



**The Effortless  
English Club**

*Automatic English For The People*

## **VIP Welcome Commentary**

Hi, how are you? This is A.J. and this is the audio commentary for our first lesson set for the VIP Program. Welcome to the VIP Program, by the way. I know I already said that in the video, but I'll say it again. Welcome, I'm so happy to teach you. I am just so excited about you, about this program. And why is that? Why am I so excited about this? Well, because this whole program is about contribution. This whole program is about not only English, but using English, using our confidence to help other people, to contribute to other people.

That's true leadership in my mind and with English we can be global leaders. That's the connection between English and leadership. Because, sure, we can be leaders with our families, with our friends, with our jobs and inside our local communities and we should be. But with English, which is the current global language, at least right now, we can also connect with people in other countries with English and through the Internet and through, you know, travel. We can connect with people all over the world and so we can have a global impact with our actions. And we want to have positive impacts, right? We want to be positive, so let me talk about this.

So this is why I'm excited about the VIP Program, because it's more than just an English program. Of course it's an English program. Of course I'm going to help you improve your English speaking to speak English quickly, easily and more automatically. Yes, yes, yes, of course, definitely. That's why I'm including the mini-stories and the point-of-view stories, new ones every single month.

And of course you're going to get some extra vocabulary and pronunciation. All that stuff, just by listening to this commentary, by listening to the videos. So, yes, all of that, but the deeper thing is how are we going to use English. I mean even as a native speaker, how do I want to use English to be a global leader. Meaning how do I want to use English to make the world better, to help people through teaching, through giving, through helping other people help themselves, through helping other people, including you, feel more confident with English and in general.

In fact, before we start let's do something here. Put your shoulders back, lift your chest up, take a deep breath and smile, a big, big, stupid smile on your face. This is so important. My Power English members know this already, that changing your body, changing your physiology -- it means just your body movement, your body position -- by changing that, changing that physiology, changing your body, you change your emotion and that even changes your thoughts.

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So we can start with our bodies, so let's always start with our bodies. Whenever you're listening to me, even during the day, try to keep your shoulders back, your head and chin up, big smile and chest up and deep breathing. Okay? So do that now as you listen to this commentary. Okay, let's start with the official topic of the commentary. Are you ready? Alright.

So you've already watched the video with Tony Robbins and I want to talk more about some of those ideas and about my definition of leadership. It's important as we start the VIP Program, which is both an English speaking program and a global leadership program. It's important that we all agree and understand and know what I mean when I say leadership. There are a lot of ideas out there in the world, in business, in politics, in relationships about the meaning of leadership. What is it?

Well, you know the old idea about leadership was really about being a boss, right? The leader was the boss and the leader told the people under him and it was usually him, a man, what to do, right? I'm the leader, you do this. I'm the leader, you do that. If you're bad the leader punishes you. If you're good maybe the leader rewards you. And that's really the very kind of old mentality, attitude, idea about leadership.

And, of course, it's a very old idea. It's still common, though. I mean it's an old idea, but you still find it in a lot of companies. I know in a lot of jobs that I had I had managers or even the company leaders that had this mentality and it was terrible. I hated it. And usually when you find an organization, a group, even a family with that kind of leader, usually there's a lot of unhappiness, a lot of problems and, really, the group does not perform at its best ability and it's not contributing.

So that is not what I mean when I say leadership. It's not about being a boss. It's not about telling people you must do this, if you don't I'll punish you. No, forget that. The kind of leadership I want to talk about and I believe in and what we are going to learn in this VIP Program every month is called Service Leadership. I believe it's the highest level of leadership.

The most powerful kind of leadership is service leadership and service leadership is really about those two important things that Tony Robbins talked about when he talked about the art of fulfillment, remember? He talked about the art of fulfillment and he said there are two keys to feeling happy, to being fulfilled: gratitude and contribution. Gratitude: it means being thankful and grateful for what you have, even if you have a lot of problems now.

