

SUNSHINE

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UMBRELLA ...





# A SHORT GUIDE FOR YOUNG ENTREPRENEURS

Do you want to have your own business? You think you have the abilities to be a good entrepreneur?

# A SHORT GUIDE FOR YOUNG

## ENTREPRENEURS

Nowdays, in our society, more and more young people are starting to make their own business like an alternative to a “standard job” .

Before you start your own business you should know very well what you like, what you know to do better, if you have real and good experience in the field you want to activate and finally but not the last to have some money to start it. Because you are for the first time in a business you need to know what kind of business suits you better in order to understand how things spin around.

If you ignore all we've mentioned by now there are major risks to start a business in a field unknown for you and before you realize your mistakes will suck off the entire budget.

Instead you look for people to finance your business you better allocate the time to win more money and to invest in your own business.

Is very important and also very efficient to manage your time correctly. You have to know to explain to others the details of your start-up that way to gain a simple and strong communication with your partners, clients and so on.

Some of the major features for a young entrepreneur are: intuition, creativity, productivity, patience, charisma, persistence, innovation, efficiency and also have to be fearless and friendly.

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## **10 POWERFUL SOCIAL MEDIA MARKETING**

Social media marketing is all about making connection and building relationships. Are you looking for new social media marketing tools? It's not always easy to know which tools are worth checking out or how to use them.

# TOOL

In this article you'll discover 10 tools to add to your social media marketing tool box and why you should consider using them.

- Quill Engage is a free tool that connects you with your Google Analytics account and emails you weekly summary of your data. It tells you about your site's traffic growth or decline, where you traffic came from the previous week, which post got the most traffic and much more..
- For many people BulkBuffer is the coolest social media marketing tool. It's perfect if you're looking to share content from a large source or plan your sharing schedule for the week.
- Post Planner is an app built inside Facebook that offers a value packed dashboard to help you manage and enhance your Facebook strategy. This app allows you to schedule posts on your business page, your personal profile or any group pages you own and manage.
- Bunldle Post is a programme that lets you build several days worth of personally curated social shares in very little time, which frees you up to focus more on engagement.
- GitHub is a development platform and version control system (albeit a massive cloud based one) like CVS or Supervision.
- The KingSumo headline testing plugin for wordpress, gives you the option to create additional test headlines for your blog post right in the editor. After you publish, the plugin rotates your headlines to see which one performs best.
- Inkybee is a tool for blogger research and relationships. Building relationships with people who publish and share content has huge benefits over the long-term, including important social and search benefits.
- Buzz Sumo it's an effective way to research, analyze and identify what's happening around your industry in real time. You can also find top blogs, influences and topic based on any keyword or phrase.
- Circoscope is the easiest and most powerful tool available for managing circles on Google+. Circles play two main roles on Google+ :Filtering content in your news stream and notifying target audiences of new content.

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- NOD3X is a social network analysis tool that helps you build relationships with influential people interested in your topic and grow your reach.



## **THINKING UP TO THE FUTURE**

In 1987 The European Comission developed the first Erasmus programme, addressed to the young in order to develop a new kind of society.Now, after 29 years , the process still go on in this direction.

# PROGRAMMES

Warning! Do not read it if you don't want to make a change in your life. Because I plan to present to you some interesting instruments that can help you to find a new job or to increase your experience, and of course, make a lot of memories.

Since 1987 the Erasmus Programme has changed millions of lives, helping students for all around E.U. to adapt better to the modern society. Speaking about the new society, I mean the globalization process which influences more and more the modern day Europe. Personally, after my 6 month experience of Erasmus in Italy I can only say that it turned me over for ever. Another programme developed by the European Commission for the young is the EVS (Erasmus volunteering service) which offers to you the possibility of spending between 2 weeks and 10 months in a foreign country, working on a volunteering programme. Personally, I think that it is an excellent opportunity that can increase your adaptability and develop your personality. So why not?

Keeping on with the Erasmus programme, let's think about the Erasmus internship programme, which can be an excellent possibility for a student who has just finished the university. It could help you with the needs of finding a good internship, just before starting a job.

EURES, an European platform is a perfect solution if you plan to find a job abroad. Just have to register, find the job from the announcements that are posted and apply. It won't cost anything, but the advantages can be huge if you are accepted for a job which doesn't exist in your country or who is much more paid abroad.

Erasmus for young entrepreneurs is my last suggestion, but one of my favourites. Why? Because it helps young entrepreneurs who have just started to develop a start-up, or just young people who have ideas to find a host company. The programme lasts for a maximum of 6 months and offers the possibility of sharing ideas, in order to improve existing businesses or even to create new ones. In conclusion, it is obvious that each one of these opportunities can help each one of us in an effective way. They provide us not only the experiences, but also the possibility of finding a job or starting a business. Because it is important to act, and to make things happen.

Because it is up to you to stop dreaming and start your dream!

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# THE GAME

HOW TO MAKE A GOOD CV

# THE GAME

## HOW TO MAKE A GOOD CV

Q1- What you put in a CV?

