



**The Effortless
English Club**

Automatic English For The People

The Effortless English Club

Club Leadership Manual



Today You Learn How To Change The World.

I'm excited about this Club Leadership Manual because it is going to change the world of English education. Actually, WE are going to change the world-- you and I.

There is a big problem in the world today. The love of learning is dying. Everywhere we find that students are stressed, bored, and tired. In English education, we find that students learn English for years and years, yet they still cannot speak well. All that time is wasted.

But it's even worse. Not only are schools ineffective, they are actually damaging students. Schools are killing the natural love of learning that all human beings have. We are born to learn! Naturally, we love learning. Naturally, we are excited about learning.

But schools are destroying this natural love of learning. With boring lectures, tests, textbooks, grammar rules, competition and incompetence they make students suffer. They bore students. They make students feel incredible stress about grades and test scores. They confuse students with bad speaking and very complicated grammar rules. They make students sit still, in desks, for hours every day.

Here's the truth: the teachers and administrators and politicians don't care about helping students speak excellent English. They don't care about your success. They care about creating obedient workers who sit still and do what they are told to do. They don't care if students are bored. They want students to compete and feel stress.

Schools are the enemy of true learning. Schools are the enemy of natural curiosity. Schools are the enemy of passion, fun and cooperation. Schools are the enemy of freedom and success.

We have a mission, you and I. Our mission is to bring success, confidence, passion, fun, cooperation and curiosity back to learning. That is the purpose of local Effortless English Clubs.

We don't need schools! We don't need tests. We don't need competition. We don't need grades. We don't need desks. We don't need grammar rules. We don't need obedience. We don't need bosses.

We can all teach and learn together. We can support each other, encourage each other, help each other. We can learn and teach naturally-- with confidence, passion and fun!

Your local Effortless English Club is an alternative to boring schools. As a Club leader, you will help the members of your club speak English confidently. You'll help them learn English independently-- without schools. You'll help them learn to love learning again! You'll help them make new friends. You'll help them become more passionate about learning, growing, and connecting with people.

In your local Effortless English Club, everyone is a teacher and everyone is a student. Together, you improve, grow, make mistakes, learn and succeed. You don't need schools. You will learn, improve and succeed together. No schools. No textbooks. No tests.

In your local Effortless English Club, members learn to really speak English-- confidently. As their English speaking improves, members get many more opportunities in their lives. Some members will be able to study in and travel to other countries. Some members will get better jobs because of their English speaking ability. Some members will make new friends with people in other countries. Some members will start their own successful international businesses. Some members will help their children learn in a more powerful and enjoyable way. Some members will become excellent teachers-- who are truly dedicated to helping their own students succeed.

As the members of your local Effortless English Club succeed, they will help and teach others. They will help other people learn better, speak better and succeed more. Your local Effortless English Club will improve the lives of countless people in this way. You will show people that there is a better way than traditional school.

You will change English learning in your town or city. You will provide success, hope, fun and passion to countless learners.

But that's not all. Because your local Effortless English Club is connected to other Effortless English Clubs all around the world. You will communicate with the leaders of those Clubs online. You will share ideas and support each other.

Together we are creating a worldwide network of Effortless English Clubs. Together we are changing education everywhere. Together we are creating true global leaders. Together we are fighting the old dead schools and bringing life back to learning.

Together we are changing the world.

This is the dream of Effortless English.

But it's not enough to just dream. We must act.

Today You Learn How To Change The World

Your action is simple: Create and lead a local Effortless English Club. Work together with me to bring confidence, effectiveness, power, fun, passion, friendship and kindness to English learning.

Step one for you-- read this local Club Leadership Manual. Use the ideas and information in this manual to create your local Effortless English Club, recruit members, and grow. Use it to create powerful fun meetings that help members speak English confidently and succeed in all parts of their lives.

Use this manual, create and lead your Club,... and change the world.

