

HOW TO STAY MOTIVATED WITH LANGUAGE LEARNING

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PART 1

THE 3 SECRETS TO STAYING MOTIVATED

When we talk about motivation: there's the motivation to start something. For example, people get motivated to learn a new language because they like to travel or like a certain culture. We won't be talking about that.

Then, there's the motivation to keep going and to actually stick with your goals. And that's the topic for this eBook: How to stay motivated and keep on going.

First, here's a question: If you want to stay motivated with a language or any goal, what do you usually do?

While you think about your answer, let's get to the first secret of motivation...

Number one: Action comes first.

Back to the question above. If you're like most people, you think about all the results you'll get. Then, you go and try it. That's how we all start. First, we want to get motivated and inspired. Then we start doing it. This may be helpful for starting things but not so much with continuing things. Wishing for motivation is like reading about "how to go for a walk outside" instead of going outside for a walk. Instead of doing the thing, you're on the sofa, thinking about doing it.

Action must come first.

So, if you want to stay motivated with language learning, what do you do?

You should jump in and start learning first BECAUSE this will boost your motivation. Real motivation comes from experience and seeing results.

So what happens is...

First, you do a language lesson. You learn a conversation, some words, and a grammar rule or two.

Then, you do a second lesson. You start recognizing words based on what you've learned in lesson 1 — and that feels good. Now, you know 2 conversations — and that's progress. You start feeling you can do more. So you go and do more.

So, take action first. Press the play button on a lesson and jump right into it. The motivation to continue comes after.

Number two: Have a go-to study method.

What do I mean by that?

Here's an example: When you go to work, usually there are tasks you do first. The easy ones. Like, checking email and planning tasks for the day. These are your go-to tasks, right? They're easy to do, you don't have to think too hard, and they get you going. If work was a highway, the go-to tasks are the onramp that eases you into it.

With language learning, you need to have that 1 go-to study method that is super simple for you. Like listening to an audio lesson and reading along. Or even re-listening to one specific lesson because you like it, like you would with a song. Or reviewing your notes from the day before. Some of our Inner Circle members start with writing. They write out the lesson dialog. And it's good because... there's no thinking involved, you just copy it out. It's easy to do.

Why do this? What does this have to do with motivation? This takes the "what am I supposed to do today" thinking out of the equation. So, you can ease yourself into language learning without any resistance. So you don't need to motivate yourself, you just slide into language mode.

So, have a go-to study method that you can always start with, and that way, you can jump in without thinking.

Number three: Always have goals.

As an example, think about your friends. Do you have that one friend that's always up to something - some project? They're working on a song. Or, they're making videos. Or they're building something.

They're very motivated people, aren't they? Do you ever wonder how they stay motivated? It's because they are always working on something. They're always giving themselves something to do. This goes back to "taking action." If you're not learning or working, you can't stay motivated.

So, you need to apply this to language learning. How would you do that?

You need goals and things to look forward to.

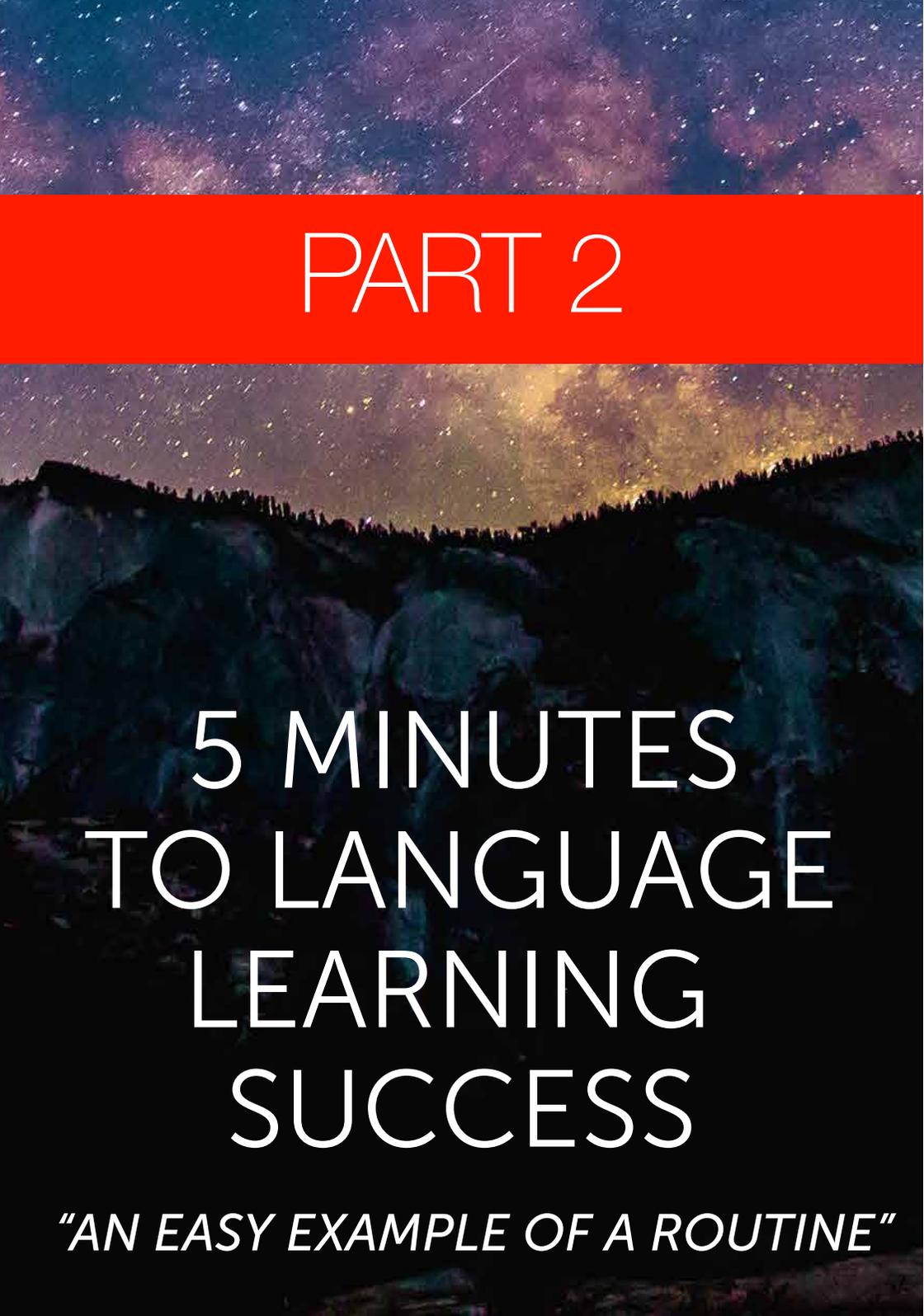
For example, if you've signed up for a language proficiency test, now you have something to work on. And because the test will be held on a certain date, you'll always have that date in mind.

