

Getting Ready to Read

A. Learn the words.

Key Vocabulary

hard work	something that is not easy to do
sell	to give something to someone else for money
website	a page that people can look at on the Internet

TOEFL Vocabulary

business	something formed to do work in order to make money
detail	a small piece of information
decide	to pick one choice over another
charge	to ask for; make pay
choose	to pick

B. Learn the question type.

TOEFL Question Type

Insert Text

Look at the four squares that indicate where the following sentence could be added to the passage.

[You will see a sentence in bold.]

Where would the sentence best fit?

- This type of question asks for another sentence to be placed into the passage.
- The answer will connect logically and grammatically to the sentences on either side.

C. Read the passage. Number each paragraph with the correct main idea or purpose.

1. Details on choosing a name
2. Why you need a website
3. What the passage is about
4. Information on what you will sell

Starting a Business

___ ■ 1) Starting a business can be hard work. ■ 2) There are a lot of details to think about. ■ 3) There is a lot to do before you can start selling things. ■ 4)

___ First, you need to decide what you will sell. You also need to know how much money you will charge for it. ■ 5)

___ Next, you have to choose a name for your business. ■ 6) This is very important. ■ 7) It lets people know a lot about your business. ■ 8)

___ After you have a name, you may want a website. It will let people all over the world find out about your business.

Note-taking

D. Complete the summary notes by filling in the blanks.

Topic: Starting a Business

Introduction: Can be hard work.

A lot of _____.

A lot to do before _____ things.

What to sell: Decide what to _____.

Decide what to _____.

Name: _____ a name.

- Is important
- Lets people _____ about your business

Website: Lets people find out about your _____.

TOEFL Questions

E. Choose the correct answers.

1. Look at the four squares (■) that indicate where the following sentence could be added to the passage.

It can be much harder than most people think.

Where would the sentence best fit?

- (A) Square 1
(B) Square 2
(C) Square 3
(D) Square 4

2. Look at the four squares (■) that indicate where the following sentence could be added to the passage.

It also helps people remember your business.

Where would the sentence best fit?

- (A) Square 5
(B) Square 6
(C) Square 7
(D) Square 8

TOEFL Vocabulary Practice

F. Fill in the blanks with the correct words.

choose decide detail charge business

1. Many restaurants don't _____ for water.
2. When at the library, you can only _____ a few books to take home.
3. Many high school seniors have to _____ on what university to go to.
4. A new _____ often does not make much money.
5. The most successful business owners pay attention to every _____.

Practice

A. Learn the words.

Key Vocabulary

buy	to get something by giving someone else money
sign	something that has words and/or pictures on it
curious	wanting to know or try something

TOEFL Vocabulary

advertise	to use pictures and/or words to make people aware of something
goal	purpose; aim
original	new; not copied from somewhere else; being the first of something
example	a sample that represents all of a group or type
company	a business; something that does work to make money

B. Read the passage and underline the key information.

Advertising

Businesses all over the world advertise. ■ **1)** The goal is to get people to buy the things they sell. ■ **2)** People don't buy things just because you tell them to. ■ **3)** Therefore, businesses use pictures, writing, and words. ■ **4)** These are called advertisements. Often, they are called adverts or ads.

There are many different ways to advertise. Businesses put ads in newspapers. They also put them on the radio and TV. There are some ads that are very original. For example, some companies put ads on straws. Others pull long signs through the air behind airplanes.

One of the most famous ad ideas used small signs in the ground. For example, people driving down the road saw a sign. It said, "Eat." They saw another sign after they drove a little more. It said "warm." Then the last sign said "cookies." The signs made people curious.

Most companies now use ads. Some big companies spend millions of dollars on ads.

TOEFL Questions

C. Choose the correct answers.

1. Look at the four squares (■) that indicate where the following sentence could be added to the passage.

Sometimes, they even use songs.

Where would the sentence best fit?

