

January 2026

THE IMPACT FORMULA

American Idol Contestant

**PENNY
SAMAR**

Photographer and Creative
Director

**CHERYL
FOX**

*"I've photographed
icons from Madonna
and Beyoncé to
Pharrell and Rihanna"*

MARISA PEER

AND MANY MORE

Musician, Composer
and Producer

**VINCENZO
LAMAGNA**

Actress

**AZIZI
DONNELLY**

Talks about her cultural roots
and her dream projects

Hollywood Screenwriter

**CALVIN M.
WILLIAMS**

Known for Games of
Thrones, Better Call Saul,
Ripley, Umbrella Academy



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etter from the EDITOR-IN-CHIEF

Well it's January, again! Where on earth did that go? In this issue I have spent six months headhunting incredible people who are doing incredible things. I hope you soak it all up and allow your mind to learn from the best.

It is a new year and it is a new start. There's something about 'January' which enables us to mentally process our foundations and therefore design the pathway forward and what better way than to read how other people have designed the life they are living.

The best stories are at times the ones we did not predict to make an impact but it is those where we can cross-reference and apply to our own lives, so relax and learn the skills from others, see how they do it and more importantly uncover their magical building blocks that they use to help them be a success.

I love you
Katie

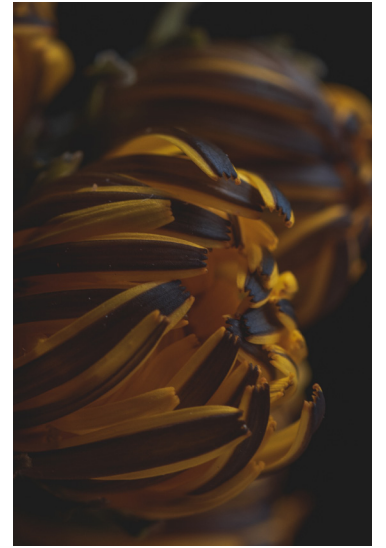


www.katiequeue.com



<https://www.instagram.com/lamkatiequeue>





DISCLAIMER

Disclaimer

The views and opinions expressed in these interviews are solely those of the individuals interviewed. The Impact Formula Magazine nor myself are not responsible for any inaccuracies or misrepresentations contained within the interviews.

The following content may be emotionally challenging due to conversations based around sexual violence and personal experiences.

The following content contains strong language and swearing that may be offensive to some readers.





Azizi
DONNELLY

*Talks to us about her drive,
her dreams and her passions*



From moving from Australia to LA to follow your dreams and then achieving a role in the incredible movie ‘Babylon’, can you tell us what it has been like to go from having a dream to being successful?

I think that is a beautiful and complex question. As my career and life has evolved and I have grown the meaning of successful has also evolved for me as well. I really have to check myself and make a conscious effort to look back on where I was and where I am now and intentionally be grateful for all that I have been so lucky to experience and achieve. As an ambitious person, it’s very easy for me to only look forward to what I have not yet achieved. I love this question because I am now reflecting on some incredible projects that I have got to work on and people that I’ve got to work with and experiences that I have been able to have. To answer the question properly, what it has been like is a beautiful experience of moments and hardships that turn into breakthroughs which then lead me to my next level of light and success. It’s a constant journey, it’s a life of its own. I really am trying to enjoy my life within my work and outside so that one day I can look back

and say I lived my life to the fullest and didn’t wait around for anything. It’s been such a journey of Self discovery and growth being an actress and an artist. I like to think little Azizi would be very proud and very happy with what we have done and big Azizi has a lot more she is excited to do!

Your work as an Actress has been diverse and extraordinary, what draws you to parts?

I’m always very drawn to characters that are complex and messy. I love playing female characters that are powerful and flawed. It’s fun, it’s a true reflection of life and allows me to play out parts of myself society tells us to hide, on the flip side I do love it all! A funny well written character I’ll take any day of the week!

Is there a role you would love to play and why?

I’d love to play a role that is so far from who I am and really dive into some deep character work, a Role that no one would think of me for. I like to surprise myself with what I can do and also part of acting for me is expression of self. It would be incredible to dive into a world I have not lived in.



O r a y a

Lighting the path to your power.

What made you want to go into acting and what scares you the most about it?

I think subconsciously I always was an actress even as a kid. I was performing and creative, but I never knew that Acting was a job until I moved to LA for modeling. I think when something is meant to be for you, you don't always know why you're supposed to be doing it. You just know that you are supposed to be doing it and that's how I felt with acting. It always felt right. I always felt most at peace, most in alignment when I was acting, when I was on set, when I was rehearsing and around other actors and creatives in my field, it came very naturally to me so a part of me and my intuition just knew this was my path. Despite the hardships and the challenges like any good relationship, I still loved it unconditionally. I really enjoy the collaboration part of Acting and the imaginative side, and also how it allows me to express and learn deeper parts of myself in the world what scares me most about Acting is That a lot of it is not up to me and you have to let go of control which has been a really powerful lesson for me in my life.

Do you have a process with your work?

Every role , my process is different. I don't have a 123 here. I tune into my intuition. I use my life experiences. I use my imagination. I like to meditate on my roles, visualize them and rehearse with people who I trust to find new ways of doing things!

If someone would play you in real life, who would you love it to be and why?

I'm not sure! I'll have to think about that some more. I would have loved Angelina Jolie to play me but I don't think that makes any sense! haha I love how raw she is and how big her heart is. I've always been inspired by her for this and for her passion.

Following your dreams isn't easy especially in the business of movie making, what keeps you going?

That's a great question. It has evolved again over the years. What keeps me going now is being fulfilled outside of my career my family, my health, my fitness, my spirituality, not having everything be so heavy and reliant on my acting career allowing that to just be my career that I love and get to do and creating other things outside of it

What is a change-maker to you?

Someone who is authentically themselves no matter where they or what industry they are in. You will always create a new path if you are true to yourself and your inner guidance. There is no competition when you're showing up in the world authentic to yourself and your vision.

Is your heritage important to you and if you would like to talk to anyone with a dream, what would you say?

Absolutely, my family is Lebanese and migrated to Australia so I was born and raised in Sydney Australia. My

heritage is very important to me both on the Lebanese side and where I grew up on the Australian side. My family instilled culture, work ethic, generosity, and heart in me from a very young age, which I believe is a massive part of Lebanese culture. I value this so much and have a deep love for my culture and try to remind myself of this every day, even being so far away from home and my family.

Is there something you still want to achieve and what is it?

Of course I'm always looking to grow and evolve and as I change my desires and goals continue to shift. I would love to reach more people and have more of a positive impact on people in this world through my acting work, but through my other endeavors, I am very passionate in the spirituality and mindset world. I have just started my own company called the Oraya way, this is a new mission I'm very excited about. Creating community and retreats for like-minded people a place where they can have access to all the tools and healers who have helped me along my journey.

Here at the Impact Formula, we love to support people with dreams, how can our audience follow and support you?

I'd love to share my personal Instagram @azizi__donnelly and my company @theorayaway Thank you for your support. I look forward to connecting with you all!

If you could work with three people, who would they be and why?

The Safdie brothers I love how unique their vision is and the mark they have made in film making. I love how raw and colorful their films are, they really know how to cast incredible characters. Damien Chazelle I think he is so incredible. I've worked with him briefly before, but I would love to work with him in depth. I also love his vision and way of storytelling and how bold he is as a director. Lastly, I'd say Riz Ahmed. I just like his work and his style of acting. I think he would be an incredible actor to work across from! So present and in the moment.

Can you tell us about what projects you are working on at the moment?

I have a movie coming out soon hopefully December 2025 called double trouble with Andrew Koji and the McGraw sisters And then my company the Oraya way we have our first day retreat this Dec 13th 2025 in Ojai California with some incredible healers who facilitate breathe work, quantum energy work, sound baths and cacao ceremony's. I am really excited to end the year with both of the above.

 [instagram.com/azizi](https://www.instagram.com/azizi)

 [instagram.com/theorayaway](https://www.instagram.com/theorayaway)

ANNI BRONNING *Rademacher*

Talks about following her dreams and working in the fashion and beauty industry

For those who have not come across you yet, would you mind telling us a bit about yourself?

My Name is Anni and I am a hair and makeup artist in the fashion and beauty industry. I am half Danish half English, and take a lot of inspiration from my Scandinavian culture in my work. I love to travel and really enjoy experiencing other people's culture, food and historic buildings!

In your industry you would have seen very ambitious people with dreams but never quite got to the level they wanted, both on your side of the camera and the other side, do you have any advice on what a successful trajectory looks like and can you give anyone reading

this advice on how to achieve your dreams?

I still don't feel like I am nearly where I want to be in my career, I have so many goals that I am working towards even after 10 years. I would say, keep your goals clear in your mind, make small and achievable goals that you can tick off with ease, and then set larger goals, do your research on other people's careers and how they managed to be successful. When you want to assist, look up the person you want to assist and their career trajectory. Keep in contact with the photography assistants, styling assistants and plan your own shoots to build your portfolio, and be aware that it will take 10 years longer than you think it will.





You have worked on some of the World's hottest stars and largest publications, how do you maintain a life where you have to give so much of your energy to others and their projects whilst keeping a piece for yourself?

This is a very good question and something I have struggled to keep the balance with. I just missed my mothers 60th Birthday because I had to go to LA. The hardest thing can be the sleep sometimes. It can be more than a full time job and not everyone understands what it's like, but occasionally you get stints where you can have two weeks off work, and that's when it's time to prioritize friends, family and social events! Turning the phone off also helps. I have recently separated out my work email address and my personal, my work Instagram and my personal, and it has been so helpful to compartmentalise my life.

How do you handle pressure?

I haven't always handled it well in the past, and sometimes have let the pressure get the better of me, but it's important to remember why you started the job in the first place. I try really hard to give each job my all, be on time, work as fast as I can and create what I am able to create, if I know I've given it my all, then that's all I can do! I try not to compare my work to other peoples, and I learn as much as I can from others.

In recent years, we have seen the culture pivoting towards a more positive and inclusive one, how do you feel the industry has adapted and do you feel the industry itself has become a nicer place to be overall?

From my experience, yes. I've been quite lucky to work with some lovely people, but knowing what high fashion has been like through the 80's 90's and 2000's, it has been a very difficult and challenging

industry for a lot of people, I think we also put up with less than people put up with in the past. With diversity and inclusivity, it has opened the doors for more people to come in who otherwise would have never had their amazing art shown to the world. People tend to be a lot more relaxed on set.

