



## EMAIL SERIES FOR RESELLER'S PROSPECTS

### EMAIL SERIES SUBJECT LINES

1. (Watch Now) How Schools Can Use Avatars to Teach English and Other Languages
2. Beth, find out how UVM Toluca transformed English language learning
3. Beth, increase student TOEFL scores required for employability
4. Beth, teachers and students love avatars for English language practice
5. Schoolname can save valuable time in English language teaching

### EMAIL #1 DRAFT

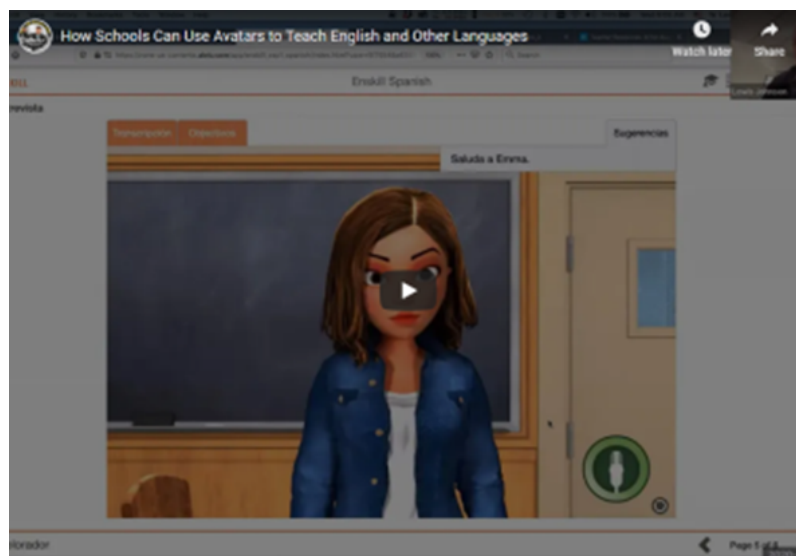
Subject Line: How Schools Can Use Avatars to Teach English and Other Languages

Email Copy:

Beth,

AI avatars – virtual teaching assistants – are revolutionizing the way universities and other institutions in 21 countries teach English language fluency.

We invite you to explore this breakthrough technology for yourself by watching this [webinar recording](#) of *How Schools Can Use Avatars to Teach English and Other Languages*. The case studies in the webinar are from Universidad del Valle (UVM) Toluca. They have successfully integrated Enskill English into their language program since 2017.



[Watch Webinar Recording](#)

After watching the webinar, we encourage you to try Enskill English for yourself. [Contact us](#) for a free 30-day trial at [institution name].

Sincerely,



W. Lewis Johnson, Ph.D  
President and CEO, Alelo

EMAIL #2 DRAFT –

Subject Line: Beth, find out how UVM Toluca transformed English language learning

Email Copy:

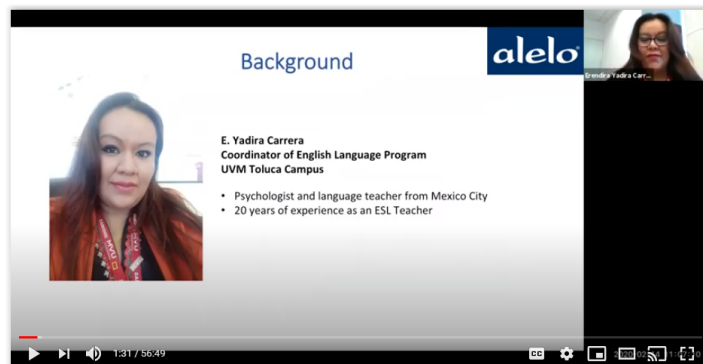
Beth,

Role playing simulations with online avatars have transformed the way students learn English language fluency at Universidad del Valle (UVM) Toluca.

Here are some of the performance highlights:

- CEFR A1 users who practiced simulations multiple times achieved an **increase of 10.97% in mastery score**
- A2 users who practiced simulations multiple times achieved an **increase of 14.15% in mastery score**
- Learners **retained their spoken language skills well over time** despite gaps in practice and were less vulnerable to decay in speaking skills due to inactivity
- Teachers reported that **students came to class better prepared** and ready to engage
- Students reported that their English improved and that **private simulations encouraged more speaking practice** since it eliminated fear of public failure

But don't take our word for it. Watch this video testimonial from the director of the English language program at UVM Toluca Campus, Erendira Yadira Carrera García:



[Watch Erendira Yadira Carrera García Testimonial](#)

Like UVM Toluca, you can transform English language learning at [institution name]. [Contact us](#) for a free 30-day trial.

Sincerely,



W. Lewis Johnson, Ph.D.  
President and CEO, Alelo

EMAIL #3 DRAFT –

Subject Line: Beth, increase TOEFL scores required for student employability

Beth,

Avatar simulations are a revolutionary new way to ensure your students' verbal English skills and TOEFL scores are ready for the global workforce. Simulations with AI avatars assess and train English skills required for employability under CEFR, ILR and ACTFL international standards.

Students role-play with avatars in authentic situations that make real-life speaking encounters comfortable. The avatars reflect the culture, behavior and gestures of native English speakers, providing deep language immersion. Students can practice anywhere on a laptop, mobile device, or virtual reality headset.

