Thais Nunez

The Online World of the Empire

When it came to money, these people thought differently. They tried to make sense on how there were rich people and poor people. They started to question mindset and if it had anything to do with being motivated or just being comfortable. They started to develop this vision of ambition that not only intimidated people, but also attracted strong minded people. When it came to the Empire Investment Group, nothing could stop them.

The IM Academy is an online platform for those who want to learn how to trade and make residual income from their phone. They teach people how to trade currencies; for example, the US dollar and the euro, how to run a business, and most importantly how to elevate themselves. This platform also consists of multiple seven figure earners that help others learn their techniques when it comes to trading in the markets. IM Academy has multiple groups under it. It is an umbrella that brings together many different groups and businesses and the Empire Investment Group is one of them.

The Empire Investment Group was started by the nineteen-year-olds named Michael and Melissa. They had started their own business about a year and a half ago and now are known as the CEOs of the Empire Investment Group. This group consists of thousands and thousands of people all over the world trying to learn a new skillset. They portray an image through their business that no matter the age, if you put your time and invest in yourself, you will be able to succeed. Michael and Melissa show their customers that hard work is essential in the business and no one should be able to distract you from it. One thing I learned about Michael was his passion to become something in life. Coming from a dark background, Michael helps individuals realize that there is more to life than what is given. “I feed off energy”(Michael). A strong characteristic about Michael is his strong public awareness. He appreciates when people around him see a vision for themselves that motivates them in life. Melissa shows a fierce woman figure. She shows people the importance of believing in yourself and never taking less. “Never use the word hate” (Melissa). Melissa always makes the team realize how important it is to train your brain to manifest the best in everything and never think twice about it.

Besides Michael and Melissa, Neno also contributes to the Empire. He is a six-figure earner that mentors Michael and Melissa and helped them achieve building the Empire. As time went on, they all developed something to contribute to the team. Neno provides “Mornings with Neno.” During the weekdays, Neno provides a podcast that helps people wake up with a strong mindset. He helps them carry on their day by telling them having a strong mindset can help you conquer anything you want to do. They also have the saying that says “Trading is ten percent skillset and ninety percent mindset”(Neno). A source had proclaimed that the reason that they say that is because when you begin trading your nerves start getting the best of you and unfortunately because of that many traders make wrong moves and end up losing money. They are taught that when you go into a trade your mindset should always be at ease and think positive. When a trader shows signs of having trouble or being in a negative mindset, they are encouraged to take time for themselves and get back on track regarding mentality.

The Empire community uses multiple platforms. As it is required, they use the IM platform which corresponds to what they use in order to trade. They use golive on the platform to trade live with the teachers, but they also have the products on the website to help people learn how to use it on their own. They also have videos that help people understand what each product is and how to get familiar with trading materials and phrases. Besides the IM platform, they use multiple apps to communicate. One of the apps is known as discord. This is where the most activity happens within the business. There are multiple chat lines. Some of them are to talk, some are used by certain people to send signals to the groups, some are used to send when webinars take place for customers and trainings, and much more. In the chat that is used for everyone to get connected and talk, people share their thoughts and progress. They also look for advice when it comes to either bringing people in or trading or if they just want to talk. Usually, they just like to talk to catch up with one another and make sure everyone is making progress and seeing results when it comes to learning about the business.

The Empire views itself as a family. Many people would text or call each other throughout the day to make sure that everyone is doing just fine. They also call each other a lot to make plans within the week on how they will go about it and be productive. They host calls within the leaders of the group so that they can write down goals for the week and how to go about it. Then, the leaders with the goals written down would portray and set an example for the rest if the empire. These goals would sometimes consist of either making a certain amount of money, hitting a certain rank which helps them level up within the company, or reaching out to people on social media regarding the business. When these goals are met, the empire usually celebrates in congratulating one another and sharing it with the media.

When it comes to social media, the Empire Investment Group is very strategic. They make sure that people see that they are making results and making money, most importantly, they make sure that the public can reach out to them and be a part of the opportunity as well. They repost each other’s accomplishments and any huge impact that had happened to them within the business. They make sure that people know that it is possible to make money from their phone. When one makes money and shares it, they usually celebrate each other by commenting the word “sheesh” or a fire emoji which adds momentum.

The Empire Investment group contains strong minded individuals that prove people wrong when they doubt them. They are motivated and dedicated individuals that look for a source that will make them be rich in life and not only in wealth. They are accomplished people who fight for what they want in life and love to share it with who they can.