGHTS AND CULTURAL STUDIES (ICLHRCS)
1st July- 2nd July 2022, Male, Maldives	INTERNATIONAL CONFERENCE ON HUMANITIES, SOCIAL SCIENCE AND BUSINESS MANAGEMENT (ICHSSBM)
22nd-23rd 2022,Dallas, United States Of America	INTERNATIONAL CONFERENCE ON LAW AND POLITICAL SCIENCE (ICLPS)
19th- 20th July 2022, Florence, Italy	1328TH INTERNATIONAL CONFERENCE ON ECONOMICS AND BUSINESS RESEARCH (ICEBR)
19th- 20th July 2022, Al Wakrah, Qatar	INTERNATIONAL CONFERENCE ON BUSINESS ANALYTICS AND OPERATIONS RESEARCH (ICBAOR)
19th- 20th July 2022, Kopavogur, Iceland	INTERNATIONAL CONFERENCE ON LEADERSHIP, ENTREPRENEURSHIP AND BUSINESS MANAGEMENT (ICLEBM)
30th July 2022, Gulbarga, Karnataka	INTERNATIONAL CONFERENCE ON BUSINESS MANAGEMENT AND SOCIAL INNOVATION (ICBMSI)
28th-29th July 2022 Mexico City, Mexico	1379TH INTERNATIONAL CONFERENCE ON ADVANCES IN BUSINESS MANAGEMENT AND INFORMATION TECHNOLOGY (ICABMIT)



A COMPLETE USEFUL GUIDE TO A GREAT PRESS RELEASE



In the modern world, various tools for PR and marketing are becoming more and more popular. One of these tools is a press release. It helps to attract the attention of the media so that the news you need is published on different platforms and shown to the right audience. If you decide to write a press release but don't know how it should be designed, check out the main rules below.

What is a press release?

A press release is an informational message for the media, which contains news, an official position on an issue, a response to a specific information occasion, or an announcement of some event. It has to meet such criteria as novelty, relevance, and informativity.

If you want the material to be published in the target media, the information must be exciting and structured, in which case the chances of success increase significantly.

Marketing:

What must be included in a press release?

Here are some essential rules you should follow creating a press release. Let's dive into them.

Attention-grabbing headline

Don't use a dull or uninformative headline because it's the main part of your press release and its calling card. The title should contain an informational occasion, brand name, or event covered in the text. Operate the essential facts without any distractions and exaggerations. Even if you're unsure about the headline, return to this point when you're done with the main text.

A strong first paragraph

Pay special attention to the first paragraph and make it as informative as possible because the reader's attention is scattered from paragraph to paragraph, so the introduction is essential. Adding more facts, figures, arguments, and quotes from experts will provide basic answers to all the questions.

How to distribute a press release by email?

Before sending your press release, choose the media and platforms that may be interested in this topic. They should fit your goal and budget. These include news agencies, television, radio stations, and print media.

Get contacts for outreach.

The main task is to find recipients for sending a press release. You can distribute it manually and through specialized services.

Having prepared a database of media and opinion leaders relevant to your specific work, look for media emails responsible for the topics you need rather than various general

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contacts. Then just try to send them only the content that meets their professional interests.

To do this, use the services for sending letters such as UniSender, Mailchimp, or GetResponse. They are often free and very convenient. Unique mailing platforms instantly distribute your press release to thousands of media, providing the opportunity to receive statistical reports on each mailing.

A strong first paragraph

Pay special attention to the first paragraph and make it as informative as possible because the reader's attention is scattered from paragraph to paragraph, so the introduction is essential. Adding more facts, figures, arguments, and quotes from experts will provide basic answers to all the questions.



Write a killer pitch.

The mailboxes and messengers of reporters and editors receive a lot of spam every day, so try to stand out from the general flow. Your press release should be sold and pitched.

The pitch letter is a kind of bait, a brief idea of a press release. In other words, this email is your message to the media, in which you must briefly state the essence of the press release and provide a link to its full version, as well as your contact information in case the journalist is interested in your news and wants to clarify the details of the publication.

Your pitch letter should be concise but sufficient to understand who you are and what you'd like to get. In the first paragraph, you can explain why you decided to write to this media. Write a few words about your business and give all the necessary links in the second one. Having done that, you can suggest the formats of cooperation that you see. Offering favorable conditions for publishing your press release would be a good idea.

Add a professional email signature.

A great way to highlight your pitch is by adding a professional email signature at the bottom of your email.

Email signature generators can help you create customized business cards with an eye-catching logo design and contact details. This way, your content will be more likely to get noticed.

When creating a signature, include your name, job title, brand name, phone number, a link to your website, and other essential information, depending on your business. Just take a look at these email signature examples. Use the one you like as it is or customize it to your needs and taste.

Conclusion

A press release is a business card of an organization and a reliable source of information for the media. It should look like a third-party testimonial that conveys information to interested parties. This article has covered the main points that will help you write and distribute a great press release. You need to give it both promotional and news value, keeping structure, relevance, and informativity in mind. Distributing it, pay special attention to a killer pitch. Add a professional email signature to your pitch email to make it more human and increase the chances of being noticed.

How Can You Make a Powerful Corporate Video for Your Business?

Video content has eclipsed conventional text and images. From corporate to personal life, everyone uses video content as the primary way to express their thoughts. Due to its popularity, businesses now invest in videos rather than text and images. This is why a professional corporate video can do wonders for a business that text and photos can't do.

A professional video has a massive impact on business. They are available in various forms, including customer testimonials, brand videos, instructional videos, investor presentations, and more.

Due to the effectiveness of the videos, many businesses include corporate videos in their brand promotion and deliver their message to their potential customers. Today, various companies look for ways to create content that can easily attract and inform the audience regarding the brand rather than sell them the products. This is why many business organizers today become storytellers, and they choose a video to tell their stories to the masses.

What is the requirement of a corporate video?

Corporate videos play a crucial role in business. They are being used to serve various purposes, including brand awareness, offering instruction and training, and advertising. Unlike traditional advertising, this is the most effective way to effectively deliver the corporate message to the audience.

Audiences like videos more than text and images. No one would like to go through a long text to know the facts about something. And instead, they prefer to watch videos on that topic. That does not mean text and images have entirely lost their previous charm, but they are not now popular as before. According to researchers, videos provide a complete 360-degree knowledge regarding the fact and let the viewers visualize the topic, which is impossible with plain text and images. Due to its effectiveness, marketers found a video the best way to deliver the message thoroughly.

1. Determine the purpose of the video

Before making the video, you should be clear about its purpose. This is the initial step, and it entirely influences the video-making procedure. Since you determine that you are going ahead with your corporate-making plan, make sure that each video-making step is nearing your goal. Whether the video is all about promoting a product, spreading brand awareness, or showcasing customer testimonials, they all should meet the parameters you set in its initial phase.



How to create compelling professional video?

Creating a perfect and professional video for a business institution can be challenging, and it requires proper planning, tools, expertise, and a skilled workforce. Since the video will represent the brand, it needs to look professional. Here are tips for making an effective and professional video.

Marketing:

2. Create a video that can appeal to the consumer's emotions

One thing is to keep in mind that a consumer gets motivated when he emotionally feels attached to the brand, which is possible through the videos. Marketers use this human psychology to sell their products. So, make videos that can emotionally connect with the consumers. Whether your consumer is potential customers, potential employees, or other people, try to connect with them emotionally. You can use free video makers to make the video with utmost perfection that can truly meet your needs.

Making videos highlighting the organization's features is informative, but they can't deliver insights regarding how the company works, its services, or its product. So, it is a recommendation to draw the audience's attention by highlighting the consumer's requirement and how you can fulfill it.

3. Make the script exciting and short

The maximum audience doesn't like to stick with any video for hours unless it is not attractive, and an exciting script can force them to stay with your video, so you need to focus on the script. Interesting scripting will do wonders by representing your message to a larger audience. Short videos have larger viewership, and it would be the right approach to make the videos shorter. Try to make the videos 2 to 3 minutes or slightly longer by creating them to pinpoint your video. Try not to include irrelevant information that could distract the viewers' focus from the main topic. In this way, it will be easy to make the videos much more engaging and meet the needs.

4. Make a perfect combination of audio and video

A video looks attractive when it gets the right audio and visual effects. When going for the video

production phase, ensure that it represents the right kind of information when the audio and the video get balanced perfectly.

Use a high-quality professional microphone to record your audio. If you are not familiar with the production, it would be best to hire any professional video production team who can make these things on your behalf. Apart from a high-quality microphone, it is a recommendation to use the proper camera so that you can perfectly capture the visuals. The visuals' quality is also enhanced using the appropriate color schemes. To improve the quality of the video, add transitions between the frames and can also include animations in between.

