

Starting Something New 3

So much to do!



Warm up:

- Do you have a lot to do at the moment? What do you have to do?
- Do you think you're good at organising yourself and your tasks, or could you improve?
- When was the last time you felt overwhelmed with how much you had to do?
- Do you use to-do lists to organise your tasks? Why or why not?
- If you decided to start a food truck business, what would be the first thing you would start working on?



1. Read the story and answer the questions on the next page.

Jason and Tessa are two friends who couldn't stand their jobs, and decided to start a business together. They brainstormed for hours about what type of business to start, and eventually decided to start a food truck that specializes in pastries. Their city has a lot of food trucks already, but Jason and Tessa have actually never seen a bakery food truck, which is strange because there are bakeries everywhere in their city, and bread and pastries are very popular.

Jason and Tessa think this means a bakery food truck would probably be profitable, but they need to do some market research to be sure. There are a million little things to do, but basically there are four main areas they need to look at.

The first step is registering the business. Tessa has done a little bit of research and apparently registering a business doesn't take long, but they may have to get a lawyer to help them with the paperwork.


Next is the truck itself. Obviously if they want to start a food truck business, they need to buy a truck, but which one? There are lots of different types, and they need to make sure the one they get is reliable, eye-catching, and above all it needs to have ovens inside.

After that comes marketing and branding. What kind of vibe do they want their business to have? They need to think about the branding first, and after that social media.

And last but not least is of course the food itself. Exactly what kind of pastries should they sell? Should they also make coffee and sandwiches, or just specialize in pastries?

They have roughly four months to figure all this out, because after that they need to start making money!

- a) Why do Jason and Tessa think a bakery food truck is a good idea in their city?
- b) What are the qualities they are looking for in a truck?
- c) Who might they have to hire to help them?
- d) If you wanted to start a business like this, what is the first thing you'd do?

 **2. Match the underlined words from the story above to their definitions. Look at the context to give you clues.**

- | | |
|---------------|---|
| 1) Eventually | a) Used to introduce information that may be surprising. |
| 2) Actually | b) To say something in very simple terms. |
| 3) Probably | c) I don't know this directly, I heard or read it somewhere else. |
| 4) Basically | d) Approximately, but not exactly. |
| 5) Obviously | e) After a long time. |
| 6) Apparently | f) This has a high chance. |
| 7) Roughly | g) This is very clear, we all know this. |

 **3. Use the words above to complete the sentences.**

- a) He didn't study much, so he will fail the exam. But you never know.
- b) It took 30,000 people to build the pyramids.
- c) Well radiation is bad for you, I think everyone knows that.
- d) Sarah told me that Chris quit his job, he's moving to Spain.
- e) I'll paint my house, but I don't really have time this year.
- f) It's a bit more complicated than this, but the economy is going down because of the war.
- g) A lot of people think Napoleon was short, but he was quite tall for his time.



Well, actually...

'Actually' is a very common adverb in English. Its main meaning is to show that something might be surprising.

Eg. *"It got really bad reviews, but I actually liked the movie."*

It can also show that you have changed your mind in that moment.

Eg. *"I'd like a glass of wine... actually, I'll take a whisky."*

It can also be used to politely correct people.

Eg. *"You live alone, right?" Actually, I live with my wife."*

The question above shows that the person asking thinks the answer is yes, but the person answering politely corrects them by using 'actually.'



4. Write down 5 sentences about yourself that are *not* true and give them to your partner.

For example, if you love cats, you could write down "I hate cats."

- 1)
- 2)
- 3)
- 4)
- 5)



5. Read your partner's sentences and make them into questions that show you think they are true. Your partner will correct you using 'actually.'

For example, if your partner wrote down "I hate cats", you could ask you: *"You hate cats, right?"* and you could reply *"Actually, I love them I think they're so cute!"*



Eventually

'Eventually' means after a long time, or not any time soon.

Eg. *"Eventually I'll paint my house."* (I will do it, but not any time soon.)

In the example above 'eventually' is used for the future, but it can often be used for the past to show something did not happen quickly.

