
Guided paraphrasing practice (T-B)

1. Read the paragraph below carefully.
2. Do not paraphrase yet.
3. First, try to understand the main ideas.
4. You will turn the page to write later.

Business topic: Customer reviews

One of the main results of good customer service is what customers do afterwards. When people feel valued, they are more likely to return and tell others about their experience. For small businesses, this word-of-mouth promotion is very valuable because it helps them grow without spending much on advertising.

Some businesses also encourage referrals by offering rewards for recommendations. These simple actions can turn satisfied customers into loyal supporters who help the business grow.

Adapted from: Talkdesk (2025) *Small business customer service: strategies for success*. Available at: <https://www.talkdesk.com/blog/small-business-customer-service/> (Accessed: 21 April 2026).

Step 1: Identify the main ideas

With your partner, write the **key ideas** from the paragraph.

Use short phrases, not full sentences.

You do not need to include every detail.

- **Main idea 1:**
- **Main idea 2:**
- **Main idea 3:**

Step 2: Paraphrase the paragraph

Now paraphrase the paragraph in **your own words**.

Tips:

- Keep the meaning the same
- Change the wording and structure
- You can use fewer sentences than the original
- Simple language is fine

.....

.....

.....

.....

.....

.....

.....

.....

.....