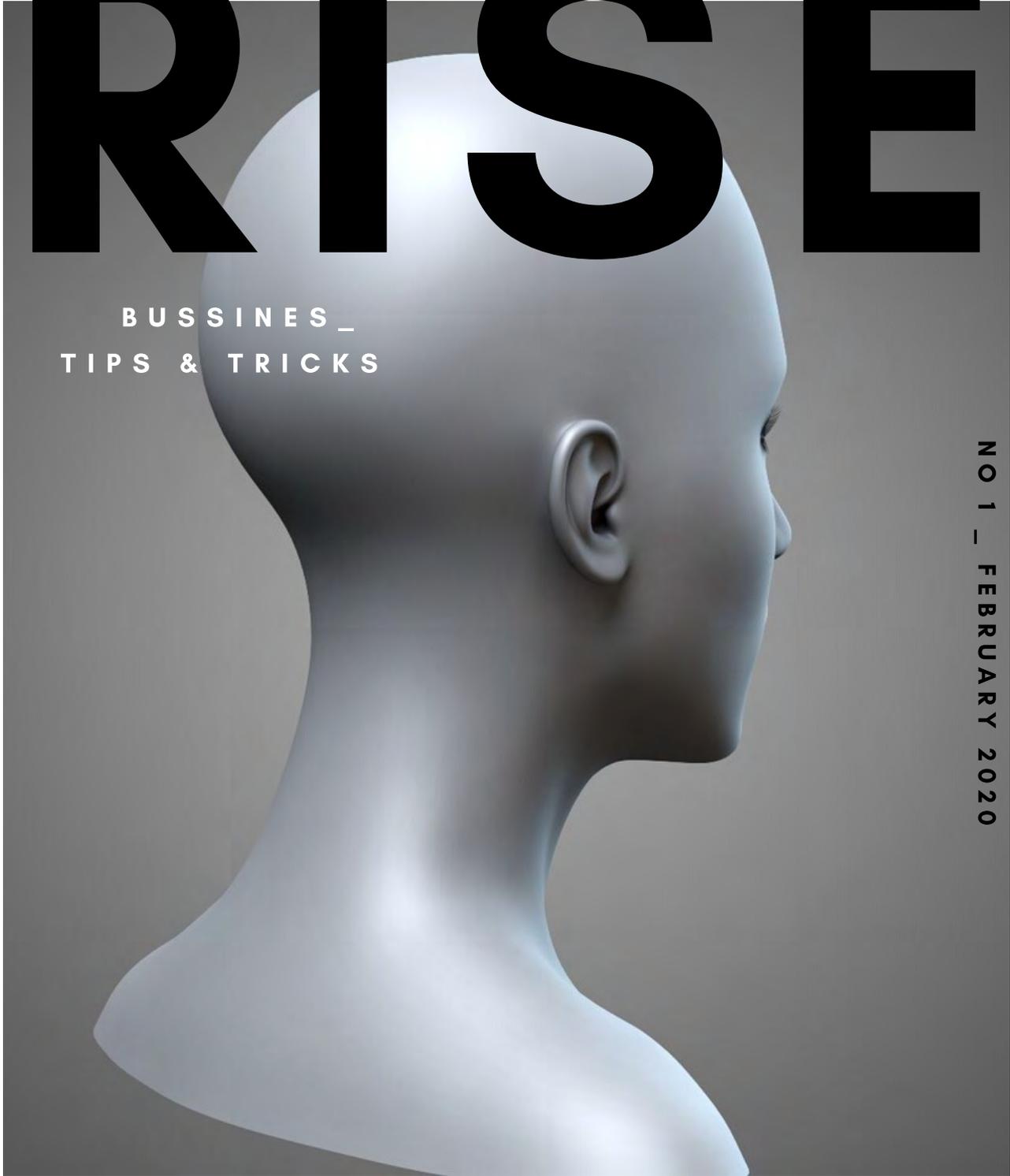


RISE



BUSSINES_
TIPS & TRICKS

NO 1 - FEBRUARY 2020

Choosing your next business idea If you were to ask people what makes or breaks a company's success, answers like the person running the business, the marketing or the employees would often come to mind. However, one of the fundamental parts of starting a successful business is the quality and profitability of the idea behind the company. That is why it is important to thoroughly examine the idea that is to become your future livelihood. When choosing your next business idea, take into account the following:

1. Your passion and knowledge

Entrepreneurship is hard work and requires resilience, so it's of vital importance you focus your attention on something you care about. Furthermore, having the knowledge and expertise of your industry will reduce the risk of failure and save you a lot of time in research.