We all have problems, but there are also always are good things in our life, always, if we look. If we look carefully we will find good things. Maybe we are healthy. Maybe we can be thankful. Wow, my body it's good. I'm feeling good. And a lot of people don't

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have that. Many people are in the hospital right now, possibly going to die, so we can feel grateful that we are not in that position and that our bodies are relatively healthy and strong.

We can feel grateful for people in our lives. We might have some bad people in our lives. Maybe we do have one of those terrible bosses, you know, but some family or friends in our life are very good. They're very generous, they're loving, they're kind and we should not forget that. We should remember them, even when we're having a lot of problems in our life. We can improve our own confidence, just by remembering all these good people, remembering and being thankful for our body and our good health.

We have a lot of opportunities. If you are listening to this it means you are paying for this every month and that means you have more money than a lot of people in the world. There are a lot of very, very, very poor people who are suffering, who don't have enough to eat right now. I know your mom always said this to you, right? My mom always said, you know, oh, there are people starving that can't have food, you know, in Africa or wherever, you know, in some poor place in America.

But you know it's true, there are people like that, lots of them, millions of them, millions of them living in countries where there is war where people are being killed every day. So if you have enough money to pay for this program be grateful. It's something to be grateful for. You can see by just focusing on gratitude you will find more and more and more good things in your life. And, hey, if you're happy already now, if you do feel happy, well guess what? By focusing on these things you'll feel even more happy! You'll start to get super excited.

And that's kind of what's happening in my life now. I've had very tough times in the past when I was not happy. Right now I'm quite happy and my life is doing very well and yet I can get busy and I'm thinking about the business, thinking about teaching. So much to do and I forget about this gratitude sometimes and it's so powerful to stop and just think about it. Oh, I'm so grateful. I'm so happy. My wife is so wonderful and such a good person with such a good heart. I have such good friends and my family and my parents were, you know, so good to me. I was so lucky.

I'm so lucky that my business is growing and I'm lucky that I feel so healthy and most of all maybe I'm so lucky to have such great teachers, to have found them, great people who have written amazing books that change my life, people like Tony Robbins or Keith Cunningham who's a business teacher or Thich Nhat Hanh who's a Buddhist Monk. You know all of these people have changed my life so much with their teaching. They are great leaders. They contributed to me and I am very grateful for that. So we need to do that. You need to do that and it's great if you can do it every day, even when you

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have problems or even if you're very busy, whatever the situation, but just remember and be grateful. That's step one of Service Leadership.

And it's also true if you're leading a group let's say in your company if you have a team you're working with. You might not be the official boss, but you can still be a leader and the first way to start being a leader is just to appreciate and be grateful to other people. Show them you care, right?

Remember we have a code in Effortless English, right? Remember our code of three, our three codes? Do you remember it? This is something that's important that we must share with our new members all the time. As VIP members you're the leaders of Effortless English now, so be sure that you remember that code and you always share it with our other members.

I won't go over all the code right now, but I will talk about the third part of that code, which is the most important for me and that is we show other people that we care. We show them we care about them. We care about the other members in Effortless English. We care about our family and friends. So that's the first part of service leadership is just show people you care and that starts with gratitude. Just be grateful for them, because they're good people. Even if they have problems, even if they make you crazy sometimes, show them you care. Show them you're grateful. If they do something nice tell them, thank them, just say thank you. It's so, so easy and yet so many leaders forget this. Just say thank you.

You can go on the forums every day. Every day you will find people, other VIP members and leaders, new members, other people who are helping, who are saying something nice. You can just say thank you. It's so simple. It's the first step, though. Just go on the forums every day, say thank you to someone. If you want to be ever more powerful, even a better leader, be specific. Say thank you for doing this. Tell them exactly what they did that you appreciate.

