



DARIYA DZIUBA

## NEWSLETTER #10



# BUSINESS SUCCESS STORY

23/10/2009

### SOME CONDITIONS OF PARTICIPATION

You are welcome to join our "Business English Tips" group. In the group you will be able to communicate with other people who learn English. You will share your ideas about learning and also study something new. To make the participation more complete, I invite you to take part in the discussions and, of course, work on the newsletter during the two weeks you have.

#### Here are some tips of participation in the discussions:



Be polite



Answer the questions directly and post only relevant information



Check your post before sending it (please don't reply to the e-mails. Create a new message when answering the discussion question from your e-mail address)



Be understanding and accept other people's positions



Remember that we all study, so don't correct or laugh at any mistakes



Enjoy the opportunity you have



P.S. I will be very glad if you could tell other people about this newsletter. It's free, it's professional and it's about English. I'm sure that a lot of people will be glad to use this opportunity. To invite your friends join our newsletter, please, ask them to write to the following e-mail address: [info@enrucafe.com](mailto:info@enrucafe.com)

## BUSINESS SUCCESS STORY

“Seeming to do is not doing.”

Thomas A. Edison

In this newsletter we will speak about *used to* and *would* with their reference to the past. In addition, we will discuss Thomas Edison (if you have light bulbs at home, I am sure you like his invention ☺). As usually you will learn some tips on business writing and some other information which can help you become a better speaker of English.

Enjoy working on the newsletter; remember to tell your friends about it. You will receive the next portion of English in two weeks.

Good luck!

Dariya Dziuba

## GRAMMAR: Past Simple

When you want to tell about actions you did in the past, you can use ***used to*** or ***would***. Let us have a look at the differences between these phrases and at patterns of their usage.

**Affirmative sentences: USED TO.** When you speak about some events you did in the past but do no longer do nowadays or when you speak about some issues which are not true any more, use the expression ***used to***. *Example:*

- I ***used to*** go to the cinema every week. (but I don't go to the cinema every week now)
- They ***used to*** live here. (but they don't live now)
- He ***used to*** play football a lot. (but he doesn't play it now)

Remember you can use ***used to*** only in the past. It doesn't have any present, perfect or continuous form (don't mix it with the word ***use*** which means to utilize something). When you speak about some present habits, use **Present Indefinite** instead. *Example:* He watches TV a lot. **NOT:** ~~He uses to watch TV a lot.~~

**Important information:** You use ***used to*** just to tell that you no longer perform some usual past actions. The main idea of using ***used to*** is to show people that the circumstances have changed. You do not use ***used to*** to say about some simple events in the past, or how long the action was, or how many times it took place. In this case you use past simple instead. *Example:*

- I worked very hard last month. (NOT: ~~I used to work hard last month.~~)
- She lived in London for 2 years. (NOT: ~~She used to live in London for two years.~~)

**Affirmative sentences: WOULD.** When you speak about some past events that may still happen today, use ***would***. However, do not use ***would*** when you speak about the events that happened in the past and are not going to repeat. *Example:*

- I ***would*** travel to some other countries every year. (and I still do that from time to time)
- She ***would*** go swimming quite often. (and she still goes swimming from time to time)
- We ***would*** phone our friends at the weekend. (and we continue doing that)

**BUT:** We used to go out a lot. (and we don't do now) **NOT:** ~~We would go out a lot.~~

**Negative sentences: USED TO.** There are three ways you can use to form a negation with ***used to***. There three main ways to form negative sentences with ***used to***:

1) Use **did not** when you want to make a negation with ***used to***. You can say: **didn't use to** or **didn't used to**. They both forms will be correct. *Example:*

- I ***didn't use to*** go to the cinema.
- I ***didn't used to*** go to the cinema.
- They ***didn't use to*** live here.
- They ***didn't used to*** live here.
- He ***didn't use to*** play football a lot.
- He ***didn't used to*** play football a lot.

