Effortless English

Learn to Speak English Like a Native

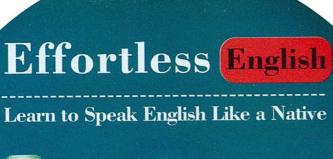






Prepared for Publication By • • •

Mehdi Karimi







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ZabanBook.com Rules (1-7)





Hi. How are you doing today? I'm writing because you asked for my 7-Day email course and you want to improve your English. You will get 8 emails from me-- one every day for 8 days.

This Email Course is sent only to subscribers. To unsubscribe, go to the link My name is A.J. Hoge. I live in San Francisco, USA. I am an English teacher. I have a Masters degree in Teaching English. I enjoy travel, SCUBA diving, motorcycle riding, movies, and learning Spanish. I will teach you a new method for learning. I will teach you how to study- to speak English faster and more easily.

Your First Suggestion

Imagine speaking English automatically- without thinking. The words come out of your mouth easily, and fast. You understand instantly. To do this, you must change the way you study English. Your first action is to stop studying English words. What?

Stop studying English words.

That's right, do not memorize words. Native speakers do not learn English by remembering single words. Native speakers learn phrases. Phrases are GROUPS of words that naturally go together.

Learn 4x Faster

Research by Dr. James Asher proves that learning with phrases is 4-5 times faster than studying individual words. 4-5 Times Faster. Also students who learn phrases have much better grammar.

RULE 1: Always Study and Review Phrases, Not Individual Words

Never study a single, individual word. *Never*. When you find a new word, always write down the phrase it is in. *Always*. When you review, always review all of the phrase, not the word.

Collect phrases. Your speaking and grammar will improve 4-5 times faster. Never again study a single word. Never write a single word in your notebook, always write the complete phrase.

Learn Phrases Only.

Your Next Tip Comes Tomorrow

During this week, I will teach you 7 rules for learning English. I will send you a new rule each day, for 7 days. I look forward to helping you improve your English!

Have a great day:)

Cheers, AJ Hoge Director Effortless English Club www.effortlessenhlishclub.com



Hi. How are you? Are you having a good day? I'm doing fine. Let's get started with Day 2 of your email course.

Rule 2: A Story From Angelina Rules (1-7)

"My name is Angelina and I'm a student from Paraguay. When I started learning with A.J., I couldn't speak any English. I had studied English grammar many years, but I couldn't speak. The first day with A.J.'s Effortless English I thought I would study grammar. However, he surprised me because he never taught grammar rules. Instead, he told a story. He told it many times, in a strange way. He constantly

asked questions, and I answered the questions. The questions were super-easy. Honestly, I was a little confused. I thought he was kind of a crazy teacher:) I thought I needed to learn more grammar. I continued with Effortless English and then, after only two weeks, something amazing happened. My speaking improved! My friends asked me, 'How are you improving so quickly?' I realized that A.J. was quite clever, and the stories and questions and articles were teaching me to speak English, without studying grammar rules. Wow!"

Angelina is a great student. She learned extra fast because she listened to Effortless English 5 hours a day. However, you can improve with just one hour a day. You can get the same results... but you must follow Rule 2.





RULE 2: Don't Study Grammar

Angelina quickly improved speaking—when she stopped studying grammar. This is your second rule: *Stop studying grammar*. *Stop studying grammar*.

Right now. *Stop*. Put away your grammar books and textbooks. Grammar rules teach you to think about English, you want to speak automatically- without thinking! With Effortless English, you learn English without grammar study. Your speaking improves quickly. You succeed. You speak English naturally.

So Rule 2 is: Don't Study Grammar!

The Vital Secret For English Learning Power

In the next email, I will discuss the most important rule for speaking English easily. Have a great day and continue to improve your English:)

Take Care,
AJ Hoge <u>www.effortlessenhlishclub.com</u>
Director Effortless English Club

PS: Ignacio Almandoz wrote and said: "I've just successfully downloaded the 'A Kiss' lesson set. Congratulations on your teaching program! I'm learning a lot through your lessons!"



Hi! This is A.J. again, with the next day of your 7 Rules Email Course. I really enjoy emailing you and helping you improve English. Today is the most important rule. Most schools ignore it.

