

## READING

1 Look at the photo and the title of the article. Read the first paragraph quickly and find the following information:

- who Jason Sadler is \_\_\_\_\_
- what his annual salary is \_\_\_\_\_
- what his company is called \_\_\_\_\_

## A T-shirt a day

He isn't a celebrity, he isn't a top model and most of the time he works from home, but his annual salary is now more than \$200,000 a year. Meet Jason Sadler, the man behind a simple but very effective advertising company called 'I Wear Your Shirt'.

This is the story of how it all began. Jason was looking for a quick and easy way to earn a bit more money without having to do too much work, and he realized that a lot of companies give away T-shirts for promotional purposes. On January 1st 2009, Jason decided to become a human billboard. He would wear a different T-shirt advertising a different company every day for the whole year. He started on the first day charging \$1, and then increased the price by \$1 every day after that over the course of the year. So, by the end of 2009 a company was paying Jason \$365 a day to wear their T-shirt. By the end of his first year in business, Jason had earned \$83,000, including sponsorship deals and adverts on his website.

Jason's working day is quite straightforward: he puts on a T-shirt, takes a 'selfie' and makes a video of himself at home wearing a particular T-shirt and talking about the company he's advertising. He then uploads the 'selfie' and the video onto the internet, emails it to his friends and his family, sits back and relaxes. Most afternoons, Jason holds a live video chat on his own website, and people call in and talk to him about his T-shirt and the company he is advertising for. During an average day, up to 5,000 people will see Jason wearing his T-shirt.

Jason's business has become so successful that he has had to employ four other people to work with him. They now



work in different parts of the United States, and spend their days wearing T-shirts to earn a living. Sadler cleverly used the power of social media to recruit his employees, and he used YouTube to assess potential employees' CVs before he asked people to vote for the ones he should employ.

Those lucky employees now have a bright future ahead of them. In their first year they made about \$35,000 each, and once they had received their bonuses this went up to almost \$50,000. They were also given all the equipment they needed to do their jobs well: new computers, digital video cameras and a free trip to meet their boss at the company headquarters (Jason's house in Jacksonville, Florida).

Jason is certain he will soon have to employ more people to help him as his business continues to grow. In a time when many bigger companies are cutting back on things like advertising, Jason's own company is expanding rapidly to cope with demand.

### GLOSSARY

salary	the amount of money you earn
billboard	a big board for advertising in a public place
straightforward	simple
upload	to transfer photos, videos etc. to the internet
cut back on	reduce the amount of something