2. The product or service should have a repeat buy.



CHOOSING YOUR NEXT BUSINESS IDEA

When it comes to long-term business success, it is wiser to have a product or a service that people will continually keep buying, as opposed to buying it only once. Having a pool cleaning company instead of a pool building company should become easier, as you will have focus on getting a customer only once, and then making a profit continually from the same customer.

3. Think global from day #1

Look for an idea that you can take national or even global. Establishing your business locally might be challenging in the start, but eventually you will want to build something much bigger.

4. Take into account your lifestyle choices

If balancing work and family life is of vital importance to you, avoid business that could require working 60 hours a week. Moreover, if you hate being inside of the office all of the time, think of a business in which you could work remotely. If your business plan is not in sync with your lifestyle, it might quickly become a nightmare. Following this advice gives you higher chances of your business being successful.

CV

DOS & DONTS

- Use the same front. (Once you pick a format, stick with it.)
- Use a standard, sans-serif font like Arial.)
- Start from last education.
- Pick the best CV format.
- Start with a CV personal profile.
- Add your contact information in right way.
- Complement your CV with with a cover letter.
- Choose clear, legible fonts.
- Create professional gmail. (Gmail must be with your name and surname)
- Use action verbs.
- Tailor your CV to the job posting.
- Create a new CV to different works.
- Your CV shouldn't include the words "I," "me," "she," or "my,"
- Don't do in CV
- Don't add the photo if they don't ask for it.
- Don't do mistakes. •Don't use full sentence.
- Don't focus only to your duties, focus on your measurable, relevant achievements.
- Don't lie in your CV.
- Don't write year of birth.
- Don't add your address.
- Don't Submit a CV Longer than 2 Pages.
- Don't Send an Old CV.
- Don't add your hobbies if it's not average to your job.
- Don't add reference. If your employers want to speak to your references, they'll ask you.
- Never describe past work experience using the present tense
- Don't include your boss' name on your CV unless you're OK with your potential employer contacting him or her.