The Code of The Effortless English Club

1. We Do The Best We Can
2. We Do The Right Thing
3. We Show Other People We Care

In the Effortless English Club, we have a very simple code for all members. There aren't a lot of rules. There are no bosses, no grades, no tests.

Rather, we have a very simple code. This code helps us to remember what is most important. It helps us to succeed and helps us to help each other.

The first Code is "We Do The Best We Can". What does this mean? It's quite simple. It means we always try to do our best. We are never perfect. We will always make mistakes because we are human. We don't worry about being perfect.

Rather, we are dedicated to what Tony Robbins calls "CANI": Constant And Never-ending Improvement. We can't be perfect, but we can always improve... a little bit every day, week, month and year.

In the Effortless English Club, we **NEVER** correct other people's speaking or writing mistakes. **NEVER!** Error correction has been proven to be totally ineffective. Even worse, error correction DESTROYS confidence. We learn by hearing and reading correct English from native speakers, NOT from error correction.

Mistakes are a natural part of human life. Unfortunately, schools teach us to fear mistakes. Because of this, most students speak English in a hesitant unconfident way. We must teach our members to laugh at mistakes... to simply do the best they can now, and continue to improve.

Code two is "We Do The Right Thing". This is also very simple. It means we are respectful of other people. We don't say bad things to other people. We don't insult them or their race or their religion. We don't steal. We don't hurt people. When we make a mistake, we apologize directly and ask for forgiveness.

In the Effortless English Club, we always try to be positive, kind, honest and friendly. We try to understand other people (especially when it's difficult). Our worldwide family has members from many different countries, cultures, races, religions, ages and philosophies. We are a living example of international peace and understanding!

Finally, Code three is "We Show Other People We Care". In the Effortless English Club, we actively try to help other people. We actively welcome new members and

support them. New members are often unsure and confused-- we encourage them and answer their questions.

In the Effortless English Club, we love to celebrate other people's success. When someone improves or succeeds, we congratulate them. We compliment them. We tell their story to other people.

Our motto is: "Catch other people doing something right!" When you see a member do something good, notice it. Celebrate their success or kind action. Tell them. Tell other people.

We also show other people we care by helping members who need help. When someone is sad, or suffering or feeling doubts, we support them. We encourage them. We give them strength. We remind them to just do the best they can,... and keep improving just a little bit every day.

It's very simple really.

In school, they have a lot of rules. We don't need a lot of rules. These three simple codes are all we need. By following The Code of the Effortless English Club, you create a positive, powerful amazing family.

At the beginning and end of every meeting, be sure to remind your members of The 3 Codes. You can simply read them... or you could briefly discuss each of the codes with your members.

Do this to create a truly special local Club.

Recruitment

Your local Effortless English Club needs members! To get new members, you must recruit. How can you find and keep new members?

Of course, every club and every town is different.

But there are some basic tools that every local Club can use to grow:

1. Email List
2. Blog or Website
3. Facebook Page
4. Fliers/Posters

The simplest and most important recruitment tool is an email list. You can create an email list using Google Groups or Yahoo Groups (both are free). Or you could simply create a Gmail account for your local club.

The email group is your Club's most important communication tool. Be sure to always add new members to the email list. You can also link to your email group sign-up page (from your blog/website and from your Facebook page).

When people join your email list, they will get information about your meetings and activities. This makes it very easy for you to communicate with your members.

So step one: go to Google or Yahoo and create an email group (just do a google search for "google group" or "google email group").

Your second recruitment tool is a blog. A blog is a very simple website that you can create for free. To create your blog, just go to a free blog site and sign up:

<http://blogger.com>

<http://wordpress.com>

After your blog is created, you can add a link to your email group signup page... put this link on the sidebar of the blog... so it appears on every page.

After that, you can add blog posts (short articles or news items) any time you want. Use the blog to announce new meetings, or other club activities. You can even add pictures from your past meetings.