You can make it a goal to finish 30 audio lessons on our site. Or, choose 1 easy audio lesson and make it a goal to memorize the dialogue.

So, always have something to do, and you'll never have to worry about motivation.

Recap:

1. Action comes first
2. Have a go-to study method.
- 3: Always have goals.



PART 2

5 MINUTES TO LANGUAGE LEARNING SUCCESS

"AN EASY EXAMPLE OF A ROUTINE"

In the last section, you learned about the 3 secrets to staying motivated.

But what about actually doing the language learning? What about routines?

Here's a super simple one you can try immediately. It requires just 5 minutes.

What do you think? 5 minutes is a small amount of time, right? But, that's all you need to get going with your language learning routine and stay on track to mastery. If you've had trouble sticking to language learning in the past, this is for you.

- 1. How To Develop a Learning Routine in 5 Minutes a Day**
- 2. Why This Amount of Time Is All You Need To Get Started**
- 3. How You Can Apply It As Well Based on My Examples**

1

HOW TO DEVELOP A LEARNING ROUTINE IN 5 MINUTES A DAY.

Where did this number come from? This idea comes from YouTube. See, it's very easy to get stuck on a YouTube loop. Time just flies by. One day, as I caught myself going from video to video, and realizing I was wasting my time... I noticed one video was 5 minutes long.

What was the video about about? I don't remember.

But this number stuck with me. It's small. It's specific.

This is where I kind of came up with the idea "5 minutes"

See, if I have time to watch videos, and let that time fly by so easily, I could definitely fit in room for language studies. **So, here's what I did.**

I applied this to my language studies. I decided to study 5 minutes a day.

Nothing less. Think of it as a small, measurable and daily goal to hit.

Now, I know a lot of self-help, motivational books say it's all about getting to work in the "morning, morning, morning." I'm the opposite. This doesn't work for me.

For the first week of this month, language was the last thing I did, right before bed.



Here's my process:

- I'd press start on the stopwatch in the Clock App on my iPhone. I'd set that nearby.
- I'd start a lesson from the Top 25 Questions You Need to Know pathway. Now, quite a lot of these lessons are less than 5 minutes.
- I'd review the lesson notes, the vocabulary and flashcards for that lesson to fill up the time.
- Or, I'd just continue on to the next lesson.
- At 5 minutes, I'd stop.

The goal? Simply to put that time in. That's it.

Then, I'd be done. I mentioned our Audio/Video lessons; that's just one way to study. If I wanted to learn just vocab, I'd spend that time drilling Flashcards. Same thing with videos on YouTube.

Surprisingly, I'd often go over the time limit and go as high as 15 minutes. It was that easy to maintain.

And that's the ultimate goal here – to make your learning routine super simple to start and super simple to keep going. Kind of like how it's easy to start a YouTube watching spree... and keep going.

This routine worked so well in the first week that language learning went from being the last thing I did in a day to my lunchtime routine. I'm still not a morning person, but you can see that the priority went way up.

I was able to do this every day, for the whole month.

If you're wondering why it was super effective...and if you need a way to actually stick to learning, this is for you. Onward.

2

WHY THIS AMOUNT OF TIME IS ALL YOU NEED TO GET STARTED

Routines are the cornerstone of success.

If you can stick with a routine, you're on guaranteed to master your language.

