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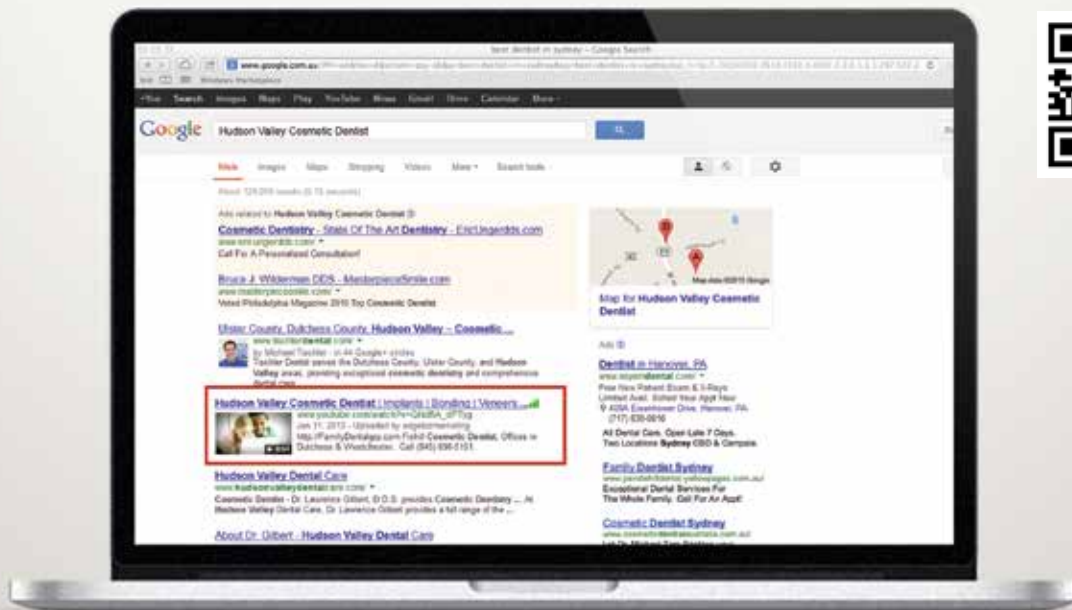
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Editor's Note

When I think of the best leadership, I am moved and humbled. Great leaders inspire and create meaningful, lasting opportunities and new ways of thinking. They believe in change. They have an impact on the future. Like many roles in life and business, being a true leader is a calling. Either you are a great one, or you are not. Think of those who have changed the expected, like Socrates and Picasso. Those are the ones who blaze new trails without fear, without worry and without a second thought to what other think. They have a singular vision and a singular and a singular course. They see things others do not. They take risks. They are entrepreneurs.

Any organization, company, product or brand will always, every single time, take the essence of its leader. If you lead with courage, clarity and

fearlessness, then that's what your company or brand will stand for. The same goes if you are a careless, hopeless, entitled brat. So guide well, my friends, because that is your job. This issue of Soul Brasil magazine is a bit different from all the other issues in the past. We bring to you cool articles about doing business and building relations (including in Brazil), entrepreneurship (Brazilian style) and motivation (from a Brazilian life coach). Of course, we also bring you what we have been always publishing in the past, such as culture, community news, beautiful and in shape Brazilian girls (or a Brazilian lovers).

Lindenberg Junior
Editor in Chief / Publisher



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Forming a "LLC" in Brazil

By Robert Eugene Di Paolo

In this article we will walk our way through the mechanics of establishing a Brazilian "Companhia Limitada", which is the most popular type of company used in Brazil and more or less Brazil's equivalent of a limited liability company (LLC). Before we examine the specific requirements for establishing a "Companhia Limitada", let's take a moment to put our discussion into perspective. It's easy to forget that Brazil is not the USA or whatever country we happen to be from. By nature, we tend to expect things to work in Brazil as they do elsewhere.

As a result, we end up feeling frustrated a good deal of the time because things do not always work in Brazil as they do in our own country

or other countries in which we have worked. However, by taking the time to understand a little bit about Brazilian culture, how things work there, and by being willing to adapt to a different set of rules, we can learn to appreciate the differences and discover the rewards of doing business in Brazil.

Driving may provide a helpful analogy. Driving in Brazil, say in Rio or Salvador is nothing like driving in most American cities. Driving in Brazil requires one's constant attention and absolute vigilance with a focus more on traffic flow than an official set of rules, stop signs or traffic signals.

It is often helpful to compare how things are done in one country with how they are done in another, to provide perspective and to supply us with a road map by which we can anticipate the turns, twists and other obstacles we may encounter along the way. This is particularly true when it comes to how long it takes to get things done in Brazil as compared with other counties.

With this in mind, let's focus on some of the steps required to establish a "Companhia

Limitada" through which to operate a business, buy a business or invest in Brazil. For comparison sake, let's say we wanted to form a company in the USA. Our friends at the World Bank, who have determined that the USA ranks third, right behind Singapore and New Zealand in terms of ease of opening a new business, boil this process down to five rather easy steps, each taking one day, some of which can be performed simultaneously, so that you can be up and running in a week or less.

These steps include registering the business name and filing the certificate of incorporation or formation with the secretary of state in the state where you are forming your company, and obtaining an employer identification number. If you plan to have employees, you will need to register for sales tax, unemployment insurance and arrange for workers compensation insurance. That's pretty much it, unless you need to obtain specific licenses for your business, or you've decided to form a limited liability company, in the state of New York, which absurdly requires you to publish notice of the formation of your company in two newspapers over a period of six weeks within 120 days of formation. ■



* To read this interesting article complete, please check the section "Brazil Spotlight" in our website homepage www.soulbrasil.com. Besides this article, you can find other articles where we navigated our way through a basic understanding of Brazil's legal system, discussed some obstacles to doing business there and surveyed the differences between Brazil's two most common types of legal entities.



Novidades Sobre o Passaporte Brasileiro

SOLICITAÇÃO DO PASSAPORTE

Para viajar é preciso estar com o seu passaporte dentro da data de validade. Antes de começar a planejar seu próximo destino, não deixe de checar esta informação. Caso precise renovar o documento, programe-se para fazê-lo com uma antecedência de, pelo menos, um mês. Para facilitar o atendimento, os consulados Brasileiros nos EUA incluindo Los Angeles e São Francisco, possuem portais com o passo-a-passo do que é necessário para a renovação do passaporte – No caso de Los Angeles o portal é: www.losangeles.itamaraty.gov.br/pt-br/

Os Consulados-Gerais nos EUA esse ano adotaram o envio eletrônico de documentos para passaportes via seus portais. O de Los Angeles e São Francisco já está em vigor há alguns meses, enquanto outros como o de Miami, passaram a adotar em breve como é o caso de Miami que

implementara o serviço a partir de 24 de agosto de 2015. Nesse caso, os formulários eletrônicos para solicitação de passaportes e vistos passarão a exigir o “upload” da fotografia, da assinatura do requerente e de toda a documentação pertinente.

Por questões de segurança, no entanto, os documentos originais necessários deverão ser apresentados ao agente consular para simples conferência, no ato do pedido no Consulado-Geral. A medida visa a dar mais agilidade no processo de requerimento dos documentos de viagem, diminuindo o tempo de atendimento e, consequentemente, o de espera nos Consulados-Gerais.

O PASSAPORTE ESTA DE CARA NOVA E VALE POR 10 ANOS

A Polícia Federal e a Casa da Moeda apresentaram no dia 10 de julho o novo modelo de passaporte comum brasileiro, que passa a ter

validade de dez anos – o dobro dos anteriores – e itens de segurança mais avançados. O valor também mudou: de R\$ 157,05 para R\$ 257,25, um aumento de 64,8%.

