

12 Keys to success

Exercise 1

2. In order for a movie to be entertaining, it has to have good actors and an interesting story.
3. In order to succeed in business, you often have to work long hours.
4. In order to attract new members, a sports club needs to offer inexpensive memberships.
5. In order to speak a foreign language well, it's a good idea to use the language as often as possible.
6. In order for a clothing store to succeed, it has to be able to find the latest fashions.

Exercise 2

2. For a clothes store to be profitable, it has to have talented salespeople.
3. In order to manage your own business, you have to work extremely long hours.
4. In order for an advertisement to be persuasive, it has to be clever and entertaining.
5. In order to run a successful automobile company, you have to provide excellent customer service.
6. In order for a reality TV show to be successful, it has to have drama and interesting characters.

Exercise 3

2. I learned a lot about how to run a successful bookstore from taking that class. I found it very informative.
3. Annie has so many interesting ideas, and she's always thinking of new projects. She's very clever.
4. Debra is a salesperson, and she's good at her job. She's so persuasive that she sells three times as much as her co-workers.
5. Matthew is one of the top models in Milan. He goes to the gym every day, so he looks really muscular.
6. Before opening a new store, it's important to think through all of your ideas and have a clear business plan.
7. My new job has great benefits. We have unlimited time off, excellent health insurance, and flexible working hours.

Exercise 4

Answers will vary.

Exercise 5

A

Answers will vary.

B

Answers will vary.

Exercise 6

A

The secret that the company sells is the three indigenous Latin-American plants that were replaced by wheat: chia seeds, amaranth, and quinoa.

B

Answers will vary. Possible answers:

1. comeback: something that returns to favor
2. indigenous: native, original of a place
3. to prominence: become popular or well-known
4. superfood: a very healthy food
5. went out of favor: no longer popular
6. rumor has it: people are saying

Exercise 7

Answers will vary.

Exercise 8

A

1. I'm not knowledgeable enough about tools to be a successful salesperson in a hardware store. I'm familiar with some common tools, but I don't know how to use most tools.
2. To be successful, personal trainers need to be fit and muscular.
3. *Weekend Talk* ran for only three months because it was so boring. For a TV show to be successful on Saturday evenings, it really has to be entertaining.
4. I wouldn't be a good salesperson because I'm not very persuasive.
5. I found a fantastic news website this morning. It's really informative. It has very detailed stories about local and international news.
6. For a salesperson to be persuasive, he or she has to be clever with words.
7. Kate is so athletic. She plays soccer, tennis, and basketball, and she's excellent at all three sports.
8. I like this store, but it's not very affordable. Even the small items are expensive.

B

Answers will vary. Possible answers:

1. To apply for a job, you should write a good résumé.
2. To be an effective personal trainer, you have to listen to your clients' needs.
3. For a restaurant to be successful, it has to have delicious food at good prices.
4. For students to get good grades, they should study hard and do their best.
5. To learn a new language, it's a good idea to practice every day.