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- A Legacy
of Innovation
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Vancouver:

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Online? **Start
Here With Affiliate
Marketing for
Beginners**

The Most *Influential*
BUSINESS LEADERS

★★★★★ To Watch In 2025

QUEENIE SINGH

Founder & CEO
BiE – Beauty in Everything

Building a **SKINCARE PHILOSOPHY,
NOT JUST A PRODUCT LINE**

An Initiative By

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The **EnterpriseWorld**
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How **KELSEY WALDROP**

IS REDEFINING
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COACHING FOR THE **AI ERA**

**ES Told with
pective!**



This list is NOT a ranking. The companies on listed in magazine serve different aspects of the market, making ranking them in any order except revenue impossible and unfair. We try to bring a perfect platform for business organization to showcase their valued products/ services.

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A NEW PER OF BUSINESS

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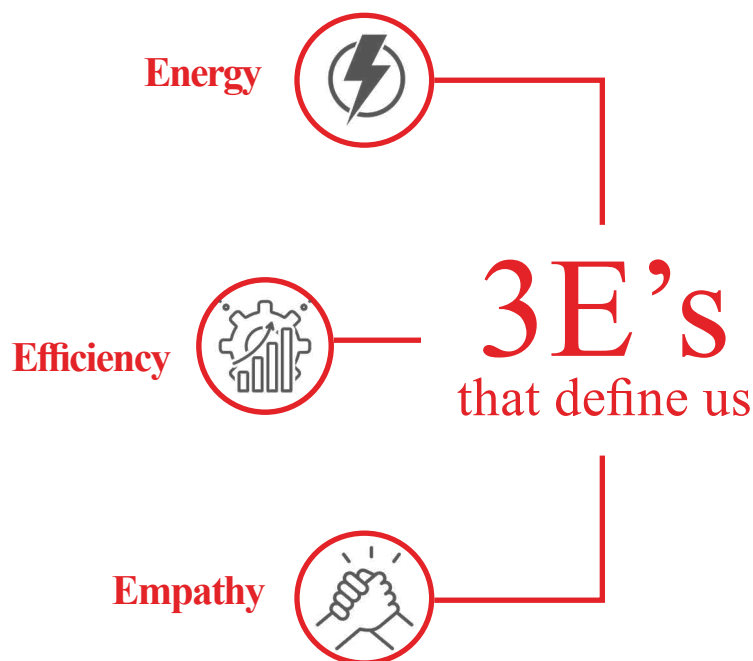
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SPECTIVE INDEED!

The Magic We Make

At The Enterprise World, we turn untold business stories into impactful narratives. Our team combines industry insight with creative storytelling to craft engaging features that inspire. We cover leaders and companies across sectors like tech, finance, healthcare, and more—reaching audiences in the Americas, Europe, the Middle East, Africa, and APAC, from startups to global enterprises.



The Future We See

We propel forward-thinking individuals and organizations by showcasing their triumphs, transforming accomplishments into a source of motivation and converting latent possibilities into tangible progress.

Energy: Passion is our power source. Every story we tell and every project we deliver is fueled by unwavering dedication. We go beyond expectations—because when energy meets purpose, great things happen.

Efficiency: We don't just meet deadlines—we elevate them. With precision and intent, we deliver quality work, on time, every time. Our commitment to consistency keeps our clients coming back.

Empathy: Behind every business is a human story. We listen, we understand, and we connect. Whether it's a client or a colleague, we build relationships grounded in care, trust, and mutual respect.

How We Power Stories Through Teamwork

At *The Enterprise World*, every impactful story is the result of true collaboration. Behind each feature lies the combined effort of our editorial, design, marketing, and research teams—each bringing their unique expertise to the table. From spotting powerful business journeys to crafting their tone and visual identity, our teams operate as one cohesive unit. Fueled by shared goals, open dialogue, and deep mutual respect, this synergy ensures that every piece we publish is not only informative but creatively compelling and consistently high in quality.

From

Editor's Desk

In an era where beauty and wellness have transcended beyond mere aesthetics, leaders who shape the narrative stand apart from those who simply follow it. One such trailblazer is **Queenie Singh, Founder & CEO of Beauty in Everything (BiE)**, featured in *The Enterprise World* magazine's prestigious issue, **The Most Influential Business Leaders To Watch In 2025**.

For Queenie, skincare is not a fleeting trend but a lifelong philosophy. Through BiE, headquartered in Mumbai, she has redefined conscious beauty by merging legacy with innovation. Every formulation is co-created with legendary skin expert **Dinyar Workingboxwalla**, bringing together over five decades of dermatological expertise with modern, science-backed solutions. The result is not just skincare products—it's a philosophy of clean, transformative, and mindful self-care.

What sets Queenie Singh apart is her unwavering belief that true beauty is transformational, not transactional. Her leadership reflects empathy, intention, and resilience. She leads with clarity, ensuring BiE's growth is rooted in transparency, sustainability, and consumer trust. With rapid expansion across India and APAC, BiE is fast becoming a benchmark for conscious skincare.

At its heart, BiE stands for "Beauty in Everything"—a movement that celebrates authenticity, discipline, and confidence. By fusing tradition with science, Queenie Singh is proving that skincare is more than a routine; it's a ritual of self-respect and empowerment. Her feature in *The Enterprise World* is a recognition of her vision and the transformative impact she continues to create in the beauty and wellness industry.



Utkarsh D.



12.

Queenie Singh

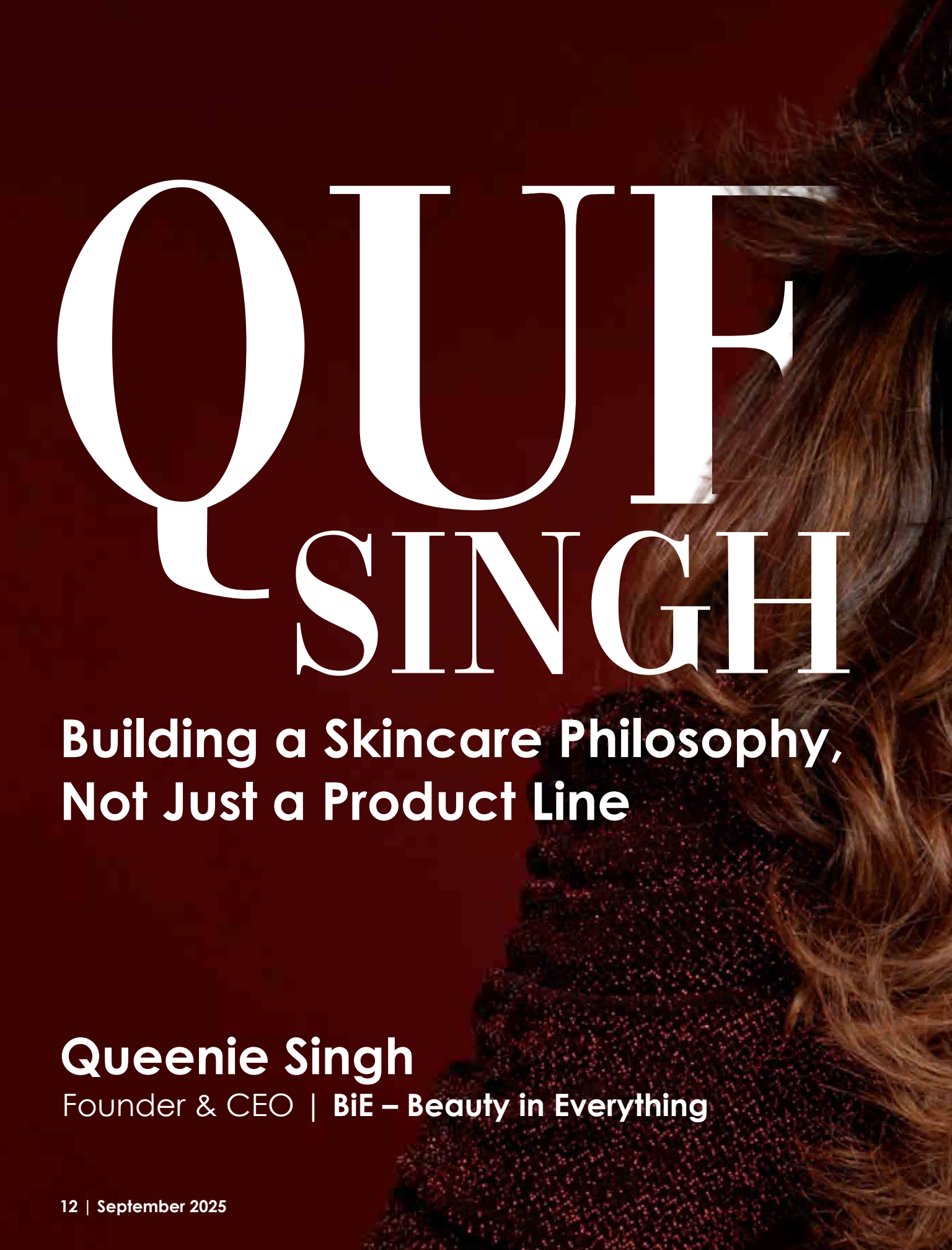
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QUEENIE SINGH

