

DVD 4. BUSINESS ENGLISH SUCCESS

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WELCOME GUIDE BUSINESS ENGLISH SUCCESS

Getting Started

1. Go to the Forums and Register now: <http://www.EffortlessEnglishForums.com>

Click “**Register**”

Create a Username and Password

Introduce yourself to other members. Ask questions.

2. Download the first lesson set.

3. Read “How To Use The Lessons” below:

How To Use The Business English Lessons

Welcome To Effortless English.

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 3-4 different lesson files. All lessons 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 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 lessons set every day for a week (or more).

Some sets have more than 3 lessons.

What kind of lessons are in each set, and how should you use them?

***A Text Article** (Adobe .pdf file)

Read the article. Do not “study” it. Don’t try to memorize it. Just read it a couple of times each day and review new words. Use a dictionary to translate difficult words, if necessary.

***Vocabulary Lesson** (MP3)

Just listen. Don’t try to memorize the words.

*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. Don't worry if you don't understand everything. Don't worry about mistakes.

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

1. I will make a statement. After a statement, just say, "Ahhhh" or "Ohhhh".
2. I 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. I 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.

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

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 Article (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.

Some sets also have:

*Point of View Mini-Stories

These are a way to improve grammar fluency, without studying. Just listen carefully. Relax. Do not think about grammar rules. Not all lessons have POV stories.

*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 probably won't understand everything-- its normal. Just relax and listen.

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 Vocabulary Lesson a few times
3. Listen to the Mini-Story Lesson several times
4. Listen to the Point of View Mini-Story, if there is one, a few times.
5. Listen to the Audio many times
6. Listen to the Commentary once (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 lessons in the lesson set. Try to listen to each lesson (in the set) at least two times every day.

*Listen at least one hour every day. **Two hours every day is best.** Its 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.

*Relax :) Do not think about grammar rules. **Just listen** to the lessons and enjoy them.

*Start with the first lessons (at the top of the list).

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 the 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. Go slowly. You will improve a lot, even if you listen to only one lesson set for 10 weeks!

Good luck and enjoy the Effortless English System,

A.J. Hoge

Director

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Effortless English

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 :)

Its 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.