



# The Effortless English Club

*Automatic English For The People*

**Powerful English Speaking**

**with AJ Hoge**

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# Introduction

What is English fluency? What does it mean to speak English easily and automatically?

My definition is simple-- you speak English automatically when your speech is effortless. You speak fluent English when the words come out of your mouth-- without translation and without hesitation.

Sometimes this is called “thinking in English”, but truly automatic speech is even faster than that-- there is no thinking. You don’t think about the language at all- you just speak as easily and effortlessly as you do with your native language.

Why is automatic fluent speech important? It’s important because automatic English speaking is the key to getting results with English. Automatic speaking makes it easy to connect with native speakers. As an automatic English speaker, it’s easy for you to make friends, participate in business meetings, talk to customers, understand movies, and get better jobs.

To get real results with English, you need to speak easily and automatically.

My name is A.J. Hoge. I am the creator of the Effortless English Teaching System and I am the Founder and Director of The Effortless English Club- one of the most popular English learning systems in the world. My audio lessons are best-sellers in over 25 countries and my radio podcast has over one million listeners worldwide.

I am also the publisher of the Effortless English Online Newsletter, which has over half a million subscribers (and growing every day). As creator of sold-out “English Speaking Breakthrough Seminars” and multiple education companies, I am a leading expert on topics related to English speaking success and teaching mastery.

I created the Effortless English Teaching System after many years of teaching English in Universities. I obtained a Masters Degree in Teaching English as a Foreign Language. My former students include business professionals, scientists, entrepreneurs, teachers, professors, graduate students, foreign military personnel, and many other successful adult English learners.

These students were just like you. They were frustrated English learners who could not speak well. Using the Effortless English system, they learned to speak English easily and automatically.

Each of these students made incredible improvements in a very short time. You also will improve quickly when you use the entire Effortless English System.

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The Effortless English system is designed for you-- the independent adult learner who wants to speak English easily and quickly. Effortless English focuses exclusively on speaking and listening skills. The system is designed to improve your speaking power as quickly as possible- using proven and tested methods.

Over one million adult students worldwide have used the system to improve their English speaking. By using all parts of the system, you will improve your English speaking 2-5 times faster compared to other traditional English classes.

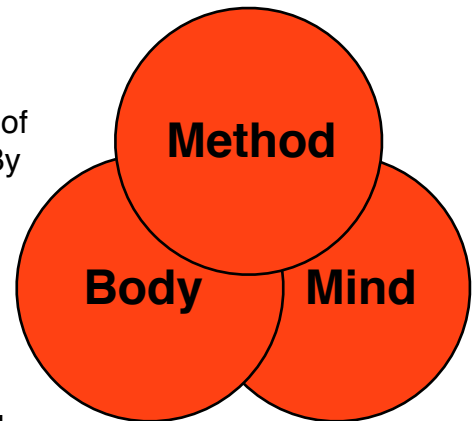
It is very important that you use the system exactly. Each part is important and each part works with the other parts of the system to create a powerful learning experience for you.

When you follow the entire system every day for 6 months, your speaking becomes much faster and much easier. Your spoken grammar improves powerfully- yet you will never study grammar rules in this system. Your pronunciation improves powerfully- yet you will not focus on pronunciation.

In creating Effortless English, I have assembled the very best English teaching techniques and combined them in a clear, simple, easy to use system. When you follow the system exactly, you cannot fail. You will experience the greatest English speaking improvement of your life.

# The Effortless English System Overview

The Effortless English system is very simple and consists of three primary areas of mastery: Body, Mind, & Method. By mastering specific techniques in each area, you will powerfully improve your English speaking ability. Your speech will become faster and you will begin to speak English automatically.



Each of these three areas is important and each contributes to the power of the Effortless English Teaching System.

When we talk about “Body” in Effortless English, we are mostly talking about emotion. Emotion is energy. Emotion is what gives us the energy and the motivation to study every day. Emotion gives us the confidence to speak.

Positive emotion helps us to learn faster, while negative emotions slow our learning. To learn very quickly, we must learn to master our emotions-- and that requires mastery of our body.

In the Effortless English System, “Mind” means beliefs and focus. Our beliefs about learning, education, and our own abilities strongly influences our learning ability. Powerful beliefs lead to powerful learning, while weak beliefs lead to slow learning.

Unfortunately, in school most of us learned very weak beliefs. Therefore, most English students lack confidence. They feel nervous about English. They think they are “not good at English”. They believe that English speaking is very difficult. None of these beliefs are true.

Finally, to improve English speaking quickly students must master the Effortless English “Method”. “Method” refers to the specific teaching and learning techniques that we use in the system. In the method section, you learn exactly how to study and exactly what kinds of lessons to use.

