

Consumer's Guide To **Choosing the Right French Language Program**

Inside:

4 Danger Signs of an Inferior Language Program

The 4 Costly Mistakes of Learning French the Wrong Way.

4 Steps to Successfully Learning French

A FREE Guide
Compliments of:



This is an Educational Service
Provided by SmartFrench



Dear reader,

When I landed in America a few years ago for the first time I had a shocking discovery. The English I had learned for five years in France was nothing like the English being spoken on the streets of the United States cities I was visiting. How could this be? I had studied hard and thought for sure that my English skills were up to speed. I soon found that while I could build a sentence or two and could find my way around, I was very unprepared when people started talking to me and I could not understand what they were saying. I was also very surprised to have to repeat sometimes more than twice what I was saying in order to finally be understood.

Although I knew the language from textbook, that was all. I was not able to really use it for every day conversation. What had been wrong? I had been trained not knowing that people speak their language differently than in books. Even the recorded material was not what I encountered in the real world.

I decided that there had to be a better way to teach foreign languages. Think of how much more valuable it would be for people to learn the language with the focus on understanding and being understood very early in their studies. By building a strong foundation and working on real conversations simultaneously, you will discover a language that you can use right away and will be confident in using. At SmartFrench we are dedicated to finding the best solutions to help you achieve your goal of communicating in French efficiently.

I wish you all the best for your future conversations in French.

Very sincerely,
Christian Aubert

ABOUT US

SmartFrench was launched in 2003 and is now among the top selling software on Amazon.com and has been sold to enthusiastic customers World-wide.

The philosophy of SmartFrench is to develop a product that is reasonably priced and usable on multiple computer platforms.

The revolutionary idea behind SmartFrench is placing comprehension first and foremost before speaking. Using our unique Active Sensory Comprehension™ method, students learn their new language both effectively and efficiently.

Why are the SmartFrench products so unique and different? In most other products for example, “le cheval - the horse”, would be pronounced: “luh shuhvahl”, which is correct when you read. But it’s not the way it will sound in a regular conversation. The reality is very different! Most of the time, it will sound like “luhshfahl”. This is true for most words. Likewise, 99.5% of French natives would not say “Parlez-vous Anglais?” (do you speak English?) but, “Vous Parlez Anglais?”. Our exclusive method will allow you to understand natives and be understood by them. It is the “missing link” that will raise your confidence to speak French like a native. It’s fast, easy - and smart... It’s SmartFrench!



4 Danger Signs of an Inferior Language Program

1. Voice Recognition Software (Is Your Computer Really Listening?)

Many language education products use voice recognition software, with the intention of helping you learn correct pronunciation. However these computer programs, while novel, are not able to replace the efficacy of a real human pronunciation. Don't learn French from a computer program, learn from real French speakers.

2. Little White Lies -- Can You REALLY Learn French in 10 Days?

C'mon you know this won't work, right--10 days? Much like "magic diet pills," there is no such thing as learning French in 10 days! Don't forget to read the fine print on offers like "Learn French in 10 Days!" What do they usually guarantee? Most of these programs make only vague promises that you will "speak French" within a month (not 10 days) -- but they don't promise how much you'll learn.

3. Rote Memorization (How to speak French Like a Robot!)

The fact is that most people want to learn a language in order to communicate with other people. If your language program is based primarily on memorization alone you're going to miss out on effective communication. In many French language products, for example, "le cheval - the horse", would be pronounced: "luh shuh-vahl", which is correct when you are reading the written word. However it's not the way it will sound in a regular conversation. Most of the time, it will sound like "luhsh-fahl". This is true for most words. Likewise, 99.5% of French natives would not say "Parlez-vous Anglais?" (do you speak English?) but, "Vous Parlez Anglais?". Memorization alone will simply not give you the benefit of being able to speak, understand and be understood.

4. Poor Instructors (Don't Fake It)

Many language programs fall short of hiring actual native French speakers to provide the pronunciation in their materials. Just think, if you were to recommend an English learning program to someone who wanted to learn English, would you recommend one in which the teacher is a native born English speaker or one in which the teacher has five years English speaking experience. The choice is simple right?

The Top 3 Dangers of Learning French the Wrong Way.

DANGER #1: You Won't Understand or Be Understood.

Have you ever heard a toddler speaking to their parents. To the rest of the world they sound as if they are just babbling random sounds with an occasional random word. However, their parents understand what they are saying-- which is fortunate since they can help correct their toddler's pronunciation over time.

As you are learning a new language you too may sometimes sound much like a young toddler babbling mildly recognizable phrases. However, with practice and effective, sound pronunciation you will be able to not only understand French, but perfect your own speech, so that the French can understand you too!

DANGER #2: Traveling, Don't Get Caught Thumbing through Your Huge Phrase Book!

Imagine you are going to Paris. You are excited and a little tense. With seconds flying by like hours, you reach for your dictionary size guide to try to help you out of your social jam. You can feel the tension begin to build up the back of your neck as you frantically try to find the right words to say to the French person impatiently standing before you. Are you having fun yet?