O ministro da Justiça, José Eduardo Cardozo, justificou o aumento dizendo que o valor era reajustado com base na inflação. A taxa para emissão do documento não sofria alteração desde dezembro de 2006. As novas expedições e as renovações feitas desde segunda-feira (6 de julho) já obedecem às novas regras. Quem possui o passaporte antigo pode continuar utilizando até o prazo de validade.

Com a alteração do prazo de validade, o sistema de criptografia dos passaportes teve a segurança aprimorada. O passaporte comum continua azul, mas a capa ganhou cinco estrelas representando a constelação do Cruzeiro do Sul e a inscrição “Passaporte Mercosul” em amarelo. ■





Work Permit in Brazil

Visa Data and How the Foreigners Can Apply

There are numerous different visa types and they are all linked to certain conditions. Here we will talk about the “Temporary V – Work Visa” that can be issued to persons who travel to Brazil to work and/or perform any services under contract, including researchers, technicians, professionals, and Maritimes. The good news about it is that the General Coordination of Immigration of the Ministry of Labor and Employment (CGI / MTE) is grant more than before this type of Visa. From January to June of 2013 per example, almost 30,000 work permits was issued to foreigners (27,975 temporary and 1,511 permanent).

From this data, the position one in the list are the Americans (3,947), followed by the British (2278), Filipino (2,056), Germans (1837) and Indians (1377). The most popular destinations for those foreign works during this respective semester was Sao Paulo (10.705), followed by Rio de Janeiro (10,699) and Espirito Santo (1395). In terms of education, from this total, 4.1% had a Master/PhD (4.1%), 49.3% a college degree, and 41.4% the complete High School.

On the other hand, a permanent work visa will usually be issued to foreigners who are entitled to a permanent residence in Brazil, and is common to professional researchers or scientists (for activities exceeding a period of two years), investors (sum that exceeds US\$50,000 for individual or US\$200,000 for companies) and companies directors or managers.

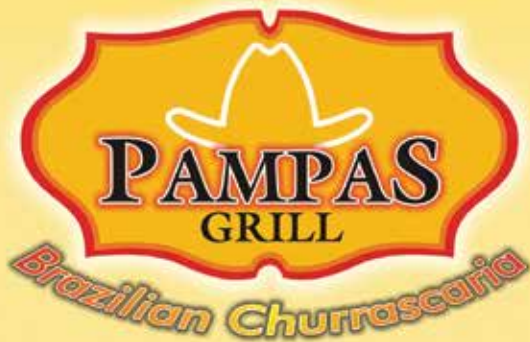


APPLICATION PROCESS IN BRAZIL

Work visa applications must be submitted directly to the Brazilian Ministry of Labor (specific requirements are listed at the website www.mte.gov.br, under the heading “Trabalho Estrangeiro”). The Embassy can only process applications once the proper authorization has been received from Brazil. It is possible to apply for a Work Visa whilst in Brazil. The requesting party should contact the Ministry of Labor to obtain appropriate instructions regarding the application process. Other source that should be helpful is the Embassy of Brazil in Washington – www.washington.itamaraty.gov.br/en-us/

All visas must be issued outside of Brazil. Therefore if a Work Visa is authorized to an applicant that is already in Brazil, they must leave the country in order to receive the visa in their passport, re-enter on the condition of the Work Visa and register with the Federal Police Department. Once the Embassy of Brazil has received the authorization for a Work Visa, the appropriate documents following must be submitted. ■





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A Alta do Dólar e o seu Impacto na Vida dos Norte-Americanos e Brasileiros

Por Laís Oliveira

Você sabe quanto vale o dólar atualmente? No início do ano (março/2015) a moeda, pela primeira vez em 10 anos, rompeu a barreira dos R\$ 3. Isso assustou os brasileiros. A cotação da moeda muda diariamente, mas essa variação não é importante apenas para os economistas. Isso porque o preço do dólar também pode interferir no seu dia a dia. Com problemas externos como o fortalecimento da economia dos EUA e a crise política e financeira da Europa, o real tende a se desvalorizar e o dólar a disparar. Em julho, a moeda bateu os R\$ 3,48 e esta subida tem afetado desde grandes empresas, passando por micro negócios a donas de casa.

No começo de julho (2015) o dólar subiu 4,79%. De janeiro ao final do primeiro semestre do ano, a alta foi de 25,89%. A subida do dólar para o patamar dos R\$3.00– R\$3.65 é, em parte, uma consequência também do avanço dos preços ao consumidor dos EUA nos últimos meses. O disparo mais crescente se deu nos últimos cinco meses, já que entre fevereiro e junho o dólar começou uma disparada em relação ao real e de forma progressiva.

Esta valorização aconteceu, frente a todas as moedas, devido à expectativa de aumento da taxa de juros nos Estados Unidos, analisa a economista Sarah Pessoa, Mestre em Economia Aplicada pela Universidade Federal de Alagoas. “Nos dias de hoje, os EUA se recupera da crise de 2008 em um ritmo muito mais rápido do que a União Europeia, por exemplo. Imprescindível para este cenário

foi à intervenção estatal norte americana, através de sua política fiscal, visando sanar o setor financeiro e produtivo”.

Ao analisar o cenário norte-americano, nota-se que a economia deste país apresenta um comportamento inflacionário muito baixo. No primeiro trimestre de 2015 a inflação foi de 0,2%. Dessa forma, é bastante compreensível que o norte americano sinta de forma mais nítida a elevação dos preços quando o índice sobe, tendo em vista que sua economia é muito estabilizada. Observando pelo lado econômico, taxas de inflações muito baixas podem ser prejudiciais à produção, desaquecendo a economia.

Por outro lado, em julho houve uma disparada nos preços do galão de gasolina no mês, mas de uma forma muito rápida. De uma hora para outra, a galão (3.6 l) de gasolina subiu em média, US\$ 1. Em Los Angeles, por exemplo, o preço médio do galão em meados do começo de julho foi de US\$ 3.25, e no fim de Julho essa média passou a ser US\$ 4.25. Mas o sistema da procura e da oferta sempre foi à base da balança dos preços nos EUA. No caso da própria gasolina, de costume, ela se mantém mais barata no começo do ano, durante o inverno. Depois, com a primavera, os preços começam a aumentar para atingir o pico nos meses de verão (julho/agosto) quando muita gente faz planos de viagem dentro do próprio EUA. Com a chegada do outono, os preços começam a baixar até atingir os melhores preços no fim do ano ou começo de inverno.

Já com relação ao Brasil, inicialmente podemos dizer que temos um comportamento diferente em relação à subida de preços devido à memória inflacionária do país. Por conta do reajuste dos preços administrados (ex: tarifa de energia) e a elevação dos preços externos, o comportamento inflacionário brasileiro no primeiro semestre de 2015 já acumula 6,02%, aproximando-se muito do teto da meta inflacionária do Banco Central de 6,5% ao ano. No entanto, este cenário não precisa ser encarado com temor, ou como se o Brasil estivesse com a inflação descontrolada, como vivemos nas décadas de 80 e 90.

