

1. Answer the questions. Give short answers.

- a) What did it say on the advert Joe put in the shop window?
- b) Who had helped Joe to open the bookshop?
- c) Why did Joe stop the free book campaign?
- d) How long has Joe been running the business?
- e) How did Frank help Joe?
- f) Why did Joe have to employ more staff?

2. Think of an advert or an idea/way that will help Joe to get more customers. Write your idea using the First Conditional.

.....

.....

.....

.....