5. Use proper intro and Call to action

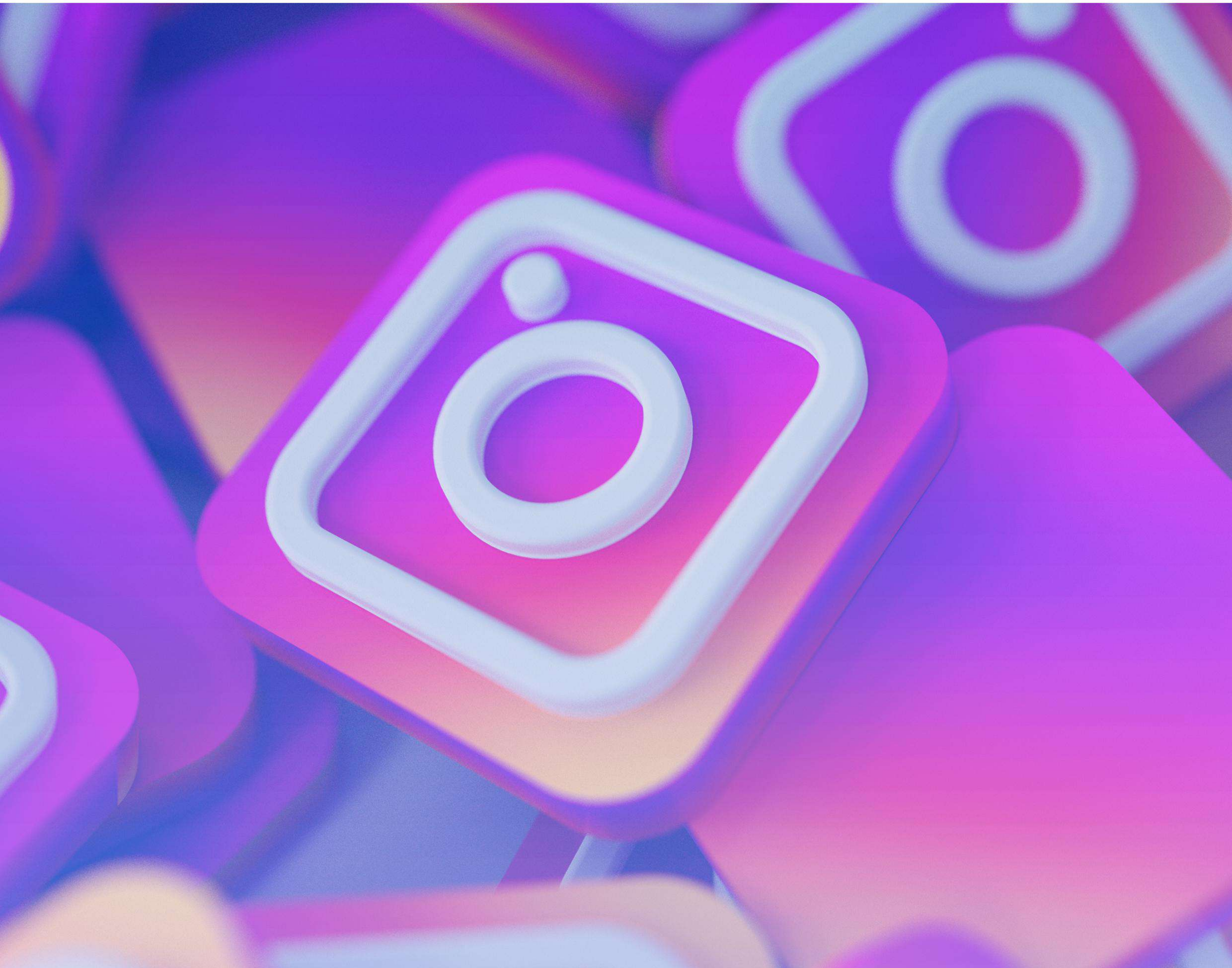
The introduction is crucial for a video because viewers get an overall impression by watching the opening in the first place. So, never skip inserting an introduction in your videos. Make the intro video 5 to 10 seconds, providing a quick snippet of the entire video. Like the introduction, your video also needs to have a solid conclusion part and never forget to use call-to-action in this conclusion. This call to action will inspire the viewers to visit your landing page, where they can make the purchase.



Summary

Corporate videos are the best way to reach a maximum audience within a short time. These types of videos mainly emphasize increasing brand awareness and boosting sales. So, if you follow these tips, it will be easy for you to make a powerful and engaging corporate video.

Quick Wins for Your Brand: What to Post on Instagram Stories



If you haven't incorporated Instagram Stories into your brand's marketing strategy, now is the ideal time to start. Not only do people watch brand Stories on Instagram, but they also use them to learn more about brands' products and personalities. The statistics don't lie. More than one-third of the most highly-viewed Instagram Stories are created by brands.

Even if you see the value of Instagram Stories, you might struggle to put them to use for your brand. How do you use stories in a way that helps your brand stand out and showcases your products?

Besides knowing the basic Instagram Story specs for high-quality content, there are several ways to increase your engagement. The following ideas can help you get started:

Marketing:

Customer testimonials

Customer testimonials have always been a powerful marketing tool. They add a sense of credibility that can't be found in other types of marketing content. Instagram Stories are a perfect place to share these. You can reproduce positive reviews that customers have posted or recruit satisfied clients to share video testimonials.

Invest in paid promotions

There are several ways to use Instagram video advertising to promote your products, drive traffic to your product pages, and increase sales. One of the most effective is sharing your ads via IG Stories. In addition to using videos, you can also choose image ads and carousels.



Share important announcements

Are you planning to launch a new product line, open a new store, or engage in a community service initiative? That's the kind of news you want to share with your followers, and you can do that using Instagram Stories.

Promote other content

You can produce exceptionally relevant content, but nobody benefits from that if they can't find it. Many brands use stories to promote blog posts, videos, articles, and other content. You simply offer a bit of a teaser with a great value proposition. Then, prompt followers to swipe up to check out the original content.



Marketing:

Offer tips and best practices

Like any other social media content, your Instagram Stories should achieve a balance between content that is promotional and content that educates or entertains. You can achieve this through your Instagram Stories by sharing short snippets of content containing product tips, troubleshooting advice, and other best practices.

Your followers will learn things that will increase their success and satisfaction with your products, and you will build trust and thought leadership.

Highlight a special deal

Does your business run short-term sales such as daily and weekly specials? If so, your IG Stories are the perfect platform for announcing these. Because stories expire after a short period of time, you create a sense of urgency that could motivate your followers to answer your call to action.

Quote of the Month



Gary Daynerchuk

Ask followers questions

Instagram Story polls are an interactive feature that allows you to collect feedback from your followers. You can use polls to learn more about customer preferences, create engagement, and gather opinions on new products.

Share a personal story

High-funnel content is used to increase brand familiarity, connect with potential customers, and share your company's values with your audience. Many brands do this by sharing meaningful stories. For example, you could share an inspirational story of one of your team members putting your core values into practice.

Show influencer content

Instagram Stories and influencer marketing are a perfect pair. Once you find the right influencer partnership, your options are nearly limitless. Here are just a few influencer story ideas:

Social media takeover

Tease an upcoming video

Share a brief product demonstration

Answer a customer question

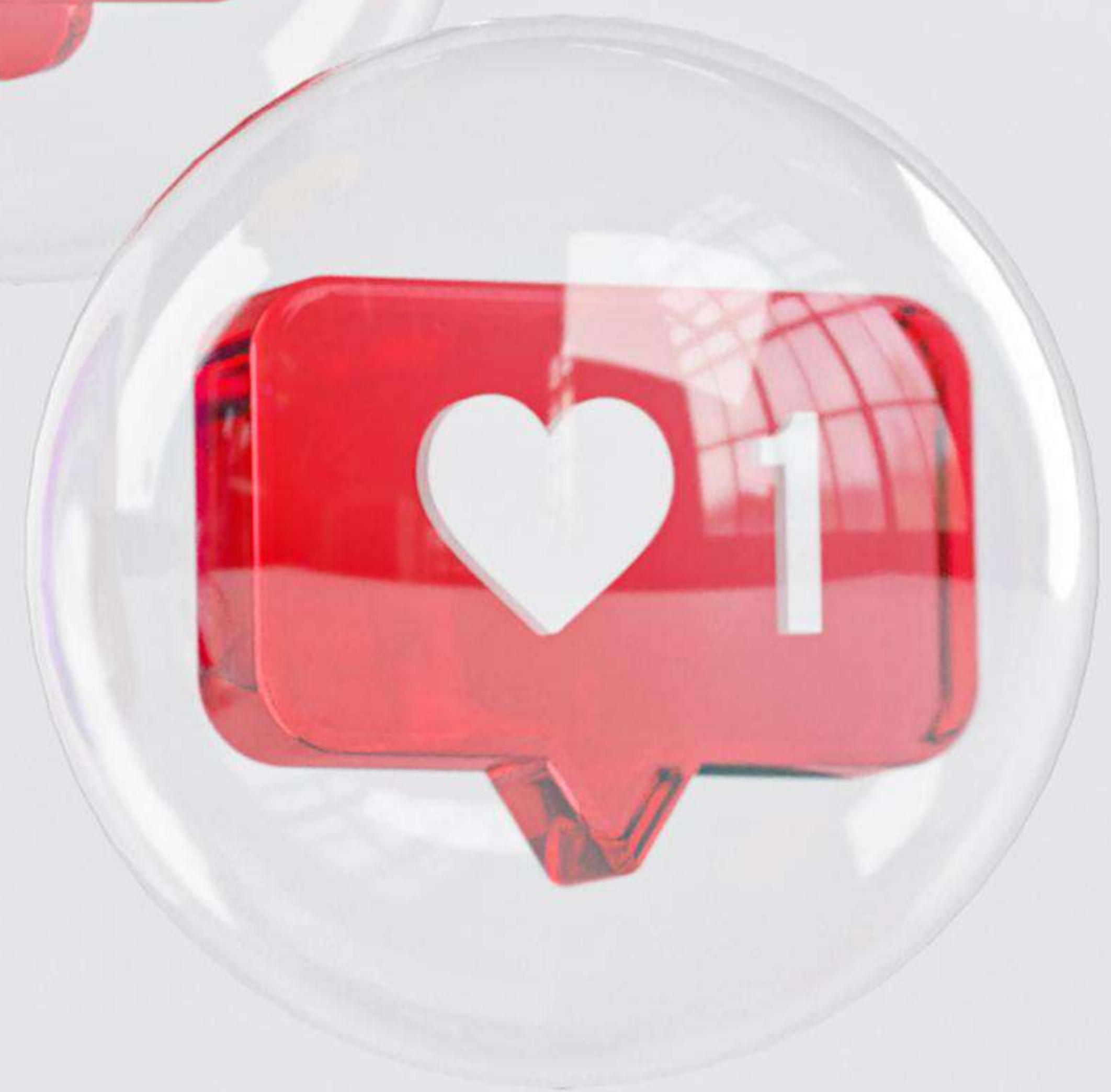
Show an inspirational video from a micro-influencer

Highlight the happenings at a live event

Remember that people love to have exclusive access. Have your influencer give your target audi-

-ence a "behind the scenes" view of your company, one of your products, or an event.





