

## Meghan Markle's Brand Power: Strategies for Success

### **Description**

Embrace the opportunity to invest in companies that align with your personal values and elevate them through the realm of social media.

Renowned entrepreneur and investor Meghan Markle has achieved significant success through her ventures, a trajectory influenced by her prominent roles on the acclaimed television series "Suits" and her distinguished position as the Duchess of Sussex. Since March 2021, following their disengagement from the British Royal financial support, the combined net worth of Meghan and Prince Harry has escalated from \$50 million to \$60 million, as reported by Celebrity Net Worth.

A substantial portion of this financial growth can be attributed to their partnership with Netflix. The multimillion-dollar contract with Netflix encompasses diverse shows, including a project curated by Meghan herself that celebrates the art of cooking, gardening, entertainment, and camaraderie, as well as another providing exclusive insights into the realm of professional polo. Additionally, Meghan has sealed an \$18 million podcast deal with Spotify, further solidifying her position as a notable figure in the realm of social media influence.

Markle's power as a social media influencer has paved the way for her to endorse a selection of female-led companies through her investment portfolio. Her calculated choices in augmenting the value of these companies offer an array of valuable lessons for business mavens.

Key among these lessons is the significance of discerning your core values before delving into investments or entrepreneurial endeavors. Markle's inclination towards handbags, accentuated by her global appeal, has led to strategic partnerships with designer brands and facilitated the growth of smaller, up-and-coming labels.

Moreover, the process of investing in companies that resonate with your personal preferences can be instrumental in propelling their success. Markle's deliberate investment in Cesta Collective, renowned for its handwoven bags, exemplifies the impact of aligning investments with one's unique passions.

To maximize the potential of your investments, leveraging the power of social media to bolster the profile and value of your chosen companies is crucial. Markle's adept utilization of her social media presence to elevate Cesta Collective underscores the potency of strategic promotion in driving growth and success.

In essence, Markle's approach to investing underscores the significance of aligning investments with personal values, strategic promotion on social platforms, and fostering meaningful relationships with invested companies to create enduring value and impact.



# **Vocabulary List:**

- 1. Entrepreneur /,pn.tra.pra'na:r/ (noun): A person who sets up a business or businesses taking on financial risks to do so.
- 2. Acclaimed /ə'kleɪmd/ (adjective): Publicly praised and recognized; celebrated.
- 3. **Elevate** /'el.ə.veɪt/ (verb): To raise or lift something to a higher position.
- 4. Augmenting /ɔːgˈmentɪŋ/ (verb): Making something greater by adding to it.
- 5. Resonate /'rez.an.eit/ (verb): To produce or be filled with a deep full reverberating sound or to evoke a feeling of shared emotion.
- 6. Camaraderie /ˌkæm.ə'ra:.dər.i/ (noun): Mutual trust and friendship among people who spend a lot of time together.

# **Comprehension Questions**

#### **Multiple Choice**

IS.COM 1. Which television series has influenced Meghan Markle's trajectory as an entrepreneur and investor?

Option: Friends

Option: Grey's Anatomy

Option: Suits

Option: The Crown

2. What led to the financial growth of Meghan and Prince Harry after disengaging from British Royal financial support?

Option: Partnership with Hulu Option: Investment in real estate Option: Partnership with Netflix Option: Launching their own brand

3. Which company did Meghan Markle seal an \$18 million podcast deal with?

Option: Apple Podcasts Option: Amazon Music

Option: Spotify

Option: Google Podcasts



4. What type of companies has Meghan Markle endorsed through her investment portfolio?

Option: Tech startups

Option: Female-led companies Option: Automotive manufacturers Option: Food and beverage companies

5. Markle's deliberate investment in which company exemplifies the impact of aligning investments with personal preferences?

