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April / May 2020 | Year 17 | Issue 101

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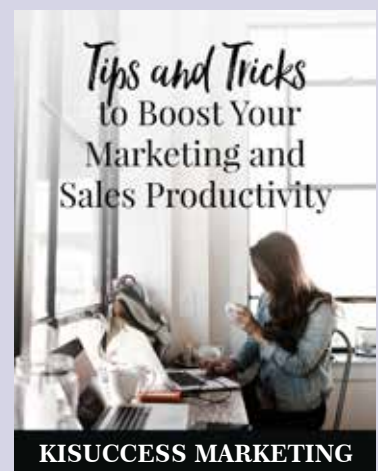
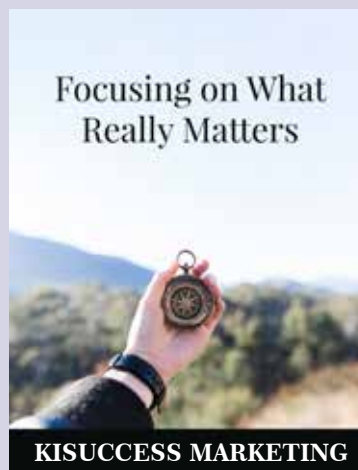
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Soul Brasil is a **FREE** (Digital Issue) and **PAID** (Printed Issue) magazine published 6 times a year. Our first issue was launched in June 2002 and our **GOAL** is to promote the Brazilian art and culture, as well things that we consider important such as Health, Fitness, Spirituality and Conscious Living.

Our **COMMITMENT** is to inform and sometimes to inspire our readers, as well **CONNECT** them with our sponsors and advertisers.

Our **TARGET** is the Brazilians in California (as well in the rest of U.S. and in Brazil) and the "Global" community interested in improving their quality of life and living in a better world. We are **PROUD** to exposure our concern and care about social responsibility, human rights and earth sustainability.



Language: English and Portuguese

Circulation/Published: Print and Digital Issue / Six Times per Year

Editorial/Content: Brazilian Culture, Community, Conscious Living, Travel, Health and Self-Esteem.

Print/Digital Readership: 25,000 to 30,000 each Issue / Female (58%) - Male (42%)

Website: www.soulbrasil.com

Page Views per Month: Over 220,000

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Stuck at Home During a Pandemic?

Try these 10 activities to avoid getting crazy

When authorities declare a Pandemic situation, you (and thousands of others) are home-bound to mitigate the propagation of the disease. Staying at home is enjoyable for the first few days, but staying on lockdown for many days can drive anyone crazy. The best way to avoid getting out of your mind during a pandemic is to have things to do. Here bellow you will find some exciting activities you can try out if you have to stay at home:



1) START A NEW PERSONAL PROJECT

Having an ongoing project gives people something to look forward. If you are stuck at home, try to start a new project to provide yourself with some purpose, and stop yourself from going crazy. Craft projects, genealogical tree, pot planting are just a few ideas. Be original in your imagination; you may surprise yourself!

2) MAKE A LIST OF THINGS YOU HAVE ALWAYS WANTED TO DO

Many people have something they have always wanted to do but never found the time. If you are stuck at home during a pandemic, you can use the time to get some of those things done. Make a list of everything you have always wanted to do and the time it would take to get each one of them

done. Focusing on trying to achieve some of your long-standing objectives can prevent you from going crazy.

3) GET INTO VLOGGING AND BLOGGING

If you are into YouTube videos and reading blogs, you can start your own YouTube channel or create a blog. The contents of your blogging can be

Start a new personal project.



anything that you want; The goal is to have fun with it and use it as an outlet to let out steam and keep yourself from going crazy.

4) DO NOT BE AFRAID TO PAMPER YOURSELF

It is ok to indulge yourself in hard times. Researches show that doing something pleasant for yourself can be very therapeutic. So if you are stuck at home, take some time every other day to pamper yourself. It does not even have to be anything fancy; simple things like taking a bubble bath, surrounding yourself with scented candles can be quiet relaxing and therapeutic.

5) CLEAN UP OR REVAMP YOUR HOUSE

Staying at home is an opportunity to declutter, clean up, and reorganize your house. You have all the time you have always needed, why not use it to improve your home? A clean and tidy house will also make it enjoyable to stay indoors during quarantine and also to do some work from home. You can take a step further and redecorate the living room and maybe even repaint the bedrooms if you have that kind of resources. To enjoy revamping your house, even more, look

for original inspiration online, watch home deco videos on YouTube, and read some blogs.

6) TAKE A NEW COURSE TO LEARN NEW SKILLS OR TO IMPROVE EXISTING SKILLS

During the pandemic lockdown, you can use some of the extra time to educate yourself by learning new skills or by enhancing some of your current skills. Improving yourself can be very useful in getting ahead after the pandemic when things go back to normal. It is also a perfect way to block out crazy thoughts and feelings of doom that invade the mind during a time of isolation.

7) LEARN A NEW LANGUAGE

Another exciting activity you could engage in to stop yourself from going crazy during a pandemic is to learn a new language. If you are going to plan a future holiday or trip, why not just go a step further and also learn the local language of the place you intend to visit?

8) THINK OF NEW GOALS

A pandemic will pass, and life will return to normal. Take some time to reflect on your goals, what you

have achieved, and what you can do better. Come up with new goals and hit the ground running when things go back to normal.

9) MAKE PLANS FOR FUTURE HOLIDAYS

When you are stuck at home during a pandemic, you do not have to sit around and worry about the crazy events. Instead, you should do things that give you joy and hope. Start planning for your future holidays; Research on possible destinations and activities which you could do at that destination. The positive feeling that comes from planning the next event can be beneficial in avoiding the feelings of doom, which often accompany a pandemic lockdown.

10) REDISCOVER OLD FORGOTTEN GAMES AND TV SHOWS

Being stuck at home is also an excellent opportunity to catch up on some TV shows and rediscover some old and forgotten games that you were once watching or playing. If you are at home with your family you could revisit some classic board games. ■

Está sem Dinheiro?

Dicas Para Entrar no “Modo Sobrevivência”

Ficar “**no vermelho**” é uma situação infeliz que pode acontecer com qualquer pessoa, seja por causa de uma demissão inesperada, uma doença ou outro infortúnio. Nos da Soul Brasil preparamos esse artigo que pode te ajudar a preservar o dinheiro que você ainda tem e gerenciá-lo da melhor forma possível. As dicas abaixo são mais voltadas para você que reside nos Estados Unidos, mas em alguns pontos podem ser aproveitadas caso você viva no Brasil.

PRIORIZE SEUS GASTOS

Examine cuidadosamente suas receitas e despesas, e preste muita atenção em quais contas você deve pagar primeiro e quais você pode colocar em segundo plano para pagar depois. As que você deve pagar primeiro são os que podem afetar a sua saúde e a segurança de sua família, como:

Note: lembrando que no momento atual existe uma moratória em vários casos como nos casos de quem paga aluguel ou mortgage. Temos um artigo em inglês nessa mesma edição (pagina 14 e 15) sobre isso.

Pagamento de aluguel ou hipoteca = mortgage aqui nos EUA, pois se você não pagar três mensalidades seguidas pode perder seu imóvel (lembrando que no momento atual existe uma moratória tanto para quem paga aluguel quanto para quem paga o mortgage); utilitários essenciais como gás, eletricidade e água; suporte à criança e suas necessidades = child support, lembrando que você corre o risco de ir preso e ainda pode perder os direitos de custódia; imposto de renda = IRS (nunca mexa com o “leão” americano); pagamentos do seu automóvel, aqui nos EUA, e novamente, se você atrasar três pagamentos a financeira pode tomar seu carro; empréstimos estudantis (esses tipos de empréstimos não o qualificam para um pedido

de falência = bankrupt; seguro médico (e talvez automobilístico ou residencial).