2) You can use the verb ***used to*** as a modal. So, to form negation with it, after ***used*** just add **not** and you will have its negative form. *Example:*

- I ***usedn't to*** go to the cinema.

- They **usedn't to** live here.
- He **usedn't to** play football a lot.

3) The most common negative form of **used to**, however, is **never used to...** You can hear it much often in a usual speech. *Example:*

- I **never used to** go to the cinema.
- They **never used to** live here.
- He **never used to** play football.

**Negative sentences: WOULD.** This is a usual modal verb that is why to form its negative form after **would** you just have to add **not**. That is all. *Example:*

- I **would not** travel to some other countries every year.
- She **would not** go swimming quite often.
- We **wouldn't** phone our friends at the weekend.

**Interrogative sentences: USED TO.**

When you want to form questions with **used to**, put "**did**" before the subject of the sentence. After **did** you can use either **use to** or **used to**. *Example:*

- **Did** you **use to** go to the cinema?
- **Did** you **used to** go to the cinema?
- **Did** they **use to** live here?
- **Did** they **used to** live here?
- **Did** he **use to** play football a lot?
- **Did** he **used to** play football a lot?

**Interrogative sentences: WOULD.**

When you want to form questions with **would**, put it before the subject of the sentence. *Example:*

- **Would** you travel to some other countries every year?
- **Would** she go swimming quite often?
- **Would** we phone our friends at the weekend?

**Exercise. Put used to or would into the sentences.\***

1. When I was a child, I \_\_\_\_\_ go fishing every Saturday.
2. She \_\_\_\_\_ always come to visit us and we still see her very often.
3. I \_\_\_\_\_ go to the beach when I was a student.
4. He always \_\_\_\_\_ have a dog as a child but now he has a cat.
5. Emmy loves cars because her family \_\_\_\_\_ have one when she was a child.
6. She \_\_\_\_\_ have a very important test every two weeks as a student.
7. I \_\_\_\_\_ always ask people stupid questions.
8. She always went running in the morning. So, she \_\_\_\_\_ get up very early.
9. She \_\_\_\_\_ work as a cook. Now she is a director of a restaurant.
10. They \_\_\_\_\_ make films in black and white but now almost all films are made in colour.
11. My mother always \_\_\_\_\_ help me with my homework when I was at school.
12. We \_\_\_\_\_ spend New Year with my cousin until she moved to another city.
13. He \_\_\_\_\_ always behave so badly at school. Now he is still the same.
14. My friend always \_\_\_\_\_ cook dinner for himself, but now his wife prepares dinner for him.
15. We never \_\_\_\_\_ go to the sea when we were small kids.

**HINTS ON BUSINESS WRITING: Clichés for writing business letters**

We have already discussed with you how to write business e-mails on every possible topics and how to write faxes. In this newsletter I am going to provide you with all possible clichés you can use for writing business letters. So, next time you need to write a letter, open this newsletter and choose which words best suit your needs. Hope, it will help :)

**Salutation**

- Dear Mr Brown
- Dear Ms White
- Dear Sir
- Dear Sirs
- Dear Madam
- Dear Sir or Madam
- Gentlemen

**Starting**

- We are writing to inform you that ...
  - to confirm ...
  - to request ...
  - to enquire about ...
- I am contacting you for the following reason.
- I recently read/heard about . . . and would like to know . . .
- Having seen your advertisement in ... , I would like to ...
- I would be interested in (obtaining/receiving) ...
- I received your address from ... and would like to...
- I am writing to tell you about ...

**Referring to previous contact**

- Thank you for your letter of March 15 ...
- Thank you for contacting us.
- In reply to your request ...
- Thank you for your letter regarding ...
- With reference to our telephone conversation yesterday ...
- Further to our meeting last week ...
- It was a pleasure meeting you in London last month.
- I enjoyed having lunch with you last week in Tokyo.
- I would just like to confirm the main points we discussed on Tuesday . . .