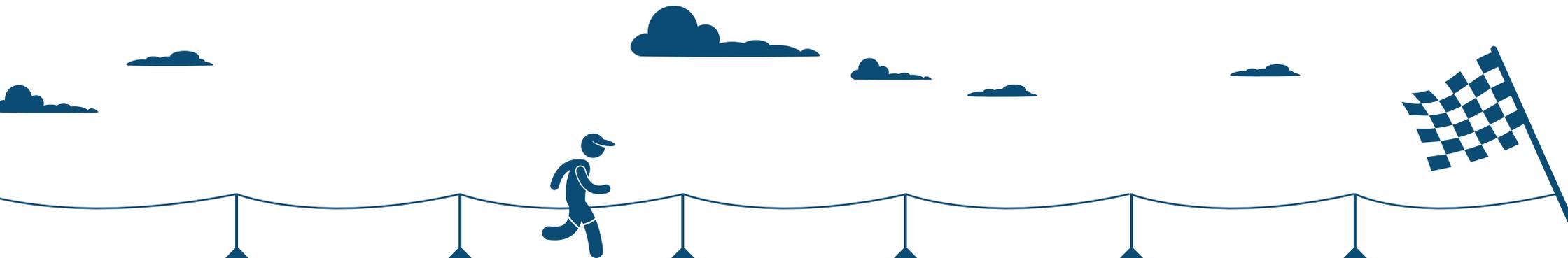
The nice thing about 5 minutes is that it's short. It's almost psychological trickery that you play on yourself. It's easy. It's non-threatening. You don't worry all day long about having to put in hours and hours of study like college students do. And realistically speaking, that time flies by!

And there's simply no excuse not to find 5 minutes in a day... when a day is 1,440 minutes.

As mentioned earlier, it's like your small, measurable goal for the day.

All you have to do is hit that number every day.

Then you're done. Listeners, if you have a tough time getting into a language learning routine, definitely apply this tactic.



3

HOW YOU CAN APPLY IT BASED ON MY EXAMPLES

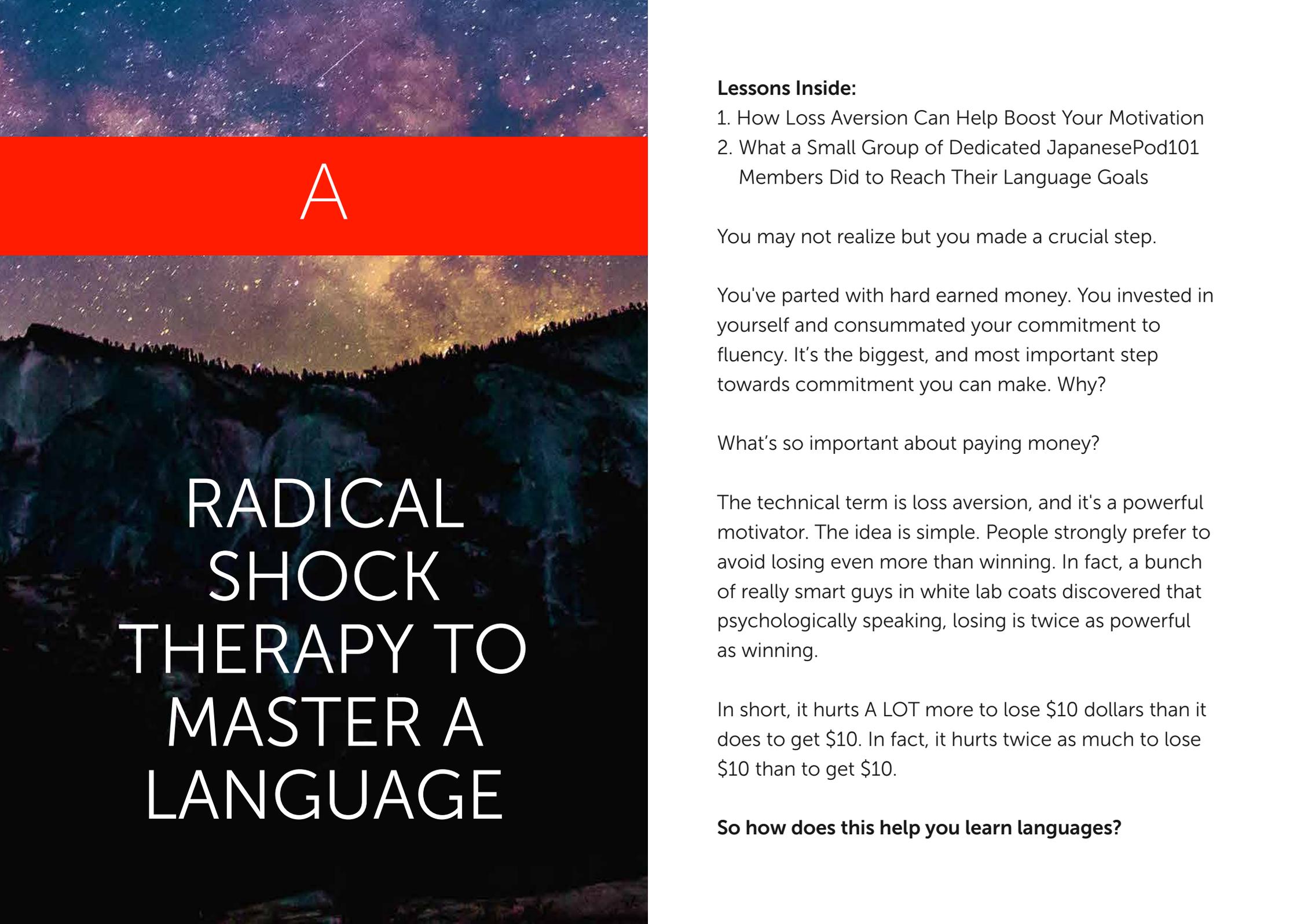
As you know, every single day and at first, right before bed, I'd start a stopwatch and start a lesson in *The Top 25 Questions Pathway*.

