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WRITE RESUME LIKE A MARKETING BROCHURE, AS A LIST OF BENEFITS TO THE EMPLOYER DISCIPLINE HARD WORK AND HARD WORK WORKS



By : M.S.Yatnatti Editor and Video Journalist Bengaluru : Write resume like a marketing brochure, as a list of benefits to the employer .The biggest mistake that people make when it comes to writing a resume is, 'writing' a resume you often make a list technical achievements and so the resume will actually look like a manual. Instead, they should be writing it like a marketing brochure, as a list of benefits to the buyer. Think about the greatest value-creating experiences, the experiences you might have had working on a team. Use not only action words, but also success-action and active words. For example, 'driving', 'growing', 'leading', are positive, affirmative action words. The best advice on cover letters is to keep them short and to the point. Understand what the employer is looking for. Have your cover letter be specifically targeted to the individual employer , and speak to them in their language. Use their words and values and specific to their job description.

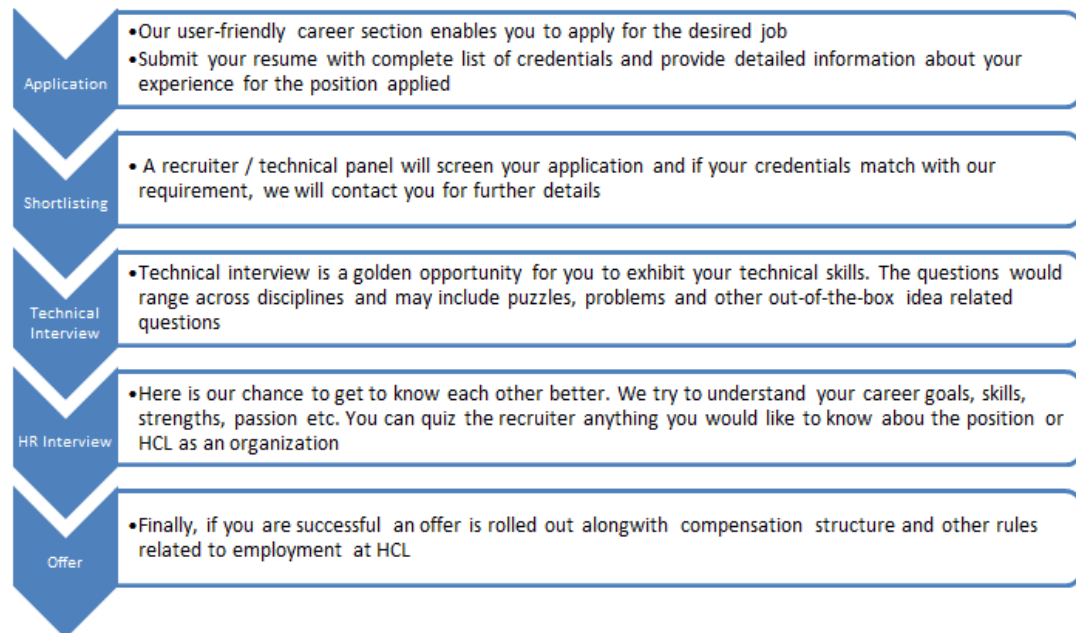
Please note that everyone is not successful and success depends n many factors and parameters .According to start up mentors , there are three primary motivations: One, you see yourself as very good at something and want to do more of it. Two: You see a problem, and you believe you can solve it ingeniously. Three: You see an opportunity to make money. Answer the critical financial question: Who will buy what you intend to sell? Why, and what determines their ability to pay? Do not assume that the market is visible and available. Be prepared to work hard, work long, and work with focus when things go wrong. A successful business can look back and identify the steps it took to get where it stands today. That is the benefit of hindsight. A business must find a way to persist, persevere and plod on. That needs a tremendous amount of positive energy, willingness to learn new things, heightened awareness about the micro and macro view of what is going on and persistent ability to rework. Work from home is most challenging and comes with own set of distractions as you will be living with parents spouse or children's and you need to set boundaries and you need to have ground rules established and you could consider converting your living room or bed room converting it as your work station or you could go for a nearby co working spaces or local coffee shop or community working spaces . Your portfolio is your asset advertise oneself and additionally continuously enhance your skills by online learning by investing on self learning and armed with this and other primary requirements you can start making money from home but be careful about pitfalls of freelancing. Upgrading your skills ,knowledge and expertise is the only way to grow .Contracts and payments scope of work charges deadlines advance and payment terms revisions and termination fees point of contact and copy rights and portfolio use need to be predetermined and clarity should exist in contracts and agreements including GST as goods and service tax of 18% is applicable to services . Technology freelancers are on a roll who have skill sets into new age technology like data visualization digital marketing and social media specific areas like google digital marketing data science analytics android app development and iOS app development programmes are witnessing a shift towards individuals choosing to be freelancers or entrepreneurs. The market rate for freelancers depends on the specific industry. Freelance writers for instance will calculate their hourly rates based on words typed per hour .To get a better understanding of your industry wage, you can check out the by Googaling Freelance Income Reports 2016 on internet .It is reported that few