

---

# entRE:START

powered by Erasmus+





*Winners never quit  
and  
quitters never win.*

*- Vince Lombardi*

# Start today!

by Stefana Lazarean

## Start asking the right questions: WHY?

Figuring out what drives you, what gives you the energy and motivation to get out of bed in the morning should be the starting point when thinking about initiating something on your own. Before going out there and setting a new business you should not only discover your passion but also the why behind that specific passion. Because defining an inspiring vision for yourself and the core values that can guide you in fulfilling it will bring you the clarity and the boost of energy you need throughout the stress and challenges of opening and managing your business. And in the end..

**“People don't buy what you do; they buy why you do it. And what you do simply proves what you believe”**  
— Simon Sinek, *Start with Why: How Great Leaders Inspire Everyone to Take Action*

Just like the well known leadership speaker Simon Sinek states, your beliefs will naturally flow into your actions, into your way of making business; and this way of distinguishing yourself among the business community is a defining factor for your future success.

Your foccuss however shouldn't be on solely defining your authenticity but on finding ways to use the best of your skills and abilities to create, inspire and bring value for the community you are part of.

## reBuild your circle of trust

The people we connect and keep close with have a transforming effect on our way of thinking, career and ultimately on our life. We become like the people we admire and follow, so we should become more intentional when choosing our friends, our contacts and our business partners.

You can benefit a lot from the knowledge, experience and contacts of young entrepreneurs, experts and professionals in your community. Identify the key influencers in your community, the kind of events and projects they participate in and become part of that community!

Before trying to become interesting you should become more interested.



## Dare to fail

As young professionals, we fear failing but the real problem is not trying and not succeeding it's actually not taking the full advantage of these learning experiences.

You can't avoid risks and failures if you are to grow and develop your game.

Being in your first years of professional experience gives you more space for trying and failing, for experiencing and defining your own style of leadership, so don't miss the opportunity: do try, do fail but be smart about it!

## Know your numbers



Last but not least, in order to be able to manage a business you should first learn how to manage yourself: your time, your budget, your relationships.

Don't wait for the first working day of your business in order to start learning about how to keep a track of your expenses, calculate the exact amount you earn and spend in one month, plan to save and invest part of your capital.

When budgeting for a business you will find this kind of knowledge and skills most useful. It will help you anticipate many of the pitfalls that entrepreneurs face in the first months of their activity and it will also help you prove yourself to be trustworthy and experienced in the eyes of your investors and business partners. So, yes, do know your numbers well!

# HOW TO MAKE YOUR FUTURE OCCUPATIONAL CHOICES

by Maria

## Have you ever made a choice and you were changing it all the time afterwards?

If you want to be sure about your occupational choices, there are some steps that you can follow so your career will be ideal for your expectations!

### STEP 1: SELF ASSESMENT

At this first step you have to gather information about yourself by using a variety of tools, like Minnesota Importance Questionnaire (MIQ), Survey of Interpersonal Values (SIV), or Temperament and Values Inventory (TVI). The results of these tests are depended on your interests, work - related values, aptitudes, preferred work environments, developmental needs and realities. It would be good to choose to hire a career counselor who will administer a variety of self assessment inventories.

### STEP 2: CAREER EXPLORATION

For a career exploration you should read about the occupations that appear to be a good fit based on the results of your self assessment and learn about any other occupations that interest you. Also, at this step it would be good to use labor market information to gather more data about these occupations and about the industries in which you might work.


This is a good time to conduct informational interviews and arrange job shadowing opportunities. On an informational interview, you will ask people employed in an occupation that interests you questions about his or her job. Job shadowing involves following someone around at work in order to learn more about a career.

### STEP 3: MATCH

When you will accomplish step 1 and step 2, you will be ready to fit an occupation that is the best for you. You should give serious thought to how you will prepare to enter your chosen career, the costs associated with education and training, and whether you will face any barriers.

### INTRODUCTION

It is commonly known that each person has different values, aptitudes, interests and values. A future occupational choice has to be taken when these characteristics are combined with the personality type. For many people the process of making an occupational choice is a stressful and frightening prospect.



Make good choices today  
so you don't have regrets  
tomorrow.