“Esta memória inflacionária é muito grande no Brasil, e acredito que esta repercussão na mídia seja por causa disto. A situação





econômica do Brasil é bastante diferente, e temos instrumentos econômicos eficazes para conter o aumento generalizado dos preços, ou melhor, a inflação. Nossa economia está estabilizada desde o Plano Real. Porém o índice inflacionário comparado com os Estados Unidos é bem mais elevado. Dessa forma, dado o histórico brasileiro, o consumidor está mais acostumado com a elevação dos preços, apresentando uma reação “mais leve” quando comparado ao norte americano, que nota e questiona qualquer subida nos preços de produtos e serviços”, afirma a economista Sarah Pessoa.

Com o dólar mais caro e a inflação acumulada no Brasil batendo a média de 402,4% - de julho de 1994 até julho de 2015, os brasileiros reduzem suas expectativas de compras, as importações caem, e a rotina, do grande empresário à dona de casa, muda. Para se ter uma noção, a cédula de R\$100 perdeu 80,1% do seu poder de compra desde o dia em que passou a circular há 21 anos (1994). Ou seja, apesar de o valor de face da cédula indicar R\$ 100, o poder de compra



da nota atualmente (2015) é de apenas R\$ 19,90. A frase costumeira repetida pelos brasileiros “o preço de tudo subiu e parece que não vai baixar” parece certa quando analisamos esta perda de poder de compra dos últimos anos.

Os produtos importados ficam mais caros, os salários também ficam “menores” quando calculados em dólar em épocas de inflação, ou seja, os assalariados ficam um pouco mais pobres quando o dólar sobe. Para quem gosta de viajar, a surpresa pode vir com os preços das passagens, ao fazer reserva de hotéis ou na hora de pagar a fatura do cartão crédito.

Com a economia passando por este momento, o mais sensato para muitos brasileiros é frear

as compras em poucas quantidades e/ou conter os gastos desnecessários e/ou deixar a viagem ao exterior para outro momento mais oportuno. No geral, o brasileiro vive o momento de driblar a crise sem grandes perdas e transtornos e aguardar um melhor momento para investir o suado salário.

Também “no geral”, o brasileiro que viveu nos EUA e regressou ao Brasil anos atrás em busca de uma nova oportunidade e um novo momento, tende a voltar aos EUA. Claro, muitos que arrumaram suas malas há 2, 5 ou 7 anos atrás, ainda continuam no Brasil, uns contentes outros não tão contentes. Mas com certeza, uma realidade que podemos contatar atualmente, é que existe um grande contingente desses “Brazucas” de volta a terra do Tio Sam. ■





Getting Chemistry into a Relationship

By Sandra Domingos

Chemistry doesn't really all happen by chance. There's a lot going on in your body when you feel that sparkle for another person. Here's some tips to help you juice up the chemistry in your relationship. When it comes to relationships, the feeling of having a close bond with another person is hard to grasp. It may be that you both are comfortable and at ease when together.

You also are physically attractive to each other. That chemistry may kick in when your lover is wearing a certain pair of jeans or how he or she smells after being outside. It really is hard to get a handle on it all because there is a lot to human nature. There's no argument that a lot of your chemistry together has to do with the shape of her face, the cut of his waste and the pheromones you both charge up.

However, a lot of it has to do with your experiences. It's no secret that a lot of relationships starts off

in the office or work environment. You spend 8 hours with another person, learning to trust them and building rapport. You have to work together and learn from each other. This is when you first learn that you can trust each other.

Soon you are taking a walk at lunch or sharing a conversation that bonds you closer together. Try to stay away from stressful work topics. Those discussions usually end up putting a burden on your friend to help you out of a situation. Talk about a series on Showtime or HBO that you both enjoy. Find out what book your friend is reading and what they like about it.

One more thing, don't be afraid to have a sense of humor. Have you ever cracked up watching a comedian and said, "I just love that guy!" Laughter brings joy to your heart so what better way to endear yourself than to

make your friend laugh. Do something a little unexpected to give your friend a smile. Avoid off color jokes as that may end up offending your friend.

Plan a date to get your adrenaline fired up. It's proven that couples who engage in a thrilling situation are attracted to each other. You see, your mind connects the rush of adrenaline to the person you're with during the period of excitement. It's kind of messy with your mind by making a relationship between adrenaline and physical attraction. So go skydiving (well, that may be too much), skiing or rock climbing.

Chemistry is a powerful ally in human relationships! Have fun developing a good trust and rapport with your friend. Plan on some exciting dates to fire up the chemistry in your relationship and don't forget to share a laugh or two together. ■





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Brasileiros Apostam em Empreendedorismo Através da Praticidade e Qualidade de Vida

Por Laís Oliveira

Praticidade é a palavra que move o mundo nos dias de hoje. Seja para se locomover, comprar, vestir e até mesmo se alimentar. Mas quem disse que o sinônimo de praticidade é perda de qualidade de vida? Desde 2011 há no mercado americano uma opção de bebida saborosa, prática, altamente nutritiva, e que prima pela qualidade aliada ao sabor único em cinco irresistíveis opções de sucos.

É interessante mencionar que a Darklen que fabrica os sucos Juiceology foi fundada por três amigos brasileiros de São Paulo que resolveram investir no altamente competitivo mercado de sucos individuais, e praticamente dominado

pelas bilionárias companhias Coca-Cola (Odwalla) e Pepsi (Naked).

Segundo um dos fundadores da empresa, Felipe Davila, CEO da marca e residente de Los Angeles, a exigência de um produto final saudável começa em casa. "Somos uma empresa familiar e efetivamente a partir daí é onde desenvolvemos nossos produtos. Somos os primeiros a testar e consumimos nossos sucos todos os dias", afirma Felipe. A empresa adota um conceito simples de acreditar em um produto que realmente tenha a aprovação plena da família e seus diretores. "Vendemos algo que servimos em nossa mesa" acrescenta o CEO.

Os sucos da Juiceology não tem adição de açúcar e segundo os seus diretores o diferencial é o mix de frutas com a fibra o que facilita a digestão. "Nosso suco oferece um sabor único, além dos 8 gramas de fibra por garrafa. Não posicionamos os nossos sucos como substituto de refeição, mas sim como um suco saudável e que pode ser consumido a qualquer momento", diz Felipe Davila. A empresa prima pela qualidade aliada ao sabor único em cinco irresistíveis opções de sucos - Ameixa/Uva/Blackberry, Blueberry/Mirtilo/Açaí, Roman/Cranberry/Blueberry, Pessego/Manga e o "Green Elements" ou suco verde. Apresenta 8 gramas de fibra (32% do produto) por garrafa, fornece vitaminas e minerais essenciais, e é livre de glúten.

Segundo Felipe Davila, se estabelecer nos Estados Unidos e convencer os compradores

de grandes cadeias de supermercados a abrir espaço para um produto novo não foi nada fácil, principalmente num mercado dominado por grandes nomes como Pepsi e Coca-Cola. Mas a aposta em um produto com grande diferencial, de sabor atraente e nutritivo, foi o grande incentivo para não desistir nas primeiras dificuldades comuns para uma nova empresa.

"O mercado americano é muito dinâmico e não tem espaço para produtos medianos. É importante ficar atento às modificações e evolução do mercado, fazer pesquisas com o consumidor americano e entender o que ele quer. O americano, diferentemente do brasileiro, é mais educado com relação a rótulos e tabelas nutricionais. Ele eventualmente vai descobrir se o produto passa uma imagem diferente do que realmente é", revela o empreendedor.

