

WHEN PATIENCE GOES PLATINUM

VOCABULARY

arbitrage

breakout

chase

chop it up

dissect

equity

entrepreneur

pop

punch line

relevance

I) You are going to read an entry from a blog by Gary Vaynerchuk. Look at the title. Discuss what you think the text is about. Then read it to check your ideas.

II) Read the text from:

<https://www.garyvaynerchuk.com/patience-goes-platinum/>

III) Tick ✓ the statements that are true according to the article.

- 1) GoldLink hasn't received the Grammy Award.
- 2) GoldLink is known worldwide.
- 3) To become successful, GoldLink has to consider his audience's needs.
- 4) You have to pay for professional distribution channels if you want to go mainstream.
- 5) GoldLink should follow marketing strategies of big brands like Louis Vuitton or PepsiCo.
- 6) GoldLink shouldn't work as an influencer but wait for a bigger opportunity.

DISCUSSION:

1) Why do people write blogs?

2) Do you read any blogs or watch any vlogs?

3) If you were to write a blog, what would it be about?

IV) Complete the sentences with the words from the vocabulary box.

- 1) The content should be of to course participants.
- 2) Buying and selling assets at the same time is called trading?
- 3) 'Warcraft' is a success. There are half a million players in the US.
- 4) I think of the when I'm telling a joke.
- 5) The police caught the robbers after a high-speed on the highway.
- 6) We took a photo of a street in Manhattan and the yellow cabs really
- 7) into small pieces and think of a solution to each bit.
- 8) The sees a business opportunity where others notice only trash.
- 9) She didn't human body for the first three years of her medical studies.
- 10) are stocks and shares that carry no fixed interests.