

### Exercise 7

Read the information. Then listen to the introductions to each part of the talk.

Match the gaps 1–5 of the summary with the introductions.

In summary-completion tasks, the sentences you read in the summary are closely related to the speaker's main points. Therefore, it is important to listen for when the speaker moves from one main point to another. Speakers will usually signpost that they're going to do this by using words and phrases such as *also*, *another thing* and *well, obviously*.

Speakers may use the same words as in the questions to do this, or they may paraphrase key ideas. The talk will always be in the same order as the questions.

1 Advertising is very important when you start, but you also need to think about ...

2 Another thing that my business partner and I are always thinking about is how to help our customers ...

3 Well, obviously, we needed to do some research. We knew ...

4 If you have the opportunity, go to our website ...

5 We had to find a cost-effective way to let people know about us ...

### Setting up and running an online meals company

Before Victoria Andrews set up the Fresh Ideas company, she did some research to find out who her (1) ..... might be.

Then, she had to find a cheap way to advertise her online meals service and used (2) ..... to do this.

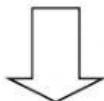
Although she thinks advertising was important at the start, in the long term it is the (3) ..... of the food that she feels is most important.

On her website, she has made it clear that her products come from (4) .....

which customers may approve of.

None of the meals her company suggests require a lot of (5) ....., so people who don't cook for a living should appreciate that.

Gap 1	Gap 5	Gap 4	Gap 2	Gap 3
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 1.MP3	
 2.MP3	
 3.MP3	
 4.MP3	
 5.MP3	