



9 Super Smoothie

Teacher's Notes

1 Synopsis

Robert Green is the founder of a Los Angeles-based company called "The Body Factory." His stores sell health and fitness products, and his most successful product is a nutritious smoothie drink called "the Hulk." Robert shares some of the secrets to making a healthy smoothie. Some of the ingredients are surprising! He also talks about the keys to running a successful business. These include having great products, making customers feel important, and having a wonderful staff. His stores are inviting, friendly, and well-designed. He also knows the importance of good marketing and having an Internet presence.

Length of video: 4:17min

2 Target Language

Grammar: gerunds as subjects and objects

Vocabulary: staying healthy; running a business

Language points: *hottest spots, get the word out, super-knowledgeable, the service is great*

3 Procedural Notes

A Before you watch

As a class. Read the task to the class. Draw students' attention to the *-ing* form of the phrases and elicit that they are gerunds. Explain that we often use gerunds as subjects, at the start of a sentence. Elicit some sentences using gerunds as subjects, and write them on the board, e.g., *Doing exercise is one of the most important keys to a healthy lifestyle, Eating healthily is important.* Explain that we can also use gerunds as subject complements and objects: *One of the most important keys to a healthy lifestyle is taking exercise.*

In groups. Have students work in small groups and write down some more ideas. Encourage them to talk about what they do to achieve a healthy lifestyle. Have groups report back to the class. What is the most popular activity?

B While you watch

1 As a class. Before you play the video, have students look at the picture. Ask them what they think the two drinks are, and whether they think they are healthy or unhealthy. Elicit or give the words *smoothie* and *shake / milkshake*. If students don't know, explain that a

smoothie is usually a healthy drink, made from liquidized fresh fruit and / or vegetables, and a little yogurt or milk. Tell students they are about to watch a video about a man who sells smoothies and other health products. Play the whole video first, then ask some general questions to check comprehension, e.g., *Who is Robert Green? What is his business called? Is it successful?*

Individuals. Have students read the sentences and check that they understand them. Explain that there is one factual mistake in each sentence. Play the whole video and have students correct the mistakes. Have students check answers in pairs, then check answers as a class.

Answer key:

- 1 Robert Green was trained as a *dancer*.
- 2 "The Body Factory" sells *over 30 different kinds* of smoothies.
- 3 Robert developed the "Hulk" smoothie about *12 years ago*.
- 4 Robert says the "Hulk" is good for people who have never *worked out* in their life.
- 5 Robert thinks that the *Internet* is very important for advertising his business.
- 6 Robert is expanding his business by opening stores in *Miami* and New York.

2 Individuals. Have students read the list of ingredients and check that they understand all the words. Play the video again while students circle the ingredients found in the "Hulk" [00:57-01:45]. Check answers as a class. Finally, ask your students whether they think the "Hulk" sounds tasty and whether they would drink it. Encourage them to explain why or why not.

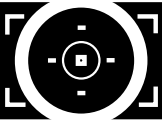
Answer key:

broccoli, brown rice, cayenne pepper, celery, onions, sage, sea salt, seaweed, spinach, thyme, tomatoes

3 Individuals. Read aloud Robert's keys to a successful business, and check that students understand them. Elicit that they contain further examples of gerunds. Have students complete the exercise. Play the video again if necessary [02:17-03:45]. Check answers.

Answer key:

- 1 selling great products
- 2 making customers feel important
- 3 hiring a wonderful staff
- 4 creating a fun atmosphere
- 5 good marketing



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C After you watch

In pairs. Have students work in pairs to invent and write a short description of a health product. Prompt them to think of not only food products, but also cosmetics (e.g., with natural extracts, no colors), clothing (e.g., T-shirts made of fair trade cotton), or objects (e.g., a chopping board made of sustainable wood, like bamboo). Remind students to explain their ideas for marketing and selling the product. To help students, photocopy the suggested answer, or just read it aloud, so that they can see what they are expected to produce. Then, ask quick concept questions (e.g., How does the Fatbuster Ball work? Where will we sell it? etc.). Circulate while students are working to help with vocabulary. If you like, have students draw a promotional poster, website design, or put together a business plan. Call on some pairs to present their products to the class.

