

ompersonal newsletter

EL BOLETIN DE INGLES PREFERIDO POR EL HISPANOHABLANTE

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1. EDITORIAL

Hola amig@:

Esperas una respuesta a tu email pero no llega. Quizás tu redacción o la ausencia de ciertos detalles (como dejar el campo "Asunto" del mensaje sin completar) sean los culpables. **En ese caso, las probabilidades de que tu email acabe en la papelera se multiplican exponencialmente. De ello trata el audiotexto de hoy.**

Recuerda que tu desafío para el próximo año es **saber inglés**. Aprovecha entonces nuestro **completo curso en Inglés Conversacional (de Básico a Avanzado) en 52 lecciones**. Para seguir tu progreso cuentas con 10 tests y 3 exámenes finales **que evaluará un profesor** a fin de que puedas alcanzar los tres certificados.

Hasta nuestro próximo boletín (miércoles 13 de diciembre 2017).

OM PERSONAL ENGLISH
www.ompersonal.com.ar

**AGRADECEMOS TU APOYO A NUESTRA
CAPACITACION GRATUITA Y CERTIFICADA**



2. COMPRESION AUDITIVA

¿ESPERANDO LA RESPUESTA DE UN EMAIL? Esperas una respuesta a tu email pero ésta no llega. Quizás tu redacción o la ausencia de ciertos detalles mínimos (como completar el campo "Asunto" del mensaje) sean los culpables. Aquí tienes una serie de sugerencias para que tu mensaje tenga la posibilidad de ser leído y respondido.

Descarga el audio y practica gramática y vocabulario mientras viajas.

Lee AQUÍ cómo guardar los audios de nuestros boletines.

Pulsa la palabra **AUDIO** de color rojo para escuchar. Para descargar el audio, acerca la flecha del ratón a esa palabra y **con botón derecho** selecciona la opción **"Guardar Archivo (o Destino) Como"** y guárdalo en tu móvil o computadora.

WAITING FOR AN EMAIL RESPONSE?



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AUDIO

No matter what kind of job you have, you will, at some point, have to write an e-mail. Let's say you are applying for a job or need to ask a coworker for help, or a favor. So, you send an email. You really want to get a reply. Can the words you choose increase your chances of getting a response?

no matter what kind of job: no importa qué tipo de ocupación; **at some point:** en algún momento; **applying for a job:** postulándote a un trabajo; **coworker:** compañero/a de trabajo; **reply:** contestación; **increase your chances:** aumentan tus posibilidades; **response:** respuesta;

Yes, they can. A study on emails found that several factors affect whether or not you get a reply to your email. The company Boomerang did the study. One of Boomerang's goals is to help companies be more productive. One of its main products is a smartphone app that helps companies manage all of the emails they get each day.

found that: detectó que; **whether or not you get:** si recibes o no; **goals:** objetivos, metas; **main:** principales; **smartphone app:** aplicación para móvil; **manage:** administrar;

Experts at Boomerang asked their users to share which factors most affected whether or not they got a response to their emails. They found that many factors affect your email response rate.

experts at: los especialistas de; **users to share which factors:** usuarios que compartieran cuáles factores; **response rate:** tasa o índice de respuesta;

One factor is the length of the email. It should be short but not too short. Another factor is the tone of the writing. Is your language too informal or too formal? And don't forget about grade level. Are the words and grammar structure too simple or too advanced?

length: longitud; **too short:** demasiado breve; **tone:** tono (del escrito); **grade level:** nivel de inglés utilizado;

Even the length of your subject line may affect your chances of getting a response. The way in which you close an email can also determine if you get a response or not. The Boomerang study found that, for most of these factors, there is a "sweet spot" – a point or degree where things work really well.

subject line: renglón o casilla donde se escribe el asunto (o *subject*) del mensaje; **the way in which you close:** la forma en que cierras o completas; **sweet spot:** punto clave, punto óptimo; **degree:** grado, nivel;

DON'T FORGET THE SUBJECT LINE.

The subject line is what people will see first. Boomerang says that subject lines with three to four words are the best for getting a response. The

response rate goes down, they found, with each word you add. So, remember when writing your subject line -- less is more.

subject line: asunto (o *subject*) del mensaje; **goes down:** disminuye; **with each word you add:** con cada palabra que agregas; **less is more:** esta frase se refiere al concepto de "menos es más", es decir, sencillez y simplificaciónx;

WRITE SIMPLY.

