

WORDEXPRESS *FALL 2009 QUICKNEWS*

Dear Client: In our **FALL QuickNews**, we would like to draw your attention to how we can help you overcome language barriers.

Also, be sure to visit our **NEW WEBSITE** at www.wordexpress.net!

Today's Topic: **Don't let language barriers hold you back!**

by Emanuela Giangregorio, Client Care Manager

Most people dream of learning another language at some point in their lives. **It is difficult to ignore the many advantages of being able to express oneself in another tongue.** On a personal level, knowledge of another language grants us access to new people, cultures, literature and ideas. It also exercises the brain, keeping it fit and agile. On a professional level, the rewards are perhaps greater still. The ability to address one's colleagues, business associates or clients in their own language creates trust, affinity and understanding. Also, communicating with clients in their own language is a sure way to put them at ease.

Unfortunately however, with the exception of those of us who specialize in the business of language, many people do not get the chance to delve into another language with sufficient energy to learn it thoroughly. Furthermore, as the WordExpress management team can assure you, one is never truly satisfied: Manfred Bauer, our President, is fluent in English, German and Spanish but longs to master Portuguese as well; Amir Khan, our IT Manager, speaks Farsi and English but wishes he spoke German; Serge Rocco, our Senior Project Manager, is fluent in French and English but would be delighted to learn Greek; and as for myself, I am fluent in five European languages but would give almost anything to have time to learn Russian or Arabic. **If it is even difficult for language industry professionals to take the time to learn more languages, we can certainly sympathize with those of you busy in your own industries.** Modern life has gotten so very hectic that by the time we are finished with our busy work days, social-networking, spending time with friends and family, staying healthy, and keeping up with lightning fast speed of change in technology,

media and current events, many of the items on our mental to-do lists get postponed, sometimes indefinitely.

WordExpress encourages anyone with the time to learn another language, to do so. Some of our best business clients are polyglots in their own right. **In the meantime, do not allow your current limitations to stop you from reaping the business benefits of being multilingual!** Let us help, it's our specialty and what we're here for! **Let us turn you into an honorary linguist!**

We will provide written translations of...

- your company web site and power point presentations
- your newsletters, brochures and business cards
- user's instructions and manuals to your products
- correspondence with your clients
- any other advertising, marketing and public relations materials

Furthermore, we can facilitate interfacing with your business associates with our phenomenal pool of professional interpreters located all over the country and globe, covering more than 100 languages and specializing in marketing, legal, medical and technical terminology and many other subject matters!

So even though you may not speak the native tongue of your customer, WordExpress will allow you to do so. Your multilingual approach will help you build strong business relationships with your international clientele and thus create more success for your business!

WordExpress is in compliance with the **stringent quality standards of ISO 9001**. Our quality control processes are unmatched in thoroughness -- our goal is always perfection.

For a **FREE QUOTATION** on your next project, please call us at (310) 260-7700, ext. 125 or (800) 570-0700, ext. 125, or e-mail your request to: clients@wordexpress.net

Visit our New Website for more information: www.wordexpress.net

Upcoming Topics: The growing need for Spanish and Chinese...

Please send us your feedback, or suggestions for future topics...