



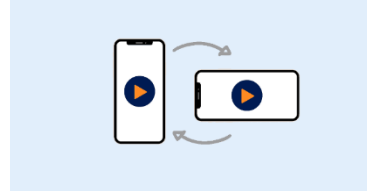
Hello! This is Giancarlo, the Education Director of Indy Language Center where you are taking language classes. I'm very impressed with your dedication to learning the language and we want to give you a valuable opportunity to effectively practice, set a goal, and earn a big discount in your classes along the way!

How to earn up to a 30% discount on your next course:

End-of-Course Project **10% off** -- Personal student testimony in your **NATIVE** language

What you will need:

1. **Smartphone**
2. **WhatsApp account**
3. **About 90 seconds of your time**



Both new and existing students can opt to participate in this exciting video project by recording themselves talking about their language learning goals and experiences during and prior to attending ILC. The video recording of yourself can be shot on your phone in your native language and should be 1-2 minutes in length. We ask that this video be shot horizontally and not vertically. Once it is sent to the Education Director via WhatsApp, we would offer you a 10% discount off your next course tuition payment! This would serve as the before video for you to compare your progress in the second video. The first video would include:

1. A quick personal introduction including your name, where you're from, and whatever family background or ancestry you'd like to share.
2. Which language(s) you're currently studying at ILC, and what previous exposure, if any, to the language you've had.
3. If you've ever had formal lessons in the language you're studying, what was your experience?
4. Share some words or phrases that you currently know in the target language that you'd like to learn.
5. You can also talk about the reasons you are studying the language with us and
6. what you will be able to do or do better when you are fluent.

Students are limited to one video project per course.

End-of-Level Project **20% off** -- Updated personal student testimony in their **TARGET** language

Your bio given in your target language is a 60-90 second that can be submitted in a combination of Italian or English that will be memorized by the end of the session. The goal is to create an "in" to a conversation with another Italian speaker that you might otherwise avoid because you felt you didn't have the confidence. I will translate and help refine this intro, at which point you would recite it at the beginning of every class.

The second video would include:

1. A quick personal introduction including your name, where you're from, and whatever family background or ancestry you'd like to share.
2. Which language(s) you're currently studying at ILC, and what previous exposure, if any, to the language you've had.
3. If you've ever had formal lessons in the language you're studying, what was your experience?
4. Share some words or phrases that you currently know in the target language that you'd like to learn
5. You can also talk about the reasons you are studying English with us and
6. what you will be able to do or do better when you are fluent.

Some **tips**:

1. Break the bio into sections and memorize the smaller parts. Record and send the video in pieces. Each of the 2 videos would be 60-90 seconds long and can be shot on your phone.
2. We ask that this video be shot **horizontally** and not vertically.
3. Tape the script visibly at camera level so you don't have to look down.
4. Remember the videos are upbeat, personable, casual and spontaneous, like you're saying the words for the first time.

Please provide your script in English as well as target language, so we can subtitle your video. Thank you!