What makes Instagram stories so effective

Instagram Stories truly hit the mark when it comes to social media marketing. When used correctly, IG Stories will reach people at every stage of the customer journey.

Additionally, IG Stories are visually compelling, impactful, and have high engagement rates. They are an excellent tool for getting your most relevant content in front of your audience in a timely manner.

You can get started with IG stories without making a significant investment too. It's truly a low-risk way to add one more content format to your digital marketing mix. Getting started is as simple as creating or curating a post and sharing it to your Story.



Multi-Channel Sales Engagement: What It Is, How to Boost, and More

Multi-channel sales engagement refers to interacting with customers through more than one touchpoint before, during, and after a sale. This type of engagement allows for a more seamless customer experience and can result in increased sales and better customer retention rates.

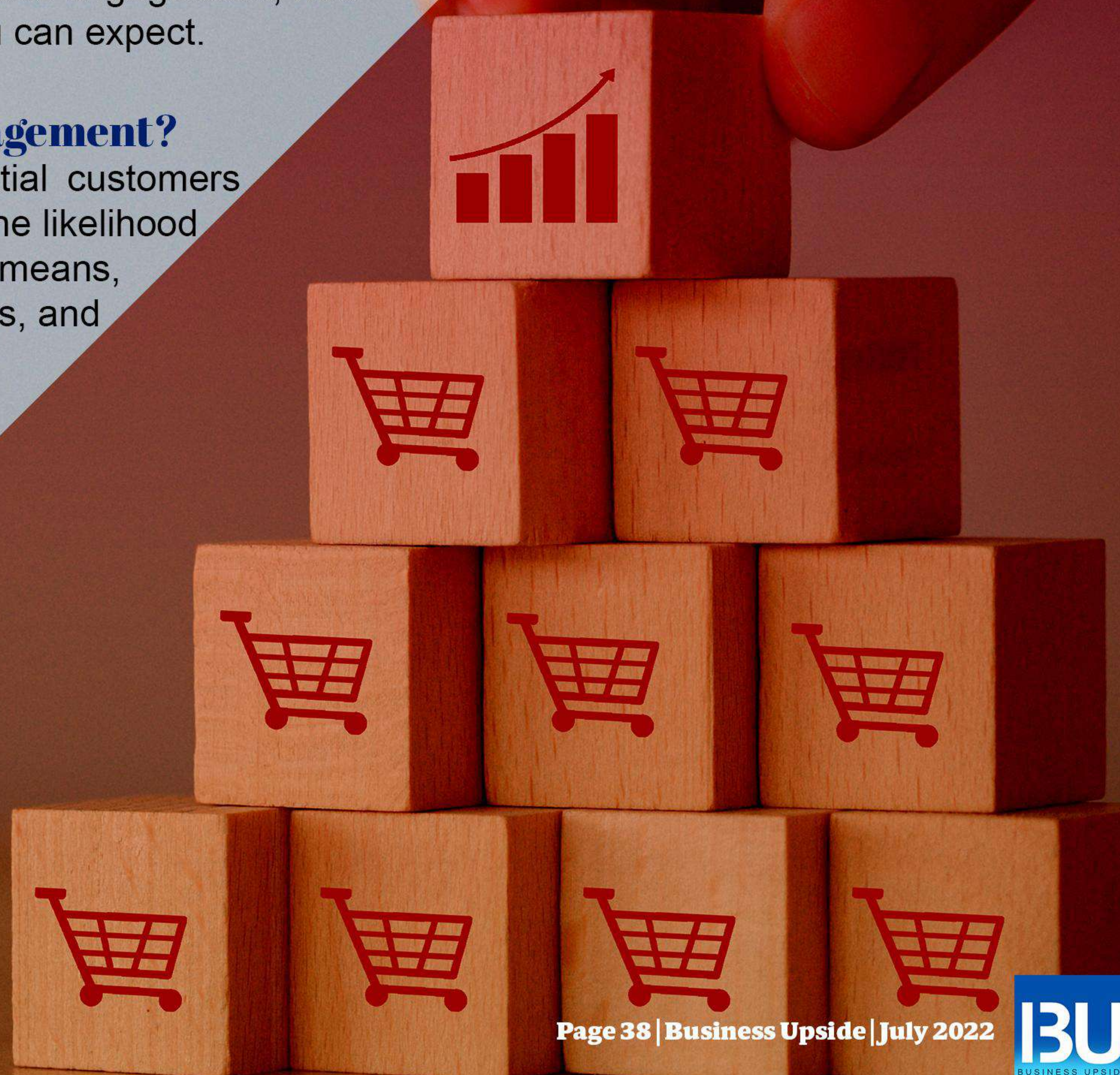
According to Wharton, 66 percent of online shoppers rely on more than one channel for purchases. Hence, brands need to create a consistent, positive experience across all channels – from the initial research to post-purchase support.

This article will discuss multi-channel sales engagement, how you can boost it, and some benefits you can expect.

What is multi-channel sales engagement?

Sales engagement is engaging potential customers through multiple channels to increase the likelihood of a sale. It can be done through many means, such as email, social media, phone calls, and in-person meetings.

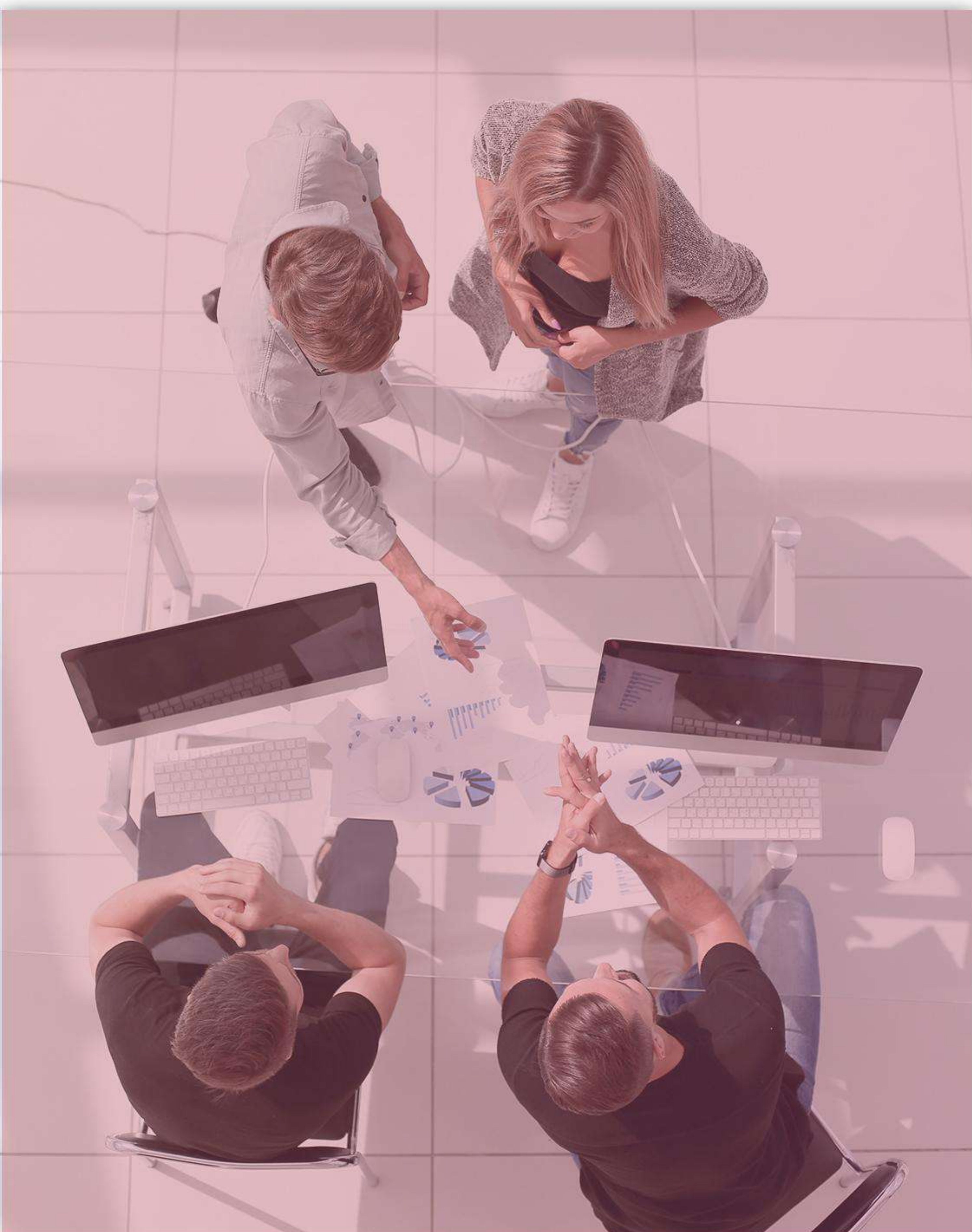
Multi-channel sales engagement is simply the act of using more than one channel to reach and engage potential customers. It could mean using email and social media or utilizing all four channels above.