Also, link to the main Effortless English Club's "7 Rules" page, so your new members can learn all of the 7 rules: <http://EffortlessEnglishClub.com/7rules>

Your third recruitment tool is a Facebook page. Create a Facebook page for your local Club at: <http://Facebook.com> Your Facebook page is a great place to put pictures,

videos and short announcements about your Club. Make the Facebook page fun and social... not too serious :)

Of course, on your Club's Facebook page you will link to your Club's blog, and also to the 7 Rules page (<http://EffortlessEnglishClub.com/7rules>). Encourage people to join your email group!

And encourage the members of your local Club to become "friends" or "fans" of your Club's Facebook page!!

Your final recruitment tool is very simple: fliers. Fliers are small papers or posters with information about your club. Put your fliers in schools, coffee shops, company break rooms, restaurants, internet cafes, etc...

When you create your flier, make it simple. Your flier should include:

- A. A Big Short Headline (For example, "Speak English Fast")
- B. Benefits Summary (For example, "Learn to speak English easily and confidently at our local Effortless English Club)
- C. An Action (Example, "Call 333-3333 for more information" or "Go to <http://www.eeee.com> and join our email course" or "Come to our meeting at _____")

That's all you need. Fliers should be short and simple and easy to read. You can tell people more information when you meet them at the meeting (or email them).

As your local Effortless English Club grows, encourage your members to also put fliers around your town!

What To Do At Meetings

Once you recruit some members, what should you do at your meetings? Of course, you are free to do anything you like. However, I'm going to give you a suggested activity guide below. You can use these activities exactly, modify them, or create your own. Just be sure to always follow the Code (and use the 7 Rules)!

Suggested Meeting Activities

1. Read The 3 Codes of Effortless English
2. Energy Ignition
3. Listening Activity
4. Speed Talk
5. Social Chat
6. The 3 Codes and Success

Explanation

1. Read The 3 Codes of Effortless English

Don't waste a lot of time with introductions or speeches. Simply start every meeting by reading the 3 Codes of The Effortless English Club. You can briefly discuss each code too, if you like.

For example, you might begin like this:

"Welcome to the (Local Name) Effortless English Club. Let's begin by remembering the 3 Codes of Effortless English. Code 1 is: We Do The Best We Can. This means we always try to do our best, we don't worry about being perfect, and we don't worry about mistakes. Code 2 is: We Do The Right Thing. This means we respect each other. We don't insult each other and we always try to understand each other. We don't steal or hurt other people. Code 3 is: We Show Other People We Care. This means we help other people when we can. We are friendly and positive. We love to compliment each other and we always celebrate other people's successes.

2. Energy Ignition

Immediately after reading the Code, it's time to create some energy and positive emotion! Don't waste time talking or discussing.

Immediately play some energetic music and ask everyone to stand and move. Get them to dance a little! Ask them to move their bodies and smile!

Then ask everyone to show maximum energy and emotion. In other words, on a scale of 1 - 10 (10 means maximum energy and positive happy emotion) they will be a "10". In my workshops, I simply say, "Go to 10... Now!!!!!!!" Everyone will then jump, shout, scream, and lift their arms into the air... as if they just won 80 million dollars!!

You will probably need to demonstrate this to the group and teach them how to do it (especially if they are shy). Be patient, and continue to do this at every meeting.

Emotion is the Gas (or fuel) of learning. To learn quickly and speak confidently, we need maximum positive emotion. That's why the first activity of every meeting is ALWAYS to ignite (to start) your members' emotional fire!!!

3. Listening Activity (Mini-Story or other)

Listening is the most important English learning activity. It's very important for your members to listen to easy, fun, interesting English as much as possible.

The best thing for them to listen to is an Effortless English Mini-Story Lesson. But it's important that your members NOT be passive while listening. During the story, whenever there is a question, you can pause the audio and encourage your members to SHOUT an answer.

When they SHOUT an answer, they should use their face, arms, hands and bodies. This is an active and fun activity!!

Of course, encourage your members to get the Effortless English Lessons (or Learn Real English Lessons) and continue listening and practicing at home too!