**Building a Skincare Philosophy,
Not Just a Product Line**

Queenie Singh

Founder & CEO | **BiE – Beauty in Everything**



E

Cover
STORY

The beauty and wellness industry is no longer just about aesthetics — it's evolving into a movement of mindfulness, transparency, and science-backed self-care. In the heart of this transformation lies a quiet revolution: where clean formulations replace empty promises, and skincare becomes an act of intention, not indulgence. Consumers are no longer buying into surface-level solutions — they seek truth, results, and resonance.

In this redefined era of beauty, certain leaders don't just follow the trend—they shape the narrative. They honour heritage, embrace dermatological precision, and infuse every product with purpose. One such trailblazer has taken this philosophy to a whole new level. Merging time-tested wisdom with modern innovation, she's reimagined skincare as a lifelong ritual—one rooted in trust, clarity, and care.

Meet **Queenie Singh, the visionary Founder & CEO behind BiE – Beauty in Everything** — a brand that's fast becoming the face of conscious skincare across APAC. With an unwavering belief that true beauty is transformational, not transactional, her journey is setting new benchmarks for what it means to lead with both passion and precision.

A Journey Rooted in Trust, Legacy, and Purpose

Queenie Singh believes beauty goes beyond surface aesthetics, reflecting how individuals care for themselves through every life phase with mindfulness, self-respect, and personal transformation. Her skincare journey was deeply influenced by a nearly 20-year association with Dinyar Workingboxwalla, a legendary skin expert known for trusted, research-driven formulations spanning five decades. This long-standing relationship gave Queenie firsthand experience of the power of science-backed, time-tested skincare.

Inspired by these values, she co-founded BiE (Beauty in Everything) not as a commercial venture but as a natural extension of her belief in mindful beauty. The company honors legacy while embracing the future, focusing on honesty, trust, and efficacy rather than fleeting trends. The brand's core conviction is that skincare grounded in clean formulations and conscious care empowers individuals to feel confident in their skin—not just temporarily, but sustainably over time.

Queenie's approach continues to shape her journey as an entrepreneur and changemaker in the APAC beauty landscape, promoting skincare as a transformative ritual that nurtures both the skin and the soul.



Cover STORY



Queenie Singh

Designation: (Founder & CEO)

Company Name: Beauty in Everything (BiE)

Company Headquarters: Mumbai, Maharashtra

Featured Person's LinkedIn: <https://www.linkedin.com/in/queenie-singh-9560011ab/>

Founded Year: 2021

Company URL : <https://beautybybie.com/>

Skincare Rooted in Expertise and Integrity

From the outset, BiE (Beauty in Everything) was founded with a clear and uncompromising mission: to offer skincare that is honest, effective, and grounded in both legacy and science. The brand was envisioned as a bridge between over five decades of skin expertise, brought in by co-founder Dinyar Workingboxwalla, and the evolving demands of modern consumers seeking clean, high-performance formulations.

At its core, the company is committed to delivering visible, lasting results through products that are free from toxins and developed with integrity. As the brand has grown, this mission has not only remained intact but has expanded in scope. It now places a strong emphasis on sustainability, incorporating fully recyclable packaging and deepening its engagement with a growing, informed community of skincare users.

The guiding philosophy is simple yet profound: skincare should not only be safe and effective but should also empower individuals to feel confident in their skin, consciously, consistently, and for the long term.



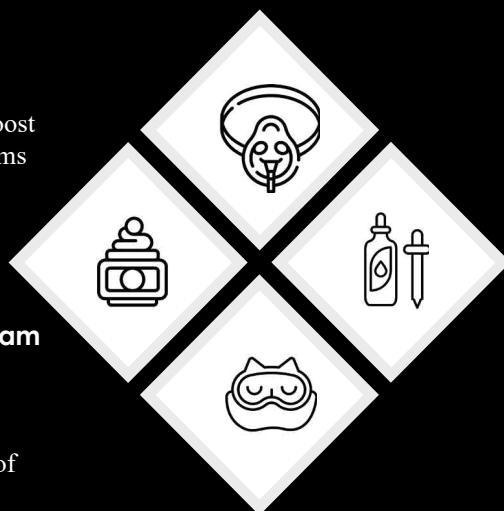
BiE Skincare Icons: Where Innovation Meets Ritual

Rooted in science, perfected by nature—these BiE power products redefine skincare with visible results you can feel.

Glow, Plump, Restore: Skincare That Works

O2WOW! Mask

- Oxygenated glow in minutes
- Stem Cells + Açai + Oxygen Boost
- Lifts daily tan, hydrates, and firms



Plumped! Serum

- Ginseng Stem Cells + Amino Acids
- Boosts collagen, restores skin bounce

Superpower- Eternal Youth Cream

- Saffron + Stem Cells + Almond Oil
- Strengthens barrier, fights signs of aging and preserves youth

DND Overnight Mask

- Wonderage + Ceramides + Bakuchiol
- Supports overnight skin recovery and reduces fine lines

Trust the Science. Feel the Transformation

BiE distinguishes itself in the competitive beauty and skincare market through its unwavering commitment to clean, results-driven formulations backed by over five decades of dermatological expertise. At its core, the brand is built on the philosophy that skincare should not only be safe and toxin-free but also effective and transformative.

Rather than positioning itself as a trend-driven label, the company has cultivated a reputation for education-led skincare. The brand empowers its customers to understand their skin better, build sustainable routines, and make informed choices, moving beyond superficial solutions to long-term skin health.

What truly sets BiE apart is its deep-rooted synergy between legacy and innovation. Every formulation is guided by the scientific acumen of co-founder Dinyar Workingboxwalla, whose 50+ years of experience form the backbone of the company's product development. Combined with a culturally intuitive brand voice and modern sensibilities, it offers a skincare experience that is holistic, credible, and deeply personal.

The result is a brand that delivers more than promises — it provides trust, transformation, and a new standard of clean beauty. BiE sells results in every jar, not hope.

Lessons in Every Layer of the Journey

For Queenie, the journey has been one of continuous learning and personal evolution. Each challenge—whether it was navigating product development complexities, making high-stakes decisions, or assembling the right team—demanded clarity, patience, and resilience. Rather than viewing setbacks as deterrents, she approached them as catalysts for growth, allowing each experience to sharpen her leadership instincts.

She understands that true leadership is not defined by the absence of obstacles, but by the ability to remain steady

through them. From managing rapid growth to staying grounded in her values amid shifting industry trends, her path has been shaped by adaptability and purpose. It is this ability to confront uncertainty with resolve and turn everyday challenges into long-term strengths that continues to define her leadership philosophy.