Suggested answer:

The Fatbuster Ball

This is a large, inflatable rubber ball which you use instead of a chair. The Fatbuster Ball tones the muscles in your stomach while you sit. It is very comfortable, and comes in three attractive colors (blue, pink, or purple). It works by causing you to make constant, tiny contractions in your stomach muscles, while balancing on the ball. It will give you a tighter, flatter stomach in just two weeks!

For advertising, we will create our own website. We will also make the product available online. For further publicity, we will also give away some free Fatbuster Balls to local gyms and businesses.

D Language points

Individuals. Read aloud the expressions in the box and check that students understand them. Explain that “get the word out” means to make it popular, make people hear of it and talk about it. Have students complete the sentences with the correct expressions. Check answers as a class.

Answer key:

- 1 hottest spots 2 the service is great
3 super-knowledgeable 4 get the word out

E Your viewpoint

In groups. Read the questions aloud and check that students understand them. Have students work in small groups and discuss the questions. While groups are working, circulate to help with grammar and vocabulary. Encourage them to give reasons. Finish off with a class discussion.

4 Video Script

Customer 1: Hi. Can I get a Hulk, please?

Server: Sure.

Customer 2: Can I have a Hulk?

Customer 3: I'd like to try the Hulk.

Presenter: Welcome to the Body Factory, one of the hottest spots in Los Angeles.

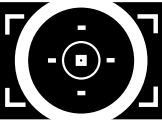
Customer 4: The service is great.

Customer 5: I come to the Body Factory quite often.

Presenter: Company founder, CEO, and president, Robert Green, has made a career for himself by following his passion – health and fitness. Trained as a dancer, Robert has been an exercise instructor,

a TV show host, and a successful entrepreneur. Robert has built the Body Factory around the Hulk. The Hulk is a smoothie, but it's not like any other smoothie you've ever tried.

Robert: We have over 30 smoothies, but what seems to be the most popular smoothie is the Hulk. It's absolutely amazing. We beg and we plead people to try other drinks, but the Hulk is really where it's at. The Hulk smoothie was created by me about 12 years ago, and what's so amazing is there's nothing out there



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for the average consumer that contains all your green vegetables, that tastes really, really good, and that actually has the nutritional breakdown that your body needs on a daily basis. So, some of these ingredients include broccoli, spinach, cayenne pepper, celery, tomatoes, onions, brown rice, seaweed, sage, thyme, sea salt. With so many ingredients, people might expect it to taste not so good, but this drink is absolutely the best drink you'll ever have.

Customer 6: I love the Hulk, I drink it every day.

Customer 4: I hate swallowing pills, so I get all of my vitamins in the Hulk.

Customer 7: It gets me through my day.

Robert: People actually develop a craving for this, an actual addiction, in a good way, for this positive food. So, someone who's never worked out in their life, someone who's never eaten healthy in their life, could drink this shake and actually love drinking this shake, develop a craving for this good-quality shake. It actually makes them want to continue this new lifestyle that they have.

Presenter: But it takes more than passion, a great idea, and an addictive smoothie to build a business. It takes knowledge, an understanding of what motivates other people, and a lot of creativity.

Robert: My keys to running a successful business are the following. One, selling great products. Here are one of the greatest products in the store. It's a Voluspa candle line. A DVD game that uses bio

feedback. What's happening inside your body is visually seen on the screen. This is called the 2-Minute Meal. It's sealed like it's sealed in the army. It's absolutely delicious. Making customers feel important and special is the second key to our success.

Customer 4: He's super-knowledgeable about all of his products, and he puts a lot of love and care into this place.

Robert: Hiring a wonderful staff is the next element to a successful business.

Customer 8: Great, thank you.

Robert: Creating a great, fun atmosphere is a huge key to success for any business. It's all about the spritzing. If you look around any of our Body Factory stores, they're inviting, they're friendly, they're beautifully designed. And finally, every good business needs marketing, and good marketing. Our marketing strategies are movie sets ... and what's really important is the Internet presence. Every good business has to be on the Internet to get the word out.

Presenter: Robert continues to expand his business, with new stores opening soon in Miami and New York. Here in Los Angeles, he takes great pride and satisfaction in what he has already accomplished.

Robert: I love working here because I see how people respond to it. This store makes people feel great about themselves. Look at the muscles pop out!

Customer 9: Hulk!

Robert: Thanks.