market research reports recently surveyed over 23,000 freelancers from numerous industries to determine average hourly wages. While the worldwide average hourly rate charged by freelancers is \$21, the rate per industry varies heavily. Freelance web designers earn an average hourly wage of \$23 per hour, for example, while language translators earn approximately \$17 per hour. It roughly translates Indian rupees 1500/- per hour .Competitors' rates shouldn't necessarily dictate your own; however, understanding the average hourly rates of other freelancers with similar skills, education and experience will ensure that you aren't pricing yourself out of your market (either by charging too much, or too little).Freelancing opportunities are growing rapidly across many industries. Finding work is perhaps single most the toughest part for a freelancer. He has to knock on many doors and spend time, money and energy trying to get work. You can grab freelancing assignments not only in your city or in India but literally in any corner of the world. According to one report , every third user of Freelancer.com is from India.The US-based website helps freelancers get assignments and takes a cut when the deal is done .It's a trend that is slowly catching on. A growing number of professionals is junking regular employment to try their hands at freelancing. They are driven by the dream to be independent and work on their own terms without the straitjacket of a 9-to-5 job. To be fair, freelancing does unshackle the individual from the tyranny of corporate hierarchy. The jobs are everywhere. What you need to do is find the niche that matches your expertise. "Don't go by just the current demand, but also assess how it will shape up in the coming years. It pays to keep yourself abreast of the latest developments in your chosen field and keep researching on your business and developments happening.The websites giving freelancing jobs need to be properly researched .freelancer.com,worknhire.com,ayushveda.com,instastudio.co,bhance.com,elance.com,peopleperhour.com, are few of them . However, do conduct a background check before you deal with these websites. Ask other freelancers about their experiences and other details. Social media sites like LinkedIn and Facebook have changed the definition of networking. Apart from the money factor, freelancing takes away a lot of your free time. For clients, a freelancer is a vendor they can call 24x7. Don't be surprised if you get calls at 8 am or 9 pm from a client. This is especially true if he is based abroad and is on a different time zone. "If you are working on a project with tight deadlines, you may have to forget your weekends,". For starters, there is no stability of income as in a regular job. As they say, you have to dig a well every day to drink water. You can never be sure about the next project. For those saddled with financial responsibilities, it can lead to a sticky situation if there is a long dry spell on the work front. The other problem is that when you start out, you cannot quote very high rates. Few of freelancing opportunities: Content writing general Rs 1to2 per word and special technical and professional writing Rs 5 to 10 .E-Tutoring for lower classes Rs 200 per hour and 600-800 for professional courses .Data analysis 400-800 per hour .Corporate training Rs 5000/- to 20,000/ per training session of 4 hours. Website design Rs 20,00/- per website .Freelance recruiter Rs 5000/- to 20,000/- per placements.Do you have the passion to excel, urge to be creative, a never-ending thirst for knowledge and the desire to grow? Then, Indian ICT companies are the right place for you because they focus on building a culture of innovation and breakthrough thinking, which results in value creation. The work environment and corporate culture ensures your personal and professional development along with the overall growth of their organizations.