Rule 3: A Story

Humberto is from Venezuela. He moved to Canada a few years ago. He studied English in Venezuela for many years- mostly grammar. In fact, Humberto learned English with his eyes- by reading textbooks, by studying grammar books, by remembering word lists. He thought his English was good. But when he came to Canada he was surprised and shocked- he couldn't understand anyone! He joined an English school in Canada. He went to school every day. What did they teach him? More textbooks, more grammar books, more word lists! After 12 months of school, Humberto was angry and frustrated.



The school cost over \$10,000 for one year-- but he still could not speak English. He didn't know what to do. He said: "I couldn't believe it A.J. After one year, I still couldn't speak English. I told the teacher, 'this is a waste of time'. I was very upset. Thank God I found a better way. Now I can speak English. I understand native speakers. I talk to Canadians every day. I feel confident. I can't believe I wasted so much time with schools and so much money too!"

RULE 3: The Most Important Rule-- Listen First

What is the rule that Humberto found? Simple. The rule is listening, listening, listening.

You must listen to UNDERSTANDABLE English. You must listen to English EVERYDAY. Don't read textbooks. Listen to English. It's simple. That is the key to your English success. Stop reading textbooks. Start listening every day.

Learn With Your Ears, Not Your Eyes

In most schools, you learn English with your eyes. You read textbooks. You study grammar rules. Effortless English is a listening system. You learn English with your ears, not your eyes. You listen 1-3 hours every day. Your speaking improves quickly. You speak English easily-- just like Humberto. Spend most of your study time listening-that is the key to great speaking.

The Next Powerful Method

Good luck. I know you can do it. Have a great day. Enjoy these emails and enjoy your English learning!

Take Care,
AJ Hoge <u>www.effortlessenhlishclub.com</u>
Director and Founder Effortless English Club

PS: Hiroshi Ichikawa writes: "Hi AJ, Ever since I joined Effortless English Club, I have been listening to every lesson I downloaded into my MP3 player for 5-6 hours a day. Whenever my boss is not around, I put a headphone on and start listening to them!"



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How To Use The Lessons

Welcome To Flow English Lessons. Flow English Lessons are part of the Effortless English System. You now have a link to the download page. **Save the email and link. Do not lose it.** It is the only way you can download each lesson set. Each lesson Set has at least 3 different parts. All parts in a Set have the same name. These lessons go together. Every day, you will listen to all the lessons in ONE lesson SET (all the lessons with the same name). You will listen to the lessons in only one set. You will listen to only one set for a week or more.

This is very important. You will only improve quickly if you follow this method-- one lesson set Every day- the same lesson set every day for a week (or more). Some sets have more than 4 parts. What kind of parts are in each set, and how should you use them?

A Text Article

Read the article and review the wordlist if there is one. Do not "study" it. Don't try to memorize it. Just read it a couple of times each day and review new words (in a relaxed way). Use a dictionary to translate difficult words, if necessary.

Mini-Story Lessons (MP3)

This is the most powerful lesson. First time, just listen. Then, listen and pause after each question. Answer each question loudly in English, then play again. Continue to pause and answer after each question. Don't worry if you don't understand everything. Don't worry about mistakes.

In the Mini-Story, we will do only three things:

- 1. We will make a statement. After a statement, just say, "Ahhhh" or "Ohhhh".
- 2. We will ask a question that you know the answer to. Just answer the question. You don't need to answer with a sentence. You can answer with only one or two words.
- **3.** We will ask a question that you don't know the answer to. Guess. Yell a guess immediately.

Again, you can guess with just one (or a few) words. Complete sentences are not necessary.

When you answer a question, don't worry about exact answers. Saying a correct and exact answer is not important. The most important thing is speed. Try to answer very quickly. Speed is your goal. You want short fast answers, not long answers (one word is OK)! In the beginning, this may be difficult. That's OK. Use your pause button.

Eventually try to answer instantly, without using your pause button (this may take two weeks or even more).



Listen to this lesson many times every day for at least a week. The Mini-Story is the MOST IMPORTANT LESSON in the Effortless English system. Listen to these lessons the most.