Does your work have a side to it that we cannot see and can you tell us more about your process with obtaining perfectionism within your work?

I think, with social media, people see a side to the industry they never saw 20 years ago. People didn't see what happened backstage, stylists and makeup artists weren't doing tutorials online and the industry was very exclusive. It still has an aspect of exclusivity to it, but its more tangible now to the average consumer. But the industry moves very fast, plans can change at the drop of a hat, you can get a phone call at 11 pm the night before saying the call time has changed or the whole job has been cancelled. I don't think people really see that side of it. It can be very frustrating.

I am very much a perfectionist, but I also am usually under time pressure so I try not to think about it too much, otherwise I can get in my own head about things too much. I try to create what I can with what I am given whilst making sure my client is happy.

What is a change-maker to you?

A change maker to me is someone who can positively influence you and others, I've worked with some many incredible people, and every now and then you meet one person who can enlighten you, take you under their wing, not only show you the ropes, but also keep your feet on the ground as well as keeping theirs. A lot of people in the industry can be stuck in the way they do things (I can be guilty of it myself) because they were taught a certain way. And then you meet someone who is a total character,





someone delightful to be around and can be really relaxed as well as being passionate about their job.

How would you encourage someone to play with their beauty? Perhaps there are people out there today, looking in the mirror and wanting to bring features out but don't know how, can you offer any advice on how someone can tap into their potential perhaps physically and spiritually?

Great question, I think experimenting when you're young is a wonderful way to find out what works best for you. In my personal experience, I played around with my beauty by finding celebrities or models that had similar complexions or looks to me, and tried to recreate their looks, I also am a huge fan of old Hollywood movies, and love the beauty from the 40's, 50's and 60's. Taking inspiration from them from time to time is a fun way to play around and dress up! I think it's important to find what you as an individual like and want to emulate, rather than focus on what other people are doing with their hair and makeup.

Here at the impact formula we love to support incredible people doing incredible things, is there a project or something you are working on that you would love our support with?

I just did an amazing shoot with photographer Grace Hodgson and stylist Julia Rose Stanbrook. We started planning the shoot months ago and waited for our schedules to align. Grace and I went to school together and have known each other for over 20 years! The photos came out even better than we imagined they would, we hope to submit the photos to a big magazine for publication so I look forward to seeing what will happen with that.

Who are your heroes and why?

I really admire women in the industry, there are so many that have done such incredible things with their careers and it's very inspiring for younger artists just starting out. The first makeup artists that made me want to go into the industry were Caroline Barnes and Lisa Eldridge. My sister has a subscription to Glamour magazine and I used to steal them when she was finished. The exact publication that made me want to pursue this career was from January 2010 and I still have the copy to this day. Every now and then I flip through it to reminisce on being a teenager and seeing those images for the first time.



What is the most impactful job or experience you have had which has changed the way you see the world?

Oh wow what a great question. I've never really thought about it. When I was working with Sam Fender I got to see a different side of the music industry, before that I was just a consumer of music, I didn't know anything that went on behind the scenes. That was such an amazing few years for me. Both Sam and I were starting our careers at the same time so we really got to experience the growth at the same time. It changed my perspective a lot on the world.

Is there a job you would love, your dream job or gig?

There are so many goals I have! I would love to go on tour with an artist or a band. Especially whilst I am young, and don't have a family. I would love to move to LA for a year and work in the beauty industry out there. I would love to do the cover of Vogue Scandinavia! I would love to be a beauty ambassador for a makeup brand that I am passionate about. There are so many things I have yet to accomplish, it still really is just the beginning.

If you are able to say, is there anybody that you have worked with that you greatly admired and why?

I used to assist hair stylist Halley Brisker who I understand you have got to know quite well here at the Impact Formula. He's just the nicest guy, he wants to get to know his assistants and train them up to be great, he's such a positive person to be around and takes care of his assistants and his clients, he is so passionate about his craft and it's amazing watching him create.

Being on set must be stressful, do you have a spiritual practice or ideology which helps you perform whilst staying calm?

I actually don't, I would love to be more spiritual and try meditating, but I find it hard to switch my brain off sometimes. When things are getting intense and stressful I try and break things down and just accomplish one thing at a time, rather than tackle everything at once, I triage the most important tasks. I am always creating lists and writing things down so maybe that's my solace in stressful situations, it helps me view everything I need to do and I put the least important things last.

 [@annirademacher](https://www.instagram.com/annirademacher)



Anastasiia

Talks about following your dreams when there's no other option.

DERUN

How would you introduce yourself to those who haven't come across you yet?

Hi! My name is Anastasia, and I'm a graphic designer. I specialize in creating printed materials such as catalogs, magazines, posters, book covers, and more. For me, design is not just pages with text and images, it's whole stories that help businesses and authors present their ideas in a clear and beautiful way. I enjoy working across different niches: from education and coaching to fashion and e-commerce. In every project, I strive to combine aesthetics with practicality: making designs visually appealing while keeping them functional and easy to use. I believe that good design can make information more accessible and help people connect better with a brand or product.

Can you tell us about why you have chosen to do what you do and what joy does it bring?

If five years ago someone had told me, "Anastasia, you're going to work as a graphic designer and collaborate with brands," I would have replied, "You must be joking!"

For almost ten years, I worked as a teacher and couldn't imagine myself doing anything else. Design had always been my hobby, nothing more. Sometimes I would create social media layouts for friends or posters for children's concerts, but I never gave it much importance. I simply enjoyed doing it.

Everything changed when a full-scale war began in my country. I'm from Ukraine, and on February 24, 2022, my

child and I woke up to the sound of air raid sirens. Since staying in a country at war was dangerous, I moved with my son to another country and that's when the question of my profession arose. To work as a teacher, I would have needed several years to learn a new language, validate my diploma, and find a job. But that was too long.

While thinking about how to build my life in a new country, I remembered my hobby - design. It was the perfect solution, because I could work from home while taking care of my little son, who was three years old at the time.

I started looking for ways to get an education. Fortunately, online education in Ukraine is very high quality. At the start of the war, many educational institutions made online courses free. Ukrainians who had moved abroad or lost their jobs due to the war could learn a new profession and start working online. It took me two years to fully master design. It was tough. I studied without days off and slept only 5-6 hours a night because I was creating layouts from morning until late at night.

This decision changed everything in my life! I finished my studies, and it opened the door to a new stage of my life. I recently returned to Ukraine and continue to do what I love. Graphic design is not just a profession, it's a lifestyle. I realized that I am not limited by boundaries, either in creativity or in life. I was no longer tied to a fixed work schedule and could take control of my own life. I traveled, met new people, got inspired by new experiences, and brought all those impressions into my designs.

I can't even describe how exciting it is when seemingly ordinary text and

photos transform into a small work of art on my screen.

Every new project is like a separate world that I create from scratch. Every new client is an unforgettable experience. And I'm glad to be a part of this great creative process!

You are very passionate about what you do. Do you have any incredible stories of success that you can tell us? Perhaps a client was really happy with your work and it had a monumental effect on you?

This was my first project creating a full brand identity for a company. I already had experience designing logos, but usually these were simple, one-off orders, the kind that designers on Fiverr receive by the thousands every day.

However, this project was different. I wasn't just creating a logo. I developed a complete visual concept that reflected the key values of the business and made it truly recognizable.

The client and I discussed the project every day - not rushing, but working very meticulously. We aimed for perfection, paying attention to every detail so that all elements of the identity would come together like puzzle pieces into one cohesive visual idea.

And the work didn't end with the logo. We created the entire visual branding: website icons, documentation, flyers, PDF materials, everything connected to the business.

The whole process felt truly magical. It's incredibly exciting not only to watch something like this come to life, but also to be part of such a large-scale project.



What is a change-maker to you?

For me, a change-maker is someone who doesn't wait for perfect conditions but quietly, steadily, and confidently creates a new reality. And I am that kind of person. I transform, shift, and inspire through my work, my experience, and my inner strength.

My life has shown me that big changes always begin with small steps. Even when there is a storm around you, everything is falling apart, and it feels like the ground is disappearing beneath your feet, the most important thing is not to stop. To keep moving forward, even slowly, even step by step. Over time, these small steps turn into a confident stride. And moving forward becomes easier, faster, and more natural.

And it's the same in everything: as my own practice shows, a whole brand can grow from a single small logo. A large-scale project can grow from the tiniest idea. And a major transformation can begin with a single small step.

Can you tell us of a time when something didn't work out for you or something unexpected happened and you turned it around? Can you talk to us about how you bounced back from that?

Yes, I've had a similar situation before. A writer contacted me asking to create a cover design for his new book. Since he already had a clear idea and concept, he simply wanted me to bring it to life. So I did.

About a month later, the cover was fully completed. I presented it to the author, he liked everything. We successfully closed the project and I moved on to other work.

But a few months later, the same author reached out to me again. He had signed a contract with a new publishing house, and they informed him that the cover didn't fit their requirements and needed to be completely redone.

I immediately panicked: ***"Oh God, what did I do wrong? Why isn't the cover acceptable? Did I make some mistake?"***

But within an hour, the editor from the publishing house contacted me and explained everything. It turned out that they actually liked my work a lot - the technical execution was excellent. The issue was not with the design itself, but with the idea the author had originally proposed, which the publishing house considered unsuitable for the market.

Since they genuinely liked my style, they suggested that the author work with me again instead of their in-house designer. After that, I discussed the new concept directly with the editor: I offered my ideas, she offered



hers, and together we created an entirely new cover. It turned out truly great.

Following this situation, we continued our collaboration both with the publishing house and the author. I later designed two more covers for his next books.



Here at the Impact Formula we love to support people who are making an impact. Do you have any projects you would like us to support and perhaps we can get involved in your overall mission?


Thank you for this opportunity! I'm happy to collaborate with everyone who is inspired by my work. I truly enjoy creating something new and meaningful.

You can follow my latest projects here:

 [Portfolio](#)

Or get in touch with me for potential collaboration:

 [Instagram/nastya_D.D](#)

 [Anastasiia Derun Graphic Designer](#)

 [Anastasiia D.](#)



Vincenzo
AMAGNA

Musician, Composer and Producer who has worked on The English National Ballet's 'Giselle' and 'Creature' opens up about his up and coming projects and new direction.

