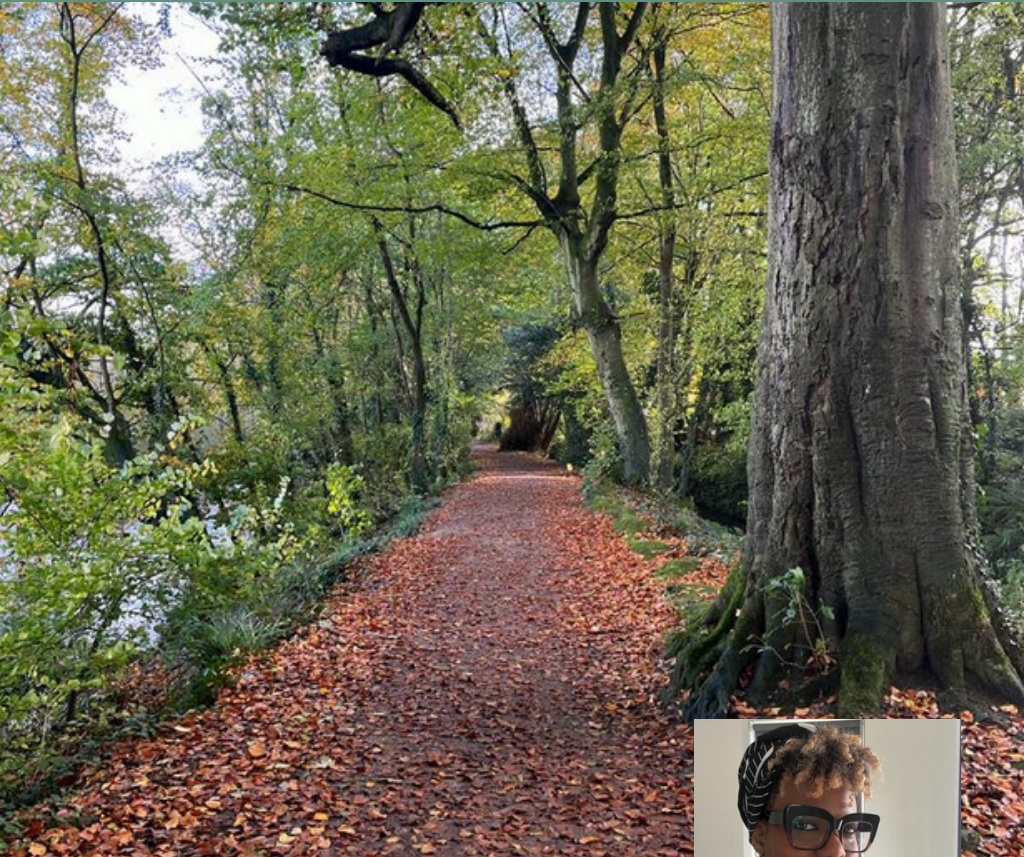


A HOW-TO GUIDE

# 7 Tried & Tested Tips for *Successfully* Establishing Yourself in a New Country



Resa Gooding



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INTRODUCTION

# Hello, I'm Resa Gooding.

Coming from Trinidad and Tobago, a small island in the Caribbean, I always had a desire to live in a different country. However, I didn't want to follow the typical path of going to the US, UK or Canada.

So my first experience of living abroad was actually in Jamaica where I decided to pursue my Bachelor's degree. After three years, I returned to Trinidad where my urge to move again resurfaced. So this time I decided to learn Chinese with the intention of eventually moving to China.

But the universe had different plans for me...

In 2007 an unexpected invitation brought me to Israel. After spending a few short months there, I developed a deep affection for the country. My attraction wasn't because the immigration process was encouraging but rather because it presented an opportunity for me to rediscover myself and pursue the greater purpose that had always resonated within me...creating impact.

Nevertheless, this journey was far from effortless...

After a failed marriage and having to figure out how to become financially independent I started a HubSpot Digital Marketing Agency that soon rose through the ranks and became known as one of the top agencies in Israel allowing me to scale to 7-figures. After selling the agency I moved to Dublin as I landed a gig at HubSpot.



So, having successfully relocated twice, in this guide, I would like to share with you the tips and strategies I utilized to navigate unfamiliar territories without substantial financial resources or a strong network to lean on. My goal is to provide you with some valuable insights that can help you build the fulfilling life you deserve in your new home. Because if I can do it you can do it too!