SABINA, LITHUANIA

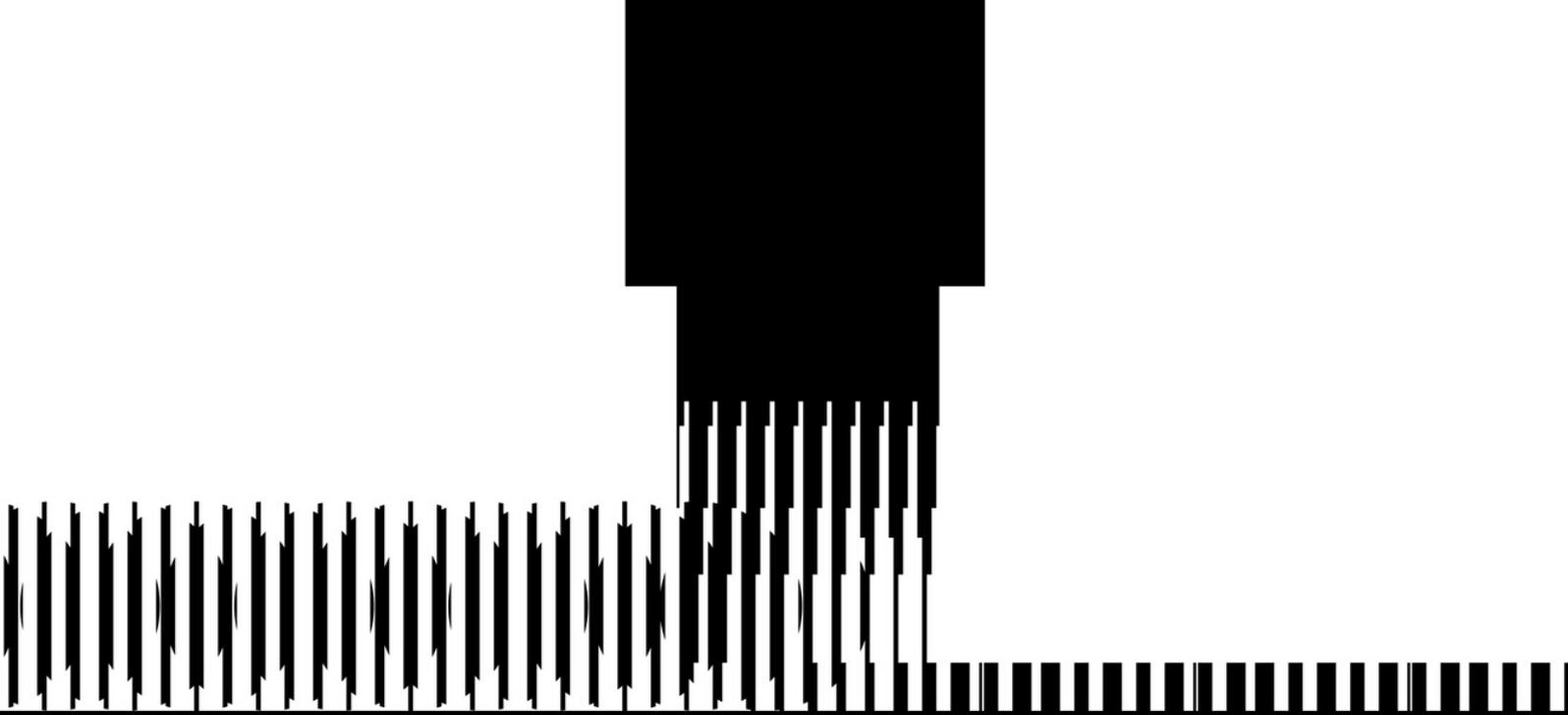


Start an online course and turn your skills into a business

ONLINE COURSES ARE RAPIDLY GAINING POPULARITY MAKING LEARNING MORE ACCESSABLE THEN EVER. EVERYTHING YOU MIGHT WANT TO LEARN IS AVAILABLE RIGHT AT YOUR FINGERTIPS. THEY ARE RADICALLY CHANGING OUR POINT OF VIEW ON EDUCATION. YOU NO LONGER NEED TO HAVE PERSONAL CONTACT WITH YOUR INSTRUCTORS, LEAVE THE COMFORT OF YOUR HOME OR PAY LARGE SUMS OF MONEY. IT'S COMFORTABLE BOTH FOR THE STUDENT AND THE TEACHER. AND WITH SEVERAL SUBSCRIPTIONS ALREADY EXISTING, YOU CAN SIGN UP TO BE AN INSTRUCTOR AND TEACH A COURSE ABOUT ANYTHING. SO, HOW DO YOU ACTUALLY BECOME AN ONLINE INSTRUCTOR? FIRST OF ALL YOU NEED TO IDENTIFY A PROBLEM AND FIND THE RIGHT IDEA.

helga

KNOWLEDGE IS POWER AND PEOPLE WANT TO USE THIS POWER TO CHANGE, TO MAKE THEMSELVES BETTER. YOU HAVE TO BE THE RIGHT INSTRUCTOR TO GUIDE THEM ALONG THE WAY. ONCE YOU FIND OUT WHAT CHANGES THEY WANT TO MAKE, YOU CAN START A COURSE ABOUT ANYTHING UNDER THE SUN RANGING ALL THE WAY FROM SCULPTING TO PROGRAMMING. ONCE YOU KNOW YOUR SUBJECT, YOU NEED TO MAKE AN OUTLINE. YOU CAN'T MAKE IT UP AS YOU GO, YOU NEED TO HAVE A THOUGHT OUT PLAN AND BE PREPARED. YOU HAVE TO SHOW YOUR STUDENTS THAT YOU CAN GIVE THEM SOMETHING EXTRA AND IT'S BETTER FOR THEM TO LEARN FROM YOU THEN JUST SIMPLY LOOK IT UP THEMSELVES. BEFORE YOU ACTUALLY START CHARGING FOR YOUR CLASSES, YOU NEED TO HAVE A TESTING PERIOD. ASK A SMALL GROUP OF PEOPLE TO TAKE YOUR COURSE AND THEN GIVE YOU CONSTRUCTIVE CRITICISM ABOUT IT. ASK FOR THEIR IDEAS ABOUT HOW YOU CAN IMPROVE YOURSELF AND THEN DO SO. THE MOST IMPORTANT THING THOUGH IS TO BE PRESENT, PAY ATTENTION TO YOUR STUDENTS ACTIVELY, AND TRY TO MAKE A COMMUNITY. BE A TEACHER, NOT JUST A LECTURER.



David, Romania
<Atomic Jøe>

In recent times, more and more teenagers and young adults are looking to gain work experience in many different fields, usually for their CVs and to prepare for their future careers. Fortunately, in the EU, there are a number of opportunities for youths to gain the necessary work experience thanks to many international organisations who are willing to organise projects and give them the chance to improve their skills. Organisations like "The European Solidary Corps" or "The European Youth Portal" fund these kinds of projects and manage to bring the youth from all around Europe in one place. By joining these projects, not only can they get a better understanding of social and cultural diversity but also give them the chance to share experiences. Not to mention, travel costs and linguistic support is always at their hand. These kinds of projects can vary in time, lasting from a work to a month and even a year. Thanks to technology and the internet, finding and applying for these projects has never been easier and any person between the ages of 18 to 30 can apply.