Freelance Recruiters: IT companies need to recruit the recruiters and partner with Freelance Recruiters / small and effective search firms / recruiting or staffing agencies / recruiting vendors if they want to be super successful.A study by IT expert in recruitment process outsourcing shows that the recruitment industry is going through a crunch of 200 professionals every day. IT companies need to build the militia for the warfare. Simultaneously, build the army," is the advice of , Lead, HR and Recruiting, experts in India, for young HR managers. The `War for Talent is a reality, and it need to handle the problem of the growing lacuna in HR talent, particularly recruiters, in the country. It's clear India does not have enough HR horsepower to handle the needs of the IT/ITES (IT-enabled services) industry. These sectors in the country, expected to employ about two million people by 2017, i.e, double the number of people they employ today, will predictably suffer from a severe shortage of competent HR talent soon. According to industry estimates, in the people's business, for every 50-75 person recruited, one HR job gets created. This roughly translates into a demand for 40,000 people skilled in the HR area for the tech sector alone in the next three years.This excludes the needs of other booming sectors such as retail, telecom, textiles and the recruitment industry itself, which needs as many people. A study by IT recruitment process outsourcing firm, shows that the recruitment industry is going through a crunch of 200 professionals every day.Large organisations are often recruiting in excess of 1,000 people per year and one recruiter can effectively handle 5-20 placements a month. Generally recruiting teams are often as large as 15-20 people, with some organisations having recruiting teams with over 150 people. If you don't have people, you lose billing hours which translates into loss of revenue." Therefore the war for talent is now beginning at source: i.e., hirers are being hired first, both at recruitment divisions of companies and at recruitment firms. The country produces one million graduates every year. With a little bit of training, this pool can be filled easily. Readers can look into List of websites of IT Companies in India at <http://memberdirectory.nasscom.in/MemberCompanyFreeSearch>. Contract Staffing is dependent completely on the Staffing Partners empanelled.

According to industry estimates, the current RPO market is around Rs. 10,000 crore in India with HR companies offering RPO as one of their services. Be alert as a job scam occurs when someone offers you a fictitious job opportunity, typically through a false website or unsolicited e-mail. The victim is often asked to provide personal information and/or payments to the solicitor. If you get a job offer that seems like it's too good to be true, be sure to do your homework – it probably is. Scammers are beginning to use well-known brands to entice job seekers to apply to their fictitious positions.It has been observed and reported and alleged that that certain agencies/individuals have been making job offers on behalf of Accenture and other IT companies. in exchange for money. Important notice about careers at Accenture is published at Accenture website at www.accenture.com/in-en/careers/important-notice .Accenture has not authorized any agency, company or individual to either collect money or arrive on any monetary arrangement in exchange for a job at Accenture. Accenture's criterion for hiring candidates is merit. Any agency, company or individual offering employment with Accenture in exchange for money is misrepresenting their relationship with Accenture, which has not authorized any such action .Accenture reserves the right to initiate police complaints against any individual or entity that is found to be engaging in such an act. Accenture is not obliged or bound to honor any job assurances made through such means, particularly in exchange for money. Accenture has appointed professional recruitment agencies to extend / offer employment to Accenture, subject to those candidates possessing the relevant skills. If you are approached by any entity or individuals who demand money or any other form of compensation in return for a job offer at Accenture – even if they present themselves as representatives or employees of Accenture – please send us the details at india.fc.check@accenture.com.Accenture now sends out digitally signed offer letters to candidates who are shortlisted to join us. These offer letters contain a unique reference number on the bottom of the first page in the document. A candidate can check the authenticity of the offer letter by visiting the site <https://india.jobs.accenture.com/CheckOfferLetter.aspx> and providing the required information. For any clarifications, do reach us on recruitment.support@accenture.com.According to press reports, Accenture plans to hire and spend on acquisitions, as it invests in new technologies at a scale that far outstrips its Indian rivals.. Accenture's main goal today is to give companies whatever technological and strategic solutions they need to collaborate with their clients in order to help them become high performance businesses.Business owners who are interested in the business solutions that Accenture may be able to offer them can look at their website for more detailed explanations of what their company can offer you in terms of consulting, technology, and outsourcing.Their website has conducted research on how improving these areas of your business can help you become more successful and more profitable. If you think their solutions can work for you, you should contact the company directly to see how these solutions can be personalized to your needs. Legit hiring managers will have their company's name as the ending of their email address (think: name@mashable.com) When a potential boss reaches out with an AOL, Gmail, Hotmail or any other non-company email address, though, red flags should be waving madly at you. Hiring managers and recruiters will send their correspondence from their business email address, not their personal one. It's easy to set up "clone" sites that mimic legitimate head-hunters and recruitment agencies. As many are based offshore, where legal niceties may be ignored, the real companies have great difficulties in closing them. Fraudulent offers are a matter of serious concern across the IT industry today. Watch this video to find out more about the problem and what you can do to avoid falling prey to recruitment scams. Share this information with your colleagues, friends, and family and help spread the word More on HCL's Work Culture <http://www.hcltech.com/everything-hcl>.The interview process at HCL is reproduced .