- *Resa Gooding*

# FIND YOUR TRIBE

## Fostering Belonging in a New Homeland

Finding a sense of community as a new immigrant in a foreign country is crucial for a smoother transition and a fulfilling experience. Firstly, these interactions provide a vital support network, offering emotional and practical assistance during the challenging process of adapting to a new culture. Social connections can help you navigate unfamiliar systems, such as healthcare, education, and employment, providing insights that ease your integration.

Participating in community events and social gatherings exposes you to local customs, traditions, and social norms, facilitating a deeper understanding of the host culture. This firsthand experience is invaluable for building cultural competence and reducing the sense of isolation often felt by newcomers.

Moreover, socializing aids language acquisition. Engaging in conversations with native speakers accelerates language learning, helping you communicate effectively in your new environment. Language proficiency, in turn, enhances job prospects and overall engagement with the local community.

Additionally, building friendships with locals fosters a sense of belonging, combating feelings of alienation. Social connections provide a platform for cultural exchange, enabling you to share your own backgrounds while learning from others. This mutual understanding contributes to a more inclusive and harmonious society.

In essence, community and socializing create a dynamic environment for you, as a new immigrant, to not only assimilate but also thrive in your new country. The relationships formed during these interactions serve as bridges, connecting individuals to the broader society and enriching the cultural fabric of both the immigrant and host communities.

So what are some strategies to help you find these communities and leverage them to aid in your assimilation? These next 3 tips show you some of the proven steps I took to aid my integration both in Israel and Ireland.

TIP #1

# Join a Group and Network

## The benefits of Social Media

Thanks to Social Media and WhatsApp we are already quite familiar with this concept of joining groups. I'm sure you belong to at least 3 groups via one of these platforms. These social groups can be great for making new friends and learning about your new home.

## How to get started

Search for relevant groups on Facebook. For example, on Facebook I belong to groups such as "Living Financially Smarter in Israel" which gives good tips on how to navigate the financial system in Israel. When I was pregnant with my daughter I joined other groups called "Israel Babies" and "Anglo Mummies in Israel" and got all the information I needed about prenatal care in Israel. And when I wanted to jumpstart my career or look for a new apartment I joined "Jobs Tel Aviv International" and "Tel Aviv Apartments".

But don't just limit yourself to Facebook. There are many other public platforms that can introduce you to life and people in your new country. Now that I am in Dublin, I have joined groups like InterNations that have worldwide organisations that allow you to meet a wide range of people in the city you live in.



Just one warning don't go into these spaces with just the intention of "What can I get from this group" but first think "What can I *give* to this group".

Giving can be in the form of commenting on someone's post, choosing to attend one of the hosted events, or offering advice or assistance where possible. My point, take time to first understand the culture and players in the group before just jumping in to ask for a favour.

TIP #2

# Start Your Own Networking Group

## We have more in common than we are different

If you're still having a hard time to find a group that suits you the best solution – CREATE YOUR OWN.

Why not?

You'll be surprised how many people out there might be just waiting for you to start something and share those exact same interests you thought you alone had.

Once I went jeep riding in the mountains of Be'er Sheva (a city in Israel) to see the full moon on top of a steep mountain and was shocked to see that at least 20 jeeps were all lined up waiting for this adventure. I was like, "Really, there's a group for jeep riding through the mountains to see the full moon?"

The answer came back with a resounding "Yes" and apparently this little community goes all over Israel doing this. Ok then....we all have our preferences.

Here in Dublin I recently discovered a WhatsApp Group for hiking as well as one for group trips worldwide. And my life partner created one for riding as this is what he enjoys.

So don't think your interests are weird apparently you will find many people who share them.

## How to get started

Simply reach out in an existing group and ask if anyone is interested in the activity you choose. Then offer them a link to join a Facebook group or WhatsApp group and set the date for your first event.



TIP #3

# Volunteer



## Charity begins at home

Nothing could break the monotony of life and the holdrum of your routine like volunteering, especially in a new country. Most times when we think of those who need our help we think of faraway countries in Africa or Latin America. But I'm sure if you look around you can find many opportunities to do so in your new city. There's no better way to discover your new home like meeting those who are in need or sick or simply needing a cheerful smile to lift their spirits.

There are so many opportunities and forms of volunteering that you can always find something you like. Volunteering in orphanages, or after-school programs for kids can also be a great option.

Dublin is well known for its campaign to prevent suicides as many people suffer from loneliness, particularly during the winter times. Therefore the option to be someone's phone pal or even just checking in on a neighbour that you notice live alone can make a huge difference in someone's life...and yours.

