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.