Hi, it's AJ again, welcome to part three of the Tony and Frank video. So let’s watch some more and I’ll stop and explain any difficult English and hopefully this will help you. I hope you’re enjoying this. I hope, number one, you’re learning some English, maybe some new phrases or maybe just some pronunciation and you’re hearing how people naturally talk with English. Not CNN. Not the BBC. That’s not really natural conversation.

This video is a very, very natural conversation, a very normal, casual, everyday style of speaking. So I hope you’re listening to that too. Notice the pronunciation. Notice how the speakers pause or when they stop or when they go up and when they go down. This will help your pronunciation. Then, of course, the other thing I hope you’re learning is just the content because this is really great information.

Tony Robbins is a really great guy and you can learn a lot about success and having just a better, happier, more wonderful life. That’s what Tony Robbins specializes in. That’s what he does. He teaches people how to do that, so I chose this conversation for those two reasons. All right, so let’s watch a little and I’ll pause and explain. Here we go, the next part.

*I’m just going to do that to the best of my ability. And, sure, it’s like oh, no, I can’t write copy as well as Dan Kennedy or I don’t have as much energy and drive as Tony Robbins. So what? You didn’t start as Frank Kern. You didn’t start out as who you are. You started out trying to make how much? Come on. Three hundred dollars.*

Okay. So first he said you didn’t start out. Frank Kern is saying when he was poor and he had no money he didn’t know what to do, so he decided he would copy the best people. He would try to be like them. He chose Dan Kennedy who is great with advertising, especially Internet. He decided well, I can’t write as well as him. I’m not as good as Dan Kennedy, but I will try to be more like Dan Kennedy.

And he said I’m not as motivated as Tony Robbins. I don’t have the same energy, but I will try to be more like Tony Robbins. Tony Robbins will be my role model, the person I want to be like personally and Dan Kennedy will be the person I want to be like when I’m writing advertising. This is called modeling. We can use it as a verb, to model. ‘To model’ means to find somebody who has the success you want already and you try to be like them.

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So Frank is saying I tried to do it, but I’m not as good as Tony, I’m not as good as Dan and Tony interrupts him and says you didn’t start out as Frank Kern. He means you didn’t start as this successful famous Internet businessperson, because now he’s very famous, at least for Internet business he’s famous. He said you started out trying to make how much money and I think Frank said $3,000, just a little bit.

A what? A week, $300.

Oh, $300. I’m sorry. His first goal, Frank’s first goal was to make $300 per week.

And you failed at that in the beginning, didn’t you? I failed.

And he said you failed. He wanted to make $300 per week with his Internet business and he failed. He did not make that much. Then Frank is going to joke. He said I failed miserably. This is a common phrase. ‘To fail miserably’ means to fail a lot, to fail terribly. He also jokes. He says, but it was effortless. It means it was easy. It was easy failure.

Pretty miserably, but it was effortless failure. I mean it was like natural.

It was natural. It was easy.

But truthfully, you went from $300 bucks. I remember you said the first time you believed it, if I remember, was when you made like $2,500 bucks in like four-five days. It was five days when I was on vacation.

Okay. So he said but, truthfully, you failed, but then your first success you made $2,500 bucks. ‘Bucks’, of course, means dollars. It’s slang. We say $5 bucks means $5 dollars. So one day with his business, he was working on his business and he went on vacation. While he was on vacation he made $2,500 or twenty-five hundred dollars.

We say that both ways. Both are common. When we’re talking about $2,000 something, a number, you can say two-thousand three hundred dollars. That’s normal. You can also say twenty-three hundred dollars. That’s also normal.

While you were on vacation. That was when the true Internet Marketing dream was realized. Yeah, because I sold a downloadable product and I wasn’t even there to ship anything.

He says this is when the true Internet Marketing dream was realized. It means when it happened. He said that’s when I realized it was a success. He says because I sold a downloadable product. So it was a digital product. So he’s like I didn’t have to be there.
He could be on vacation, but his business was still working. People could buy his product and then they would download it from the Internet and Frank could go on vacation or doing something else. He said that was my dream, this kind of Internet business.

Oh my God, this is so great $2,500. To me that was a gazillion, you know.

So he said $2,500. To me that was like a gazillion, like a gazillion dollars. What is a gazillion? I don’t think it’s a real number, but it’s kind of slang. It means a lot, a lot, a lot, a lot. We say wow! He has a gazillion dollars. We don’t know how much. It’s not a real number. It just means he is super rich. He has a lot of money.

