

# THE PURSUIT



**SOCIAL MEDIA  
ETIQUETTE FOR  
BUSINESSES AND  
INDIVIDUALS**

**LEGAL  
CONSIDERATIONS  
WHEN BECOMING  
AN ENTREPRENEUR**

**WHEN IS THE  
RIGHT TIME  
TO HIRE A  
MARKETING  
STRATEGIST?**

**CHASING  
YOUR DREAMS  
THE ROAD TO BECOMING  
CERTIFIED SAMPSON**

**BUILDING A  
POWERFUL  
PERSONAL BRAND:**

**Q & A WITH DANIEL  
LOVELESS**

**THINKING OF  
BECOMING A  
SOCIAL MEDIA  
INFLUENCER?**

# CONTENTS

• **01** **BUILDING A POWERFUL  
PERSONAL BRAND:**  
Q & A WITH DANIEL LOVELESS

• **02** **LEGAL CONSIDERATIONS  
WHEN BECOMING AN  
ENTREPRENEUR**

• **03** **CHASING YOUR DREAMS:**  
THE ROAD TO BECOMING  
CERTIFIED SAMPSON

• **04** **SOCIAL MEDIA ETIQUETTE  
FOR BUSINESSES AND  
INDIVIDUALS**

• **05** **THINKING OF BECOMING  
A SOCIAL MEDIA  
INFLUENCER?**

• **06** **WHEN IS THE RIGHT TIME  
TO HIRE A MARKETING  
STRATEGIST?**



**It's finally here.**

# Editor's Notes

I have been asked or told on several occasions as a marketer - 'Do you have a publication or magazine?' And my answer has always been 'No'. Not that I didn't want to do a magazine, but I wasn't sure what it should be, or what I wanted to say.

A magazine about Marketing or Entrepreneurship? There are enough of those already as far as I am concerned.

The pandemic however, made me challenge everything I thought about my company and my

brand. A magazine is another way to offer my audience value, to answer their questions and to fulfill my own creative desires.

Eventually, with the encouragement from my team, family and friends, I decided to bite the bullet as they say and make a commitment to delivering **THE PURSUIT** to you for at least one year.

Entrepreneurship can be a long, lonely and challenging road. It doesn't have to be if we can learn to network and find value in others' work and their stories.

**THE PURSUIT** is all about this: Sharing entrepreneurial nuggets and the stories behind some amazing entrepreneurs.

I hope that you will appreciate the stories in this issue as much as I have enjoyed putting this together.

And know we can do amazing things in **the pursuit** of what we love.

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**& Daniel Loveless**

# Building a Powerful Personal Brand:

## Q & A with Daniel Loveless

By:  
Daniel Loveless



If there were a Caribbean name synonymous with a TV show based on questions and answers, **Daniel Loveless** would be it.

The twenty-three year old comedic personality has built his widely successful entertainment career on asking complete strangers a diverse range of trivia questions on his hit game show, *What Yuh Know?*



Daniel's impressive research background; coupled with his disarming personality and ability to solicit honest responses from his interviewees; makes him the ideal host of *Hot Ones Caribbean*. Not excluding his wit and creativity, Daniel Loveless knows how to turn any appearance he makes into a perfect laugh factory.

The *What Yuh Know* creator has built his brand on a healthy appetite for knowledge and Caribbean flavour.

Born and raised in the borough of Arima, Trinidad; 23-year-old media mogul, Daniel Loveless, always had a passion and flair for interpersonal communication. His ability to

connect with perfect strangers catapulted him to the top ranks of television hosts and entertainment personalities throughout the Caribbean diaspora and region.

*What Yuh Know?* -- The comical game show that hundreds of thousands of fans rely on for laughs on even their best days, broke the internet with five hundred thousand (500K) views after just 3 days of the February 2016 release of episode 1.

**Edutainment** is the name of the game and Daniel is **#WINNING**; creating for himself opportunities to diversify and develop his



lifestyle brand across industries around the globe.