Method is very important, but students absolutely must first master Body & Mind in order to speak English easily. Remember, each part of the Effortless English System is vital-- you must master all three areas in order to master English speaking.

# Body (& Emotion)

The first step to English speaking mastery is to master your body & emotions. This seems like a strange statement. Why do you need to use your body to learn English?



**Movement  
Gestures  
Posture  
Smile**

The reason is simple, by using your body and emotions you can learn English 4-5 times faster! Dr. James Asher, a language teaching expert, researched the role of the body in language learning. He found something quite amazing-- students who physically moved their bodies in class learned 4-5 times faster than students who sat still during class.

Dr. Asher developed an entire teaching program using movement called “Total Physical Response”. In this program, students always move their body while learning English. Specifically, students make strong gestures or movements related to the language they hear.

For example, when the teacher says “walk”, the students move their feet and “walk”. If the teacher says “hungry” the students might rub their stomach. In the beginning, students do movements for almost every sentence they hear. Later, when they reach intermediate and advanced levels, they focus on only new or difficult sentences.

By combining physical movement with English listening, you push the English deep into your brain. You remember vocabulary faster and you never forget it. You remember correct grammar too- even though you never study grammar rules. Physical movement and gestures are the key to fast learning and a long memory.

So when you listen to English lessons, identify the difficult sentences. Create a movement or gesture that reminds you of the meaning. Then, every time you hear that sentence, do the movement or gesture. When you do the movement, do it powerfully. Use all of your body and use a lot of energy.

Posture is another important part of body and emotional mastery. Here is an interesting fact-- you learn faster and remember more when you have good posture. In other words, you learn faster when you hold your head high, your shoulders are back, your chest is up, and your body is strong and balanced.

On the other hand, when you put your head down your energy decreases-- and you learn more slowly. When you let your shoulders drop forward you lose energy-- and you learn more slowly. So always keep your chest up, your shoulders back, and your head up while you listen to English lessons. This is simple, but very important.

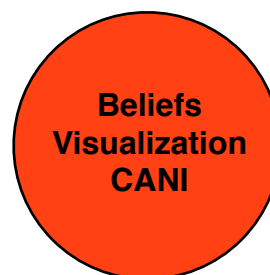
Finally, there is one super-simple secret to increasing your emotional energy while learning: SMILE. Did you know that your learning ability increases when you smile-

and decreases when you frown! Smiling changes your body and your emotion. Your energy increases. You become more alert. Your brain becomes more open. I know it seems very simple- and it is. Yet this one small change can powerfully improve your English learning: Every time you listen to an English lesson, smile. Smile big! You might feel strange, but every time you listen to a lesson put a huge smile on your face. Keep that big smile on your face during the entire lesson and never stop smiling until the lesson is finished.

The body is a powerful energy source. By using each of these simple techniques, you increase your energy while learning. Because you have more energy, you learn faster and you remember more. So use physical movement, always have a strong posture, and smile, smile, smile while learning.

# Mind

Our beliefs strongly influence our results. Oftentimes, we succeed when we believe we will succeed-- and we fail when we think we will fail. In other words, our Mind influences our learning ability.



To learn faster and better, we must master our mind. Specifically, we must master our beliefs and our ideas.

As a successful adult, you are highly intelligent. Yet, you probably have a lot of negative beliefs about your English learning ability. Some common negative beliefs include:

- \* English speaking is difficult
- \* I'm not good at English
- \* I'm nervous when I speak English
- \* I must speak English perfectly every time
- \* I can't make mistakes
- \* There is only one right answer
- \* I must memorize and follow all grammar rules
- \* People from my country can't speak English well
- \* It's impossible to speak English easily and quickly

Where did these beliefs come from? For most people, these beliefs were created in school. Very few children believe these things. When I taught small children it was very easy, because they were fearless. They believed that English was fun (and I encouraged them to believe that). The children also believed that speaking English was easy. They never worried about mistakes. They weren't nervous. The children in my class gradually learned to speak with nearly perfect grammar, yet they never studied grammar rules.

Unfortunately, in Middle School, High School, and University, most students learn new negative beliefs. Their teachers force the students to memorize grammar rules and take tests. Students learn to believe that there is only one right answer for every question. They learn to fear mistakes. In school, students are embarrassed to make mistakes-- and thus they fear speaking.

By the time they are adults, most English speakers have many negative beliefs about speaking English. These beliefs destroy their confidence. These beliefs, therefore, destroy their motivation. Most adult English learners feel stressed and nervous.

To speak English easily, you must DESTROY these negative beliefs! Tell yourself every day: These beliefs are wrong! These beliefs are bullshit!



Then replace your negative beliefs with positive ones. Each morning, say out loud “English speaking is easy!”, “I’m a great English speaker!”, and “Perfection equals death!”. Say these beliefs with a very strong voice. Yell them every morning.

