

READING

1 A Read the title and introduction to the article.

Choose the topic of the article (a–c).

- a how famous entrepreneurs became successful
- b how to pitch a business idea successfully
- c how to be a successful entrepreneur

B Read the article and match the headings (a–d) with paragraphs (1–4).

- a Be ready to work hard
- b Don't take 'no' for an answer
- c Do something you love
- d Don't be afraid to fail

C Read the article again. Are the statements True (T) or False (F)?

- 1 According to the article, successful entrepreneurs don't give up when investors don't like their ideas.
- 2 Steve Jobs thought that the difference between successful and unsuccessful entrepreneurs was the ability to learn from mistakes.
- 3 In the article, Pasta Evangelist owner, Alex Savelli, describes his pitch to the investors on *Dragons' Den* as a disaster.
- 4 According to the article, successful entrepreneurs don't think that failing is a bad thing.
- 5 Not all of Richard Branson's business ideas have been successful.
- 6 According to Deborah Meaden, an entrepreneur needs good luck in order to be successful.
- 7 Duncan Bannatyne thinks it is possible for anyone to be a successful businessperson.
- 8 Finn Lagun believes that if entrepreneurs don't love what they do, they won't have long-term success.

D Complete the sentences with words from the article.

- 1 According to Steve Jobs and Alex Savelli, it is very important to have if you want to be successful.
- 2 None of the *Dragons' Den* investors liked the Pasta Evangelists' to them.
- 3 Richard Branson doesn't think that people should feel about getting things wrong.
- 4 Deborah Meaden believes that it is possible to achieve your if you work hard.
- 5 Finn Lagun says that if you don't have a for your job, you won't succeed.

Four steps to success

Would you like to become an entrepreneur, but you're not sure you've got what it takes to be successful? Many people dream of being their own boss, but don't know where to start. The advice below could inspire you to take the first steps.

¹Successful entrepreneurs are always ready to try again, even after their ideas and pitches have been rejected a hundred times. Steve Jobs, former CEO of Apple, said that unlike people who failed in business, successful entrepreneurs had – the ability to keep trying to do something difficult. Alex Savelli, founder of pasta company, Pasta Evangelists, agrees. In 2018, he and his business partner Finn Lagun appeared on the BBC business programme *Dragons' Den*. Their pitch was rejected by all five investors, with one investor, businesswoman Jenny Campbell, describing it as a 'pasta disaster'. Alex says that he has had more than 1,000 meetings with investors, so he is used to being rejected. However, his perseverance has definitely paid off – in 2020 Pasta Evangelists sold £25 million worth of pasta.

²All entrepreneurs will make mistakes at some point in their careers, but it is the way that they respond to their failures that matters. Successful entrepreneurs take responsibility for their mistakes and see failure as a positive experience that they can learn from. Richard Branson, founder of Virgin and one of the UK's most successful entrepreneurs, has been involved in many failed business ideas. He believes that entrepreneurs shouldn't be embarrassed by their failures, but learn from them then move quickly on to their next challenge.

³People often think that successful entrepreneurs are just very lucky, or that they are in the right place at the right time. *Dragons' Den* investor and successful businesswoman Deborah Meaden disagrees. She says that if you want to be successful, you cannot escape hard work. If you put the work in, you will achieve your goals. Her ex-colleague on *Dragons' Den*, Duncan Bannatyne, agrees. He believes that anyone can be a successful entrepreneur, as long as they are willing to work hard.

⁴Running your own business can involve working late nights and early mornings and having little time for anything apart from work, so it's important to do something that you love. Finn Lagun says that being a successful entrepreneur means going the extra mile – making an extra special effort – and that if an entrepreneur has no passion for what they're doing, their business won't remain successful for very long.