Audio Story (MP3)

Just listen. Relax and enjoy it. Listen to it several times each day for at least a week. Your goal is to understand 100% instantly and automatically. You also have:

Commentaries

These are extra talks about the topic. They might seem very difficult. If they seem too difficult, skip them. The Commentary lessons are the LEAST IMPORTANT lessons in the Effortless English system. You can skip them if they feel too difficult. However, if you understand 75% or more... listen. You probably won't understand everything—it's normal. Just relax and listen. Focus on the general ideas and information, not the language. Try to understand the main ideas. Listen to this lesson a couple of times each day for at least a week.

Suggested Lesson Order (Every Day Using The Same Set):

- 1. First, read the Text article. Read and review it, do not "study" it. Don't try to memorize it.
- 2. Listen to the Mini-Story Lesson several times
- 3. Listen to the Audio Story several times
- 4. Listen to the Commentary (if there is one, and if you can understand it).

Learning Schedule

Effortless English is **a deep learning system**. You will learn each lesson very well. You will relax, go slowly and learn to speak English easily and automatically.

The best study schedule is as follows:

- Study one lesson set for a week or more. That's right, only one set for at least a week. If you get bored, make a game with the Mini-Story lessons-- try to answer each question faster and faster.
- Everyday, listen to all of the parts of the lesson set. Try to listen to each part (in the set) at least two times every day. Listen to each lesson in the set every day-- for at least a week. You should, therefore, repeat every lesson at least 20 times. 30 or more times for each lesson is best. Remember, the Mini-Stories are most important.
- o Listen at least one hour every day. **Two hours every day is best**. It's OK to divide your time during the day. For example, you

might listen 30 minutes in the morning, 30 minutes going to work, 30 minutes during lunch, 30 minutes going home, and 30 minutes before going to sleep. In fact, this is an excellent way to learn.

o Relax:) Do not think about grammar rules. **Just listen** to the lessons and **enjoy** them. There is no pressure. You only need to listen and answer the questions (use the pause button).. If you have trouble, it's OK. Just relax, go back to the beginning, and listen more. **Listening** is the most important activity.

Start with the level "1." lessons. These are the slowest, shortest, and easiest lessons. Then move to the lesson sets that begin with "2.". These have a little more difficult words or grammar.

Even if the lessons seem easy, listen to only one set for a full week. You might know the words very well, but you need them to go deep into your brain. You need a lot of repetition and a lot of answering questions. If the lessons seem easy, try to answer the questions very quickly-- make it a game. If even the "1." level lessons seem difficult-- just relax. You can listen to one lesson set for 4 weeks, or 10 weeks if necessary. Don't worry about doing a lot of lesson sets. This is not important. Relax and focus on understanding. Choose one lesson set at level "1.". Listen to all the lessons in it every day until you understand them 100% of the Audio Story. Go slow. You will improve a lot, even if you listen to only one lesson set for 10 weeks!







There is a fat man. The man is very fat. He weighs 500 pounds (227 kg). When he walks, he always **gets** tired. The very fat man wants to lose weight. **In fact**, his doctor tells him, "You must lose weight or you will die!"

The fat man is scared. He doesn't want to die. So he starts a diet. For one month, he eats only grass. Of course, the grass tastes terrible. But the man **really** wants to lose weight. Unfortunately, after one month, he is still very fat. He doesn't lose any weight! Not one pound!

The fat man is **frustrated**. He decides to exercise. Every day he walks 12 miles (20 km). Every day he is very tired. In fact, he is **exhausted**. But after one month, the man is still very fat! Oh no! He is **extremely** frustrated!

He decides to give up. He goes to a restaurant. He wants to eat everything, because he is so frustrated. At the restaurant, he meets a beautiful woman. She likes him. He likes her. They begin to date. Every day, the woman cooks healthy food for the fat man. His new girlfriend makes a difference in his life.

The fat man loses weight. After 6 months, he weighs only 170 pounds (77 kg)! He is thin and he has a wonderful girlfriend. The man is thrilled. The man and his girlfriend are both **thrilled**.