Picture Quotes.com

### STEP 4: ACTION

Finally you did it! Now it's time to put together a plan to reach your goals and start moving forward. First, you should write a career action plan where you should identify your long-term and short-term goals. Then, it would be ideal to apply to colleges or graduate schools or an apprenticeship program and develop a job search strategy. At the very final stage, you should compose cover letters and prepare for job interviews.



# The ideal job

by Marianna

Our job is an important part of our lives as we are spending so much of our time working. So what would the ideal job look like?

## Connecting your passions with your competence

When thinking about the ideal job, one thinks about the kind of work one loves instead of feeling bored or anxious about. Waking up each Monday to such a job would fill you with enthusiasm and inspiration at the thought of doing what you are best of while connecting with others and getting a profit out of it. This would mean having both your heart and your mind in the same place. When someone is given the chance to do whatever they want they shouldn't settle for less than this. Your job should be based on your skills and competences and allow you to express yourself.

## Self-awareness is KEY

People should be aware of their strengths, skills and abilities when looking for a job that would suit them and bring them fulfilment both professionally and personally. This is



where the career orientation services become essential; the government could play an important role here by funding such opportunities for youth and people looking for a career shift.

## Learning by doing

For further discovering oneself wanna-be-entrepreneurs would most benefit from some hands-on experience like internships, job shadowing and apprenticeship opportunities funded by the state or by EU funds. The best way of deciding upon whether entrepreneurship is or isn't for you is if you could just try it for a while without bearing all the risks and costs from the start. Many times the problems young graduates face is not only the lack of financial capital but also the lack of trust

and support from other people experienced people.

## Redefining creativity

Using your natural strengths in your job is not only easier and less frustrating but it's actually more inspiring, allowing you to be more relaxed and creative in the same time. Expressing oneself shouldn't be restricted only to the well-known creative jobs, as in design, arts, culture and so on, but could become an essential part of every job. Companies could benefit a lot by the original input of each person they employ as we are each unique and interesting individuals.

In my perspective an ideal job is one who reunites all of this ingredients in one mix which is both fulfilling and profitable.



## Meet Milen, one of the 100 TOP DJs in Europe

by Silvie Svobodova

This month we have done a quick insight and welcomed Milen Yanev, a 27 year old Bulgarian DJ owning his successful company MAX Event, selling over one million records in 2016 in the whole Europe. Although Milen began his professional career in his eighteens, he was already djing at home since his fourteens. He has study the Technical University in Varna with a master degree of Management and Industrial Engineering. "But music has always been my dream, in particular deep house. It was my first choice and the devotion of the most of my time." Milen comments the djing as not only being a more profitable profession, but also much more enjoyable.

He has become an entrepreneur and settled up his own Djing company in 2015, ranking MAX Event a number one in Google. In the beginning things were not easy at all, Milen was still studying and he had to borrow a lot of money to get himself a proper equipment (2 Pioneers CDJ 2000 Nexus), but he never gives up, for him there are just things he wants to do and doesn't want to. So little by little his name started to become more and more famous and people were recognizing him on the streets. Nowadays he is playing on private parties, events and in fancy bars, choosing only high clients, his team consisting of four members.

Milen's day is completely different from the ordinary days of the majority of the people. As he is a workoholic and obsessed with his dream job, he goes to sleep at 5 a.m. and wakes up at 10 a.m. because from that time the clients are starting to call him and he starts to check the facebook with new music. That basically means only five hours of sleep per a day. But this life is a life he has chosen and every day he has to listen to thousands of songs to find THE right one and make it a hit of the party. Milen is simply the brave man, who knows what the DJing industry needs. His advice to the world is: "If you don't make a first step, you will never be a successful entrepreneur. Make a profit from your profit"



DJ EQUIPMENT RENTALS



[WWW.MAXEVENT.BG](http://WWW.MAXEVENT.BG)

## SUCCESS IS NO ACCIDENT

1					S								
2					U								
3					C								
4					C								
5					E								
6					S								
7					S								

1. A candidate with great ambitions but without any experience
2. You start it in order to become more independent
3. The first input you think of when starting a business
4. If you have it you are more confident
5. The target of your business strategies is ...
6. A smart person always has a ...
7. The source of your motivation