

Watch the video about Matt Cutts and 'his 30-day challenge', and then complete the exercises.

- B. Complete the excerpt using the words below. Then watch (▶) Cutts's TED Talk, and check your answers.

idea something time try years

« A few ¹ ago, I felt like I was stuck in a rut. So I decided to follow in the footsteps of the great American philosopher, Morgan Spurlock, and try ² new for 30 days. The ³ is actually pretty simple. Think about something you've always wanted to add to your life, and ⁴ it for the next 30 days. It turns out, 30 days is just about the right amount of ⁵ to add a new habit or subtract a habit—like watching the news—from your life. »

stuck in a rut: *idiom* to feel trapped or bored by routine

turns out: *v.* happens, ends, or develops in a particular way

UNDERSTANDING KEY DETAILS

Watch (▶) Cutts's talk again. Choose the best answer for each question about Cutts's challenges.

1. His daily photo helped Cutts _____.
 - a. improve his photography skills
 - b. visit interesting places
 - c. remember more
2. Cutts _____ after his challenges.
 - a. was healthier
 - b. was more adventurous
 - c. met many interesting people
3. Cutts wanted to write a novel in 30 days. He _____.
 - a. became a famous author
 - b. wrote about 1,700 words every day
 - c. wrote an excellent book
4. Cutts stopped eating sugar for 30 days. Then he _____.
 - a. started eating sugar again
 - b. never ate sugar again
 - c. felt very healthy