**Daniel Loveless**, the intellectually robust brand ambassador, Business Management Bachelor of Arts holder and digital media pioneer was introduced to the entertainment arena as a photographer in his teen years, racking up high profile jobs and personal relationships with Trinidad and Tobago entertainment royalty.

Despite the favourable perks of the limelight, Daniel's passion for interpersonal interaction drove him to establish a spectacular fan base of his own, attracting lots of love, care and attention, almost anywhere he goes.

Through his frequent public interactions as a photographer and even earlier as a Caribbean Cinemas 8 usher, Loveless began to carefully

interweave himself into the fabric of Trinidad and Tobago, growing more curious about his fellowmen and their knowledge base of Caribbean history and current events.

The collective mind of the audience is his canvas as he fulfills his mandate to Motivate, Educate, Inspire and Inform through his groundbreaking game-show *What Yuh Know*.



*If you are thinking about a career in entertainment or becoming a social influencer. Check out the Q & A below with Daniel Francis.*

# 1

**What would you say is the number #1 key to the success in your career?**

I would say the #1 key to the success in my career is remembering why I do what I do. Your why is the most important thing and it's the thing that keeps you going in times of adversity. Each individual must take time to assess their why. I do what I do for an array of reasons: I do this to leave a legacy for my unborn children, I do this to motivate, educate, entertain and inspire, I do this for the many people that look up to me, I do this for my mom and I do this because I was born to do this. Therefore in moments where adversity presents itself, I simply need to remember the WHY's as to why I do what I do.

# 2

**What does a typical day in your life look like?**

A typical day in my life begins at

4:00am every single day. I take the first hour of my day to give thanks, meditate and reflect on how I anticipate my day to flow. By 5:00am, I'm in the gym working out as I believe that it is the most important way to start your day by challenging yourself to achieve new heights. The balance of the day includes ensuring that my team effectively executes posts across my social media platforms and ensuring my followers are engaged. Throughout the day, I partake in an array of activities such as writing, reflecting, listening to motivational tapes, responding to emails, reviewing my goals, setting new goals, assessing where I am mentally, being still, showing gratitude, responding to backed up messages and spending time with family and friends. I typically end the day by taking a bath and simply relaxing for the final hour of the day and preparing my mind for rest.



Keep working.

## 4

**What are your favourite social media platforms and why?**

My favorite social media platforms are Facebook and Instagram. Facebook will always hold a special place in my heart as it is where I started my journey and also where I have my largest audience. Instagram is also a favorite as it has allowed me to connect with personalities and people across the world that I never thought I'd ever be able to connect with.



## 3

**What three things does anyone starting in your industry need to know?**

Three things anyone starting in my industry needs to know: (1) Be okay with failure. Each failure has the seed to an equivalent success. (2) Be okay with criticism. Not everyone will be a fan of your content and that's okay. Keep focusing on your why and chasing your purpose. (3) Do not compete with anyone. It's always YOU vs YOU. Celebrate others' success and remember that everyone's journey is different. Colonel Sanders founded KFC at age 65 after numerous failures.

## 5

**How did you grow your followers?**

I grew my followers by being my most authentic self. Real recognizes real. Be yourself, focus on creating good content and the followers will flow abundantly in time.

Do it for the love and not for the likes.

## 6

**How do you keep your followers engaged?**

I keep my followers engaged by sharing stories about my real life and focus on being the best possible version of myself that I can be. I

noticed that I generated higher engagement in the times where I focused on being my most authentic and real self rather than what I thought the audience wanted to hear. Don't overthink it, create good content and be real. win in the end.



# Legal Considerations when becoming an Entrepreneur

By: Rushaine Cunningham

**L**ooking to start a business and embark on the exciting journey of self-employment, do you really need to consult a lawyer?

You're perhaps already thinking, "*But of course he's going to say yes.*" That might be true but hear me out and let me explain why it is important.

## Setting up the Business – Legal Structure

The first consideration is typically about the legal structure of your business, whether you wish to register

a business name or incorporate a company.