- The only goal was to put in a minimum of 5 minutes of learning.
- You can definitely go over like I did, but 5 minutes is the absolute minimum.
- If your lesson is under 5 minutes, you can simply move onto the next.
- You can also review with the lesson notes and the lesson vocab.
- Send a message to **your** Premium *PLUS* teacher for 1-on-1 learning.

The easiest way to apply this is to set aside 5 minutes in a day and jump into it. And to be honest, you don't even need to plan to set aside 5 minutes. It's that simple.

If you're commuting and that takes 20 or 30 minutes, that's a perfect chance to squeeze this in. Once your stopwatch hits 5 minutes, you're done.





A

RADICAL SHOCK THERAPY TO MASTER A LANGUAGE

Lessons Inside:

1. How Loss Aversion Can Help Boost Your Motivation
2. What a Small Group of Dedicated JapanesePod101 Members Did to Reach Their Language Goals

You may not realize but you made a crucial step.

You've parted with hard earned money. You invested in yourself and consummated your commitment to fluency. It's the biggest, and most important step towards commitment you can make. Why?

What's so important about paying money?

The technical term is loss aversion, and it's a powerful motivator. The idea is simple. People strongly prefer to avoid losing even more than winning. In fact, a bunch of really smart guys in white lab coats discovered that psychologically speaking, losing is twice as powerful as winning.

In short, it hurts A LOT more to lose \$10 dollars than it does to get \$10. In fact, it hurts twice as much to lose \$10 than to get \$10.

So how does this help you learn languages?

Well, you paid for access. Without any discounts, a monthly Premium subscription is \$25. So based on the principle we learned above, approach your studies this way:

By not using our site, you're losing your \$25 investment every month.

Now, are you more inclined to study after looking at it that way? You should at least be considering it. Stay with me.

I want to share a powerful personal experience.

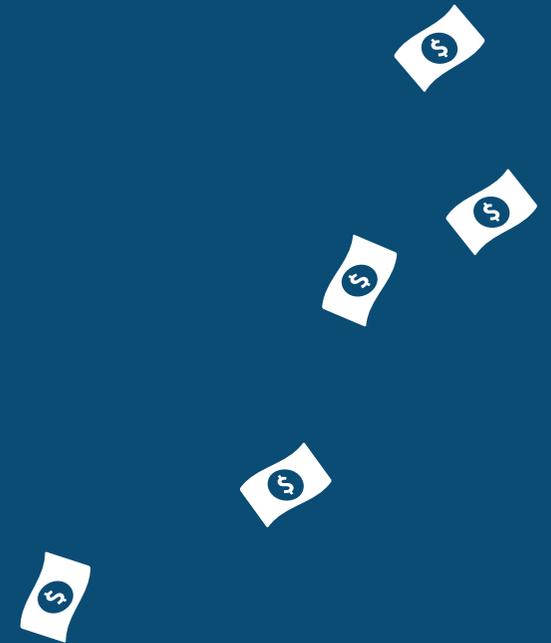
One that changed me from skimming through my Chinese studies, back when I was studying Chinese, to obsessively making sure I was learning as much as possible.

Back then, I had a private Chinese lesson once a week on the outskirts of town. It was pretty far and out of the way. And kind of a hassle to get there. But, I never, ever missed my class.

Any ideas why I went through so much effort to make it to this particular class?

No, my teacher's appearance and my passion for language are not the top reasons. Ready for the secret?

My teacher fined me once for missing a class.



Yep. Take - the - cash - out - of - your - pocket - right - here - right - now - fine. I'll never forget. I missed a class, and didn't tell her. I showed up the next week, and she said, "Take out your wallet, and give me \$30 dollars." In disbelief and shock, I managed to mutter, "Come again?" as I looked around to see if I was on camera or something.

She replied, "You wasted my time and yours. \$30 now, please."

I took out my wallet as if I were in a trance. Took out the money and handed it to her. 3 brand new \$10 bills. I remember every detail. And, this was in on top of paying for the class I missed!

And you know what I never, ever did again, right?

I never, ever missed another class. From that day on, I started to rapidly improve by studying for the class. Months later...our private 45 minute classes were 90% in Chinese.