Alguns desses débitos são negociáveis. A maioria dos utilitários possui programas que ajudam os serviços a permanecerem ativos em tempos difíceis. Se você deve impostos, pode entrar em contato com o IRS para negociar um pagamento mensal = payment plan; se você tiver um empréstimo estudantil também poderá pedir ajuda e negociar as datas de pagamentos, mas não poderá de forma alguma se livrar do débito e dos juros.

O QUE PODE SER UMA OPÇÃO DE CORTE E FICAR PARA PAGAMENTOS EM SEGUNDO PLANO

Embora não seja a melhor tática, pagar apenas o mínimo de sua fatura de cartões de crédito pode ajudá-lo a sobreviver; apenas guarde os cartões e pare de usá-los. Pelo menos fazendo isso a dívida não aumenta e os juros também. Tente cortar as contas que não são muito necessárias, como academia e TV a cabo (existe um tipo de antena que custa menos de US\$40 aqui nos EUA e que você pode facilmente conectar em sua TV e pegar vários canais digitais com ótima imagem, por exemplo).

Acesso à internet também pode entrar no corte, pois você pode pegar rede WiFi grátis em vários cafés e lugares públicos ou, ainda, pode usar o hotspot do seu telefone celular. No caso de linhas de telefone celular, você pode falar com a sua operadora e também pedir um “payment plan” ou diminuir seu plano mensal ou escolher um mais básico. O importante no “modo sobrevivência” é sacrificar alguns privilégios e serviços por um tempo até as coisas melhorarem.

Não se esqueça de cortar alguns dos seus gastos

mais caros dentro e fora de casa, como alimentação extra, transporte e até farmacêuticos – use produtos genéricos ao invés de produtos de marcas famosas. Se você é cidadão americano ou residente legal, se inscreva no medical e assistência para comida (na Califórnia, tem o CalFresh).

Você realmente precisa de um carro para o trabalho ou um segundo carro? Pense sobre isso. Faça sua festa, tome seu vinho ou sua cervejinha em casa, pois já deve saber que comida e bebida “fora de casa” tem o custo até oito vezes mais caro!

Não perca a fé e pense positivo! Isso também te ajudará e muito. ■



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How Past Pandemics Can Prepare Business to Face New Ones

The impact that a pandemic has on individuals psychologically, socially, and financially can be devastating. Understanding past pandemics and their adverse effects on people's lives, as well as the economy, can help us learn from these past events.

You can survive the pandemic by avoiding making the same mistakes made in the past. You can also come out sane by adopting some of the preventative measures taken in the past and adopting the right attitudes and reflexes.

One example of a global pandemic that had devastating impacts on the economy and people's lives, in general, is the 1918 Spanish flu. Many lessons can be drawn from the global pandemic that had severe economic and psychological consequences on businesses and individuals.

HERE BELOW FIND OUT SOME LESSONS WE CAN LEARN FROM OTHER EXPERIENCES

The importance of containment

During a pandemic, the number one priority for health professionals should be controlling the spread of an epidemic. Everyone in the health sector understands this, and that is why there are containment rules in place.

Rules or instructions given should be obeyed to prevent panicking as well as further complications. Staying at home, refraining from certain activities, using certain products, and self-isolating are some of the most important instructions that must be observed.

The main reason why most people died from the 1918 Spanish flu is the same reason that is likely to cause more deaths in any other global pandemic. Many deaths were caused by the virus spreading from people to people in confined spaces or in large gatherings. This mainly happens because people refuse to avoid large gatherings, and they also refuse to self-quarantine properly.

The need for businesses to prepare for the impact of the pandemic

The consequences that the Spanish flu had included labor shortages and increased rates of physical disability, among other things. Most effects rose from the panic surrounding the virus.

The panicking also worsened as businesses were temporarily closed, public gatherings banned, and sporting events canceled. Luckily, we can avoid going down the same route and facing similar consequences. Knowing and preparing for the economic consequences of a pandemic can help minimize the impact that the virus has. It can also aid in helping you remain sane during the pandemic.

Closing businesses during the period of self-isolation, which normally lasts for 14 days or more, will doubtlessly have a toll on the economy. Nonetheless, preparing in advance for the negative economic and psychological impact will help in recovering more rapidly.





Taking and implementing business advice from experts helps keep your business afloat

One major concern that most businesses and freelancers have during a pandemic is how to keep business processes flowing. Fortunately, there are steps that you can take to continue operating your business or even venture into new business ideas. Expert advice can help you retain your sanity and keep your business going in a pandemic. Expert billionaire entrepreneurs are offering their expert advice on social media.

Billionaire entrepreneur Mark Cuban for example has given valuable business advice on LinkedIn. You can go ahead and check it out. Mark Cuban provides some of the tips for keeping your professional life going. These include:

- Reaching out to potential clients as well as

trying new business ideas.

- If you cannot carry out some of the work you do at the office while at home you can always try getting a new job by finding potential clients or opportunities.
- You can also start perfecting work or working on neglected work as well as unfinished work.

The billionaire entrepreneur also advises that you try out new ideas, for example, begin offering other services apart from the leading service you provide if you can.

Prepare for a business continuity plan

It is of utmost importance that a business puts in place a risk management committee consisting of experts in various fields (IT, security, human

resource, finance etc..) which will identify key personnel and allocate specific tasks during a pandemic. A pandemic planning and coordination must be thoroughly prepared. It must identify the various risk elements which the pandemic will pose against the business. This could include human resource risks, supply chain risks, IT risks, process risks, economic risks etc.

Once a plan is set up, it must be tested and rehearsed regularly. Staff training and educational workshop must be conducted to ensure that everyone in the business knows his duty and responsibility when such event happens. The heart of the business in such instance would be the IT infrastructure which should be robust enough to allow for staff to work from home, while maintaining a secure environment to prevent data breaches or communication down time. ■

O Perigo das Fake News na Pandemia: Sejam Responsáveis e Façamos a Nossa Parte

As fake news se manifestam com as mais diversas finalidades. Alguns produtores de conteúdo perceberam o óbvio: é muito mais fácil gerar audiência para seu site/blog quando o leitor encontra um conteúdo que reforça aquilo que ele acredita ou defende, mesmo que isso seja mentira. E aí a multiplicação de notícias falsas nas redes sociais se multiplicaram.

Modificar uma notícia ou fato, adicionando ou retirando algo que funcione para reforçar sua narrativa, funciona bem, principalmente por se tratar de uma “quase verdade”. Uma fake news pode surgir como vídeo, áudio, texto ou imagem, ser propagada na imprensa tradicional ou no ambiente digital, não importa, mas há um princípio básico para que um conteúdo seja considerado uma fake news: ele tenta se vender como verdade, como fato, quando não é.

O problema não é apenas a mentira em si, mas o alcance possível que a internet e as redes sociais proporcionaram e a velocidade absurda com a qual se dissemina. Atualmente, é difícil encontrar alguém, com acesso à internet, que nunca tenha recebido uma notícia falsa, não é mesmo? Os boatos não foram inventados pelas redes sociais, mas o crescimento delas expandiu o acesso à informação e, conseqüentemente, às fake news.

De acordo com um estudo dos cientistas do MIT (Instituto de Tecnologia de Massachusetts), as notícias falsas se espalham 70% mais rápido que as verdadeiras, alcançando um grande número de pessoas. O estudo foi publicado na revista Science e os dados são alarmantes. Com a recente pandemia de coronavírus no mundo, os governos dos EUA e do Brasil (por meio de seus ministérios da saúde), governos estaduais e universidades foram obrigados a criar canais de combate às fake news sobre o novo vírus para ajudar



a população a distinguir o que é verdade e o que é falso nas redes sociais.