The reading level of the language you use in your emails matters. Boomerang found that a third-grade level works best and gets the most responses. So, use simple words in simple sentences. Do not utilize convoluted terminologies, I mean, (*do not*) use complex words when simple ones will work just fine.

simply: con sencillez; **matters:** tiene importancia; **gets the most:** obtiene la mayor cantidad de; **convoluted terminologies:** términos o palabras rebuscados; **I mean:** o sea, es decir; **complex words:** palabras complejas; **will work just fine:** funcionarán correctamente;

KEEP IT SHORT (BUT NOT TOO SHORT).

Boomerang found that the “sweet spot for email length is between 50 and 125 words.” Experts say the response rate for emails of this length is above 50 percent. But, do not write all 125 words into one long paragraph. Break them up into a couple short paragraphs. It is much easier to read this way. The brain and the eyes like to see “negative” spaces.

keep it short: sé breve; **break them up:** divídelas (las palabras); **into a couple:** en un par de; **brain:** cerebro;

ASK A QUESTION.

Now, remember. You are trying to get a response to your email. So, a good way to do that is to ask the reader a question. It gives them something to do. Boomerang found that the emails that asked no questions had the lowest response rate. Emails that ask between one to three questions are “50 percent more likely to get a response than emails asking no questions.” However, don’t ask too many questions. With each extra question you ask in your email, your response rate drops.

ask a question: incluye una pregunta; **reader:** lector; **the lowest response rate:** la más baja tasa de respuesta; **are 50% more likely to:** tienen un 50% más de posibilidad de; **however:** sin embargo; **drops:** cae, se reduce;

SHOW SOME FEELING (BUT NOT TOO MUCH).

The tone of your email matters very much. The tone is the feeling, or attitude expressed by the words that someone uses in speaking or writing. When writing an email, be positive (but not too positive) or negative (but not too negative.) Being neutral -- neither positive nor negative -- gets you nowhere.

show some feeling: muestra algo de sensibilidad; **neutral = neither positive nor negative:** neutral = ni positivo ni negativo; **gets you nowhere:** no te conduce a ninguna parte, no sirve de nada;

Do you think the following email is appropriate to write to a professional acquaintance or colleague?

appropriate: adecuado; **acquaintance:** persona conocida; **colleague:** colega;

“Hi! I haven’t seen you in so long!! I’m wondering how you are. I would very much like to see you again soon!!! Would you care to have coffee with me tomorrow afternoon?”

in so long: durante tanto tiempo; **I'm wondering:** me pregunto; **would you care?:** ¿te interesaría?;

This email is too positive, too emotional and too formal – a strange combination. The sentences involve too many personal pronouns. This adds too much feeling. It may make reader feel uncomfortable. It sounds a bit creepy.

too emotional: demasiado sentimental; **involve too many:** incluyen demasiados; **this adds:** esto suma, agrega; **feel uncomfortable:** sentirse incómodo; **a bit creepy:** un poco extraño;

The writer of this email also uses too many exclamation points – something you really want to avoid. Using too many exclamation points is a sure sign that your email is too positive and therefore, quite possibly, annoying.

to avoid: evitar; **therefore:** por lo tanto; **annoying:** molesto;

TRY THIS INSTEAD:

“Hi there! Hope you’ve been well. Let’s catch up over coffee soon. Are you free anytime next week?”

try this instead: mejor prueba con esta alternativa; **let's catch up over coffee:** pongámonos al día café mediante; **anytime:** en algún momento;

“Hope you’ve been well” is very common to include in an email to both friends and co-workers. It’s a nice thought to share. But it also has a second purpose. It says that the writer and reader haven’t seen each other recently. An English speaker will read between the lines and understand this hidden meaning.

thought to share: reflexión para compartir; **each other:** mutuamente; **hidden:** oculto;

You could also write “How’ve you been? It’s been a long time!” By simply stating that a lot of time has passed, you put the importance on time and not your feelings. So, it’s positive but not overly emotional. The tone is casual but still professional. And it won’t seem creepy to the reader.

by simply stating: afirmando simplemente; **on timer:** en el tiempo (transcurrido); **overly:** excesivamente; **but still:** pero aún así; **it won't seem creepy:** no le parecerá extraño; **to the reader:** a lector;

This email also asks a direct question without pressuring the reader. They can pick a time when they are free for coffee or say that they are just too busy.

without pressuring: sin presionar (a);

However, let’s say you have to write an email describing a negative experience and you want a response. As we have learned, the study found that it’s actually better to be negative than neutral. But try not to be too negative. If you had a bad experience at a store, write about it simply.

at a store: en una tienda o comercio;

FOR EXAMPLE:

“During a visit to your store, I had a very bad experience. One of your employees was extremely rude. He refused to replace a broken television. How can I get my money back for the broken television or get a replacement?”