Sometimes, you may wish to listen to other English audio at your meeting. You might listen to an Effortless English video, a small part of a movie, or an audio from eslpod.com. Just be sure to always have a fun and/or interesting listening activity at every meeting!!

4. Speed Talk

The next activity for your meeting is called "Speed Talking". It's simple, fun and powerful.

Create two long lines of people... facing each other. One line will be "side A" and the other will be "side B".

Announce which side will speak first and which side will listen first. Announce the speaking time. For example, you might choose 3 minutes.

Then choose a speaking topic. You might ask the members to re-tell the Mini-Story. Or you might choose a personal topic such as "Talk about a happy moment in your life".

When you say "go", the speakers will then speak as loudly and as fast as possible about the topic. The goal is speed, not perfection! It doesn't matter if the speakers forget something. It's OK if they make a lot of mistakes. Their only goal is to speak as fast as they can... as loudly as possible!

Of course, all the speakers will be speaking at the same time-- so it will be very loud in the room! The listeners' job is to look excited and to encourage the speakers (and help them if necessary).

At the end of the time, say "Stop!". Then switch... the other side speaks and those who were speaking now listen. The time and topic remain the same. Say "Go" and then the other side all starts speaking at the same time... as fast as possible!

When the time finishes again... it's time for Side A to move one person to the right. The Side B line does not move. In this way, everyone will now have a new partner.

You then repeat everything again (same topic, same length of time). Continue to switch so that sides A and B always speak to each other. Then continue to shift Side A one person to the right... until everyone on Side A has spoken to everyone on Side B (and vice versa).

Note-- The purpose of the Speed Talk is to destroy shyness and increase speaking fluency (speed and ease). Members should become faster and more confident as the activity continues.

Be sure to encourage them to be loud and energetic as they speak. They shouldn't worry about correctness or mistakes. They should always speak as fast as possible. They should always speak very loudly.

5. Social Chat

The next activity of your meeting is a relaxed social chat. By now, the members should be feeling more energy and more confidence. Now it's time to let everyone simply socialize and talk to each other (in English).

You can organize this by choosing discussion topics and creating small groups. But it's probably better to just be natural-- just like a party. Just let everyone chat and socialize as they wish. You can even provide snacks and drinks if you like.

6. Success and Goodbye

Finally, it's time to finish the meeting. Start by asking everyone to listen while you read the 3 Codes again. After reading the 3 Codes, tell a short success story. Did you notice a member doing something good? Maybe a shy member was more talkative? Maybe one member helped another member? Maybe everyone had a lot of energy?

Finish the meeting by noticing something positive. Remember-- We Show Other People We Care!!

Then it's time to announce your next meeting and say goodbye.

Principles & Mission

Every local Club is different, so you will need to adapt these activities to your needs and determine how much time to spend on each one.

In general, it's best not to waste a lot of time at the beginning of the meeting. Save announcements and discussions for the end. I recommend starting the meeting quickly and powerfully. This creates more energy and will therefore create a more powerful meeting.

You will also need to decide how often to meet. Some local Clubs meet every week. But you and your members will need to create a schedule that works best for your Club.

Finally, I encourage you to share this [Club Leadership Manual](#) with ALL members of your local Effortless English Club. One of our goals is to create new global leaders.

In Effortless English, a leader is anyone who works to create a better world and help other people. You will have many leaders in your local Club. Encourage everyone to live the 3 Codes. Share this [Club Leadership Manual](#) with all of your members.

And discuss the purpose of the Club with them. Talk about the problems in schools and traditional education. Discuss the dream and vision of The Effortless English Club. Remind your members that personal success is only the first step... because we have an even bigger purpose.

Our purpose is to change the world. Our purpose is to create a completely new way of learning English speaking... a way that is powerful, effective, fun, positive, cooperative, social and friendly. Our goal is to bring happiness back to learning-- everywhere in the world!

Together we are creating a worldwide network of Effortless English Clubs. Together we are changing education everywhere. Together we are creating true global leaders. Together we are fighting the old dead schools and bringing life back to learning.

