

MUSHI

**CHILL
COFFEE**

WORK

Introduction

Our magazine "MUSHI" is about useful tips how you should promote yourself to get a job. That's interesting and important topic, because the working environment has changed dramatically over the past decades. Nowadays, we use another tools and in another proportion as it was in the past. Now are more important social network, relevant CV and covering letter. Moreover, there is also really important how each person present yourself at social media, because there is a trend that private and professional life are splitting together.

Than we are writing about using social media as a business tool what actually also important for people who wants become entrepreneurs.

Last, but not least we are publishing an inspiring story for you and some tips how to create, find your passion, true calling.

Last part is dedicated to a game. The topic for this month is opportunities for youth to gain work or other experience. You can win great prizes.

Hope you will enjoy our magazine!

Have a nice time

Your team

Process of finding a job

Nowadays, there are many opportunities how to find a job. Almost all of the jobs that you are about to apply, require you to submit a CV, portfolio or a motivation letter. Writing a good CV is crucial and a must for you if you want to get employed. And the reason behind this is that the first thing that your boss is going to see from you, is actually your CV, and if you don't do it well, most probably you will not get that job. Most people forget about this fact and get disappointed when they were not even invited to an interview. Obviously there are many different ways how you can process your application and your CV. What you are about to read in this article is going to help you, and make your life easier when it comes to processing the application. You are about to read something special, unique and innovative.

First of all, the main change in the process before and now are social media. Everybody talk about social media in positive or negative way, but let's focus on social media in the process of finding job position. For your future potential employer it's crucial to know how you behave on social media. That's why it good to know that. Definitely you should behave yourself as a open minded person with your own opinion, but not be offensive or attacking other opinions. Moreover, this is important, because some comments are visible also when you aren't online. You also have to set up your profile in that way which is appropriate for your position. So if you are future potential diplomat, please don't be offensive to other culture at all.

If you already have followed the tips mentioned above and you already have found your future potential job vacancy, now you are ready to move to the step 2.

Step 2 is all about writing your ideal CV. What you should write and what to avoid. In general, a good CV should be no longer than 2 pages. It should contain your most important information about your professional career, your education, past work experience. You must have your living address and your phone number, e-mail address and portrait photography of yourself.

After you have written those information, it is time for you to adapt the CV to the particular company that you are applying. Considering information that you have about that

company that you are applying and if you don't know anything, it is time for you to go and do some research. Try to find anything you can about that company. Because you will be able to adapt your CV and make it relevant for the job you are applying for. But beside that, the research that you have done, will help you a lot during the Interview, because at the end of the day, it is not about just writing your CV, it is about getting yourself the job.

Now let's get back and finish the CV. Your CV should be relevant to the job you are applying for. Which means, you should prioritise things that you think would grab the attention of your future boss. It is good to have your school education and language knowledge. And after that regarding to the job, most of the time is a good idea to mention your computer skills and knowledge.

Last, but not least, your hobbies. Feel free to write about your hobbies, but be careful do not exceed the limit, keep it short and try to mentions some which are RELEVANT for the particular job position.

If you found this article to be helpful to you and you like it, feel free to check out this link for more: <http://www.mushimushi.com>

Social Media as a business promoting tool

Social media had become really important tool in today's business environment.

Adapting some form of promoting online through social media is a key for almost all businesses nowadays. No matter if your business is big or you have just entered in this field, social media helps to have access to broader audience. To be more effective, we have to understand first which is the dynamic of online environment.

In last decades we have experienced a radical shift in how our personal life and business are strongly influenced by online environment. The presence of social media technology accelerated the flow of information and changed the way people interact. As a new technologies became available, businesses gained great benefits.

Social Media Marketing is about how technology make easier for people to connect socially with their social networks and how business can profit from this. More and more customers, whether for personal use, business-to-consumer or business-to-business reasons use social media in every aspect of their daily life. There is a common misconception that social media and social networking sites are two synonymous terms. Social media are tools for sharing and discussing information. It can be described as a kind of online media which encourages every member for feedback and contribution. It is a social instrument of two way communication facilitating the sharing of information between users. Social media encourages user involvement which can be as simple as posting comments or giving votes, or recommending content to other user people with similar interests and lifestyle. Thus social media can be described as a broad term inclusive of activities where people create content, share it, bookmark.

On the other hand social networking sites are a place where in one forms communities of interest to connect to others. Social networking sites utilize social media technology to connect with people and build relationships.

Once registered, the person can begin to socialize and create his/her own network of friends with common interests or goals. Sites like Face book, Twitter, LinkedIn are influencing the way users establish, maintain and cultivate a range of social relationships, from close friendships to casual acquaintances.

Social networks are extremely capable of informing and influencing purchase decisions, as many users now trust their peer opinions more than the marketing strategists. Customers now have the power to talk back at the brand and broadcast their opinions of the brand.

Purpose for using social media platform

There are opportunities to communicate with their targets and offer them their products.

Social media can be effective as a promoting tool if the presence and activity provide the concrete and timely information needed by the consumers.

There are some strategies have been suggested for maximizing the effectiveness of promoting and being more visible in online social environment.