O Ministério da Saúde no Brasil, por exemplo, disponibilizou conteúdo próprio para desmascarar notícias falsas sobre o coronavírus. Já no site do governo de Minas Gerais também há divulgação de informações verificadas acerca da doença, assim como no canal exclusivo de comunicação do governo de São Paulo.

Aqui nos EUA, duas boas e seguras fontes sobre o coronavírus vem direto do governo norte-americano: o www.coronavirus.org que foi criado apenas com esse propósito e o www.cdc.gov do “Center of Disease Control and Prevention”. A OMS também tem um site oficial para checagem de informações.

A checagem da informação, antes do compartilhamento, é uma grande aliada contra a disseminação de informações inverídicas. Um estudo do Grupo de Pesquisa em Políticas Públicas para o Acesso à Informação (Gpopai) da Universidade de São

Paulo (USP) apontou que, somente nas redes sociais, 12 milhões de brasileiros compartilham notícias falsas. Um número preocupante.

Jogar a culpa da propagação das fake news no Facebook, Instagram, Google ou qualquer outra rede é tolice. As redes sociais são o meio, não o motivo. Investir milhões em inteligência artificial e desenvolver algoritmos mais precisos pode reduzir o impacto das fake news, identificando mais rapidamente esse tipo de conteúdo, banindo suas origens e penalizando aqueles que tem o hábito de ampliar seu alcance.

Então esse seria o meio mais prático, atualmente, de evitar que mais fake news surjam e se disseminem numa velocidade descontrolada. Cabe às empresas com maior poder aquisitivo do mercado quererem investir nesse sentido, afinal, todos sairiam ganhando. Por outro lado, cabe a nós, seres humanos responsáveis, fazer a nossa parte, e compartilhar apenas o que se tem certeza. ■



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Help and Support During this Economic and Health Crisis

We Have Compiled a Guide with Resources that Can Help you

Due to the impact of the economy in the U.S right now, many people have lost their jobs and are concerned about bills and payments such as the rent, the mortgage, etc. It is good to know that regulatory agencies have encouraged banks and lenders to work with customers affected by COVID-19. Many state and local governments are also implementing programs to help citizens and businesses that have been affected.

We have compiled a list of suggestions and recommendations based in the United States that will hopefully help with your situation. And just a heads-up, there is a lot of information below! Our intent isn't to over-whelm you but to provide you with information and ideas that can help you. There is a lot going on, and taking care of yourself and your family is the most important thing right now. Make a goal for how you want to tackle this and break it into manageable pieces.

Each case is a case but in general sounds like it would be worth looking into unemployment insurance. The federal government is currently allowing states to [amend their requirements](#) around unemployment benefits so that people affected by COVID-19 will be covered. Find out if you qualify and apply for benefits if you can.

HOUSING

Homeowners: Many mortgage lenders have already put things in place to help their customers, like delay-ing payments for 120 days or waiving late fees. The [CFPB](#) has provided

detailed information on how to handle this type of situation. You'll want to contact your service provider and explain your situation and see if they will work with you. You can also contact a [HUD-approved housing counselor](#) in your state to find additional resources. If you have an FHA-insured mortgage, the [Department of Housing and Urban Development](#) recently directed mortgage servicers to cease foreclosure and

eviction procedures through the end of April. That should give you some breathing room, but only if you have that type of mortgage loan.

Renters: In many cities, residential evictions have been stopped for the time being. Not every city in the U.S has implemented eviction moratoriums, so research what is being done in your area. If your city or state has placed a ban on evictions,





you should still contact your landlord and tell them your situation. If there isn't an eviction ban in your area, definitely contact your landlord. In this situation, they should work with you. I don't think many people, if any, are moving right now. It's in your landlord's best interest to get a payment plan worked out with current tenants.

LOANS

Many banks, lenders and other businesses are working with customers on payment plans. Lenders don't want customers to default since it's an expensive process and can ruin a relationship between the lender and customer. The suggestion here is to call your creditors and let them know of your situation as soon as possible. They may be able to change your payment due date, allow you to skip a payment or waive late fees. It does not hurt to ask.

STUDENT LOANS

If you have student loans there is a good chance that you qualify for a deferred payment or reduced payment based on your situation. The [Department of Education](#) recently suspended federal loan payments and waived interest for at least 60 days. Private student loans don't qualify, but you should contact your service provider to find out what your options are.

FOOD

First, rest assured that there are [no nationwide food shortages](#) due to COVID 19. The [Families First Coro-navirus Response Act](#) has expanded food assistance, including suspending the work requirements for the [Supplemental Nutrition Assistance Program](#) (SNAP) and allowing states to provide emergency SNAP benefits. While many grocery stores have altered their hours during this time, many are offering voucher programs and other resources to help their communities. Check with your local grocery store to see if it has implemented any emergency assistance



programs at this time. If you have a child, your area may be providing [school lunches](#) that you can pick up. Some restaurants, like [Burger King](#), are also offering free lunches for children.

ADDITIONAL RESOURCES

When requesting help from any of these services bellow, be sure to mention coronavirus specifically if relevant to your situation.

TRANSPORTATION

Many car companies have implemented assistance programs for buyers. GM activated OnStar for all customers and is offering free WiFi connection for three months. Ford Motors is offering customers some customers the chance to delay payments. This doesn't sound like a guarantee for all customers so be sure to call them if you are a customer and this is something you are interested in. Hertz Rental has waived the young renter's fee for renters under 25 until the end of May to allow students to travel home to their families.

TAXES ISSUES

The IRS has extended the deadline for filing and paying taxes to July 15. This relief is automatic

and you do not need to apply for an extension. If you already have a payment plan with the IRS and you cannot afford to pay, contact the IRS directly.

HEALTH INSURANCE

Many health insurance providers are waiving fees for testing related to COVID-19. Many have also expanded telehealth options so you do not need to leave your house to receive virtual care.

GENERAL PREPARATION

Besides the CDC that offers guidelines for preparing your household for COVID-19, the United Way 2-1-1 service offers resources and help finding food, paying bills and taking care of other essential services. ■

Read the complete article/guide with all direct links on our website. You can add the phrase "help and support" in the search box to find it.

Aumente a Sua Imunidade e se Proteja Contra Doenças como a Covid-19

Em tempos difíceis com um novo vírus em circulação no mundo inteiro e, com ele, a chegada de uma nova doença, a Covid-19, uma das coisas que pode nos ajudar a não contrair o coronavírus e outros tantos tipos problemas de saúde é fortalecer nosso sistema imunológico. Muitos já sabem que o passo número um para tanto seria escolher um estilo de vida mais saudável. Todos os órgãos do corpo funcionam melhor quando protegidos contra ataques ambientais e fortalecidos por estratégias de vida saudável, como estas:

- ✓ Não fumar.
- ✓ Dormir adequadamente.
- ✓ Minimizar o estresse.
- ✓ Exercitar-se regularmente.
- ✓ Fazer uma dieta rica em frutas e legumes.
- ✓ Manter o IMC normal.
- ✓ Se beber álcool que seja com moderação.
- ✓ Tomar medidas para evitar infecções – como lavar as mãos com frequência, bem como os alimentos, e cozinhar bem se você gosta de carnes.

Existe muita controvérsia sobre aumentar a imunidade usando certos suplementos. Hoje em dia é muito fácil encontrar frascos de comprimidos e preparações à base de plantas que alegam "fortalecer o sistema imunológico". Embora algumas preparações alterem alguns componentes da função

imunológica, até o momento não há evidências de que elas realmente reforcem a imunidade a um ponto em que você esteja mais protegido contra infecções e doenças.

