

# JOB WIZZ

JUNE 2016

KICKSTART YOUR CAREER

Getting started:  
Tips for  
starting your  
own business

Test  
your CV  
with our  
game

Social Media:  
gamechangers  
for your  
business

## EVAN SPIEGEL

Started from sexting  
now we're here



# **Social Media: gamechangers for your business**

We are living in a society where Social Media changed the way we live, the way we buy products, the way we represent ourselves.

So why aren't you using Social Media as a promoting tool for your business?

You should do it.



Here 3 reason why:

- More than 70% of internet users use Social Media
- Less expensive than newspapers and TV
- It's easier to interact with your costumers

Trough Social Media you can create your perfect campaign for your products, event, services.

You need to familiarize yourself with how each network runs, the kinds of audiences you can reach and how your business can best use each platform. We profiled the top social media platforms so you can learn more about them and market your business better.

Facebook is the biggest social network on the Web, both in terms of name recognition and the total number of users. it's a great starting point for your business, regardless of your industry. You can use it to share photos, videos, important company updates and more. Additionally, Facebook can be more low-maintenance than other social networks – whether you post several updates a day or only a few a week won't make much of a difference in terms of what your fans will think of you.



With Twitter, you can share short (140 or fewer characters) text updates, along with videos, images, links, polls and more. You can also easily interact with other users by mentioning their usernames in your posts, so Twitter is a great way to quickly connect with people all around the world. if you maintain an active Twitter presence, customers who are also active on the platform will seek you out to express concerns or share their praise.



# Getting Started

## Tips for starting your own business

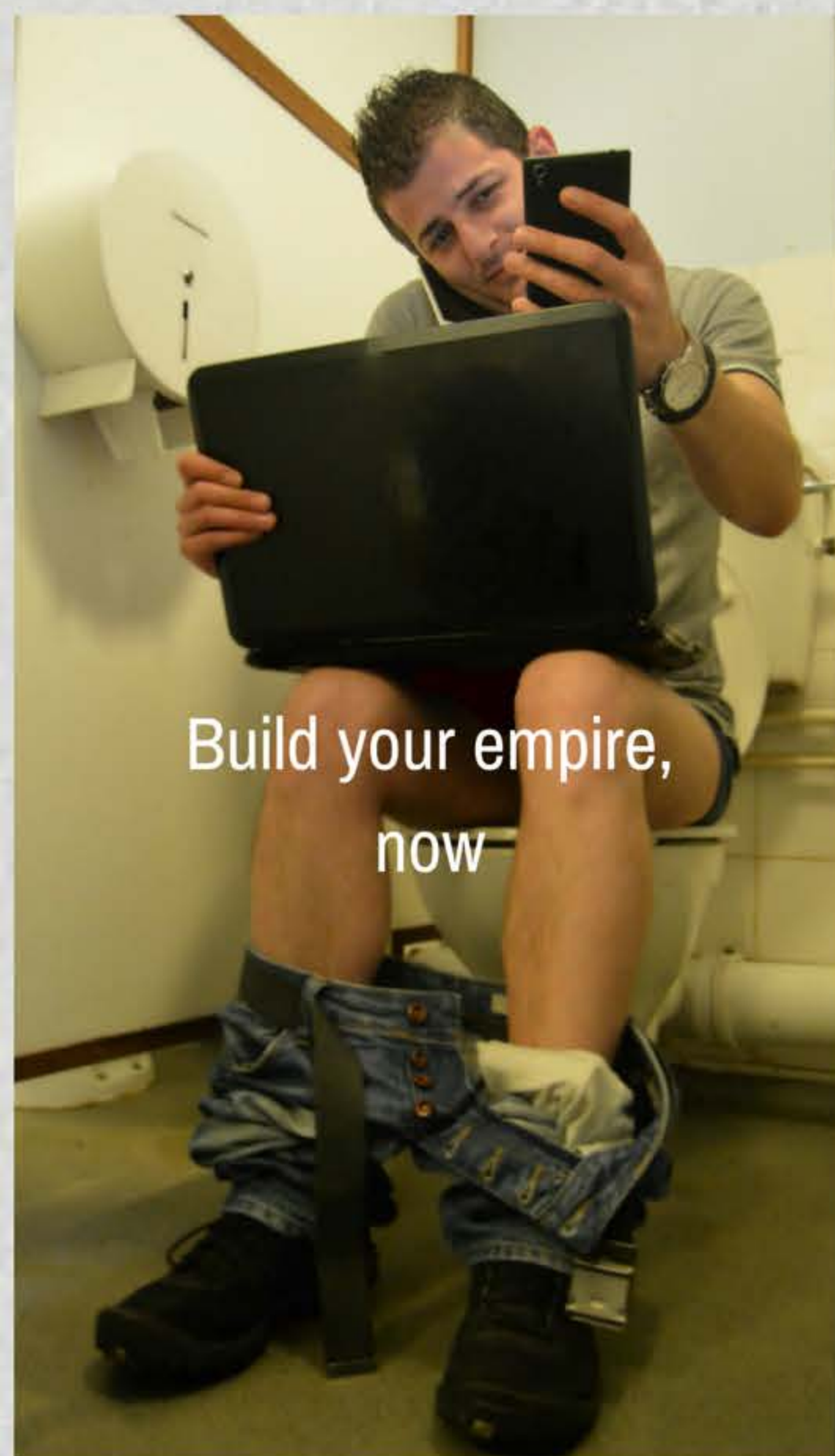
When you think about the never-ending ways how people make money one easy question might come to your mind- Why not me? I have what it takes, I can establish my own business. But, how to do that?