Websites can encourage visitors to engage with your company by prominently linking to your social media channels. In order to accomplish this goal the following steps may be followed:

1. Modify your website to complement your Social Media Strategy
2. Identify the Actions you want your Customers and Prospects to take
3. Implement your Conversations
4. Provide the Content your Visitors Want
5. Maintain a consistent Communication Style
6. Send Advertisements

Use your Web Properties to drive people to take the actions you are targeting In order to influence your prospects and customers, your sales effort must follow a process that captivates and transforms your prospects by implementing these steps, which must be integral part of Social Media Marketing strategy.

- a) Develop the proper context of your message
- b) Create an appropriate draw
- c) Create the proper content that engages

d) Provide a sample offering

e) Ensure you follow-up

If you want to learn more about this topic, visit us at www.mushimushi.org

Inspiring story

“Don’t let life randomly kick you into the adult you don’t want to become.” ~Chris Hadfield, astronaut

As a kid, you put zero thought into doing what you loved.

You just **simply played**, not knowing that your future self wouldn’t play much at all. Work was serious business.

When I was in kindergarten, it had a block centre, a board game shelf, a home centre with dolls and a play stove, a drawing centre, and a sand table.

We naturally gravitated to the area that was most fun, with no thought about what we *needed* to play with that would look good on our future resumes or college applications.

As far back as I can remember, making up stories, writing them down, and telling them to anyone that would listen were my favourite activities.

Fast forward to high school, college.

IT’S TIME TO BE AN ADULT

Others told me that writing and art were lovely little hobbies, but I needed to choose a *real* career, which would make money. I looked around to see what the other kids would do, for some type of idea. If it wasn’t writing, I was clueless.

I never thought of asking, “Why not?” Why couldn’t writing be a career? I just accepted that a job or career had to be something you made a realistic, intellectual choice about and not one that came from your heart.

And I wasn’t the only one who received messages like this. I heard Oprah say that as a child she was asked what she thought she would do as a career.

She said, “Well I like talking to people.”

The person responded, “Well, you can’t make money doing *that*.”

7 FAILED CAREERS LATER

Years later, after I was told I couldn't make a career out of writing, I ended up with a resume that was four pages long, and days that were like a yearlong run-on sentence.

I plowed through job after job, staring out the windows and riding the trains I hated to jobs I hated even more. I did a good job at most of them and earned a nice income.

I was a school secretary, lifeguard, pre-school assistant, mortgage processor, office manager, dance teacher, and a few others I can't remember. I taught sewing classes and even started two businesses thinking that being my own boss would solve my empty feelings.

It didn't.

A RETURN TO LOVE

Then I reached a turning point, which made me realize I needed to go back to [doing what I loved](#) and make it work somehow.

I had a week off work and found myself spending morning to night writing. I felt my headaches lifting, and a sense of [peacefulness](#). I submitted an essay to a local newspaper.

Even though the publication did not accept it, I didn't care.

I knew it was time to make my passion my day job, and here is what I did.

The next time I was asked what type of work I did, for the first time in my life, I answered, **"I am a writer."**

I began to read everything I could about writers and bloggers that wrote for a living and how they did it, and how they transitioned from other jobs. I wrote daily because I loved it.

No worries about publication, earning money from my passion, just pure unadulterated love. I decided not to lose hope no matter what.

I got a response to an online ad for writing work and wrote a few blog posts for \$25 each, and it felt like a million dollars.

So my kids started wearing their cousin's hand-me-down clothes.

I held my breath as I tightened my belt until I could barely breathe. The fridge had the bare basics, the electricity got shut off once, and the car got towed and it was a pain to get it back.

But I managed.

I took a course on writing, joined a business mastermind group, and worked with a mentor on writing during the mornings. And I worked evenings and weekends to support myself.

I was writing at last.

Do you recognize your passion? Not hobbies, or things you like doing for fun sometimes—the one thing that rises above all. Think back to what you [loved to do as a child](#), what you gravitated toward for no reason other than fun, and you will find it.

Are you ready to say yes? Turn your passion into a career one step at a time with the following tips.

1. Tell one stranger.

Even before you're working at making your passion your day job or income source, go ahead and tell someone that you're a _____. (Fill in the blank). At any chance you get, do it again.

2. Obsess over it.

Move your passion from the back burner of your mind to the front. Think about it every chance you get if you're not already doing so. Read about people who have successfully transitioned into the work you want to be doing.

3. Do it for love.

Whatever your passion, forget about making it into a career until you spend enough time reveling in the absolute joy of doing it. Paint, write, dance, take photos, carve wood, whatever it may be for love and only love.

GOODBYE NAYSAYERS

Whoever told you that you couldn't turn your passion into a career had better sit down, because you may be on your way to doing just that. The girl with the pretty voice from the Bronx, the English writer on the train on welfare, the guy with the alcoholic step dad that became President.

And now you.

STOP LOOKING AT THE ODDS OF FAILING

The odds against successfully turning your passion into a career and making money from it seem so overwhelming. So stop looking at the odds.

The longing of not doing what you are meant to do catches up to you and it becomes like a faraway lover you dream of that will never return.

The power is in your hands to make it happen day by day, and to blow the naysayers a kiss from the podium. Every moment of the journey is, in fact, an end result in itself.

You will glow from internal approval even if the money doesn't come as fast and as much as you would like.

Reclaim the act of doing your passionate work as your career, as if happiness depended upon it.

Because it does.