O tema é complicado e os cientistas não sabem, por

exemplo, se uma erva que parece aumentar os níveis de anticorpos no sangue está realmente fazendo algo benéfico para a imunidade no geral. O mais recomendável seria buscar uma alternativa simples e natural como foi mencionado acima sobre dormir mais, beber menos, minimizar o estresse e comer mais saudável. E por falar em alimentação saudável, vamos lembrar uma mania típica de brasileiro que é um perigo para a saúde: o abuso no sal e um recente estudo sobre ele comprometer o seu sistema imunológico.

A Organização Mundial da Saúde (OMS) recomenda que a quantidade máxima de sal que um adulto deve consumir por dia são 5g - o que corresponde a aproximadamente uma colher de chá. Nós brasileiros, por exemplo, adoramos colocar sal não somente durante o cozimento, mas quando o prato já está à mesa. A ingestão diária média no Brasil é de 9,34 gramas, segundo um estudo publicado em novembro de 2019 pela Fundação Oswaldo Cruz (Fiocruz). Além de desenvolver hipertensão, ingerir muito sal pode levar a outras complicações, como infarto e derrame, além de comprometer o sistema imunológico, de acordo com um estudo publicado na revista Science Translational Medicine. ■



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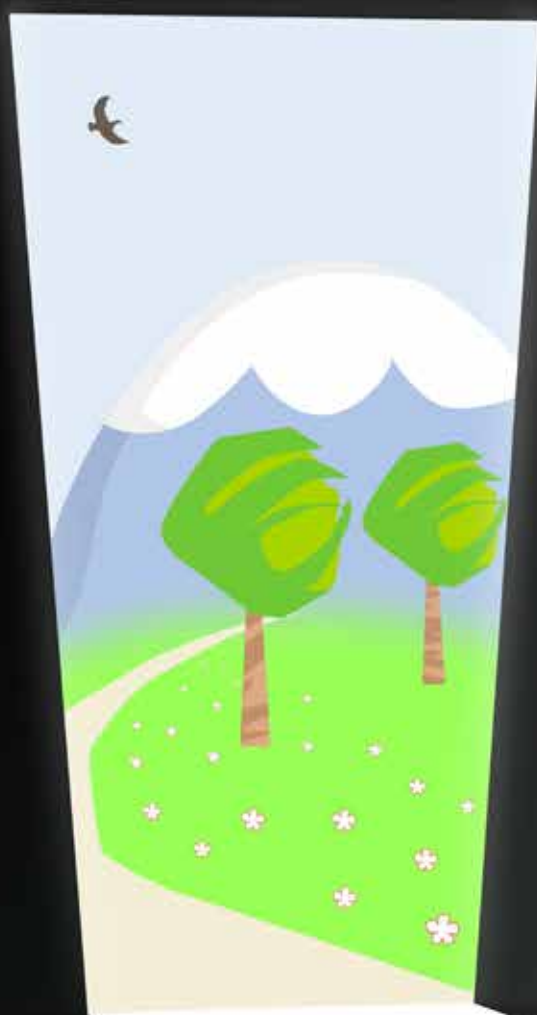
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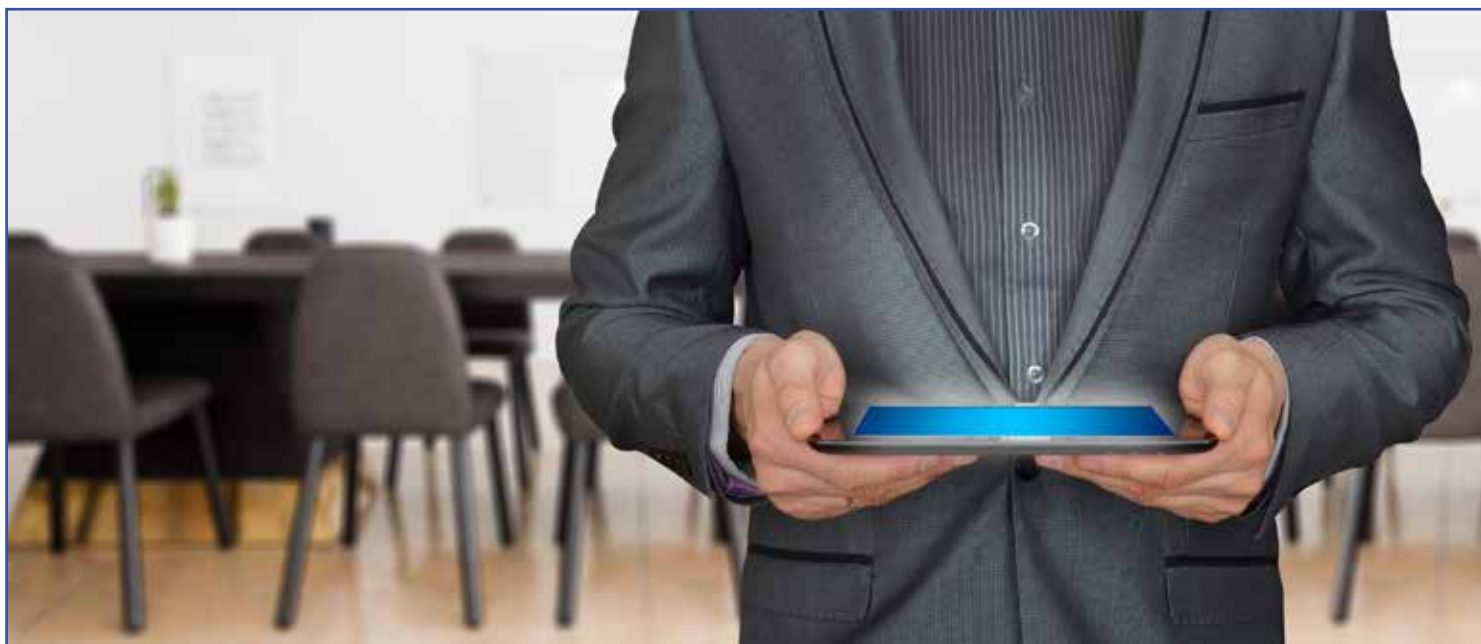
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— *Lindenberg Junior*
Soul Brasil Publisher





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Nós da Kisuccess Marketing & Publishing e Soul Brasil magazine decidimos, devido à crise de saúde (COVID-19) e consequentemente crise econômica que poderá afetar muitos de nós – profissionais e pequenos empresários residentes da Costa Oeste dos Estados Unidos, a criar um diretório em que qualquer profissional ou empresário possa “listing” ou incluir o seu serviço gratuitamente.

Você, seja um profissional ou proprietário de pequena empresa, pode acessar o diretório e adicionar o seu serviço ou negócio se estiver localizado nos estados do Arizona, Califórnia, Nevada e Utah. Assim, toda a comunidade brasileira e principalmente, os residentes nesses respectivos estados, podem ter uma referência de profissionais e empresários brasileiros.

Entrando no diretório, clique em "SUBMIT LISTING" para incluir seu restaurante, sua agência de seguros, seu consultório odontológico, sua academia de capoeira, seu serviço de catering ou corretor imobiliário, etc. Nós da Kisuccess Marketing somos especialistas em SEO (otimização de mecanismos de busca) incluindo marketing de conteúdo, e consequentemente, o diretório (e o seu “listing”) terão relevância nas pesquisas de busca como google e yahoo.



Empresários e Marketing: 5 Insights Para Reduzir o Impacto da Crise

Por Lindenberg Junior

É notório que, em tempos difíceis, a comunicação e o marketing são uns dos primeiros setores afetados pela crise, mas não deveriam já que eles são ferramentas importantes para superar os impactos. Mesmo sem precisão, sabemos que o pesadelo da pandemia de coronavírus irá passar e tudo vai voltar ao normal aos poucos. Por esta razão, empresários e donos de negócios em geral devem se preparar para amenizar os efeitos da crise e retornar ao mercado com força total.