Option: Chanel Option: Gucci

Option: Louis Vuitton Option: Cesta Collective

6. What is crucial to maximize the potential of investments according to Meghan Markle's approach?

Option: Leveraging the power of social media Option: Avoiding all social media platforms NEWS.COM Option: Relying solely on traditional marketing

Option: Ignoring company values

### Answer

Multiple Choice: 1. Suits 2. Partnership with Netflix 3. Spotify 4. Female-led companies 5. Cesta Collective 6. Leveraging the power of social media

# Vocabulary quizzes

#### Multiple Choice ( Select the Correct answer for each question. )

1. What is a significant achievement or event called?

Option: A. Turning point

Option: B. Obscure Option: C. Increment Option: D. Subpar

2. What is the act of working together towards a common goal called?



Option: A. Discord Option: B. Unity Option: C. Isolation Option: D. Alienation

3. What term describes something causing a significant change or improvement?

Option: A. Static Option: B. Mediocre

Option: C. Transformative

Option: D. Apathetic

4. Which word means the action of using something effectively?

Option: A. Wastefulness Option: B. Utilization Option: C. Neglect Option: D. Depletion

5. What term is used to describe something that is highly praised or recognized? NEWS.CC

Option: A. Ignored Option: B. Rejected Option: C. Overlooked Option: D. Acclaimed

6. What word describes something featuring new ideas or methods?

Option: A. Traditional Option: B. Repetitive Option: C. Innovative Option: D. Outdated

7. What term refers to a person who starts their own business?

Option: A. Employee Option: B. Entrepreneur Option: C. Investor Option: D. Manager

8. What is the action of eagerly expecting something called?

Option: A. Indifference Option: B. Anticipation Option: C. Disinterest Option: D. Boredom

9. Which word means to evoke a positive feeling emotional response or opinion?

Option: A. Ignore



Option: B. Resonate Option: C. Overpower Option: D. Diminish

10. What is the mutual trust and friendship among people working together called?

Option: A. Animosity Option: B. Hostility Option: C. Camaraderie Option: D. Alienation

### Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. A	provides structure and guidance for a project or system.
12. Attending the meeting was	for all team members.
13. She put all her effort into th	e to start her own business.
14. In a successful relationship	both parties must be willing to
15. The urgency of the situation	required immediate attention and
16. The daily routine became _	and dull after a while.
17. She worked	to meet the project deadline.
18. Understanding the	of the language is essential for effective communication.
19. The new software aims at _	the user experience.
20. The team demonstrated gre	eat in completing the project together.
Matching Sentences ( Match each definition to the correct word from the vocabulary list. )	
21. The unexpected decision had far-reaching that affected the entire company.	
22. The swift action taken to a potential crisis saved the company from major losses.	
23. She actively in the workshop to share her expertise with other professionals.	
24. Setting clear goals is crucial to staying focused and working towards a specific .	



- 25. The marketing team analyzed the target to tailor their advertising strategies.
- 26. His contagious motivated the team to complete the project ahead of schedule.
- 27. The promotion was a great opportunity for him to his career to the next level.
- 28. Graduating from college was a significant in her educational journey.
- 29. The success of the project was attributed to the collaborative efforts of the team.
- 30. Addressing the issue with action prevented further complications.

### **Answer**

**Multiple Choice:** 1. A. Turning point 2. B. Unity 3. C. Transformative 4. B. Utilization 5. D. Acclaimed 6. C. Innovative 7. B. Entrepreneur 8. B. Anticipation 9. B. Resonate 10. C. Camaraderie

Gap-Fill: 11. Framework 12. Obligatory 13. Endeavor 14. Compromise 15. Immediacy 16. Mundane 17.

Diligently 18. Nuance 19. Augmenting 20. Synergy

Matching sentence: 1. Repercussions 2. Avert 3. Participated 4. Objective 5. Demographic 6. Enthusiasm

7. Elevate 8. Milestone 9. Collective 10. Immediate

#### **CATEGORY**

1. Business - LEVEL6

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