Because my rent I think was like $400 or something. When you told me that story before, and you just did it again, you had a big grin on your face. You get more excitement in your face then when you talked about doing the $18 million, which I know you’re proud as hell of. You didn’t get all the money, but you made $18 million bucks in 24 hours.

Okay. He’s trying to show Frank something. He said when you talk about your first success, the $2,500, he said your face you get a big grin – a ‘grin’ is a big smile – and you look really happy. He says you look more excited. You look more happy when you talk about the first success, the $2,500, then when you talk about making $18 million in one day.

So Frank Kern is famous because he makes a lot of money. He’s super, super rich and one time, one day he made $18 million, possibly more. I think it was more. He says when you talk about making $18 million of course you look happy, he says, but you look happier when you talk about your first success. So it’s an interesting point, right?

Right? I mean look at your face. It’s like nowhere near as excited as $2,500 bucks in five days, baby.

He says nowhere near as excited as when he made $2,500 bucks, $2,500. He’s more excited about that first success.

Well, the $2,500 is just as…there’s no difference. No, there’s even more, because there was a moment when you recognized what was possible…

Ah, this is important. Tony is saying why. Why are you more excited about the first success, the first small success $2,500 – two-thousand five hundred dollars? Why is that more exciting to Frank than $18 million and Tony says this is why. He says because when you made your first success it changed your mind. Suddenly you realized what was possible. Suddenly, Frank, you realized that you could be successful.
So the first success changed everything for Frank. In his mind he realized I don't have to fail. I can succeed. I can be successful. That is so, so important. If you just get a first small success it will change your thinking, change your beliefs, change your emotions and then you'll get more success and more success.

So for Frank that first success was small, but it changed his beliefs. That's why it's so powerful. The $18 million of course he's happy, but when he made $18 million he was already a successful businessperson. He already believed. The first time he didn't really believe, but when he got the first success he suddenly got confident. He suddenly believed.

This is important and I talk about this with my English students, that that’s why Effortless English is so powerful and important. You just need that first feeling of success. I usually say it will happen in about six months. So I say be patient. Use the Effortless English System and then in six months will you be perfect speaking perfect English? No, you will not be speaking perfect English, probably not. Maybe you will, but probably not. What you will have is success. For some people small, for some people big and you will suddenly realize I can do it. I can speak English quickly, easily and automatically.

After six months some English words they'll come out of your mouth. You won’t think. No translation. No translating. No thinking about grammar. English will start just to come out and you'll be surprised and that will change everything. That's when you will get a feeling of confidence. You will believe. You will realize I can do it. I can speak automatically. I can speak with good pronunciation. You will get the belief. That belief will change your life, just like it changed Frank’s life. Okay, let’s watch a little more, just one or two more.

You didn’t recognize it until you actually experienced it, but you only experienced it because you had to.

Okay, he said you didn’t recognize it. You didn’t see the success. You didn’t see the belief until you experienced it, until it happened. It was small, but when you experience it it's very powerful, when you think about it, when you imagine it. You need to do that in the beginning, because in the beginning you have no experience of success. You've got to imagine it in your mind. You have to see it and feel it in your mind, but the most powerful thing is when you feel it the first time, when you experience it.

You had to keep going until you found it, just like you did. You had to keep going until you found it.

He says you’ve got to keep going, keep going until you find it. That first success is so important. In the beginning you have no experience. Maybe you have a lot of failure in the past. Maybe with English, for example, you’ve tried so many schools, so many

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textbooks, so many programs, years and years of studying and tests. All this stuff and you have all these failures, failures. You're thinking I've tried. I've tried and still I cannot do it.

You have to keep trying, but don’t do the same thing again and again. That’s crazy. If you had bad results with normal methods, if the textbooks and the normal schools did not give you automatic speaking, don’t keep doing the same thing. That’s totally crazy. You’ve got to keep trying different things, different things. You keep trying and you will find success.

Now, I believe that Effortless English is the best system, that it works, that you will speak effortlessly, quickly, easily and automatically when you use my system. You need about, I don’t know, some people need four months. Some people need six months. A few people might need eight months, but I promise you it will happen.