Hoje a Juiceology já tem distribuição nacional, em mais de 40 estados norte-americanos, através do Wall-Mart e Kroger, e tem forte presença nos estados da Califórnia e Nova York. Com embalagens de design clean e atrativa, e focando no consumidor de classe média/alta dos EUA, a empresa dirigida por brasileiros jovens e empreendedores vem comprovando que veio para ficar, pois oferece um diferencial muito requisitado no mercado: produtos que auxiliem e melhorem a qualidade de vida do consumidor e promovem o bem-estar em opções saudáveis, deliciosas e nutritivas de alimentos. ■

Sócios Felipe Davila e Augusto Fontana





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Reviews & Reputation Management



Managing your online reputation is an important component of online public relations. In this day and age your potential customers will probably decide to search your name or your company when deciding whether to buy from you or use your services or not. While this is great news for consumers who can now make informed decisions about who they may or may not choose to do business with, it can be a nightmare for some businesses.

Image is everything and that is why every business (or individual) needs to monitor and manage their reputation. Just one dissatisfied customer can determine or influence the decision of many others. In some cases, they might not even be genuine customers. For these reasons, all businesses, no matter how big or small, need to protect their image on the internet by monitoring, managing and improving their online reputation.

THESE TIPS SHOULD HELP YOU TAKE CONTROL OF YOUR BRAND IDENTITY:

1) FIND OUT EXACTLY WHAT PEOPLE ARE SAYING ABOUT YOU

Some businesses try to pretend the internet doesn't exist. They bury their heads and don't even try to find out what people are writing about them. Don't make the same mistake. The only way you can manage your online reputation is to find out what is being said about your business. It might not all be flattering, but it's important to know what's being said about you online. Unless you know what's out there,

you can't respond to what others have to say. But there is an upside - if you find people giving you positive reviews, you can publicize it.

2) RESPOND TO THE NEGATIVE REVIEWS IN A PROFESSIONAL MANNER

No matter whether you think the negative comments are justified or not, you must be utterly professional in your reply. You are may be writing to the person leaving the negative

review, but your comments will be read by thousands of other potential customers who will be very interested to see how you handle the complaint. If you launch an attack on the person who left the negative comment by branding them a liar, rant at them for taking their complaint public rather than coming to you with it first, all you are going to do is add fuel to the fire and potential customers are going to avoid you like the plague. It will also add credibility to the person who left the



complaint, even if it wasn't true. And never and ever ignore negative reviews!

3) INVITE THE CUSTOMER TO AMEND THEIR REVIEW

If you are able to resolve your customer's issue and have shown them you want them back as a customer, the next step is to encourage them to return back to the site to remove their negative review, or at least amend it with a follow-up message describing how, with your help, the problem was resolved. This may require some incentives on your part, but clearing up a negative review is definitely worth any immediate costs. If the customer refuses or is unable to change or remove it, then follow up with your own summary of the events in a factual way, taking care not to anger or infuriate the customer into responding further and so drag you into an online war of words.

4) ENCOURAGE POSITIVE REVIEWS FROM SATISFIED CUSTOMERS

An excellent way to manage your online reputation is to encourage your many satisfied customers to leave a positive review at the site hosting the bad one. Try to make a habit of encouraging all of your happy customers to leave positive comment. You will be surprised just how many will simply because you just ask them to. Remember, it can be more difficult to get customers to post positive reviews rather than negative ones, even if you offer the most exceptional service in the world.

5) TIME TO GET SOCIAL

By creating social media accounts on Twitter, Facebook, Google+, Pinterest, etc you can manage your online reputation even easier. By being active on the social networking platforms there is less room for other, potentially negative, pages to gain visibility. If a negative

news story should emerge, you can react to it quickly; get your point of view across so that people searching for the story will see your side before things get out of control.

6) JOIN INDUSTRY SPECIFIC FORUMS

There are literally thousands of discussion forums on the internet so there is bound to be one specific to your industry. If there is, then you should seriously consider joining. It is a terrific way to reach out to a brand new audience who previously might not have heard of you or your business. You can also build a solid online reputation by offering great tips and advice and generally becoming a respected authority within your niche or industry.

7) COMMUNICATE THROUGH PHOTOS AND VIDEOS

People like to know who they are doing business with so why not add photographs and videos of you, your business and your employees. Give your company a face your clients can relate to and get to know. It has far more impact on the relationship that you have with your customers than an anonymous website. If you tag your pictures with keywords and your company name they will even have an effect on your search engine ranking and improve your branding.

8) THINK BEFORE YOU POST

Unless you want to stir up controversy and make situations worse, it's important to watch what you say and be careful what you post. Anything you say can and will be used against you when it comes to social media. It is very frustrating when you read a comment about your business that is either unfair or even a downright lie, but before you post anything you need to think about the impact your words are going to have.



LAST WORDS...

It's very important not to get lazy about monitoring your reputation. We recommend regularly checking for information that could potentially harm your online reputation, and in special through these reviews websites. Some local businesses realize the importance of doing this but are too busy running their companies. They find they don't have the time to monitor their online reputation enough, or they find it hard to remain professional and not get too emotional when leaving replies to negative comments because they are so passionate about their business.

Not have this time? We can help you create a positive buzz around your brand or product or service using our experience with SEO (Search Engine Optimization) techniques and communications skills. Contact with us today so we can discuss your situation and better understand your needs. You will be glad that you did – (818)508-8753 / www.kisuccess.com



Summer Fun: Escape from the "Metro" Los Angeles

By Claudia Passos

Do high airfares and fuel costs have you putting off that planned trip this summer? Many "angelanos" are passing on the long-distance vacations, staying close to home and asking "What would be something fun and unique to do?" But the L.A. resident is a fortunate person as he/she can drive to the top of the mountain in the morning, dine in a genuine Venetian gondola at noon, gaze upon a spectacular field of desert flowers in the afternoon and dance in a drum circle on the beach by moonlight – all on the same day and yes, all on the same tank of gas!

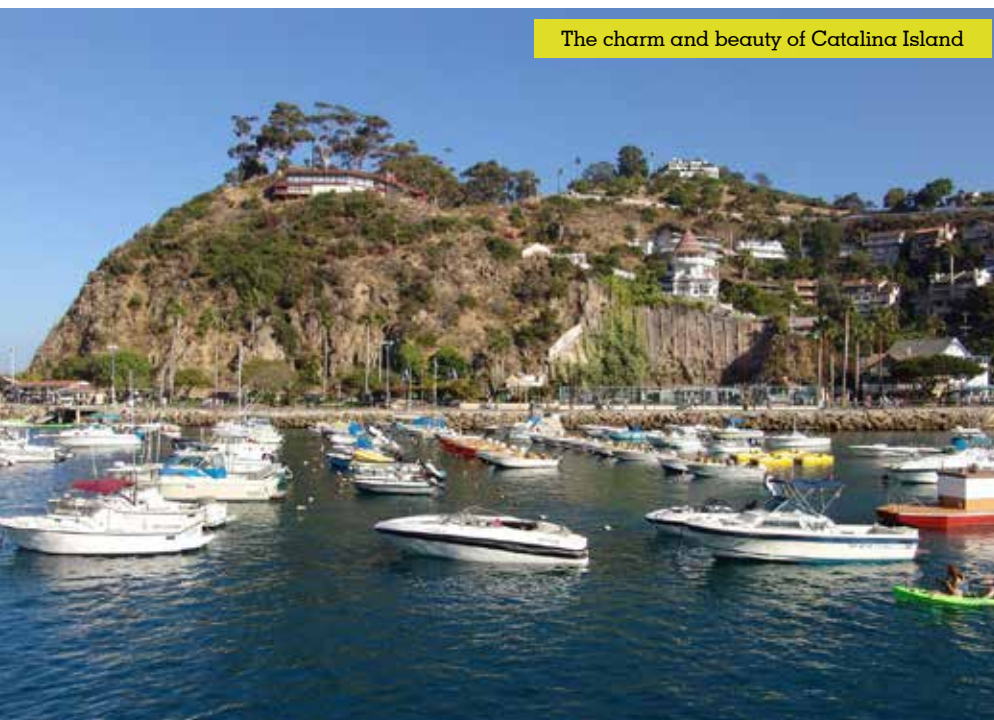
This time, summertime, this page will be a bit different, and I will list – yes in English, six unique things that you can do around L.A. to have fun. Just some suggestions for you enjoy Southern CA and not miss a lot your "long-distance" planned trip:

