

Topic 035 Erica, Starting Your Own Business

Jody: Hello I'm Jody and welcome to American Cafe!

杨晨: Sigh. Hello. 我是杨晨，欢迎您到美语咖啡屋。

Jody: Yang Chen, what's wrong? I've never seen you this down before.

杨晨: 哎哟，我心情不好啊。你不知道我前段时间错过了一个赚钱的大好机会。现在后悔不得了。

Jody: You know, sometimes things happen that you think at the time are...are bad. But actually in the end ... it turns out to be a good thing. Did that make sense to you?

杨晨: Jody, 我知道你是好心，不过你的长篇大论我现在没有心情领教。

Jody: I understand. But maybe you'll want to listen to our guest today. Erica. Maybe she can help you.

杨晨: Erica? 她是个心理学家吗？

Jody: No, she's not a psychologist. She's a web designer.

杨晨: 网页设计师。那她能帮我什么？

Jody: Well, Erica started her own business in web design completely by accident.

杨晨: 她是由于一个偶然的开始自己做生意。我得听听是怎么回事。

Erica: I started my own business by accident really. I was laid off a job that I didn't really like which was actually perfect for me. It was the best thing that could have happened to me.

杨晨: Erica 说她被 laid off，被解雇了。

Jody: That's right - no work.

杨晨: 工作也没有了，她还说这是好事？

Jody: Well, she was laid off a job that she really didn't like. So, that's not really bad news.

杨晨: Well, 我知道她不喜欢原来的工作，可她至少还有个工作啊，那总比失业要好吧！

Jody: Just hold on to your horses. I mean, take it easy. I mean, wait just a minute. There's more to the story. Here again is Erica...

Erica: But by getting laid off, I didn't have to feel guilty about quitting a job to start a business. So while I was looking for a new job, I started doing websites for people

and then I started to make myself a portfolio, a website, and it just sort of rolled from there.

杨晨: 她刚才提到一个词 Portfolio。在这里就是积累工作经验。

Jody: Exactly, a collection of your work experience. Something you can actually hold onto for example photographs - or even something you can't hold onto like a website. You know, Erica brought up so many great words related to starting your own business. In the next there's more. We're going to hear "Getting money in the door"

杨晨: 赚钱的意思。

Jody: Right. "Pool of clients."

杨晨: 一批顾客。

Jody: And "coming out of the woodwork."

Jody: "Coming out of the woodwork" is a slang expression meaning all of a sudden and from every direction.

杨晨: 就是你莫名其妙地出现了一堆顾客。

Jody: Coming out of the woodwork, yes.

杨晨: 那一定她的幸运特别好，所以人们一个传一个说 Erica 是一个非常好的 web designer 所以大家都来找她。

Jody: 等一下，等一下。You're getting ahead of the story. Here's Erica.

Erica: I did end up getting a fulltime job for a while just to get money in the door because it takes a long time to start your own business. And it took me a long to get clients. It took me about a year to start to get a pool of clients. But the economy picked up again and then it was basically a full-year cycle. And when I hit one-year I had clients coming out of the woodwork. It was amazing.

杨晨: 你看，我说什么，我猜得不错吧。她的生意非常好所以顾客远远不断地来找她。

Jody: Again, Yang Chen, you were right. When she hit the one-year mark, clients started coming out of the woodwork. And now she has a large pool of clients. She even has to turn people down.

杨晨: 就她太忙，忙不过来，有的时候别人来她，她就告诉他们“我实在没有时间接你们的生意。”

Jody: She has so many clients that she can undercut other businesses.

杨晨: Erica, 生意之所以这么好可能还有一个原因, 那就是她的要价比别人底。是不是?

Jody: Exactly, that means she's undercutting other businesses.

Erica: To this day I'm still overwhelmed by clients. I'm undercutting a lot of other businesses. I should be charging much more than I am. But you know, I'm working with small businesses and I like working with small businesses.

Jody: So, Yang Chen, the lesson here is don't worry about a lost opportunity. It could lead to an even better opportunity.

杨晨: 其实从 Erica 身上我看到有时候那个机会自己会来找你! 机会自己就会来敲门!

Jody: That's the right attitude. Thanks for joining us on American Cafe!

杨晨: 谢谢你收听美语咖啡屋, 我们下次节目再见。