

Master Membership Commentary

Hello, this is AJ, welcome to our next commentary. This one is called “Master Membership” and I’m just going to talk a little bit about our Master Member Site because this is really the next step for you.

The Master Member Site was created to provide more input, more Effortless English material for people who have finished the lessons or even people who have started the lessons, but they would like some extra stuff.

And it came out of a request from our members. Our members were saying “Well, AJ, you know, the lessons are great. I love ‘em. I’m listening to them now, but I would love to, you know, get some more material, especially something that would come maybe, you know, every week or every month, something extra.”

And another thing that people were requesting all the time were videos. People were saying, you know, “AJ, oh, we’d like to have some videos of you. Because you sound like you’re really energetic, we’d like to see your face.”

And so I thought about this for a long time, “Oh, what should we do? I don’t know. Well, what do you think? I don’t know.” We talked about it and, ah, finally decided let’s make a Membership Site, it’d be a subscription site and it’s a site where I would add videos, you know, every month. Every month there would be some new videos on different topics related to Effortless English.

And that’s what we created. We call it the Master Member Site. And the idea is this is the site for people who are, you know, really passionate, really motivated, really energetic and happy about learning English. These are really our top members. These are the members that want to keep going. They want more. They want more. They want more!

And so what I do is I just...using my little web camera on my computer I just record videos and I talk about different topics, so you get these video commentaries on various topics. Very similar to the commentaries that you’re getting right now, but they’re on video so you can actually see my face and you can see me moving around and jumping around and acting crazy.

And these are videos on four different topics. We have four very general categories within the Master Member Site. Four types of videos, four topics and the first one is the Learning Channel. I call them Channels. It's the group, the area, the topic, of learning. And in the Learning Channel I talk about the topic of Learning. How interesting. I don't know how I came up with that name, but anyway...

So I talk about the topic of Learning and I talk about strategies for learning...learning English, learning anything. I talk about some of the research. I talk about some of our success stories, things that other members are doing to learn faster, better, more.

Another thing I do in the Learning Channel is I provide, I give, extra commentaries about specific lessons, so I pick one lesson and I talk more about that topic. And I might pick a lesson from my original lessons, my old lessons or I might pick on specific lesson from these lessons, these Power English Lessons and I talk more about it.

So it may be the topic of Tribe and I'll talk more about this idea of tribe and tribes or more about Seth Godin, the writer of that book. Or I pick another one of the lessons and I give more detail, more information, more of my ideas, etc. And that's the Learning Channel. I call it the Learning Channel. And so you have videos on this topic or these topics.

The next channel, the next general category, is called Community. In the Community Channel I do a couple things. It's really the People Channel, I talk about people. And that means, number one, I talk about myself and I talk a little more about my personal life, what I'm doing in my personal life.

For example, I travel a lot. You know I talked in these lessons about *The 4-Hour Work Week* and well, I try to live that book. So I am not stuck in one place all the time. I am based in San Francisco, I live mostly in San Francisco, but I spent three or four months every year in Thailand or Southeast Asia and I travel to Latin America, Europe and other parts of the world all the time and I keep running the Effortless English Company while doing that.

And, so, a lot of members they're kind of curious. They're interested in the places I'm visiting and what I'm learning and what I'm doing and so in the Community Channel I talk about that. So I'll do a short video telling you what am I doing now, what am I learning now, what new ideas do I have now, what's happening in my life, where am I.

Another thing that happens in the Community Channel is that I interview interesting people. So as I'm traveling around the world and meeting all these cool people I'll talk to some of them. So you can see some conversations with other people in English, of course, and you can see me chatting with them about all kinds of topics. Anything that I think is interesting, that's what you're going to see.

And, finally, another thing I do is I talk about members, our members, and I talk about members who are doing cool, interesting, things. So I might pick one member and I might, you know, chat about something cool and interesting they're doing, so a new technique they're using or what they're writing about on their blog or how they're helping people or what they're doing in their life. So I give these member profiles, I talk more about cool, interesting, members.

