

From crash to cash

LEVEL B2/C1

Warm – up

Look at the pictures below and try to guess what we are going to talk about today:



Source: moderntimesinvestors.com



Source: time.com



Source: <https://ardigetu.wordpress.com/>

Ex.1. What comes to your mind when you think about financial crisis?

Your ideas:

-
-
-
-
-

Ex.2. Do you think that financial crisis may pose any opportunities? If so, what possibilities are there in times of crisis?

Ex.3. What can you do with money? List verbs that come to your mind.

-
-
-
-
-
-
-
-
-
-

Ex.4. Below you can see phrasal verbs connected with money.

4 a) Match them with their definitions:

1. save up/put aside	a) you designate money for something special
2. stock up	b) you give someone money you owe, usually reluctantly
3. cut back on	c) give back all the amount of money that you owed to a bank
4. pay up	d) you charge someone an unfair price or take advantage of someone in a financial transaction
5. take out a loan	e) barely making enough of money to pay your expenses
6. pay off a loan	f) go bankrupt
7. pay back	g) you save someone by helping them financially
8. rip off	h) you pay the money you owe
9. bail out	i) you get money from a bank
10. get by	j) reduce something, usually expenses
11. go under	k) buy large quantities for the future

4b) Fill in the gaps below using phrasal verbs from ex. 4a:

1. I can't go to the cinema with you. I've been _____ because I want to buy a new laptop.

2. The coronavirus lock down caused Jim's company to _____. They are not in business anymore.
3. Nina is a very well-known traveler. Do you know that she can _____ \$10 a day?
4. I've put on some weight. I need to _____ eating carbs and candy.
5. You lost this game in a casino. Unfortunately you have to _____ now!
6. Don't do any business with this bank. One time their employee tried to _____ me _____.
7. Olivia _____ me _____ last month when I couldn't make ends meet.
8. There is a huge sale in our shopping mall. We should _____ on good stuff before it's too late.

Ex.6. You will read a text below which hands out a few tips on how to stay afloat during a financial crisis. Do you have any ideas before reading?

The text was adapted from Business English Magazine „From Crash to Cash”

‘From Crash to Cash’

Are you concerned about money troubles the next time a recession rolls around? Never fear. Let BEM'S Jonathan Sidor set you straight with these guidelines for saving and learning money during a crisis.

It's natural to feel uneasy when you have to endure a recession. The economy sputters. Unemployment skyrockets. The future is clouded with doubt. That being

said, there are ways to save and earn heaps of money during a financial crisis. It's all about turning a set back into an opportunity.

Money-Saving Schemes

1. Embrace reusing all of your household goods. This doesn't mean you have to feel like a derelict. Plastic food containers can be repurposed to do anything from holding soil for seedlings to storing miscellaneous items in your garage.
2. Cut down on food costs. Eat in as often as possible. Make your favourite restaurants recipes in your own kitchen. Obtain meat or eggs directly from local farms to save a hefty chunk of change.
3. Dress sharper and smarter. If you are averse to shopping at thrift stores, it's time to swallow your pride. Second-hand stores let you nab some high-quality gems for a fraction of their original price. Once you get the clothes you want, follow the washing instructions to a tee, to get as much as possible from each article of clothing.
4. Cut the cable and get your entertainment options elsewhere. Saying goodbye to your TV contract is easier than you think. There have never been more free or on-demand choices out there for you to try out. It's up to you to hunt down something that suits your taste. If all else fails, Netflix, Amazon and others have affordable packages that can save you a bundle.
5. Switch your cell phone provider. Most of us have inked mobile phone contracts with the big-name providers who tout the widest coverage. Nevertheless, you'd be surprised how many smaller companies can offer similar if not identical service for a fraction of the cost. You might not recognize their names, but these budget providers have cheaper plans for data, texts and calls.

6. Set up a budget. Easier said than done, right? Choose a number you can reasonably fit within each week or month, and stick to it. Also set up a cooling-off period between big purchases. If you splurged on something last week, abstain from another major buy for another 30 days, let's say.
7. Frequent classified websites. Get comfortable buying certain treasures on websites like OLX or a similar online market place that's available where you live.
8. Get a savings account going. You don't have to go through your bank. For every purchase you make, pocket any change you receive or collect all those loose cents, pence or other coins lying around. These tiny collections can add up to serious savings sooner than you think.
9. Get your bills to rock bottom. Saving money can be difficult when your fixed costs seem so bulky. But how fixed are they, really? Whether we're talking about rent, insurance or a gym membership, it's possible to negotiate your payments down quite a bit. It never hurts to ask. Especially in times of crisis, companies may be more generous than you give them credit for.
10. Decorate your wallet. Why? Surrounding your cash with motivational images will remind you why you are saving. If you see a picture of your dream car or your children every time you want to make a snap purchase, you'll be forced to reconsider your priorities. Certain impulse buys will be curbed, and you'll have more money.

Earnesty Earning Money

1. Invest in precious metals. Cash is susceptible to inflation, and stocks can be volatile. Putting your money in foods like gold, silver and platinum could get

you through a few months or years of hardship. Your money will likely lose value, but precious metals are safer bets.