ARE YOU READY TO TRY A RADICAL METHOD TO LEARN 5X FASTER?

Here's an Experiment We Did on our JapanesePod101 Website...

Many years ago, several passionate students were determined to not fail again at learning their language. They decided to join an experimental program called "Fluency At All Costs Bootcamp," based on my experience. Mavericks who enrolled in this course got access to the same website as other subscribers.

Everything was exactly the same, except for one tiny thing.



Students that did not access our site at least once every 5 days were fined \$10. That's right. \$10, in addition to the subscription fee.

In case you think this sounds absolutely insane...

You're right. **That's exactly why we never advertised this.** Imagine the reactions! It was meant only for our most serious learners who knew just how powerful loss aversion is as a motivator.

So, how do you think this group did?

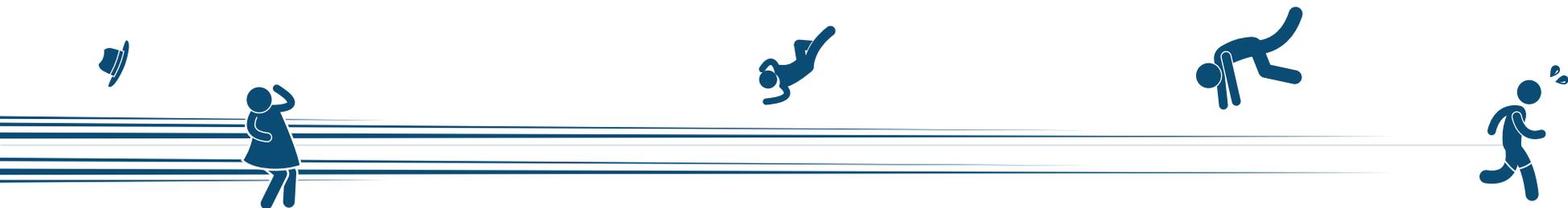
That's right. They completed courses faster. Used the site longer. You name it, they did better. Across the board they outperformed regular users.

In fact, they did 5x better! They loved it! They even enjoyed the course more. And we... well, we were stunned.

Want to guess what the average fine was?

Yep. Around \$10. People fined once learned their lesson. And FAST. Most achieved complete success and were never fined again. Interesting, right?

This radical tactic worked for me. A \$30 dollar fine helped me get my Chinese from zero to upper intermediate level. I never missed another class, and the more I went, the faster the progress.



What does this all mean? Is this an advertisement for the Fluency At All Costs Bootcamp?

No. That was an experiment. And, honestly, the concept might be too shocking for most casual language learners.

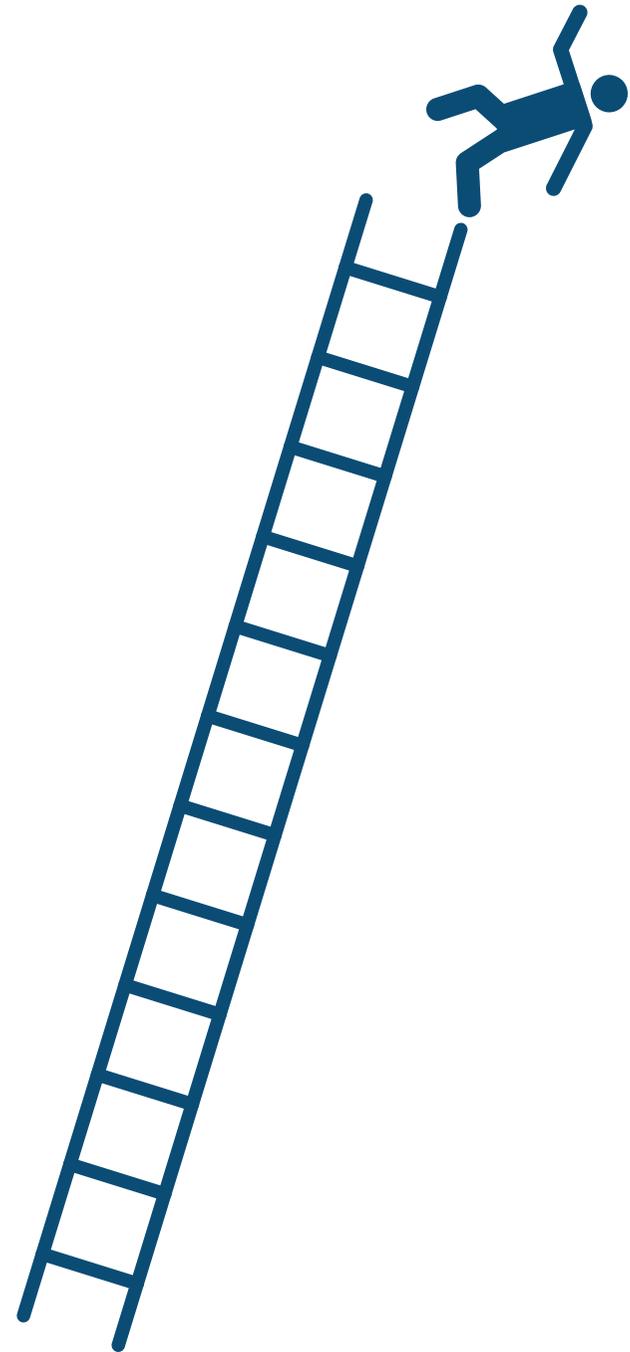
What it means is... Loss aversion is a powerful motivator if you take advantage of it. When you invest your hard-earned money in a language resource, you're more likely to pull more value and improve faster.