BiE by the Numbers: A Beauty Brand Built on Trust and Traction

From remarkable revenue leaps to community-powered growth—here's a snapshot of BiE's impact and momentum.

Year-on-Year Growth:

- +41% Revenue Growth (Past 12 Months)
- +69% Revenue Growth (Previous Year)

Customer Reach:

- 200,000+ Customers Served across India
- Rising Traction in the APAC Region

Organic Growth:

- 25–27% of New Customers come via Organic Discovery
- Strong Word-of-Mouth Referrals fueling expansion

Hero Product Performance:

- O2WOW Mask – Double-digit growth QoQ
- Superpower Cream – Trusted & loved
- Plumped Serum – Consistent performer

What It Reflects:

“Trust in what we've built—and belief in what we stand for.”

~ Queenie Singh



BiE's Philosophy and Queenie Singh's Visionary Leadership

BiE stands as a brand shaped by belief, not fleeting trends. Under the leadership of Founder and CEO Queenie Singh, the brand's philosophy—"Beauty In Everything"—has evolved into a deeper, more intentional movement centered around holistic well-being, clean science, and long-term transformation.

Singh's approach reframes skincare as an act of self-respect and empowerment rather than a chase for perfection. Through every product and process, she reinforces the idea that beauty is about nurturing the whole self—from skin and soul to thought and presence.

Key Pillars of BiE's Philosophy and Leadership:

- **Beauty as a holistic journey:** Singh believes beauty is not just skin-deep—it begins with mindset, rituals, and presence.
- **"Beauty In Everything":** The brand's core belief celebrates authenticity, intention, and the confidence that comes from conscious care.
- **Hands-on innovation:** As CEO, Singh remains directly involved in R&D, formulation, and product testing to ensure efficacy and alignment with brand values.
- **Collaboration with expertise:** All formulations are co-developed with skin expert Dinyar Workingboxwalla, drawing on over 50 years of skin science and expertise.
- **Rigorous internal testing:** Every product is tested in-house before market release, reflecting BiE's uncompromising quality standards.
- **Clean and effective formulations:** All products are toxin-free, consciously crafted, and designed to deliver visible, lasting results.
- **Blending tradition with science:** BiE merges time-honored skincare wisdom with modern dermatological insights.

Through this fusion of belief, science, and leadership, Queenie Singh continues to guide BiE not just as a skincare brand—but as a trusted movement in conscious

beauty, empowering individuals to embrace their skin with confidence, clarity, and care.

Striking a Balance

At BiE, the integration of modern dermatological science with time-honored skincare traditions is not seen as a compromise, but as a core philosophy. The brand takes a deliberate and research-driven approach to formulation, beginning with real skin concerns and reverse-engineering solutions that combine clinical efficacy with holistic sensibility.

Each product reflects a meticulous fusion of proven scientific actives and ingredients rooted in decades of traditional skin wisdom. Rather than following fleeting trends, the company prioritizes performance, safety, and long-term skin health. This harmonious balance ensures that every formulation not only meets the expectations of today's informed consumer but also honors the rich heritage of skincare practices that have stood the test of time.

By thoughtfully blending the best of both worlds, it delivers transformative skincare that is intuitive, effective, and deeply aligned with the evolving needs of its community.

Cultivating a Culture of Purpose, Innovation, and Empathy

At the helm of BiE, Queenie fosters a culture grounded in clarity, intention, and integrity. Her leadership style is marked by a deep involvement in both strategic and operational decisions, ensuring that every aspect of the brand—from product formulation to customer engagement—aligns with its core mission of delivering clean, effective, and transformative skincare.

She encourages her team to think empathetically and act with purpose, always placing the consumer at the center. This means understanding not just what the customer wants, but what they truly need, and developing solutions that are rooted in real value. Innovation is driven not by trend-chasing but by thoughtful curiosity—constantly asking how the company can solve real skin concerns while upholding its promise of safety and efficacy.

Within the organization, she has cultivated a work environment that balances creativity with accountability. Open communication, collaborative thinking, and a shared sense of ownership are core to the team dynamic. By leading with both vision and adaptability, she empowers her team to innovate with confidence while staying true to the brand's founding values. This balanced approach has allowed it to grow not only as a business but as a purpose-led brand, making a meaningful impact in the beauty and wellness industry.



Technology Shaping the Future of Skincare and Beauty

BiE recognizes the immense potential of technology, not as a replacement for human insight, but as a complement to it. The brand sees AI and digital platforms as valuable instruments in helping individuals better understand their skin, personalize their routines, and make more empowered decisions.

However, the company remains grounded in the belief that skincare is deeply personal. Human intuition, decades of hands-on expertise, and an understanding of the emotional and lifestyle factors that influence skin health are irreplaceable. While digital innovations can enhance access and scalability, true transformation still lies in the thoughtful integration of science, empathy, and experience.

By striking this balance between innovation and authenticity, it envisions a future where technology amplifies its mission, making clean, effective skincare more accessible, without compromising the human connection that defines its ethos.

Vision for BiE: The Next 3–5 Years

Over the next three to five years, BiE envisions strengthening its position as a trusted, results-driven skincare brand, recognized for its commitment to clean formulations and long-term skin health. The brand's primary focus will be on purposeful innovation—developing scientifically backed products that address real, evolving skin concerns with precision and care.

The company aims to expand its footprint beyond India, accelerating its growth across the APAC region and entering global markets where demand for conscious, effective skincare is on the rise. With an unwavering dedication to product integrity, the brand will continue to invest in research and development, ensuring every formulation reflects a blend of traditional skin wisdom and modern dermatological science.

As it scales, it will also deepen its connection with consumers through education, transparency, and community-building initiatives. The vision is to create not just a product line, but a skincare philosophy—one that empowers individuals to embrace beauty as a practice of self-respect, confidence, and long-term wellness.

In essence, BiE strives to become the go-to skincare brand for those seeking trusted results, rooted in science, sincerity, and sustainability.

An Open Letter to Aspiring Beauty Entrepreneurs

Dear Changemakers,

Be prepared to stay the course.

The beauty and personal care industry is evolving at a phenomenal pace. In India alone, the market is projected to exceed \$34 billion by 2028. With this immense opportunity, however, comes equally fierce competition.

To thrive, you must be focused, resilient, and deeply passionate about what you're building. From product development to team dynamics to public perception, challenges will emerge at every turn. Embrace them. They're not roadblocks; they're milestones in disguise.

Believe in the transformative power of this industry—not just to enhance appearances, but to uplift confidence, identity, and well-being. And more than anything, believe in your own vision to shape that transformation.

It's passion and perseverance that distinguish a brand from a movement, a founder from a leader.

Stay bold. Stay committed. The journey is worth it.

*With belief in your brilliance,
Queenie Singh
Founder & CEO, BiE*



The Visionary Leader Transforming Skincare Into a Movement of Mindful Beauty

Skincare as Philosophy, Not Product

Queenie Singh is redefining skincare from a transactional act to a transformational ritual, rooted in trust, mindfulness, and scientific integrity.

Heritage Meets Innovation

With a foundation built on 50+ years of skin expertise through co-founder Dinyar Workingboxwalla, BiE blends time-tested wisdom with cutting-edge dermatological science.

Conscious Beauty with Purpose

Every BiE product is a reflection of intentional leadership—clean, results-driven, and created to empower long-term confidence and skin health.

Authenticity-Driven Growth

BiE's expansion across India and APAC is powered not by aggressive marketing, but by organic discovery, word-of-mouth, and trust in the brand's promise.

Empathetic Leadership in Action

Queenie leads with empathy and vision, fostering a brand culture centered on purpose, education, and consumer well-being, not fleeting trends.