Ideally the process of starting your own business would go like this: you come up with amazing innovative idea – it will attract a lot of sponsors who want to support it- you will receive a lot of money to get your business started- everything goes perfect and you will make a profit almost immediately and start expanding.

How easy, right?

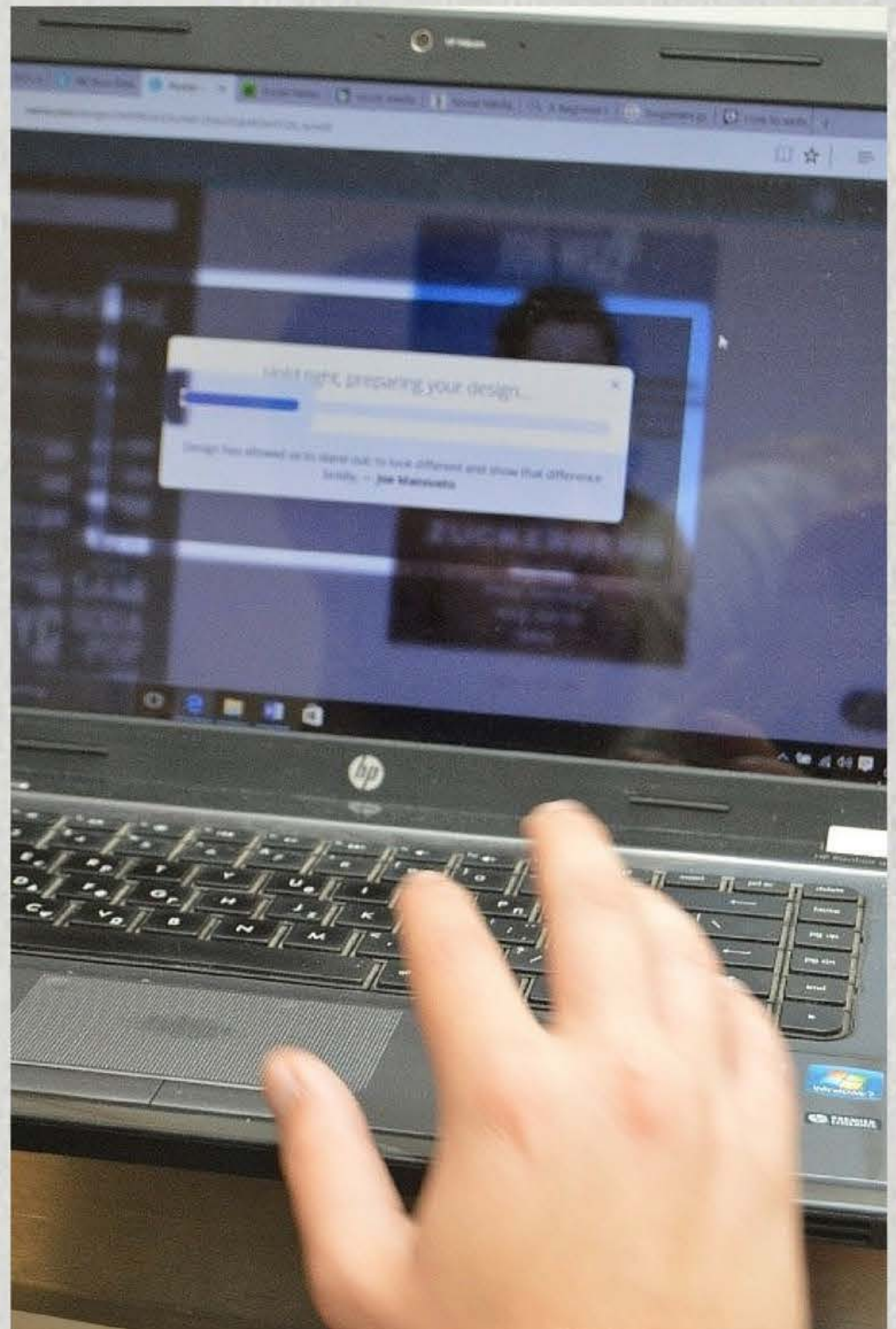
In reality this is NOT how it works and not everything- sometimes nothing goes according to plan. You might be living treasury of amazing futuristic ideas but if you do not know how to sell them than they can only be useful as a way how to brag about yourself at parties. However, we have a good news for you. Jobwizz knows how to help you out.