Then visualize yourself speaking English to a native speaker. See yourself speaking quickly and easily. See yourself smiling and standing strong as you speak. Imagine that situation every day and see it clearly.

This small action will eventually change your beliefs completely. You will grow more confident. Learning will feel easier. In fact, research shows that people with optimistic beliefs succeed 45% more than people with negative beliefs.

In other words, your beliefs influence your results. Positive beliefs create positive results. Negative beliefs create failure. Choose your positive beliefs, practice them every day, and make them stronger.

Finally, there is one simple belief you can choose that will totally change your English learning. That is the belief in CANI. CANI is Constant And Never-Ending Improvement. Japanese call this idea “kaizen”.

The belief of CANI means that you will speak English very easily by focusing on small improvements every day. That’s right-- SMALL improvements. With CANI, your goal is to make a very tiny improvement each day.

For example, maybe you will learn one new phrase or sentence each day. Maybe you will listen to one Effortless English Lesson each day. The point is- you focus on making just a tiny improvement-- but you must do it every day.

This simple belief is powerful because it creates motivation. You feel more relaxed because it’s easy to make tiny improvements. However, these tiny improvements add up. When you focus on CANI, you improve slowly at first... but your energy quickly grows and soon you are learning very fast.

CANI (Constant And Never-Ending Improvement) feels easy and effortless. There is no stress. Yet each day your English speaking grows, and in 6 months you are speaking English easily and quickly. It seems to happen automatically. That is the power of CANI.

So that’s it! Destroy your negative beliefs, choose and practice positive beliefs, and use the belief of CANI every day. These are the keys to mastering the mind in Effortless English.

# Method

The Effortless English method refers to the specific teaching techniques we use. These techniques were developed from the top teachers and researchers in the world. The Effortless English Teaching System uses techniques developed by Dr. James Asher, Dr. Stephen Krashen, Blaine Ray, Tony Robbins, Dr. Ashley Hastings, and Dr. Brenda Murphy.



The Effortless English System is designed for one thing- to make you an outstanding English speaker. At Effortless English, our entire focus is on speaking English easily and quickly.

The Effortless English System uses 7 specific techniques to teach English fast. These 7 techniques, or “rules”, are discussed in our “7 Rules Email Course”. The email course is free. Register by entering your email at:

<http://effortlessenglishclub.com/7-rules-to-learn-excellent-english-speaking>

(Be sure to white-list Effortless English in your email account or check your spam folder if you don’t see an email in your Inbox).

The email course discusses all 7 techniques, but I’d like to discuss a couple in more detail.

Perhaps the most important technique in the Effortless English Teaching System is that students learn with their ears (not with their eyes). To speak excellent English, you must learn with your ears.

Too many students attempt to learn English with their eyes. Students often read textbooks, study vocabulary books, and study grammar books. They also do exercises in workbooks and test preparation books. However, none of these activities will improve your speaking. You will not improve your speaking by learning with your eyes.

Therefore, the Effortless English Teaching System primarily uses audio lessons. With our system, you learn with your ears. You learn vocabulary by listening. You learn grammar by listening. You learn pronunciation by listening. You improve your English speaking-- by listening.

This is the number one technique of our system and the most important for you to remember: focus most of your study time on listening to English.

Mini-Story Lessons are another very powerful technique. In the Effortless English System, mini-story lessons are the most important. These are the most powerful English lessons you will every use.

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In these lessons, I ask a short story. Notice that I did not say “tell” a story. I don’t tell the story, I “ask” it.

In other words, I create a story by asking a large number of questions-- which you answer quickly. Most questions require only a one or two word answer. You don’t need to answer using a full sentence-- you just shout a word or two.

In the Mini-Story lesson, I’m constantly asking you questions. Because of this, you must always concentrate. You don’t get bored because this is a very active way to learn. Another benefit of the questions is that you get a lot of repetition. You hear the important sentences and grammar many times. The questions and the repetition cause you to learn much faster and to remember forever.

Research shows that students who use mini-story lessons learn faster and remember more than students using normal lessons. The mini-story lessons are the key to the Effortless English System-- use them every day.

Our system uses another kind of powerful lesson to teach grammar: the Point of View (POV) lesson. In the Point of View (POV) lesson, I tell a story several times. Each time I tell the story, I change the grammar.

For example, I might tell a story first using the present. Then I tell the same story again, using the past. Then I tell it again, using the present perfect tense.... and then again using the future.

Here’s why this is so powerful: You learn the grammar subconsciously and never need to think about grammar rules. I never talk about grammar rules. Instead, I teach you grammar in this simple yet powerful way.

These lessons are the key to improving your SPOKEN grammar. When speaking, you don’t have time to think about rules. You must use the grammar automatically. The Point of View lessons teach you how.