Instant Messenger whatsapp and Telegram are have announced a new feature that will tell people in your contacts where you are. The Live Location sharing feature is short-term with users controlling all aspects about who to, when and for how long. The feature will come in handy to tell everyone where you are and if you are safe, it would also be a great way for friends and family to track you if you are expected somewhere or are on a trip."This end-to-end encrypted feature lets you control who you share with and for how long. You can choose to stop sharing at any time or let the Live Location timer simply expire," Whatsapp blog said, adding that feature too was end-to-end encrypted Instant Messenger whatsapp and Telegram are a great way to do business if used properly within legal limits. With Telegram 4.1, we're increasing the maximum size of supergroups to 10,000 members each. That's a lot of people packed into one group, and now users and admins can use search to find specific users among them: Nearly no-cost no-frill .If used smartly it can change the way communication is done in India and across the globe .The world is literally running on communication .Be it is job application or a political campaign or anything under the sun communication is pivotal for their success and with gamut of brands rapidly using to communicate with their consumers and customers on daily basis .The companies are providing their what's App numbers in tier advertisements so that potential customers could enquire about their products and services .For instance, if you own a furniture shop, you should use our WhatsApp Marketing to send many pictures of new stock items to existing customers and new customers. Change your display picture to your products: And change your WhatsApp status to either your website or an obviously marketing status. For instance: "Get in touch with me in case you're looking to purchase quality furniture".WhatsApp and Telegram as a tool to organize: Today, WhatsApp marketing is one of the best instruments to organize

people for a cause or an event. Supporters of the Politician party utilized WhatsApp marketing brilliantly to organize themselves in different voting constituencies. So the next time you're doing an event, do send a welcome messages to everyone with using our WhatsApp .WhatsApp is a cross-platform mobile application that enables message exchanges across different mobility platforms like iPhone, BlackBerry, Android, Windows Phone and Nokia. It is not even second but before the traditional text messages, a smart phone user can miss your text message but not your whatsapp marketing message. Whatsapp is an application of the next generation as it gives the marketers not only the ability to send media rich bulk Whatsapp messages to the target clients, however it additionally has helps digital marketing professional to reach out to a subscriber base of 900 million client who are on whatsapp. Benefits of WhatsApp Marketing: Now a days WhatsApp is also used as WhatsApp Marketing in US and other country for Promotion of Real Estate, Insurance, Institute, Loans, Education etc. This is the latest trend of Marketing in the world for direct marketing or interaction with friends and family, Now in a day many business man deals on WhatsApp to view/share Picture. This is the best option for those businessman who using Bulk SMS Services or Voice Call. Benefits of Whatsapp Marketing: You can easily send Text/ Image/ Audio/ Video/ Vcard/ Location messages to any part of the world without any additional charges. All tools are very easy to use. You can use your Excel/CSV file format to attach contact list for sending WhatsApp messages and You can target your Premium clients. whatsapp can be used for internal group discussion in the enterprises .The companies can have separate groups for each business units and teachers can have each group for their students wherein important information can be shared with everyone. It is a perfect tool to keep everyone in loop and help each team member by offering information needed. It is interesting to note that while whatsapp is great tool to do business efficiently but Indian companies yet not have embraced it fully .Once they realize the value of this simple App and it could be next big thing in communication space in the country. WhatsApp Marketing is a tool for interaction: WhatsApp should only be used as a tool for quickly interacting with known persons and un-known persons.