Ken Blanchard, he's a management person, he wrote *The One Minute Manager*, he has a phrase. He says "Catch people doing something right." That's what leaders do. Great managers, great leaders, they catch people doing something right. Usually bosses, they try to catch people doing something wrong. Parents do this sometimes, right? They're always looking and they're just waiting and then when you make a mistake they jump and they say oh, you made a mistake! A lot of teachers do this, unfortunately, which is why I never correct mistakes. It doesn't work anyway. A lot of research shows it's not effective for most people.

But we can do the opposite, instead of waiting until someone makes a mistake and then saying you made a mistake. They often know it. You can instead wait until they do

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something nice, wait until they do something right and then say good job. That was great! Thank you or congratulations! That's service leadership. It's the first step. It's just easy. People are always doing great things all the time.

We can do it with each other as VIP members on our VIP social site. When another VIP member compliments someone or helps someone, you know, congratulate them. You can go on the forums and say hey, Inca, you're so great. Thank you for being so helpful, for example. Or hey, Jan, wow, you're always helping people. I notice that you're always so friendly and you're always saying nice things to people. Or hey, Charlie, you know, I notice you're always giving, you know, great, interesting information to people and you're always writing about such interesting ideas and sharing them and sharing these cool links with us. Thank you, thank you for doing that.

I mean that's easy, right? Anybody can do that. You don't need to be a big boss to do that. But that's leadership, that's service leadership. It's the first part of service leadership. It's the easiest, it's the most important. You can do this with your children, with your wife, with your husband, with your friends, at your job. You can do this in every part of your life every day and certainly I hope you'll do this on the Effortless English forums, in our VIP social site. Every chance you get just notice what people do right. Congratulate them, thank them, be grateful to them.

Alright, so let's all agree to do this. I need to do this too, because I forget too. You know I also get busy and crazy with my life. I'm running around doing stuff all the time and sometimes I forget this, so you can help me remember this. When you do it more I'll remember oh, I should do that too, oh. You know? And together we'll all grow together and help each other be better leaders, right, true service leadership.

Now then there's the next step. It's kind of the next level, it's a more active level of service leadership and that's contribution. So gratitude is more, you know, you're sitting and you're just noticing what's happening now and contribution is more active. That means you actively try to help people.

We see this on our forums all the time. Our VIP members are doing this all the time, our all stars. That's my nickname for you guys, by the way, you fantastic members who are always helping people. It's not an official title, but I just call you my all stars. The all stars of Effortless English, because you're doing so much more than most people will do.

And that's contribution. What does contribution mean? It means you help other people. It means someone on the forums has a question, oh, I don't understand this, and you answer it for them. I mean that's so great. It seems like a small thing to some people, but it's a big thing, because most people don't do it.

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Or maybe you don't want to do that. Maybe you don't have time to answer lots of questions or maybe you don't know the answer. What else can you do? Well you can just give interesting information on the forums, right? Some oh, I found this cool video and it's very positive and it will make people feel happier. Well put a link on the forums to the YouTube video. That's contribution. It's making other people happier. That's what contribution is about.

Now, for me, what I see my job with contribution is teaching. Helping other people feel more confident when they speak English, certainly, that's my first job, but then I also want people to feel more confident in all of their life. I want people to feel good about themselves, strong and relaxed.

When people feel bad, when they feel depressed, when they feel shy, I feel bad. I don't like to see it. It gives me pain to see that and so I feel...I mean I want people to feel good about themselves. I want them to feel confident and happy all the time. I know it's impossible for it to happen all the time, but that's kind of my feeling and my goal.

And so that's why I'm making all these lessons about these topics. You know I'm secretly teaching you English, of course, with all the mini-stories and the point-of-view stories and I'm teaching vocabulary and grammar, but, you know, I want to teach more than that. You know vocabulary and grammar you can eventually, slowly, learn it from textbooks, but confidence is more important. Confidence requires fluency, but it also requires a belief in yourself, strong beliefs, strong physiology, strong body.