What does your work as a composer entail?

It's varied and I tend to defy the traditional image of the composer sitting alone at a piano, writing notes onto paper.

That's part of it, yes. But my work also involves producing, mixing, recording, and often performing much of the music myself on different instruments. At the same time, there's an incredible amount of collaboration; with musicians, choreographers, directors, and the creatives I work alongside on each project. Every process I'm part of becomes a true collaboration where we all begin to move as one body toward the realisation of the work.

Ultimately, my responsibility is to birth the music, but my focus is on creating worlds, not just compositions. It's important that the work as a whole is powerful and meaningful. Over time, through the creative process itself, I've learned to see it as a complete entity – not just from the perspective of music-making. Sometimes I have to look at it like a director and make decisions from that point of view, in order to truly serve the work and deliver its truth.

At times that means deliberately stepping into uncomfortable places – writing with instruments or languages I'm not entirely familiar with – in the hope of landing as far away as possible from the places the head knows well, and right in the middle of virgin, undiscovered territory. And listening. Listening, listening, listening. As if my ears were the ears of a child.







What's your favourite instrument to work with and which instrument would you love to learn?

A few years ago, I would have said that I'd love to learn piano. And then I found myself around pianos a lot, and eventually started teaching myself.

Guitars and string instruments in general are home. They're something I've spent many years learning, unlearning, and learning again. There's something about a loud electric guitar, its weight, its sonic possibilities that's still very attractive to me, as well as the raw, fragile, and naked space of an acoustic nylon string.

The favourite changes all the time. I try to make music with pretty much anything I can get my hands on. Right now, I'm drawn to synthesizers.

Some of these machines are still a mystery to me, and I like that. When I don't know an instrument too well my mind doesn't yet know where things are supposed to land and it's easier to break the rules and land somewhere unknown.

In recent years, I've spent a lot of time manipulating real-world sounds – what are sometimes called field recordings – and that's opened up a whole new world I can get lost in. There's something deeply fascinating about transforming the sound of nature into music, and vice versa: manipulating musical instruments so they begin to sound like animals or environmental forces.

In *Creature* – my second ballet for English National Ballet with Akram Khan – we imagined this frozen, arctic world. We gave ourselves a

setting, and then pushed beyond it. We played with the sounds of cracking ice and wind, and I started thinking: how can I recreate that kind of sound design using the orchestra?

There's an entire section where the violins gradually modulate from a melodic line into something that sounds like wind.

Do you approach projects differently, when you do a ballet that is re-imagined rather than an original?

"In nature, nothing is lost, nothing is created, everything is transformed." And perhaps a work of art is always a re-imagining.

Have you got a dream project that you would love to work on?

Yes! I don't want to reveal too much because it's still a little up in the air, but I'm in the process of creating my dream project, stepping forward as a director, which is something I've been quietly experimenting with on and off for a while. I'll be composing, of course, as that remains my primary language, but the music will expand into a multidisciplinary work, drawing on my experience from years of working in contemporary dance, theatre, and film.

You inspire others, what inspires you and where do you get your energy from?

Over the years, much of my inspiration and recovery has come through collaboration with other artists, as well as feeding off new music and other art forms: visual art, theatre, dance, installations, and of course, film.

Recently, I've been focusing heavily on my own work, which means spending a lot of time alone, and I'm definitely missing, and craving, creative human interaction.

So I began creating spaces for encounters that aren't necessarily about working together, but about inspiring each other.

Just a few weeks ago, while finishing a particular piece of music, I found myself running in circles; returning to it, tinkering endlessly, exploring all sorts of possibilities, knowing it still wasn't quite there. Eventually, I realised I became too lost in it. So I reached out for feedback, inviting a small group of artists to the studio. And even before their responses

came, just the act of asking showed me what needed to be done.

When the feedback arrived, it simply confirmed what I had realised and that creative exchange lifted the weight of solitary work, propelling me to finish the piece, replenished with energy and inspiration. So yes, human connection and interaction, whether through collaboration, shared ideas, or simple exchanges of feedback, that's where I get my energy from.

Is there something you haven't done that you would love to do?

Yes, painting or sculpting.

I can't draw a straight line to save my life, but a lot of the inspiration behind my work comes from visual artists; from paintings and sculptures.

I've never brought myself to actually practice any of it; I don't know if that's due to some inner resistance or simply a lack of time and space, but I've never done it.

Perhaps it's time I find a way to explore it.

Can you tell us more about your work ethic and approach to new projects?

When I approach a new project, my first question is always, "How can I serve you?"


What are You asking of me, what's Your truth, and what do I need to do to manifest it?


I try to create a world where the work can live; a space where we can transcend the reality of our human experience and connect with the art that lies within us.

I'm obsessed with exploring how we experience art, especially music, and how far it can take us. I believe that as artists, our role is to bridge the visible and the invisible, the material and the immaterial, and to create a space where we can momentarily step outside ourselves, not to escape life, but to see it from another angle.

I've had that transcendental experience standing before a Van Gogh or a Rothko.

That's what I try to do with my work: to create worlds that connect what's inside us with what lies just beyond our reach; to build a temple where you can lose yourself and find yourself all over again.

 [@vincenzo_lamagna](https://www.instagram.com/vincenzo_lamagna)

 www.vincenzolamagna.com/







MARISA

Talks to us about her phenomenal technique that changes lives

What motivated you to want to change people's lives?

I've always known I wanted to help people. My father was a headmaster, and I watched how deeply he cared about every child in his school. He didn't just teach them - he nurtured them. He saw their potential, even when they couldn't. That left a lasting impression on me. I wanted to do the same: to help children believe in themselves and overcome the challenges that life sent their way.

Initially, I thought I'd become a child psychologist, but the universe had other plans for me. When I moved to Los Angeles, I began working in the fitness world with Jane Fonda, and I quickly realized that people's struggles with their bodies weren't really about food or exercise. They were about the beliefs they held about themselves.

That insight changed everything for me. I saw that so many people were living with invisible barriers built from the words they'd heard as children: You're not enough. You don't matter. You'll never succeed.

That was my awakening. If even the most outwardly successful people felt this way, then clearly, the problem wasn't with us - it was with the beliefs we

had absorbed and repeated to ourselves over and over again. I realized then that if we could change our beliefs, we could change everything.

This revelation led me to hypnotherapy. I trained under the legendary Gil Boyne and learned about the incredible power of the subconscious mind. I saw firsthand how the words we tell ourselves shape our reality. First, we make our beliefs, and then our beliefs make us.

I decided to test this theory on myself. I replaced every thought of self-doubt with a new mantra: I Am Enough. I wrote it on my mirrors, said it aloud, and reinforced it daily until it became my truth. As my belief in my worthiness grew, my life transformed. I became a leading therapist, a best-selling author, and a speaker on global stages.

But my mission wasn't just about my own transformation - it was about helping others do the same, which is why I created Rapid Transformational Therapy (RTT), a method that quickly and permanently rewires the mind for success, confidence, and freedom from limiting beliefs. Through RTT, I have helped hundreds of thousands of people break free from lifelong struggles in just one to three sessions.

Can you tell us more about the 1 Billion Lives Campaign and where people can sign up?

We're living through a global mental health crisis unlike anything we've ever seen. Many people are silently struggling, feeling unseen, unheard, and unsupported, and that has to change. Mental well-being isn't a privilege or a luxury; it's a fundamental human right. The 1 Billion Lives Initiative is my life's mission—to bring the power of Rapid Transformational Therapy to one billion people worldwide.

Over the years, I've witnessed the extraordinary ripple effect that happens when just one person heals. When they release pain, self-doubt, and outdated beliefs, they don't just transform their own lives; they also change their families, relationships, and communities. Now imagine the impact of one billion people experiencing that same freedom.

Through the 1 Billion Lives Initiative, we're not just making mental health support more accessible - we're making it truly transformational. My mission is to train 100,000 new RTT practitioners and bring effective, life-changing therapy into workplaces, schools, and underserved communities where help is often hardest to find.

This isn't just about therapy; it's about creating a global movement where healing, confidence, and self-worth are accessible to everyone - no matter where they live or what they've been through. People can learn more or get involved at <https://link.rtt.com/3ZnON0e>, where we're building a community dedicated to transforming one billion lives, one mind at a time.

For someone intrigued by your initiative but lacking confidence to explore more—what would you say to them?

I would say this: you were not born lacking confidence. Every baby is born believing they are enough. They cry when they need something, and they never doubt their worth. The truth is, confidence isn't something you have or don't have. It's something you learn - and more importantly, something you can relearn.

RTT helps people uncover where they first decided, "I can't," or "I'm not good enough," and replace it with powerful truths that set them free. So if you feel intrigued but uncertain, that's okay. You don't need to be ready - you just need to be open to change!

You've said that to change the world we must change how we feel about ourselves. How does your campaign help people do that?

When people truly feel enough, they stop chasing validation from outside sources and become self-assured, calm, and compassionate. That's where real change begins.

Through RTT and the 1 Billion Lives Initiative, we help people understand the root cause of their struggles and reprogram their minds with empowering beliefs. It's not about fixing people - it's about freeing them to become who they always were underneath the fear, doubt, and conditioning.

How does RTT the "1 Billion Lives Campaign" help people break away from familiar patterns?

The mind's job is to keep you safe, and to the mind, familiar is safe, even if that familiarity is painful or holding you back. RTT helps people interrupt these subconscious loops by making the unfamiliar familiar - replacing old beliefs like "I'll never succeed" with "I'm capable, confident, and worthy."

Once your mind learns that positive beliefs are safe, everything changes. You stop sabotaging yourself and start creating a life

that truly matches your potential.

How did you discover that therapy didn't need to be such a long process?

I noticed early on that most therapies focused on managing symptoms rather than healing the root cause. Clients would spend years in therapy talking about their pain, often spending tens of thousands of dollars, but never actually felt better!. When I began combining hypnosis, psychotherapy, and neuroscience, I realized that the mind can change in an instant of powerful understanding. When someone sees the real reason behind their pain, the root cause, and reframes it, they no longer need to keep reliving it or looking for the next emotional crutch.

That's exactly what RTT does: it gets to the root cause of the issue, reframes it, and then rewires your mind to work with you, instead of against you.

Is there a dream you still want to achieve?

My biggest dream is to make emotional well-being as normal and accessible as physical fitness. I want to see RTT taught in schools, shared in workplaces, and integrated into healthcare systems worldwide.

