

# Effortless English

## The Way

“ ‘I’m trying to lead change and **induce** risk-taking at my company. Got any ideas? How should I do it’

I’ve probably heard that question a thousand times or more. For years, in response to that question, I **waffled**. I’d **launch** a little **rant** on leadership. Whatever. Not wrong. But not right, either.

Lately, I’ve **changed my tune**.

‘There is only one way,’ I boldly **proclaim**.

‘Find Heroes. Do **Demos**. Tell Success Stories’

To **elaborate**:

We need heroes: **Exemplars** of the Exciting New Way of Doing Things.

We need demos: **Palpable** Proof that this Exciting New Way of Doing Things is **eminently** do-able.

We need stories: **Riveting** Tales that **fire the imagination** of the rest of our **heroes-in-waiting**.”

--Tom Peters, Business Consultant, [www.tompeters.com](http://www.tompeters.com)

How do you convince your team to try something remarkable? How do you convince potential customers to try your product or service? How do you **inspire** people? How do you become remarkable and help others become remarkable?

Tom Peters shows the way. After you have decided to be remarkable, after you have identified your “edges”, you follow the Tom Peters way to create **lasting**, continued success in your career or business.

Step one is: Find Heroes

What is a hero? A hero is someone who is already remarkable. A hero is a model-- for you and for the people you work with. Sometimes you can find heroes in your own organization. Sometimes you find heroes in other companies. Sometimes you read about them in a magazine or book.

Often, your customers are heroes.

The point is-- you need role-models. You need to find **flesh-and-blood** people who are already doing remarkable things. They will be your guide. Find them. Examine what they do and how they do it. Let them inspire you and your team.

Most of my heroes are students. During my teaching career, I continually identified my hero students-- the ones who learned faster and spoke better. I interviewed them. I identified their successful strategies. I identified the differences between the hero students and the ones who did not succeed. This helped me create the Effortless English system.

[www.EffortlessEnglishClub.com](http://www.EffortlessEnglishClub.com)

### Step two is: Do Demos.

A demo is a **trial** project-- a fast, cheap, simple version of a product or service. Demos are not perfect. In fact, they are usually ugly and incomplete. However, they are probably the number one key to success.

Most people think, plan, and worry too much. They refuse to take action until their product or service is perfect. They wait-- weeks, months, years. Sometimes they wait forever-- and never start their own business.

Here's the truth-- you will never create a perfect business.

The best method is to create something small, fast, and cheap and immediately sell it. It won't be perfect, but it gives you something to start with. Once you sell it, your customers will tell you what they like and what they don't like.

Then you make changes. Little by little, you improve your demo. Eventually, your demo **evolves** into a complete, successful product or service.

This is what I did with Effortless English. Our first website was started with \$200. It was ugly.. really ugly! We had only a few lessons. We had no Mini-Stories Lessons and no Point-of-View Lessons-- which now are our most powerful and important lesson types.

We started with something ugly and incomplete-- but we started! Then we improved. Every month I listened to members' suggestions. Every month I improved the lessons. Every month I added more. That's how I built a successful company.

That's how you will build your successful business or career.

### Step three: Tell Stories

I hate selling. Most people hate selling. The good news is- you don't need to sell. I don't sell Effortless English lessons, I simply tell stories. I tell stories about successful students. I tell stories about the people who have used Effortless English to speak English easily, and fast.

That's what you need to do too. Find success stories. Celebrate success! When a team member does something well, tell their story to everyone else. When a customer improves or has a great experience,... tell their story to other potential customers.

Most people try to convince people with facts and logic. Forget it. People don't respond to "facts" because facts are impersonal and abstract.

Facts Tell, Stories Sell. Stories are powerful because they are real-- real success examples from real people. Collect these examples. Share them. That's how you convince people. That's how you create big changes. That's how you become a great leader. That's how you create success.