during: durante; **rude:** grosero, descortés; **he refused to replace:** se negó a reemplazar; **get my money back:** hacer que me reintegren el dinero; **get a replacement:** conseguir un cambio o reemplazo;

You might not get a response if you wrote something like this:

you might not get: podrías no conseguir una respuesta; **like this:** como esto;

“Your store is awful!! I tried to return a broken television and your employee was rude! He was a stupid fool! I will never go back to your store again!!!”

awful: espantosa;

Not only is the tone of this email too negative, the writer sounds crazy. So again, find the balance – the sweet spot.

crazy: trastornado;

USE THE RIGHT CLOSING.

Brendan Greenley studies data at Boomerang. He explains on the company’s website that another email study centered only on closings. Experts studied over 350,000 email conversations of Boomerang users that involved people asking for help or advice. The study found “that certain closings deliver higher response rates.”

the right closing: el cierre correcto, la despedida adecuada; **asking for help or advice:** requiriendo ayuda o asesoramiento;

Here are the top 8 email closings and their response rates:

Thanks in advance (65.7%) / Thanks (63%) / Thank you (57.9%)

Cheers (54.4%) / Kind regards (53.9%) / Regards (53.5%)

Best regards (52.9%) / Best (51.2%)

the top 8 email closings: los 8 cierres de email de mayor éxito; **thanks in advance:** gracias por adelantado, de antemano; **cheers:** gracias; **kind regards:** saludos cordiales; **regards:** saludos, cordialmente; **best regards:** un abrazo, saludo muy cordialmente; **best:** lo mejor;

So, if you really want a response to an email, remember these writing tips. And remember that in most cases, less will get you more. I’m Jonathan Evans ... and I’m Anna Matteo.

writing tips: sugerencias de redacción; **in most cases:** en la mayoría de los casos; **less will get you more:** con menos lograrás más.

3. AQUÍ TIENES POR NIVEL NUESTROS CURSOS DE INGLÉS 100% GRATUITOS Y CERTIFICADOS.

A1 = PRINCIPIANTE <http://tinyurl.com/6xtj5v>

A 2 = BÁSICO A INTERMEDIO BAJO <http://tinyurl.com/7fl3gms>

B1 (parte 1) = INTERMEDIO A INTERMEDIO ALTO <http://tinyurl.com/7f2xsyh>

B1 (parte 2) = AVANZADO CONVERSACIONAL <http://tinyurl.com/3xxbwuy>

B2 = FIRST CERTIFICATE EXAM <http://tinyurl.com/7nurgs3>

C1 = CERTIFICATE IN ADVANCED ENGLISH <http://tinyurl.com/kysyo2k>

C2 = CERTIFICATE OF PROFICIENCY IN ENGLISH <http://tinyurl.com/kzrx5fj>

UNIVERSIDADES = TOEFL TEST <http://tinyurl.com/6nluaw>

4. OM SHOPPING

AHORA PUEDES ADQUIRIR NUESTROS CURSOS EN ARCHIVOS DESCARGABLES. [CONSULTA AQUÍ](#) nuestro catálogo completo de productos promocionales.

¿CÓMO COMPRO DESDE MI PAÍS?

Antes de comprar consúltanos a info@ompersonal.com.ar y titula tu mensaje **COMPRA DE PRODUCTOS**. Los precios **incluyen todos los gastos de envío** dentro de Argentina y hacia el Exterior.

Reiteramos que para disfrutar de las bondades de nuestro portal gratuito no tienes obligación alguna de comprar nuestros productos.

5. ADMINISTRA TU SUSCRIPCION A ESTE BOLETIN

CAMBIO DE E-MAIL DE SUSCRIPCION: Si deseas cambiar tu dirección de suscripción, envía –desde el email con el cual te has registrado– un mensaje a info@ompersonal.com.ar con la palabra **CAMBIO EMAIL** en el "Asunto" de tu correo. En el interior del mensaje **especifica sin errores** el nuevo e-mail de ALTA.

DARTE DE BAJA: Para cancelar definitivamente tu suscripción procede así:
(1) Desde el email con el cual te has registrado (dicho email aparece al final-final de cada boletín) envía un email en blanco a ompersonal-baja@elistas.net
(2) Como respuesta te llegará el mensaje que confirma tu baja definitiva.

MUCHAS GRACIAS POR LEERNOS.

próximo boletín: diciembre 13, 2017

Agradecemos que reenvíes este boletín a quienes puedan estar interesados en aprender y practicar gratuitamente inglés en nuestro megaportal.

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