DON'T LET
THE
INJURY
TIE YOU UP



مستشفيات أندلسية
ANDALUSIA HOSPITALS







Vancouver

THE ONE CITY THAT MATCHES

An aerial photograph of Vancouver, Canada, taken at sunset. The city's skyline is visible, with numerous high-rise buildings and a large marina filled with boats. In the background, the city is nestled at the foot of the rugged, forested mountains of the Coast Range. The sky is a mix of orange, yellow, and blue, reflecting on the water.

Vancouver

ACHES ALL YOUR WILDLY DIFFERENT

Travel Dreams

The Trip We All Agreed On:

Once in a while, my friends and I planned a little trip together. But let me tell you, it's never easy! We had very different tastes. Jake, "Always chasing peaks," couldn't stop talking about mountains and hiking. Elsa, "Drawn to green, quiet places," dreamed of quiet forests and nature walks. And, Leo, "Give me sand, sun, and open sky." He was all about relaxing by the beach, soaking up the sun.

They argued for days. Jake said beaches were boring. Leo thought the mountains were too cold. Elsa didn't want crowds. It felt impossible to please everyone. Then one of us had a lightbulb moment: **"What if we found a place that has all of it?"** That's when we discovered Vancouver.

It was perfect, snowy mountains in the background, deep green forests to explore, and peaceful beaches right by the city. It even had cool neighborhoods, amazing food, and a buzzing arts scene.

Vancouver was everything they were looking for and more. So we grabbed our cameras and started filming, because we wanted you to see Vancouver through our eyes.

This is our journey, read it, feel it, and then you decide:



IS VANCOUVER YOUR NEXT ADVENTURE, TOO?

First Impressions: A City That Simply Feels Right, What We Observed and Experienced

As soon as we walked out of the airport in Vancouver, we felt something different.

Fresh Air Like Nowhere Else: The air was fresh and cool, and it made us smile without even thinking. After coming from hot, crowded cities filled with noise and pollution, this clean, crisp air felt like a deep breath we didn't know we needed. It does hit your lungs differently.

The Seawall Experience: Walking along the Seawall near Yaletown felt like a dream. One side had an ocean breeze, the other had tall buildings with snowy mountains in the background. We each found our moment: Jake stared at the mountains, Elsa wandered into the green spaces, and I headed straight for Kitsilano Beach to enjoy the soft sand.

Perfect Weather: Vancouver greeted us with mild temperatures and a gentle breeze. After constant 30+°C heat back home, this was a relief. We walk, explore, and just be outside without feeling tired or overheated.

Nature, All in One Place: What surprised us most was how much Vancouver has, beaches, forests, mountains, parks, and even nearby. Every one of our travel wishes was right here.

wouldn't just meet your expectations, it gave us real, unforgettable moments. And this was only the beginning.



WHAT WE LEARNED ALONG THE WAY

Because every adventure teaches you something.

Vancouver isn't just beautiful, it's also one of the greenest cities in the world, according to The BBC. And when we talked to locals, we noticed something else too: over 40% of people here speak a language other than English at home. It truly feels like nature and cultures from all over the world meet in one place.

Our Vancouver trip wasn't just about having fun; it opened our eyes to how much this city really has to offer.

- **The Mountains**

Jake had his heart set on mountains, and Grouse Mountain (1,250m high) didn't disappoint. The Skyride cable car took us up at sunset, and as the city lights sparkled below and the snow-covered peaks rose above, Jake just whispered, "This is magic."

- **The Forests & Trails**

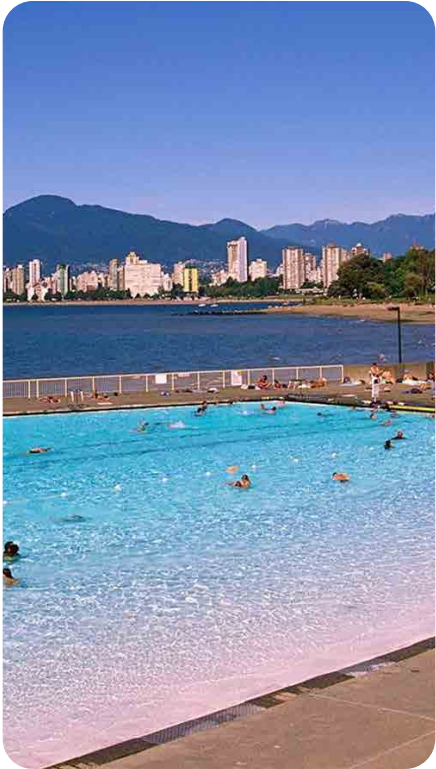
Elsa's favorite spot? Stanley Park, over 1,000 acres of forest right in the city. Some trees here are hundreds of years old! She also loved Pacific Spirit Park, with its peaceful trails near UBC. "Did you know it's one of the largest urban forests in North America?" she said.

- **Beaches & Waterfronts**

As for me, Leo? I found my place at Kitsilano Beach. Volleyball nets, ocean breeze, and Kits Pool, Canada's longest outdoor pool (137m!). Later, we ended the day at English Bay, where locals gather just to watch the sunset. I get it now, it feels like a quiet tradition.

WHAT WE LOVED MOST IN VANCOUVER

Every place gave us something unforgettable. From mountains to beaches, each of us found our perfect spot. Here's a peek into what made our hearts light up, one memory at a time.



Theme	Who Loved It	Must-Visit	Fun Facts
The Mountains	Jake	Grouse Mountain (1,250m) & Skyride Cable Car	You can see the whole city float beneath you, it's like flying without wings.
Forests & Trails	Elsa	Stanley Park (1,001-acre) & Pacific Spirit Park (750+ hectares)	It's one of the largest urban forests in North America.
Beaches & Waterfronts	Leo	Kitsilano Beach & Kits Pool (137m) + English Bay	This pool is longer than a football field, and it's filled with ocean water!

CITY OF POSSIBILITIES: WHERE NATURE MEETS GLOBAL ENERGY

We had just landed in Vancouver when Jake noticed the cargo ships moving through the harbor. “This place isn’t just about views,” he said, sipping his coffee. “Something big’s happening here.” He was right. Even from the airport, you could feel the city’s energy, like the whole place was quietly getting things done.

- Downtown discoveries:** As we walked through downtown, Elsa noticed the tall glass buildings and small cozy cafes. “It’s cool how nature and work mix here,” she said, watching people ride bikes by the ocean with laptops in their bags. Trees, waves, and tech, all in one place.
 - The mix of glassy tech offices and green spaces,
 - Nature and innovation
 - Coffee, ocean breeze in the air.
- Learning Vancouver’s story:** At Stanley Park, Jake read a plaque about how Vancouver used to be all about logging and shipping. “Now it’s tech and finance,” he said. “It’s like the city leveled up without losing its past.”
 - The city moved from logging to leading in tech and finance
 - It didn’t erase its past; it built on it.
- Lights, camera, action:** Later that evening, Leo spotted a film crew downtown. Cameras, lights, actors, it felt like we’d walked onto a movie set. “So this is *Hollywood North*,” he grinned.
 - The film set is downtown with cameras and bright lights.
 - Hollywood North: Netflix shows are being filmed here.

Vancouver wasn’t just another stop on our trip. It was a living documentary, where trade, tourism, film, and innovation all moved in sync. A city that works hard, quietly shines, and somehow makes it all look effortless.

A LITTLE LOST, A LITTLE LATTE

We took a few wrong turns trying to find the Seabus terminal, plenty of laughs, a bit of backtracking, and one heroic map-check from Jake later, we finally made it. The short ferry ride across the water? Worth it.

I was honestly a bit surprised when I read this. According to a recent survey, nearly two-thirds of millennials are totally fine spending around \$7 a day on coffee because it brings them joy. That adds up to about \$2,555 a year! But it made me think, sometimes, the little things we spend on aren’t just about the money. They’re about how they make us feel.