How to boost your multi-channel sales engagement?

There are some key things you can do to boost your multi-channel sales engagement:



1) Segmentation

The first step is to segment your leads and customers into groups. It will allow you to send targeted content that resonates with each group. You can segment your leads and customers by:

- Demographic information (age, gender, location, etc.)
- Job title or function
- Company size
- Industry vertical
- Engagement level (active, inactive, etc.)
- Sales stage (prospect, customer, etc.)

Once you've segmented your leads and customers, you can start creating targeted content for each group. Some ideas for targeted content include:

- Lead magnets (e.g., eBooks, webinars, etc.)
- Educational content (e.g., blog posts, infographics, guides, etc.)
- Promotional offers (e.g., coupons, discounts, free shipping, etc.)
- Personalized emails
- Birthday or holiday greetings

Marketing:

2) Timing

The timing of the content is just as important as the content itself. For example, if you're sending an email campaign, you'll want to ensure it lands in your leads' and customers' inboxes when they're likely to check their email.

You can use Google Analytics and social media analytics to determine when your leads and customers are active online. Once you know when they're active, you can schedule your content accordingly. If you're automating your sales engagement, you can set up rules to send content at the right time.

You can set a rule to send an email 24 hours after a lead subscribes to your email list. Also, set rules for social media engagement. For example, you can post on LinkedIn every Monday, Wednesday, and Friday at noon.



Benefits of a multi channel sales engagement strategy

Several benefits come with using a multi-channel sales engagement strategy, such as:



1) Increased reach

When you use multiple channels to engage with your audience, you have a greater chance of reaching more people. It is especially beneficial if you're trying to get a large or global audience.

Reaching a larger audience can lead to:

- More sales
- Increased brand awareness
- Greater customer loyalty

3) Channels

The proper channels will depend on your target market, product, and business. A few factors to consider when determining the best sales engagement channels for your team include:

- Your buyer's journey stage
- Your product complexity
- The needs of your target market

Once you know who you're selling to and what they need, you can identify which channels will work best for your team. Some of the most common sales engagement channels include:

- Email
- Phone calls
- Webinars
- In-person meetings
- Social media outreach

2) Greater engagement

When you use multiple channels, you create more opportunities for engagement with your audience. Each channel provides a different way for customers to engage with your brand.

Some examples of customer engagement include:

- Asking questions
- Answering surveys
- Leaving comments
- Sharing content
- Purchasing products

By providing multiple channels, you give customers more chances to engage with your brand.

3) Better customer service

Another benefit of multi-channel sales engagement is better customer service.

When you have multiple channels, customers can reach out to you in the most convenient way.

Some customers prefer to call, while others would instead send an email. Multi-channel engagement allows customers to reach out to you with questions, comments, and concerns through any convenient medium.

— “ —

**Stopping advertising
to save money is like
stopping your watch
to save time.**

-Henry Ford

— ” —

Conclusion

Increasing sales and profits is the goal of any business, and the key to achieving this is customer engagement. To engage customers successfully, businesses need to understand their target market and what channels they use.

WHAT IS “THERMOPLASTIC POLYURETHANE” OR “TPU”? EXPLAINED IN DETAIL WITH ITS APPLICATION

IF SOMEONE IS SHOPPING FOR A SMARTPHONE CASE, THEIR CHOICES IN MATERIALS ARE OFTEN POLYCARBONATE, SILICONE, RIGID PLASTICS, AND THERMOPLASTIC POLYURETHANE (TPU). PEOPLE STILL WONDER WHAT IT IS TPU. SO, HERE IS A BREAK-DOWN OF TPU.

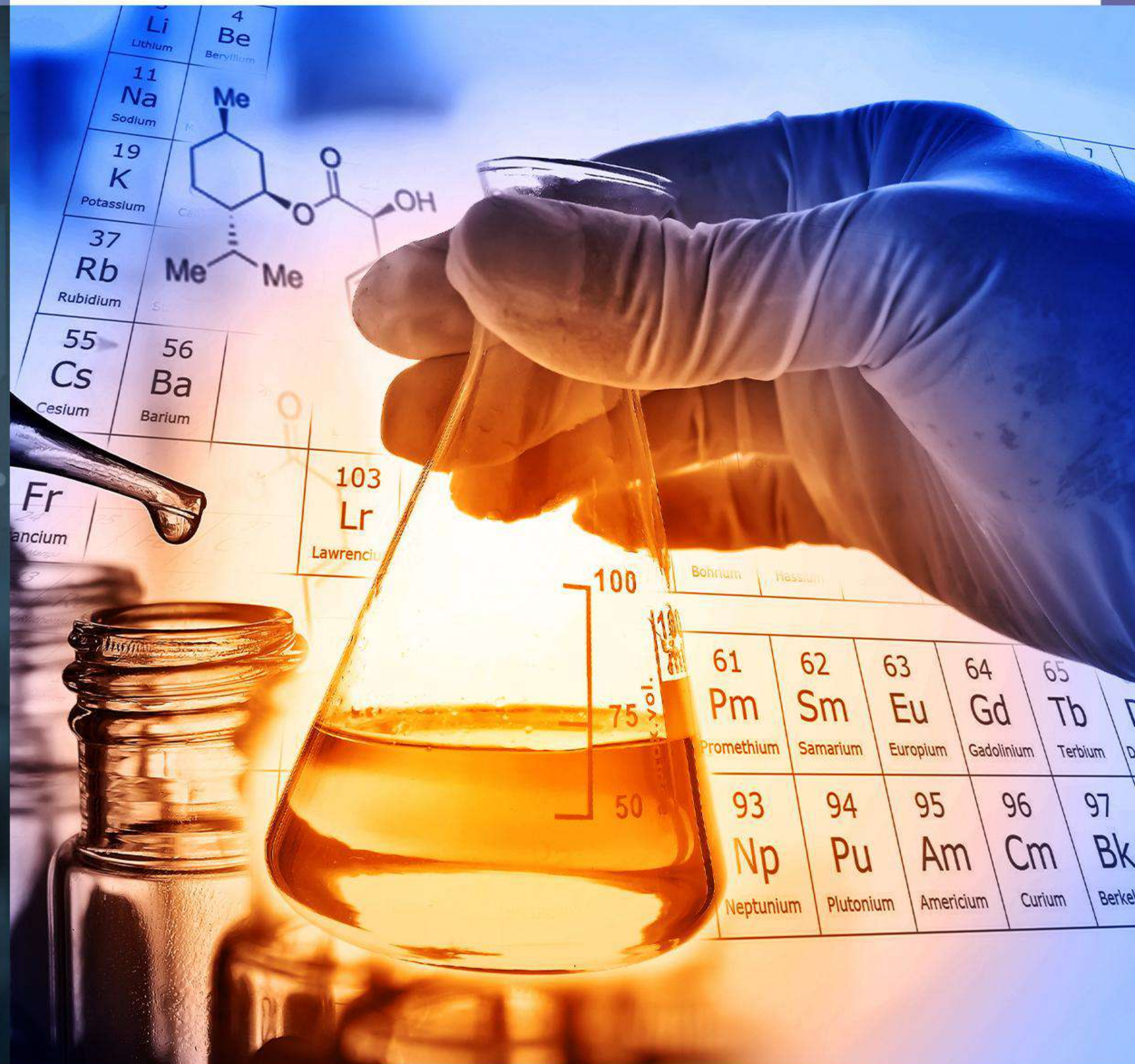
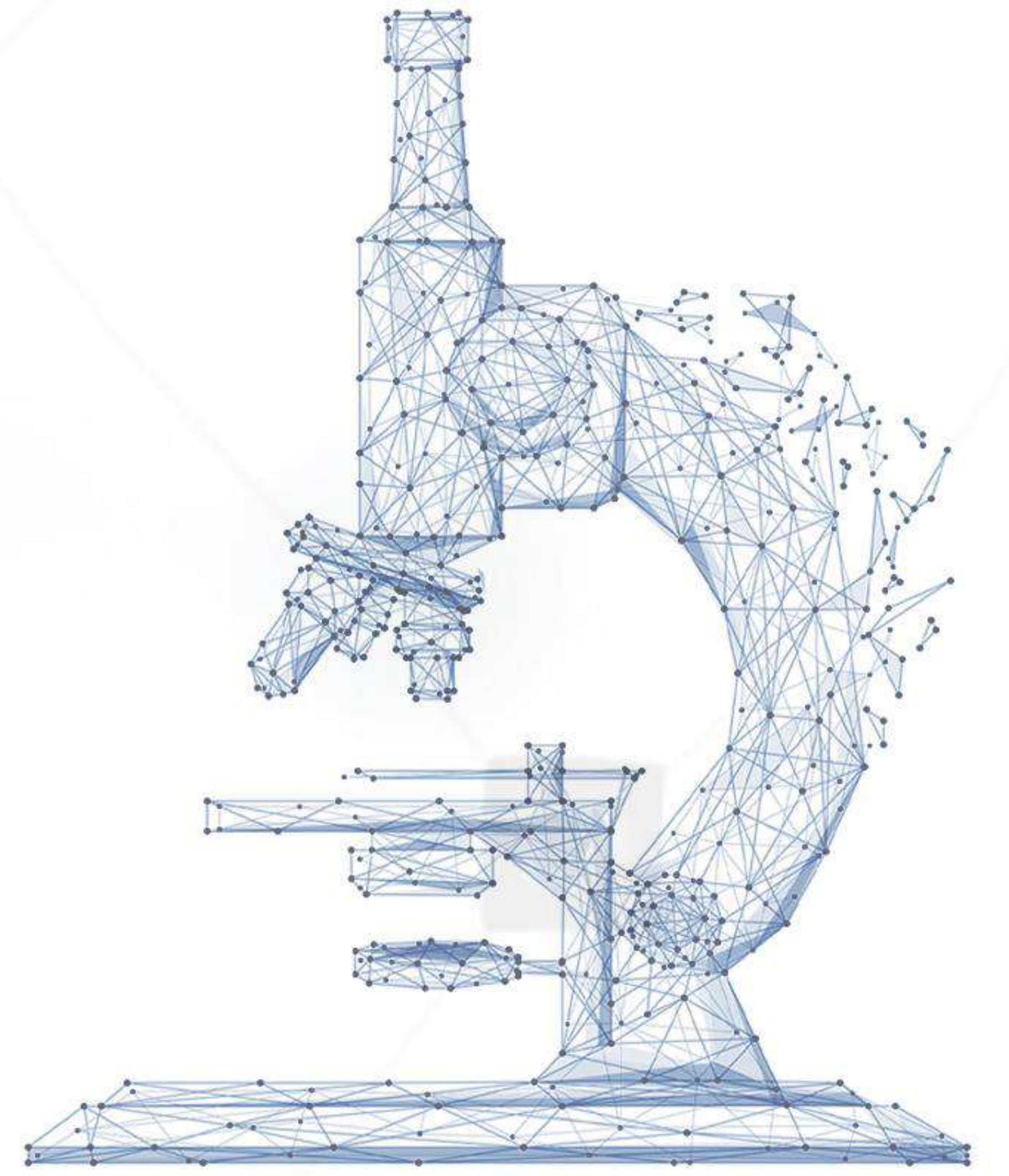
WHAT IS THERMOPLASTIC?