**W**ith a business name, there is no distinction between yourself as the business owner and the business itself. It simply means that you are the business trading as the *business name*. There are several legal implications associated with this structure, including a direct impact on your legal liabilities. Creditors of the business become your personal creditors and your personal wealth or finances are always at risk of being charged with the obligation of

paying the debts of the business.

**A** company in law has a separate and independent legal identity from the owner(s) of the company, who are referred to as the shareholder(s). Incorporating a company therefore creates a liability entity (LTD). With an LTD, satisfying the liabilities of the company are limited to the assets of the company and shareholders and their personal wealth are generally protected from any obligation to pay the liabilities of the company.

Deciding on the structure that is best suited for your business depends on several factors, such as the type of business and industry, the inherent risks associated with that business and importantly, the level of risk exposure that will be involved based on the specific services you intend to offer. These are all matters that advisably should be discussed with your lawyer to avoid or reduce risk exposure and ultimately mitigate against any potential future losses.

### **More on liabilities – what more could there be?**

**Y**es, your legal structure directly affects liabilities, but these are not just limited to merchant debts.

All business owners need to consider the tax obligations associated with

their legal structure. For example, in some Caribbean jurisdictions there might be a requirement for unincorporated businesses to pay an annual tax, like a corporate tax that is generally payable by incorporated entities. In other places this may be replaced by a personal income tax. Failure to pay the required taxes for your business could lead to very hefty fines that could potentially leave your business bankrupt. It also means that in addition to seeking legal advice, it is also best to consult a tax advisor or accountant in respect of your business taxes.

**I**f you plan on hiring employees, this is another liability that will come with its own set of issues. The business will then become liable for the payment of statutory deductions for and on behalf of each employee and a failure to pay these deductions may lead to criminal charges resulting in fines and/or imprisonment. Employment law considerations will also become critical, and it is always best to ensure that these engagements are supported by clearly worded employment contracts which comply with the state of the law in your jurisdiction.

### **Licensing Requirements?**

Will you require a special permit or license to engage in the business, services, or goods you intend to offer?

**B**usiness owners must be aware of the legal regulatory framework governing their industry and ensure compliance with the law. Sometimes you won't always know of the current licensing requirements or even pending changes and how they may affect your business plan and financial projections.

Depending on the nature of the business and industry there may be a requirement for regulatory approval even before you can start advertising the launch of the business. Because the start-up costs of a business can often be overwhelming, it makes sense to prevent against wasting advised on legal limited capital by being properly requirements.

## Need for Protection?

**Y**ou may be offering a one-of-a-kind commodity that needs protection from unlawful duplication by a competitor or unlawful use for economic gain by another third party. It may be that your aim is also to develop a strong brand, recognizable by a particular mark or logo.

Ignoring the need to protect one's intellectual property when starting a business may be detrimental to your long-term growth prospects as a business and in the world of all things

commercial, the benefits of a strong brand with equally strong protections is undeniable.

## Conclusion

**T**his is by no means an exhaustive list of relevant legal considerations which must be accounted for when looking to start your own business. Do not be deterred from taking the journey and hopefully what this article has done is to get you thinking about the potential risks you may encounter in your business and the need to talk those through with a legal advisor from the very beginning.

*Disclaimer: This article is intended to provide general information in summary form, for general informational purposes only. The contents do not constitute legal advice, are not intended to be a substitute for legal advice and should not be relied upon as such. You should seek legal advice or other professional advice in relation to any particular matters you or your organisation may have.*

“Content marketing is a commitment,  
not a campaign.”

- Jon Buscall

# Chasing your Dreams

The road to becoming Certified Sampson

By: Debbie Jollie



"Chase your dreams,  
I put 110% into mine"

says one of Jamel D. Sampson's  
favourite comedians  
- Kevin Hart.

Certified Sampson is a gifted young comedian, social media influencer and Radio personality.

Born and raised right here in Trinidad, there is no doubt that Certified Sampson is one of the funniest young people in our local entertainment community.

**J**amel, who is now 25 years old, started off his career as an OJT in the Chaguanas Health Facility where he said the highlights of everyday would be going around the organization making people laugh.