Those are three of our most powerful techniques in the Effortless English Teaching Method: learn with your ears, listen to Mini-Story lessons, and listen to Point of View grammar lessons.

All 7 techniques are discussed in detail in our free email course. Join the email course by entering your email at:

<http://effortlessenglishclub.com/7-rules-to-learn-excellent-english-speaking>

It is important to learn and use all 7 techniques or “rules”. By using all 7, you learn much faster. Your English speaking will be powerful, clear, and fast.

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# Next Step

You now understand the basic Effortless English System. What is your next step?

How can you use this system now to speak English automatically?

Starting with a belief in constant small improvement (CANI), you will follow a learning plan similar to the one below. By following your learning plan every day, you will have incredible success. In the beginning, your progress may feel slow. However, after 6 months of using the system every day- you will speak English much faster and much better.

Here is a sample learning plan to use every day and every week. You can change it to fit your own schedule by adding or deleting:

## **Early Morning:**

1. Listen to some energetic happy music. Stand tall. Lift your chest. Smile. Dance a little. (5 minutes)
2. Say (Yell) your positive beliefs: "I'm a great English speaker!" "English is easy!". Use all of your body as you yell! (2 minutes)
3. Visualize yourself speaking English to a native speaker. See yourself speaking quickly and easily. See yourself smiling and looking confident. (3 minutes)
4. Listen To a Vocabulary Lesson and a Mini-Story Lesson (same Lesson topic). As you listen, move/gesture to remember difficult sentences. Smile and create a strong posture always. Shout your answers to questions. (20-30 minutes)

## **Going To Work (or Late Morning):**

1. Listen to same Mini-Story lesson several times. If you are in a car or at home, shout your answers! Use gestures and movements for difficult words. (20 minutes)
2. Listen to Point of View lesson several times (same lesson topic). Smile. Strong posture. (10 minutes)

## **Lunch Time**

1. Listen to (and read) a Main Article lesson (same topic) several times. Smile. Strong Posture. Gesture when you hear your difficult words/phrases. (10-30 minutes)

## **Going Home (or Early Evening)**

1. Listen to the same Mini-Story lesson several times. Shout your answers. Gesture and move for difficult words. Smile. Strong posture. (20 minutes)
2. Listen to the same Point of View lesson several times. Smile. Gesture for difficult words. Strong posture. (10 minutes)

## **Before Sleep**

1. Listen to (and read) the same Main Article lesson several times. Gesture and move for difficult words. Smile. Strong posture. (10 minutes)

# Do's and Don'ts

## **Don't:**

- \* Sit still when listening to English
- \* Study textbooks, grammar books, or vocabulary books
- \* Stand or Sit with bad posture while learning
- \* Keep negative beliefs about English or yourself
- \* Do workbook exercises
- \* Memorize grammar rules
- \* Go to traditional English schools

## **Do:**

- \* Move your body while listening to English
- \* Use gestures and movements to remember difficult words/phrases
- \* Learn with your ears
- \* Develop and practice positive beliefs about English and yourself
- \* Smile every time you listen to English
- \* Use Mini-Stories to learn deeply
- \* Visualize yourself speaking English easily
- \* Focus on constant tiny improvements every day
- \* Learn grammar with Point of View lessons
- \* Relax and enjoy learning

# Lessons

You have two choices for finding English lessons. One simple choice is to create your own. How can you do this?

I recommend hiring a native speaker tutor. When you meet them, tell them about the Effortless English System. Tell them you want to use this system to learn.

Then ask your tutor to create Mini-Story lessons and Point of View lessons for you. This is fairly simple to do-- just ask them to teach you using these techniques and record the lesson. Then you can listen to the lesson many times.

Gradually, you can create your own library of Mini-Story and Point of View lessons. Since the tutor is creating these lessons only for you, ask them to focus on topics you enjoy.

Another simple choice for lessons is to use my lessons at The Effortless English Club. In fact, we have a growing collection of audio lessons. All our lessons are downloaded as mp3 files, so you can start listening to them immediately. Put them on your computer and iPod and listen to them anywhere, anytime.

I recommend that you begin with the lessons on our home page at:  
<http://www.EffortlessEnglishClub.com>

Whether you create your own lessons or use mine, be sure to follow all of the Effortless English System when using them.

It is very important to master the Body and Mind techniques of the system. In fact, these are the most important parts of the system. Always create a strong posture when listening to the lessons. Always smile. Always use movements to help you remember difficult words.

Also, be sure to create, review, and strengthen your new positive beliefs. Visualize your success. Focus on constant tiny improvements-- every day.

The Body and Mind techniques give you a lot of power. Your energy will increase. Your motivation will increase. You will learn faster and more easily.

Then combine Body and Mind with our Method-- to create incredible English speaking success!

Good luck. I know you will be successful. You will speak English easily, quickly, and confidently.

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