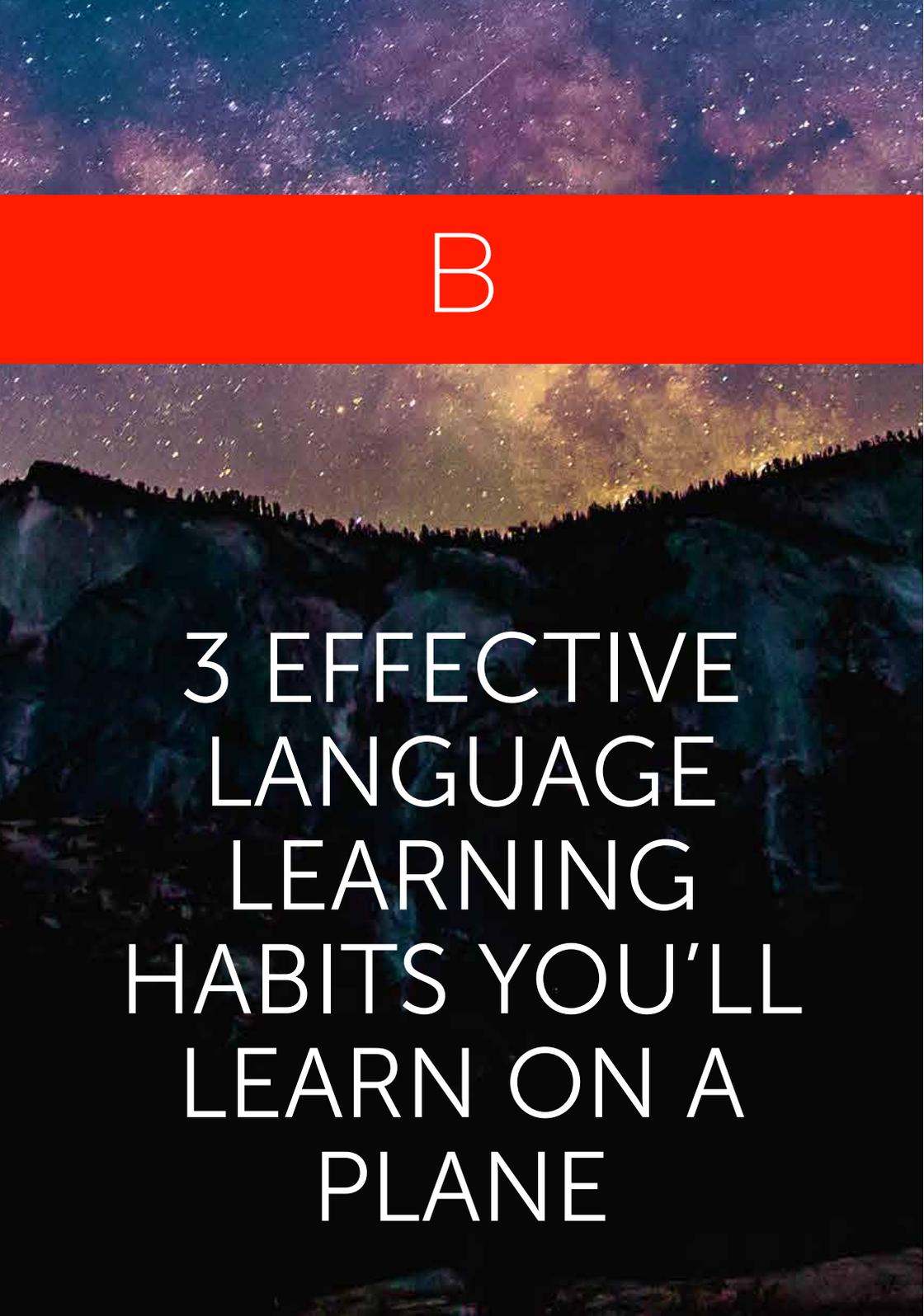
And it's not even about money. Money is just one example since it has value. If you sincerely value your time, you'll learn faster than any casual learner because you know you're losing time in exchange for mastering a language.

KEY TAKEAWAY: IN SHORT, YOU MUST HAVE SOMETHING TO LOSE.

A \$30 fine helped me get my Chinese from zero to upper intermediate level. A \$10 fine got most of our experimental members scrambling to improve their Japanese faster than our regular members.

How about you? Would this be an effective strategy for you?





B

3 EFFECTIVE LANGUAGE LEARNING HABITS YOU'LL LEARN ON A PLANE

Lessons Inside:

1. Why you must adjust to your environment
2. How to take advantage of limited time that you'd otherwise waste
3. The importance of developing an on-and-off mindset

So, what exactly is so motivating about a plane flight?