**Making a request**

- We would appreciate it if you would ...
- I would be grateful if you could...
- Could you please send me . . .
- Could you possibly tell us/let us have...
- In addition, I would like to receive ...
- It would be helpful if you could send us ...
- I am interested in (obtaining/receiving...)
- I would appreciate your immediate attention to this matter.
- Please let me know what action you propose to take.

**Offering help**

- We would be happy to ...
- Would you like us to ...
- We are quite willing to ...
- Our company would be pleased to ...

**Giving good news**

- We are pleased to announce that ...
- I am delighted to inform you that ...
- You will be pleased to learn that ...

**Giving bad news**

- We regret to inform you that ...
- I'm afraid it would not be possible to ...
- Unfortunately we cannot/we are unable to ...

- After careful consideration we have decided (not) to ...

### **Complaining**

- I am writing to express my dissatisfaction with ...
- I am writing to complain about ...
- Please note that the goods we ordered on (date) have not yet arrived.
- We regret to inform you that our order n°--- is now considerably overdue.
- I would like to query the transport charges which seem unusually high.

### **Apologizing**

- We are sorry for the delay in replying ...
- I regret any inconvenience caused
- I would like to apologize for (the delay/the inconvenience) ...
- Once again, I apologise for any inconvenience.

### **Orders**

- Thank you for your quotation of ...
- We are pleased to place an order with your company for ...
- We would like to cancel our order n°...
- Please confirm receipt of our order.
- I am pleased to acknowledge receipt of your order n°...
- Your order will be processed as quickly as possible.
- It will take about (three) weeks to process your order.
- We can guarantee delivery before ...
- Unfortunately these articles are no longer available/are out of stock.

### **Prices**

- Please send us your price list.
- You will find enclosed our most recent catalogue and price list.
- Please note that our prices are subject to change without notice.
- We have pleasure in enclosing a detailed quotation.
- We can make you a firm offer of ...
- Our terms of payment are as follows :

### **Referring to payment**

- Our records show that we have not yet received payment of ...
- According to our records ...
- Please send payment as soon as possible.
- You will receive a credit note for the sum of ...

### **Enclosing documents**

- I am enclosing ...
- Please find enclosed ...
- You will find enclosed ...

### **Closing remarks**

- If we can be of any further assistance, please let us know
- If I can help in any way, please do not hesitate to contact me
- If you require more information ...
- For further details ...
- Thank you for taking this into consideration
- Thank you for your help.
- We hope you are happy with this arrangement.
- We hope you can settle this matter to our satisfaction.

### **Referring to future business**

- We look forward to a successful working relationship in the future
- We would be (very) pleased to do business with your company.
- I would be happy to have an opportunity to work with your firm.

### **Referring to future contact**

- I look forward to seeing you next week
- Looking forward to hearing from you  
to receiving your comments
- I look forward to meeting you on the 15th
- I would appreciate a reply at your earliest convenience.

**Ending business letters**

- Sincerely, }
- Yours sincerely, } (for all customers/clients)
- Sincerely yours, }
- Regards, (for those you already know and/or with whom you already have a working relationship.)

Original source: <http://www.learn-english-today.com/business-english/business-letters.html>

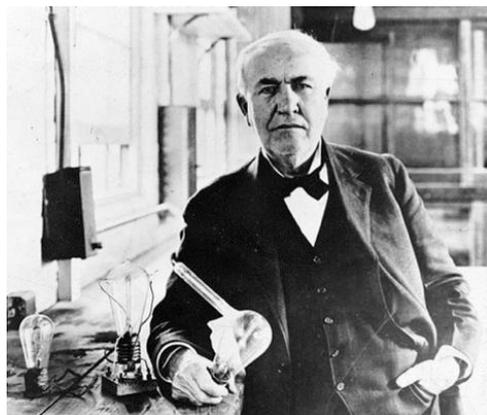
**USEFUL EXPRESSIONS: Business Proverbs and Sayings**

- Bad news travel fast
- Be careful before every step
- Be not afraid of growing slowly, be afraid only of standing still
- Be on the safe side
- Be the first to the field and the last to the couch
- Before criticizing a man, walk a mile in his shoes
- Better to be alone than in bad company
- Better to have it and not need it than to need it and not have it
- Better to light a candle than to curse the darkness.
- Better to remain silent and be thought a fool that to speak and remove all doubt

**TEXT TO READ AND THINK ABOUT: Thomas Edison**

"Genius is 1% inspiration and 99% perspiration."