PLASTIC IS A SYNTHETIC SUBSTANCE COMPRISED OF POLYMERS. MONOMERS ARE COMBINED TO FORM POLYMERS, AND MONOMER MOLECULES JOIN TOGETHER IN LONG CHAINS TO BUILD MACROMOLECULES. PLASTIC REFERS TO A SOLID SUBSTANCE THAT MAY BE PERMANENTLY DISTORTED. MOLDING, EXTRUDING, AND EXERTING PRESSURE CAN RESHAPE PLASTICS.

THERMOPLASTICS ARE NAMED FOR THE WAY THEY REACT TO HEAT. AT SPECIFIC TEMPERATURES, THERMOPLASTICS BECOME PLASTIC, ALLOWING THEM TO BE SHAPED AS NEEDED. THE TEMPERATURES REQUIRED TO SOFTEN THERMOPLASTICS ARE SIGNIFICANTLY GREATER, AND A THERMOPLASTIC PRODUCT IS UNLIKELY TO LOSE ITS FORM DURING ROUTINE USAGE.

What is polyurethane?

Polyurethane (PU) is a group of organic polymers linked together by urethane linkages. In this context, “organic” refers to organic chemistry, which revolves around carbon molecules. Polyurethane is unique because it is not a specific chemical substance. Polyurethane is manufactured from a variety of monomers, and this is why it is classified as a “class” of polymers. Because different materials may be used to manufacture PU, different PUs have varied qualities. Most polyurethane is used to make foam, such as kitchen sponges.



What is tpu (Thermoplastic PolyUrethane)?

TPU is a thermoplastic elastomer with unique qualities that provide improved performance and processing flexibility. thermoplastic polyurethane is processed using injection, extrusion, blow, and compression molding machines. TPU is an excellent polymer for various applications, including wire and cable, footwear, compounding, film and sheet, adhesives, and custom molded components.

TPU is a particular sort of material that combines rubber and plastic. The ability to alter the hardness of tpu is the key to its adaptability. TPU may be as flexible as rubber or as stiff as plastic. TPU has a similar appearance and feels to leather. It can be clear or colored and smooth or grippy to the touch

Reasons why tpu is excellent for device protection:

TPU can be created from several materials, but its products are typically transparent, flexible, and lightweight. TPU may be pretty thin while still being extremely strong. The tpu material is a suitable choice for protective cases because of its elasticity and strength. It won't rip, fracture, or shatter when subjected to the pressures that a dropped device is likely to encounter. TPU's resistance to oils and liquids is another advantage. As a result, it will not be stained by natural oil or sweat.

Conclusion:

TPU has so many uses. The tpu is used to make car dashboard panels, hoses, power tool casings, cable sleeves, tubes, shoes, etc. It's also an excellent material for a smartphone cover, but current smartphones are already constructed of superior materials like polycarbonate and Gorilla Glass. polyurethane tpu cases and may go caseless.

SPACE MISSIONS ARE GOING BEYOND THE REALMS OF SCIENTIFIC EXPLORATION

Man's deep desire to unravel the solar system's mysteries to understand better the universe has resulted in various nations launching space missions since the 1950s. Exploring space using crewed and robotic spacecraft has been the norm for many years. NASA (National Aeronautics and Space Administration) of the US started its operations on October 1, 1958, and subsequently launched numerous missions in space by sending machines, animals, and humans to gather the information that could help in increasing knowledge of the cosmos for human benefit. Space exploration has always captured the imagination of the masses curious to know about the asteroids and other planets that exist beyond the Earth's atmosphere.

GOVERNMENT-SPONSORED SPACE MISSIONS

Although the excitement about space exploration was palpable among people from all walks of life, the high costs of launching space expeditions left the task to the national governments of many countries. Government space programs, often labeled as 'mission space,' have enhanced knowledge while serving as indicators of national power and prestige, enhanced military strength and national security, and provided ample benefit to the public.

Private space travel

During the 21st century, entrepreneurs came forward to explore the various commercial potential of space that ushered in a new era of private space travel through Elon Musk's company SpaceX, Jeff Bezos' Blue Origin, and Richard Branson's Virgin Galactic. Private space travel is only about taking a flight to space for recreation by the public without any intention of space exploration as done by the government space agencies. Today, anyone can become an astronaut, which till now was a privilege for the technical and scientific community.

Current space programs

Missions Mars – Mars, the Red Planet, is the hottest destination for the latest space missions, with US and China sending uncrewed spacecraft to the planet. NASA keeps up its activities in Mars exploration with the Perseverance Rover, gathering Martian samples for ultimate analysis of Earth and launching the test flight of Ingenuity, the first Mars helicopter. China's Tianwen-1 mission will be the country's first mission to Mars, and the Hope Orbiter of the United Arab Emirates' maiden Mars venture is already on.

NASA's Lucy – NASA's Lucy mission is the first space program to study the Trojans, the asteroids linked to Jupiter, which scientists believe to be remnants of the primordial material behind the outer planets.

Upcoming space programs

Private astronauts fly to space – Axiom Space, a private space company, has recently launched Axiom-1 by sending a team of 4 astronauts to the ISS (International Space Station) on April 8, 2022, from the Kennedy Space Center in Florida. The spacecraft Crew Dragon Endeavor carrying the crew will be in space for ten days, including two days of travel time.

NASA's moon missions— A unique program among NASA's upcoming space missions is the launch of the 101-meter tall SLS mega-rocket that will carry the Orion spacecraft on the top. The likely launch date will be some time at the end of April as the SLS is currently undergoing final tests before commencing the Artemis I moon mission.

Space missions have become a top agenda for most countries that have the strength to launch and sustain space programs.

**The science
of today is the
technology of
tomorrow.**

-Edward Teller



The Best **CARS** to Buy in 2022: From the Best SUVs to the Best Electric Vehicles



There are plenty of new automobiles available. Customers may select just about any vehicle from the best cars of 2022 list below that meets their specific automobile demands, whether they want plenty of luggage room, tight handling, or even a dazzling paint job. Fuel economy and affordability are always in style, especially now, as pandemic-related supply chain delays have driven the price north for new and used automobiles.

The best cars for your consideration:

The best 2022 cars to buy are listed below.

Best full-size truck: Ford F-150

Spending luxury vehicle money on a pickup truck may sound absurd, but it seems almost rational after spending some time in a royal Ford F-150. The F-150 is jam-packed with innovative features that make it the best car to buy when paired with its excellent natural capabilities.

Best small SUV: Hyundai Tucson Hybrid

The Tucson Hybrid is an excellent small crossover; it's spacious, efficient, and carries the family from point A to point B comfortably and safely. But, unlike most of its competitors, it accomplishes these goals while also being attractive, feeling like a high-end product, and truly enjoyable to drive.

Best midsize SUV: Kia Telluride

Telluride provides high-end facilities at a reasonable price, and it's more polished than most competitors in the price category, including well-known budget brands. The Telluride should be on your list of best cars to buy unless you have a large sum of money to spend on a Lincoln Navigator.

Best small car: Honda Civic

This all-new Civic is worthy of your attention. The Civic has superb handling, great value, a sleek interior, and not one but two manual gearbox options.

