

# James Dyson

taken by storm   hit rock bottom   gone from strength to strength  
pulled out all the stops   setbacks   out of his depth

As British richest man, James Dyson has 1) \_\_\_\_\_ world \_\_\_\_\_ with his invention – the Dual Cyclone vacuum cleaner, which has become *a household staple*. However, his schooling is not what you'd expect from a *world-renowned inventor*. Indeed, Dyson *was inclined towards* the arts as a student and studied furniture design at the Royal College of Art in London.

But his career path would *take a turn* one day after becoming frustrated with his home vacuum cleaner. He discovered that it was way too heavy and that it got clogged up easily. After *taking it apart* and identifying a *design flaw in* the product, Dyson *set out* to create what would become a convention-defying appliance: the first bagless vacuum cleaner.

Little did he know how hard it would be. He spent the next five years working on his invention, coming across problems and feeling 2) \_\_\_\_\_. There were times when things *looked really bleak*. The project 3) \_\_\_\_\_ on several occasions, and there were times when James wondered if he would ever succeed. But he didn't let the 4) \_\_\_\_\_ get him down. Eventually, in 1983, after more than 5,000 prototypes and countless hours of hard work, he finally had a product that worked. He called it the G-Force. He 5) \_\_\_\_\_ to *bring it to perfection*.

After being unable to find a manufacturer that would produce it, Dyson had to *put his house on the line* to become a manufacturer himself. Even then, getting sellers and shops to stock his vacuum cleaner was a struggle, and being a one-man operation, he acted as the sole designer, engineer, manufacturer and salesperson of his product. Although it took a while for his invention to gain popularity, once it did, it inevitably became a billion-dollar idea that *set the foundations for* Dyson's empire.

Since then, Dyson has 6) \_\_\_\_\_, expanding his product line to include hand dryers, fans, heaters, and hairdryers. As of 2020, his net worth is estimated at \$6.5 billion. Dyson's story is *a testament to* the power of perseverance and innovation. Despite facing numerous challenges along the way and experiencing more than his *fair share of failure*, he never gave up on his vision and ultimately changed the way we clean our homes.