Together we are changing the world.

This is the mission of The Effortless English Club.

Help your local members join this mission. We are all doing this-- together!

Share this [Club Leadership Manual](#) with ALL members of your local Effortless English Club!

Leadership

In The Effortless English Club, we are “service leaders”. As leaders, our goal is to make all members more confident, happier, more energetic, more powerful and more successful. As leaders, our goal is to create more leaders-- more confident members who are working to change the world and help other people.

Therefore, we focus on the positive. We constantly notice other members’ efforts, small improvements and successes. We constantly talk about the efforts, improvements and successes of our members.

Leadership in The Effortless English Club is very simple. As a leader, you do two things:

1. Constantly Focus on 2 Simple Goals

As a leader, you will constantly talk about and focus on two simple goals: Energy & The 3 Codes. You will constantly remind members that they must give their maximum energy at every meeting... for the entire meeting. They don’t need to be perfect. They can make a lot of mistakes. But they must give all of their energy and focus every time. Your job, as a Club leader, is to constantly encourage them to do this.

The second goal for every Club member is to follow the 3 Codes. So you’ll constantly talk about these 3 Codes and constantly encourage every member to follow them.

2. Catch Members Doing Good Things!

Other than constantly reminding members about the 2 simple goals... you will constantly notice when they do something right! Whenever a member shows energy, congratulate them. Whenever a member makes a strong effort, notice and say something. Whenever a member has a small (or large) improvement, talk about it!

As a Club leader, your job is to constantly compliment other members and constantly tell stories about their effort, energy and success. Tell their story to the group. Thank them. Compliment them.

Relentlessly focus on the positive.

And that’s all! Effortless English Leadership is quite simple... you simply talk about our 2 simple goals and then you constantly notice when members are doing something good. By doing this, you will make the positive stronger... and the negative will become weaker.

Encourage all of your member-leaders to do exactly the same... and soon you will have a club full of energetic, positive, successful leaders!

More Resources For Local Club Leaders and Members

VIP Confidence and Leadership Program

<http://effortlessenglishclub.com/vipsite/VIP-Program/>

The VIP Program is advanced training in English speaking confidence, personal success and global leadership. Each month I send you a new lesson to help you speak English more confidently and become a better leader. This is great training for local Effortless English Club leaders.

The 7 Rules Course

<http://EffortlessEnglishClub.com/7rules>

This free email and video course is for everyone. The course teaches your members the Effortless English learning and teaching method. Encourage all of your local members to join the course.

Energy Ignition Video(s)

<http://EffortlessEnglishClub.com/emotion-secrets>

This is a video about the importance of emotion. In the video, I discuss and demonstrate emotional energy. Share this link with your local members to help them understand the importance of the Energy Ignition activity.

Effortless English Forums

<http://EffortlessEnglishForums.com>

This is where you connect with other local Club leaders and with Effortless English members around the world. Create a username and password and profile. Then introduce yourself. Share your ideas. Ask questions. Connect with other local club leaders. Join our international Effortless English Club family!

Host a Live Workshop With A.J. (me!)

<http://effortlessenglishclub.com/host-a-workshop-with-aj>

When your local Club grows over 60 people, you can bring me to do a live Workshop for your Club! I'll come and do a 5 hour Workshop to help your members speak more confidently. I'll teach you how to have more emotion and energy, how to use the Mini-Story Lessons more powerfully, and how to make your local Club more successful!

Effortless English Facebook Connection

<http://Facebook.com/effortlessenglish>

On the Effortless English Facebook Page, I share stories, pictures, videos and news about The Effortless English Club. Encourage your local members to become fans.. and stay connected to the global Effortless English Club family :)

Effortless English Sample Lessons

<http://effortlessenglishclub.com/effortless-english-torrent-downloads>

You can use these at your meetings. Then encourage your members to buy the full set of Effortless English Lessons to continue learning at home.