1. Take a hike, 7 Falls, Santa Barbara – Often called the most beautiful leg of the four-mile Tunnel Trail in Los Padres National Forest, the 7 Miles hike is enchanting, exhilarating, and not for the easily exhausted – www.fs.usda.gov/lmpf
2. Turn off your mind, Peter Strauss Ranch Park, Agoura Hills – A woodsy slice of heaven once owned by the legendary actor of the TV Miniseries, this gorgeous stretch of California chaparral is where you go when you want to get away from it all – www.nps.gov/samo/planyourvisit/straussranch.htm
3. Revel in the arts, Bergamot Station, Santa Monica – Formerly the final stop of the Red Line trolley, Bergamot Station is now a complex of art galleries and a premier cultural destination on the West Coast

Visitors – more than 600,000 of them every year! www.bergamotstation.com

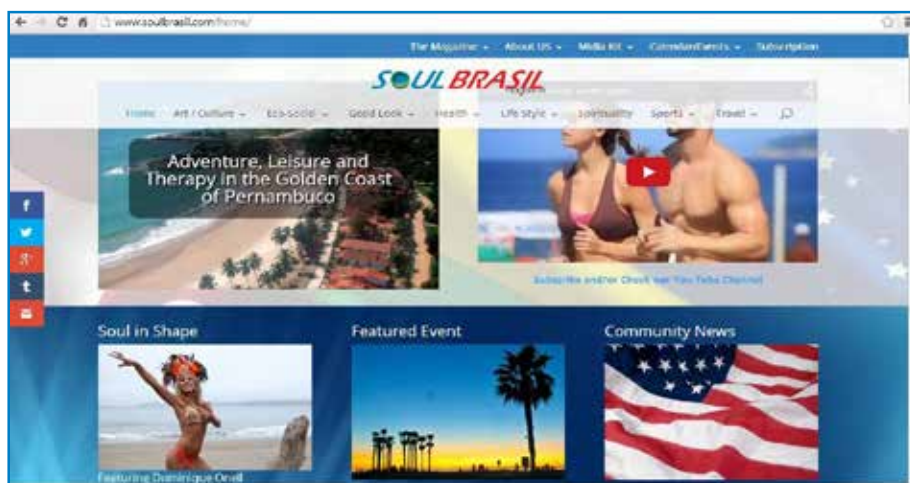
4. Ride a genuine gondola, Naples, Long Beach – Only eight places in the western U.S. offer gondola rides – and here is one of the best of this list. A number of amenities packages are available, from lunch to dinner cruises to champagne-and-desert voyages under the stars! www.gondolagetawayinc.com
5. Take the Catalina Ferry to Avalon then take a jeep Eco Tour of Catalina Island – First take the ferry fun ride. The ferry departs from the Port of Long Beach pretty much all the time and from multiple locations (during summer booking with 4 days minimum in advance), then already on the island, leave the other passengers behind and explore Catalina the way nature intended – through an eco-friendly tour in a top-down jeep. www.catalinatours.net and www.catalinaconservancy.org
6. Be a beach bun, Crystal Cove Cottages, Corona del Mar – It is a 2,791 acre slice of paradise, some 12 acres of which are right on the Pacific. The rustic Crystal Cove Cottages started life as a seaside colony, but now is available for rentals year-round. Moreover, they provide the coolest thing you will get to rent control on the California Coast – prices are kept artificially low to ensure their accessibility to most everyone. Super cool option for a couple or even two couples friends – check more info here: www.crystalcovebeachcottages.com

The charm and beauty of Catalina Island





A Nova Fase da Soul Brasil Magazine



Mais Ecológica, Formatos Diversificados e Atualizações Diárias

Já imaginou se você, brasileiro residente nos EUA, pudesse matar a saudade da cultura, do povo e das belezas naturais do seu país sem precisar viajar? E ainda pudesse se manter atualizado com notícias relevantes sobre variados temas como educação, emprego, imigração, entre outros, num só lugar? E se você, norte-americano, que tem vontade de conhecer um pouco mais sobre o Brasil, pudesse constatar dicas sobre lugares turísticos e também alternativos de nosso país tropical? Ou ainda, conhecer mais sobre a rica cultura desse Brasil abençoado por Deus e bonito por natureza? E se vocês, brasileiros e norte-americanos, quisessem ter à sua disposição um calendário de eventos atualizado semanalmente com dicas do que acontece em Los Angeles, Santa Barbara, San Diego ou Las Vegas, incluindo eventos brasileiros e destaques da semana?

No novo website da Soul Brasil magazine tem isso e muito mais! Criada em Junho de 2002, em Los Angeles, e disponibilizada durante 13 anos em um formato tradicional impresso, a revista, de linguagem bilíngue, foi distribuída por vários anos em mais de 250 lugares entre restaurantes, mercados e academias, além dos principais consulados brasileiros nos EUA. Com orgulho,

fomos a primeira revista impressa brasileira nos Estados Unidos a promover o conceito "Go Green" e incentivar uma vida mais consciente e um planeta melhor. Mas a partir dessa edição, e 74 publicações impressas, a revista passa para uma nova etapa de vida.

A partir de agosto de 2015, a revista para de circular em seu formato impresso, passa a ser mais ecológica e diversifica em seus formatos digitais. A Soul Brasil magazine, que teve e ainda tem um papel importante na disseminação da cultura brasileira para os residentes da Costa Oeste americana, mantém a produção de seu conteúdo com a sua versão digital "Flip" (link disponibilizado no website e nas mídias sociais), e ainda em agosto, se estende com versões digitais para o Google Play (Android) e Amazon (Kindle), e em formato Aplicativo. Até o fim de 2015, estaremos disponíveis também através do Apple Store, e ainda, gratuitamente!

Ainda falando do mundo digital, o nosso website foi repaginado e reconstruído em uma nova plataforma 2.0: o Wordpress. Com visual "clean" e despojado, disponibilizamos para o visitante atualizações diárias, em inglês e português,

sobre temas relevantes para o público brasileiro, no Brasil e nos EUA, bem como para os norte-americanos interessados no Brasil. Em nosso novo website você encontrará artigos em inglês e português, sobre cultura e turismo, vida nos Estados Unidos e notícias de interesse da comunidade, esportes em geral, espiritualidade, beleza e estilo de vida, e ainda um calendário de eventos super atualizado sobre o que acontece de bom no Sul da Califórnia e em Las Vegas, e todo verão, um guia super legal de eventos grátis que acontecem entre Santa Barbara e San Diego com destaque para Los Angeles.