I'll tell you! First of all, I really like flying. And I like it because I get a snapshot of what the average person does during any given time. Imagine being on a flight. The seat belt comes off and you stand up to look around...

- People are eating
- People are watching TV
- People are getting up to go to the bathroom
- Or, they're sleeping

This is what the majority of people all over the world are doing at any given time. If they're not at work or school, they're eating, sleeping, watching TV or sitting in the bathroom. And the airplane gives me a random sample of what the typical person does.

Before you ask, you're right... There's nothing motivational about that.

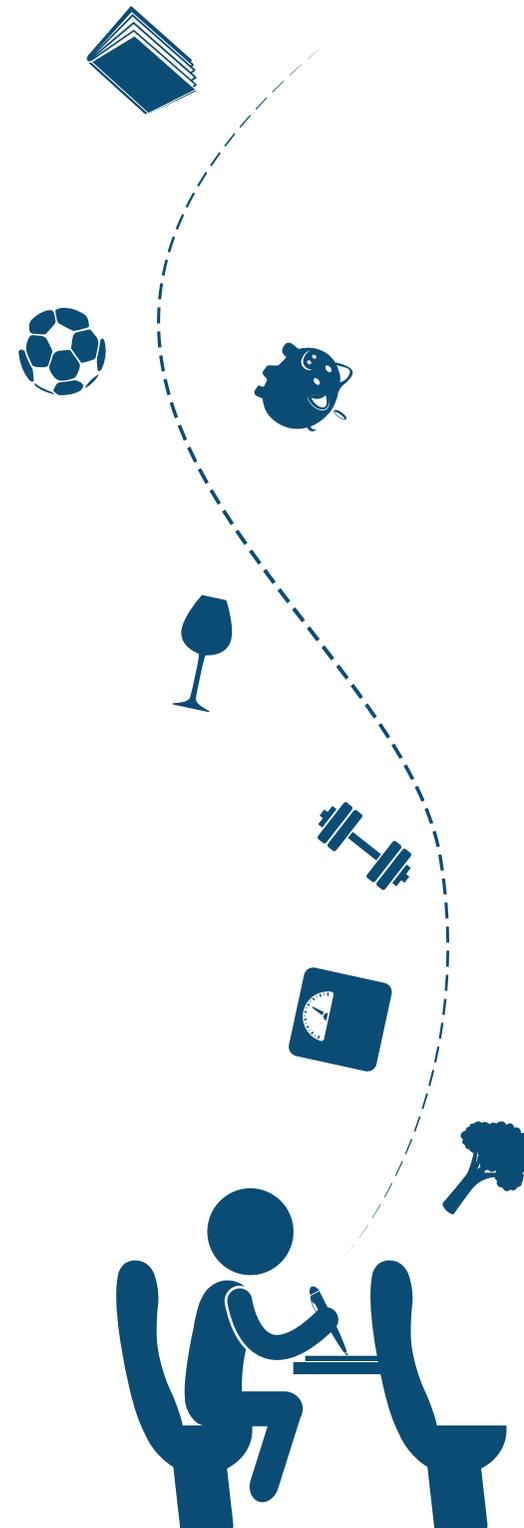
Don't worry. There's more.

First, this is great for adult learners and self-learners that aren't learning in class. In class, you can take a look and see who's doing well and who's falling behind and gauge where you stand amongst them.

But as an adult language learner, you don't get that luxury. You're mostly on your own. So the plane is nice because you get a random sample of the population. And 98% are just eating, sleeping or watching TV.

However, there is always that 2%. There's always that one, two or three people on the plane that are hard at work. You get up to go to the bathroom and you always spot one. Their light is on. They're absorbed in their tasks. You get up 2 hours later, and they're still at it.

This is what's so incredibly motivating to me. This 2%. These hyperproductive people that can get work done – anywhere, anytime. So let's get into the first point. And you will find out how this applies to language learning.



1

WHY YOU MUST ADJUST TO YOUR ENVIRONMENT



That 2%. They are those hyperproductive people who can get work done anywhere, anytime. At home. On the plane. On the train. And on the plane, especially, the factors really are against you. It's cramped. It's dark. There's turbulence.

You might think this is odd, but I like to stop by their seat and chat with them. Just to see what they're doing, how they're able to work and how they get the motivation. And on one flight, some time ago, one lady was willing to talk. I asked her how she could just sit down and do her tasks. What she said was this: *"There's never a good time or place to do anything. You just do it anyway."* All the people I've spoken to on flights have said something similar.

And you don't often hear answers like that. Usually, people give you nice, soft advice like...

"Learn a language when you're comfortable..."

"Learn a language when you have free time..."

"Learn a language when you're in the mood..."

Or even... *"Maybe language just isn't your thing..."*

But she was right. There's never a perfect time or a perfect place. You might have work or school. Then you have kids. Someone's birthday or wedding is coming up. Then other responsibilities. Sometimes you just want to take it easy. Then, you get sick and just want to sleep.

So, when IS a good time and place?

In terms of language learning: there's never a good time or a good place.