And of course, reaching that one billion mark - because it's not about the number, it's about the lives changed. Every life counts.

How has your own work helped you overcome your own obstacles?

Everything I teach, I have lived. I've faced infertility, loss, rejection, and single motherhood - but I used my own techniques to find strength and meaning in those experiences. I was told that I could never have a baby, that I would never get pregnant, or carry a baby to full term, and I realized early on that you should never give ownership of your health to someone else.

So I decided I WOULD have a baby. I hypnotized myself, had an amazing pregnancy and a perfect baby, and realized then just how damaging it is to let these beliefs in. Instead, I told myself that I was a wellness-making machine—and I was, and am!

A couple of years ago, I was run over by a car and was told that I wouldn't walk for six months and that I may have one leg shorter than the other, that I'd never wear heels again, and that I would definitely have arthritis.

I chose not to let that in again - I decided it was up to me! It was my choice as to how well I did and how quickly I recovered, and there I was, walking again within six weeks because I was determined to. I created something called Command Cell Therapy, where I command, direct, and compel my body to get better - because the body innately knows how to heal itself.

What is a change-maker to you?

A change-maker is someone who refuses to accept "that's just how it is." It's someone who turns their pain into purpose and helps others do the same. You don't need a platform or a following to be a change-maker - you just need a heart that wants to help.

For someone who's tried therapy but still feels anchored to their old self—what would you say to them?

I would say: You haven't failed therapy; therapy has failed you.

You're not broken—you just haven't found the right approach yet.

RTT works differently because it goes straight to the root cause of the issue, rather than treating the surface symptoms. It helps you understand why you feel the way you do, release it, and reprogram your mind permanently.

When one billion people have experienced your work, how do you feel the world will change?

When one billion people know they are enough, we'll see a world with less conflict, less comparison, and more compassion. People who feel good about themselves do good things. They parent better, love better, and lead better.

If every person truly believed in their worth, we would create a global shift in mental health, happiness, and humanity itself.

Do you have a community people can join to help support your mission?

Yes! We have an incredible global community of RTT therapists, coaches, and advocates - all working together to bring transformation to every corner of the world. You can join the movement through rtt.com or follow our initiatives on Instagram [@marisapeertherapy](https://www.instagram.com/marisapeertherapy).

I also have a host of free resources on my YouTube channel:

<https://www.youtube.com/@MarisaPeer>

Whether you want to train, collaborate, or simply help spread the message, you're welcome. The world needs more people like you!

Can you share a transformational story from your program?

There are so many, but one that always stays with me is a woman who came to me devastated after years of infertility. She'd been told she'd never have children. Through RTT, she discovered that as a child, she'd heard her mother say, "*Children ruin your life.*" Her subconscious had taken that as a command. Once she reframed that belief, she sent me a letter months later, revealing that she was pregnant. She said, "*RTT didn't just give me a baby; it gave me hope again.*"

That's the magic of this work - it reminds people that transformation isn't a miracle; it's a mindset.

 [@marisapeertherapy](https://www.instagram.com/marisapeertherapy)

 [@MarisaPeer](https://www.youtube.com/@MarisaPeer)



Creative Director, Photographer + Storyteller

CHIEF FOX

Talks to us about working with the stars and using her talents to tell stories and help people find their beauty

Thank you for taking the time to speak with us about yourself and your work. Would you mind opening up about what you do and why you chose the path you are on to those who are perhaps unfamiliar with you at the moment?

I'm a creative director, photographer, and storyteller. My journey began in the darkroom...quite literally. I was attending Kean University after being suspended from Hampton University during my senior year, my one and only college choice. To make the time move faster while finishing my degree, I enrolled in a darkroom class that required us to take and develop our own photos. My dad gave me my first camera, a Canon AE-1, I had no idea that moment would ignite a lifelong creative spark.

Fast forward to today, I've photographed icons from Madonna and Beyoncé to

Pharrell and Rihanna and my work has been exhibited and collected around the world. I've published two coffee-table books, *A Few Good WMN* and *Rock n' Roll of Hip Hop*. My photography is also available through Airbnb as part of their curated creative experiences and services and I've partnered with Soho House and luxury brands like Max Mara to merge storytelling with style and meaningful brand collaborations.

I chose this path because seeing beauty in people and in the world has always been my language. It's how I process life, connect and communicate. Photography gave me a voice long before I found the words. I've stayed on this path because it allows me to reflect that same beauty back with empathy, power and truth.

RYAN





Where did you study? Can you tell us more about the foundations that lead to your success?

I studied photography at the School of Visual Arts in New York City after earning a Bachelor's Degree in Sociology from Kean University. Studying sociology gave me a deep understanding of human behavior, which naturally shaped how I see and connect with my subjects. It taught me that every great image lasts long beyond the moment, begins with empathy and truly seeing people for who they are.

Your work is of such a high quality and has an incredible touch of something magical, what drives your work ethic?

What drives my work ethic is the desire to show the beauty that often goes unseen. I'm inspired by the idea that there's something extraordinary in all of us...a spirit, a light, a truth waiting to be revealed.

I create with intention because it's powerful for people to see themselves reflected in a beautiful way.

The "magic" in my work comes from capturing the spirit...the energy, emotion and authenticity that make us human. The quality comes from care, presence and respect for the craft. I approach every image like we're on a voyage to discover treasure.

In an age of over-exposure and the rise of social media, do you feel beauty still exists and where do you find it?

Beauty absolutely still exists and it always will. It comes from within... not something filtered or curated, something felt. Even in a world saturated with images, authenticity shines through. True beauty is energy, not appearance. I find it in the simple joys of life...a genuine hug, quiet moments, honest expressions and real connections.

As a photographer you see beyond the skin and beyond the surface level, is there anything you can share with us and to those who perhaps feel a little low about themselves on how people can find their inner beauty?

What makes us unique and unforgettable is the energy we bring into the world. It's the feeling we leave with others long after we're gone... that's inner beauty. For anyone feeling low, I'd say: focus less on what you look like and more on what you radiate. Energy, vibration and frequency transform how you move through life and how life responds to you.

What is a change-maker to you?

A change-maker is someone who leads with purpose and creates space for others to be seen. They use their gifts to shift culture, perspective and possibility...for impact vs. attention. Change-makers don't follow trends; they create them with intention and meaning.

Would you mind talking to us about how you overcome challenges, the world of photography has become competitive so how do you stay in your lane?

The way I've always overcome challenges is by using joy as resistance. Joy helps me push through to the other side. Being multifaceted, I don't really stay in one lane...I build new ones. When photography slows, I lean into my fine art, develop new books, or collaborate with brands on storytelling experiences. That flexibility keeps me inspired and in motion. It's how I've stayed both relevant and rooted in purpose.

What encouragement can you give to those who want to discover and capture their own essence but have no idea where to start and how to find their individualism?

Everything you need is already within you. To capture your own essence, start by paying attention to what makes you light up...what you love, what you care about, what you can't stop thinking about. Focus on the personal qualities that make you different and special. Once you embrace those, your individuality becomes your superpower. Your personal perspective is your art like no others.

Taking a great shot can impact someone and a brand quite significantly, how and why do you feel image is still so important?

Image will forever be important because it's the first impression... the visual language of a brand or a person. A single photograph can tell a story, evoke emotion and shape perception. The right image doesn't just sell something; it connects. It's how we communicate and identify in an instant and sometimes before a word is spoken.

When did you realise you had a gift?

I realized I had a gift when people started reacting to my images... asking if I had really taken them. It was surreal. When artists like Snoop Dogg, Floyd Mayweather and Diddy told me I'd taken their best portraits, that's when I knew my eye was doing something different. Fine Art galleries like Morrison Hotel that represent my work, claim it's the way

I've captured the artist in the images. Raw, personal...in a way seldom seen let alone captured. Confirming, what I saw and felt through the lens was translating and resonating with people.

What would you love to achieve still, we would love to get behind you?








I would love to achieve a global commercial campaign contract with American Express. I've always dreamed of being their modern-day Annie Leibovitz...creating impactful, emotionally driven portrait campaigns that celebrate identity, legacy and humanity year after year. That kind of partnership would allow me to merge art, commerce and storytelling at scale.

We are living in a world where we are constantly compared and presented images that are perhaps out of reach. Can you offer any guidance to those who want to better themselves but don't know how, perhaps you have a personal story of transformation or you helped a client see themselves differently?

Bringing out the beauty in others is part of my process. I always remind clients that confidence shows up before the camera does. Once they relax and see what I see through my lens, something shifts...they open up and start to believe it. That transformation, that spark of self recognition, is what I live for. The proof is always in the difference between the first and final looks.

We see with your campaigns that you work both commercially and personally, if someone is interested in working with you, how do you recommend they approach you?

I love collaborating with new clients... whether it's a creative partnership, a brand campaign, or a personal portrait session. You can connect with me in a few ways: A. Through Airbnb: send a custom message or select an offering -

-  www.airbnb.com
-  [Website](#)
-  [Contact me](#)
-  [@cfoxmorethanaphotographer](#)
-  [@foxfactorycfox](#)
-  [@cherylfoxcapturecreate](#)
-  [cfoxphotog](#)





Calvin

WILLIAMS

Talks to us about his passion and hit process for writing hit shows

For those who have not come across you yet, would you mind telling us a bit about yourself?

I'm a screenwriter/script editor who has worked on many big shows, such as Game of Thrones, The Walking Dead, Better Call Saul, Ripley, and Orphan Black. I also have my own series The 8 Team in the works, which I will be the show-runner for as well. Recently I worked as a screenplay expert for Lindsay Maple's novel, Holly Jolly July, which is a great book. It has many screenplay elements and is a lot of fun.

You have written 'Ripley', 'The Umbrella Academy', 'The Handmaid's Tail' and 'Game of Thrones', to name a few. With only books and ideas giving so much, how do you flesh out a story and make it resonate with your audience?

When it comes to adapting a novel into a screenplay, it's best to stay as true to the novel as possible. With a series, you can end up utilising the entire book, which keeps fans of the books happy,

with a movie, you are going to have to turn around what could be approx 5 hours of content, into a 2 hour movie, so this is never going to please everyone, but ultimately, 5 hour movies are pretty rare to say the least. With a series when the content from the book runs out, you have so much there now anyway that you just write new content based on what exists within the episodes, so it becomes now exactly the same as writing new episodes for an original series.