Fact	Details
Average Spend	\$7 per day on coffee
Annual Cost	Approx. \$2,555 per year
Who’s Spending?	Nearly two-thirds of millennials
Why Do They Do It?	It brings them joy, a daily treat that feels worth it
What does it show?	Small splurges can have emotional value beyond the price tag

OUR LAST DAY IN VANCOUVER: WHAT WE TOOK WITH US

As the trip wrapped up, we stood by the waterfront, quiet, watching the sky turn gold. Vancouver had done the impossible: it gave each of us exactly what we came for, and more.

Jake stared at the peaks glowing in the distance. “I finally got my mountain high,” he said, grinning.

Elsa lingered near the trees, her voice soft: “Forest walks were like therapy.”

And, Leo, I kicked off my shoes, feeling the last bits of Kits Beach sand. “The beach? That part of me finally felt heard.”

We came hoping to compromise, but we left with something far better: a place that didn’t just meet us halfway, it met us fully. So if you’re ever wondering where to go next, maybe the answer is simple: find a place that feels like all of you. For us, that was Vancouver.

This was our journey to Vancouver, see it through our eyes, and maybe next time, it will be yours.

 /imagine Rare specie flying free



AL ACTIONS DON'T UNDO REAL DAMAGE



JULY 17TH
FOREST
PROTECTION DAY

Struggling to Make Money Online?

AFFILI MAI





Start Here With AFFILIATE MARKETING FOR BEGINNERS

Summary - Have you ever dreamed of earning online without creating a product? But confused about where to start with affiliate marketing. This no-jargon, Affiliate marketing for beginners explains how to earn commissions by recommending products you love. From niche selection to content creation, this article gives you a roadmap to start earning online, even if you've never made a dollar online before.

Ever scrolled through YouTube, blogs, or Instagram and wondered how content creators make money without selling anything of their own?

Chances are, they're using affiliate marketing. It's one of the most accessible ways to generate online income, especially for beginners with zero experience.

In this guide, we'll break down affiliate marketing for beginners, what affiliate marketing is, how you can get started, what tools you'll need, and how to avoid common beginner mistakes. Whether you're a student, a stay-at-home parent, or a side hustler looking to earn passively, this article will help you build a foundation rooted in experience, credibility, and practical steps.

What is Affiliate Marketing?

Affiliate marketing is a type of performance-based marketing where you earn a commission by promoting other people's (or company's) products. You simply find a product, promote it, and earn a piece of the profit for each sale you make through your unique affiliate link.

Here's how it works in simple terms:

- You sign up for an affiliate program (e.g., Amazon Associates)
- You get a special tracking link.
- You recommend a product using that link (via a blog, video, or social post)
- When someone purchases through your link, you earn a commission.

Example: If you're a fitness blogger and recommend resistance bands on your blog, you earn money every time a reader clicks your link and buys them from Amazon.

Why Affiliate Marketing is Perfect for Beginners

Affiliate marketing for beginners is ideal because it offers:

- **Low cost:** No inventory, customer service, or product creation
- **Scalable:** Promote one product or build an empire of niche sites
- **Flexible:** Do it from anywhere, at your own pace
- **Passive Income:** You can earn while you sleep—literally!

According to Statista, affiliate marketing spending in the U.S. alone will hit \$13 billion in 2025. That's proof of its explosive growth.

How to Start Affiliate Marketing in 2025?

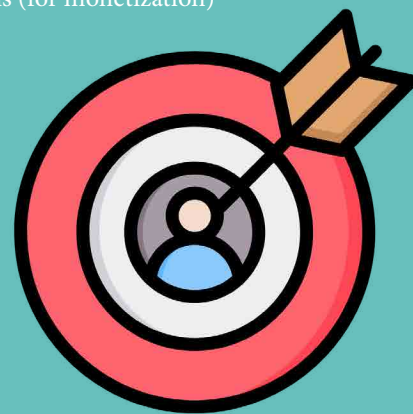
1. Pick Your Niche

Choose a niche that:

- You are interested in (so you can create content naturally)
- Has an audience willing to spend
- Offers multiple affiliate programs (for monetization)

Some great beginner niches include:

- Fitness & wellness
- Personal Finance
- Beauty & skincare
- Technology & gadgets
- Parenting



Affiliate Marketing for Beginners recommends starting with a niche you love.

2. Choose the Right Affiliate Program

Not all affiliate programs are created equal. Start with beginner-friendly platforms such as:

- Amazon Associates
- Awin
- CJ Affiliate
- Rakuten Advertising
- ClickBank

Look for:

- High commission rates
- Cookie duration (how long your referral is valid)
- Product relevance to your audience



3. Build Your Platform

You need a place to promote your links. Most beginners start with:

(Promote your links and start with:)

- Blog: Start a website using WordPress and hosting providers like Bluehost
- YouTube: Create how-to videos, reviews, and tutorials
- Instagram/TikTok: Great for lifestyle or product-centric niches



Tip: Use tools like Canva to create engaging visuals or Grammarly to proofread your blogs and captions.

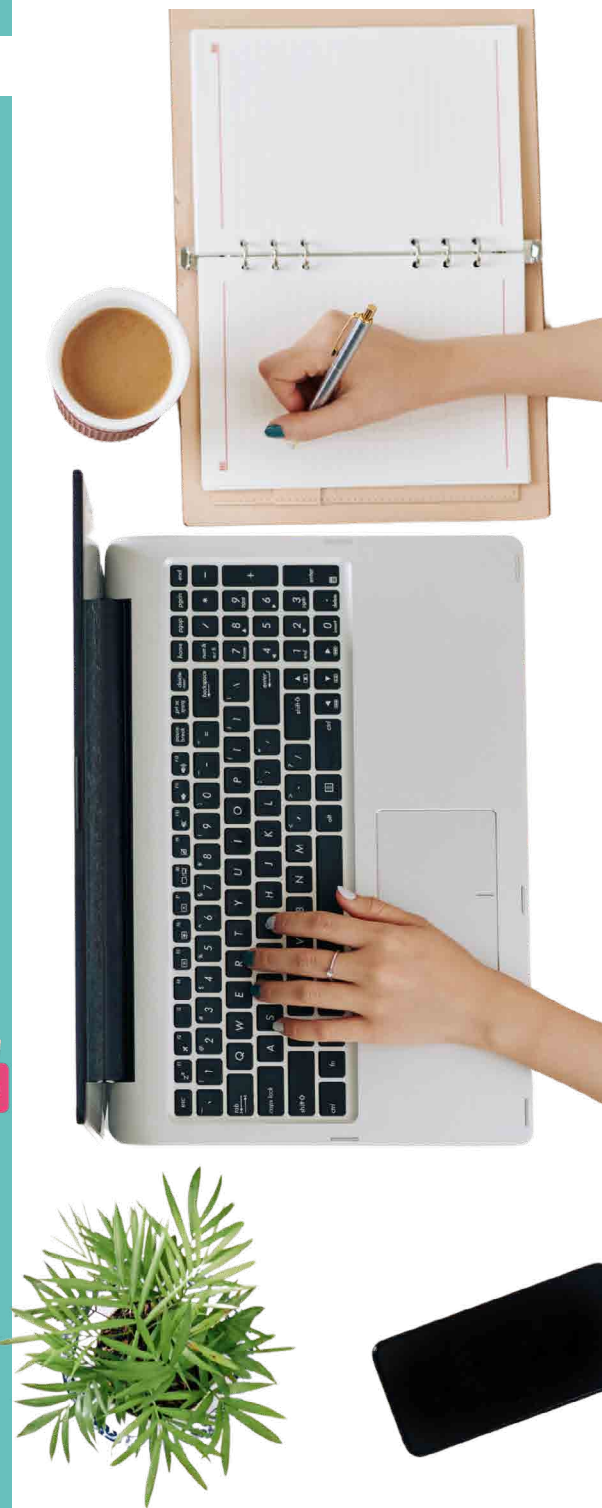
4. Create Content That Solves Problems

Affiliate Marketing for Beginners is all about trust. Don't just drop links—create helpful, engaging, and honest content such as:

- Product reviews
- Comparison guides (e.g., “This or That: Bluehost vs. SiteGround”)
- Tutorials (e.g., “How to Use ConvertKit for Email Marketing”)
- “Best of” lists (e.g., “Top 5 Affiliate Programs for Beginners in 2025”)



Make sure your content is SEO-optimized. You can use tools like Ubersuggest or Ahrefs to identify what your target audience is searching for.



