The ways in which Meghan Markle harnesses her brand influence

Description

Invest in companies that align with your values and promote them on social media.

Meghan Markle, known for her role in the hit TV series *Suits* and as the Duchess of Sussex, has become a successful entrepreneur and investor. Since March 2021, when she and Prince Harry parted ways with the British Royal family, their net worth has soared from $50 million to $60 million, as reported by *Celebrity Net Worth*.

A significant part of this financial gain can be attributed to their lucrative content deal with Netflix, which includes various shows curated by Markle herself. Additionally, Markle has secured an $18 million podcast deal with Spotify, showcasing her influence and entrepreneurial acumen.

Markle's investment strategy in female-led companies and products she values provides valuable lessons for business leaders. Here are three key takeaways:

1. Define your values.

Prior to making any investment or business decision, it is crucial to understand your core values. Markle's passion for empowering female entrepreneurs is evident in her investment choices, demonstrating the importance of aligning investments with personal values.

2. Invest in companies that resonate with your interests.

After identifying your passions, seek out companies and products that align with your values. Markle's investment in Cesta Collective, a brand specializing in handwoven bags, exemplifies this principle.

3. Leverage your platform to support your investments.

Utilize your social media presence to amplify the value of your investments. Markle's promotion of Cesta Collective through social media channels resulted in a surge of interest in the brand, showcasing the impact of strategic promotion.

Markle's collaboration with Cesta Collective has the potential to not only elevate the brand but also create opportunities for female artisans in developing countries, highlighting the transformative power of purposeful investments.

By embracing these principles, individuals with unique capabilities can drive meaningful growth and create lasting value for all stakeholders involved.

Vocabulary List:

1. **Entrepreneur** /ˌɒn.trə.prəˈnɜːr/ (noun): A person who organizes and operates a business taking on financial risks in the hope of profit.
2. **Lucrative** /ˈluː.krə.tɪv/ (adjective): Producing a great deal of profit.
3. **Acumen** /ˈæk.jʊ.mən/ (noun): The ability to make good judgments and quick decisions typically in a particular domain.
4. **Resonate** /ˈrɛz.ə.neɪt/ (verb): To evoke a feeling of shared emotion or belief.
5. **Amplify** /ˈæmplɪfaɪ/ (verb): To increase the volume of sound or to make something more intense or significant.
6. **Stakeholders** /ˈsteɪkˌhoʊldərz/ (noun): Those who have an interest in a company or organization including employees customers and investors.

Comprehension Questions

Multiple Choice

1. What was a significant factor contributing to Meghan Markle and Prince Harry's increase in net worth from $50 million to $60 million?

Option: Lucrative content deal with Netflix
Option: $18 million podcast deal with Spotify
Option: Investment in real estate
Option: Participation in a reality TV show

2. Which company did Meghan Markle invest in that specializes in handwoven bags?

Option: Amazon
Option: Apple
Option: Cesta Collective
Option: Nike

3. What lesson for business leaders does Meghan Markle's investment strategy in female-led companies emphasize?

Option: Invest in male-led companies
Option: Invest in any company regardless of values
Option: Align investments with personal values
Option: Avoid investments in companies you value

4. What did Meghan Markle promote through her social media channels that resulted in a surge of interest in the brand?

Option: Luxury cars
Option: Handwoven bags
Option: Smartphones
Option: Fast food

5. According to the text, what can individuals with unique capabilities achieve by embracing the principles mentioned?

Option: Nothing substantial
Option: Drive meaningful growth and create lasting value
Option: Cause financial losses
Option: Stagnate in their investments

6. What is highlighted as the transformative power of purposeful investments in the text?

Option: Creating chaos in the market
Option: Eliciting international scandals
Option: Elevating brands and creating opportunities for artisans in developing countries
Option: Bringing about political change

Answer

Multiple Choice: 1. Lucrative content deal with Netflix 2. Cesta Collective 3. Align investments with personal values 4. Handwoven bags 5. Drive meaningful growth and create lasting value 6. Elevating brands and creating opportunities for artisans in developing countries

Vocabulary quizzes

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

1. What is a formal decision made between two or more parties?

Option: A. Stability
Option: B. Agreement
Option: C. Entrepreneur
Option: D. Resurgence

2. Individuals who start their own business are commonly referred to as:

Option: A. Stakeholders
Option: B. Entrepreneurs

Option: C. Lucrative
Option: D. Luminaries

3. Who are the individuals or groups with an interest in the success of a business?

Option: A. Deductions
Option: B. Stakeholders
Option: C. Acumen
Option: D. Amplify

4. Organizations that help startup companies to develop by providing services such as management training are called:

Option: A. Contingent
Option: B. Incubators
Option: C. Averting
Option: D. Inherent

5. Which term refers to the action of restoring something to its former state?

Option: A. Avert
Option: B. Reinstatement
Option: C. Resurgence
Option: D. Framework

6. What word describes when an idea is explained in detail?

Option: A. Increases
Option: B. Luminaries
Option: C. Expounded
Option: D. Catalyze

7. A basic structure underlying a system or concept is known as:

Option: A. Stability
Option: B. Entrepreneur
Option: C. Resonate
Option: D. Framework

8. Which term denotes importance or consequence?

Option: A. Significant
Option: B. Precipitate
Option: C. Ratifying
Option: D. Eschewing

9. To accelerate an action or process is to:

Option: A. Averting
Option: B. Luminaries

Option: C. Entrepreneurs
Option: D. Catalyze

10. An event or discovery that is innovative and pioneering is considered as:

Option: A. Agreed
Option: B. Groundbreaking
Option: C. Resurgence
Option: D. Lucrative

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

11. To ________________________ means to increase the volume or intensity of something.

12. The quick action of ________________________ the crisis prevented a major disaster.

13. After some negotiation they finally ________________________ to the demands of the other party.

14. Investing in real estate can be very ________________________ if done wisely.

15. Income tax calculations include various types of ________________________ to determine the final amount owed.

16. Some risks are ________________________ in the nature of running a business.

17. The message of unity and peace seemed to ________________________ with the audience.

18. Regular exercise often ________________________ stamina and overall health.

19. The country's parliament will discuss and vote on ________________________ the new trade agreement.

20. The sudden change in weather could ________________________ a delay in the outdoor event.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The ongoing construction caused several delays in the regular schedule.
22. She took a risk and founded her own successful company from the ground up.
23. The President gave a speech at the event of the international conference.

24. His business helped him make strategic decisions that led to growth.
25. After a period of decline there was a sudden and powerful comeback in sales.
26. By conventional methods they developed an innovative solution.
27. The conference featured industry who shared their insights and expertise.
28. A team of experts was prepared to deal with any unforeseen circumstances.
29. The prompt action of disaster saved many lives.
30. Using special equipment the speaker could her voice to reach the entire audience.

Answer

Multiple Choice: 1. B. Agreement 2. B. Entrepreneurs 3. B. Stakeholders 4. B. Incubators 5. B. Reinstatement 6. C. Expounded 7. D. Framework 8. A. Significant 9. D. Catalyze 10. B. Groundbreaking
Gap-Fill: 11. Amplify 12. averting 13. acquiesced 14. lucrative 15. deductions 16. inherent 17. resonate 18. increases 19. ratifying 20. precipitate
Matching sentence: 1. Disruptions 2. Entrepreneur 3. Inaugural 4. Acumen 5. Resurgence 6. Eschewing 7. Luminaries 8. Contingent 9. Averting 10. Amplify

CATEGORY

1. Business - LEVEL6

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Author
aimeeyoung99