

*DO'S AND DONT'S
ON YOUR CV*

GET A JOB, GET A LIFE

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*HOW TO MOVE
OUT OF THE
BORDERS*

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HOW TO MOVE OUT OF THE BORDERS

by Šárka Bartáková

Opening Business in another country can sound for most of all like an impossible idea, so we would like to bring you some tips.

The most important is ability to think outside of the box. Don't be afraid to come out with new ideas even if they could sound like a nonsense at the beginning. Remember fidget spinners. Nobody could expect that something like this can be so popular. So just sit down brainstorm for a while and write down your ideas. Don't be afraid of criticism, criticism can be constructive but also destructive, sometimes people are afraid of change so the criticism is destructive sheerly because of the fear of this new idea.

Next you should think about is the area where you want to situate your business. Learn as much as you can about the country.

Visit the country, learn about the culture and traditions and try to find out the best idea that can people impress the most. It's nonsense to sell skis in Egypt. Check the labour market and try to focus on the countries where bigger unemployment is. Try to discuss your ideas and plans with someone who had already done something similar, learn from the tips, but do not copy the processes. Try to make contact and good relationships with people who can help you take the beginning.

Really important is to make a start budget. Think about how much money are you able to put in at the beginning and how long it will take to make them back. Calculate and compare the costs in the countries where you would like to make business.

There is no need to jump in at the deep end by trying to create a huge corporation, it is better to start small and create a plan to growing your corporation and directing it in a path that you see fit,

take on board also advice from people who also understand the markets, diversity is great in a business because fresh ideas and opinions are needed to help adaptation in the ever changing market. Patience is key to a successful business, it is a marathon not race.

Don't be afraid of making mistakes, learn from them, but avoid repeating the same mistakes. Try to take critic as a feedback and try to improve your idea. You probably won't make millions in a first week but the most important thing is not to give up.

Summary:

- *Don't be afraid to be original.*
- *Learn from the mistakes and learn to take criticism.*
- *Don't give up after first failure.*
- *Learn about the country, where you want to start.*
- *Make contacts.*
- *Make a budget.*

GET YOUR HOPES HIGH!

ONLINE MARKETING

by Aise Iusmen

In the modern society that we live in, it's well-known that the marketing and IT fields have gained considerable success and provide millions of workplaces for people. More and more young people target these fields when they are looking to find a job and a career path. Life has become digital and thanks to the development of the digital world, workplaces within IT companies and advertisement agencies were created. Which is great! There is a lot to explore and exploit out there!

Just to give a bit of insight on someone who started slowly, rather confused and with no real sense of what the future was holding for them, but who now is office manager for a Spanish online marketing company, I will tell you **my story**. 4 years ago I got a job working as a copywriter in a small company who sold window blinds for the UK market. It was a starting point for me,



I was mostly doing SEO and writing content for websites. Before getting the job I didn't really think that I would later build a career in the online marketing field. Fortunately this would mean a **great opportunity** for me to grow not only professionally, but also personally, as a job can also help you build character and self-confidence.

2 years later I changed jobs as I was seeking out more experience and because I wanted to expand my horizon and by learning what else the marketing area had to offer to me. At my new job I learned Adwords, creating Adwords campaigns and writing efficient copy to bring customers on our sites, I dealt with different kind of copywriting than at my previous job, designing websites and monitoring the results of my marketing actions. It was the **perfect environment** to rediscover my professional abilities and improve my working skills and marketing knowledge.