Best midsize car: Honda Accord

The Accord no longer comes with a handbook; however, you may still have luxury automobile performance and refinement at a low price. There's a reason the Honda Accord has appeared on the Car and Driver 10 Best list 36 times.

Best mainstream electric car: Kia EV6

Kia might have started with a standard crossover EV. Instead, they took a chance with the EV6. It has an aggressive and sporting appearance, and it offers outstanding and enjoyable driving qualities to match.

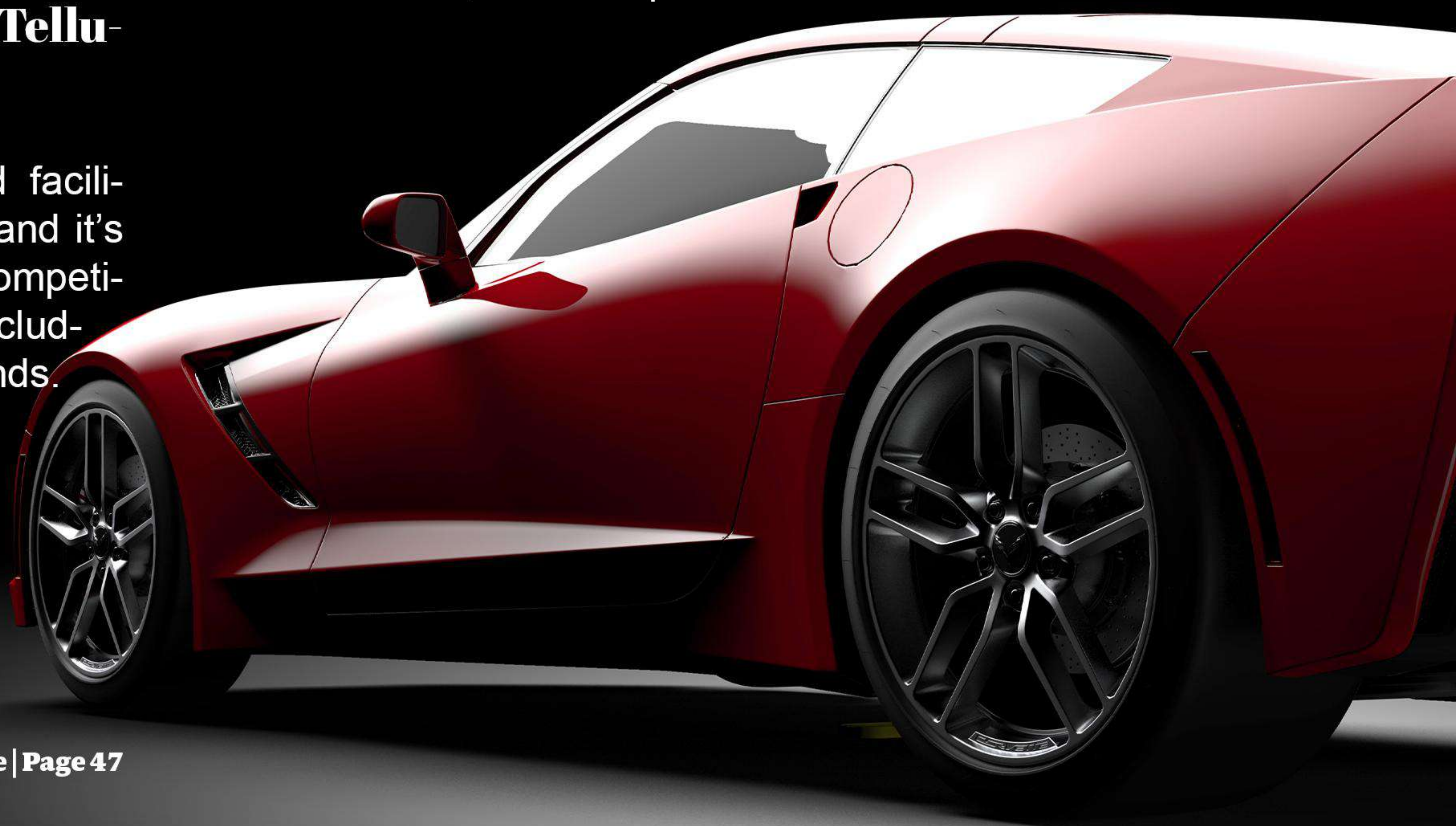
Best luxury electric car: Mercedes-Benz EQS

The Mercedes EQS isn't a sports

sedan by any means. And however, it rides with firmness and comfort that most premium cars can only aspire to. Engineers at Bentley and Rolls-Royce would gladly praise the Mercedes EQS because of the 108-kWh battery box at the chassis base.

Final thoughts on the best cars of 2022:

What are the best new cars to purchase? It depends on what you're looking for. Some automobiles are cost-effective, others strive for perfection, while others focus on a single topic. Whether it's a trusted brand or a sleek newcomer, the finest automobiles go above and beyond.



How to Make Sure Your Business's Website Is Secure?

Now that many businesses are embracing the online world, cybercrime is on the rise, making website security is more important now. But if you're not tech-savvy, it can be hard to make changes. Luckily, it's easy enough to keep your business and customers safe from hackers. Here are some tips to get you started:

Safer payments

One of the best ways to keep customer card details safe is using a merchant services provider. These businesses act as the middleman between your shop and the bank, allowing customers to pay for your products and services quickly and easily. Their details will be encrypted and won't be stored on your website, making it less likely that hackers can get their hands on them. You'll also benefit from state-of-the-art fraud protection, helping you avoid sticky situations.

Use strong passwords

A weak admin password can allow hackers to infiltrate your website and access sensitive data. You should never use the same password in two places, and you should never choose a single word from the dictionary as your password. Instead, string several words together that don't make sense and make sure you use numbers and special characters. If you find it hard to remember passwords, use a password manager that will remember for you. All you will need to keep track of is your master password.

Invest in an SSL certificate

Customers are very wary of websites that don't have an SSL certificate, so investing in one can increase sales, as more people will trust that your site is legitimate. Many web hosts include SSL certificates in their hosting packages and will only cost a little extra each month. You'll know if your website has one if there's a little padlock next to your web address in the search bar, which is how your customers will be able to tell as well.

Update your software

Having out-of-date software on your computer and associated with your business's website can make you vulnerable to cyberattacks. Each software update usually contains new security measures that help keep your data safe. Most organizations are constantly developing new ways to combat the ways hackers are attacking their clients, so even if a software update seems inconvenient, make sure you take the time to install it.



Choose a reliable host.

One of the ways hackers can attack your business is through a DDOS attack, which essentially means your site will be down until you resolve the issue. This means customers won't be able to access your products or services, and you could lose valuable business. Choosing a web host with a high percentage of uptime can help you combat issues like this. Always read a host's security features carefully and explore different packages before choosing a cheap one without security features.

If you can follow the above-mentioned tips, then you will easily be able to ensure the safety and security of your business website.

DETAILS ABOUT THE TOP 5 MOST EXPENSIVE DIAMONDS IN THE WORLD RIGHT NOW

Diamonds have an image of purity and light. They are given as a pledge of love and worn as a symbol of commitment.

— Peter Singer

Diamonds are pricey in general, but the most expensive diamond in the world takes things to another level. So, what is the most expensive diamond? These are the five in the world right now.

KOH-I-NOOR

This is the best diamond in the world. It is the world's most renowned priceless diamond, and its name means "Mountain of Light." It was originally a 793-carat diamond that had been cut and polished into a 105.6-carat gem over the ages.

The diamond is supposed to have been mined in India's Golconda area. It later fell into the hands of the Mughals. Sikh monarch Maharaja Ranjit Singh then acquired the diamond in 1813 before finally falling into the hands of the British. Since the nineteenth century, the diamond has been in the British royal family's possession.

THE CULLINAN

The Cullinan diamond, discovered in South Africa in 1905, was the world's biggest rough diamond, weighing 3,106 carats. However, it is currently a collection of 105 diamonds of various cuts and weights.

The Cullinan, one of the world's most expensive diamonds, was named after Thomas Cullinan, the mine's chairman. The stone's current market value is estimated to be \$400 million.

The diamond is cut into nine enormous pieces, totaling roughly 1,055 carats and smaller cuts. Cullinan I, the largest clear-cut diamond globally, measures 530.20 carats.

THE HOPE

A 112-carat diamond was acquired by a French adventurer named Jean Baptiste Tavernier, and it became known as the Hope. It is said to have been discovered in the same Golconda mine that produced the Koh-i-Noor.

King Louis XIV purchased it from Tavernier. It was dubbed

the “Blue Diamond of the Crown” over the years. The diamond, however, was lost in 1792 and discovered in 1812 in London. The diamond arrived at the Smithsonian Institution in 1958 after passing through various hands. The diamond is 45 carats in weight but is valued at USD 200–350 million.

DE BEERS CENTENARY

Although the De Beers Centenary Diamond was discovered in South Africa’s Premier Mine in 1986, its presence was only revealed two years later in Kimberley for De Beers’ 100th anniversary.

It was one of the best diamonds in the world and the biggest top-color diamond ever discovered, at 599 carats. The Centenary was then cut into a heart-shaped stone with 247 flawlessly matched facets weighing 273.85 carats. The Centenary has never been valued, but it was insured at \$100 million before being shown in 1991.