Seja através da revista digital, que continua a ser produzida de dois em dois meses, ou do portal Soul Brasil, o acesso ao nosso valioso conteúdo vai te deixar um pouquinho mais perto do Brasil ou das coisas importantes que devemos saber se vivemos no Sul da Califórnia ou em Las Vegas. Eduque-se, entretenha-se e mantenha-se informado entre artigos, fotos e vídeos, incluindo notas de utilidade pública e prestação de serviços nos dois idiomas. Para sempre ter acesso à nossa revista digital e/ou conhecer mais do que nosso portal tem a oferecer, visite: www.soulbrasil.com e "viaje" sem sair do lugar! ■



SUMMER FUN IN VEGAS

Billions in development dollars are fueling gourmet restaurants and nightclubs where the atmosphere is decidedly adult

Nightclubs on weekends, bars every night, strip clubs 24/7/365, pool clubs in season. From chill to off the hook, it doesn't get more happenings' than Vegas. Billions in development dollars are fueling gourmet restaurants and nightclubs where the atmosphere is decidedly adult. In Las Vegas every year is estimate a 40 billion dollars in investments in resort development and more fun options for the millions of visitors and also the local residents.

Vegas are an adult Disneyland and there is a lot of "red" involved. Some of the most fun pool parties during the summer in U.S are located in Vegas, as well as some of the most prominent nightclubs and restaurants, where international guest DJs and star chefs helps making it happen. During 2015, some of the more prominent night clubs are the GhrosthBar located at Palms, LAX located at Luxor, Foundation Room located at Mandalay Bay, Voodoo Rooftop at Rio, Hyde Bellagio at Bellagio and Chateau at Paris resort and casino.

Chili out at the pool is one of the cool things to do in Vegas during the summer and until late September. You can you find a pool at nearly every hotel and motel in the general area. You can also find a really amazing pool at nearly every resort within county limits. But pool clubs are not just pools. Pool clubs are a whole other level. And pool parties in Vegas during the summer are a must if you would like to find beautiful people, mind-blowing DJs, and nice cocktails waiting for you under the sun. Among the coolest pool parties in 2015 we can mention the Moorea Beach Club at Mandalay Bay, the Palms Pool, the Hideout Pool at Golden Nugget, the Rehab at Hard Rock Hotel and the Encore Beach Club.

Among the special events that coming up, are the Las Vegas PRIDE Night Parade that will be held Sept 18, with a pre-show at grandstand at 7pm, and parade starting at 8pm. The event is in downtown Las Vegas and is free for the public in general. The event is epic and the night parade is something uniquely Vegas. The parade heads up 4th Street in the Las Vegas Arts District and ends at Ogden Ave. just past the Fremont Street Experience. ■





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Facebook

How to Run a Successful Facebook Marketing Plan

Marketing

Unless you have been living in a cave without any contact with the outside world you can't have failed to notice that Facebook is the largest and most popular social media network in the world with over a one billion active users who log into their Facebook account many times each day, and it has made even easier thanks to the popularity of Smart phones.

Unfortunately, some businesses have been a bit slower to catch on. Their attempts to join the Facebook revolution have failed because they have not known the best way to master it. If you do a quick online search, you will find there is so much advice out there about Facebook marketing, but for every good tip you read, you will be bombarded with misleading or outdated information which will add to your frustration. So let's look at some strategies you need to know to harness the true power behind advertising and marketing on Facebook.

GET ACQUAINTED WITH FACEBOOK

What some businesses fail to remember is that Facebook is a marketing medium in its

own right with its own set of rules. There are some unique differences available on Facebook that can help their marketing efforts in a way that their own regular site can't. Once a business has set up a Facebook fan page, they might fill in their info tab with some basic information and add some posts... and that's about it. They think it is as easy as that – just spending the minimum time and effort on their fan page will bring them huge results.

Yes, they might get a few people hitting the 'Like' button but recent statistics have shown that only around 1% of total fans who 'Like' a page ever go back to view it more than once. So although it is a powerful marketing site, your Facebook page should never be your website replacement. It should be recognized for what it is; a social media platform used by people who wish to do socialize and hangout online. Because of that, you need to keep in mind that visitors to your Facebook page are not there to support your business. All they are interested in is learning more about what you offer, via reading the posts on your Facebook wall.

DON'T SEND OUT SALES PITCHES

There are some business owners who think that the whole idea of having a presence on Facebook is to bombard members with details of their products and services. So that is what they do... relentlessly! They tell people how wonderful they are and how great their product and service is.

That is the wrong way to market on Facebook. Genuine savvy business owners still manage to get their message across, but in a more subtle and entertaining way, which is what you need to do.

Why is this important? Recent polls show that business owners who constantly broadcast sales hype over Facebook end up losing fans (and sales) rather than gaining them. They forget that fans are seeking a way to connect and interact with you. They want to see that there is a real person behind the marketing hype who cares about what customers think and want and need.



Rather than broadcasting sales pitches to people who follow your page, engage them. Think of ways to offer your fans genuine, relevant content that they are interested in. Your job is to interact with them and give them irresistible and compelling reasons to want to connect with you. You can draw inspiration from investigating examples of really successful Facebook pages, like Coca Cola and Pizza Hut, to see how they go about things. Posting engaging content will keep your fans loyal and increase their interaction with you.

DON'T FOCUS ON FAN NUMBERS

Just because you have a huge number of fans on Facebook, it doesn't mean you are going to see huge profits. You might be very proud to have a large fan base, but what does that really mean for your business? Not a lot, because as we stated earlier, statistics show that less than 1% of your fans are likely to return to view your page. This means the only time they will hear from you is when your post appears in their news feed, once you have posted something for them to read.

Quite often we will see companies trying to attract new fans with one-off contests and competitions, but these are not always as productive as they might seem. Once the contest is over there is no real motivation for those people to interact with the company any more. It is far more productive to concentrate on giving your fans compelling reasons to interact and become part of the community

that you are trying to put together. Attracting a high number of fans doesn't automatically mean that you have a captive audience, but with a bit of effort it does provide you with the perfect opportunity to find ways to capture and retain their interest. If you don't do that, the page will lose its value.

FOCUS ON WHAT YOUR FANS WANT AND NOT WHAT YOU WANT.

The main reason behind going into business is to make a profit. In order to do that and keep your business moving forward, you need to find new and creative ways to keep bringing in new customers. That is what Facebook allows you to do. When advertising in the offline world, your marketing tactics are usually centered on trying to spread your sales message as far and as wide as you possibly can. The sole aim is to try and reach even small potential new prospects that might just turn into paying customers, so your sales pitch is more aggressive in order to convert the general public to buy from you.

Marketing on Facebook is completely different. Trying to focus on and drive more sales to your business simply doesn't work on Facebook. Facebook is a Social Network – that means that it is more about conversation and interaction than providing businesses with another platform for advertising. So if all you talk to others about is yourself and how great your business is to the exclusion of everything and everybody

else, your audience will quickly become bored and disinterested with you. After all, they can hear that type of advertising message anywhere. So stop focusing on what you want from Facebook and start to think about what your Facebook fans want.

PLANNING YOUR SOCIAL MEDIA CAMPAIGNS

Marketing on Facebook really can offer you a fantastic opportunity to grow and enhance your business. The sheer power and popularity of social media networking in general really does broaden your customer base and increase brand awareness for your product or service. You need to forget all the things you know about marketing in the offline world and start learning how unique and different marketing is in the world of social media.