Each simulation is aligned with can-do statements in the CEFR standard, so that when students have mastered the simulations they really can do what the can-do statements say.

Furthermore, students practice communication skills using communication techniques taught in business schools. Students present arguments to AI-driven avatars, and get feedback on their use of argument structures and persuasive language. This prepares them to use English in professional settings.

Studies have shown that mastery skills for higher-level students using Enskill English increased over 14% and that their English skills were less likely to decay with speaking inactivity.

Ensure your language students are ready for the global workforce and find out why Enskill language training is used in 21 countries. [Contact us](#) today for a free 30-day trial at [institution name].

Sincerely,



W. Lewis Johnson, Ph.D  
President and CEO, Alelo

EMAIL #4 DRAFT –

Subject Line: Beth, teachers and students love avatars for English language practice

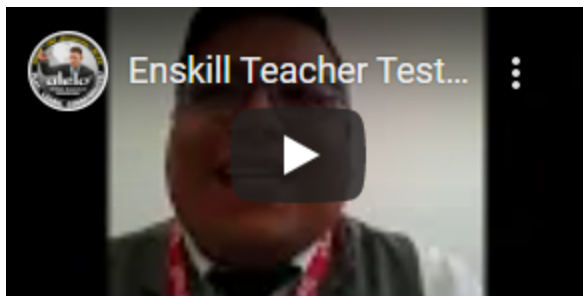
Beth,

As an educator of English to speakers of other languages, you know how important it is for your students to practice speaking. The more they practice in authentic situations, the more confidence they will gain, and the more fluent they will become. Unfortunately this is not practical in the classroom, particularly in large classes. Even in classrooms with low student-teacher ratios, it is not feasible for a teacher to provide one-on-one practice with each student, much less provide personalized feedback.

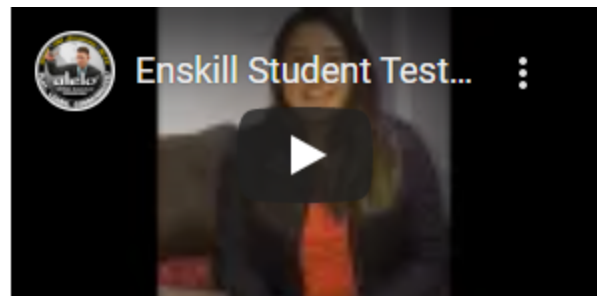
Now learners can practice speaking with AI-based avatars that simulate realistic conversations with native English speakers. Some of the simulated conversations with avatars include topics like: helping to plan a party, helping with a recipe, giving directions, describing a soccer match, talking about a bad weekend, mailing a package, going to a music festival, and more. They can gain fluency and build confidence through practice anywhere, anytime, and get immediate feedback with personalized pronunciation and grammar exercises.

While studies show that avatar simulations deliver serious results like improvements in mastery scores, and higher retention of skills during periods of inactivity they are also seriously fun! With the fear of public failure removed, students enjoy interacting with avatars and as a result practice on their own more often.

A judge at the 2019 ELTons award where Enskill English was a finalist says, “Well put together and engaging, and a fun way to practice speaking.” And here is what teachers and students have to say about Enskill English:



[Watch Teacher Testimonials](#)



[Watch Student Testimonials](#)

So get your English students practicing more often, remove the burden of rote practice sessions from your teachers, and boost your program effectiveness. [Contact us](#) today for a free 30-day trial at [institution name].

Sincerely,



W. Lewis Johnson, Ph.D  
President and CEO, Alelo

EMAIL #5 DRAFT –

Subject Line: Schoolname can save valuable time in English language teaching

Beth,

Avatar simulations can save you valuable time in English language teaching, and help your institution overcome teacher shortages. How? By reducing teacher time on speaking sessions during class.

Instead of practicing speech in class, students converse online with Artificial Intelligence (AI) avatars in immersive simulations that reflect authentic scenarios. A student's specific responses to the avatar direct the simulation's path, creating a unique experience for each student and each practice session. The AI provides personalized pronunciation and grammar exercises based on student and avatar conversations. Students can practice anywhere with a laptop or mobile device. Since they enjoy interacting with the avatars, students practice more often without fear of public failure.

Teachers report that students come to class better prepared. Even so, identifying students that may be falling behind has never been easier. Teachers can track student and class performance in a simple dashboard.

Here's what educators and students have to say about Enskill English:

***“Students have extra practice according to their needs. I think that is why Enskill English is so helpful, because it is focused on every student’s needs.”***

Erendira Yadira Carrera García, Director of English Language Program, UVM Toluca

***“Enskill English helps me to improve my classes and it also makes my classes very short and very communicative.”***

Daniel Vargas Iniestra, Teacher, UVM Toluca

***“A great tool for people who are shy or don’t like to speak in front of a group.”***

Owen P., Student, UVM Toluca

Learn more about how Enskill can save teachers time while improving student English fluency. [Contact us today](#) for a free 30-day trial at [institution name].

Sincerely,



W. Lewis Johnson, Ph.D  
President and CEO, Alelo