With many books already having fanbases, is there an added pressure of making sure your work is a continuation of what has already been? And how do you cope with the pressure of that?

I think for an adaptation, especially from a book series, to make the fans happiest, you have to go the series route. Also, fans of the book have to be understanding of the differences. For example, if a 2000 page book series is adapted into a 120 page movie, then you have to know going in that a ton

of it has to be cut for time, unless you want to watch a 30 hour movie. I think there needs to be an understanding from fans of the book that all of your favourite parts are not going to make it, and the story can't be told in as detailed a way due to time, though, as I said, for a streaming series it's different.

What made you want to get into the industry of entertainment? Do you have a moment in your life where you can tell us how that spark of interest leads to a lifelong dedication?

I love stories. Especially movies, series, and video games. It's not just about the writing for me but the collaboration of varying talents. I love actors, directors, cinematography, so I like to watch things, or play video games to fulfil all that. Buffy the Vampire Slayer was the show that made me want to become a writer, and it's still my favourite show. That it spans genres, has action, drama, great dialogue and characters. It made me want to do it myself, so that was the start of it.

You are currently producing the ‘Riverside Academy’ for TV, what drew you to Producing?

The thing with producing, many movies and shows can have 20+ producers, some are doing a lot, some are just vanity credits at the bottom end. When I do something I have to do a role of some importance. With Riverside Academy, a series I’m working on with the author Liam Moiser, I have an involvement in the creative direction of the show. I also have involvement in other projects that are in various stages of development, Himalayan Tsunami (Erika Seshadri & Niranjana Seshadri), Trapped by the Devil (Amanda Tweed), Dublin Down on Hope (Emily Johnson) Jane (Nada Hall) Elle J Buckley (Life Support) Elle is also a graphics designer and she has done some great film/series posters for me which I will be using. Tenkara Smart (She Named me Wolf) Liana Margiva (Trip to America) Jennifer Aitken (Shadow Storm) Amy Safford (Goode Vibrations of the Wrestling Place) Jonathan Kipping (Kingdom of Magic) Jeanie Stanley (Love Can Fly on Broken Wings) and Steve Bosworth (The Betrayal) These are projects I’m currently involved with in some creative/producer capacity.

Is there a dream project you would love to work on?

My upcoming series The 8 Team. The few who have read this are so excited by it and I believe it will be one of the best shows there is when its out there. I’m casting it as well, going the Friends route casting very talented people, but that are not household names yet. I’ve hundreds on my short list, but have already cast Miray Dogan, Laurie Jade Woodruff, and an actress that I manage, Anupama Srivastava. The show is a hard-hitting drama that covers many tough topics, but it’s multi-genre and will have something for everyone. Action, witty dialogue, intrigue, character development. There is a lot going on with this and I can’t wait to get it out there.

At the moment, the arts are being compromised by the introduction of AI. Do you have any advice for someone who is a little disheartened by even starting?

I don’t think that many people want to live in a world dominated by AI, so I can’t see it taking over in the way some are worried about. I’ve read AI screenplays, they are beginner level and go crazy on things like parentheticals, which is just nothing like a pro script, and even if they improve 100-fold, they could never have that human element, but I use AI to fill out my ad descriptions on eBay, so I Guess it has a use! AI can have a purpose, it’s about not letting it control your life, like some people do with their smart phones. Use your brain, it keeps you young.

What is a change-maker to you?

A change-maker for me is someone who can/has changed their own life, and in doing so, that positive effect can influence others to change their lives. Everyone is

influenced and inspired by something, like I was with Buffy. The key to this is also bringing your individuality. I always say what makes a good life is spending as much time doing the things that you love as possible, but follow your interests, your true self, don’t like things that others expect you to like, or be how others expect you to be, follow your desires, be brave, and don’t care what anyone thinks. You can be yourself and some people will like you and some won’t, or you can be someone you’re not because you think that makes it easier, but guess what, some people will like you, some won’t. Nothing changes, except if you follow and be what you really want, the people who do like you will be your kind of people.

Is there a book or a performance which left a lasting impression and can you tell us a bit more about that?

There is a documentary from the early 2000s that follows Jerry Seinfeld getting back out there doing standup, all new material, after doing the brilliant sitcom Seinfeld, and it also follows Orny Adams, a comedian who was on the way up and so eager to get to the top. Orny was 29/30 during this, and in his mind it was now or never to “make it”, and he’s so eager to impress, he’s just putting himself all out there, and there is something about that documentary that keeps drawing me back to it after all these years and I think any writer/performer/creative person trying to make it, or can remember what it was like, can really identify with all of this. I still remember how I felt when I first watched it. I identified with Orny’s passion to succeed and that you have to put yourself out there and risk people not liking you to achieve your goals sometimes. I watch it every year.

Who are your heroes and why?

Sarah Michelle Gellar – She plays the Slayer. It doesn’t get better than that!

How do you bring a character to life and how involved are you with bringing the script to life?

The great thing about screenwriting, as opposed to books, is that once you know how to use the screenwriting program Final Draft which is brilliantly simple, the screenplay is self-edited, unlike a book which is a nightmare to edit. Someone is often hired to edit a book and that will be a long job involving zero actual writing, but when I say to someone I’m editing a screenplay, it means I’m rewriting it, as I say, it edits itself. Script editor, story editor, script doctor, it’s all the same thing. So, if I’m editing my or another/production screenplay, it just means I’m rewriting it. For me, first draft, I try to make it as good as possible, others just try to get it all down and edit/rewrite more. On average I keep around 50% of a first draft, draft 2 around 30%, draft 3 around 20%. A draft is not starting from scratch and writing it all out again, not for me anyway, it’s editing from page 1, but you have

to keep in mind all of your changes and how it effects the rest of the story, this can be very difficult for a non professional. When I write/edit(rewrite) for series, what it is, is essential what I do for my own work when I'm writing my 3rd draft, so I write between 20-30% of a screenplay, depending on what I've been asked to do, as you do what is asked, not what you want when writing a show that is not your own creation, doing this has allowed me to write for so many different shows, which is far more interesting to me than being a staff writer and writing 1 episode a season at around 75% of a screenplay, and the pay I get is very high due to the profile of the shows which I get to work on, as I've been one of Hollywood's go-to screenwriters for over a decade to do the final drafts, which happens on pretty much every series there is and almost all movies. It's just the writing process of Hollywood to get things how the studio wants, and also, most in-demand screenwriters are working on multiple scripts at once, so it's time as well. With my series The 8 Team, since it's something I have full control over, I'm going to write every episode, but I have another series idea in the works, where I'm going to work in the more conventional way of a writing team. My movie screenplay, Gosa Velo, which sold to Universal Pictures (optioned), that's now for them to do what they want with, so they could bring in a screenwriter/editor, to do essentially a 3rd draft on, it's how it works.

We have seen film evolve, from large-scale epics, musicals, Westerns and classic film noir to a more gritty realist aesthetic moving then into a focus on the superhero. How do you feel life reflects art?

I love variation. I love real and gritty, fantasy, action, drama

and funny dialogue. So I appreciate all kinds of different things, and don't value serious over unrealistic, fantasy, etc, as there is value in everything, and the quality is in the execution and something being somewhat realistic within its own realm, rather than being realistic within our own reality. It's storytelling. It's great to live outside of our own world, mind, and thoughts. I love everything from noirs, musicals, and westerns from the Golden Age, to the great movies of today. I love watching varying genres rather than just the same kind of product over and over.


Have you had someone congratulate you on your work and what impact did that have on you?

Yes, well, for 15, nearly 16 years now. It means more though when it's from people that I know, but I also like to be praised for things outside of work, like for doing that being a good human kind of stuff. I value that the same or more, as after so long, no matter what your job is, it just becomes your job, so it's a bigger deal to others than it is to you. To me, it's just what I do.

How do you hope that what you write and produce can impact someone?

My series The 8 Team is incredibly powerful and covers so many issues despite having so many fun elements. I think many people will be able to identify with at least one of the characters, and I hope it inspires some people to write or act as well, that would be amazing. I have Siyu Li Han as my literary agent. She is also working on this as a Creative Executive, just as she did for Stranger Things and Better Call Saul, so it's great to have her behind this as well.



 @screenwritercmw

 imdb.Calvin M

 Agents imdb

 @cmwhollywoodscreenwriter

Penny

Opens up about following her dreams

SAMIAR

You were a contestant in American Idol Season 23, how did that happen?

I was doing a Pennsylvania singing competition and ended up winning in 2024. Its set up kind of mimics how American Idol works, so I got in touch with a Casting Producer for American Idol and I asked about auditioning for the show. I was set up with a Zoom audition and I then got forwarded to the execs. I had to send extra videos and about a month later I got a call inviting me to go in front of the judges.

Why is music so important to you?

I don't have a simple answer for that, but I started doing music when I was young and I remember listening to the iCarly theme song and being able to remember it, I just remember the theme song coming on and I was always drawn to music as a kid, but the theme song in particular was the first time I wanted to mimic music, I found it hard but I became obsessed

with trying to get it right. My Grammy was in the Repasz band, which is a band in my local town and played the cornet. Nana, who is still alive, lives in Pennsylvania as well, but she was a music professor, it's all around and I think my Aunt and her kids have great pitch too. It was constantly around me growing up.

Is music like therapy for you? Or a way to express yourself?

I would say it is weirdly like an obsession. It's a hyper fixation for me. I've always been drawn to that, I used to also dance, which I was also obsessed with at one point. In high school, I used to do theatre and I was always obsessed with getting better. It was almost competitive for me and I would see a niche where I could fit and I would think that I could be really good at that specific lane. Whatever realm music it is, whether it's dance, theatre or just literally writing music, I don't think I'm the best songwriter but I can see a vision and myself growing in it.







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How do you speak through your songs?

I feel like I always get my best ideas whilst driving and I always try to find a safe space and put out my phone and record a melody or take a note or speak out my idea. So it feels like I'm hyper fixating on an idea and then as soon as I have an activity I have to do like driving, all of a sudden it comes to the forefront and I have to write it down.

I had horrible writer's block when I was in music school and I feel it was because all I was doing was music, but the moment I start living real life the ideas start coming through. So now I've learned to produce my own music, I have my own at-home studio consisting of my laptop and a microphone and headphones. I've learned how to use my tools effectively. So I'll take those ideas and take them to my studio and I start to put down my ideas very similar to how Finneas and Billie Eilish do it, it's that kind of bedroom-produced process.

