

Start your journey
to success in English



DIRECT ENGLISH

English language learning direct to the world

Two billion people
across the globe will
be learning English in
the next 10-15 years.
Shouldn't you be one
of them?





ENGLISH THE MOST IMPORTANT SKILL YOU'LL EVER LEARN

There are many important skills to learn in life, but there is one you cannot afford to overlook: the ability to communicate fluently in English.

Did you know out of the 6,000 languages spoken in the world today, half of the world's population speaks only ten of them? And the most dominant of these is English. It is now the world's most widely taught foreign language and over the next 10-15 years it is projected that around two billion people across the globe will be learning it. Shouldn't you be one of them?

Today, English is the language of international business, technology, education and travel. Everywhere you go in the world people speak it. More often than not, it is the only way that people meeting abroad for business or a holiday are able to communicate.

English is no longer a 'nice-to-have' skill but a 'got-to-have' skill for everyone who wants to get the most out of today's world – either for business or pleasure.

Fortunately, Direct English from the Linguaphone Group has made learning English easy and accessible for adults of all ages and abilities. What's more no English language knowledge is necessary, so why wait?

DIRECT ENGLISH THE COURSE THAT'S RIGHT FOR EVERYONE

Created in 1997, Direct English is based on a unique learning system developed by the world-famous English language learning expert, Louis Alexander, and is one of the most effective English language training programs available today. It has already proved to be a huge success across Asia, Europe and the Middle East. Your success is next.

Unlike so many other English language courses, Direct English works because it fits around you. The course is tailored to your abilities and goals, progresses at your own pace and adapts around your work and lifestyle commitments. So you have the flexibility to study just the way you want. The result? You build your confidence from day one and, as a result, reach your goals faster.

With nine levels to choose from plus Business English, Direct English offers more choice than any other English language training system. So whether you're an absolute beginner or an advanced learner, a young professional or a senior corporate executive, Direct English is right for you.

THE LINGUAPHONE GROUP A WORLD LEADER IN ENGLISH LANGUAGE TRAINING

When you choose to learn English with the Linguaphone Group you can rest assured you are in safe hands. We are a world-leading provider of English language training with over 100 years of experience in the language training market and an extensive global network of partners that is expanding all the time.

We have already helped millions of people to successfully learn a new language in over 60 countries across the world. And the numbers keep on growing.

We pride ourselves on service and innovation. We are committed to providing you with a teaching service that is not only compassionate and supportive, but reliable and trustworthy too. With enthusiasm and passion, we will inspire and motivate you to ensure you maximise your full potential and achieve your learning goals.

Why risk anything less than us?

Many other language courses cannot guarantee quality and consistency because the materials they use are chosen by individual teachers. Typically, they do not use published materials and rely on worksheets, lesson plans and photocopied materials. So the only guarantee of quality and consistency is the teacher. With Direct English, all materials are clearly designed to teach English, and consistent teaching quality is guaranteed. Wherever you go in the world, you can benefit from the same standards of excellence with Direct English.

Also avoid language courses that claim to teach you English in a very short time. You will learn to say a lot, but barely understand anything.



8 REASONS WHY DIRECT ENGLISH IS UNIQUE

- 1** Gradually layers knowledge at your own pace, building confidence from day one
- 2** Caters for all learning styles and budgets, offering more choice than any other provider
- 3** Provides a complete service with a flexibility that's hard for competitors to match
- 4** Meets your individual needs
- 5** Fits around your work and lifestyle commitments
- 6** Uses premium materials that allow you to study whenever and wherever you choose
- 7** Delivers high levels of customer service at all stages of the course
- 8** Is backed by the Linguaphone Group, a global leader in English language training.



HOW IT WORKS

Direct English reflects the very latest thinking in language acquisition. It combines highly interactive bilingual materials, used by you on an assisted learning basis, with a program of personalised tutorials, conversation classes and even social activities delivered through a network of training centers around the world. It can also be used as part of a bespoke in-company training program, or as a self-study English course.

Direct English contains comprehensive learning materials including: Coursebooks, Companions, Workbooks, Audio CD Packs and unlimited access to Direct English Online – our multimedia online learning portal that allows you to practice English wherever and whenever you choose.

