

Listening 2: Sell-it-yourself

LISTEN FOR MAIN IDEAS

Read the paragraphs. Then listen to the podcast. Check (✓) the paragraph that best summarizes the main idea of the conversation.

- ___ 1. In the past, when a person created a product or service, they didn't have to market or sell it themselves. Other people did this for them. This made it easier for the craftspeople. They didn't have to work as hard. Now people have to sell their own products online. This is a lot of extra work. It's also a problem for people who don't have the computer skills to sell online.
- ___ 2. It is possible for people to market and sell their own products and services. This is a good thing. It means craftspeople don't have to have other people to do it for them. Craftspeople can sell the things they make at online crafts sites. People can publish books online without going to a publisher. Musicians can give concerts online, too.
- ___ 3. It's easier for independent artists and craftspeople to market and sell their own products now. They don't have to depend on others to sell their products. Craftspeople keep more of the money they make. However, this "sell-it-yourself" idea doesn't work for people who want to publish books. They still have to have other people to help them.

LISTEN FOR DETAILS

Listen to the podcast again. Write short notes about these topics.

1. Etsy.com

What it is: website for craftspeople

How many members it has: _____

How many artists participate: _____

2. Self-publishing books

Who can self-publish: _____

Where to self-publish a book: _____

Cost of self-publishing: _____

3. Second Life

What Second Life is: _____

What an avatar is: _____

Who Cyndrian Rutabaga is: _____

How much Grace Buford makes by singing on Second Life: _____