How much can you make as a new affiliate marketer?

As a new affiliate marketer, your earnings can vary widely based on your niche, strategy, traffic sources, and how much effort you put into learning and implementation. Here’s a general breakdown of what beginners typically earn:

Experience Level	Monthly Income Potential	Description
0–3 Months	\$0 – \$50	You’re learning, building your platform, and generating early traffic.
3–6 Months	\$50 – \$300	You start creating consistent content and getting small commissions.
6–12 Months	\$300 – \$1,000+	With SEO, email marketing, or social media in place, you may generate steady income.
1–2 Years	\$1,000 – \$5,000+	At this stage, your content ranks, traffic grows, and you may promote higher-ticket offers.

Benefits of Affiliate Marketing

Whether you’re a side hustler, freelancer, student, or full-time digital nomad, affiliate marketing for beginners offers powerful advantages that few online business models can match. Here’s why it’s especially appealing:

- **No upfront costs:** You don’t have to buy products, find storage, or deal with shipping. Just join a program, get your link, share it with your audience, and earn money when people buy. With little financial risk, you can try out different products to see what your followers like.
- **Passive income potential:** Once you have steady traffic and good affiliate partnerships, those links continue to work for you. Someone might find your blog post from six months ago, click your affiliate link, and you earn money while you sleep.
- **Real earning potential:** Affiliate marketing can bring in significant income. A survey in 2023 showed that 11.72% of people earned over \$100,000 a year. However, 57.55% made less than \$10,000, so success doesn’t happen automatically.

Your earnings depend on how engaged your audience is. You need to keep creating valuable content that builds trust and keeps people coming back. Affiliate marketing for beginners works best when paired with patience and a genuine desire to help your audience.

Common Mistakes to Avoid as a Beginner

1. **Promoting Irrelevant Products:** Stick to products your audience needs. If you're a tech blogger, don't promote fitness equipment just because it pays more.
2. **Skipping Affiliate Disclosures:** According to FTC guidelines, you must disclose affiliate links. A simple statement like "This post may contain affiliate links. I may earn a commission at no extra cost to you." works well.
3. **Expecting Quick Results:** Affiliate marketing is not a get-rich-quick scheme. It may take months to see significant returns. Consistency and value creation are key.

Affiliate Marketing for Beginners helps you avoid these common pitfalls.

Real World Cases

- **Andrea Farly**

Andrea Farly is a UK-based affiliate marketer who made news by earning £10,000 in just one month through affiliate marketing. She achieved this by creating blog content focused on specific niches and using platforms like ShareASale and Amazon Associates. Her journey shows that beginners can get great results in just a few months by targeting specific keywords and addressing problems that readers face. Her success story has been highlighted in several blogging case studies as an example of quick achievements in affiliate marketing without needing a large following.

- **Spencer Mecham**

Spencer Mecham is one of the top affiliate marketers in the world, known for being the leading affiliate for ClickFunnels, where he earned over \$1 million in commissions. He started as a regular blogger and YouTuber, helping people learn how to make money online. Spencer created multiple ways to earn passive income using SEO, Pinterest, YouTube, and email marketing. His honest approach and detailed tutorials have made him a trusted figure in the affiliate marketing field, and he now teaches others how to achieve similar results through his course and YouTube channel.

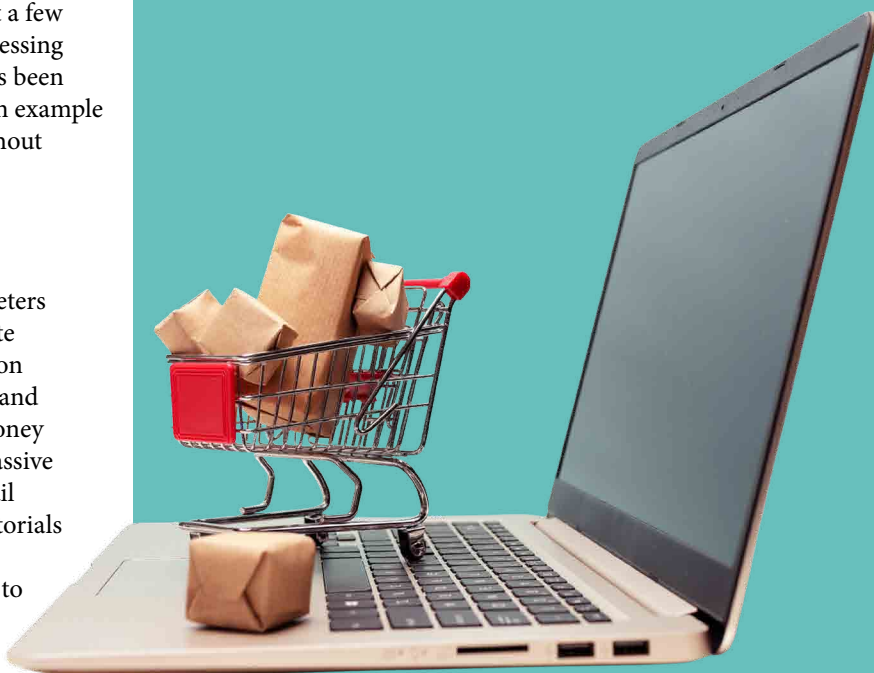
Affiliate Marketing for Beginners is inspired by such real-world success stories.

Top Tools for Affiliate Marketing Beginners

To make your journey easier and more efficient, here are some tools worth exploring:

Tool	Purpose
Canva	Designing blog visuals, IG posts
Grammarly	Proofreading and grammar help
Google Analytics	Track site performance
Pretty Links	Shorten and track affiliate URLs
ConvertKit	Build email lists and automate newsletters

Affiliate Marketing for Beginners recommends these tools for every new affiliate.





Final Thoughts

Affiliate marketing for beginners is one of the best low-barrier ways to build an online income stream. With the right niche, a little effort, and a lot of patience, you can create a passive income engine that grows month by month. Start with one platform. Choose one niche. Promote one product. Then grow from there. Remember, Affiliate Marketing for Beginners is a proven method to build a sustainable income.

FAQs

Q: Is Affiliate Marketing for Beginners suitable for someone with zero experience?

A: Absolutely! Affiliate Marketing for Beginners is designed for those starting from scratch.

Q: How long does it take to see results with Affiliate Marketing for Beginners?

A: It varies, but with consistent effort, most see their first commissions within 3–6 months.

Q: Do I need a website to start Affiliate Marketing for Beginners?

A: While a website helps, you can also use YouTube, Instagram, or TikTok to begin. Affiliate Marketing for Beginners is your gateway to building a flexible, rewarding online business.





**DO YOU HAVE THE CONFIDENCE
TO BEAT UP BRAINTEASERS?**

Interschool quiz and confidence challenge.



AMERICAN EXPRESS

A Legacy of Innovation and Customer-Centricity

American Express (AmEx), one of the world's leading financial services corporations, has been a symbol of trust, innovation, and excellence for over 170 years. Founded in 1850 as an express mail business in Buffalo, New York, the company evolved into a global financial powerhouse. Its journey is a remarkable example of adapting to market demands, leveraging technology, and maintaining a steadfast focus on customer satisfaction.

This case study delves into the key strategies, challenges, and successes that have defined American Express's trajectory, highlighting how the company has consistently stayed ahead of the curve in a fiercely competitive industry.

