3 Read the Reading Strategy. Then match sentences A–F with gaps 1–4 in the text. There are two extra sentences.

A It's important to do something that catches people's attention.

B He thought the job offer was too good to be true.

C He found a place at the top of the stairs at Bank Station in the heart of London's financial district.

D Although the first day had resulted in some interesting conversations, nothing had come of them.

E Omar used to help them at weekends.

F He was offered £5,000 more than his current job.

HOW TO SELL YOURSELF

WOULD YOU STAND OUTSIDE THE LONDON UNDERGROUND LOOKING FOR A JOB? THAT IS PRECISELY WHAT 23-YEAR-OLD OMAR BASHIR DID LAST SUMMER. ¹__ HE STAYED THERE FROM 7 A.M. HOLDING UP A BIG SIGN WHICH READ:

2:1 economics graduate with experience

Looking for career opportunities

Could you help me?

Grab my CV here!

Omar had qualified with a good degree in economics from City University, London, and had been working in a basic marketing job for some time. In order to further his career, he had applied for nearly 100 jobs, but without success. He said, 'The graduate job market is extremely competitive and good grades are not good enough. ²__ '

So he took advice from his father, who he greatly admired. His father and uncle used to have market stalls in Petticoat Lane which sold women's clothes and mobile phone accessories. ³__ 'I picked up a lot of my selling skills from there,' Omar said. His father told him, 'You can sell anything.' So then Omar decided that the time had come to sell himself.

On the second day, Omar stood outside another underground station, this time Cannon Street, with the same sign. ⁴__ Early on the second day, however, he was noticed by the CEO of a top insurance firm, who took his CV. He was called in for an interview that afternoon, and at the end of the day he had a job. David Ross, who gave Omar the interview, said, 'Omar's work ethic, inclusive nature, willingness to learn and humility means that he has fitted straight into the organisation.'

LIVEWORKSHEETS