- a) A personal journal on internet;
- b) A CV provides a summary of your education, work history, credentials and other accomplishments and skills;
- c) A CV include information on one's academic background including teaching experience, degrees, awards, publications and other achievements;

Q2- What you should put mandatory in your CV?

- a) Your child life storie;
- b) Relavant details;
- c) Reasons for leaving last job;

Q3- How long do recruiters spend reading your CV?

- a) 3-5 minutes;
- b) 1 minute;
- c) 5-7 seconds;

Q4- How to layout your CV?

- a) Chronological order;
- b) Highlighting your skills;
- c) A mixture of a chronological and skills based CV;

Q5- How long should be your CV?

- a) Longest as possible with lots of information about you because nobody is reading the short CVs;
- b) Very short;
- c) Maximum 2 pages;

Q6- What kind of photo is appropriate for a CV?

- a) A personal with you;
- b) A full body photo with you;
- c) A portrait of you taken from the front at high qualitie;

Q7- How design is necessary in your CV?

- a) Is depend of what kind of job position you are apply;

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- b) The design is most important thing because is about your creativity;
- c) The design is not important, just take the relevant information to the CV;

**The Sunshine under Umbrella's team:**

*Eleni*

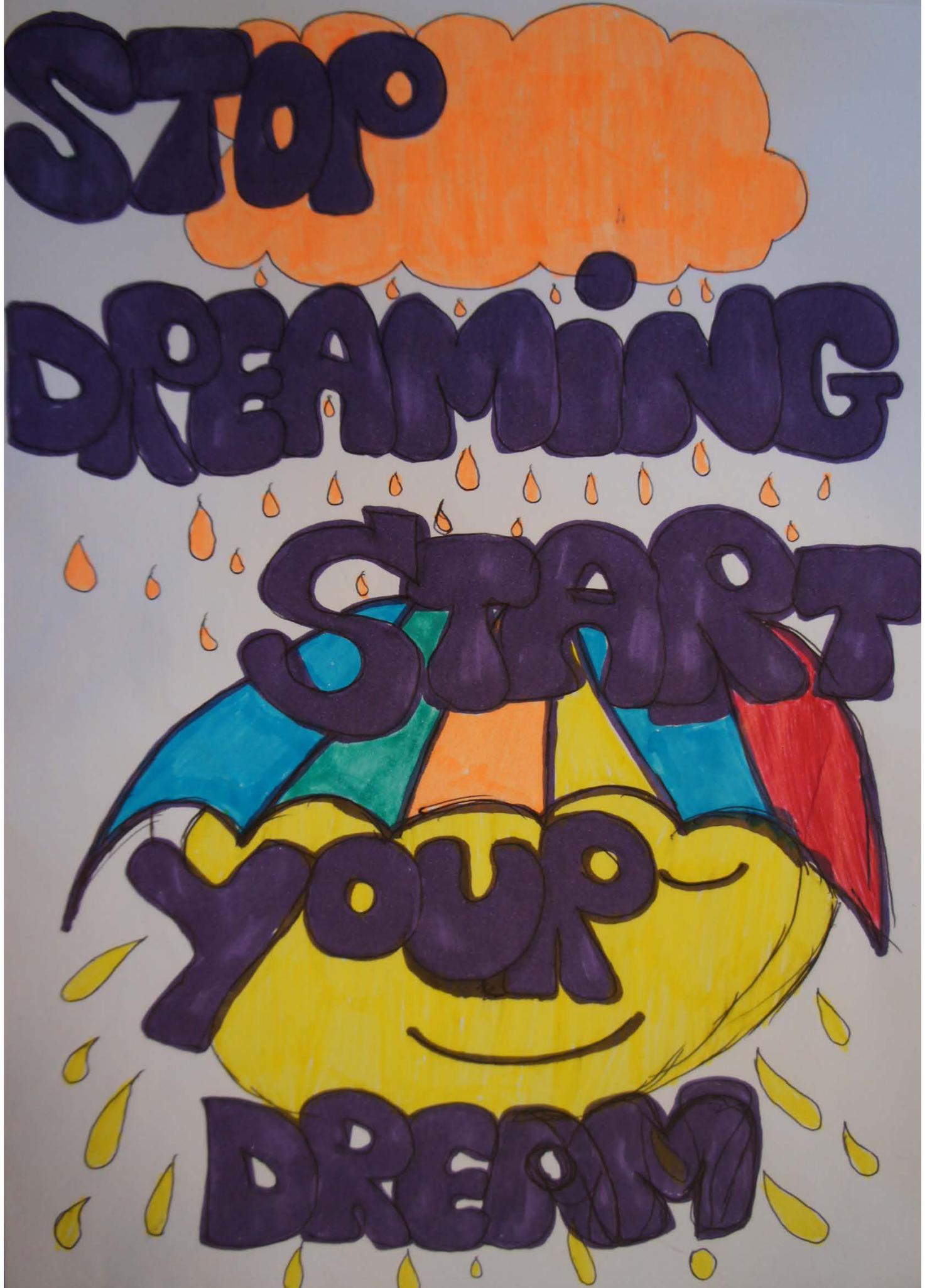
*Gatu*

*Jasmine*

*Jani*

*Stefan*

**Thank you very much for your attention.**



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