## How to get started

Google relevant local organisations that seek volunteers. For example, food shelters or old aged homes, hospitals, animal shelters, basically anywhere that peaks your interest. You could even start with some of your religious organisations if you have such an affiliation.

# MAKING MONEY

## Forging Paths to Economic Success

As an immigrant you will face a myriad of challenges when striving to establish a stable source of income in a new country. One of the primary obstacles is navigating unfamiliar job markets and industries, often hindered by language barriers and differences in professional qualifications. The credentials and experiences acquired in your home country may not be readily recognized, requiring you to undergo time-consuming and expensive processes to validate your qualifications.

Cultural disparities also play a significant role, as a newcomer you must learn and adapt to different workplace norms and expectations. Added to this the financial pressure you will face during the initial stages of your move only exacerbates the urgency to find a job.

Usually as a newcomer you are arriving with limited resources, making it challenging to cover basic living expenses, let alone invest in skill development. Additionally, discriminatory practices can hinder job opportunities, with some employers exhibiting biases based on ethnicity, accent, or immigration status.

Legal restrictions and complex immigration policies often restrict access to certain professions limiting your ability to fully leverage your skills and talents.

Obtaining work permits or professional licenses can be convoluted and time-consuming, exacerbating financial strain.

Furthermore, social isolation and the lack of a support network intensify the emotional toll of the migration process. You may grapple with feelings of alienation, loneliness, and the psychological impact of starting anew in an unfamiliar environment. These emotional challenges can further impede your ability to focus on career development.

So where do you begin?

First of all remember to have reached this far you have displayed remarkable resilience and resourcefulness. So do not overlook this. Also history has shown that newcomers contribute significantly to the economic fabric of their new homes. Their determination, diverse perspectives, and entrepreneurial spirit enrich societies and underscore the importance of fostering inclusive policies that facilitate their economic integration.

But in the meantime the following tips help you earn some income to afford some aspects of your life in your new home country.

TIP #4

# Sell Your Skill

## Someone always needs something done

As a newcomer let's face it, it is difficult to get a job right away. Regardless of how qualified you are without the required permissions to work in a country your chances are pretty slim to even be considered for an interview. And even with the right paperwork you may still find yourself out of a job for a few months or years still. So what can you do in the meantime to at least be able to make some income to cover basic expenses?

### How to get started

One idea is to consider leveraging your innate expertise. Can you bake cakes? Offer to bake cakes for your neighbours birthdays or special occasions. Love to cook? Advertise your willingness to come over and cook a meal for a family when they are busy during the week with work and other commitments.

Babysitting, walking dogs, cleaning houses, mowing lawns and even teaching English or tutoring in an area you are strong at are all ways to make some money without having to jump through too many hoops to prove that you are worthy.

One of my first jobs when I moved to Israel was teaching in an International British School. As I studied under the British system in Trinidad and Tobago and had a relevant first degree they were able to hire me even without the relevant work permit as they had special concessions to be able to hire teachers that could teach fully in English. You also have many options to teach English with online institutions or schools like Berlitz or alternatively look for online jobs that may not be in your host country.

With the exposure of the internet many more options are at your disposal, so don't be afraid to explore.



TIP #5

# Offer to Work for Free

## Get paid for the value you bring

Ok Wait don't stop reading yet. I know I promised this section is all about how to make money not work for free but hear me out....This tip is mostly for the professionals who think it may be beneath them to do any of the things I shared previously about selling your skill.

So you've sent out countless resumes, and had some interviews but still can't seem to land a job. You don't know anyone of influence yet who can pull some strings for you and your network isn't that large to point you in the direction of unadvertised opportunities. So what's your next move?

### How to get started

When I found myself between jobs and not making any progress this tactic worked magic for me. I did some research on a few start-up companies and reached out to them explaining what my skills were and that I would love to help them – FREE OF CHARGE. Ok, this can seem strange to some companies but should you explain it like you are looking for an internship to learn more about your field of work you would be amazed at the positive responses you would eventually get. Who doesn't like a freebie after all ☺ ?

If you can't afford to absorb the expenses of commuting to their offices every day don't be shy to ask for a small stipend. Most companies would agree as it's still way below the cost of hiring a new employee that they would otherwise have to do. So, in the end, it's a win-win situation for all and in a few short weeks I guarantee you will be getting an offer for a full-time position with them or at the very least other opportunities will suddenly open up and with your new added "job experience" you can confidently go after them and call your price.