BUILT ON SOLID TEACHING PRINCIPLES

Our system is built on tried and tested learning stages that reflect the human learning process: presenting, learning and practising. We then ‘recycle’ the language you learn to help build your confidence as you progress. The syllabus is designed for maximum communication, allowing you to confidently use English from the earliest stages of your studies, at the same time as systematically covering all the major elements of English grammar.

The program also lets you find the learning style you like best. You’ll benefit from constant guidance and encouragement every step of the way, boosting your confidence and keeping you motivated so you’re bound to succeed.

SUMMARISING YOUR PATH TO SUCCESS

It’s simple: We listen to you, get to know you, find out what works for you. Direct English is based on more than understanding language; it’s based on how you learn it.

It’s flexible: Learning English takes time so we let you study when, where and how you like, to fit in with your lifestyle. You can combine personal study with tutorials, conversation classes and multimedia classes, at times that suit you, without putting your life on hold.

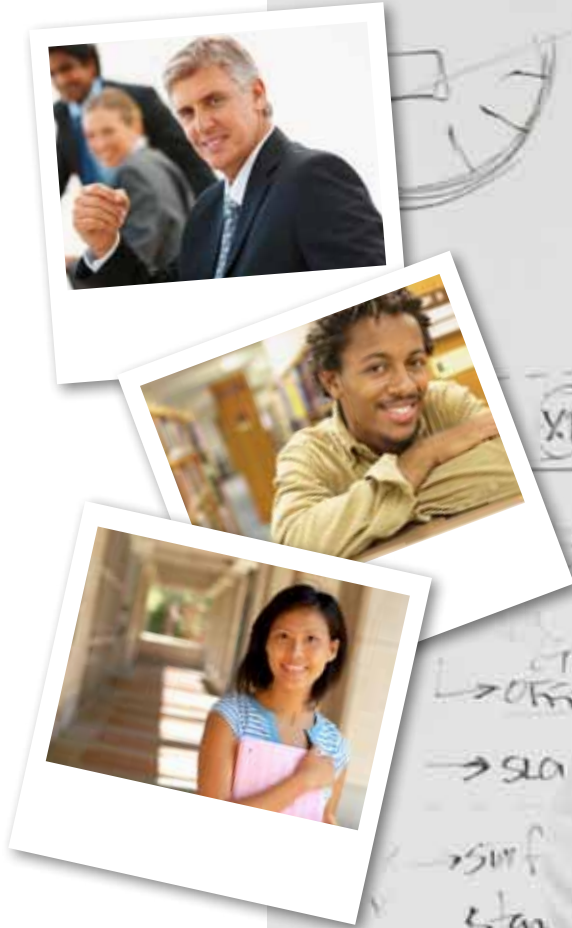
It’s effective: Our syllabus reflects how language is naturally learned, introducing grammar and language points right away – you’ll be speaking conversational English from day one. By returning to these points as your language skills and vocabulary develops, it reinforces what you’ve learned.

It’s personalised: We treat every learner as an individual, not just a face in a classroom. We recognise that everyone has different learning abilities and needs so we start out by finding which pace of study you’re happy with.

It’s proven: Our methods are designed to train you carefully in the four skills of understanding, speaking, reading and writing, while at the same time anticipating and dealing with questions you might have at every stage of the learning process.

It’s entertaining: The audio and digital components of our course material are engaging and motivating. The situations are memorable so you’ll immediately feel involved. And unlike most academic textbooks, our books are both clear and engaging.





So what are you waiting for?
Start your journey
to success today.

Call us on [+44 (0)123 4567891]
or visit [www.yoururl.com]



Your journey to success starts here

Start your journey today, get in touch.

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Direct English is part of the Linguaphone Group a world-leading language training provider, operating under the internationally recognised Linguaphone, Pingu's English and Direct English brand names. With over 100 years of experience in the language training market, the Group has an extensive global network of licensed partners and distributors worldwide.

The Linguaphone Group also has a wide-ranging portfolio of self-study language courses that has helped millions of customers learn a new language in over 60 countries.

