New *Traveler’s French Cheat Sheet* Debuts for 2024 Travel Season

For travelers with no time to learn any French

**Timely**: A whole new kind of language aid is coming out just in time for the 2024 travel season. It does not try to teach a language. Instead, *Travelers French Cheat Sheet* is designed specifically to help the 80% of English-speaking travelers who have no time to learn any European language. It is the first volume in a new series of paperbacks and sister mobile apps.

**What’s different?** Old-fashioned phrasebooks such as Rick Steves’ and Lonely Planet’s are miniature textbooks that aim to prep tomorrow’s traveler for their upcoming trip. But Applegate LLC’s new Cheat Sheets help today’s traveler on the ground in Europe right now. They do that by scrapping the tired old phrasebook formula, replacing it with a simple glossary form.

“With old-fashioned phrasebooks, whatever word or phrase you need to look up, you have to start by guessing which chapter it’s buried in,” says editor and designer John Boykin. “For example, is *Bicycle* under Activities, Recreation, or Transportation? The French-speaker you are trying to talk to gets impatient while you hunt and hunt and hunt. But glossary form takes you to the right place instantly: *Bicycle* is under *B*.”

**Anecdote**: On his tenth trip to Europe, Boykin panicked when he lost the Rick Steves French phrasebook he was depending on. But he quickly realized that he was actually no worse off without it: It had let him down far more often than it had helped. As a designer, Boykin immediately started sketching out ideas and gathering material for the kind of quick reference tool he really wished he had. The result is *Travelers French Cheat Sheet*.

**Why not just use a translation app?** “Translation apps are helpful for a couple of words at a time,” Boykin says, “but they tend to fall far short of their magical potential.” They tend to require Wi-Fi (which is surprisingly scarce in Europe), to be slow, to crash, to have a confusing user interface, and to mis-hear spoken input. “So they often serve up nonsensical robo-translations that may embarrass you.” *Travelers French Cheat Sheet*’s 3,300+ listings were all written and edited by real human experts.

**Mobile app version** of the Cheat Sheet has the same content and simple design as the paperback version. It is proudly low-tech to be simple and reliable. It is free to any purchaser of the paperback. The app is available through both the [Apple App Store](https://apps.apple.com/us/app/just-in-time-french/id1631190304) and [Google Play](https://play.google.com/store/apps/details?id=com.applegate.llc.applegate&hl=en&gl=US). Anyone can try it out on a 24-hour free trial.

**Next volumes** in the series will be for Italian, German, and Spanish.

**Website**: Learn more at [NoTimeToLearn.org](http://www.NoTimeToLearn.org).

**How can we help?** We are happy to help with whatever you need. Press can request a paperback and a private code to keep the mobile app beyond its 24-hour free trial period at info@ApplegateLLC.com.