

# Self-employed!

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Phenomenon

Examples

Analyzing

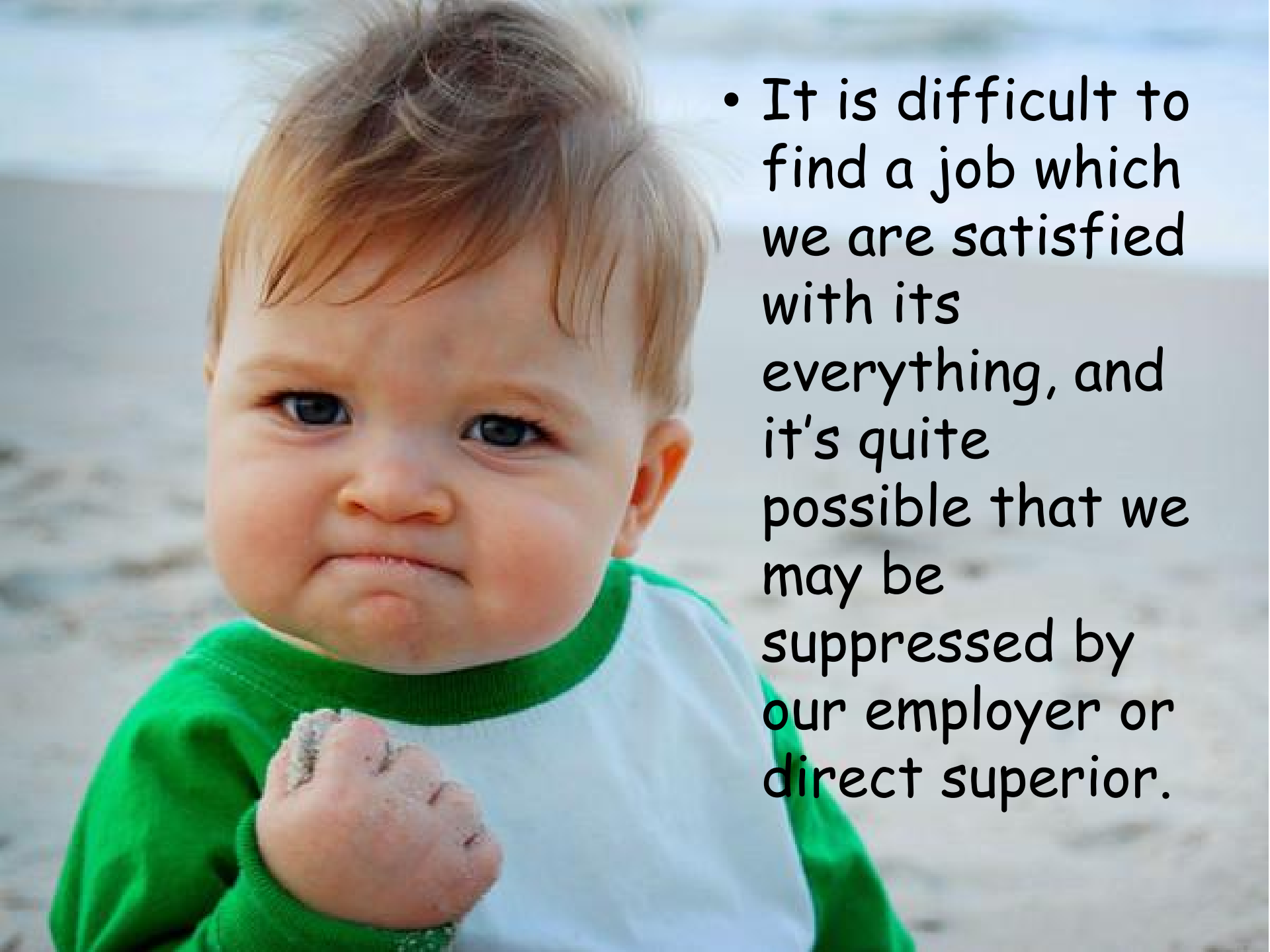
Tips

# Phenomenon

Nowadays, more and more college students choose to become self-employed rather than to find a job. Here are some reasons.