*Thomas Edison*

***The Life of Thomas Edison***

Edison was an inventor known for his influence, his intelligence and, most importantly, his perseverance. During his lifetime more than a thousand American patents were granted on work of his own or of teams under his supervision. Three of his inventions the phonograph, a practical incandescent light and electric system, and a moving picture camera helped found giant industries that were to change the life and leisure of the world. In other areas Edison managed to affect over twenty industries including the military, medical fields (with his fluoroscope), the stock market and mining. Following is a short biography and a timeline of his greatest accomplishments.

***Inspiring Childhood***

Thomas Edison, the youngest of seven children, was born in Milan, Ohio, on February 11, 1847, to Samuel and Nancy Edison. Home schooled and an avid reader, Edison began his scientific experiments at the age of ten when he built a laboratory in the basement of his house stocked with chemicals he either bought or found in the town dump. Edison's early experimentation was almost stopped when his mother became tired of bad odors and fumes filling the house.

***The Tramp Telegrapher***

Edison left the laboratory behind for a career as a "candy butcher" on the Grand Trunk Railway in 1859, selling candy, dried fruit, snacks and newspapers. Three years later he made history when he began to publish his own newspaper, the *Weekly Herald*, aboard the train. The first newspaper to be published aboard a moving train, the *Weekly Herald*, was printed on a secondhand printing press Edison set up in the baggage car of the train. In 1863, he began his first career as a "tramp telegrapher," going from place to place including Ontario, Cincinnati and Nashville, offering his skills as a telegrapher. He finally settled in Boston, working the New York wire for Western Union.

***Learning to be Practical***

It was in Boston that Edison began experimenting in a more professional way than ever before, first studying Michael Faraday's writings on electricity. His first patent in 1868, was a vote recorder which sped up, through electrical messages, the counting of votes for assemblies and meetings. Finding no buyer for his first invention, he formed a policy to never attempt to invent anything unless he was sure there

was a commercial demand for it. His next invention demonstrated his commitment to this ideal, a stock ticker that would bring brokers Wall Street quotations more quickly. (...)

***The Menlo Park Laboratory***

Edison's laboratory at Menlo Park, New Jersey became the first of its kind, the original organized technical research laboratory, with its research "team." Inventions that came out of this new research include the mimeograph machine, the phonograph, the light bulb, and many others.

***First of the Great Inventions***

The phonograph, the light bulb and the motion picture camera have long been considered Edison's greatest inventions. The phonograph, the first of these inventions, was developed after Edison began work on improving Alexander Graham Bell's telephone. Edison believed that the phonograph (which has changed very little from its original design) was his greatest invention. Interestingly enough, the phonograph is the only invention for which Edison can claim sole ownership.



***Early Movie Business***

Other inventors were experimenting with the motion-picture camera when, in 1891, Edison came up with the practical movie camera, or the Kinetograph ("moving writing"), and a projector, the Kinetoscope ("moving view"), to show his movies. The first movie studio built in 1893, was his Black Maria at West Orange, New Jersey. Edison, who had been working unsuccessfully on "talkies" by combining the phonograph and the camera, left the motion picture business when the industry started to turn away from the educational purpose he saw for it and towards entertainment. Edison was quoted as saying " A good many people seemed to wonder why I did so [quit the movie business] maybe they still wonder. But the answer is simple enough. I was an inventor, an experimenter. I wasn't a theatrical producer. And I had no ambitions to become one." Incidentally, movie audiences would not hear the human voice on film until 1927 with Al



Jolson's *The Jazz Singer*.