But let’s say it doesn’t for some reason, maybe for you. There’s a small number of people and maybe for you it doesn’t work. Do you quit? No, you go and you try another method. You don’t do the same old things. You keep trying and if something doesn’t work you try something different, a new method. If that doesn’t work then you try a new method. You will have success eventually. You’ll find it. I believe Effortless English is the secret for you. Let’s watch a little more.

It’s like the validation that the fear doesn’t have to matter anymore.

This is important what John Reece says. He said that first success, the first small feeling of success, the first experience, it’s a validation. It means it’s proof – ‘validation’ means proof or evidence – that the fear doesn’t need to matter anymore. It means the fear is not important anymore. That’s a powerful, powerful thing he just said. When you get the first success what do you get? It means you’re free from fear, free from frustration. You get confidence.

Confidence is the number one secret for success. When you get the first success, that first thing, maybe the first time you speak a phrase or a sentence in English and it’s automatic, you don’t think in your own language first it just comes out, maybe that’s all it is, something so small like that, but you’ll get confident. You won’t be worried and afraid anymore oh, I can’t do it. Suddenly you’ll change and you’ll realize I can do it and then just keep doing more of what you’re doing. Keep using that Effortless English System more and more and the successes will come more and more and more and then you will start speaking totally fluently.

That’s what has happens with our successful members. They don’t quit. They try for six months and then they get that success. It might be big, it might be small, but when they get the success they see it and they get this great confidence. No more fear, no more
worry and then they really, really improve very fast after that. One more sentence and I’m finished.

*Not having the plan B and knowing that you’re going down the one path towards what you want. It’s the validation in your brain that hey, this works. It may not work yet on the level I want it to, but it works.*

Okay, I’m going to stop there. This is the last sentence. He said that experience, that first success, he says it shows you that you’re on the right path. You’re doing the right thing. You’re using the right method and there’s no more plan B. ‘Plan B’ means another plan, another method, another path. He’s like when you get the first success you realize I’m doing the right thing. I don’t need to change. He says maybe the success is not at the level you want. For example, it’s not as powerful as you want.

Frank Kern wanted to be very rich, but the first success it was just maybe here $2,500. He wanted $25 million maybe. I don’t know, maybe. So $2,500 is not $25 million. It’s not total, total success, but he could see I’m on the right path. Oh, my God, it’s working. He says so what do you need to do? You’ve just to do more of this. You’ve got to keep improving. Keep following the method, but get better, get better and then the next time maybe it’s $5,000 and then maybe it’s $10,000 and then, finally, he does get to $25 million and now he’s making even more money.

With English maybe it’s the first sentence that’s automatic. It comes out of your mouth automatically or maybe it’s not speaking. Really, probably the first thing you will see is that your understanding will become faster and faster and faster. You’ll understand more and more and you’ll understand more quickly. You will start to understand some English automatically. No translation to your language. You just hear it and you understand the meaning. There’s no translating. That’s probably actually the first thing you will see, the first success you will see with Effortless English, when you see that, when that happens even with one sentence you know ah.

It’s not the level you want, right? You want total speaking fluency. You want to speak totally automatically with good pronunciation and understand automatically. So that’s up here. That’s the top level, but your first success you’ll just notice I understood that sentence or I understood that piece of conversation automatically. It was easy. I didn’t think in my language. I heard it and I knew the meaning. That’s the first level you’ll see and then maybe the next level you’ll start to speak automatically.

In the beginning maybe one sentence, maybe two sentences, but it will happen and you will see oh, my God, it’s happening. I’m on the right path. I don’t need another method. I don’t need plan B. I just need to keep using this method more and more. Keep improving, keep improving and then, of course, more, more, more and then you will get to the top level.

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You know what? That’s it. I don’t want to do too long so I can do more of these. This is Tony and Frank 3. I should say Tony, Frank and John 3. So I’ll do this. Enjoy it. You learn a few phrases. You get some nice ideas also. Think about these ideas with English and with your life, anything in your life, maybe it’s business, maybe it’s your family and your relationships. This idea is good for everything, maybe your health and your energy. So think about this idea. Powerful ideas and you learned a few new phrases also.

I hope you enjoyed this and I will do Tony and Frank 4 in the future. Also, you know what? This is what I will do with my new VIP Program that’s coming soon. My new VIP Program is coming, maybe end of October or maybe beginning of November. We’re working on it now. What will happen with that VIP Program? You will get a new lesson from me, a new lesson set actually, a group of lessons one time every month, a new one every month. What will you get?