- Nowadays, the situation of finding a job is becoming more and more serious. It is reported that the jobless rate of our country is 10%; that means there is one person who has no job among ten people.



- It is difficult to find a job which we are satisfied with its everything, and it's quite possible that we may be suppressed by our employer or direct superior.



- Our government is turning more attention to support college students to become self-employed. They have made many preferential policies for students.

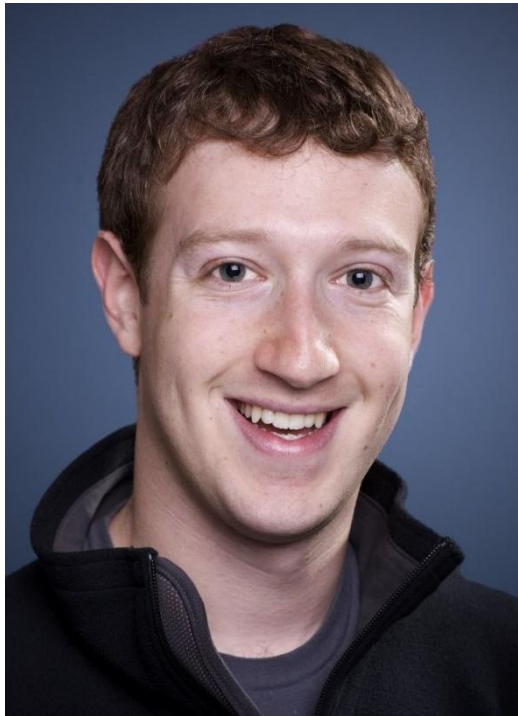
Let's go to the next part.



Some examples.

# Mark Zuckerberg

Mark Zuckerberg is famous for Facebook, which is one of the most famous social websites in the world. But how did he succeed?





At the age of 12, Zuckerberg set up a "family net" when his friends were still addicted to games. And when he was in the middle school, he designed a music player with artificial intelligence. In 2003, his best friend told him that he wanted to set up a social website. And in 2004, Zuckerberg set up Facebook with the help of his three classmates in Harvard. At first, it was aimed at the students in Harvard. But no long after that, Zuckerberg popularized it to other universities. In the end of this year, more than 1 million people had registered for it, and at that time, Zuckerberg quitted school. Then, Zuckerberg made a lot of changes, and finally, Facebook was known to all of us.



Chen Ou is one of the successful representatives. Now, he is the Chinese entrepreneur Jumei Youpin's founder and CEO. Starting business is not an idea suddenly appearing in Chen Ou's mind. In 2008, the three-month summer internship in the domestic Google made him clearly realize that his future was in the domestic business. He initially gripped 2 points of entrepreneurship. The first is gender advantage. The other one is the form of group shopping website to attract customers with high quality and a little money. He effectively realized his dream that is starting his own business in China!

# Part III

Just a moment,  
we have known  
about two  
marvelous  
persons. Now,  
here comes our  
analysis.



Why they can achieve such a great success?

Firstly, they are all good at observing and analyzing the situation in the market. It is very important to know the public's taste which can help them catch up the latest fashions and make them become the main stream in the market.





- Secondly, grasping the opportunity accurately is also one of their good qualities. Opportunities are not for everyone, they are only caught by the person who is well prepared.

You CAN Do it!!!

What's more, they dare to try and innovate, and also dare to take risks. If they were always so afraid of failing, they wouldn't get what they have today.



## Part IV

- After these, here, I would like to give you some tips about being self-employed.
- Tip 1: try our best to expand our interpersonal relationship. A wider interpersonal interaction can bring us a larger market.





Tip 2: be  
confident but not  
conceited.  
Confidence can  
make us better  
while conceit only  
can make us closer  
to failure.





Tip 3: listen to others' opinions, maybe sometimes it is not what you want to hear. But sometimes, bystanders see more clearly than us who are suffering.

Tip 4: last but not least, the most important one is that never say "give up" easily. Maybe next day or next hour even next second, you will be successful and achieve what you are always looking for.



Thank you!