O fato é que a pandemia mundial de 2020 está gerando prejuízo para muitos setores e, de acordo com a agência de notícias Bloomberg, esta crise deve gerar uma perda de US\$2.7 trilhões à economia global. Devido ao momento de aflição que vive o mercado de comunicação e para amenizar o momento de ansiedade e dificuldade de diversos empresários brasileiros, as mídias brasileiras dos Estados Unidos, de costa à costa, por meio da ABI-Inter, criou um guia rápido de ação - ou cinco "insights" - com o intuito de reduzir os impactos da crise a médio e longo prazo. Confira.

1) A crise vai passar, por isso esteja preparado.

Seria mais inteligente não desaparecer do mercado no momento atual e esse tempo seria propício para otimizar campanhas atuais visando elevar o retorno do investimento. Lembre-se que, tão logo a crise passe, o poder de compra irá subir e aos poucos o mercado irá se estabilizar e, quem estiver trabalhando para isso desde já, terá vantagens no futuro. Gostaríamos de mencionar que propaganda é diferente de marketing. A propaganda, como o próprio nome já indica, tem o papel de divulgar e criar condições para que o mercado conheça o produto ou serviço da empresa. Já marketing, em poucas palavras, é um grande guarda-chuva que trabalha não apenas a maneira como a comunicação acontece, mas também os caminhos que os produtos devem percorrer, incluindo canais de venda, logística e produção, posicionamento estratégico e entendimento do consumidor final.

2) Fortaleça a marca antes que o concorrente o faça. Existe uma de Albert Einstein que diz "em momentos de crise, apenas a imaginação é mais importante que o conhecimento". Em outras palavras,

nos maus momentos é que os bons empresários se sobressaem. Não esqueça que este é um momento no qual você, empresário, tem que aproveitar para fortalecer sua marca. Realize campanhas de "brand awareness" e esteja presente na cabeça do público durante essa fase. Deixe-os com vontade para que depois se lembrem de sua marca. Produtos são feitos em fabricas, mas marcas são criadas em mentes.

3) Diversifique, mas não pare. Os empresários mais apavorados com as perspectivas de prejuízo a longo prazo já começaram a realizar cortes no quadro de funcionários e também orçamentários, incluindo os que "não parecem ser cruciais para a vida das empresas". Nessas horas de crise seria super importante manter campanhas ativas, mas talvez diversificá-las e, como dito acima, mais otimizadas do que nunca. Existe um outro ditado que diz "o homem que para de divulgar para economizar dinheiro é como o homem que para o relógio para economizar tempo".

4) Use a criatividade e abuse da inovação. A criatividade pode muito bem ser a última e



uma ótima carta na manga para atropelar a concorrência. E no que se refere à inovação, o “cálculo”, segundo o cientista Willian Broad, é realmente bastante simples: “o conhecimento impulsiona a inovação, a inovação impulsiona a produtividade, a produtividade impulsiona o crescimento econômico”. Marqueteiros e comunicadores são geralmente pessoas criativas e que gostam de inovar. Lembre-se que eles estão do seu lado. Também é nosso papel ajudar você a entender e atingir o seu cliente da melhor forma possível. Pergunte, interaja. Comunique-se.

5) Crise para uns e oportunidades para outros.

Nem todos os setores foram prejudicados pela crise (em particular aqui nos Estados Unidos), e alguns estão até se beneficiando. Os setores de alimentação (delivery), finanças, ferramentas de home office, saúde, indústria farmacêutica,

e-commerce e mídia (notícias) tiveram um aumento no tráfego de seus sites e serviços desde o início da pandemia do Covid-19, enquanto que setores como de turismo, produção, entretenimento, construção, setor imobiliário, transporte e seguros foram os mais afetados. Com isso gostaríamos de lembrar que a economia foi golpeada, mas sobrevive e demonstra sinais de uma fase distinta para vários setores. Isso pode ser pelo menos um bom sinal: que não estagnou. Qualquer crise possui sempre alguns elementos cruciais: 1) uma solução, 2) uma data para o fim, e 3) um aprendizado para sua vida ou seu negócio.

Por fim deixamos uma frase muito relevante no mundo do marketing: Ninguém conta o número de anúncios que você exibe; eles apenas lembram da impressão que você causa. **#issopassa #estamosjuntos.** ■

A mídia comunitária brasileira no exterior se une na luta contra o Coronavírus

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Work at Home Productivity: The 1 Min Rule

The way that you structure your day when working from home can make a huge difference to your ability to get lots of work done. Here in this article we will focus in the “one minute rule” and the necessity to complete a task that will only take one minute as soon as possible.

It's very common for people who work from home to find themselves becoming overwhelmed and exhaust-ed. While there are several reasons for this, one of the biggest is simply trying to manage their time when they have a huge amount to do. How do you possibly keep on top of all the tasks that are piling up, when there is no one to help structure your day? Author and entrepreneur Tim Ferriss calls the kinds of small tasks that play on your mind “open loops”.

For instance, you might have an email that you need to answer that you are putting off (because the client is awkward perhaps) or you might have something that needs fixing on your website. These jobs take one minute or less, but you put them off because:

- A) You have that other big pressing task to take care of.
- B) They are emotionally stressful – so you would rather bury your head in the sand.

But here's the thing: those issues aren't going to go away. And the longer they hang over you, the more they are going to cause you stress and anxiety. In other words, you should just do them right away. If they take one minute, then they aren't really going to eat into your day. But once they're done, that's one thing less on your mind. And it becomes that much easier to just focus on the work that you need to get done!

This doesn't just apply to your work either: it likewise applies to chores and things you need

to do around the house. For instance, if you have dishes that you have just eaten off of, then put them in the sink and get back to work! The exception to the one minute rule, is when you are deep in work. If you are working in a very focused manner toward completing a specific task or goal, then you should not allow small things like emails to steal your attention away.

When you are distracted by another task, it can actually take you around 23 minutes and 15 seconds to refocus back on the original job (this is according to Gloria Mark, who researches the topic at the University of California). Our brains are not physically capable of multitasking, and instead work by switching between tasks. So if you stop your big essay to write an article, you are going to break yourself out of flow, and find yourself struggling with procrastination again as soon as you try to get back to it. (That said, this is some-thing you can train with time). What is recommended is that you turn off all notifications, shut your doors, and put on noise cancelling headphones.

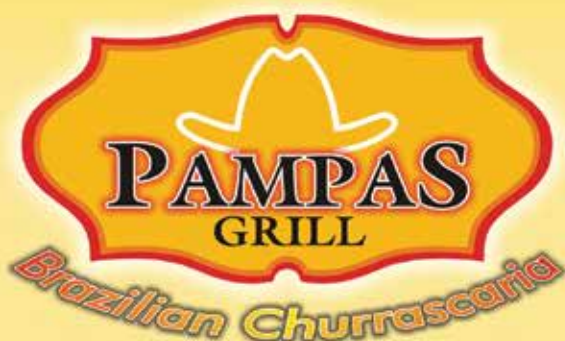
You aren't breaking the one minute rule, because you're not going to be aware of the new task until after you have finished the current big job. To-dos Okay, but what about those jobs that are going to take 2-3 minutes? What about the 20 minute jobs? Well, jobs that are large enough to be considered actual tasks will simply be queued up behind your one big task in descending order. You'll complete your biggest and ugliest “frog” first, and the second biggest and ugliest frog second.