There are a lot of parts to that and that is my way of contributing. That's why I'm always doing all these videos, webinars and lessons and podcasts and a lot of them are free. I have to have a business to keep reaching a lot of people and so this VIP Program, for example, you guys are paying for it. I know that. But, you know, still, I like to do a lot of free stuff, too, articles, all those seven rules emails.

You know, yes, it helps my business, but if no one buys from me, they listen to the seven rules and they don't buy ever again from me, that's okay. I still hope they learned something and I hope they'll use those rules to maybe find a tutor or to change the way they study and I hope they'll become very successful, confident, fluent, automatic, English speakers. Even if they never buy from me, I don't care. I just put it out there. I know that some people will buy if I just contribute enough, so...

The other thing like with Power English is I want to teach people how to have confidence and happiness and success in their life and that is my deeper mission, which is more than just English. So that's how I choose to contribute. Everybody is different.

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You are different. All of us in the VIP Program are different, so we all have different ways we can contribute or want to contribute.

Some of us will answer questions on the forums. Some of us might make little lessons. Some of us might make other people laugh and just feel happier. Some of us might share useful information. Sometimes someone feels sad or depressed or discouraged on the forums and we can encourage them and say hey, you can do it, it's okay. Everybody feels discouraged. I've felt discouraged in the past, but you know what? You can still do it.

There are so many ways we can contribute within the Effortless English Club and then beyond in our families, in our companies, in our jobs. There are just so many things we can do. So, do you believe me? Okay? Are you going to do it? I certainly hope so. That's what this is about, service leadership.

So this VIP Program and the Effortless English Club is about service leadership. Not about being a boss, not about being the big, super expert, it's about service leadership and that has two parts. Part number one is gratitude, appreciating people. Showing people we care, right? The third part of our code is show people you care. Say thank you. Hey, thank you for doing that or I appreciate you doing that or I notice you're always doing this. Just notice people doing things that are right and that are good. Compliment them, thank them.

That's the first part of service leadership and the second part of service leadership is contribution. It means giving something. Now that can mean kind words or information or teaching or answering questions or giving encouragement and support. There are so many ways to do it.

So that's it. That is our leadership model, our leadership system, our leadership belief here in the VIP Global Leadership Program. That's what I call it. That's the full name the VIP Global Leadership Program. It's an English program, yes, but it's about much more. It's about becoming a leader and having an impact, touching all of the world; your local community, absolutely, yes; your family, definitely, but the whole world, too. And remember, it's about service leadership, which has two parts: gratitude; showing people we care and number two: contribution; giving something back, helping people some how.

So I hope you'll do that. I hope you'll do that on our forums, the Effortless English Club forums with all our general members. There's so much you can do there. We have so many new members every day and they want some contact. They want someone to say hello. They want to make friends. They want some help. They want to be encouraged. You can always do that, it's such an easy way. You can go to the forums

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and say nice things to people. Notice when other people are helping. And you can go to our VIP social site and also compliment people, notice people, encourage people. And then you can do it in your life and you can do it so many other ways. So go forward and practice service leadership. That's what we're about.

Now of course you will be getting new commentaries, new lessons, new mini-stories, new point-of-view stories, new videos from me every month. Once a month I will send you an email with the link to the new lessons and commentaries and programs for you the VIP member and I'll do that once a month every month. Sometimes I might even give you some free bonuses, some little surprises. We'll see. But definitely once a month every month you're going to get something new, so use it.

First of all, listen to those lessons every day so that you get the English. That's our first step. You must improve your English speaking and be a confident English speaker, but then, number two, also practice the ideas so that you grow and grow and grow more successful in your personal life and also more successful as a service leader.

Alright, I'll see you again next time, next month. Bye-bye and have a wonderful day. Thank you so much for joining me in this program. This program is so important to me. You are so important to me. Together we can help all of the world and we can make the world a better place and we can help individuals, groups, countries. We can have a big, big impact. I'll see you again, bye-bye.