This is a fact. Years and years of surveys sent to our users show us the same result – **Time is the #1 reason people don't learn a language.**

There's never a perfect time. There's never a perfect place.

This is why you must learn to adjust to your environment.

- **If you have a smartphone and you're on the train, there's no reason you can't open up a lesson and start learning**
- **If you have a notebook open, practice writing out conjugations or all of the adjectives you know or want to know**
- **If you're walking, just listen to audio lessons to train your ear**
- **If you're on the plane and it's cramped, well, you're just going to have to do it anyway!**

I do this at the gym with audiobooks. And not only do I get to work out, but I also keep my language on track, as well as take care of the books I want to read... err, listen to!

What do you do?

You need to internalize that fact: there will never be a perfect time or place to learn. Don't wait for that perfect moment – just start anyway. But I know that it's one thing to say this, and another thing to actually do it.

So, I wanted to know exactly how they could sit down and work. Let's get into the second point.



2

HOW TO TAKE ADVANTAGE OF LIMITED TIME THAT YOU'D OTHERWISE WASTE



When you fly, what do you do with your time? In other words, how do you designate or label that time?

In my case, flight time means entertainment time. If my flight is 7 hours,

I normally think “I can fit about 3 movies” into this space of time. I label it as entertainment time.

Language learning doesn’t come to mind – at least, it hasn’t until now.

Another example would be if you were on the train for 30 minutes.

How do you, consciously or subconsciously, label that time? Most people see it as “necessary” yet wasted time that they use to stare at their phones. So, what do these hyper-productive people do differently? When I asked the lady on the plane how exactly she’s able to sit down and work, she asked me....

What’s the first thing do you think of when you get on a plane? How do you see your next 7 hours?

You already know: in the past, my answer would have been “movie time.” But she sees time differently.

While most people imagine watching a ton of movies, she asked herself... "What can I cross off of my to-do list? What can I get done in the next 7 hours?" This is definitely not a question you'd ask yourself if you weren't at work or at school. A lot of people don't. That's why it's only one or two people doing work on a plane.

It's the same with language learning.

There's plenty of time that we waste because of how we label it. Commutes become 'necessary wasted time'. Walking from point A to point B becomes 'necessary wasted time.' That time after work or school is often labeled as "thoughtless entertainment."

At least for me, I know that at 8PM after work is done, it's family time. No work. No languages. And like most people, I'll be eating, watching TV, going to the bathroom and sleeping! Just like the people on the plane. We don't take advantage of the limited periods of time we have. So, if you can reassess how you spend your time, whether you're commuting, at home or at lunch, and then ask yourself the question...

How can I put these next 30 minutes... or 7 hours...to use?

What is your answer?

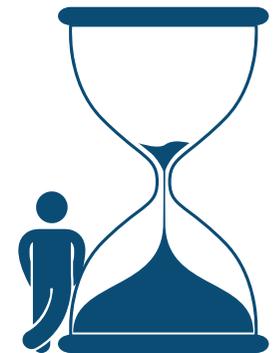
In my case, my answer would be: I would learn language.

If I'm classifying my commute time as wasted time, it's a good chance to reassess the value of that 30-minute train ride and see how much I can learn. If I have 4 hours of free time after work and am automatically marking it as "family and TV time," I need to see if I can fit in at least 30 minutes of extra study time.

In other words, that 2% of people you encounter on the plane see their time differently. You should definitely try using time otherwise wasted to your advantage as well.

"How can I put these 7 hours of flight time to use?"

So, what did I do after asking this question? Let's move onto the final point.



3

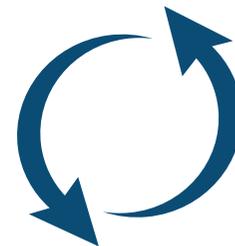
THE IMPORTANCE OF DEVELOPING AN ON-AND-OFF MINDSET



On the flight back, I asked myself how I could put this limited 7-hour time frame to use. The answer is obvious – by studying Spanish.

What did I do next? I stopped thinking. I switched my mind into study mode and dove right in. And 4 out of the 7 hours went into studying Spanish. The rest of course, were used for sleeping, bathroom and eating. What exactly did I do?

- I listened to SpanishPod101 lessons with the Innovative Language 101 App
- I read the reading assignments from my Premium *PLUS* teacher
- I switched over to reviewing words with the Custom Lists App
- I wrote out vocab and sentences in my notebook for extra review
- And I alternated as soon as I got tired of one method



Every person that I see working with the light on... they always say the same thing: Don't wait. Start. Don't spend time thinking about it. Don't say "I'll do it in 5 minutes."

Again, this is all easy to say and write about, but hard to do. What do you do?

You must develop an on-and-off mindset. Essentially, you need to develop the habit of shutting off everything else, stopping all thought and getting to work.

Once you start seeing time differently, as I mentioned up top, you just need to get to work. That's it.

This habit can only be built like a muscle. Consistently and over time.

Reading about it might give you a small ounce of inspiration. Doing it again and again will give you much better results. And in my case, seeing the 2% hard at work was enough to snap me back to reality.

Seeing them working while the majority of people were just eating, sleeping and watching TV was incredibly motivating. So I put in the work.