For those niggling to-dos, the best option is to put them on a to-do list. Once you do this, you clear them out of your headspace, allowing you to focus more on the big task at hand. The best part, is that

you can now designate some time within your day in order to attack those issues. For instance, you can spend 20 minutes at the end of each working day making sure to work through small to-dos. This means they'll never pile up and become overwhelming, and you'll never forget something that ends up causing you a lot of stress.

Of course, these rules are not set in stone. Different people work differently, and the best strategy for you may depend on the type of work you prefer. But the key takehome is that by employing strict rules, you can make sure that you don't end up overwhelmed by tasks as they come in. This in turn allows you to work during more defined hours, and avoid letting your work spill over into your downtime. All that can be game changing. And this specific set of rules have been tried and proven to be highly effective by countless professionals. ■





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Adote um Método Simples de Gerenciamento de Dinheiro Para te Ajudar em sua Prosperidade Financeira

Em um livro chamado "Secrets of the Millionaire Mind", se encontra um método simples, mas muito eficaz de gerenciamento de dinheiro. Ele foi projetado especificamente para levá-lo à liberdade financeira e tem o nome em inglês de "Jars money management system".

Basicamente, o método ensina a você dividir o seu dinheiro em seis contas diferentes com porcentagens definidas para cada conta. Você pode usar contas bancárias ou mesmo frascos ou cofrinhos. Então como seria essa divisão e porcentagem?

O sistema requer que você configure seis contas bancárias (ou seis frascos ou cofrinhos) e toda vez

que receber seu salário (seja semanal, quinzenal ou mensal), divida o dinheiro usando as diretrizes abaixo.

NECESSIDADES: (55%) para aluguel, alimentação, eletricidade, etc.

ECONOMIA DE LONGO PRAZO: (10%) para grandes compras, fundos para emergências, férias ou despesas médicas inesperadas.

DIVERSÃO: (10%) destinado ao lazer. Seu ou em família. Tá achando pouco? Apenas como plano B, se for o caso, você pode aumentar em 5% e diminuir em 5% o item que se refere a doações (veja mais abaixo).

EDUCAÇÃO: (10%) para coaching, mentoring, livros e cursos.

CONTA DE LIBERDADE FINANCEIRA: (10%) para ações, fundos mútuos, investimento imobiliário ou qualquer outro investimento.

DOAÇÃO: (10%) para doações de caridade e ajuda ao próximo. Geralmente brasileiros não estão muito acostumados a doações e filantropias, mas aprenda e absorva essa ideia. Boas ações e ajuda ao próximo te trazem paz de espírito e ajuda o universo a conspirar a teu favor.

Talvez você deva estar pensando: "não estou ganhando muito dinheiro" ou "minhas despesas são muito altas". Mas observe, aqui não estamos mencionando cifras ou sugerindo uma quantidade específica, mas sim certas porcentagens. O hábito é mais importante que a quantidade!

Para que cada pessoa, independentemente de ganhar \$300 por semana ou \$20 mil por mês, possa seguir esse sistema de gerenciamento de dinheiro e ter sucesso é necessário criar um hábito e aprender que, na maioria das vezes, a determinação traz a recompensa mais à frente. A maneira mais rápida de possuir dinheiro é administrar bem o que você já tem.

Milagres acontecem. Então decida agora: você vai começar a gerenciar seu dinheiro hoje? Declare suas intenções para o universo e mude a forma de gerenciar suas finanças agora! Gerenciar bem seu dinheiro é uma das principais maneiras de se tornar verdadeiramente financeiramente livre e feliz. ■



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10 Tips to Stay Positive During Difficult Times

Staying positive when the world is going crazy is one of the best ways of surviving the tide and making it out of the storm. However, this task can be challenging but may possibly be the only thing which can get you out of the woods. It requires a **STRONG MINDSET**. If you are struggling to bring yourself to remain positive in times of calamity, here are some tips to help you:

1. PLAN AHEAD

As goes the scout's motto- "Be Prepared"! Planning ahead can help control your stress levels and anxiety in a world where people are going crazy. That is one way of knowing you can face anything. One way of making sure you and your loved ones remain positive when faced with negativity is by being well prepared for whatever comes. That is why it is advisable to be prepared for emergencies

before they occur. You can prepare for a pandemic before it strikes. You can achieve this by taking the necessary measures needed before it begins- adequate food, reinforced shelter, warm clothing etc., relevant equipment etc.

2. FILTER INFORMATION

Avoid bad news whenever you can. Do not focus on the kind of information that will not help rectify the situation. Pay attention to material that gives advice on how you can overcome or guard against being affected by the worsening of the pandemic. Filtering information can also mean changing the subject when it is brought up countless times.

3. KEEP EXERCISING

Exercising can also help keep your mind in check. Concentrating on improving your health is another

method of staying positive when everyone else is going insane. One mistake you can make when faced with difficulties is changing or cancelling your workout routine. Therefore, keep exercising and enjoy the process.

4. DWELL ON HAPPY THOUGHTS

Thinking happy thoughts does not come easy when it seems as if your world is falling apart. That is why you have to try and force your mind to focus on happy thoughts or what is happening internally and not externally. If you cannot think of anything that shifts your mind from the bad news that is being broadcasted everywhere, create happy thoughts. You can achieve this by envisioning where you will be when all the madness is over. Think about the number of people who have overcome or who are overcoming the same



situation you are in, look at your photo album and rekindle the happy memories.

5. MANAGE YOUR FINANCES

Mishandling your finances is quite easy when you are dealing with a pandemic or a problem that affects a lot of people at the same time. Hence, you need to start managing your finances wisely to avoid having regrets when the problem has passed. You can avoid bankruptcy by just staying calm, avoiding compulsive debts and keeping accurate records and information.

6. TRY CARING FOR SOMEONE ELSE

Sometimes caring for someone else is all it takes to maintain your sanity. Shift your focus to doing something worthwhile for someone else or putting a smile on someone else's face. Achieve this by helping the person you choose to help or care for stay safe or recover from what they are going through.

7. MEDITATE

Meditation is an excellent way of relaxing your mind and having a much clearer perspective on things. Meditation is a relaxation method that you can begin practicing right away. If it is something that you are practicing already, continuing with it is worthwhile.

8. CONTINUE WITH YOUR WORK OR STUDIES

You may start panicking if you think that your professional life is on hold during a pandemic. However, realize that not being able to go to the office does not necessarily mean the end of progress- this will help you remain calm. Continue with your work or study even if you cannot go to the office or on campus. Remember that working or studying from home has its fair share of benefits as well. You are able to work peacefully without the worries of dressing up, with zero or a few distractions.

9. ENJOY WHATEVER YOU DO

Make it a priority to enjoy whatever you do during the pandemic. If you are working on something that you have to do but not necessarily enjoy, try coming up with fun or alternative ways of doing things. For example, instead of doing your work or completing your projects the way your supervisor suggests, you can do it your own creative way, as long as the job done impeccably and impressively.

10. AVOID NEGATIVE PEOPLE

No matter what happens in the world, negative people will always look for ways to blow things out of proportion. That is why avoiding negative people in supposedly perilous times is the best thing to do. If you are told to stay at home and cannot avoid those sharing the house, you can encourage the people around you to remain positive. While it may be impossible to make sure everyone stays positive, you can always bring up something positive to talk about. This will change the atmosphere. ■





Its Not the End of the World

Understanding what you need to do during a pandemic will help you realize that pandemic is not the end of the world. You can minimize your stress levels and anxiety by simply educating yourself about the pandemic – but through sources that you really can trust.

Protect your loved ones from panicking if you or a loved one is infected or told to self-isolate. You can achieve this by being prepared before (any pandemic starts) and by understanding that you are not the only one affected. Know that countless people are doing the best they can to come up with a solution as well as preventative measures.

