

Inside Reading Level 1
Unit 7 Skill Review: Identifying Examples

Name: _____

Date: _____

The Unit 7 Review Skill asks you to identify the many examples related to franchising that are included in Reading 2.

Let's take a look at how to find examples. The topic of this section is "Advantages of Owning a Franchise" so we can expect to find examples that support this topic. Notice that the first sentence of the first paragraph restates this idea in the box below.

1. Scan the text below for words that introduce examples. Circle the words you find. Underline the examples that follow.
2. In addition to signal words like "for example," another way the author introduces an example is by saying "The most important advantage is..." or "There are other advantages..." Underline the examples that follow these words.
3. Not all examples are introduced by a signal word or phrase. Now read the text. Look for additional examples and underline them. Were there clues in these sentences that helped you know they were examples? If so, what were they?

Advantages of Owning a Franchise

Despite the restrictions, there are many advantages to owning a franchise. The most important advantage is the support and assistance of the franchiser. For example, the franchiser can help a new owner find a good location, help plan an efficient use of floor space, and help decide on the amount of goods needed to start up the business. The franchiser also provides detailed training for the owner and staff in all areas of the business. Once established, the franchisee benefits from ongoing research and development by the company to keep the business up-to-date and competitive. Company consultants and a network of fellow franchisees offer opportunities to discuss business problems. All these support services provide small business owners with the tools of big business, albeit not for free.

There are other advantages to owning a franchise. It helps to own a business with the name of a well-known corporation with an acknowledged reputation for good service. Customers are inclined to shop at stores with familiar names, and more shoppers mean more sales. Also, individual franchises benefit from the output of expensive advertisements paid for by the company, which might overlap with local advertising by franchisees. When this happens, there is an extra benefit. Finally, the franchisees are not employees of the company. They are business owners, motivated to work hard to make their businesses successful.

4. Review the examples you have underlined. Do they all support the topic of "Advantages of Owning a Franchise"?

Inside Reading Level 1
Unit 7 Skill Review: Identifying Examples
Answer Key

1. Now scan the text below for words that introduce examples. Circle the words you find. Underline the example that follows.
2. In addition to signal words like “for example,” another way the author introduces an example is by saying “The most important advantage is...” “There are other advantages...” Underline the examples that follow these words.
3. Not all examples are introduced by a signal word or phrase. Now read the text. Look for additional examples and underline them. Were there clues in these sentences that helped you know they were examples? If so, what were they?

Answers may vary. Possible answers: verbs such as *help* or *benefit* also were clues that these statements were advantages.

[words in yellow should be circled]

Advantages of Owning a Franchise

Despite the restrictions, there are many advantages to owning a franchise. The most important advantage is the support and assistance of the franchiser. **For example,** the franchiser can help a new owner find a good location, help plan an efficient use of floor space, and help decide on the amount of goods needed to start up the business. The franchiser **also** provides detailed training for the owner and staff in all areas of the business. Once established, the franchisee benefits from ongoing research and development by the company to keep the business up-to-date and competitive. Company consultants and a network of fellow franchisees offer opportunities to discuss business problems. All these support services provide small business owners with the tools of big business, albeit not for free.

There are other advantages to owning a franchise. It helps to own a business with the name of a well-known corporation with an acknowledged reputation for good service. Customers are inclined to shop at stores with familiar names, and more shoppers mean more sales. **Also,** individual franchises benefit from the output of expensive advertisements paid for by the company, which might overlap with local advertising by franchisees. When this happens, there is an extra benefit. **Finally,** the franchisees are not employees of the company. They are business owners, motivated to work hard to make their businesses successful.

4. Review the examples you have underlined. Do they all support the topic of “Advantages of Owning a Franchise”?