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If you were to start a business of your own, what would it be?

While you watch the DVD, note down the five pieces of information in the captions that you find most interesting.

Viewing 1 Watch the first part of the programme (to: minute 01:43) and make notes on what Rachel Elnaugh says about capturing clients when you're setting up and how that should change as time progresses.

Viewing 2 Watch the next part of the programme (to: minute 03:40) and make notes on how Free Me Brighton started and what they do.

Viewing 3 Watch the next part of the programme (to: minute 04.20) and make notes on what Rachel Elnaugh found difficult in the beginning.

Viewing 4 Watch the next part of the programme (to: minute 06.29) and say whether these statements are true or false .

- Jo has invested £600 in the business so far.
- She is currently breaking even.
- She spends her evenings at executive network events.
- She's planning a launch party to promote the business.

Viewing 5 Watch the next part of the programme (to: minute 11:45) and answer these questions:

- How did the owners of 45 Trafalgar Street meet?
- How many events do they do a month?
- Why are they under added pressure?
- How does Wild at Heart work?
- What is Maxine finding it difficult to do?

Viewing 6 Watch the next part of the programme (to: minute 12:43) and make notes on what Rachel says the advantages of being self-employed are when you are pregnant.

Viewing 7 Watch the next part of the programme (to: minute 16:05) and make notes on the Rarekind Graffiti Gallery; what it was inspired by; its aims; how the business is going; etc.

Viewing 8 Watch the next part of the programme (to: minute 16:46) and make notes on what William Kendall says about pricing policy.

Viewing 9 Watch the next part of the programme (to: minute 20:50) and make notes on Free Me Brighton's first event.

Viewing 10 Watch the next part of the programme (to: minute 23:40) and make notes on how David prices his product and how his commission goes down.

Viewing 11 Watch the final part of the programme and make notes on how 45 Trafalgar Street's London job goes.

Now tell you teacher what information you noted down from the captions.

Discussion Which of the business tips do you think is the most useful?

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Teacher's notes

Total pages 2 / student pages 1 / week of 29.01.07 / DVD 27:41 minutes / intermediate+