CTF PINK STAR DIAMOND

The internally perfect stone is the world’s biggest vibrant pink diamond, with an oval shape. De Beers mined it in Africa in 1999. At the time, the stone weighed 132.5 carats. The Steinmetz Group’s professionals worked on it for nearly two years, cutting and polishing it into a 59.60carat diamond.

The Pink Star was sold for USD 71.2 million to Chow Tai Fook, a Hong Kong-based jewelry manufacturer, during an auction in April 2017.

FINAL THOUGHTS ON THE MOST EXPENSIVE DIAMOND IN THE WORLD:

The internally perfect stone is the world’s biggest vibrant pink diamond, with an oval shape. De Beers mined it in Africa in 1999. At the time, the stone weighed 132.5 carats. The Steinmetz Group’s professionals worked on it for nearly two years, cutting and polishing it into a 59.60-carat diamond.

3 BEST REASONS WHY YOU SHOULD NOT DISREGARD THE SMALLEST DETAILS OF A BEDROOM

When it comes to the rooms of a home, your bedroom should be your sanctuary. Not only is the bedroom the place where you sleep and re-charge for the next day, but it should also be a place where you can retreat from the world when you are feeling stressed, overwhelmed, or need a break.

For that reason, the design of your bedroom matters. The decor pieces you pick can shape the aesthetic and overall vibe of the room. They can make it a calming and refreshing space, or they can make it one that feels energizing to you. The way you lay out the pieces of the bedroom can influence the flow and result in a space that either feels more expansive or adds more cramped corners for you to maneuver. If you want to know why it's so important to pay attention to every detail of your bedroom design — from your curtains to your bed frame dimension, read on. We'll explain to you why every small detail of the bedroom matters, which aspects of your home decor you can overlook, and which you should pay attention to. frame dimension, read on. We'll explain to you why every small detail of the bedroom matters, which aspects of your home decor you can overlook, and which you should pay attention to.

BEDROOM DETAILS CAN INFLUENCE HOW CALM YOU FEEL

Your bedroom is supposed to be the place where you get to escape and wind down every night. It's also the place that sets your mood and tone for the day because it's the first place you spend time when you wake up. Because the bedroom sets the mood for the day ahead and helps you unwind at the end of every long day, you should not overlook any detail of your bedroom's design or decor — from the color of your walls to the mattress dimensions. This is because, whether you realize it or not, each detail affects how you feel psychologically when you're in the space. Research has shown that the colors within a bedroom can set the bedroom's tone, vibe, and energy. When your bedroom is filled with bright, energizing colors like

bright red or neon yellow, it can energize the space and make it hard for you to feel relaxed and at peace when you are spending time there. Alternatively, if you choose calming tones like beiges and greys, your body and mind will automatically feel calmer and more at peace.

“

**EVERY CHILD'S BEDROOM
IS AS IMPORTANT AS
A TELESCOPE ORBITING
THE PLANET EARTH
OR A PHILOSOPHER'S STUDY.**

--Jerry Spinelli

Bedroom Details

Can Impact How You Sleep

Not only should your bedroom be a place where you feel rested, but it should also be a place where you can actually fall asleep easily — and stay asleep through the night. Sleep is incredibly important when it comes to the health of your body, your mind, and even your mood. For that reason, the actual details of the bed you choose matter.

Pick a bed size that is big enough for you and your partner if you share the bed with someone else (include your pets, too, when deciding if you let them share the bed!) Make sure you choose a big enough bed to give everyone their space. The size

of a bed and mattress matters, as does the firmness of the mattress. Mattresses range from soft to firm. If you share a mattress and like a softer mattress while your partner likes a firm one, consider a solution that works for both of you, like a medium-firm mattress.

Bedroom Details Can Reflect Your Personality

Likely, you share the entire home you live in with other people, whether they're roommates or loved ones. However,

er, your bedroom is the spot within the home that should reflect your personality. It may be the only room in the home where you can genuinely let your inner self be reflected in the decor around you. That's why the decor details of your bedroom actually matter.

Don't let the bedroom become a storage space for stuff that doesn't fit in other rooms of the home, and don't leave decorating your bedroom for last and design all the other public spaces in the house first. Instead, focus on creating a room where every detail shows who you are and makes you feel like you've entered a space that was made for you. Choose what books will show on the bookshelf. Pick wall art that inspires or reminds you of places you love. Choose pictures to display of people you love. Pick bedding, decor pieces, and accessories like throw



LIFESTYLE

pillows that all match your taste.

By paying attention to every detail of a bedroom's decor, you can be sure your bedroom is a place that feels safe and special for you. And, in turn, you can know that you have a spot in the world that will always feel like coming home.

Make Your Bedroom a Space Just for You



As outlined above, every detail of a bedroom matter because each adds up to create the space that is meant to be safe, rejuvenating, comfortable, beautiful — and ultimately, just for you. If you spend some time focusing on details while you're setting up the layout and decor of your bedroom, you can create a space that is your retreat from the world. That way, when you retreat to your bedroom to recharge, you can always feel rested and ready to tackle whatever the day has in store for you next..

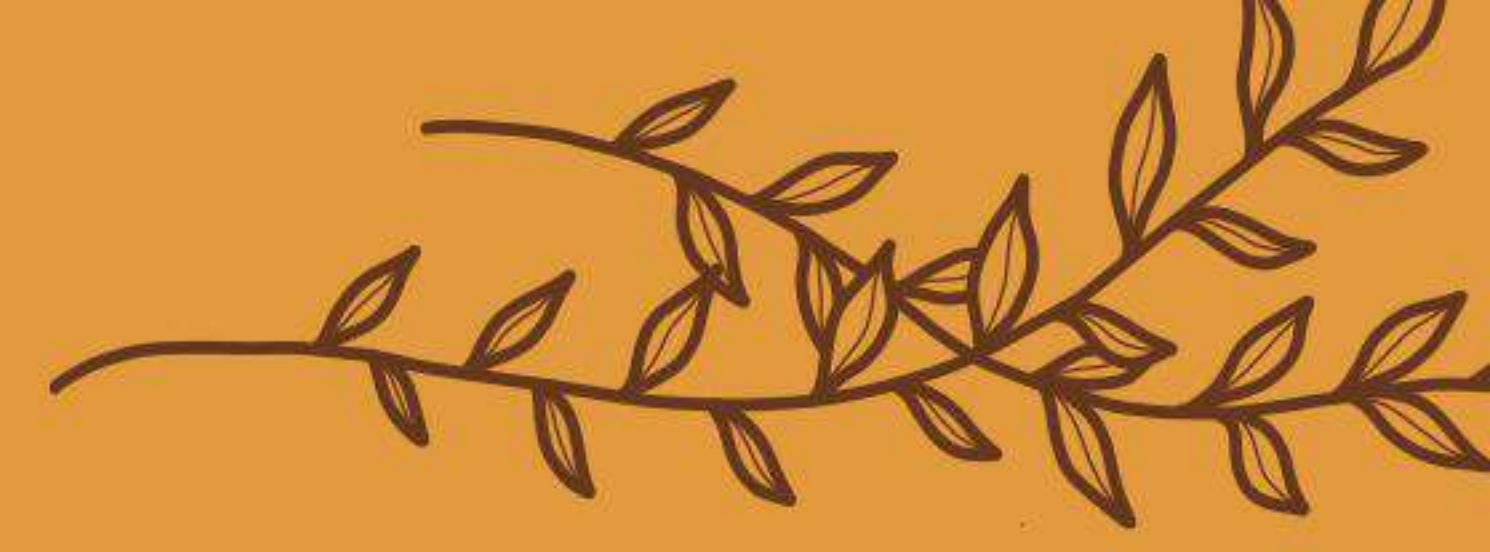
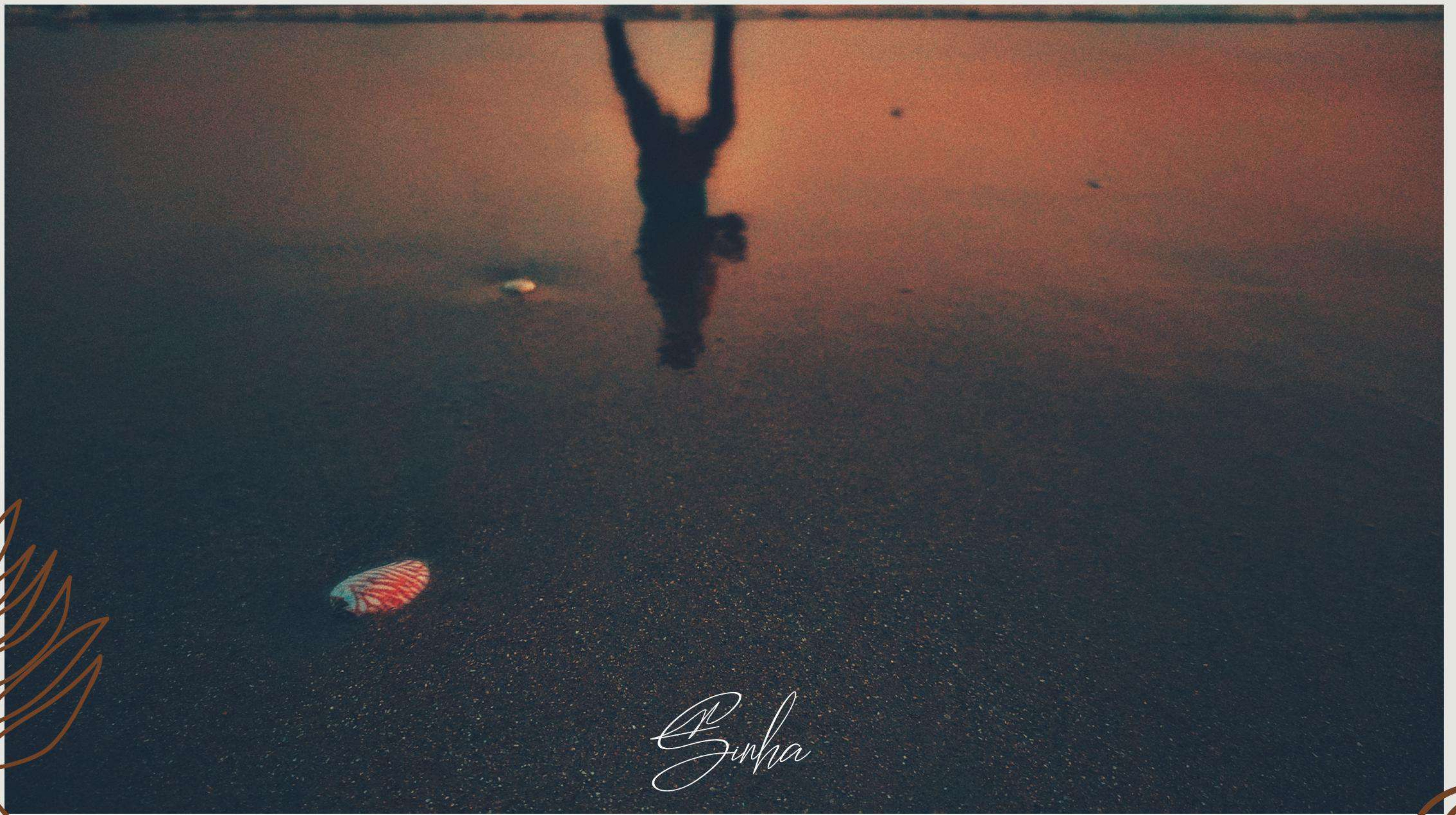