FAKE IT UNTIL YOU MAKE IT _ JUST DO IT _ COPY-PASTE _ BUT UNIQUE NOTHING IN THE WORLD ARE REALLY NEW _ REMAKE

I am multimedia based freelancer from Baltics (Latvia). It's not so easy in our country to get in industry and earn a good money; Even more You are a FreshOne in industry or You aren't really talanted, good or unique. It's a 'digital age' now, everything moves fast..Humans become a robots, people get depressed, overworks.. Including myself..so.. I realised to quit!! Recently, I mooved to seaside, near the Lithuanian border. Now I am living a #slowlife. Less stress, more breathtakes! Less money, more freetime enjoy the nature! After all – to make Your own dreams come true!My FIRST and LAST suggestion for You is – **DO NOT BE SCARED!** Whenever one doors are closed, new ones opens. Be strong standing by Your idea, make a future plans, focus on the main goals and do the all tasks one by one. Plan B is recommended! Think of alternatives or byproducts, services of Your bussiness! How praxis shows, social media works as a platform for research & inspirations to start Your own business.For example, **INSTAGRAM** in nowadays is one of the best platform where You can research products / moods / vibes which are trendy now all over the world.. get inspired and do Your own unique by yourself! Especially, in fashion / product design Famous **OZOLS** – the father of the analog hip-hop artist from Latvia are good example. He collaborate with many new hip-hop artists, other genre of musicians and also old good ones/ already known..to make a wider team – biggest HYPE.. I wanted to flash just one of him successful examples. He did rebrending for one of the worlds famous and successful logistic business company – DHL Express tracking - track a parcel, track a package, track shipments and check shipment delivery status online.... At that time (~2018-2019) he took this inspiration from the ig-social media.. checking out what's fashionable/trendy now! So he used DHL's original text font – visual identity! It even wasn't as a deal.. He just having an idea, he take a risk! **JUST DO IT <> /**

dianalelis@tumblr.com

tips & tricks
Latvian artist's
story



OUR GUEST TODAY

Today we have a very special guest, an example for a successful man, the leader of StArt studio, David Turner. Hello, how are you today?

- Hello. First I want to thank you for the invitation, it's a pleasure for me. - Usually you refuse interviews. What's different now?

- Well, it's true, that I refuse interviews, but these days I was thinking "Yes, I am a successful person, but there are many people, who are not." I am not so young anymore, nobody is eternal, and I decided to share with people some of the things, which me and my team use to be that what are we.

- You will present your secrets like a successful man to the common people?

- That's right. Now we even though prepare free seminars, in with me and my team will explain how we reach the heights. Everyone who wants to come can come, repeat, it's absolutely free.

- Why do you do so much, you gave so much without get anything back? Is that one of the secrets to be a successful person?

- While you live it's important to give more than you get. I was born on this world naked and I will pass out of this world naked. It will be very selfish from our side to take our knowledge with our bodies out of this world.

- As we say in the beginning, an example for a successful man. Okay, I think we are ready to know the secrets for success on StArt studio. - Of course, we move out a little bit. So, one of the most important things to be one person successful and rich is to not be just one person. You can see, that I never say only "Me", but "Me and my team" or "We", because without my team "I" am nothing. No one successful person is reach the heights only with own skills and powers. A team with common goal, many people thinking like one is the best option to oversucceed. StArt studio has the goal to create a good educational animated movies, with whom one whole generation to grow up. We want our little spectators to learn something from us and use it in their lives. - Okay, we learn that it is impossible to reach peaks alone. What is the other thing, that we have to learn, when we decide to become a successful person. - You just said it.

-?

- "When we decide to become a successful person". Determination. A undecided person can't be a successful person. A person, who doesn't believe in his judgement can't be a successful person. Take decision fast, don't delay it, and use the next advice.

- Which is...?

- Patience. When you change something in your strategy, in your plan, give time to that change and you will see is the change worth or not. But if you don't give the time to the new ideas to show their capacity, you will never understand is it worth the change. Patience is a key quality of a successful person.

- Can you give us a last advice how to look like at least little bit of you and your team?

- I will give you all my advices, which I know but we have to fit in some frame so for final I advice every future successful people to believe. Believe in yourselves, believe in your abilities, don't lose hope, when the things don't move by your plan. Be decisive, change the plan and give time to the new changes. Think outside of the frame, be creative when you solve problems. Take advices from your team, you don't know everything, and then you will reach your dreams.

- Thank you for this interview.

- It was my pleasure.