And, finally, in this channel and sometimes in the Learning Channel, but especially in the Community Channel, I answer questions. And, maybe, that's probably the most interesting and most useful for a lot of members, is that members email their questions to me or, actually, more commonly on the Forums, on the Master Member Forums, which are special Forums. They're not our normal Forums for everybody. It's just for the Master Members and on the Master Member Site.

And on those Forums people just write questions. They write questions about specific lessons, they write questions about general learning strategies or ideas or just about my life or just about anything. And sometimes I pick a question, if I think it's interesting, if I think this question will help a lot of our members and I'll answer the question in the video, so I'll chat.

Some says, "Hey, AJ, in this lesson you talked about..." You know...something. "How can I use this?" And then I'll answer the question and I'll give more information or more advice or more suggestions. And all that happens on the Community Channel.

The next category of videos that you'll find on the Master Member Site is called Power, the Power Channel. And I kind of like this one. The Power Channel is about motivation, it's about really making your life fantastic, extraordinary. And that means, of course, your English learning, but it really means your life in general.

In the Power Channel I'm talking about emotion, I'm talking about psychology, the psychology of success, of achieving, of getting what you want, how to get your energy higher, your motivation higher, how to reach your goals, how to connect with other people and help other people. And, you know, generally I'm talking about the topic of English related to these things, but you know sometimes just general life, how can you have a feeling of more personal power in you life. And so I do videos on those topics and I put them in this category called the Power Channel.

Finally, the final category is called Success. It's the Success Channel. And the Success Channel has videos on the topic of business, career, finances, money, etc., things like that. And it really comes from my Success English Lessons, which are Business English Lessons. But they're not normal Business English Lessons because those are boring and I don't want to do anything boring.

My Success Business English Lessons talk about how to improve your career or how to create a freelance career, which just means you're an independent worker, you're not working for a company or how to create your own business, your own company, how to be an entrepreneur. An entrepreneur is a person who creates their own company.

And so in this Success Channel, this Success Category on the Master Member Site, in videos I talk about, you more, more ideas for businesses, for your career, for your finances, for your money. I talk about the strategies I'm using with the Effortless English Company. You know, what do I do to market, what do I do to advertise, how do I find more members, how do I connect with more people, how do I manage my finances more so that the company keeps growing and increasing and doing well.

And, you know, sometimes I answer questions again about these topics. And, in general, we're talking about the idea of Success. And here we're talking about success, really, from kind of the normal perspective, really. We're talking about finances, business and money those topics.

And so those are the four categories, the four channels, the four kinds of videos that you will find on the Master Member Site. And it gives you more input, more material, more supplemental audio/video and of course we have text for everything, so...

There are no lessons. You don't find lessons there. You won't get mini-story lessons there. But you get a lot of videos with a lot of extra English input to listen to, you get to see me on video and then everything, every video, has text. So any time you don't understand something you can read along, you can use a dictionary if you don't understand a word or something, so it gives you a lot of extra English material on the same very positive, energetic, enthusiastic topics. So it's all going to be very positive. It's not going to be boring. It's going to be energetic, positive and fun, just like you found with these lessons, I hope.

And so if you're interested, if you'd like more, go to our Master Membership Site. Join our Master Member Site and you can connect with our Master Members there. Because on that site we have one more thing, which is our Master Member Forums. These are special Forums. They're not the general Forums that everybody who buys my lessons gets to go on the general Forums.

But these are special Forums only for Master Members, only people who are subscribing to that site. And this is where you're going to find the most motivated, really the best of the best, because that's what the Master Member Site is for. It's for the best of the best, it's for our top members and by top I don't mean speaking ability. It's not your English ability.

By top and best I mean the most motivated, the most positive, the most energetic, the members who are having the most fun, those are the members I believe are the best. That's my definition of best; best members, best students. And they're the ones you're going to find on the Master Member Site. You're going to connect with them, you're going to learn from them, you're going to be encouraged from them and you're going to be one of them.

And so you're going to create this great peer group, this amazing group of people who are just so super motivated and happy and energetic. Wow. That's going to help your life and it's going to help your English learning, too.

So I hope that you'll check out our Master Member Site. I hope you'll try it, I hope you'll join it and I hope to see you there. And I hope you'll enjoy those videos, I know you will. And I know you're going to continue learning and growing as a person and also as an English learner.

I will see you next time.