What experience would you love your audience to have?

That's actually a struggle for me, I feel I'm currently in the era of trying to figure out how to get anything out of my brain and to make it make sense. And I think when I was an arranger for a capella, I was always thinking of the audience first because it was competitive and I wanted to make sure the judges would like it. So I would study other groups and songs and wonder why people like this? And should I do more of that? But when it comes to writing originals it's a whole different thing because I feel like it can be anything. So how it gets transmuted to the audience and how your audience feels, I'm new to that, but I would say it feels really good to sing live and have peo-

ple come up to you in their emotional state afterwards. I think Jensen McRae said something like that if I've made somebody cry from one of my songs, you know you've done a good job. It's like a physical release. I have just learned to be a little chaotic and test things out.

What's the end goal?

I thought American Idol would be that and then I realised I have to keep living after this. I remember there was something Lady Gaga said that stuck with me and it was I think she was playing the Super Bowl and she was not completely happy and she was like oh my god, what do I do now? That was her big thing, that was her moment, because when you reach these peaks what's next? I feel like American Idol was that for me, I actually did the thing that I've been dreaming of doing and I made top 24, I was thinking what the heck! How did I do that? I knew I visualized it and did all the things I wanted to do. So the end goal is just to have a really solid community of people, whether that is close friends, or fans but it's having people that you feel connected to and they mutually feel the same to you and you just try and make the world a better place.

So more like a safe space to express yourself because I'm feeling like these external goals aren't really long term or satiating, they kind of give you that launching pad to do more, so I think I've been trying to find the little spaces between, that's where all my best ideas come from.

And I think you can meet some really cool people too in those spaces.

What's your dream project?

I'm producing music at the moment. I'd love to collaborate with Renee Rapp, Billie Eilish... I love my pop girls. At the same time I'm a theatre kid so I would absolutely love to be on Broadway.

I've always been a theatre kid and I always will be. I would love to be in Les Miserables, or Man of La Mancha or Mean Girls.

I was almost in Man of La Mancha but got cut at the last round, I was one of the three people that were

considered. I ended up seeing it with my Grandma and it felt really good just watching it with her. So honestly, being in that specific show or just a professional stage, maybe Broadway, and being on stage with some really inspiring people. Something like Jesus Christ Superstar at the Hollywood Bowl, that was actually unbelie-

vable, it's timeless. So being in something like that would be amazing.

With you pursuing your dreams, what advice can you give someone who feels a little hopeless?

I don't think I could imagine myself doing anything else and if I was to do anything else I feel my mind would always be imagining me doing this anyway. As a kid I was always drawn to social media and being a musician online, even before it was the cool thing to do. Everybody wants to be a tiktokker and famous these days, but I have always been working really hard and grinding as a cringy thirteen year old on this app called 'YouNow', I met people on there like Hailey Knox and Anthony Garguila and they're quite big now, Anthony even follows me on TikTok because he joined my live stream after American Idol and we reconnected. I was gaining "fans" because that's the currency of how people follow you on the app, and I was obsessed with it. I used to sit here with my Ukulele as a thirteen year old singing. People were so engaged, it wasn't like it is now where people's attention span is so short because of today's form of content, so people would actually sit there and listen to you and talk to you. So I've always been drawn to perform in front of an audience and I don't know whether that's because of trauma and I like feeling heard but I've always wondered why I feel the need to do this. I've always done it and I think I always will.

Have you got a project that you would like our audience to support you on?

Yes! I just released a silly little EP entitled "be nice I made this in my bedroom". I have been releasing a song every two weeks and I just released a song called, 'We're not in love!!!!' and the one before that is 'Faded...' and those are the most recent ones I have been releasing. I decided I was going to self-produce and put them out there. I've just been making it happen. They have an a cappella style and Billie Eilish vibe but also they are just my first solo pop tracks. It's cool to put these out as a female producer too, because in the big leagues you don't really hear much about female producers. It's really nice to just get songs out there that I've written and produced all by myself.

 @Pennysamar

 @Pennysamar

 Penny Samar







Tim

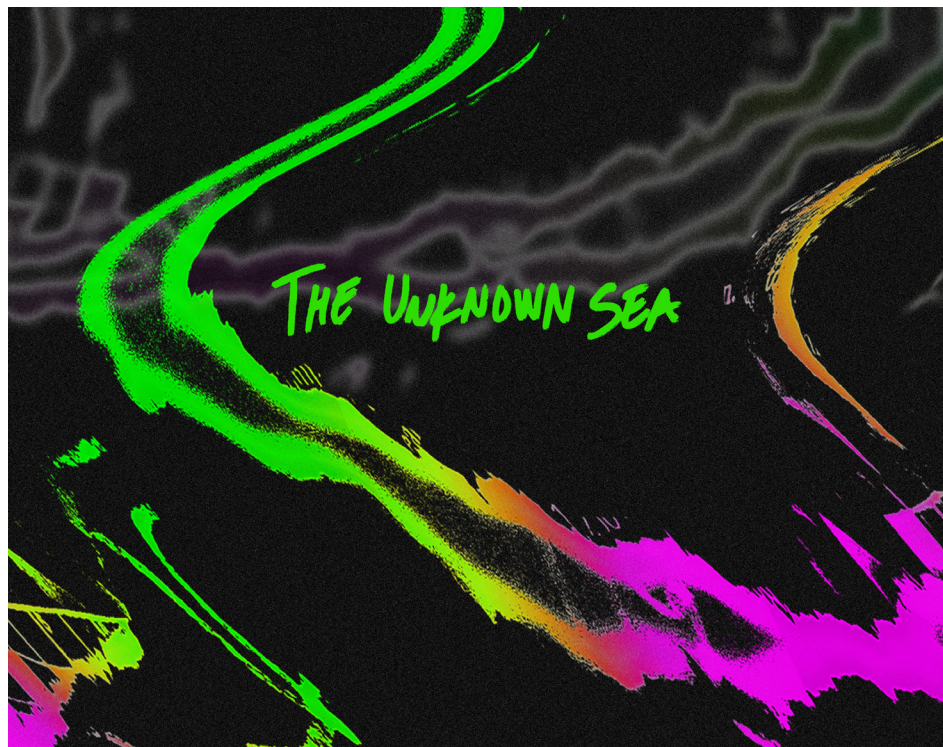
Talks to us about following your passions and enjoying life fully

PALM

How would you introduce yourself to those who haven't come across you yet?

I'm a music producer and artist creating electronic music and performing it live. I'm based in Sweden with my own studio for producing. I have a background in engineering and use my tech-skills to create a setup to perform music on the fly, my goal has always been to be as fluent with electronic music as for example a pianist with a piano. My music is based

on vibes and human interaction. "How would this scenario sound?" Or "how do I translate this feeling into sound" I'm also really captivated by capturing human expression and touch in an electronic soundscape. Outside of music I love doing stupid stuff, going on adventures and just enjoying life. My people around me are everything.





What ignited your passion in music?

My parents put me in a choir at the early age of 2, and for as far as I can remember I always had things I wanted to do differently, for example changing a harmony or how the music was played or arrangement. So my journey has always been about finding outlets for my ideas, cause I've always had them! And if I don't get them out they will be stuck in my head and I won't be able to sleep. Music for me is a language and I love to play with others, especially when it's not planned! Cause that is when it's real! And being on stage and playing together is a thrill I will never stop chasing.

Music can often be about talking to people and developing an emotional experience with the listener, what do you hope that people experience with your work?

Music is a conversation both between the people playing and the people experiencing it. And especially during live shows it is a back and forth. I send out an energy and depending on what energy comes back the music goes different directions. I hope that people can feel that energy, be part of the conversation and be fully in the moment.

forget the rest of the world for a while, lose track of time and just vibe!

How have you overcome challenges and stay mentally engaged so that you can come back from a setback? Do you have a process or a particular mindset?

When I want to achieve something I envision an arrow for the direction I want to go. And then for every choice I make I ask myself what is closest to the direction I want to go. The thing with this is that sometimes the options I choose between are worse and worse. Say that I have no energy to go to the studio today? What energy do I actually have? Do I have the energy to respond to emails? No? Ok do I have the energy to write lyrics? And then I do this until I find a thing that I can manage to do. This way I don't pressure myself to always do the best thing, but the relative best thing in regards to the situation I'm in.

What is a change-maker to you?

A change-maker can come in soooo many different forms and shapes. One is the path builder, someone who knows their direction and does everything they can to continue in



Can you tell us a time when your presence, energy and work changed someone's life?

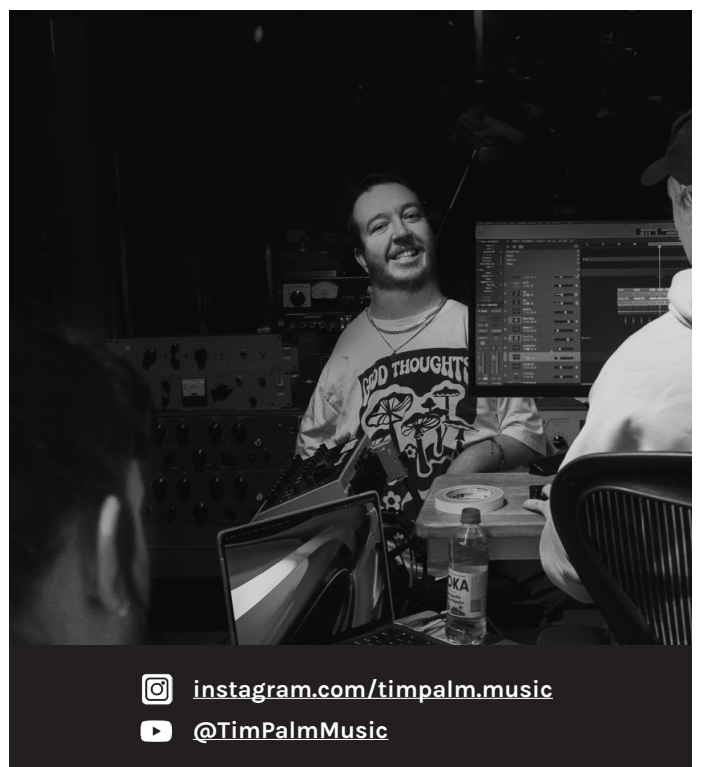
Jesper has been working with me as a videographer for a few years. And during this time we have built together! He is now working full time as a videographer (not only with me). But I don't want to take credit for that, change always comes from the person themselves, we simply have a relationship where we encourage each other to go for what we want. I think I'm actually the wrong person to answer this question. I'm just doing my thing and build together with people who want to build too





that direction. But I believe equally important is the enabler and supporter. Someone that with open arms allows people to search for their own path, that gives energy to people around them. But ultimately I think change-making is about being realistically unrealistic. Look at what you want to do and do everything you can, but also learn from what works, what doesn't, reflect, and iterate. And be aware of what you're good at and what not, build a team, a community and go in a direction together, a direction that fits everyone in the tribe.