- (A) Square 1 (B) Square 2
(C) Square 3 (D) Square 4
2. Which of the following can be inferred about advertising?
- (A) Advertising is important to a business.
(B) Signs are the only method of advertising.
3. The author mentions newspapers, radio, and TV in order to
- (A) show that there are many ways to advertise
(B) show that advertising is expensive

TOEFL Vocabulary Practice

D. Fill in the blanks with the correct words.

goal

original

company

example

advertise

1. Ford is an American car _____.
2. French is an _____ of a language.
3. The main _____ of exercise is to stay healthy.
4. It is very expensive to _____ on TV.
5. An inventor needs to come up with an _____ idea to be successful.

Read the passage.

Entrepreneurs

An entrepreneur is a person that starts a business. He or she takes many risks. He or she needs to have many abilities. Not everyone has these. However, you need them to be successful. Do you have them? There are five main things that most entrepreneurs have.

The first thing you need to be is a leader. Leaders can tell other people what to do. However, leaders also know when to listen. Leaders get things done quickly and easily. They pay attention to details.

Thinking of original ideas is also important to start a business. It can help you a lot. For example, it can help you choose what kind of business to have. It can help you decide how to run it. It can also help you advertise your business. It takes many original thoughts to come up with a good idea for a business.

■ 1) You should be prepared to do a lot of hard work. ■ 2) You should have big goals. ■ 3) Most of all, you should want to be the best. ■ 4) Do you like to be the best at what you do?

You also need to be good with money. This way, you know what to charge for the things you sell. Also, you must know how to save money.

Lastly, you need to be able to take risks. This means that you know you might fail, but you try anyway. It takes all of these things to start a business.

Choose the correct answers.

1. The word abilities is closest in meaning to
 - (A) problems
 - (B) ideas
 - (C) skills
 - (D) money
2. According to paragraph 2, leaders do all of the following EXCEPT
 - (A) tell people what needs to be done
 - (B) do all the work themselves
 - (C) listen to other people
 - (D) work on things quickly

3. Which of the following best expresses the essential information in the highlighted sentence? Incorrect answers change the meaning in important ways or leave out essential information.

It takes many original thoughts to come up with a good idea for a business.

- (A) To get a good idea for a business you need to think.
 - (B) Good ideas are more important than original thoughts.
 - (C) The first thought is usually the best idea for a business.
 - (D) A good idea for a business requires many new thoughts.
4. Look at the four squares (■) that indicate where the following sentence could be added to the passage.

You should have big ideas, too.

Where would the sentence best fit?

- (A) Square 1
 - (B) Square 2
 - (C) Square 3
 - (D) Square 4
5. What can be inferred about entrepreneurs from paragraph 5?
- (A) They work a lot with banks.
 - (B) They have to be careful with their money.
 - (C) They think money should not be spent.
 - (D) They charge too much for the things they sell.
6. **Directions:** An introductory sentence for a brief summary of the passage is provided below. Complete the summary by selecting the THREE answer choices that express the most important ideas in the passage. Some sentences do not belong in the summary because they express ideas that are not presented in the passage or are minor ideas in the passage.

Entrepreneurs are people who start their own businesses.

Answer choices

- (A) There are many abilities that they need.
- (B) They take many risks to start their businesses.
- (C) Sometimes entrepreneurs fail.
- (D) They have their own employees.
- (E) Most entrepreneurs make a lot of money.

Check-up

Question Type Review

A. Choose the correct answer.

1. An *insert text* question asks
 - (A) about details or facts that are NOT in the passage
 - (B) for a sentence to be removed from the passage
 - (C) for a sentence in the passage to be restated, summarized, or simplified
 - (D) for another sentence to be placed into the passage

Key Vocabulary Practice

B. Fill in the blanks with the correct words.

curious

hard work

buy

sells

website

sign

1. You can advertise on the internet by starting a _____.
2. Most shops have a _____ above their door.
3. A supermarket _____ food.
4. Many people feel that _____ is the key to success.
5. Most people do not make clothes, they _____ them from a shop.
6. Many children are very _____ about everything.