It didn't matter the individual's rank or position, gender or age, Sampson just enjoyed the positive response he would get whenever he 'clowned around' with his colleagues. Known for being a 'wildman' and a 'certified clown' in secondary school, Sampson always knew he had a gift and

would model many parts of his career after the comedic icon Kevin Hart.

Certified Sampson has made a living as a true entertainer; as Radio personality, through corporate sponsorship and advertisements as well as YouTube doing a host of comedic sketches.

We were so impressed when we interviewed him here at **The Pursuit**: He embodies what it looks like to be a normal and humble young guy while

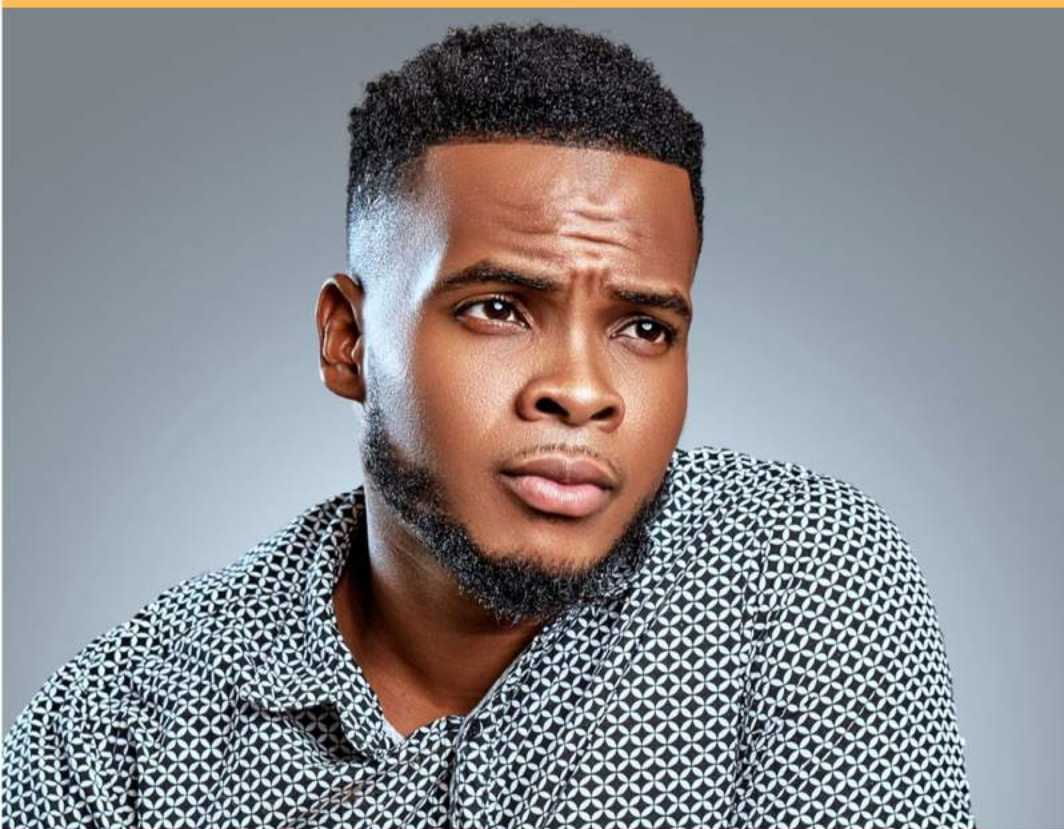
growing his personal brand in the spotlight.

But as with many young people pursuing their dreams, Certified Sampson has faced many rejections, from going up for jobs he didn't get or corporate sponsors not finding him a fit for their brand. His overwhelmingly positive attitude and family of faith is the foundation to why he refuses to let anyone or anything stop him from going after his dreams.

### His Fame Doesn't Go To His Head

**C**ertified Sampson stays the same whether interacting with one person or with hundreds at a school tour, something he misses terribly as a result of the pandemic.

He recalls on this interview that people would come up to him all the time as he would walk the streets, and a one time negative interaction with someone





Sampson is comfortable making fun of himself. He uses the personal stories of growing up in the Caribbean in a comedic way. Sampson is also not afraid of being laughed at by his contemporaries or the general public as he finds this a success in making them laugh.