Vocabulary

gets: becomes

in fact: actually; the truth is

really: very much

frustrated: upset or angry because of failure

exhausted: very, very tired
extremely: very, very

to give up: to quit

to date: to be boyfriend & girlfriend

makes a difference:

causes a change in a situation

thrilled: very excited and happy





There is a little pig. The pig wants to be a baseball player. Every day, he practices baseball. He practices hitting a baseball. He wants to be a big hitter. After 10 years of practice, the pig decides to try out for the New York Yankees-- the most famous baseball team in America. He takes a direct flight to New York, then rents a car and drives to Yankee Stadium.

He tries out for the Yankees, but the Yankees reject him. The Yankees' manager says, "I'm sorry. You are an amazing baseball player, but we can't let a pig join our team." The pig is very unhappy. He goes home and cries every day. Finally, his friend says to him, "Come on, get a grip! Stop crying and try again with another team."

The pig listens to his friend. He stops crying. He practices baseball every day. One day, he is reading the newspaper and he finds out that the San Francisco Giants need new baseball players. The pig immediately flies to San Francisco. He tries out for the Giants. The Giants are very impressed with the pig. The manager says, "Wow, you are the best hitter I have ever seen". The Giants hire the pig and pay him 2 dollars. In his first game, the pig hits 5 home runs! Everyone in San Francisco loves the pig! The Giants give him a big raise. They pay him 540 million dollars! The pig is rich, famous, and happy.

Vocabulary/Phrases

big hitter: someone who can hit a baseball very far (i.e. a strong

hitter)

to try out (for):

to try to get a job (usually used in sports or other

performance jobs)

direct flight: a flight with no stops, (an airplane trip with no stops)

to reject: to say "no" to, to refuse "come on": (idiom) "hurry", "do

[something] now"-- (always used as a command)

get a grip: control your emotions, calm down (be calm), control

yourself

to find out: to learn, to discover (new information)

impressed with:

think (someone/something) is great

hitter: a

a person who hits

to hire: to give a job (to someone)

home run: the biggest hit in baseball, (idiom) a very big success

a raise: a pay increase, an increase in money (for a job)



Success Business Lessons

Success Business Lessons 1 Financial Liberation



"While the **materialist** is mainly interested in **goods**, the Buddhist is mainly interested in **liberation**. Buddhism is the Middle Way and therefore in no way **antagonistic** to physical well-being. It is not wealth that stands in the way of liberation but the attachment to wealth; not the enjoyment of pleasurable things but the **craving** for them. The focus of Buddhist economics, therefore, is simplicity and non-violence.

For the modern economist [and consumer] this is very difficult to understand. They are used to measuring the "standard of living" by the amount of annual consumption, assuming all the time that a man who consumes more is "better off" than a man who consumes less. A Buddhist economist would consider this approach excessively irrational: since consumption is merely a means to human well-being, the aim should be to obtain the maximum of well-being with the minimum of consumption. The less toil there is, the more time and strength is left for artistic creativity."

-E.F. Shumacher, Small Is Beautiful

I admit that my recipe for economic "success" is quite different than the advice you'll get from most people.

Bookstores are filled with books about making money and getting rich. But they all come with certain basic philosophical **assumptions**-mainly that MORE money is always better and that the key to "success" is to be rich.

Even books that I recommend, such as The 4-Hour Workweek or Your Portable Empire,

have an **underlying** philosophy of "getting rich". All of these writers are firmly centered in **mainstream** capitalist thinking.

My philosophy is essentially that of a Buddhist economist. While others speak of "success" and "wealth", my concern is liberation. And when I speak of liberation, I mean financial liberation, physical liberation, emotional liberation, mental liberation,... and **ultimately** spiritual liberation. However, at this time in my life, I'm only qualified to give advice about financial and physical liberation:)



It's important to understand the **profound** difference between seeking wealth and seeking liberation. Mainstream financial advice is always focused on more, more, more.

