



PART 1: Upload your photo of your A3 in-class notes here:

PART 2:

- Answer every question below in 1-3 **full** sentences.
- Use your own words. Do not use generative AI to answer these questions.
- Include a specific detail from the text when asked.

REMINDER

- The main idea is the overall message of the whole text.
- A key point helps to explain the main idea.
- A specific detail or example from the text shows that the key point is true.

1. What is the main idea of the whole text?

The text shows how digital marketing and authentic online content have replaced traditional advertising, allowing small side projects to become full time businesses.

2. What is one key point that supports the main idea, and which specific example from the text shows this?

Key point: Fun and humorous video content can attract international customers to a physical local shop

Example: teenagers traveled from the Channel Islands and Cyprus to visit Krystalls boutique after seeing their funny videos on TikTok .

3. What is a different key point that supports the main idea, and which specific example from the text shows this?

Key point: social media can turn a weekend side hustle into a highly demanded daily business in less than a year .

Example : Chloe Huggins and Ross bliss gained 45 million views for their pamper bus transforming a weekend hobby into a full time job .

4. Which part of the text do you think is most important, and why?

Most important part : the section about Binley Mega Chippy and Spudman at the beginning

Why: it instantly proves the power of internet memes it shows how simple , organic videos can increase a shop's trade tenfold almost overnight

Reflection:

- 5. What did you find difficult in this task (including in-class components), and why was it difficult?**

Difficulty: it was hard to identify the specific marketing concepts because the text is written as a series of casual stories rather than an academic article

- 6. What helped you with this difficulty, and how did it help you ?**
What helped : Looking closely at the quotes from the business owners helped me understand exactly how social media changed their daily work