Believe me, the best way to be is relaxed and confident. Just a bit of good preparation (especially listening to French conversations) goes a long way and will be tremendously helpful to you. Of course having the SmartFrench for Travelers pocket guide with you will assist with most common situations you will encounter. Imagine flipping through a small color coded guide with just the right words to say at the time you most need it. With the SmartFrench for Travelers guide and a little preparation you will be ready for your next adventure and more importantly will feel like you belong.

DANGER #3: Remove Foot -- Avoid Making Embarrassing Statements!

We've all watched those hilarious scenes in movies when the American tourist is lamely attempting to communicate in a foreign language only to have his egregious mistakes revealed in the subtitles. Don't let this be you. In every language there are words and phrases that can be misconstrued to mean something else when they are mispronounced. By learning not only the correct spelling, conjugation AND pronunciation you can avoid this embarrassing and sometimes costly mistake.



4 Steps to Successfully Learning French

STEP 1:

Make a Commitment to Act

The sooner you start the better. Learning any language is a process.



STEP 2:

List Your Objectives

It's important for you to know what you want. Different people have different objectives. Certain people want to learn the basics, vocabulary, grammar, conjugation

Others want to converse casually.

Others only want to master sentences to travel with fun.

Others want to reach fluency

STEP 3:

Ask Questions

Call the companies that make the language programs you are considering. Ask questions to make sure their product is what you need.

STEP 4:

When You Find the Right Program, Go for It!

Why SmartFrench is better:

With the SmartFrench method, you will learn the necessary vocabulary, grammar and conjugation that you need to speak French.

We interviewed French natives and let them speak about the subject of their choice. We then chose select portions of these conversations and we isolated every word pronounced, classifying them into three groups, basic, primary and secondary vocabulary. In the basic vocabulary list we put all the words that would appear almost systematically in every conversation. Words such as "for," "that," "I," "of," "in," "am," etc. are all considered part of the basic word vocabulary. In the primary vocabulary words such as "table", "crayon - pencil" or "avion - airplane" would be found as they should be constantly present in your surroundings. In the secondary vocabulary you will find, for example, "haricots - beans" or "bouillir - to boil" as they will depend mostly on the theme of the conversation you will be a part of.

By breaking these words into these primary categories, we made an interesting discovery: **65% of all words used by people when they speak are basic words regardless of the theme of the conversation.** That means that after you work with our first and second volumes, you will know 65% of every conversation you will happen to hear or to be a part of. You will be ready to go further and work on dialog.

Beyond the basic and primary learning of your French vocabulary is the very important and necessary use of contractions when you speak. In all our products we use a color-coding system to show you what is pronounced and what is not pronounced and we also explain why. Little by little you will learn to read the way French people speak and you will not forget your French. We teach you the most contracted form of the language so you are trained to understand French when spoken to you at real speed.

100% RISK-FREE GUARANTEE

From SmartFrench.com:

We are so confident in your success using our revolutionary educational method, we stand behind this product with a full 30-day money back guarantee. We have designed a range of products to address your different needs in regard to your learning of French.

We want you to get what is right for you and we believe in a strong customer service. If you have any question regarding your level or what is right for you, don't hesitate to email us at

info@smartfrench.com.



Thank You

Thank you for taking the time to read through this guide. We know this is an important choice for you. Please contact us with any questions.

Here is our contact information. Give us a call to find out how we can help you or visit us online.

www.SmartFrench.com
3690 Barham Blvd., Suite G-317
Los Angeles CA 90068
info@smartfrench.com

800-419-9923

What Our Customers Say About Us:

"This CD -ROM is a must for learning how the French REALLY talk! I have spent hundreds on books, audios and video in trying to learn French. All have helped.

But this one is a MUST. I recommend the Smart French CD -ROM without reservation."

-William Martin, former political editor, The Oakland Tribune

"I believe that the SmartFrench CD-ROM is the marvelous rendition of a brilliantly simple idea."

-Ian Jackson, CEO Breathplay – Dallas, TX

*"I have researched extensively, did the demos on Rosetta Stone, etc. **I did your demo and had the quickest comprehension of what I was reading and listening to."***

-Cynthia Stull, Washington, DC,
Contract Writer for the National Cancer Institute, for the AIDS programs around the world.

*"If you are studying FRENCH and need a jump start, this is it! You'll be sure to go back to your class room and run rings around the other students; or you'll go back to your company and thoroughly impress your boss & coworkers. **For me --This is the program that is finally getting French to click!**"*

-Janaki Green - Omaha, NE

"It's unbelievable that this simple, easy approach has never been done before. I'm glad someone finally did it! Some of the most successful, useful inventions become obvious to the rest of us after someone comes up with the idea, and we smack our foreheads with the palm of our hands thinking, "Why didn't I think of that? It's so obvious!" SmartFrench is like that."

-Gwendolyn Soper - Park City, UT, Opera singer, author