You’re going to get, number one, a video Movie Technique lesson, just like this.

Longer than today actually, but I will use the same thing. I will use a video, maybe Tony Robbins, maybe a movie, part of a movie, a short piece of a Hollywood movie or maybe some other kind of video and I will do this video learning technique, this Movie Technique and you can learn some really real conversational English.

Number two, you will get a set of audio lessons.

So that will be my normal mini stories when I ask all those questions and you answer the questions. Those are the most powerful Effortless English Lessons, the mini stories. So you will get a mini story, a new one each month. You’ll get a new vocabulary lesson each month when I just explain the vocabulary. You know maybe, I’m not sure about that. I need to think about that. I might not do that. I might not give you a separate vocabulary because, honestly, I think the vocabulary lessons are not so powerful and they’re a little boring. I don’t really like them. I think I can teach you vocabulary using the mini story and using the Movie Technique and it’s more interesting and fun for you.

Maybe I’ll just do this, in the audio lesson you’ll get a mini story, very powerful and when there’s new vocabulary I will explain it in the story. It’s more interesting and fun and more powerful. I’ll probably give you a point-of-view lesson. That’s that powerful grammar story where I tell the same story again, but with different grammar. You will begin to understand and use different grammar, maybe sometimes the future, maybe the past, maybe the past perfect.

You don’t need to know those phrases. You don’t need to know the grammar meaning. You just need to understand the actual speaking. That’s how you get automatic

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understanding of grammar and that’s how you use grammar automatically and correctly. Finally, maybe I’ll do a little audio commentary. I will talk about the subject of the video a little more.

So that’s going to be the VIP Program. It’s a subscription program so you’ll pay a little bit every month. I’m thinking, I don’t know, maybe $37. Maybe I’ll have a special that’s a little bit shorter, just one day, but the normal price probably $37 per month. One more thing, the theme, the topic of the movies, the topic of the videos, the topic of the audio commentaries, will be global leadership. I want to focus on leadership. So this video, for example, it’s about leadership and personal growth. It’s about becoming a more successful, happy, strong person.

You know when you do that, when you become happier, stronger, more successful, it’s not just for you, right? It’s not just for you. When you do that everybody in your life is better and happier. If you’re married your wife or your husband will they benefit when you are happier and more successful and healthier? Of course they will. You will help them be healthier, happier and more successful. Your children will benefit. If you have a company or a business the people you work with will benefit. Your company will benefit and grow because you are growing as a person.

So that’s why I want to focus on this idea of leadership because it’s not just for us personally. Yes, I want you to speak better English, just you, you personally, but I also want you to use English to become a global leader, a leader in the world, a leader with your family, a leader in your job or your business. When I say leader I don’t mean you’re the big boss. I don’t like that kind of leadership. When I say leader I mean you are helping other people somehow. You’re giving to them. You’re helping them. You’re teaching them. You’re contributing to them. In my mind that is leadership.

You can be a leader with your children. You can be a leader with your wife or husband. It doesn’t mean you’re above them. They’re a leader to you also. It just means you’re giving to them. You’re helping them. You’re teaching them. You want them to be happier and have a better life. In your job, if you have your own business, if you’re in school, all of these ways you can be helping other people.

We should not only think about just ourselves. Yes, we need to be better, but why? So we can make the world better. So that’s why I say the VIP Program coming soon it’s an English program yes, but it’s also a global leadership program. We’re going to learn how to be better leaders for our family, for our business or in our job and for just the world in general.

So I hope you’ll join me at the VIP Global Leadership Program. If you do, you do. That’s great. If you don’t, that’s okay too. I hope you’re also enjoying these videos and you’re

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learning from Tony and Frank and John and I hope you're using this in your life. Yes, learn the English, but more importantly learn the ideas and use them in your life.

So that's all. I hope you're having a great day and I'll do another one of these soon. I'm super busy right now. I have so many things happening with Effortless English and we're going to travel soon. Oh, my God, I'm super busy, but I love giving these to you. I love you. I love my students so much. Thank you. You guys are so positive.

This is my way to be a leader. I want to help you. I want to help you be better with English, but I also want to help you just have a happier life. I want you to be healthier. I want you to be happier. I want you to be more successful and then I want you to then go and help other people. In this way I can help many, many, many people and so can you.

So have a great wonderful day. I love you so much. Thank you and I'll see you again. Bye-bye.