

FINAL TEST B, LISTENING 1

Pat: Welcome to the podcast. I'm Pat Miller, and today our guests are telling us what they did last summer. First we have Natalie. Welcome!

Natalie: Thanks, Pat. Well, last summer I set up a writing group. There were six of us in the group, and we met in each other's houses. For the first few weeks everyone wrote by themselves, but for the last few weeks we wrote a story together.

Pat: What kind of writing did you do?

Natalie: I wrote romantic comedies, but some of the group wrote thrillers, and others wrote science fiction.

Pat: And what was your final story?

Natalie: I think it was a thriller with some romance and some funny parts! But not science fiction!

Pat: Was it difficult to organize?

Natalie: One challenge when we first started was making sure we spent the time writing and not talking about writing! I used a clock with an alarm, and we wrote for twenty minutes, then stopped. It really helped us concentrate on our work!

Pat: Thanks, Natalie! Now, here's Joe. Joe did something completely different.

Joe: Hi, Pat. Yes. I spent my summer volunteering at a music festival. I had three jobs. First, selling drinks to the public. It was hot, and people were always buying drinks. It was a hard job. The second job was selling souvenirs. This was more relaxing. It was fun chatting with the people, and it wasn't as busy as selling drinks. Also, I could hear the music because I was pretty close to the performers. Finally, we had to pick up the trash at the end of the day. That wasn't fun, but I did find 10 dollars on the ground once! When we finished, they gave us a certificate to show that we'd helped. This experience could help me with future job interviews.

Pat: Thanks to you both. Next week ...

FINAL TEST B, LISTENING 2

Tom: Let me tell you a story. No, no story, but I want to explain how you can use the power of stories. You can use stories to sell your products better. You can use them to connect with your customers. And you can use them to make people feel that they can do anything.

People love to hear stories. When you start a story, you get people's attention. Everyone wants to know how the story will end. Stories are important. So how can you use them?

First, when you are selling a product, you can describe it. It's made of cotton, it's blue, it's quite light, and so on. But what is the story? Where was it made? Who made it? Why is it special?

Why do people like it? People want to know the story of a product so they can tell the story to their friends. If you can also connect your product's story to people's needs and goals, then you have an effective and powerful message.

If you want to connect personally to your customers, tell them your story. How you started and why you are doing what you are doing. People are fascinated by other people's stories. So ... by talking about yourself – and being honest – you'll be building a good relationship.

Finally, if you tell a story about someone who has a difficult problem – and they finally solve it – you'll make people feel they can do the same. The most popular stories are of people at the bottom of the company who achieve success after having a lot of challenges.

So, I hope you understand the power of telling a story. Now would you like to hear my story?

OK, well, I started ...