Here at the Impact Formula we love to support incredible people doing incredible things, is there anything you haven't yet achieved but would like us to support you on and why?

I'm in a fortunate situation right now where all my music and creative income covers all my music and creative expenses, but I would love for it to be able to cover all expenses so that I can do even more and even crazier stuff! I'm soo excited about going on a tour, and making a live-recorded album from the improvisation on stage! I know what direction I'm going, and honestly if you vibe with it just letting me know goes a long way!



 [instagram.com/timpalm.music](https://www.instagram.com/timpalm.music)
 [@TimPalmMusic](https://www.youtube.com/@TimPalmMusic)

B *Louise* BUTCHER



Opens up about the challenges that come with a life changing event

You are an inspiration to many and a trailblazer. What has driven you to help others?

I remember sitting in my bedroom during one of my darkest hours, just after I had been diagnosed with breast cancer.

I was alone and felt isolated. I had never experienced loneliness quite like it, even though I had plenty of support around me.

It was at that moment that I realised that no matter who or what you surround yourself with in life, you are inevitably on your own. No one is coming with you if you die.

Comfort became something bigger and more far-reaching. I started to look beyond myself, to see a bigger picture. It was as though I was an energy rather than an individual, and that energy could connect to and help others, becoming more valuable and purposeful.

Being an individual held no comfort or, in fact, purpose. Empowering others did, because if the cancer ever came back and killed me, I wouldn't be dead - not really - because my energy would have become part of the bigger picture. I would be in other people's mindsets, hearts, and futures.

I would have changed their lives for the better. What could be more comforting or more purposeful than that?

Within your challenges, has there been a mechanism or strategy that you use to help you get back on track, and would you mind sharing that?

I definitely had no strategy! My mind has always worked with emotion to get me back on track. The emotion is usually a driven desire not to be pitied.

That's what drove me to run my first marathon just weeks after surgery. I hated the pity, the tilted head, and the feeling of weakness. It was just something I felt.

I also believe that because I have faced so many challenges in my life, I'm used to them. It's a bit like, "I've done it before, I can do it again."

I like solutions, working things out, analysing and researching. So when a problem arises, I think, "Oh, I can work this out!"

To everyone reading, and to those going through a life-changing event right now, what advice would you like to give them?

Take it an hour at a time.

I couldn't think past the next hour - it was too overwhelming. My cancer journey taught me to live in the now; it was the only way I could survive. I still live like that now. It's the best way to live, with no anxiety and no worst-case scenarios. For me, it is the only way.

Also, look at it as a journey that will help you grow. Hard times push our boundaries, make us evolve, teach us, and give us empathy for others.

What are you most proud of regarding yourself?

I am most proud of being able to live with fear rather than run from it.

I spent so long running from fear, treating it like the enemy, but now I walk alongside it. I know it's there, but instead of draining me, it energises me.

I say yes to everything, dive into new projects, and don't worry anymore. Fear is so limiting if you let it, but if you challenge it, it becomes your freedom.

You are beautiful, and we would love to support you more. Do you have any projects or movements that you would like us to get behind?

Ah, thank you! I have a book out, published by Pegasus, about my journey through life's challenges. It would be fantastic if you could mention this!

I also self-fund all my runs and events, but I'm now struggling to fund next year's activities. My publicist and I are looking for sponsorship to enable me to carry on with my work. Any help with contacts would be wonderful.

Louise's memoir: *Going Topless*, available from Amazon and all good bookshops

LINK

What is the biggest dream you have?

My biggest dream is happening - this!
Being alive, being healthy, being happy and living purposefully, while empowering others.

What have you discovered about living that you could share with us?

Living is being - just being.

Like when you were five years old and you ran free in nature with friends, laughing and not yet moulded into something you weren't. I believe social constraints, especially for women, take that freedom and authenticity away, bit by bit, until you become something society deems acceptable - but that's not you, is it?

My topless running feels like my five-year-old self. I think that's why it feels so exhilarating. It's like I'm throwing all that falseness away and standing up to judgement and everyone who stripped me, taking control of my own path - what I was always meant to be. Me.

What is a change-maker to you?

A change-maker, to me, is someone with the willingness to stand out, be ridiculed, and be as determined as a dog with a bone. It comes with a passion that burns inside you. To challenge the norm and do something different. What is that saying? 'Be the change you want to see in the world'

There's such beauty in vulnerability

- it's what frees you. Change doesn't come from hiding, falseness or fitting in; it comes from a touch of madness, determination and seeing things from a different angle.

Change is uncomfortable, and unfortunately, many people live their lives chasing comfort. I used to, but the saddest part of chasing comfort is that eventually you realise you never really lived your life - you were an onlooker.

Is there a self-care routine that you follow?

I wouldn't say it's a routine - I'm not good at those. I like spontaneity. Routine is boring, predictable, and to an extent, it makes your world smaller.

Exercise is the closest thing I have to a routine, but it's also my medication, so it has to come first before anything else or I can't function.

I love strength training too. Keeping strong is vital for my running but also for my mindset.

I've been weak, physically and mentally, quite a few times, so when I have the chance to become strong in both, I grab it with both hands. I know how easily it can be taken away - literally in a second.

You must live with this awareness but not let it dictate your path. Awareness is key, because that's when gratitude becomes part of your mantra, and that's the key to happiness.

Where can people find you and support you?



@louisebutcher39



Louise Bernadette Butcher, *The Topless Runner*



@louisebernadetteb



Amazon/Going-Topless-Louise-Butcher-ebook



Photography credits

- Lee Orchard Photography
- Mark Passmore



FEERIN

Garrah

Talks to us about overcoming challenges and committing to change.

For those who have not come across you yet, would you mind telling us a bit about yourself?

I am a mum who was a size 20 and now a size 8, since achieving this transformation I have become qualified so I can help others achieve their own goals. I am a working mum who understands the struggles of life with work, kids, social life etc so I can empathise with many of you but I also understand that if you want something then you need to work for it and not make excuses.

I am a nutrition and performance coach who helps people from all walks of life be it bodybuilders who want to step on stage, all the way to an older person who struggles to do daily tasks like going up the stairs or walking for longer than 10 minutes. I absolutely love my job as I get to help people all over the world achieve things that they never knew they could.

I have 2 kids Lana 15 & Stan 11, who I absolutely love (most of the time) and my husband Jordan who coaches alongside me.

With the recent political change-over in the U.S. and mandatory changes coming in, regarding how we produce our food, do you think we are seeing the beginning of a new health trend? And have you seen anything recently which has you excited for what is to come? Can you tell us more about what you are experiencing with the current climate?

I feel that due to the tax that Trump has imposed on food products that are imported from America that it will force the UK to produce more locally, so I don't see it as a bad thing as that should mean that it should create more jobs which can only be good.

I will be honest, nothing that is happening in the UK right now is exciting me as I feel our economy has completely gone and it only worries me what's to come.



I couldn't even chase my daughter without getting out of breath and having to stop. This made me really question my life choices and I told myself enough was enough. I started off by turning to FAD diets such as Atkins, Slimfast and Cambridge which at the time may have seemed like a good idea but in actual fact really wreaked havoc on my digestive system, so I then got into running which I really enjoyed and did many 5kms, 10kms and half marathon races, as I became a very competitive person who always wanted to push myself. When my progress plateaued I then began weight training and eating only whole foods in my diet and enjoyed the positive physical and mental changes that were happening.

How do you handle bad days and cravings?

Whether it's the fact that I'm having a bad day or getting bad news, I ensure that I don't make any rash decisions. I would ensure that I took the time I needed to process my emotion and come up with a solution.

Before I came up with the process above I would eat whatever I wanted when I was emotional. Now my process is to embrace and then to action. Don't get me wrong, I still have my moments just like anyone else's moments now but before was all the time. relateable, solutions to old habits and triggers.

In your experience, is there a habit, a hobby or a food group that you would not go near?

A previous hobby I used to do all the time years ago was running. I used to love running, but looking back, I feel that I

Being a coach it must be hard to see people who struggle with themselves. How do you help them maintain results whilst overcoming old mindsets? Do you have a personal story or a client story of where you took someone from one end of the spectrum to the other?

As a qualified life coach I believe in working on mental health just as much as the physical. One aspect of the mental side that I have seen first hand the success it can bring is building new habits, new routines and real structure which looks different for each and every person.

Personal Story - A childhood trauma while I was growing up was that I was always told to finish my plate no matter the size, so whether we went out to a restaurant or an all you can eat, I would believe that I was not truly finished until the plate was clear. This built an extremely poor relationship with food and had me always eating in a surplus and gradually over time I was putting on more and more weight, but I accepted that this would happen as many others in my family were overweight, so I just thought this is what is meant to happen genetically.

The turning point for me was when



loved it for all the wrong reasons. Looking back I can see that I wasn't using running for the fitness and health aspect, I was using it as an escape from my previous marriage as I wasn't happy but at the time I didn't want to admit that to myself.

In respect to food, I don't believe any food is inherently 'bad' food, all food is good in moderation, it's only when we overindulge do we see it as 'bad'. There is no food group that is bad for you, so the thought process that a lot of people have that carbs are bad for you or that sugar is 'the devil' is all a bunch of BS.

What do you think are the markers for success?

