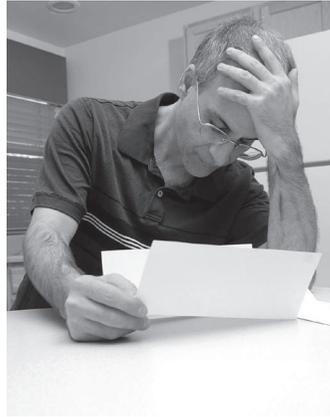


1 Vocabulary Worksheet

SUCCESS & FAILURE



1 Complete the table with the words and expressions below. There are two you don't need.

booming flourishing in decline in demand independent marketing slipping struggling

Success	Failure
booming	

2 Find six words connected with success and failure in the word search.

C	A	B	Y	I	Y	Z	T	A	D	C	I	Z	H	G
W	U	Q	H	K	D	B	U	E	O	S	U	T	O	O
X	I	S	C	N	I	K	D	C	T	P	E	K	X	O
I	N	J	E	C	S	R	G	H	D	V	U	I	O	L
E	E	X	L	K	A	E	N	J	J	A	M	L	K	R
N	F	B	X	A	P	Y	I	C	Q	B	R	V	F	J
B	F	L	B	M	P	S	V	X	W	I	E	O	Y	N
G	E	A	P	R	O	F	I	T	A	B	L	E	Q	U
A	C	M	L	M	I	Y	R	I	E	T	V	J	C	U
D	T	R	V	T	N	A	H	P	M	U	I	R	T	W
F	I	F	A	P	T	Q	T	G	I	T	S	O	S	P
Z	V	H	L	F	I	U	G	O	P	F	U	D	I	Z
O	E	Q	B	P	N	H	E	A	D	N	M	M	R	W
N	A	H	E	Z	G	N	I	L	G	G	U	R	T	S
E	G	W	K	O	A	V	F	U	O	N	I	I	G	J

thriving _____

CONNECTIONS

3 Choose the correct answer.

- They had an **ineffective** / **in decline** advertising campaign that didn't explain the product properly.
- Not many people used to visit this seaside resort, but after a successful marketing campaign, it is now a **struggling** / **thriving** tourist destination.
- After a series of **booming** / **disappointing** results, our team started winning games again.
- Because of **slipping** / **hanging on** standards, many of the products weren't checked and therefore had faults.
- In order to have a **profitable** / **triumphant** business, you need to recruit good staff and invest in modern facilities.

IDIOMS

4 Match the parts of the idioms. Then write them.

- | | |
|----------------------|------------------|
| 1 bring C | A at your feet |
| 2 have the world _ | B the storm |
| 3 miss _ | C the house down |
| 4 a rags-to-riches _ | D a wave |
| 5 on the crest of _ | E story |
| 6 weather _ | F the boat |

- bring the house down
- _____
- _____
- _____
- _____
- _____

5 Match the idioms from exercise 4 with the correct definitions.

- When you don't take advantage of an opportunity.
miss the boat
- This is when a person or people are very entertaining and cause the audience to respond enthusiastically.

- When things are going well for someone and their future is full of opportunity.

- This relates to the experience of a person from a poor background who becomes very wealthy and successful.

- You do this when you successfully deal with a difficult problem or situation.

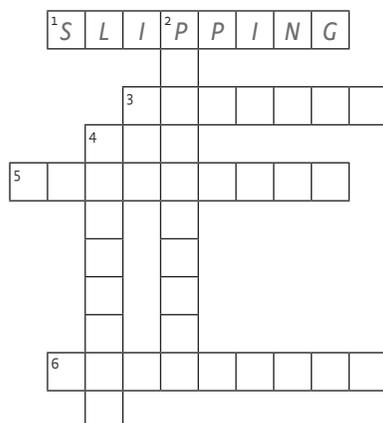
- This describes someone who is experiencing great success, or is feeling happy and confident.

1 Vocabulary Worksheet

SUCCESS & FAILURE



1 Read the clues and complete the crossword.



Across

- 1 If your marks are ..., you must work hard to improve them.
- 3 When a business rapidly becomes more successful, it is described as
- 5 The team Joe supports is at the bottom of the league and is ... for survival. (7, 2)
- 6 Nobody was surprised when the coal mines closed, as the coal industry had been ... for a long time. (2, 7)

Down

- 2 Anyone starting a business needs to have some money to live on, as you can't expect it to be ... straight away.
- 4 There is often a waiting list for a product that is (2, 6)

2 Unscramble the words. Then use them to complete the sentences.

fifenetvice gligsurtng partuimnth
pigsadionptni shruelofni

- 1 The company suffered a setback last year, but now business is *flourishing*.
- 2 The product didn't sell well because the marketing campaign was _____.
- 3 I knew that my job interview had gone really well and I felt _____ as I left the building.
- 4 We are all worried because the factory where we work is _____ and we may lose our jobs.
- 5 He'd worked hard on his essay, so the low mark he received was very _____.

CONNECTIONS

3 Match the parts of the expressions.

- | | |
|------------------------|------------------------|
| 1 ineffective <i>B</i> | A tourist destination |
| 2 disappointing _ | B advertising campaign |
| 3 slipping _ | C results |
| 4 thriving _ | D standards |

4 Complete the sentences with expressions from exercise 3.

- 1 They had an *ineffective advertising campaign* which didn't explain properly who the product was for.
- 2 Not many people used to visit this seaside resort, but after a successful marketing campaign, it is now a _____.
- 3 After a series of _____, our team started winning games again.
- 4 Because of _____, many of the products weren't checked and therefore had faults.

IDIOMS

5 Match the parts of the idioms. Then write definitions.

- | | |
|----------------------|------------------|
| 1 bring <i>C</i> | A at your feet |
| 2 have the world _ | B the storm |
| 3 miss _ | C the house down |
| 4 a rags-to-riches _ | D story |
| 5 weather _ | E the boat |

- 1 *To cause an audience to respond very enthusiastically.*
- 2 _____
- 3 _____
- 4 _____
- 5 _____

6 Tick (✓) or correct the sentences. Some of them are wrong.

- 1 They couldn't decide whether to buy the car or not. In the end, they ~~had the world at their feet~~ when someone else bought it.
missed the boat
- 2 After investing a lot of money in property, they lost a lot of it when the bottom fell out of the market.

- 3 That college has a fantastic reputation. If you do your business degree there, you'll bring the house down.

- 4 She comes from quite a poor family, so her success is a real rags-to-riches story.

- 5 The situation is difficult now, but if we can just miss the boat for the next few months, I think things will improve.