Certified Sampson's story is a true inspiration to those who want to be apart of the entertainment industry. We here at **The Pursuit** understand why Jamel has been so successful: He has carefully planned and mapped his career every step of the way, stuck at it through all the the "NOs" and has the brightest outlook for his future.

made him realise how powerful his gift is an a comedian. " People come up to you all the time, expecting you to always be in a good mood, when we all have bad days! " says Sampson. He knows that his fame is an opportunity to put a smile on others faces and tries to do so through every interaction he has.

**S**ocial Influence: He connects with his audience by using His Life Experience in His Skits.

Certified Sampson has a huge Instagram and You Tube following, building his own personal brand through tanacity and sheer grit.

We wish him all the best.

For more information on how you can book Certified Sampson for your next virtual event, feel free to contact him via his IG page .

# Social media etiquette for businesses and individuals

By: Shenate Lee

**T**hese days, consumers are discovering brands easily on social media and many new entrepreneurs, professionals and young people don't realise the long term impact that posting their thoughts, opinions and ideas erratically can have on their personal brands.

In a time of 'cancel culture', it's important to take a good hard look at what we put out on social media.

Here are some tips to guide you.

**1** Keep personal and professional separate

Ensure the content you post on your personal social media accounts are kept separate from content that is meant to be posted to your business

accounts .

Always check to ensure you are posting from the correct account.

**2** Be professional

Regardless of the brand personality you carve for your business, customer interaction should ALWAYS remain at a professional standard (even when the customer is nasty!) You should always be mindful to keep customer information private and to ensure it remains protected and confidential.

Use full words and proper sentences when communicating. Avoid colloquial speech!

Never be rude or disrespectful to customers - even when the customer might be the type to push your buttons.

### 3 Be responsive.

Respond to comments/messages in a timely manner.

Ensure information such as phone numbers, location, business hours are kept accurate and up to date.

Find a good balance with customer interactions, don't focus solely on discussing business if you want your business to grow. Engage with customers. Find out their likes and dislikes and incorporate their ideas into improving your business.

### 4 Keep things updated.

### 5 Strike a balance.



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# COMING!

# Thinking of becoming a social media influencer?

By: Sumayyah Huggins

Nakiah Castang

Content creators and social media influencers have taken the world by storm during the ongoing pandemic and even some time before. It's a tough job that takes actual time and dedication. Have you ever tried making a TikTok video? It's a lot of work. This work however is no stranger to Nakiah Castang.

Nakiah Castang an avid reader and a graduate from Bishops Centenary College, with a near completed associate degree from UWI ROYTEC, has over 122k followers on Instagram. She creates content and markets for both international and businesses.

She loves her job as it does not feel like one. It brings her joy hearing the excitement and happiness from business owners when they've met a goal with her



help, whether it is sales or exposure of their business.

When asked what is her number one key to the success in her career, she attributed it to staying productive, staying inspired and being consistent. She said, "It's really easy to procrastinate when you think about how much you have to do and when you're supposed to do it. So knocking tasks, in my case, promotions and deals as soon as receiving it helps me to stay on top of everything."

**N**akiah Castang has been a creator for the past 6 years but started taking it seriously within the past 2 years.

For this content creator/influencer a typical day depends on the tasks that must be completed. She explained, "If I have promotions, I like to get them done early in the morning which is 7 and wrap up by 9/10, maybe longer, send it to the business owners for approval then wait till the evening to post. Sometimes, I would get 2/3 promotions done in one day just to have content to post for days instead of getting ready every single day just to keep my page

active and do the same thing with the business owners. If I have no promotions to do, I would prepare my content for upcoming promotions by looking for inspiration in other influencers, in music videos, songs, and stock up on ideas and write them down, the rest of the day would either be taken up by classes and studying, binge watching Netflix shows and chilling."

The business of being on social media has been tricky and often comes with different stereotypes. However, Nakiah has used it to her



advantage. She listed three pieces of advice for anyone wanting to start or break into this industry.



