

Sound Professional When Talking About Positive Times

If a company or a person is doing well, we can say that they are **flourishing** or **thriving**.

If a company is maturing really well, we can say that it is **blossoming** or **blooming**.

Every new business owner hopes that their business will **take off** and achieve immediate success. Their social media account might **gain traction**, with more and more followers. As more customers or clients start to follow you or choose your services, others will soon **jump on the bandwagon**. If an industry is becoming very popular, you can **ride the waves** of the industry's popularity.



Success, however, can also be very dangerous. If you think that you can slow down after you have achieved success, then your competitors will start to catch up with you. **Getting complacent** can cause you to lose all of the success that you have worked so hard for.

A) Match the phrases to the definitions

Based on the context of the article, can you match the words in the box to the definitions listed below? Then add the word into the example sentence. You may need to change the form of the word to fit the meaning of the sentence.

To flourish/thrive	to blossom/bloom	to take off
To gain traction	to jump on the bandwagon	
to ride the waves	to get complacent	

1. To start to get a little bit of success, attention or popularity: _____

"My brand is starting to _____ on Instagram."

2. To feel so satisfied with your own success that you think you can slow down and stop trying: _____

"The market leaders _____ and stopped innovating. They soon lost a lot of their market share"

3. To do well and be successful: _____

"The tourism industry is _____ again, as people are desperate to travel after years of lockdowns."

4. To join others in doing something which is fashionable or becoming successful:

"If our clothing range starts to become popular in the city, many consumers will _____."

5. To become successful, or to develop rapidly: _____

"The business really _____ at the beginning of last year."

6. To become successful as you develop and mature: _____

"I think that with fresh investment our company could really start to _____."

7. To be helped by being connected to something which is attractive or experiencing success: _____

"Investors are _____ of a strong economy."

B) Key Words in a New Context

Below you can find a paragraph. Can you fill in the gaps in the paragraph with the words from the box below? You may need to change the form of some of the verbs in order for them to fit into the sentence.

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TikTok Content Creators

Many young people today want to chase fame on social media, whether that be Instagram, YouTube or TikTok. TikTok has seen a huge rise in popularity over the past 4 years, and many young people want to _____ of TikTok's success by starting their own channel.

With TikTok being such a successful platform, naturally competition is fierce, so anyone expecting that their channel is going to _____ immediately is very likely to be mistaken. It takes consistency, clever use of hashtags and paid promotion even just to _____ on such a competitive platform.

The content that you post on there has to be very carefully chosen. If there are current trends, such as memes, challenges, dances, it is important to _____ in order to get more engagement for your posts.

With consistency and attention-grabbing content, you will start to develop your own style and personality in your videos, and you will start to _____ as you become more experienced in front of the camera.

If your channel becomes successful, you can start to monetize your content with ads. The potential rewards on such a platform are absolutely huge, you cannot afford to _____. Consistency is key, so there is no time to sit back and take a 2-week break just because your channel is _____. As soon as others see the success of your content, they will try to emulate you, so you must keep creating original content and videos worthy of many shares! Good Luck!

C) More Uses of Selected Key Words

To get complacent

We can also use this as a noun - complacency:

"Nokia's complacency caused them to lose their market share."

"We can't afford to allow complacency to creep in."

D) Glossary of words for sounding professional when talking about positive times

to flourish
to thrive
to blossom
to bloom
to take off

to gain traction
to jump on the bandwagon
to ride the waves of
to get complacent
complacency