Where you live defines how you live. It is where you feel most relaxed, most inspired, most efficient, most energized, most loved and most of all, free. The question to ask yourself is: is your home helping you live your best life yet? Is a space that serves your new hobbies, your new need for compact, multi-tasking spaces, or your greater appreciation of all that is well-designed?

Begin with your living room. Look around and think of the things you enjoy doing there. Do you like to curl up with a book, watching it was a more comfortable hobby? Do you watch episodes back to back, slowly but surely dumping or curating into storage positions on your couch? Do you wish you had more room for friends or even the odd couch guest without committing to a mountain of a dining table in an otherwise compact room?

What about your workspace? Wouldn't it be wonderful if it was more than just a bare desk and chair? What if it could turn into a multi-tasking hub for your entire family? Or do you, as a freelancer, crave a workstation that blurs the lines between work and play?

Making these wishes come to life, is a new perspective on furniture design - Script. Products that are intelligent, purposeful and aesthetically designed around your new habits and activities to give you a fluid living experience.

Now, you can live an uncluttered life every day through good design. Imagine a chair, table, shelf and accessories, all coming together to help you work on your reading list. Or a bed with a swiveling desk that lets you be at your productive best in comfort. Imagine a sofa that invites you to watch movies lying sideways.

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All of these experiences add up to one great living experience - Freedom. With Script, feel free to do what feels natural. There are no rules, no rights, no wrongs. Let your imagination make your furniture multi-task. Experiment with how you could use it more often, for multiple purposes, across multiple rooms, and in multiple ways.

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Ecosystems. Soon in your home.

An ecosystem is defined as a community of interacting organisms and their physical environment. What, you may rightly ask, does this scientific terminology have to do with your home, and the lives we live in them?

Think of the things and spaces within your home as organisms. Built around areas where you feel and behave differently. Collections of objects in different areas seem like they should belong together, work together, develop a relationship with each other. What's a couch without a coffee table to rest your feet? What's a table without a chair?

Think about your living room. By morning you sit through here with coffee and the newspaper. By night, this is where you stream a couple of episodes. On weekends, this is where you curl up with your reader, often sleeping off with it in your hands. It's also where your friends lounge, sometimes without chairs, sometimes. The list of possibilities is unlimited. But your furniture? In that little space? Rather limited.

Imagine an ecosystem made up of pieces of furniture, each created with many purposes, that let you adapt that same space to a new activity with just a couple of pulls, pushes, shifts and lifts. Imagine an ecosystem, table, chair and accessories, all coming together to help you work on your reading list. Or a bed that also serves into a work desk. Imagine a sofa that's great for watching movies lying sideways.

For all the different things you will do on, sit on or around them, the many layers of these sets of furniture and accessories behave effortlessly and spontaneously. They could work alone or come together, to give you a naturally meaningful and fluid living experience. To give you Freedom of Living.

What if furniture could predict your every move?

How are endless to do list? Imagine the possibilities if your furniture could do as much as you. Just like the Flexible Armchair work & rest-home accessories. Discover intelligent, beautiful and imaginative furniture and accessories for a fluid living experience. Discover Freedom of Living.

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