

MAKING IT HAPPEN

Women around the world setting up their own businesses may face similar kinds of barriers, despite the different contexts in which they live and work. But in spite of the problems they face, many have success stories to tell. We asked successful entrepreneurs for their tips for success.

BRIDGING TWO CULTURES

When Jiao Lee moved to Ireland from China, she saw the opportunity to start a business which could help to build bridges between the two countries she loved. She started China Tours as a small travel business, setting up tours between the two countries.

It was hard at first. She had to learn all about setting up a business in a foreign country and she struggled with language barriers. But it was all worth it. China Tours now employs more than forty people and has offices in Ireland and China. Jiao says, 'It has been such an exciting ride setting up China Tours and I've enjoyed every minute. I wouldn't want to work for anyone else now.'

Success Tip – Always keep an eye open for an opportunity. And don't be put off when things seem hard in the beginning. Stick with your ideas, and soon you will find success.



SWEET SUCCESS

When Carmen Spataro set up Sweet Dreams, a mobile cupcake business in her home city of Washington, she used social media to help spread the word about her new business. Travelling around the city in her pink van, selling her freshly-baked cupcakes, Carmen sends her followers updates on Facebook and Twitter, telling them where and when they can find the van. The idea has been a fantastic success, with customers sending each other messages about the new, delicious range of cakes on offer. 'I'm in cupcake heavens,' tweets one of her happy customers. 'I wasn't very confident with the technology at first,' says Carmen. 'But I learned quickly and now I love it. Using social media has helped to add to the sense of fun which we wanted to establish.'

Success Tip – Keep up-to-date with technology and use it to promote your business.

HATS OFF

Melissa Faith had no idea that her designs for children's hats would lead her to success in business.

She started by making a few hats to sell at a market. The hats were so popular that they sold out almost immediately. 'It was amazing. People were coming back for more and I couldn't keep up with the demand,' she explains. Melissa set up a website to sell the hats online. Loopy Kids HatZone was an instant success and Melissa now exports hats all over the world. 'One of the problems I've had,' says Melissa, 'is that I'm dyslexic, so it's hard for me to keep up with all the paperwork and emailing.' However, she thinks that her dyslexia also helps her to be more creative and to have a fresh approach to problem-solving.

Success Tip – Be prepared for the unexpected. Some of the best things happen when you don't plan for them.



3 Read the text again and mark the statements T (true), F (false) or DK (don't know).

- 1 Jiao Lee had previous experience in the travel industry.
- 2 She found that language was a problem in the beginning.
- 3 Carmen was confident with new technology.
- 4 She sells her cakes around the city from a mobile van.
- 5 Melissa had always planned to start a company selling hats.
- 6 She finds it difficult to be creative at work.

4 Match words and phrases 1–6 from the text in Exercise 2 with definitions a)–f).

- | | |
|-----------------------------------|---|
| 1 struggled with | a) tell a lot of people about something |
| 2 barriers | b) found it hard to do |
| 3 (be) put off | c) make you not want to do something |
| 4 spread the word | d) a new way of looking at something |
| 5 keep up with | e) things that prevent you from doing something |
| 6 a fresh approach to (something) | f) do something as quickly as you need to |

- 1 A: Your hair looks nice.
B: Thank you. I _____ (go) to a new hairdresser. It's much cheaper.
- 2 A: Do you know what time the package is being delivered? I _____ (wait) all morning.
B: I'll just check for you.
- 3 A: You look exhausted.
B: I know. I _____ (not sleep) well recently.
- 4 A: Are you OK?
B: Not really. The baby _____ (cry) all day. I don't know what to do.
- 5 A: Have you two met before?
B: Yes, we _____ (know) each other since university.
- 6 A: You look well. Have you been away?
B: Yes, we _____ (ski) in the Alps.
- 7 A: How long _____ they _____ (live) in Australia?
B: For about five years. They moved there to be closer to his family.
- 8 A: _____ you _____ (watch) that new detective series?
B: Yes, it's brilliant. I _____ really _____ (enjoy) it.

6 Complete the email with the present perfect simple or continuous form of the verbs in the box. If both are possible, use the continuous form.

not decide find not have think happen look
work (x2) study stay

Hi Nina,

How are you? Sorry I didn't write earlier, but so much

¹ _____ in the last few weeks,

I just ² _____ any spare time.

Luke and Shauna ³ _____

with us. They were over from America, where Luke

⁴ _____ on his new film. It was great

to see them and catch up on their news. Apparently, they

⁵ _____ about moving back to Asia,

but they ⁶ _____ for sure yet.

Things over here are good. We ⁷ _____

for somewhere new to live. Our landlord wants

us to leave, which is a shame. But we might

⁸ _____ somewhere near the

centre. It's a beautiful flat overlooking the river. And it's

only five minutes' walk from the restaurant where I

⁹ _____ at weekends. So, that

would be fine. Jimmy ¹⁰ _____

hard for his exams – they're next month, so keep your
fingers crossed.

I'll write again soon. Take care of yourself.

Much love,

Kelly