

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

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

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

4.

- ☐ a) white
- ☐ b) durable
- ☐ c) one-sided
- ☐ d) multi-coloured

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

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

7. What would best describe Moreau's email?

- ☐ a) confused and annoyed
- ☐ b) interested and helpful
- ☐ c) relieved and grateful
- ☐ d) angry and critical

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!	