LAST WORDS

Unfortunately not all businesses have the time, as they are so busy running their bricks and mortar business. The good news is that we provide a great range of services designed to help small business like yours. Rather than having to try and figure it all out for yourself and then attempt to put a Facebook marketing campaign together, our team can do this for you. Feel free to contact us of Kisuccess Media and Marketing and publisher of Soul Brasil calling (818)508-8753. ■

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Como Ter Exposição na TV e Grátis

Por Lindenberg Junior

Nós todos sabemos o quanto poderoso é a mídia televisiva, basta lembrar a frase que muitas vezes usamos quando uma pessoa aparece muito na telinha “é o cara da TV...”. Os canais de TV que apresentam notícias locais em particular se tornam vozes confiáveis – nem sempre, mas em geral. Mas propaganda na TV tem custo médio/alto.

E aqui a finalidade é mostrar o caminho da exposição sem custo e onde se usa princípios de marketing de guerrilha com conhecimentos de jornalismo. Permita-me sugerir-lhe no jornal noturno de uma rede local de TV. Na televisão o “visual” é o que importa. Note que vez ou outra uma história pode não “soar” interessante, mas se ela “parece” interessante consegue entrar no ar. O apelo visual funciona para a televisão.

CONFIRA AQUI CINCO COISAS QUE OS PRODUTORES DE TV MAIS BUSCAM

Existem cinco categorias básicas de histórias que as emissoras costumam cobrir. Você não vai achar isso escrito em nenhum painel dentro das redações de TV, já que isso é instintivo a qualquer editor responsável. Em primeiro lugar estão as histórias políticas, tudo o que tem a ver com políticas locais, estaduais ou federais entra no ar. Espere aparecer na televisão se você surge com um desafio aceitável para um órgão governamental.

Grandes problemas comunitários também conseguem o mesmo tipo de cobertura, já que são coisas que atingem a todos. Serviço de coleta de lixo, controle de enchentes e criminalidade entram todos nessa categoria. Atividades que resolvam grandes (ou potenciais) problemas comunitários recebem atenção também. Isso pode ser algo como algumas pessoas plantando cinquenta árvores no parque da cidade.

Educação e saúde também ganham bastante exposição televisiva. A primeira porque todos estão preocupados com as crianças e a segunda porque a esmagadora maioria dos telespectadores de notícias está na meia idade. Portanto o interesse deles por informações e questões relacionadas à saúde só aumenta.

Celebridades sempre conseguem espaço televisivo. As razões são óbvias: a pessoa que não dá a mínima para os tópicos anteriormente mencionados sempre vai querer checar a passagem da estrela da NBA ou de Hollywood pela sua cidade. Os esportes e as fofocas de entretenimento inclusive chegam a preencher metade do tempo de um noticiário em certas cidades.

Finalmente, as emissoras adoram uma novidade. Alguns especialistas dizem que qualquer coisa que seja original e tenha apelo visual vai aparecer. Eu não sei se concordo com isso. Coisas extremamente originais geralmente deixam os editores





se perguntando se eles deveriam mesmo cobrir tal assunto. Você estará em terreno mais seguro se fizer algo que já é feito uma ou duas vezes por ano. As câmeras estarão a postos para mostrar algo que eles já sabem por experiência que vai ser um estouro. Competidores mergulhando em uma piscina de gelatina para pegar uma chave que pode dar a partida em um carro zero é uma das mais velhas da cartilha, mesmo assim, isso sempre leva os veículos das emissoras a correr para o local como formigas atrás de açúcar.

Se você puder amarrar o seu produto, serviço ou idéia a um tópico que os jornais queiram cobrir você está dentro. Assim como a pessoa que defende alguma questão e quer ter o seu ponto de vista na televisão, você também pode conseguir esse mesmo espaço se encontrar uma maneira de ligar o seu negócio a algum assunto que interesse às emissoras. O seu negócio pode se envolver em um programa de serviço comunitário que seja interessante para os telejornais?

Vou dar o exemplo de dois garotos que resolveram acampar no telhado de uma casa na esperança de que alguém os notasse e os dessem ingressos para um jogo importante da NBA. Foi algo tolo o bastante para levar as câmeras todas para lá. Todos riram, mas um esperto homem de negócios ligou para a emissora e disse que estava a caminho da casa dos garotos com dois ingressos na mão e que iria fazê-los descer. Na hora o editor viu que

ali tinha uma história boa e pediu para uma equipe acompanhar o empresário assim que ele chegasse à casa dos garotos. O homem com os ingressos apareceu na TV? Sim! E ele se mostrou uma boa pessoa para quem o assistia? A resposta também é afirmativa. No dia seguinte novos clientes foram até a sua loja para falar que ele era um homem bom e também para comprar algumas coisinhas de sua loja? A resposta parece ser óbvia.

A mídia é orientada basicamente pelo telefone. A sua melhor chance é a de ligar para o departamento de notícias e dar todas as informações possíveis sobre a sua história para quem estiver do outro lado da linha. Vá direto ao ponto e esteja certo de que oferece algo que seja bom o bastante. Lembre-se que enquanto você fala o repórter estará se perguntando:

1. O que tem aí para a gente? Será que os nossos espectadores se interessarão por isso?
2. Será que meu chefe vai achar que essa é uma boa idéia?
3. Quanta dor de cabeça vai me dar para gravar e depois botar no ar?

Se você conseguir respostas positivas para essas indagações então você está com belas chances de conseguir um espaço televisivo. Lembre-se sempre de que as emissoras funcionam com poucas pessoas disponíveis e tempo escasso. Existe muito trabalho pra se fazer e pouco tempo para executar. ■



The 8th Brazilian Day San Diego

*Photo by Jane Ceron

Coming in your way September 13th

The 8th Annual Brazilian Day San Diego, Street Fair and Parade are the largest Brazilian Festival in the United States, just after Brazilian Day New York, attracting nearly 50,000 attendees annually. This year Terra.com will debut the event online to 19 countries including the U.S., Spain, and others countries throughout Latin America.

The Brazilian Day San Diego will once again bring the spirit of Brazil to the heart of San Diego's iconic beach town, Pacific Beach or simple "PB". This year of 2015, the event take place, Sunday, September 13, 2015 from 11am until 7pm, between Bayard St. and Everts St. in Pacific Beach, just one block from the beach, on five blocks of the lively Garnet Avenue. The parade is scheduled to happen from 3 to 4pm.

The event provides a day for the entire community to come together to embrace the cultural flavors, sounds, and arts of Brazil. It is free to the public in general and provides activities and entertainment for the whole family. Children will enjoy a kids' zone with face painting, inflatable's, and activities led by "Nos de Chita", a performing arts group that involves children in storytelling, body percussion, and games.

The taste of Brazil brings savory favorites like churrasco (Brazilian BBQ) and feijoada (the traditional black bean stew), natural wonders

like the typical açaí bowl and your favorites Brazilian appetizers such as the yummy "Coxinha". Vendor displaying arts, crafts and souvenirs is always present. Non-stop entertainment will take place on two stages with energetic music and spectacular dance ensembles.

The highlight of the festival is the parade, inspired by the quintessential carnival parades that take place each year throughout

the diverse regions of Brazil. The Garnet Avenue transforms into a stage filled with vibrant floats, extravagant costumes, and contagious rhythms. The theme for the 2015 parade is: The Olympic Spirit, and Rio de Janeiro, as the proud host of the 2016 Summer Games. Brazilian Day San Diego is produced by Brazilian Institute for Arts and Culture, a 501 (c) (3) local non-profit organization – www.bzday.com.br / www.braziliandaysandiego.com.



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Acontece em San Diego



Muito Samba, Pagode, Capoeira e show de belas Sambistas na noite Brasileira em comemoração ao aniversário do Mestre Paulo Batuta no Johnny V em Pacific Beach. Banda Sambachopps e Dj Vic Magnolia na area.