However, my starting point is always less, less, less. Simplicity is the **core** of my approach to financial liberation. Learn to need less, and you automatically become freer. Learn to need a smaller and cheaper living space. Learn to need a smaller and cheaper car... or better yet, a motorcycle,... or still better, no vehicle at all. Learn to need fewer gadgets. Learn to need fewer and less expensive clothes. Simplify, simplify, simplify. This is the core of my "method" for success. Before you worry about building a business, before you worry about debt elimination, before you worry about working fewer hours or making more money-- Simplify every aspect of your life--- persistently, continuously, relentlessly. Pare away all that is unnecessary, distracting, and fashionable. Work on your cravings. This is the basis for liberation. Without doing this, you'll always be a slave... no matter how much money you have-- because you'll always need more.... and thus will always remain a slave to work and economics. On the other hand, if you simplify drastically-- you'll find that financial liberation is much easier than you thought. You'll find that you can work much less and live much more. You'll find that escaping your job and boss is much easier than you thought. You'll find that eliminating debt is much easier than you thought. You'll find that you are much less stressed about money. You'll find that you have many more options in life. You'll find it easier to save money, easier to travel, easier to do the things you always put off doing. Simplicity is the starting point, the center, the foundation, and the ending point. It is the key to your financial liberation.

Success Business Lessons 2 What Is Success?

What Is Success? If we want to be successful, we must first be able to **define** success. What is success? What does it mean.

Mainstream culture tells us that success equals money. Most people think that rich people are successful, and poor people aren't. That, however, is a very **shallow** idea of success. If someone is **miserable**, angry, unhealthy, and lonely- are they successful (even if they are rich)? I don't think so.

Most of us need to broaden our idea of success. I define success in terms of health, connection, and freedom. Without physical health,



nothing else **matters**. We cannot enjoy life if we are constantly weak, tired, and sick. Mental health is also important- true success brings happiness, even **ecstasy**.

Does money automatically bring happiness and ecstasy? Obviously not. In fact, money often brings stress. Many people who suddenly become rich are very unhappy. Some even **commit suicide**.

Connection is another **vital** part of success. Most human beings need to feel connected to other people. We suffer when we are lonely. To be successful, we must have friends and we must know how to connect to other people. Kindness and **compassion** are important ingredients for true success.

Finally, we need to be free to be successful. Of course physical freedom is important- it's hard to be successful if you are locked in a prison somewhere. Financial freedom, however, is also important.

Many people don't understand **financial** freedom. They think that if you have a lot of money, you must be financially free. This is not true. Financial freedom means you have many financial choices. It means you have excellent cash flow. It means you have total control over your **finances**.

For example, many people who appear rich are not, in fact, financially free. Why not? Because they owe more money than they actually have. They have a big, expensive house- and thus a big expensive house loan. They have a big expensive car loan. They have a large amount of credit card debt. They have many bills.

On the outside, they appear rich. But their situation is very dangerous. They could easily lose everything if their income changed suddenly. Another problem—these people don't have many financial **options**. They are already spending more than they have, so they have fewer options for **investing in** new opportunities.

It's much better to think of financial freedom in terms of **cash flow**. Cash flow simply means that you have more money coming in than is going out. In other words, you make more than you spend every month.

The bigger the difference between what you make and what you spend every month-- the greater financial freedom you have. I call this building the "positive gap" building the gap.

So there are two steps to financial freedom:

- **Drastically** reduce what you spend. In other words- simplify every part of your life.
- Increase your income. In other words- make more money.

Most people focus on number 2, "make more money". But number 1 is actually more important, and it's the first thing you should focus on.

When I started Effortless English, I was making very little money. I started the business with only 200 dollars. Most people thought I would fail. However, I had a secret advantage- even though I was making very little money at my job, I was spending even less. I had a big positive gap. I had financial **flexibility**. I could live for many months without money from the business. Also, I could take some of my extra money and invest it in the business.

I lived in a tiny one room apartment with the cheapest rent in San Francisco. In fact, I still live in the same apartment, even though I could afford something much more expensive. Why? Because I want to maximize my financial freedom. I can take the money I save and re-invest it in Effortless English.

This is what you must do too. Your first step is to simplify your life until you are spending less than you make. Then simplify even more, so that you are spending MUCH less than you make.

Do not try to start a new business, or invest, until you accomplish this first.