TIP #6

# Attend Industry Conferences

## Leave a positive impression

Every month I make it a habit to attend at least 1 professional industry event. They also don't always have to be paid events. How do I find them? Well, first companies like Microsoft, Google and LinkedIn always have a lot of public lectures and events open to the public. So if you follow these companies on their Social Media Platforms for the local territories or simply join platforms like "Meet Up" or "Eventbrite" you will find a host of upcoming events that can be relevant to your field of interest. Also if you use your Social Media platforms like Facebook and LinkedIn for more than just "looking at people's glorious lives" (HINT! HINT!) you will see which events other people are attending and simply join them as well.

But why do I *still* bother to attend such events? Because it allows me to meet other people in the industry but more importantly to see who are the players in the market. Most of these events have a guest speaker and it's usually someone who's obviously doing great things or they would not have been invited to present.



TIP #6

# Connect with Speakers

Connect with the speakers on LinkedIn



## How to get started

After each of these lectures make it a point to introduce yourself to the lecturers and then follow up with a LinkedIn request where you send another message highlighting what you really enjoyed about their lecture. (So yes this does require that you at least listen to parts of their speech).

The takeaway from this is that you make sure that you etch a memory of yourself in this person's mind. So should an opportunity arise where you cross paths in the near future or better yet you meet someone who knows that person (especially in a job interview) you could positively boast that you did meet him/her and found him/her to be very interesting because of X, Y, Z.

People like to work with people they feel they know and creating such a familiarity with someone by extension of meeting a mutual comrade helps to facilitate that feeling of trust and likeness. So do find an event to go to and leave knowing at least one more person's name.

TIP #7

# Learn a New Skill

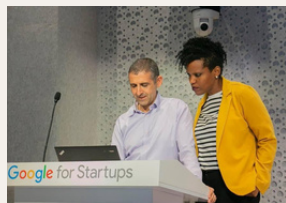


## If opportunity doesn't knock, build a door

Often times we think that we must do exactly the same job we were doing before in our new country. Unfortunately, this isn't always possible for many reasons. Maybe your new country doesn't have a need for that skill, or there's a language barrier that you must overcome in order to be employed in that field.



For instance, in my case I was a Statistician working with the Government of Trinidad and Tobago before I moved to the Holy Land. Hmmmm, where would I even begin to find a job in Statistics here? Surely they do have a need for this. I can work in the Central Bank or some other Governmental office but unfortunately, the mother tongue in Israel is Hebrew. Even if I did all that I could to learn the language the fact is it would take me a few years well to master the language in order to be professionally functional.



So the next best option I sought was to use my background in Statistics for business purposes in the field of Marketing. After all, Marketing today demands a lot of number crunching and analysis to understand which campaigns were working and which were not. Most companies worked internationally so the work was mainly in English (no Hebrew required). Phenomenal! So I set out to develop this new skill of Marketing as I needed to learn other techniques as well to be fully employed as a Marketing Manager.

My point is don't limit yourself by thinking you can only do what you know.

## How to get started

Make a list of your skills and talents, examine the career opportunities in your new home country, and determine how you can break into your chosen field. You may need to learn or add a few new skills to your repertoire but don't let this deter you. Google, Udemy, AI are all your best friends to learn a new skill without any huge financial investment. There is no better time to grow and advance your skillset.

## CONCLUSION

# This is the beginning of something good.

These are 7 tips that helped me to go from newcomer to trailblazer in a country that even the locals find difficult to navigate. I must add though that this was definitely one of the things I used to my advantage – understanding that **"MY DIFFERENCE IS MY GENIUS"**. It wasn't always easy and I surely came across many challenges but once I changed my attitude and realized that "my success was my responsibility" everything changed.

It's not easy leaving all your loved ones behind and all that you are familiar with to start a new journey. But for those of us who took up this challenge, know you are among the countless few chosen for this experience and we therefore owe it to ourselves to not just survive but to thrive.


So if you're reading this right now it means you're on the right track as you're staying open to the answers and the experiences that will help you achieve your dreams of living a fulfilled life in your new home. I encourage you to continue to find ways to assimilate into your new culture and most importantly stay positive. You will be surprised by the experiences that will open up for you with this very slight change in attitude.



## Loved these tips but thinking


*"Resa, this is great but I need money now!!! I need to find a job or start doing something...like yesterday!"*

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Remember, no matter where you've come from, the possibilities of where you can go are endless. The courage it takes to start over in a new country is the same courage that will drive your success. Trust the process, believe in your vision, and take consistent steps toward your goals.

You've already proven that you're resourceful, resilient, and ready for growth. Now, let's take your journey to the next level!

*Resa*