Muita emoção e homenagem no tributo e memorial ao jovem instrutor pára-queda gaúcho Andrey Penz que faleceu durante um salto no dia 19 de junho. uma perda muito sentida pela comunidade de San Diego. *RIP Andrei



Apresentação única da Banda Brasileira LOBEX em Tour pelos Estados Unidos no Johnny V no dia 17 de Julho. Qualidade e energia musical em grande estilo.



O Brasileiro Thiago Facchini recebe promoção como Gunnery Sergeant do United States Marine Corps e segue em mudança com a Família para Okinawa Japan, deixando muitos amigos, boas lembranças e saudades na comunidade brasileira em San Diego.



Muita diversão e alegria na comemoração de aniversário da belíssima Daniela Moehlecke em Gatsby Style (Foto: Cortesia de Eduardo Moehlecke)



Alegria e muita animação no primeiro Arraial da Comunidade Norte de San Diego. Com estilo Junino, muita comida tradicional, quadrilha, atividades e um excelente forró por conta da Luiza Marquez e Brasil Obah.

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10 Building Relations for Better Business

The recession in America is not over, and in these days just a few people have the courage to leave their 8 to 5 jobs to start their own business. Among the most traditional reasons are not be confident that anyone can jumpstart any new business. Bellow, we list ten business relation building tips that can help you in the entrepreneur world, including as a freelancer and home base business owner.

- 1. Know something personal about the people you do business with.** It's so much nicer to know what's important to your colleagues. If he/she is an avid golfer or tennis player, ask them how their game is going. This doesn't have to monopolize the entire conversation. But it is a great way to start off a business meeting, especially if you have not seen that person in a while.
- 2. Always be sincere.** If you have no intention of cultivating a relationship do not give the impression otherwise. It's really ok not to offer cards at conferences and trader shows. If someone asks you if they can call and you know you are not interested – tell them up front. Be polite and respectful but never give the impression that you are going to do something when you know you will not.
- 3. Respond to colleagues in a timely manner.** We are all busy. Someone else's biggest priority is usually not our own. However, if you agree to do something for someone, do it in a timely manner.
- 4. Always arrive on time.** Fashionably late does not exist in business. Showing up late for business meetings or lunches lets the other person know you don't respect their time and that you think your time is more valuable.
- 5. Never use your children as an excuse.** Regardless of the reason, never walk into a business meeting that you are late for and announce this type of excuse. Simply apologize for being tardy and ask what you missed and move on.
- 6. Be Positive.** No one likes to be around cranky people. Beside the fact that cranky people take the fun out of things, it can be draining and counter-productive.
- 7. Know something about your potential business associate's company.** If you are off to meet with a potential business associate, make sure you do your homework. Understand the company's main function and core competencies. With the Internet, all of this information is just a keyboard away.
- 8. Never, ever gossip.** Being known as a gossip is the fastest way to destroy business relationship. Regardless of your skill set, no one will want to work with you. Gossip can destroy careers and takes up valuable time that could be spent on gratifying situations.
- 9. Give more than you get.** Karma does exist. If you are known as the WIIFM (what's in it for me) type, you need to work to change your image. When you are willing to help others without payback, it comes back to you ten-fold. Helping a business colleague without the expectation of payback will be far more beneficial to you in the end.
- 10. Just say no.** There are times when saying no to a request in business is better than saying yes. By saying no, your colleagues will actually respect you more for your honesty and commitment to finishing what you already started.

Conclusion

The triangle, passion, responsibility and flexibility should be considered in starting and running your business. ■



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Achieve your Goals:

How to Find Motivation

By Sandra Domingos

One of the biggest mistakes people make when seeking to achieve a goal is to wait for inspiration and motivation. Imagine if everyone on this planet waited for motivation to get work done. Productivity would drop to nothing, and our economy would collapse. Since productivity has improved over the years, it's not likely that it has anything much to do with real motivation other than people doing the things they have to do in order to achieve a goal.

That goal may be set by them or their employer. It doesn't matter who set it - it's set, and someone is going to get it done. How sad that in some cases people fail at so many things simply by ignoring the fact that motivation isn't really necessary; only doing is. They sit around waiting for inspiration to come wondering why everyone else is doing better than them, and they're waiting for some spark of motivation that will never arrive. You can avoid this issue by realizing the truth.

MOTIVATION DOESN'T EXIST

You probably have heard of the myth of the starving artist who can't paint, or the writer with writer's block. It's interesting that these creative professions have the same myth, like weight loss, that some secret motivation has to come to achieve success - some

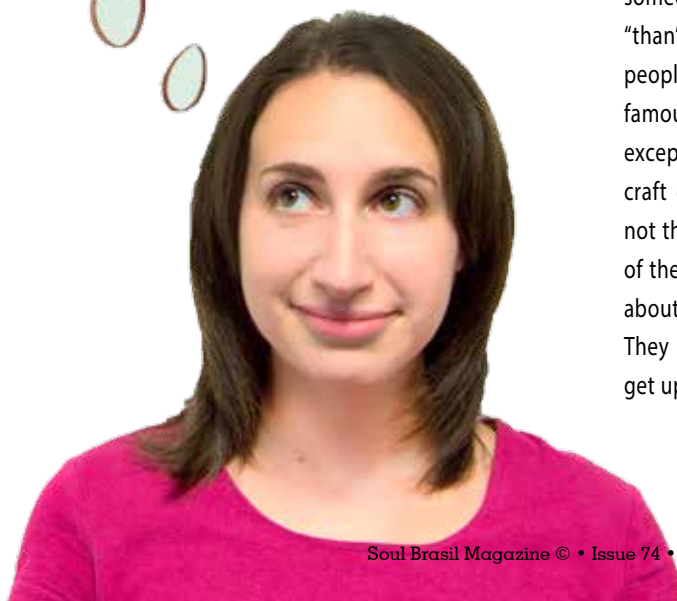
mysterious spark of inspiration that will get you off your bottom doing what you need to get done. However, nothing could be further from the truth.

DOING, NOT THINKING, GETS RESULTS

Time and again, the people who are truly successful in their own lifetimes are not people who wait for a spark. They are people who get up out of bed every single day, rain or shine, and do things that lead to an end result of success. The successful painter paints every single day and if they hate marketing they hire someone to do that for them. The successful writer, writes. The successful doctor, doctors. If you want to be successful at something, do it. Live it. You will succeed.

SUCCESSFUL PEOPLE ARE NOT SMARTER THAN YOU

Many people get blocked by thinking that someone is better than, smarter than, or any "than" than them. The truth is, successful people aren't smarter. Take a look on the most famous actresses that you know. Without exception they are simply people who do their craft every single day, and more times than not they are simply being themselves in front of the camera. They are doing it, not thinking about doing it, and not dreaming of doing it. They go to auditions, get rejected, and then get up the next day and do it again. ■



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BORN: Belo Horizonte, Brazil. **LIVING NOW:** Los Angeles, U.S.
WEIGHT: 130lbs. **HEIGHT:** 5'6" **SIGN:** Gemini **COLOR:** Pink
CAREER: Certified Nurse **HOBBY:** Dancing **SPORT/FITNESS:** Weight Training **FOOD:** Chicken with Okra and Polenta (Brazilian), Pasta and Sushi. **MUSIC:** Brazilian... Samba, Pagode, Baile Funk and Sertanejo Universitário. **A DREAM:** See Brazil as a safer and more socially equal country. **MOTTO:** I'd rather regret not doing what people said than regretting what my heart led me to and wandering what life would have been like if I just been myself.
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