Success Business Lessons

"I have long been of the opinion that if work were such a splendid thing the rich would have kept more of it for themselves"

-Henry David Thoreau

"To become successful quickly, become an expert at solving a certain type of problem. Don't diversify. Become an expert at solving that one type of problem and people will come to you. Then, if you are good and trustworthy, you will reach your financial fast track more quickly."



-Robert Kiyosaki



As we discussed, simplicity is the first step to "Effortless Success". The next step is to become an expert at solving a particular type of problem.

It's very important to think in this way. We are trained to think in terms of "having a job". We get up, we go to work for 8 or more hours, we come home. To be more successful, however, we must do something different than a job. Most people focus on what they do at work, we must focus on solving a particular problem.

For example, I have a friend who is a **massage therapist**. She wants to leave her job and create her own massage business. When I asked her to describe her business, she said, "I give people massages". That is typical job thinking. I told her, "No you don't. You help people relax and you **relieve** their muscle pain".

She focused on what she did. I taught her to focus on the problem she solved. So how do you decide? What problem should you solve? Make a list. Make a list of things you are **passionate** about. What do you love to do? What are you good at doing? List job related activities. List hobbies. List anything you enjoy and are good at.

Next, pick your two favorites. My friend, for example, is good at massage and yoga. So those are her two passions. Once you know your passions, you must identify problems **related to** those passions—problems you can solve, or can learn to solve. Back pain and high stress are the problems my friend chose to solve.

You can even do this at your job. Instead of being a normal, boring employee—become a problem solving expert. Pick a common problem at your company, and become an expert at solving it. Don't be normal. Be remarkable. And don't try to do everything. You don't need to work 50 hours a week to be successful. You don't even need to work 30 hours a week! Success comes from being an expert problem solver. In other words, success comes from working smarter, not longer.

I did this with my own teaching. When I started to teach English many years ago, I quickly realized that speaking **fluency** was the number one problem for students. Most students had studied a lot of grammar in school. Most could read well. But few could speak or understand quickly and easily.

I decided to be an expert at solving this problem. To do this, I knew I had to focus. I **deliberately** chose not to teach writing. I enjoy writing.

Just by doing this you are going to be remarkable, your career is going to get better and better and even if for some reason you got fired from a job you're going to be able to get another job at another company, probably a much better situation. You're going to be able to do it quickly because you're going to have a great reputation and you're also going to do very well in job interviews. Most people go to a job interview, they have to kind of bullshit and lie about stuff and give kind of normal standard answers. You can talk about the demos you did. You can talk about the improvements you made. You can talk about the problems that you are an expert at solving and you can give specific real examples from your last job, even if you were fired from your last job. So that's why I had such an easy time getting a new job in San Francisco because I just started talking about all the interesting things I had tried and was doing in my last job and in the interview the guy was like, "Wow." He hired me immediately, didn't have to come back for a second interview, immediately offered me a job and that'll happen to you too because this is such a powerful way to be remarkable even as an employee.

So there you go. This chapter was really focused on helping employees, people who are career minded, take the same ideas and use them in their jobs. So these same principles apply to both employees in a company who want to improve their career and also of course to business owners and freelancers, people who are truly entrepreneurs. I hope you enjoyed this program. I hope you remember and use these few basic but very powerful principles and I hope that you'll go to the forums, our forums, our Effortless English community and write your success stories. We have a forum there that says "Success Stories". Write your success stories. Write your English success stories about how your English is improving and you can also write your business and career success stories. We also have a forum, a specific category, just for business and just for these lessons and you can write about your ideas, your experiences, your questions regarding business and career and other members will share theirs as well. So we have a nice community there. I hope you'll join us at the forums. Ok, I hope you've enjoyed this. Good luck with your career or with your business. Take care, bye-bye. I wish you great, amazing, fantastic success. I hope that you reach and achieve all of your biggest dreams.

Good Luck

Effortless English



Learn to Speak English Like a Native

How To Speak English Like A Native Speaker. In the "Effortless English" Book, AJ Hoge Trains You To Speak English Fluently!

Do you feel embarrassed when you speak English? Is your pronunciation bad? Do you make a lot of mistakes?

EFFORTLESS ENGLISH: shows you an amazing way to speak better English so you can get better jobs, make international friends, and feel relaxed when speaking English.

