

Dearest,

As you know, I have been teaching English in the Prague business sector for much of the last decade. Most of my students are entrepreneurs and top and upper management in financial and banking institutions as well as governmental organizations and a variety of high profile firms. It's a small world, as they say, and many of my people know one another; What's more, you know that as professionals you expect a high quality product.

I like to think that my teaching has met your expectations. Working mainly with individuals and small groups, I have tailored my courses to meet your needs and interests: Lesson focus has ranged from conversational English to intensive training for top-level business presentations and conferences; from colloquial English to formal writing skills for the workplace; from learning the basics to preparation for such tests as TOEIC, IELTS and TOEFL.

You know how I do my job and you know that what I do is important to me. My reputation speaks for itself. I am happy that I have not had to look for work; Rather, work has thus far found me. As a result, I have long had a full schedule, keeping me from pursuing further business opportunities and leaving me with no choice but to turn down new students. What's more, whereas I had expected that my workload would decrease during the current financial crisis, the opposite has been the case.

Your ongoing and increased interest made me decide that, despite and perhaps even to spite the current economic situation, it is time to expand my activities in response to the repeated requests of current and prospective clients. Over the past year, I have been working with ESL teachers I have carefully chosen. These colleagues have proven to me and my clients the ability to provide the quality of service that you have come to expect from me. That is why I believe in them, and recommend them to you.

I write you, therefore, to let you know that I will be doing business under a new name: Priority. Myself and my colleagues are offering Priority English:

- For individuals and small groups;
- According to level of proficiency;
- In custom-made courses.

Please contact me if our offer interests you; Don't hesitate to tell your colleagues, contacts and friends.

Yours,

Gene PRIOR