Get inspired by our 3 tips how to start your own business from the beginning.



# **Your own experience is the most important**

When thinking about your ground-breaking idea and the way how to fill up the gap in the market, firstly, try to work with something you know, something that you are familiar with. Your own experience. It does not matter if it sounds silly at first. The founders of [Appetise.com](https://www.appetise.com), which is a service that offers its clients a range of food to



order online and delivery to your doorstep, came up with this idea when they realised it was too complicated to order food for more than one person via phone in university dorms. .

The idea came from their own feeling of shortage of product or service. There is always this possibility that someone else feels the same way about something. Find what are you missing and work from there. It's always easier to start from yourself

## **Get people to talk about it**

With the impact of social media on our everyday life it has never been easier to make something go viral, to inform as many people as possible about something in a blink of an eye.

So get people to talk about your product: set up a Facebook page, Instagram account or make a video on Youtube.

It's easy and free! You will not only gain a platform of future customers but also spread the info around for sponsors and investors.



## **Do not forget to register**

Apart from all this creative process that we need to go through, we cannot forget to pay attention to the legal necessities like Business registration or tax registration. So register your business at Companies House and HMRC for your taxes as soon as possible to avoid being penalised with fines reaching thousands of pounds. Of course the legal obligations differ from country to country so before you get all excited study your country's law system so you don't make any pricey mistakes.

# Started from sexting now we're here

Imagine that you would get an offer for contact from Facebook of 3\$B at the age of 26. Amazing, right? Now imagine that you would say no to that offer.

This is actually exactly what CEO of Snapchat **EVAN SPIEGEL** did. Evan Thomas Spiegel is an American entrepreneur and cofounder of Snapchat.



A little more than two years after leaving Stanford University, Snapchat's co-founder sits atop a hastily established empire that is already worth billions in the eyes of would-be acquirers -- including Facebook, which reportedly offered to buy Snapshot for \$3 billion in cash. In 2012, Evan left Stanford to focus on Snapchat shortly before completing his degree. While studying product design at Stanford he proposed Snapchat as a class project. Spiegel co-founded the mobile application Snapchat along with Robert Murphy and Reggie Brown.

Snapchat allows you to send a picture which will only be stored in the data of your phone for 24 hours. For this reason the app was firstly used for inappropriate use such as sexting. But, Spiegel defends the app saying that the app is now mostly used during the working hours which is not the best time of the day for sending nudes.

Spiegel came from a wealthy family of lawyers. He enjoyed luxurious lifestyle and was given the best education he could get. Despite experiencing his parents divorce in his teen years he was exceeding in his studies. After graduating from high school he started his studies at Stanford where he deeply enjoyed classes related to design which obviously helped him in his future work.



**Test your CV  
with our  
game**



1. You had an unskilled labour job 4 or 5 years ago, to make some pocket money. You are proud and it was your first job. You intend to write about this in your CV.

A) Yes, I think it is highly important to mention all the jobs I've had in the past.

B) Yes, I will just mention but not give out a lot of details.

C) No, I will leave this info out completely.

It is best to include all of your job experiences, give more details about your most recent qualifications and summarize the oldest.

2. You are considering to include in your CV:

A) date of birth, marital status, race, gender or disability

B) a list of schools you attended with grades and addresses, a long list of hobbies

C) IT skills, voluntary work, foreign language competency, driving skills, leisure interests

All of these qualities demonstrate team skills and organization/leadership skills, which are a big asset for the employer.

4. The right structure for your CV is:

3. Now go over your CV once more. Which of these words should appear?

A) Responsible for, failed, health problems

B) flashy fonts, abbreviations, current or expected salary

C) Acquired, organized, manage, target

A) Personal Details, Personal Profile, Key Skills or Technical skills, Employment or Work History (if any – Most recent job first), Education and Training, Personal Information

B) Personal Details, Education and Training, Personal Information, Personal Profile, Key Skills or Technical skills, Employment or Work History (if any – chronological order is not important)

C) Personal email address (sexylorenzo93@gmail.com is accepted), Personal Profile, Education and Training, Personal Information, Employment or Work History (if any – chronological order is not important), Key Skills

Correct answers: B, C, C, A

Congratulations!

You got all of your questions correct!

Last but not least, don't forget!

Your CV has to be

- targeted to the specific vacancy, role or sector you are applying for
- clear and easy to read: logically ordered, a sensible font, and not cramped
- informative but concise
- accurate – in content, spelling and grammar
- short
- positive.

# The End