



DARIYA DZIUBA

NEWSLETTER #8



BUSINESS SUCCESS STORY

25/09/2009

SOME CONDITIONS OF PARTICIPATION

You are welcome to join our "Business English Tips" group. In the group you will be able to communicate with other people who learn English. You will share your ideas about learning and also study something new. To make the participation more complete, I invite you to take part in the discussions and, of course, work on the newsletter during the two weeks you have.

Here are some tips of participation in the discussions:



Be polite



Answer the questions directly and post only relevant information



Check your post before sending it (please don't reply to the e-mails. Create a new message when answering the discussion question from your e-mail address)



Be understanding and accept other people's positions



Remember that we all study, so don't correct or laugh at any mistakes



Enjoy the opportunity you have



P.S. I will be very glad if you could tell other people about this newsletter. It's free, it's professional and it's about English. I'm sure that a lot of people will be glad to use this opportunity. To invite your friends join our newsletter, please, ask them to write to the following e-mail address: info@enrucafe.com

BUSINESS SUCCESS STORY

"I believe that if you show people the problems and you show them the solutions they will be moved to act."

Bill Gates

Bill Gates is definitely a very famous person. He is known as one of the richest men and as a Chairman of Microsoft Corporation. That is why you are going to read about him in this newsletter. You are also going to do exercises on Present Simple and Present Continuous and study some useful tips on e-mail etiquette (on of the topics highly ignored by many people today; I hope that after reading this information you will be among those who act in accordance to the etiquette requirements). I think that business proverbs and sayings, included into this issue, will be also interesting for you to read and learn.

As usually, I hope the newsletter will help you practice your English language skills. Enjoy working on it. You will receive the next one in two weeks.

Good luck!

Dariya Dziuba

GRAMMAR: Present Simple *versus* Present Progressive

In some previous newsletters we discussed when and how to use Present Simple and Present Progressive (Continuous). The only issue left to say about these tenses is that there are some verbs that we usually do not use in a continuous form or use very rarely under certain conditions. Please see the explanations below and then do some exercises to train your ability to use these two often mixed tenses correctly.

Verbs usually not used in a continuous form

The majority of verbs are used in both continuous and simple forms. For example:

- What do you do? I **conduct** interviews.
- What are you doing? I **am conducting** an interview.
- What does he do at work? He **speaks** to customers on the phone.
- What is he doing? He **is speaking** to a customer on the phone.

Such verbs are called **actions verbs** and they describe actions.

However, there are some verbs that do not describe actions. For example:

- They **hate** this film.
- She **likes** strawberry ice-cream.
- We often **forget** to send the letters in time.
- I **am** at home now.

These verbs are called **non-action verbs**. These verbs are not used in a continuous form.

Non-action verbs include:

- **Verbs of thinking:**

- know • forget • notice • remember • recognise • understand
- I *recognise* you now.
- *Do you understand* what am I saying?
- I *remember* meeting him five minutes ago.

- **Verbs of feelings:**

- hate • like • love • want
- They *hate* to go to the cinema.
- She *doesn't want* to speak about it now.
- You *don't love* me.

- **Other verbs:**

- be cost • fit • hear • include • mean • need • own • matter
- prefer • smell • sound

- It *matters* to me.
- This product *costs* \$100.
- This dress *fits* you.

Verbs sometimes used in a continuous form

Some verbs can have two meanings: one that describes an action and one that does not. Please consider the examples below:

- Look:** He *is looking* at the picture. (action verb)
This paper *looks* (seems) dirty. (non-action verb; it's a state of the paper)
- Taste:** She *is tasting* our new meal. (action verb)
The coffee *tastes* awful. (non-action verb; it's a state of the coffee)
- Feel:** He *is feeling* the jacket. (action; =is touching)
They *feel* very angry about the new publication. (non-action verb; it's their state)
- Have:** I *am having* breakfast now. (action verb)
She *has* a headache. (non-action verb; it's her state)
- Think:** I *am thinking* it over. (action verb)
Do you *think* I am right? (non-action verb; =in your opinion)

Now you have studied everything regarding Present Simple and Present Progressive. To understand these tenses better, you need to practice. Please do the exercises below and check your answers.