**1** Not everyone is going to like you or what you do.

**2** Remain humble! The number of followers, likes and comments doesn't mean anything if you're being big-headed.

**3** Work for it. Don't wait around and expect a big company or big deal to find you. The best part of the third piece of advice is that "if your friend has a small business, baking, photography etc. Offer your services to them and promote it as if its a big company. Business owners talk...."

“Most, if not all influencers, have a preference for social media platforms. Even the everyday user as well. Some may use apps like twitter to stay in the constant know or Facebook for keeping up with friends and family. For Nakiah, her favourites are Instagram, pinterest and YouTube, in that order. She said

that Instagram provides the entertainment, the business, the speedy news (though all may not be accurate), and educational information. A person can completely control what shows up on your feed, and the post that inspires you, just by following. Pinterest also provides inspiration as well and how to's, not to mention the BEST

motivational quotes, but besides the quotes I more use it for styling and fashion inspiration, poses and recipes. ”

Upon visiting Nakiah's Instagram you will notice her consistent engagement. Whether its a picture of promoting a product or a video of her dancing. The latter though is what helped start her journey into the career of influencer and content creator. She broke into the scene after going viral on trending dance challenge on Musical.ly (currently known as TikTok). She started to get direct messages from people abroad and locally about them seeing her in a YouTube compilation of other people doing the same challenge. She described how it progressed, "I went to see for myself and someone placed me in the video along with other people. Some recognised me and

commented on my Instagram name and from there, I started to get a lot more followers and a lot of messages. Not too long after that, I got an offer from a clothing company called Sauce Avenue to promote their clothing. I was clueless about ambassadorships and collaborations so I thought they were advertising their clothing but they told me they'd like to send me some of their items so I can make Musical.ly videos and take pictures with them. We organised and I promoted them like crazy. From those promotions, other businesses saw and wanted to work with me, and now it's been 6 years, and I still love what I do."

# When is the **RIGHT** Time to hire a Marketing Strategist?

By: Debbie Jollie

**W**ould you pursue a law degree, simply because your business needed help writing up a few contracts?

No you wouldn't!, you would enlist the help of a lawyer!

So why do companies, leave their sales and marketing function up in the air, knowing that their internal staff may be limited in certain areas.

There are a number of benefits of hiring a freelance marketing strategist.

Typically, salaries constitutes the single largest expense in many businesses. However, many small and medium companies just don't have the resources to take on a new employee for their marketing initiatives or strategy.





**B**ut therein lies the benefit of hiring an independent marketing consultant or freelancer! Your business will be able to get critical work done, while allowing for the increases and decreases that come with market conditions and the demand for hiring talent.

Marketing consultants, independent strategists, contractors and freelancers are usually ready to start a project on day one, with no training required.

And most marketing consultants have been fine tuning their craft for years, giving you experience gained from a number of industries and diverse organisations.

So how do you know your business is ready for an independent marketing strategist?

## 01

There is too much internal politics

Ah yes! The office politics.....smhlotics .

We know It's true!

We find it especially in family run businesses and in organizations with toxic work culture.

Many times, from C-Suite executives right

down to middle management, every one seems to know your business better than the next person—but that exact familiarity can be a weakness to growth.

**A** marketing consultant can help you stay laser-focused here, rather than drifting off into the day to day activities.

A marketing consultant can help design a strategy, set the turnaround period for the tasks, and can also help you to monitor everything to make sure that things fall into place.

## 02

Business isn't booming

It's not uncommon for businesses to go through valleys. But if you are finding it hell to navigate out of those pit falls, you may want to consider external help.

Are you losing market share?

Are there growing competitors?

A marketing consultant or strategist is best equipped to help you deal with these challenges and many others. A marketing strategist is there to help you formulate the right strategies and initiatives that can bring in more customers during "famine periods".

## 03

You need a more

modern approach to your communication

Staying up-to-date with a range of techniques and tips is part of the territory when it comes to marketing consulting.

A marketing consultant will work with you to ensure that your branding is distinctive and is in line with what matters to your target market.

