

Name: _____ date: _____

Reading to Apply a Diagram

Read the following email message about the diagram below. Complete the email by filling in the blanks. Select the best choice for each blank.

To: 1. _____

From: Natalie Moreau <moreaun@xmail.com>

Date: March 12, 2015

I happen to be shopping for business cards, so I was happy to see your flyer in my inbox this morning! I like the "Dynamic" and "Unique" cards as they both 2. _____. I appreciate the appeal of the "Unique" card, but I worry that it is so unique as to be distracting! So I was leaning towards the "Dynamic" card, but I 3. _____. Bottom line is I'm not too keen on any of the featured templates, and, actually, I'm looking for a 4. _____ card, so I thought I'd check out your other templates (especially since 5. _____). However, when I clicked on the link for your website, I landed on the order form. This happened when I manually input your website address as well. Thought you should know!

Cheers,

Natalie Moreau

- | | |
|---|--|
| 1.
☐ (a) University Admissions
☐ (b) B & C Business Cards
☐ (c) Best Business Cards, Inc.
☐ (d) Mr. Andrews, Supervisor | 5.
☐ (a) you don't offer custom design
☐ (b) you accept orders by email
☐ (c) you offer a discount on all orders
☐ (d) you will ship to Canada |
| 2.
☐ (a) allow for substantial descriptive content
☐ (b) are available with raised print
☐ (c) are available in a matte card
☐ (d) feature several eye-catching colours | 6. Moreau is most likely _____.
☐ (a) applying to post-secondary school.
☐ (b) seeking to improve her business presence.
☐ (c) retiring soon from her job.
☐ (d) working for a business card manufacturer. |
| 3.
☐ (a) want a card that is partially black
☐ (b) want my name to be prominent
☐ (c) need to order only 100 cards
☐ (d) prefer a card with a glossy finish | 7. What would best describe Moreau's email?
☐ (a) confused and annoyed
☐ (b) interested and helpful
☐ (c) relieved and grateful
☐ (d) angry and critical |
| 4.
☐ (a) white
☐ (b) durable
☐ (c) one-sided
☐ (d) multi-coloured | 8. Moreau probably received the flyer as which of the following?
☐ (a) a mis-addressed email
☐ (b) a reply to a specific query
☐ (c) an email advertisement
☐ (d) an attachment to an electronic receipt |

B & C Business Cards 1-800-999-9999 www.b&cbusinesscards.com b&cbusinesscards@gmail.com 1 Prosperity Drive Gainesville, GA USA 30540	
	
#1 BASIC	#2 DYNAMIC
Looking for just the basics? • Available in glossy or matte finish • Heavy stock for durability • Your choice of geometric backgrounds • Several colours available • 100: \$14.99 / 250: \$18.99 / 500: \$22.99	A dynamic design for dynamic companies! • Available in glossy finish only • Plenty of room for text • Raised print • Available in black/blue • 500: \$29.99
	
#3 UNIQUE	#4 HYBRID
Do you want to stand out? • Available in glossy finish only • Substantial space for descriptions • No image substitutions for logo • Strong and lightweight • 250: \$19.99 / 500: \$24.99	Our hybrid combines a basic design with an emphasis on contact information and custom content! • Available in matte finish only • Several colour themes available • High resolution image required • 100: \$14.99 / 250: \$18.99 / 500: \$22.99
FEATURED TEMPLATES – FEBRUARY SALE – 20% OFF!	
Order online (click HERE for order form) or by phone. Please, no email orders. Various shipping options available, including next-day delivery (order must be placed before 2 p.m.). Shipping outside of the US is also available. Custom-designed cards available. Please call to speak to one of our designers!	