Exercise 1. Put the verbs in the correct form.*

1. A customer _____ some material. (feel)
2. They _____ about our future advertising campaign. (think)
3. She _____ all necessary documents to start the procedure. (have)
4. I _____ the car _____ too much. (think, cost)
5. They _____ lunch with an important customer at a restaurant at the moment. (have)
6. This cake _____ very delicious. (taste)
7. I think this e-mail _____ very professional. (not, look)
8. I _____ we should change our strategy. (think)
9. We _____ your new juice and find it amazing. (taste)
10. What _____? (this word, mean)
11. I _____ what you are saying. (not, understand)
12. Those people in the corner _____ at you. (look)
13. _____ me well? (you, hear)
14. We _____ the answer to this question yet. (not, know)
15. This vase _____ into your room perfectly. (fit)

Exercise 2. Put the verbs in the correct form.*

1. She _____ a small business empire now. (build)
2. His new book, *Crush It!*, _____ how to combine passion, hard work, and technology to create a successful niche business. (describe)
3. Some evidence _____ that passionate entrepreneurs _____ better. (suggest, perform)
4. Shane _____ to say that passion often goes hand-in-hand with hard work. (like)
5. People can use the same fundamental principles when they _____ a restaurant, _____ a tech venture, or _____ a Hollywood film. (open, start, produce)
6. Entrepreneurs and small business owners in Merced County _____ difficult times at the moment. (face)
7. What _____ veteran sales trainer Jim Jacobus _____ in his book? (discuss)
8. If the local supplier _____ a high-selling product and proves reliable, they can work on a national scale. (provide)
9. These programs _____ the entrepreneurs. (help)

10. Small businesses _____ the backbone of our economy. (be)
11. The new design company _____ close to \$6 million a year in sales this year. (generate)
12. We _____ to recruit more qualified sales people both in and outside the company now. (look)
13. You _____ to get much protection these days. (not, go)
14. She _____ much risk this time, I think. (take)
15. We _____ the strategies you usually use in the crucial periods. (understand)

HINTS ON E-MAIL WRITING: E-mail Etiquette

Since the first newsletter, you have learnt how to format e-mails, how to buy or sell, complain and deal with complaints via e-mails and other useful information connected with e-mail writing. In this newsletter we are going to touch e-mail etiquette.

Email rules the business communication. It's fast, efficient, mobile and less intrusive than phoning. Emails can be unintelligible today. Messages are sent "reply to all" when that's totally inappropriate. And while email recipients are forgiving bad spelling or grammar in the interest of speed, excessive informality makes many emails hard to understand.

These tips can help:

- 1) Keep the letters short. Office email has a specific purpose -- communicate facts, get a response -- and it is very easy to achieve this purpose if the message is short and easy to understand.
- 2) Think carefully about the subject line. Subject lines are the door openers of the email world. They save both you and recipients time, get your emails read and help separate your important messages from the masses. Describe what you need in the subject line; then expand on it (but don't repeat it) in the body of your message.
- 3) Check your spelling. Sure, bad spelling is widely tolerated, and your office mates don't care. But emails get forwarded to clients, prospects, employees and partners, so try to look smart.
- 4) Think before you click. Temper and tone more than matter -- they are absolutely important. Recalling an email is possible, but unlikely, so think carefully about what you say. Email is not private.
- 5) Be courteous, businesslike and responsible. Make replies timely; use an automated "out of office response" when you are away. And don't mix personal email with business email.

Action Steps: The best contacts and resources to help you get it done

- **Implement email etiquette rules for your business.** You'll boost efficiency, protect your business and make everyone look more professional.
- **Master the elements of email style.** With proper style and etiquette, your business emails will get the job done more effectively.
- **Learn about proper formatting** (this information was discussed in our Newsletter 1), sending attachments and when NOT to send an email.

Tips & Tactics: Helpful advice for making the most of this Guide

- Develop and use email templates for frequently used responses.
- Simply reading your own email before sending it can help avoid mistakes.
- Do not write in capitals, and avoid the over-used URGENT and IMPORTANT.
- Anticipate and answer questions to avoid having to exchange further emails.
- Use proper structure and avoid using colors excessively.
- If you are sending attachments, don't forget to attach them.

The text adapted from Dniel Kehrer's article, taken from:

<http://www.business.com/guides/http://www.business.com/guides/business-email-etiquette-1637/>

USEFUL EXPRESSIONS: Business Proverbs and Sayings

- A loaded wagon makes no noise.
- A man is known by the company he keeps.
- A pot of milk is ruined by a drop of poison.
- A problem shared is a problem halved.

- A thief thinks everyone steals.
- Ability can take you to the top, but it takes character to keep you there.
- Absolute power corrupts absolutely.
- Action speaks louder than words.
- All flowers are not in one garden.
- All is well that ends well.

TEXT TO READ AND THINK ABOUT: BILL GATES

Paluri R.K.



