

#ASKGARYVEE SMALL BIZ

VOCABULARY

B2B

chief executive

deli

entrepreneur

maintain

labor

leap of faith

lucrative

SMB

word of mouth

venue

I) Watch the first fragment (00:00-04:11) of the The Ask Gary Vee Show in which a bank representative Brent Reinhard talks about his bio and family. He says something that makes Gary laugh. What's the joke? Do you think that it is funny?

II) Watch the next fragment (00:00-11:45) in which a bank representative Brent Reinhard, Gary Vaynerchuk and Richard Farrell talk about his family business. Decide if the statements are true or false.

- a) Richard's company works mainly with individual customers. T / F
- b) Many young people are interested in Rich's business. T / F
- c) Rich's business is very profitable. T / F
- d) You have to invest a lot before working for Rich. T / F
- e) Gary says that Rich should start his own school. T / F
- f) Gary advises Rich to talk to people on Instagram. T / F

III) What do you think about Rich's business? Would you be interested in working for him?

IV) Watch the the next fragment (11:45-20:28) of the The Ask Gary Vee Show in which the bank representative Brent Reinhard, Gary Vaynerchuk and Emily Cataldo talk about her pizza restaurant.

- a) When did Emily's family start the pizza business?
- b) What does Emily mean by "massapizza"?
- c) What makes Saverio's pizza special?
- d) Who works at Emily's restaurant?
- e) Why does Gary say that Saverio's business model is double edged sword?
- f) Why is Emily worried about putting a second oven in the venue that her family owns?

V) In this fragment (20:28-25:20) Brent and Gary disagree on the matter of the right venue for the second restaurant, that Emily's family want to open. What do they disagree on? What do you think about it?