



In this lesson, we have a short story about a man who moved to the city to start his own business. Pay attention to the new language, and in particular, we will be learning **12 business phrasal verbs**.

## STARTING A NEW BUSINESS

In a quaint, peaceful town, a man named Daniel harbored a lifelong dream of moving to a bustling city, starting his own business, and achieving success.

One day, he packed his bags, bid his hometown farewell, and **set off** for the city of his dreams. He knew that he had the drive and ambition to make it big in the business world.

Upon arriving in the city, Daniel felt a mix of excitement and nervousness. The first order of business was finding a place to stay, so he checked into a budget hotel while he hunted for more permanent accommodation. The following day, he began his quest to **scout out** a suitable location for his business. It didn't take long before he stumbled upon a small, vacant storefront in a prime location. Eager to seize the opportunity, he **snapped it up** and negotiated a favorable lease agreement with the landlord.

With the location secured, Daniel needed to tackle the logistics of **setting up** his business. He had to work through the permits, licenses, and registration processes before he could officially launch. He dedicated weeks to **sorting out** the paperwork, ensuring that everything was in order, and eventually received the green light from the city authorities.

The next challenge was securing financing for his business. Recognizing that he couldn't go it alone, he **set about** searching for investors. He **reached out** to various venture capitalists, presented his business plan, and, over time, managed to **drum up** enough interest to secure the funding he needed. This was a pivotal moment in his entrepreneurial journey.

With the capital in hand, Daniel started hiring a team of dedicated employees who shared his vision and were willing to work hard to achieve their goals. As the business grew, he continued to **take on** new responsibilities, constantly learning and adapting to the demands of his new venture.

The hard work began to **pay off** as Daniel's business slowly but steadily gained traction. He started marketing his products aggressively, reaching out to a wider audience, and it wasn't long before his brand began to **catch on**.

As the business prospered, Daniel found himself facing new challenges. He had to **scale up** his operations, expand into new markets, and diversify his product range. He met these challenges head-on, leveraging his newfound connections and constantly adapting to the ever-changing market.

In a few years, the small business he had started had grown into a thriving enterprise. He had experienced ups and downs, but his determination and hard work had truly paid off.

## BUSINESS PHRASAL VERBS

**Set off** to start on a trip. Depart.

*I have to set off for the airport at 4am tomorrow.*

**Scout out** to find out what an area is like or where something is, by searching.

*We need to scout out potential office locations in the city center.*

**Snap up** to buy or get something quickly and enthusiastically because it is what you want.

*Investors quickly snapped up shares of the promising tech startup.*

**Set up** to formally establish a new company, organization, system, way of working, etc.

*They plan to set up a new branch in the overseas market.*

**Sort out** put things in order or in their correct place.

*Let's sort out the filing system before we leave for the weekend.*

**Set about**

start doing something with determination..

*The team will set about redesigning the company website.*

**Reach out**

to make an effort to communicate with people.

*Don't hesitate to reach out to our customer support team.*

**Drum up**

to increase interest in something or support for something.

*We must drum up interest in our upcoming product launch.*

**Take on**

to accept a particular job or responsibility.

*I'm considering taking on a new role in my department.*

**Pay off**

yield good results; succeed.

*Our hard work and dedication will eventually pay off.*

**Catch on**

Become popular.

*The new marketing strategy is starting to catch on with customers.*

**Scale up**

to increase something in size, amount, or production.

*It's time to scale up production to meet the increasing demand.*

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