Marketing is about positioning your business so that it is unique when compared to your competition and ensuring that you are communicating that difference to your prospects and customers.

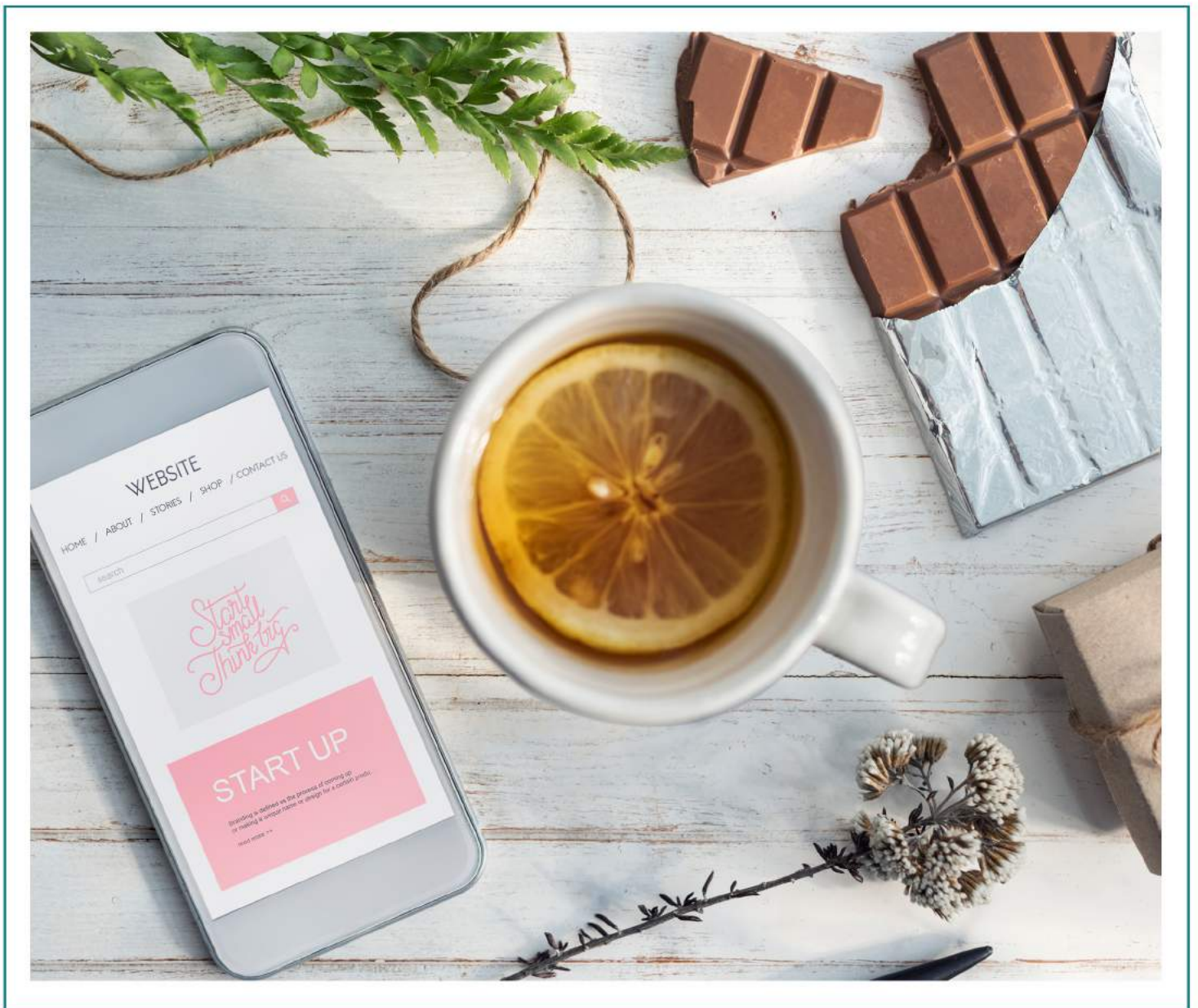


# Digital Marketing

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