Bill Gates was born on October 28, 1955 in a family having rich business, political and community service background. His great-grandfather was a state legislator and a mayor, his grandfather was vice president of national bank and his father was a lawyer. From childhood Bill was ambitious, intelligent and competitive. These qualities helped him to attain top position in the profession he chose. In school, he had an excellent record in mathematics and science. Still he was getting very bored in school and his parents knew it, so they always tried to feed him with more information to keep him busy. Bill's parents came to know their son's intelligence and decided to enroll him

in a private school, known for its intense academic environment. It was a very important decision in Bill Gate's life where he was first introduced to a computer. Bill Gates and his friends were very much interested in computer and formed "Programmers Group" in late 1968. Being in this group, they found a new way to apply their computer skill in university of Washington. In the next year, they got their first opportunity in Information Sciences Inc. in which they were selected as programmers. ISI (Information Sciences Inc.) agreed to give them



Inside the Microsoft office

royalties whenever it made money from any of the group's program. As a result of the business deal signed with Information Sciences Inc., the group also became a legal business.

Bill Gates and his close friend Allen started new company of their own, Traf-O-Data. They developed a small computer to measure traffic flow. From this project they earned around \$20,000. The era of Traf-O-Data came to an end when Gates left the college. In 1973, he left home for Harvard University. He didn't know what to do, so he enrolled his name for pre-law. He took the standard freshman courses with the exception of signing up for one of Harvard's toughest mathematics courses. He did well over there, but



History of the company at the Microsoft Visitor Center

he couldn't find it interesting too. He spent many long nights in front of the school's computer and the next day asleep in class. After leaving school, he almost lost himself from the world of computers. Gates and his friend Paul Allen remained in close contact even though they were away from school. They

would often discuss new ideas for future projects and the possibility of starting a business one fine day. At the end of Bill's first year, Allen came close to him so that they could follow some of their ideas. That summer they got job in Honeywell. Allen kept on pushing Bill for opening a new software company.



Green water at the Microsoft Headquarters

Within a year, Bill Gates dropped out from Harvard. Then he formed Microsoft. Microsoft's vision is "A computer on every desk and Microsoft software on every computer". Bill is a visionary person and works very hard to achieve his vision. His belief in high intelligence and hard work has put him where he is today. He does not believe in mere luck or God's grace, but just hard work and competitiveness. Bill's Microsoft is good competition for other software companies and he will continue to stomp out the competition until he dies. He likes to play the game of Risk and the game of world domination. His beliefs are so powerful, which have helped him increase his wealth and his monopoly in the industry.

Bill Gates is not a greedy person. In fact, he is quite giving person when it comes to computers, internet and any kind of funding. Some years back, he visited Chicago's Einstein Elementary School and announced grants benefiting Chicago's schools and museums where he donated a total of \$110,000, a bunch of computers, and provided internet connectivity to number of schools. Secondly, Bill Gates donated 38 million dollars for the building of a computer institute at Stanford University. Gates plans to give away 95% of all his earnings when he is old and gray.

The story adapted from: <http://www.buzzle.com/editorials/7-19-2004-56835.asp>

***P.S.** Most people will have read the recent reports of how Microsoft Chairman Bill Gates has had his personal net worth over 100 billion dollars and then drop down to 55 billion (1998; now his fortune comprises \$40 billion). If you presume that he has worked 14 hours a day on every business day of the year that means he's been making money at a staggering million dollars per hour, around \$300 per second. This part of the text was taken from: <http://www.templetons.com/brad/billq.html>*

VOCABULARY TO THE TEXT

1. **legislator** (noun) - one that makes laws especially for a political unit
2. **mayor** (noun) - an official personal elected or appointed to act as a nominal head of a city, town
3. **ambitious** (adjective) - motivated by some aims and targets
4. **attain** (verb) – reach, arrive
5. **enroll** (verb) – to enter or register in a roll (roll is a catalogue or a register)
6. **measure** (verb) - to estimate the relative amount, value, etc.; of, by comparison with some standard; to adjust
7. **traffic flow** (noun) – a number of cars going on the road
8. **freshman** (noun) – a beginner, a novice; used of a person in the first year of an experience; a first-year undergraduate
9. **push** (verb) – to force
10. **drop out** (verb) - to fall from a higher to a lower place or position
11. **achieve** (verb) – to reach
12. **mere** (adjective) - simple
13. **stomp** (verb) – to walk, tread
14. **greedy** (adjective) - excessively desirous of getting or having some things
15. **benefit** (verb) - to do or receive good, profit
16. **bunch** (noun) – a group of things placed together
17. **connectivity** (noun) - the ability to make and maintain a connection between two or more points in a telecommunications system

18. **donate** (verb) – to present as a gift

***Answers to the exercises.**

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