"One of the huge mistakes people make is that they try to force an interest on themselves. You don't choose your passions; your passions choose you."

Jeff Bezos, founder and CEO of Amazon

1. Entrepreneurs Discussion

1. Would you prefer to be an employee of a business or the owner of a business (assuming no difference in pay)? Why?
2. Would you like to start your own business? What kind of business idea would you start? Which of your passions could you turn into a business?
3. Would you be prepared to gamble your life savings on your business idea? Why or why not?
4. What are the key qualities that make someone a good entrepreneur? Which of these qualities do you have?
5. Do you have core business skills, e.g., financial and people management, or sales and marketing?
6. Do you handle uncertainty well? Can you give an example?
7. Can you bounce back from setbacks? Can you give an example?
8. Whose advice could you draw on when starting your new business? Why would you turn to this person for expert advice?

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2. Entrepreneurs Vocabulary

- **be your own boss** (phrase) – *to work for yourself.*
- **when the going gets tough** (phrase) – *when a situation becomes difficult.*
- **setback** (noun) – *a problem that causes delays or prevents a process from developing.*
- **elevator pitch** (noun) – *a short speech to promote a business or oneself.*
- **side hustle** (noun) – *any type of employment undertaken in addition to one's full-time job. side hustles are often things a person is passionate about, rather day a typical day job worked in order to make ends meet.*
- **multi-level marketing (MLM)** (noun) – *a lawful version of a pyramid scheme in which sales representatives takes a cut of the sales of those they have recruited, and where sales representatives agree to buy a quantity of the company's products which they are then responsible for selling.*

Using the vocabulary words above, complete the following sentences (remember to use the correct form of the word, e.g. verb conjugation or plural noun)

1. Clara's _____ is making cupcakes and selling them at the local market.
2. Herbalife is one of the largest _____ companies in the world. Individuals join as distributors and agree to buy their products at wholesale costs which they are then responsible for selling.
3. I decided to quit my job and _____.
4. When thinking of an _____ for your business, ask yourself how you would describe the main purpose of it in just one sentence.
5. Thomas Edison suffered a number of _____ before finally inventing the lightbulb. After trying 10,000 different designs he said, "I have not failed. I've just found 10,000 ways that won't work."
6. _____ for entrepreneurs, those who lack the personal qualities quit, but those that do have those qualities become stronger.

Entrepreneurs vocabulary comprehension questions

1. What are the upsides and downsides of being your own boss?
2. What do you do at work when the going gets tough?
3. What kind of setbacks do entrepreneurs face?
4. What would your personal elevator pitch be?
5. What are some common side hustles that people have? Do you have a side hustle that you could turn into a business idea?
6. Can MLMs be a good personal busines to start?

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3. Video: The Truth About Entrepreneurship

You are going to watch a TEDx Talk by Mark Leruste called "What they don't tell you about entrepreneurship."

Watch the video here: https://yourenglishpal.com/blog/business-english-conversation-lesson-plan-entrepreneurs/

Watch the video and after, discuss the following questions:

1. Why do people think entrepreneurs are living the dream? What are the stereotypes associated with being an entrepreneur?
2. When did it become cool to be an entrepreneur?
3. Why might entrepreneurs feel lonely and worried?
4. Are entrepreneurs the new celebrities? Do people want to be entrepreneurs to become rich and famous?
5. Do you have a sense of purpose? Would starting a business give you purpose? What else gives you a sense of purpose?
6. What is your quest?

4. Entrepreneurs Conversation Questions

1. Can you think of some well-known entrepreneurs? How did they become successful?
2. Who are some entrepreneurs from your country?
3. Is it easy to be an entrepreneur in your country? Why or why not?
4. Are any of your friends or family entrepreneurs? What business did they start? How is it going?
5. How do entrepreneurs benefit society?
6. What kind of personal demands do entrepreneurs face?
7. Are people born entrepreneurs or are they made?
8. Are there too many entrepreneurs these days? Will everyone be an entrepreneur in the future?

5. Entrepreneurs Writing Task

Think of a business idea you have. Write a short elevator pitch which will explain what the company does and what its purpose is. You can use this **website** to give you some advice about what to include. At the start of the next class, give your elevator pitch.

6. Entrepreneurs Answers

2. Vocabulary

1. side hustle
2. multi-level marketing / MLM
3. be my own boss
4. elevator pitch
5. setbacks
6. When the going gets tough

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