Photo of the Month



Shadow, Sea-shell, Sunset, and Sea

–Sahali Sinha

48 Megapixel

Aperture 5.6

ISO 800

Shutter Speed 50

Camera Redmi Note 7s



TOP 10 PLACES TO VISIT IN THE WORLD IN 2022



For artists and romantics for the curious and the wild at heart, step into the world of travel insight and destination inspiration and revel in the experience. Today we will unveil the ten most beautiful places on earth. [Click here for the video](#)

1. Norway: Norway is one of the most beautiful destinations. Norway is a Scandinavian country encompassing vast mountains and glaciers. Traveling in early summer is recommended as the days are long and warm while the nights are cool and short. If you go further north, you can experience the Midnight sun at 12:30 in the morning.

2. Nepal: Nepal, now nicknamed the roof of the world Nepal, is home to eight mountains over 8,000 meters high, including the world's tallest peak Mount Everest. If you do visit Nepal, you're probably flying to the capital city of Kathmandu. It's a bustling place surrounded by the Himalayan Mountains, famous for its temples and monasteries.

3. Milford Sound of New Zealand: Milford Sound in New Zealand is a high-mountainous fjord that soars up to 1692 meters glimpse a fantasy Hollywood movie come to reality explorers may check out this paradise via bus tours or if you can afford it, a helicopter.

4. Maldives: If you want to get lost at sea in the best way possible, you must head to the Maldives. It is a tropical nation in the Indian Ocean comprised of 26 ring-shaped atolls made up of more than 1 000 coral islands. It's known for its beaches, blue lagoons, and extensive reefs. Now when you go to the Maldives, you have two options. First, you pay a lot of money and stay in a luxurious hotel or resort, and second, you travel with some friends and hire a surf boat and just island hop.

5. Japan: Japan, also known as the land of the rising sun, is one of the places with the snow-covered island of Sapporo to the Japanese Alps. This island country has so much to offer when you get to Japan. You should visit Tokyo. It's the largest city globally, with over a 37million. Now from Tokyo, you can venture about an hour and a half, and outside the city, you can visit Mount Fuji. This active volcano is the tallest peak in Japan, at 12388 feet. It's a perfect cone shape and acts as a sacred symbol for the country.

NORWAY





JAPAN



6. Kashmir in India: It is called heaven on earth. On the one hand, there is Nigi Lake and opposite that there are beautiful mountains. While visiting Kashmir, you cannot miss the famous tourist spot - Dal Lake and Srinagar to feel the peace and tranquillity.

7. Positano: It is a surreal experience to visit one of the most well-known towns on the Amalfi coast, that is Positano, and when you see this place in real life, you won't believe it. It's hard to believe. The backdrop of the mountains filled with colorful villas against the Mediterranean Sea filled with boats and yachts.

8. Senja: It is located in north Lil Foton, and it is home to one of the most impressive sea mountains. If you come in the fall after September, you might get lucky and see the Aurora Borealis.

9. Azores: A peculiar place on the Azores is the islet of Vila Franca, a tiny triangle-shaped island with almost a perfect circle in the middle. You can take a turbo out there, or if you're brave enough, you can kayak to this crater island and swim that little circle. The Azores sure is a little piece of heaven in the middle of the Atlantic Ocean.

10. Hawaii: Hawaii is an isolated volcanic island chain in the central Pacific Ocean. The islands are renowned for the rugged landscapes of cliffs and waterfalls and are genuinely one of the most incredible places you have ever traveled to. Once, you should drive up to the summit of Haleakala on Maui and watch the sunset from 10,000 feet above Maui, watching the sun go down.

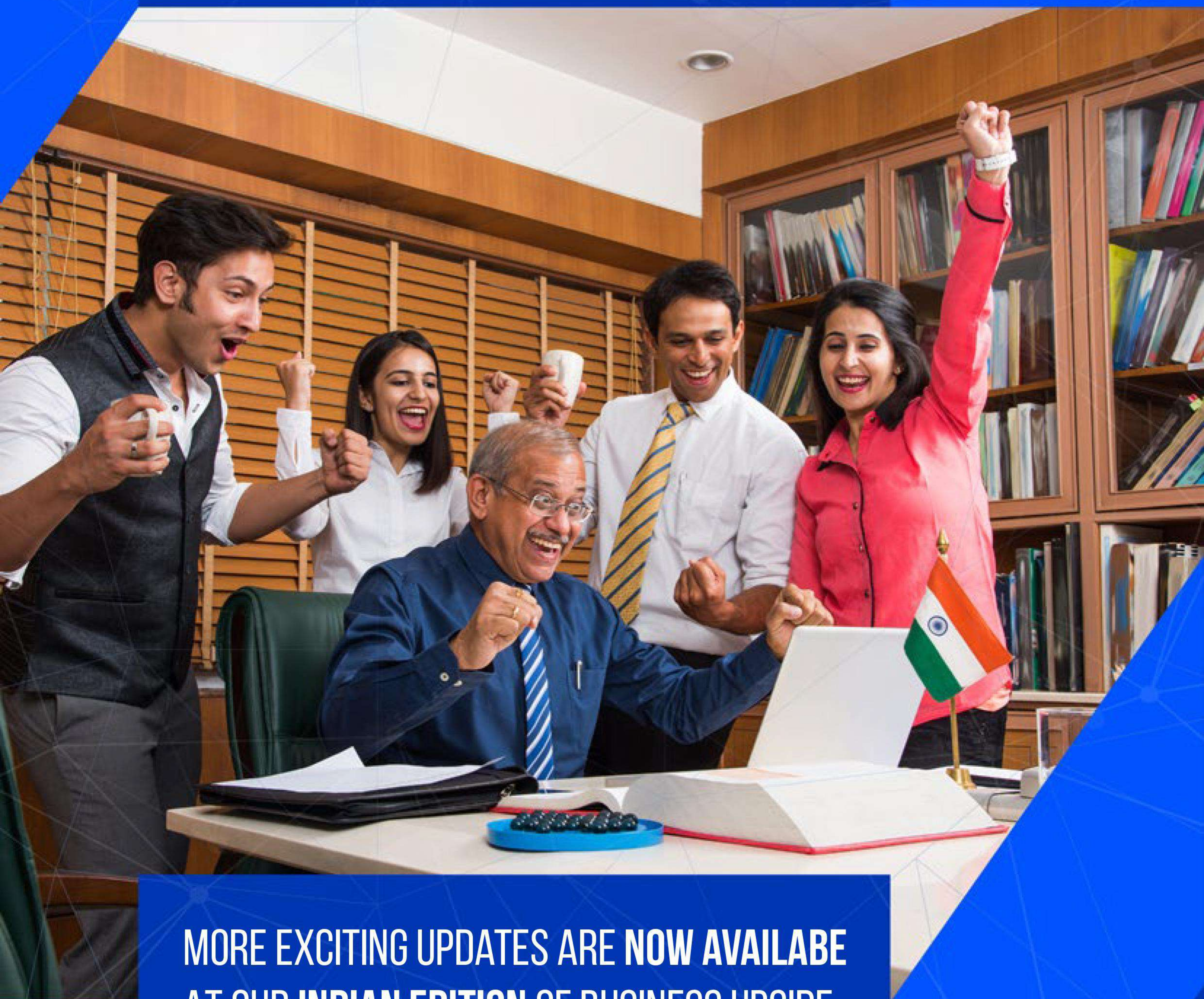
The place mentioned above is the Top Travel Destinations of 2022. [Click here for the video](#)

MALDIVES



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