We have a saying that we live by and it's the 7ps:

- Prior
- Preparation
- and
- Planning
- Prevents
- Piss
- Poor
- Performance

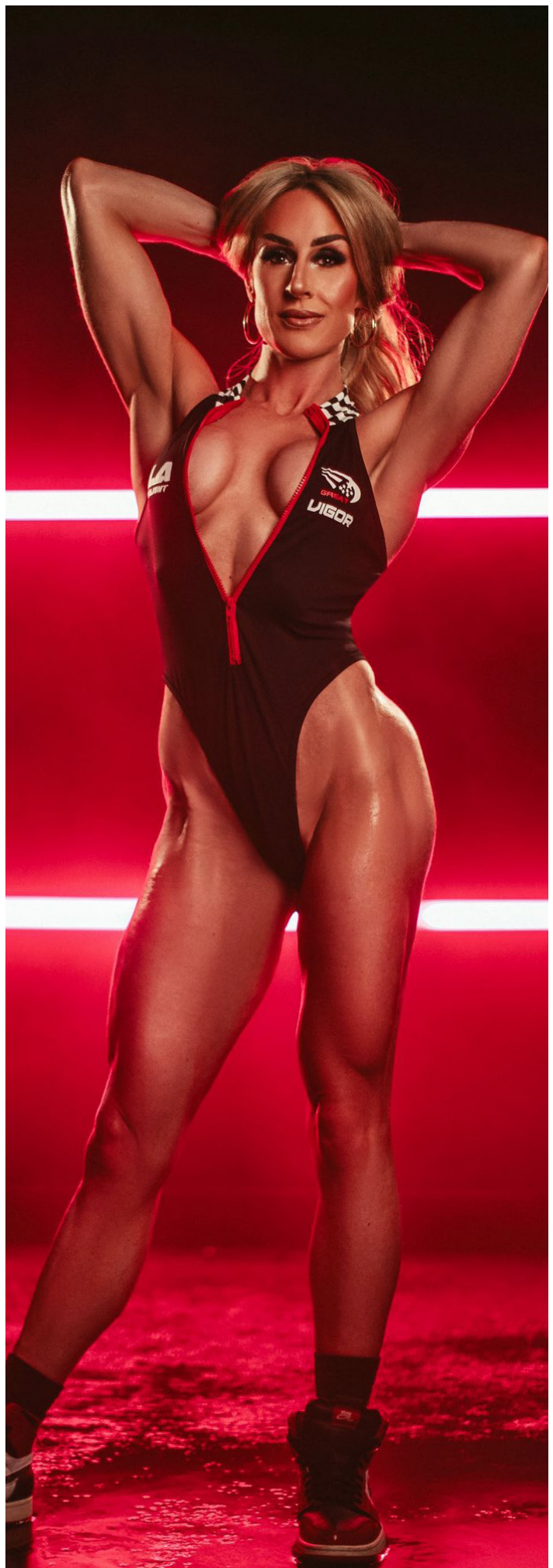
what is a change-marker to you?

I feel that change markers change with time. Back when I first started it was my daughter, I wanted to enjoy time with her, run around and play etc but this wasn't possible as I was constantly out of breath and I hated that, so this was a very much needed wake up call. Now I feel my change marker is more centred around my energy and mood as with everything that goes on I feel this can at times be severely affected so, I purposely do things that have a positive outcome on my mood and those around me as I believe your environment is very important and says a lot about a person.

When it comes to lifting your vibration and taking care of yourself, do you see those same productive foundations naturally being applied in other areas of your life? Can you give us a story of how you took a client from being one way, not only physically, but how your teachings and methods then changed their life overall?

A client story that I have is when I had a client come to me saying that they wanted to lose weight so as normal we had a call to discuss their current routine and how we can look to not only change their food choices but also how we can change current habits. We quickly gathered that they relied heavily on drugs to relax and that they sought comfort in food. These were big red flags and not the easiest obstacles to overcome, however, I am always up for a challenge.

We soon got to work on choosing foods that they really enjoyed but also understanding their triggers and go-to foods that they turned to make them feel better. Once we addressed food they found that their mood and energy improved greatly and they didn't rely on the drugs as much to make them feel better about themselves.



Can you tell us more about your business and how you operate? Perhaps someone reading who lives in a different country would like your guidance and doesn't know how it could work.

At Teamfaf we don't just tell you what to eat and how to train, we understand and get to know you as a person and how we can better improve your habits. We teach you that no food is 'Bad Food' and how we can structure your food so that you notice that you have more energy throughout the day.

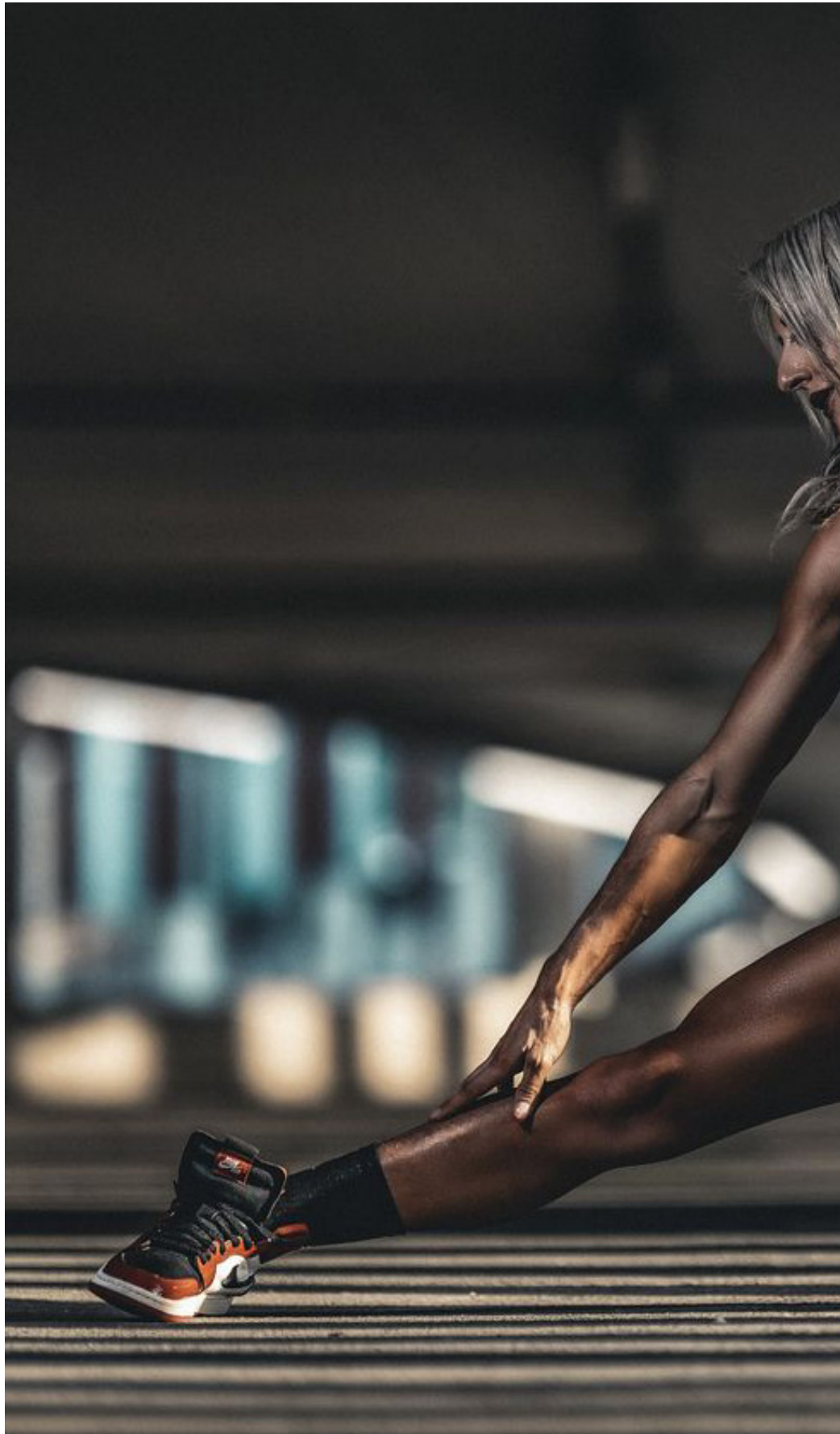
Who are your heroes and why?

I will be honest, I didn't have one. I didn't grow up in the best of atmospheres so there was nobody around that I really looked up to or aspired to be as my growing up was very much a hostile one where there was a lot of drugs and violence, this is one of the reasons that as soon as I turned 18 , I moved away as this was not an atmosphere and environment that I wanted to be a part of.

More recently my inspirations have actually been some of our more older clients. Being part of their journeys have really made me look up to them, their consistency, discipline and results not only from a fitness standpoint but from a health standpoint too with one of them knocking 20 yrs off their metabolic age in just 1 year with us.

How have you managed to overcome your old framework and fully embrace your new body?

I believe the only way to overcome any previous version of yourself is by consistency and sticking to a plan, as what can be measured can be managed. Once I changed my routine, habits and consistently stuck to my plan, I could not only feel but also see the benefits, which just spurred me on to ensure I practised these new habits daily.





What drives you every day to show up and help others?

I truly LOVE my job and feel it is the most rewarding job you can do. We have helped and continue to help improve so many people's lives from improving health markers, natural births avoiding IVF, managing diabetes etc. One of the most rewarding parts of my job is receiving messages from clients almost on a daily basis about how we have positively changed their lives and their outlook on what it means to be healthy and happy.

Someone out there is reading this and thinking they would love to look like you and have your discipline. They may have tried before and failed before, but if you were to speak to them directly, what would you say to them right now?

- Firstly I would tell them that they are NOT alone.
- Secondly, failure is giving up and not messing up.
- Lastly failure is more oriented around habit changes and not just food and exercise. It has a lot to do with a severe lack of education growing up and poor adverts such as things that say 'get abs in 30 days' and '30 days to a better body' etc . These all just promote FAD diets and don't educate you on how to make better long lasting changes.

Here at the Impact Formula, we love to support people who are making an impact on the world and in people's lives. Do you have a project or a community you would love for people to join, if so can you tell us more about it?

Yes our 1-2-1 coaching community is filled with like-minded individuals who want to make a long lasting change and be better educated on how to live a more healthy and happy life

 [@teamfaf_lifestyle_coaching](https://www.instagram.com/teamfaf_lifestyle_coaching)

 [@team.fafpros](https://www.instagram.com/team.fafpros)



Thank you for reading
**THE IMPACT
FORMULA**

A magazine that celebrates and showcases incredible people. Their courage, tenacity and hard work is admirable and we can all learn a little something from their incredible journeys. Thank you for everyone who has participated and gave us all of your time and your wisdom to encourage others.

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Thank you,
Katie