AN





Key Strategies and Success Factors

1. Customer-Centric Approach

American Express has always prioritised its customers, offering premium services that cater to their evolving needs. The company's "Membership Rewards" program is a prime example, providing customers with a wide array of benefits, including travel perks, dining rewards, and exclusive experiences. This program has been a cornerstone of customer retention, fostering loyalty and brand advocacy.

AmEx's commitment to exceptional customer service has also set it apart. With 24/7 customer support, fraud protection, and personalized financial advice, the company ensures a seamless and secure experience for its cardholders. According to J.D. Power's 2023 Credit Card Satisfaction Study, American Express consistently ranks at the top for customer satisfaction, underscoring its dedication to excellence.

2. Digital Transformation

In the digital era, American Express has embraced technology to enhance its offerings and streamline operations. The company's mobile app provides users with real-time account management, spending insights, and seamless payment solutions. Additionally, AmEx has invested in artificial intelligence (AI) and machine learning (ML) to detect fraudulent activities and personalize customer experiences.

The introduction of contactless payments and partnerships with digital wallets like Apple Pay and Google Pay has further cemented AmEx's position as a forward-thinking financial services provider. These innovations have enabled the company to attract tech-savvy millennials and Gen Z customers, expanding its demographic reach.

3. Strategic Partnerships and Alliances

American Express has leveraged strategic partnerships to enhance its value proposition. Collaborations with airlines, hotels, and retailers have resulted in co-branded credit cards that offer exclusive benefits to specific customer segments. For instance, the AmEx Delta SkyMiles Card caters to frequent flyers, providing benefits like free checked bags, priority boarding, and bonus miles.

Furthermore, AmEx's partnership with PayPal and Venmo has expanded its footprint in peer-to-peer payment services, tapping into a growing market segment and increasing transaction volume.

4. Focus on Small and Medium Enterprises (SMEs)

Recognizing the potential of SMEs, American Express has tailored its offerings to meet their unique needs. The company's "Business Platinum Card" provides tools and rewards designed to help entrepreneurs manage expenses and grow their businesses. Additionally, AmEx's "Working Capital Terms" program offers short-term financing solutions, enabling SMEs to maintain cash flow and seize growth opportunities.

This focus on SMEs has not only diversified AmEx's revenue streams but also reinforced its commitment to supporting economic development.

AMERICAN EXPRESS

Challenges Faced by American Express

Despite its successes, American Express has encountered several challenges over the years:

1. Intense Competition

The financial services industry is highly competitive, with players like Visa, Mastercard, and Discover vying for market share. Unlike Visa and Mastercard, which operate as payment networks, AmEx functions as both a card issuer and a network, requiring a more complex business model. Competitors' aggressive pricing and widespread merchant acceptance have posed significant challenges to AmEx's growth.

2. Merchant Acceptance

Historically, American Express has charged higher fees to merchants compared to its competitors. While this has enabled the company to offer premium services, it has also led to limited merchant acceptance, particularly among small businesses. AmEx has worked to address this issue by reducing fees and launching initiatives like the "Shop Small" campaign to encourage small businesses to accept its cards.

3. Regulatory Pressures

Regulatory scrutiny in the financial sector has increased, with governments and agencies imposing stricter compliance requirements. In 2015, American Express faced a legal battle with the U.S. Department of Justice over anti-steering provisions in its merchant agreements. Although the company eventually won the case, such legal challenges underscore the complexities of operating in a highly regulated environment.

Response to Challenges

American Express has demonstrated resilience and adaptability in addressing its challenges:

Enhancing Merchant Relationships: The company has revised its fee structure to make it more competitive and launched campaigns to improve merchant acceptance. These efforts have contributed to increased transaction volume and customer satisfaction.

Expanding Digital Capabilities: AmEx has continued to invest in digital platforms, ensuring seamless and secure payment experiences for customers and merchants alike. The adoption of blockchain technology for cross-border payments is a testament to its commitment to innovation.

Global Expansion: To mitigate domestic competition, American Express has focused on expanding its international presence. By partnering with local banks and financial institutions, the company has been able to tap into emerging markets and diversify its revenue base.

Impact of COVID-19

The COVID-19 pandemic significantly impacted the financial services industry, and American Express was no exception. With travel restrictions and economic uncertainty, the company faced a decline in spending on its travel and entertainment cards. However, AmEx quickly adapted by:

Shifting Rewards Focus

The "Membership Rewards" program was updated to include benefits related to everyday spending categories like groceries and online shopping.

Supporting SMEs

AmEx launched initiatives like the "Stand for Small" coalition to provide resources and tools to struggling businesses.

Emphasizing Digital Engagement

The company enhanced its digital offerings, enabling customers to manage accounts and access benefits remotely.

These measures not only mitigated the impact of the pandemic but also strengthened AmEx's relationship with its customers.

Future Outlook

American Express is well-positioned to capitalize on emerging trends in the financial services industry.

Key areas of focus include:

Sustainability Initiatives:

AmEx has committed to reducing its carbon footprint and promoting sustainable practices. The company's Green Card, made from reclaimed ocean plastic, reflects its dedication to environmental responsibility.

Expanding Digital Ecosystem:

With the rise of fintech, AmEx is likely to continue investing in digital payments, AI-driven insights, and blockchain technology to enhance its offerings.

Personalization and Data Analytics:

Leveraging big data, American Express aims to provide hyper-personalized experiences, tailoring products and services to individual customer preferences.

Strengthening Global Presence:

By deepening its foothold in emerging markets, AmEx can diversify its revenue streams and mitigate risks associated with economic downturns in mature markets.





Conclusion

American Express's journey is a testament to the power of innovation, customer-centricity, and resilience. From its origins as an express mail company to its current status as a global financial leader, AmEx has consistently adapted to changing market dynamics while staying true to its core values. By embracing technology, fostering strategic partnerships, and prioritizing customer satisfaction, the company has not only navigated challenges but also set benchmarks for excellence in the financial services industry.

As American Express continues to evolve, its commitment to innovation and excellence ensures that it remains a trusted partner for individuals and businesses worldwide. Whether through digital transformation, sustainability efforts, or personalized services, AmEx is poised to shape the future of financial services.

LIV



Jeep®

The concept of this project is that
Jeep Helps you to live the adventure
By providing all methods of Safety you need .

VE THE ADVENTURE





Mid

Turn Im

Your Creative Partner for Instantly Generating Stunning AI Art

Midjourney lets anyone create jaw-dropping visuals just by typing what they imagine, no art skills needed. It works through Discord, is fast, fun, and perfect for artists, marketers, or dreamers alike.

Welcome to the future, where your wildest ideas don't need a pencil or a paintbrush. All you need are words.

Just type what's in your head, like *“a panda is playing while holding two feathers,”* and watch it come to life before your eyes. That's the magic of Midjourney, a powerful AI that turns imagination into art. No fancy tools. No art school diploma. Just your creativity and a few taps of your keyboard.

Midjourney

*Imagination into Art,
No Drawing Skills Needed*

Founder

David Holz (Current CEO)

Year of Foundation

2021

Headquarter

San Francisco, California, USA

No. of Employees

131 People

Annual Revenue

\$300,000,000

Website

<https://www.midjourney.com/home>

But what is Midjourney? Let's step behind the curtain and meet the AI that's changing how we create.

Meet the Midjourney: Where Words Become Pictures

Midjourney is like a magical artist that lives inside your words. You just tell it what you’re thinking, like “a shiny glass dragon flying over a forest”, and in a few seconds, it draws your idea in full color. It works inside a chat app called Discord. You type a special command called / imagine, write your idea, and send it. Then, four pictures show up like magic. If you like one, you can make it bigger or ask it to make more like it.

Midjourney works with generative AI, a mix of large language and diffusion models, that understands your words, converts them into a numerical idea, and then paints them in pixels. No brushes, no software installs, just pure imagination made visible.

Why is it so popular?