STAY CALM BY FINDING OUT WHAT PROFESSIONALS ARE SAYING

Finding out and understanding what health professionals are saying about a pandemic that has everyone panicking will help you maintain your sanity when everyone else is losing their mind. That is why you must always keep up with information concerning a pandemic only from reputable sources.

HERE'S HOW YOU CAN CONTINUE ENJOYING YOUR LIFE (DURING A PANDEMIC)

A pandemic is not a sign that everything you are working towards is coming to an end. Its presence does not mean you should stop developing yourself financially, physically, or mentally. Here below in particular you will find some effective tips to continue with your professional life from home.

A) SET UP A HOME-OFFICE – For a lot of us as professionals, its possible to still achieve the same excellence that you are well-known for at the office while at home and setting up a great home office environment is a great place to start. Make sure your home office is as tidy

as the office you usually use. If possible, you can even dress formally to give yourself and everyone around the house the sense of how important your office hours are. Very important, allocate 4 to 8 hours to continuing with your work and do not allow any interruptions. Make sure your home office resembles your regular office where possible.

B) TALK TO YOUR LOVED ONES ABOUT THE NEED FOR QUIET HOURS

Working from home has many advantages, including controlling your schedule, nonetheless, it comes with its share of disadvantages, such as constant interruptions as well as noise. Therefore, talking to your loved ones about the need for quiet hours free from interruptions is essential. Make sure everyone understands that you will not tolerate any disturbances unless there is an emergency. In this way, you will be able to concentrate better, and it will show in the quality of the work that you produce.

C) UNDERSTAND WORKING FROM HOME IS AS CRUCIAL AS WORKING FROM THE OFFICE

The quality of your work is determined by how you approach the work you do. If you treat working from home differently from working from the office, the quality of your work will

show. Keep in mind that all that matters is that you are producing quality work. Stay in touch with your supervisor, colleagues, etc as communication is essential.

DIFFERENT WAYS OF DEVELOPING YOUR RELATIONSHIPS

A) STAY IN TOUCH

Its vital to keep your relationships healthy.

B) HELP EACH OTHER OUT AROUND THE HOUSE

If you are required to remain indoors for a certain period, you can continue growing your relationships with the people you live with by helping each other out. Assisting with household chores and taking turns minding the kids or pets can help strengthen your relationship. It is also a great way of distracting yourself from the bad news circulating.

C) WORK ON ASSIGNMENTS WITH YOUR CO-WORKERS OR CLASSMATES

If you are a student or a working adults, remember that you can keep assignments, projects and work with other students or co-workers online. Sharing ideas, correcting each other, and coming up with new methods of tackling your work becomes more comfortable and even faster.

Stay calm. Remember to keep the social distance and to use an appropriate masks and gloves when outside. ■



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The Very Best Productivity Apps for Working From Home

Working from home introduces a number of challenges when it comes to being productive and getting work done. Apart from the issues relating to remote collaboration, you also have the challenges of staying on task (avoiding distractions), avoiding data leaks, and accessing the powerful tools you would normally use in an office.

Here are some of the best apps to help you solve those problems. Some of them maybe you already know, maybe not or maybe knows in part. But for sure all them is essential for productivity.



GOOGLE DRIVE
(ANDROID, IOS)

Not only is Google Drive a great app for storing your files on the cloud but with access to Google Docs you also get a full office suite for editing them on the go. This is really handy if you're working on a spreadsheet remotely and you want people in the office to see the live changes.



DROPBOX
(ANDROID, IOS, WINDOWS, MAC)

Dropbox is a cloud sharing app that gives you lots of space and makes it very easy to access your files.



SPLASHTOP REMOTE
(ANDROID, IOS, WINDOWS, MAC)

Working on at home and find you left an important file in the office? Splashtop Remote is thankfully on hand and will allow you to access your desktop and stream it through your device. The framerate's not always the best but if you're not watching movies that's hardly a problem. Another alternative is TeamViewer.



MOBILE OFFICE365 (ANDROID, IOS, WINDOWS, MAC)

When it comes to getting work done, few tools are more powerful than Microsoft Office. This is the industry standard when it comes to producing documents, spread sheets, presentations and more. It has lots of powerful features too, such as the ability to track changes which is crucial for collaboration.

Keep in mind that you can use Sharepoint in a similar manner to Google Docs, but with added workflow tools.



ZOOM
(ANDROID, IOS, WINDOWS, MAC)

Zoom is by far the most widely used video conferencing software. It is very quick to install (great for clients and business partners that don't

already have it), it syncs seamlessly with Google Calendar, and it has lots of features – such as the ability to record sessions.



NOTION
(ANDROID, IOS, WINDOWS, MAC)

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O Poder da Influência

Com Quem Você se Envolve nos Negócios?

Por Lindenberg Junior

A pergunta acima veio à minha mente depois de ler esta citação "We are the average of the 5 people we spend the most time with" de Jim Rohn, palestrante motivacional e autor de vários livros incluindo "A Arte da Vida Excepcional". Ele nasceu em 1930 em Yakima (WA) e morreu em 2009 em Los Angeles. Este empresário e escritor americano não era psicólogo, nem tampouco sociólogo, mas a afirmação acima é tão sábia quanto uma ciência exata.

Esta citação está relacionada à "law of averages" ou "lei das médias", que é a teoria de que o produto de qualquer situação será a média de todos os resultados. Quando aplicado ao nosso cotidiano e vivência diária em sociedade, isso significa que somos particularmente elevados ou diminuídos, dependendo do tipo de pessoas que nos cercamos e convivemos.

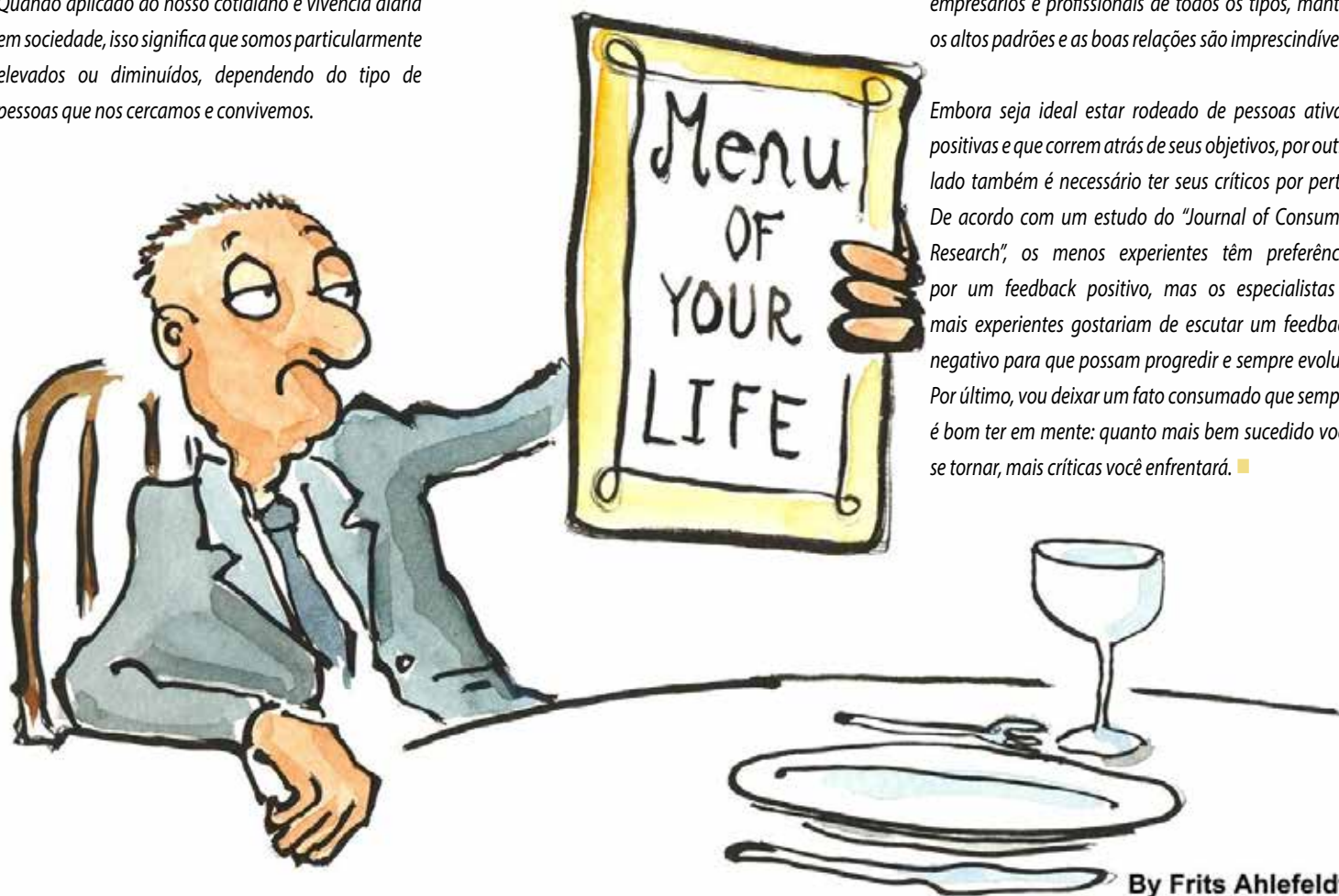
A pesquisa acadêmica tende a concordar, nesse sentido, que somos moldados por nossos ambientes, incluindo nossos relacionamentos. Somos muito influenciados, quer gostemos ou não, por aqueles mais próximos de nós. Isso afeta nosso modo de pensar, nossa autoestima e nossas decisões. Claro, todo mundo é único, mas a pesquisa mostrou que somos mais afetados pelo ambiente ao nosso redor do que pensamos.