Eg. *"It was a tough choice, but eventually I decided to study medicine."* (They did not make this choice quickly.)

Note: 'eventually' is usually placed either at the beginning of the clause, the end of the clause, or after the subject.

Eg. *"Eventually I got better at speaking English."* ✓

"I got better at speaking English eventually." ✓

"I eventually got better at speaking English" ✓



6. Write down 3 things that you will do in the future using 'eventually'. Read your sentences to a partner and discuss why you won't do these things any time soon.

Eg. *"I'll get a new car eventually. For now, my current car is fine, but it won't last forever."*

- 1)
- 2)
- 3)



7. Read the story about a bakery and find four places where you could add 'eventually.'

Lina dreamed of opening a small bakery for years, and she found a tiny shop on a quiet street and took the risk. In the beginning, the days felt long and uncertain. She baked bread at dawn, arranged pastries carefully in the window, and waited until a few customers came in.

Business was slow, and some evenings she closed early, wondering if she had made the wrong choice. Still, she kept going. The same people began to return, first once a week, then every few days, greeting her by name and asking for their usual orders.

When a rainy month kept customers away, Lina changed her approach. She stood outside with small samples, smiling and talking to strangers. Word began to spread beyond the neighborhood. New faces appeared, and the shop filled with warmth, laughter, and the smell of fresh bread.



8. Pairwork: look through the names and branding ideas and discuss which would be best and worst. Use some of the adverbs (actually, obviously, etc) to discuss the ideas.

Eg. *“Obviously this branding would be good at concerts and music festivals.”*

Name: *Rolling Scones*

Theme: Rock n' roll style branding, maybe with fire and skulls.



Customers: Middle aged adults, music fans.

Food and beverages: Beer, donuts, sandwiches.

Notes: Could have a really cool truck with flames on it.

Name: *Oven Fresh*

Theme: Family friendly branding, buy bread rolls for your family at a market.



Customers: Families and older adults.

Food and beverages: Some sweet pastries, but mostly a wide variety of bread.

Notes: Could do well at farmers markets and flea markets.

Name: *Flour Power*

Theme: Healthy and organic, environmentally friendly.



Customers: Young fit adults.

Food and beverages: Organic and vegan options, lots of dark bread. Could serve fresh juice.

Notes: Could make this more expensive as we would be targeting a richer group.

Name: *Le Petit Food Truck*

Theme: French bread and pastries, a little bit fancy.



Customers: Wealthy adults who are looking for a treat (and French people).

Food and beverages: Baguettes, coffee, French pastries such as croissants.

Notes: Should we wear French-looking clothes to make it more authentic?

Name: *Crumbs and Coffee*

Theme: More about coffee, minimalist branding.



Customers: Coffee lovers.

Food and beverages: Many different types of coffee, cake to go with coffee. Maybe matcha and chai as well? Very trendy at the moment.

Notes: How much does a coffee machine cost?

Name: *Bake it Easy*

Theme: Playful street food energy, bright and funky.



Customers: Young adults who want to try something new and cool.

Food and beverages: Experimental pastries and sandwiches, something a bit different. Maybe milkshakes?

Notes: Good for social media.



9. Listen to Jason and Tessa¹ discuss the options above and answer the questions.

- a) Why doesn't Tessa want to do the 'Rolling Scones' food truck?
- b) Why does Tessa think 'Oven Fresh' is not a good idea?
- c) What problem does Tessa see with the 'Flour Power' idea?
- d) Why is Tessa against a French style bakery truck?
- e) Why does Tessa think the 'Crumbs and Coffee' idea is not a good one?
- f) Why does Tessa like the 'Bake it Easy' idea?



10. Optional task/Homework: 'Apparently' is used to say 'I don't know this directly, I heard it somewhere else.' Research a travel destination you are interested in and present what you found to the class using 'apparently.'

Eg. *"I've always wanted to go to New Zealand, so I researched it. Apparently, it's made up of two islands, the north and the south. Apparently the south island is less populated, and mostly nature."*

¹ <https://quick-and-easy-english.com/wp-content/uploads/2026/04/Starting-Something-New-3.mp3>