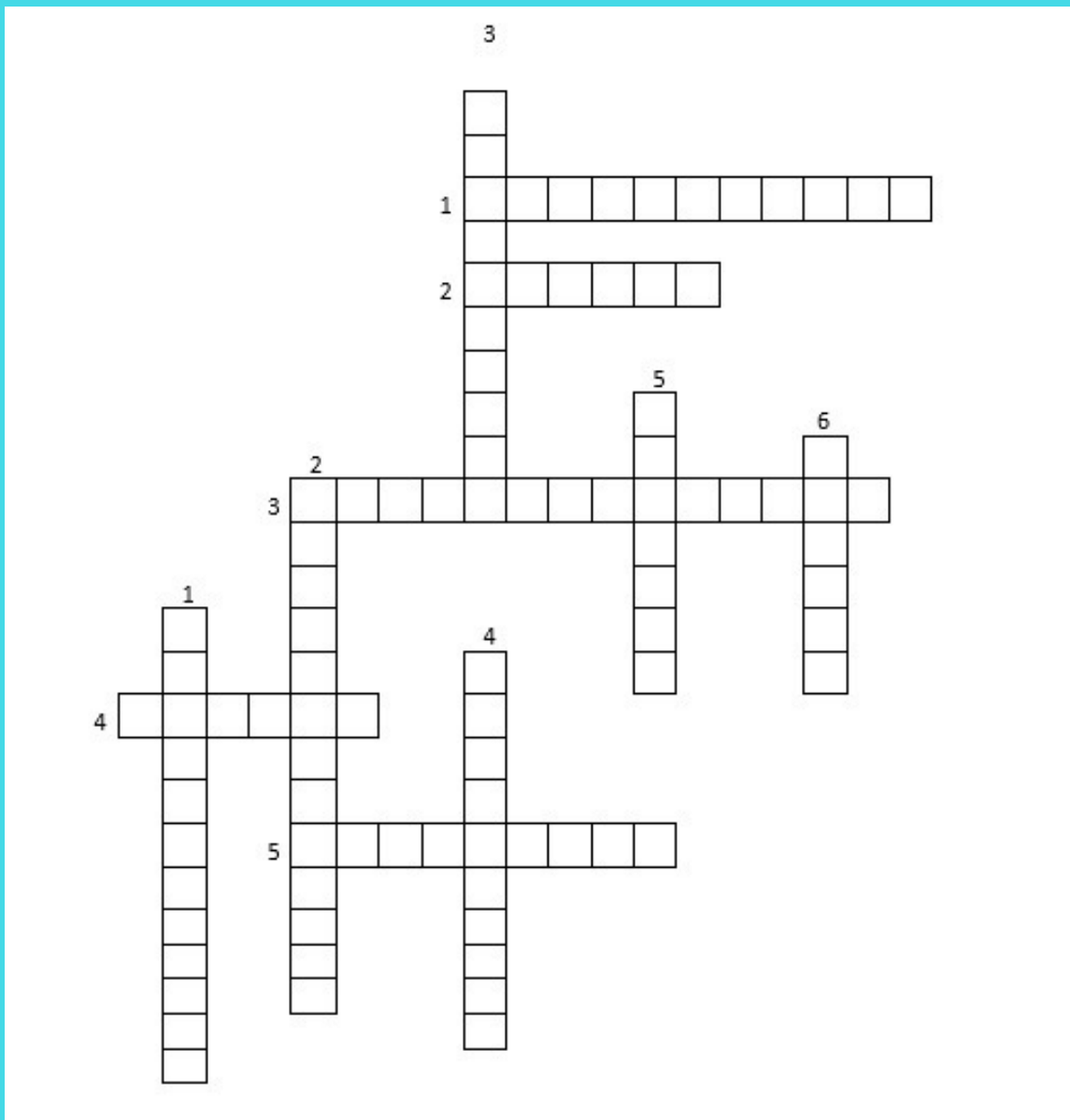
It's said that creativity plays a big part in advertising, which is true, but don't think that's all you need. Advertising also means numbers, statistics, monitoring evolutions of implemented ideas, just to name a few, which can also be a challenge and keep your brain working.

Hard work, commitment to yourself are essential when you figured out what you want to build your career on and strive to get better and better at it. **I love what I do** and I wouldn't change it for anything in the world. That's how I became office manager in the workplace I've been for 2 years already.

LOVING WHAT YOU DO

is one of the foundations of a successful and happy professional life. For some success may come earlier, for some it may come later than expected, but what is the most important is to stay true to your goals and don't forget that not everybody has the same chances in life. But it can happen to you too. You just need to aim high, work hard and keep your hopes even higher.