É por isso que temos visto um aumento considerável de "master mind groups", ou grupos de mentores e empreendedores, na última década porque agora

entendemos o poder de nos cercar de pessoas que estão sempre buscando um caminho de melhoria contínua. O próprio Jim Roth sintetiza sua citação em outra curta frase dizendo que "Primeiro, a influência é poderosa. E segundo, é sutil".

Cheguei à conclusão que o que ele quis dizer, visualizando negócios, é que nunca devemos baixar nossos padrões. Que sejamos sempre eficientes da melhor forma. E isso inclui eficiência em cercar-se de empreendedores que pensam da mesma forma, que procuram se aperfeiçoar e são proativos. Em um cenário cada dia mais competitivo para pequenos empresários e profissionais de todos os tipos, manter os altos padrões e as boas relações são imprescindíveis.

Embora seja ideal estar rodeado de pessoas ativas, positivas e que correm atrás de seus objetivos, por outro lado também é necessário ter seus críticos por perto. De acordo com um estudo do "Journal of Consumer Research", os menos experientes têm preferência por um feedback positivo, mas os especialistas e mais experientes gostariam de escutar um feedback negativo para que possam progredir e sempre evoluir. Por último, vou deixar um fato consumado que sempre é bom ter em mente: quanto mais bem sucedido você se tornar, mais críticas você enfrentará. ■



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5 Fun Family Activities you Can Do at Home

If you have the whole family (and kids) at home and for a long amount of time you have to be creative and try new exciting activities. Here are some fun and innovative ideas to boost your family time:



1) INDOOR CAMPING. It is easy to set up, and everything you need is usually already available in the house. You can turn the living room into a camp out space, turn off the lights, and take turns telling scary stories while roasting marshmallows on a portable burner.

2) MAKE SHORT MOVIES. Depending on how many you are in your family, you could write and create short video clips that you record using a phone or a camcorder if you have one. The idea is to have everyone participate in the whole movie-making process, including writing the script, picking the wardrobe, and acting it out. Keep the dialogue short so that you do not have to memorize a lot of words. It is even more fun if you turn the whole house into a movie set.

3) TREASURE HUNT. To make it enjoyable, have one person set up the hunting clues and divide the rest of the family into groups. The hunting clues should cater to all different age groups of the family so everyone can actively participate.

4) FAMILY MASTER CHEF. Depending on the resources you have in the house, another very fun activity you can engage in is a cook-off. Just like the TV Master Chef in the U.S, divide into teams and compete in creating an entirely new dish using a chosen set of ingredients. To make it more interesting, write down the different ingredients on a spin wheel and take turns to spin the wheel to select the ingredients. Use only the selected ingredients for the cook-off!

5) TURN YOUR HOME INTO AN ART GALLERY. Get the inner artist out of every family member by organizing a home art festival. Everyone must participate and use his creativity and imagination to express his artistic side by painting, drawing, googling or making collage with old newspapers. At the end, stick all the masterpieces on the walls to create your own family art gallery!

6) HAVE THEM (KIDS) COME UP WITH THEIR OWN IDEAS OF ENTERTAINMENT. Let them coming up with their great ideas! Nonetheless, if you want them to truly enjoy you can let them come up with their own forms of entertainment. Doing so is also a great way to empower them when you have run out of ideas. All you have to do is approve of the kind of entertainment they choose and participate cheerfully when asked. ■





“

*É durante as fases de maior adversidade
que surgem as grandes oportunidades de
se fazer o bem a si mesmo e aos outros.*

”

— Dalai Lama





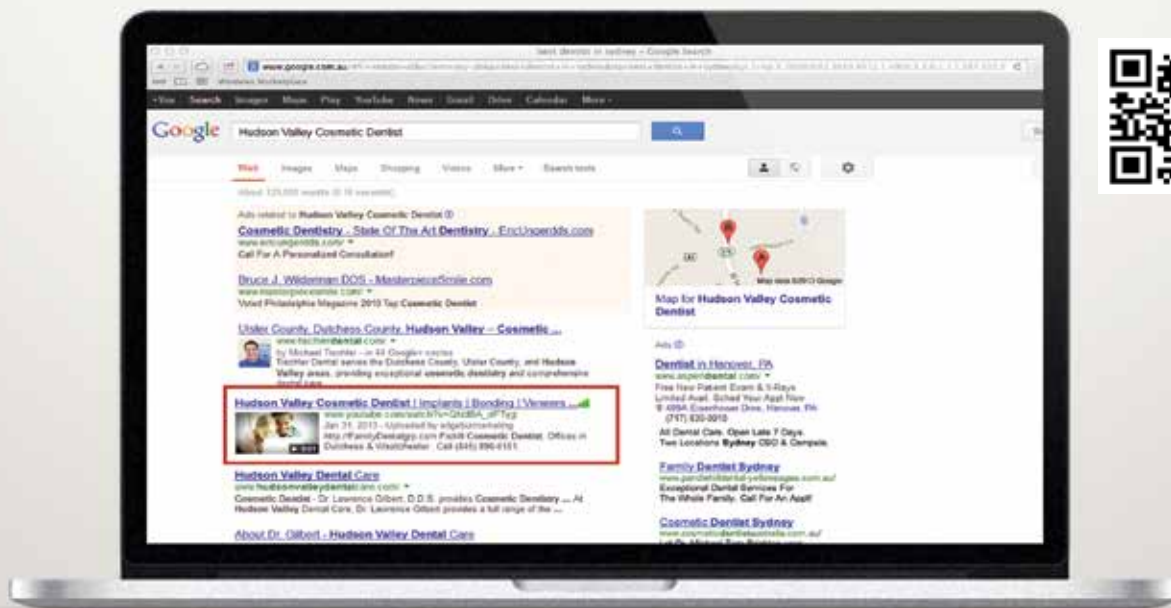
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