***The Light Bulb***

Edison is quoted as saying it would take a matter of a few weeks to invent the bulb. In reality, it would take him almost two years of failed attempts, new discoveries and prototypes before he would find success. It is said he tried over 6,000 different carbonized plant fibers, looking for a carbon filament for his light bulb. By concentrating and inventing a whole lighting system rather than just a single light bulb, Edison succeeded where others had failed. Edison chose to look at the big picture and created a lighting system including wiring, plugs, connectors, etc., to operate more than one light bulb at once. Fighting other inventors in courts from England to America, Edison struggled for years to claim his rightful title of inventor of the light bulb, possibly his most popular invention.



***Military Inventions of the War Years!***

During World War I, Edison became the head of the Naval Consulting Board, and for three years he worked on inventions to help the U. S. Navy. (...) Edison worked to combat the Germans in the Atlantic wars. His inventions included devices that could detect torpedoes as soon as they were fired, a loud-speaking telephone so that a conversation could be carried on in the middle of a battle, and other inventions (...).

***Medical Breakthroughs***

In 1896, Edison invented the practical fluoroscope, a machine which included a screen made out of tungstate of calcium on which you view X-rays. Edison refused to take a patent out on his fluoroscope because he wanted to see it in use, helping people, immediately. The fluoroscope enabled surgeons to perform the first x-ray operation in the United States.



***The Perseverant Inventor***

One of Edison's most famous qualities was his perseverance. While working on the

nickel/iron storage battery, he performed 10,296 experiments. Throughout his inventing career, Edison followed almost every unsuccessful venture with a successful idea. He stuck to his creed of working on only useful and wanted inventions and changed the world with his drive for success. When Edison died October 18, at his home in West Orange, New Jersey, he left behind a legacy of breakthroughs in technology and science.

The article source: <http://www.graceproducts.com/edison/life.html>

### VOCABULARY TO THE TEXT

1. **Influence** (noun) – an impact upon someone
2. **Perseverance** (noun) - steady persistence in a course of action, a purpose, a state, etc., esp. in spite of difficulties, obstacles
3. **Incandescent** (adjective) - glowing or white with heat, electrifying, brilliant, dynamic
4. **Leisure** (noun) – free time
5. **Mining** (noun) – the act, process, or industry of extracting ores, coal, etc., from mines
6. **Accomplishment** (noun) – achievement
7. **Home schooled** (expression) – educated at home
8. **Avid** (adjective) - enthusiastic
9. **Dump** (noun) - an accumulation of discarded garbage, refuse
10. **Fume** (noun) - any smokelike or vaporous exhalation from matter or substances
11. **Tramp** (noun; in the article is used in the form of adjective) - a person who travels on foot from place to place
12. **Vote** (noun) – voice you give for a certain candidate or for or against a certain question
13. **Filament** (noun) - the heating element
14. **Incidentally** (adverb) - apart or aside from the main subject of attention, discussion
15. **Bulb** (noun) - the glass housing, in which a partial vacuum has been established, that contains the filament of an incandescent electric lamp
16. **Attempt** (verb) - try
17. **Struggle** (verb) – try very hard
18. **Enable** (verb) - give power, means, competence, or ability to
19. **Storage battery** (noun) - accumulator
20. **Creed** (noun) - any system of belief or of opinion

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### \*Answers to the exercises.

#### Exercise.

1. When I was a child, I used to go fishing every Saturday.
2. She would always come to visit us and we still see her very often.
3. I used to go to the beach when I was a student.
4. He always used to have a dog as a child but now he has a cat.
5. Emmy loves cars because her family would have one when she was a child.
6. She used to have a very important test every two weeks as a student.
7. I would always ask people stupid questions.
8. She always went running in the morning. So, she used to get up very early.
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