THE LOGOTHERAPIST'S PACKAGE



ACROSS:

- 1. The person who can collaborate with other people**
- 2. The person who can withstand difficult situations**
- 3. The person who is not so shy and nervous to speak**
- 4. All people must be that to their jobs**
- 5. The person who has a program to his/her job**

DOWN:

- 6. He/she has no problem with his/her ears and can understand all the voices**
- 7. People who want to help those who have problems or those who have problems**
- 8. The person who is smiling, polite and communicative**
- 9. People who have a speech that everyone can understand**
- 10. The person who tolerates everything and the difference**
- 11. He /she wants to give and help other**

*Whatever a potential employers ask to see your **curriculum vitae** or CV, they are looking for one thing “a document” that proves why you are the ideal candidate to invest their time and money in. So I am giving some tips for you to make to best CV.*

DO'S
AND
DON'T'S
ON YOUR
CV

by Ayla Kaya

CONTACT DETAILS

Make your CV easy for employers to get in touch. Your CV must include your name/ address, main phone number and e mail address. It is important to don't use e-mail addresses that look unprofessional.

INTEREST

This can show evidence of suitability through reference to the skills you have learnt. For example, being involved in sports can demonstrate team working ability. Don't give a long list of interests but concentrate on two or three and write about what you have learnt from them.

EDUCATION AND QUALIFICATIONS

Talk about skills or knowledge that you have developed and high light any achievements that relate to job- in or out work.

EMPLOYMENT HISTORY

Highlights tasks and responsibilities that show your skills and strengths. Pick the things which are relevant to job you are applying for.

EXPERIENCE

If you haven't got a lot or any work experience think about other things you have been involved in such as volunteering.

REFERENCES

To save space you don't have to include references on your CV but make sure you state that they are available on request. Remember to ask your references if it is ok to include them, so they will expect someone to be in touch. In normal to include two or three references, unless more are requested . One should be an academic referee, probably your tutor, and the other someone who can comment on you from a different perspective such as an employer or long standing family acquaintance.

LANGUAGE

Use active language, for example I completed rather than the task was completed. Be positive and avoid clichés. Keep sentences short and try not to repeat information again and again.

HONESTY

Be honest about your qualifications and experience – If you have lied on your CV you could easily be caught out at the interview stage.

STYLING

In general, avoid fancy fonts, borders, tables and graphics.

They can be distracting.

There are expectations- if a styled CV shows your skills as a graphic designer, for example.

LAYOUT

Try and keep to two sides of A4. Employers will scan your CV. Make it easy for them to spot key words by using bullet points and headings.

SPELLING AND PUNCTUATION

Avoid spelling mistakes. Use the spell check on your computer but don't rely on it to find every error. Ask someone with a good grasp of grammar and spelling to check your CV.

INTERVIEW

WITH A BUSINESS OWNER

Company name: **Beauty By L**

Industry: **Beauty Salon**

How long has your company been in operation?

My company has currently been in operation for the last 10 years.

How many staff do you currently employ?

I currently have 14 employees consisting of:

- 3 Makeup artists
- 4 Hairdressers
- 3 Beauty Therapists
- 1 Manager
- 1 Accountant
- 2 Nail Technicians



From a start-up business view, what advice can you give to anyone looking to set up their own business?

The only advice I can give is to be patient your business is not going to boom overnight, so if business seems slow right now do

not be disheartened or discouraged it will pick up.

How would you suggest retention of clients?

I keep retention of clients by constantly implementing different promotions such as discounts etc. I also retain my clients by maintaining a high quality service and keeping my clients happy.

Do you have any tips or tricks to those looking to set up within the beauty industry?

As I mentioned already patience is key also I suggest doing your homework on similar businesses within the area so you can offer a range of services that are both unique and satisfactory and beyond what these other businesses provide.

Can you make recommendations on working with and building relationships with reputable supplier?

I would recommend designating an area within your business as this not only promotes your suppliers product but this also builds a certain confidence with your clients as they know exactly what products are being used on them within the salon.

Also stay loyal to your supplier Don not promote your suppliers competitors as this could break the relationship with the supplier, but also do not be afraid to make changes to suit the evolution of your business.

Finally..... You get the last word....

“The goal is to build a life you don’t need a vacation from”

Dream team

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