



## Family Business!

A home business is small and operates from the business owner's home office. Also, home businesses usually have a very small number of employees, normally the business owner's family members, in which case it is also a family business.



Example: <b>Where are they?</b>	a) office	b) factory	c) home
1. Who is the business owner?	a) Mariela	b) Victorio	c) Raúl
2. Who are the employees?	a) Mariela, Antonia and Raúl	b) Raúl, Antonia and Victorio	c) Raúl, Antonia and Mariela
3. What is the product?	a) masks	b) cupcakes	c) photo frames
4. What is the family business name?	a) Raúl's mask	b) Victorio's photo frames	c) Mariela's cupcakes

Extract words and phrases from these ads

Ad 1

**Romantic and Happy moments**

Give a special moment to that special person. From Thursdays to Sundays.

**Special offer: Half-price on Thursdays**  
Choose that special song now and book a serenata:  
6098 55477 100

Ad 2

**CHEAP AND FAST GROCERIES**

We take all the safety precautions to protect you.

Stay home and call us:  
4445 89007 322  
Special offer: Free delivery

Ad 3

**COMFORTABLE AND FASHIONABLE TRAINERS**

Happy feet, happy legs and a happy body.  
Buy now and save 20%  
0900 57399 912  
Free delivery

## Let's Create Local and Global Ads

Ads	Adjectives	Call for Action phrases
<b>Ad 1</b>	Example: <i>Romantic</i> 1. <input type="text"/> 2. <input type="text"/>	Example: <i>Choose that special song</i> 3. <input type="text"/> <input type="text"/>
	<b>Ad 2</b>	4. <input type="text"/> 5. <input type="text"/>
<b>Ad 3</b>		8. <input type="text"/> 9. <input type="text"/> 10. <input type="text"/>

Listen to the radio and complete the ads.

Ad 1

## AMAZING HAIRCUTS



We go to your home. Safety precautions taken.  
From Tuesdays to Sundays.

Call now! 9806 5427 100 (Example).  
S/.  (1) haircut  
S/.  (2) haircut for children.  
Special offer: Are you five or more at home?  
Pay only  (3).

 Credit cards accepted

Ad 2

## BEST (4) & LAPTOPS TECHNICIANS



We go to your home. Safety precautions taken.

 WhatsApp:  
789  031 (5)

Special offer: Antivirus for  (6) if you recommend us to a friend.