Artists, designers, and curious minds flock to Midjourney because it lowers creative barriers. It offers near-instant visuals from simple text, speeding up ideation and enabling storytelling through art, even for those who struggle with drawing. The results can be beautiful, surprising, or deeply poetic. That wild variety and intuitive power are why enthusiasts everywhere are mesmerized.

The platform offers exciting features like image blending, creative styling, and the choice to work via Discord or its website. You can also browse a community gallery filled with millions of creations, or keep your own images private with Stealth Mode (Pro & Mega plans only).

Pricing is flexible

Choose a plan that fits your creative journey, whether you’re exploring or going pro. All plans offer full access after a free trial, with discounts for annual billing.

- Basic: \$10/month
- Standard: \$30/month
- Pro: \$60/month
- Mega: \$120/month
- Discounts apply if billed annually. However, there’s no free version after the trial.

Midjourney isn’t just a tool; it’s a creative partner that invites everyone to imagine boldly.

How Does Midjourney Work? Inside the Mind of the Machine Artist

Imagine Midjourney as a playful wizard inside your words: According to

Step 1: Join Discord and enter the Midjourney server: they’ll welcome you with special beginner rooms.

Step 2: In a “newbie” channel, type something like: “/imagine a flying turtle with rainbow wings”

Step 3: In under a minute, the AI wizard draws four magical pictures based on your words.

Step 4: See one you like? Press a button to make it bigger or ask for more versions of it.

Step	Description
Step 1: Join the Community	Join Discord and enter the Midjourney server. You’ll start in beginner-friendly rooms.
Step 2: Type Your Idea	In a #newbie channel, type a prompt like: /imagine a flying turtle with rainbow wings. Let your imagination run wild!
Step 3: Watch the Magic	In under a minute, Midjourney generates 4 unique images based on your prompt.
Step 4: Customize Your Favorite	Click buttons to upscale an image or request more variations of one you like.

It’s simple and fun, even if you’ve never drawn before. You just write what you picture, and within seconds, four vibrant images appear. If you want to explore more, you can choose to enhance one or ask for creative tweaks. Perfect for artists, storytellers, or anyone curious to see their imagination come alive.

Who can use it? A Creative Tool for Every Imaginative Mind

Midjourney welcomes anyone with an imagination, offering a magical canvas powered by AI. It's especially helpful for artists seeking fresh inspiration, allowing them to prototype ideas quickly and explore new styles.

You don't need to be a professional: if you can imagine it, Midjourney can help you see it, even if you've never drawn a single line:

1. Artists & Designers

Quickly explore ideas, test styles, and find fresh inspiration without picking up a brush.

2. Educators, Students & Parents

Bring lessons to life with visuals, enhance storytelling in class projects, and encourage creative thinking at home.

3. Storytellers & Writers

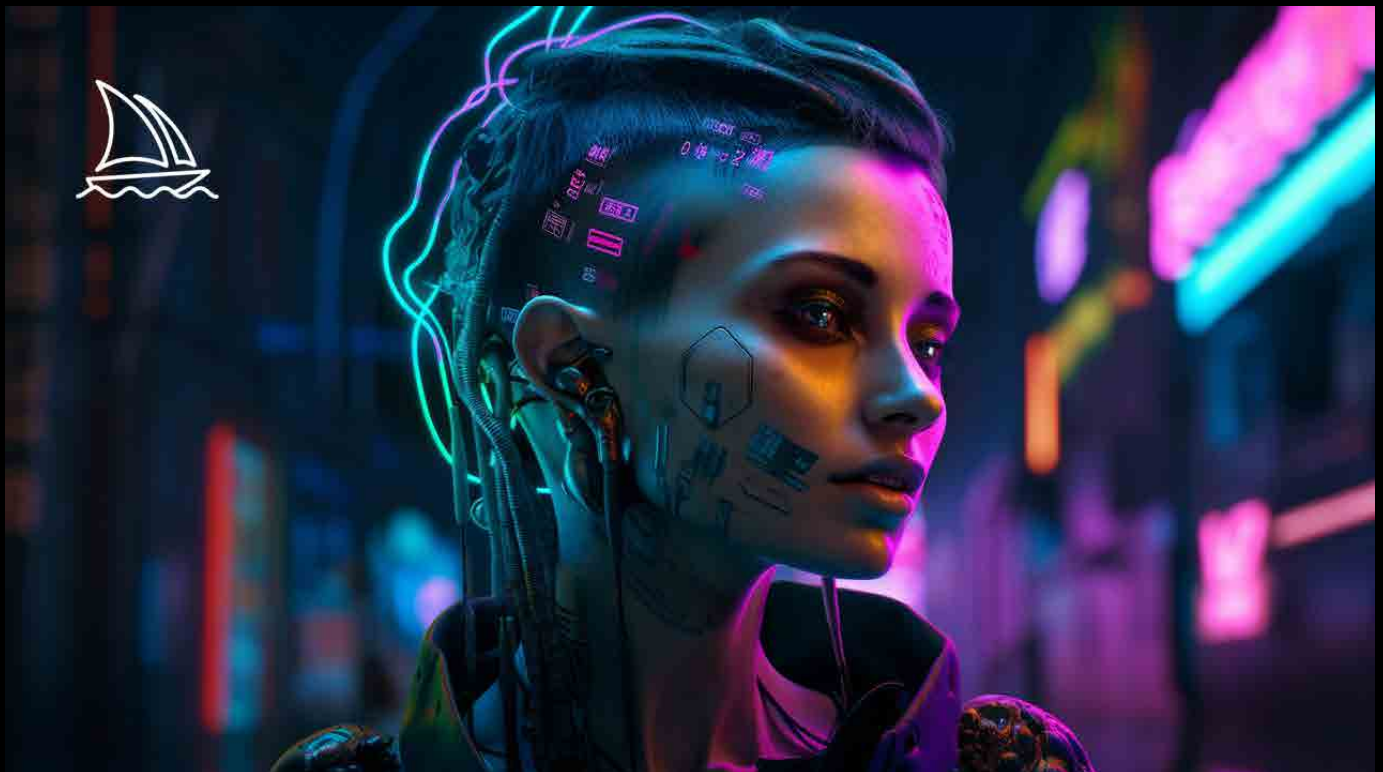
Visualize characters, settings, and scenes to support world-building and spark new ideas.

4. Marketers & Creators

Create campaign visuals, social media content, product mockups, or unique brand imagery, fast and effectively.

5. Everyone Else with a Wild Imagination

You don't need art skills, just ideas. If you can think of it, Midjourney can show it to you.



Pros & Cons: The Good and the Not-So-Good

Wondering what makes Midjourney stand out, and where it might fall short? Here's a quick look at the highs and lows to help you decide.

Pros	Cons
Easy to use after setup Once you're inside Discord, typing prompts feels natural and fun.	Only works on Discord Some users find the Discord setup confusing at first.
High-quality, vivid images Midjourney produces detailed, artistic visuals in many styles.	Limited control over small details Sometimes struggles with things like hands, faces, or text.
Creative and playful experience Feels more like a game than a tool, great for inspiration and fun.	No free version After the trial, you'll need to pay for a subscription

So go ahead, think big, think strange, think wild. Midjourney isn't just a tool; it's a doorway into the art only your mind can imagine.

Customer Opinions

Reviewers highlight how easy it is to use and how fast it delivers high-quality, artistic images, even from simple prompts.

Review 1



Yash A

"Midjourney is the best AI tool I have ever seen; it can literally create anything a human mind can imagine. You will be stunned to see the results!"

Review 2



Prasanth G

"Really easy to understand & set up. Simple prompting is enough to generate a high-quality image & variations. The filters, dimensions & diffusion model are perfectly available upfront."

A low-angle photograph of a person standing on the peak of a large, reddish-brown rock formation. The sky is a deep blue with wispy white clouds. The rock formation is jagged and textured, with several other peaks visible in the background.

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