

Entrepreneur Task

1. Match each idiom with its corresponding definition.

Idioms	Definitions
1. To think outside the box ()	a. to do something you really want to do, even though it might be dangerous or risky.
2. movers and shakers ()	b. a phrase which means achievement leads to greater achievement.
3. to take the plunge ()	c. to try your best to make something successful.
4. to get a break ()	d. to think creatively in a different way to how most people think.
5. to make a go of it ()	e. an opportunity for a product or service that does not already exist.
6. nothing ventured, nothing gained ()	f. to make a successful start in something.
7. to get off the ground ()	g. to start or establish something, such as a new business.
8. a niche in the market ()	h. people who make changes and have an impact on society.
9. success breeds success ()	i. a phrase which means that you must take a risk in order to get something good.

2. Use the idioms you have just learned to fill in the gaps in the following paragraph.

1. Alex is a creative guy, with very unusual ideas. He certainly _____.
2. Shammi and Dev really are _____. They only moved to London a year ago, but they've already opened 49 clothes stores and given jobs to many residents.
3. Sarah had wanted to start a business for years, but she was worried about losing money. She finally decided _____ last month when she opened her own restaurant.
4. Aaron has tried so many times to become a singer, but without success. He really needs _____, but the music industry is so competitive.
5. Jessica is excited about her new online business. I think she's really going _____.
6. It was very risky when Pete launched his new product, however he took a _____ approach and it certainly was worth it in the end.
7. David has been running his business for over a year now, but he is doing well. Sometimes it can take quite a long time _____.
8. Bagless vacuum cleaners didn't exist before designer James Dyson realized there was _____.
9. After running a successful mail order music business, Richard Branson realized that _____. He went on to open a chain of record stores, later known as Virgin Megastores and expanded the Virgin Records music label, amongst many other companies.