2. Try your hand at real estate. During a recession, property values often tumble, and there might be no better time to grab up a house, apartment or an empty strip of land. Real estate offers a steady, predictable cash flow. It also appreciates in value, meaning you should see a substantial profit should you choose to sell your investment later on.
3. Consider having a go at the stock market. As stock prices for many leading companies will tank, there might not be a more opportune time to buy up a substantial number of shares. Whenever the market recovers, and in all likelihood it will, your stock purchase should pay off handsomely.
4. Peruse stocks that offer reliable dividends. Instead of seeking out the cheapest stocks, you can turn to ones known for consistently paying out relatively high dividends. Playing the stock market is always a gamble, so why not hedge your bets with a virtually guaranteed stream of income every quarter or so.
5. Extend your education. With a frail job market, university students may not have much to look forward to upon completing their studies. Stay in school as long as possible. Pursue a master's degree or postgraduate work. Beef up your CV and hone as many skills as possible. That way, once those green shoots emerge, signalling an economic upturn, your qualifications will make you outshine other candidates.
6. Flip through some self-help books. This won't make you money today, but it's a fantastic way to refine any skills that might come in handy career-wise once a recession wears off.

7. Sell your possessions in a garage sale. Many people are gifted in accumulating junk. Go through your unwanted items and invite your local community to have their pick of the litter. Whatever you call it – boot sale, yard sale or rummage sale. The method isn't important. You never know how much money you might already be sitting on. After all, one man's trash is another man's treasure.
8. Get cosy with the other side of classified websites. Become an online seller. Marketplaces like OLX and Gumtree aren't just for buyers, of course. For the laziest among us, you can quickly place a few ads online from the comfort of your own lounge chair. Then you just have to wait and see if the fish start biting. The costs for doing this are minimal, but the profit can be colossal.
9. Seek additional freelance work. If you are lucky enough to stay employed during a crisis, you can always pad your bank account with extra hours, performing all kinds of tasks.
10. Get a job, period. For those of us who have to deal with unemployment during a recession, getting back on your feet doesn't have to be tough. Certain industries thrive during times of crisis. With more people stuck at home, there are usually more jobs for couriers, grocery store clerks and customer service reps.

Profiting From Panic

Crises are rough experiences to go through, but that doesn't mean they have to spell out disaster for all of us. As we can see, there are plenty of opportunities to save and make money when the chips are down. Don't accept failure. When the next crisis hits, anyone is capable of making lemonade out of lemons.

Ex.7. Vocabulary

- | | |
|----------------------------|--|
| 1. crash | a) dywidendy, zyski z inwestycji |
| 2. snap purchase | b) spadać na łeb, na szyję |
| 3. to skyrocket | c) przepływ gotówki |
| 4. heaps of money | d) szarpnąć się na coś |
| 5. to cut down on sth | e) konto oszczędnościowe |
| 6. hefty | f) krach |
| 7. chunk of change | g) ograniczyć coś (wydawanie pieniędzy; jedzenie czegoś, etc.) |
| 8. for a fraction of sth | h) impulsywny zakup |
| 9. volatile | i) duży, okazały |
| 10. to splurge on sth | j) za ułamek czegoś |
| 11. savings account | k) zyskiwać na wartości |
| 12. fixed costs | l) opłacić się |
| 13. to appreciate in value | m) niezła/pokaźna sumka |
| 14. cash flow | n) góry pieniędzy |
| 15. stock market | o) niestabilny |
| 16. to tank | p) giełda papierów wartościowych |
| 17. to pay off | r) stały przychód |
| 18. dividends | s) działać ostrożnie |
| 19. to hedge one's bet | t) koszty stałe |
| 20. stream of income | u) gwałtownie rosnąć |

Ex.8. Translate the sentences below. Use the vocabulary from ex.7.

1. Ceny akcji rosną od zeszłego miesiąca.

2. Zrobiłam wiele impulsywnych zakupów ostatnio. Dlatego właśnie nie mam oszczędności.

3. Moja koleżanka musi ograniczyć jedzenie węglowodanów, ponieważ musi trochę schudnąć.

4. Ceny obligacji są od jakiegoś czasu niestabilne.

5. Mój syn otworzył swoje pierwsze konto oszczędnościowe w zeszłym tygodniu.

6. Jest wiele kosztów stałych związanych z prowadzeniem mojej firmy. Dlatego tak trudno jest zarobić w tej dziedzinie.

7. Kiedy kupujesz coś w sklepie z używaną odzieżą, masz szansę kupić coś pięknego za ułamek oryginalnej ceny.

8. Mam nadzieję, że moja inwestycja zyska na wartości wkrótce.
9. Nasza firma ma problem z płynnością gotówki. Nie wiem, jak długo jeszcze będziemy działać.
10. *A:* Czy widziałaś/eś nowy samochód Alicji?

B: Tak, ona oszczędzała latami i w końcu zdecydowała się zaszaleć.

HOMEWORK

Watch a video in which Mark Tilbury gives tips on how to make money during stock market crash. List his pieces of advice. Do you agree with what he says? – support your opinion.



<https://www.youtube.com/watch?v=Wn1d6wSPla0>