

Advertise Your Business

- Phineas T. Barnum

Date _____

Page _____

Understanding

1. Why should one be polite and kind to their customers?

⇒ One should be polite and kind to their customers because customers are God and business cannot run without them.

2. How can charity be a duty and a pleasure?

⇒ According to the writer, charity can be a duty and a pleasure because if we give charity, we will earn more. Uncharitable miser man becomes poor in heart. When we give charity to the poor people, we will get pleasure viewing poor people's happiness.

3. What is the meaning of "Never write a letter nor destroy one"?

⇒ The phrase "Never write a letter nor destroy one" means that we should be careful about what we put in writing and how we handle written communication. It advises against writing any thing that we wouldn't want others to see or that could be used against us later.

According to the writer, Businessmen must write letters, but they should be careful what they put in them. If we are losing money, be specially cautious and not tell of it otherwise we will lose our reputation.

4. What does the writer mean by "there are many rich poor men"?

⇒ The writer who says "there are many rich poor men" may mean that there are people who are financially well-offs but lack true wealth and happiness in other aspects of their lives, such as relationships or personal fulfillment.

5. What's the value of having money?

⇒ The existence of money allows us to trade our labor for things that we value. There are many major benefits of money, including the Money gives us freedom. When we have enough money, we can live where we want, take care of our needs and indulge in our hobbies.

Discussion

1. What type of person would emerge from following Barnum's prescriptions, and which parts of his advice make sense to you while others seem wrong or inappropriate? Why?

⇒ If people follow Barnum's prescription, they would be honest, charitable, intelligent and can maintain secrecy.

Personally, Barnum's advice of not sharing secrecy is truly heart touching. Business is run to make profit. If businessman shares secrecy, company will be collapsed and staffs become jobless. For me, his idea of sharing for earning is not trust worthy. If we share our wealth

to beggar, it is really waste of money. To earn, we have to work day in and out, then why to share our toil to other? So, this idea is not fit for me. In the world, there are many beggars. If we share generously our wealth, we can be like them in future. So, people must be miser because, wealth is essential to care for health, run home and family, pay fee to our children and so on. If we lose money, we also lose prestige in the society. Today, people count anybody with money. Money has become standard to overlook the person's personality, background and so on.

Rhetoric | Language | Writing

1. Analyse the way Barnum blends moral advice ("be honest") and business advice ("don't blab"). Examine how he blends the two and uses each type.

⇒ In his advice to young businessmen, Phineas T. Barnum blends moral advice with business advice to encourage success. He emphasizes honesty and integrity as the foundation of a successful business, saying "be honest, truthful and industrious in all our dealings with mankind."

Barnum also advises against babbling, or talking too much, because it can ruin a business's reputation. He takes an ethical stance on the subject, claiming "gossip and scandal should always be shunned"

as many an honorable character has been blasted by the tongue of the slanderer."

By blending moral advice with business advice, Barnum conveys to businessmen the importance of being honest and discreet in their dealings. He encourages them to use their moral compass as a guide for their decisions, and to be aware of the consequences of their words.

2. Write an advertisement for any product you would like to sell in your locality.

⇒

Introducing the Ultimate Eco-Friendly Home Companion, GreenGlow LED Bulbs! 💡

Are you tired of high electricity bills and the environmental impact of traditional lighting? Look no further - GreenGlow LED Bulbs are here to illuminate your home while saving your money and reducing your carbon footprint!

🔑 Key Features :

- Eco-Friendly Lighting
- Long-lasting Durability
- Save money, Save Earth
- Easy Installation
- Special Limited-Time Offer.

Join the movement towards a sustainable future with GreenGlow LED Bulbs - because a brighter tomorrow starts with a greener today!

Visit our store: AN Stores & Lighting to order.