

# JANUARY

INNER  CIRCLE

01

THIS MONTH

YOUR 'WHY' WILL GUARANTEE  
YOUR 2015 LANGUAGE  
LEARNING SUCCESS

**Will you learn with books?  
Somehow? Someday?  
It's too vague.**



**Welcome to the Inner Circle,  
listeners.**

The Inner Circle is exclusively for those of you who took on our 2015 Challenge. It's a monthly, no-holds barred newsletter giving you tried and tested learning methods to help you reach your language goals this year.

Last year, I set out to be able to participate in 30 minutes of Italian conversation by December 31st, 2014. Why that goal specifically? Well, compare it to a goal like "learn Italian" or "become fluent in Italian." When will you be fluent by exactly? And what do you mean by "learn Italian?" Will you learn with books? Somehow? Someday? It's too vague!

Speaking for 30 minutes by December 31st, 2014 had 3 points that guaranteed success...

1

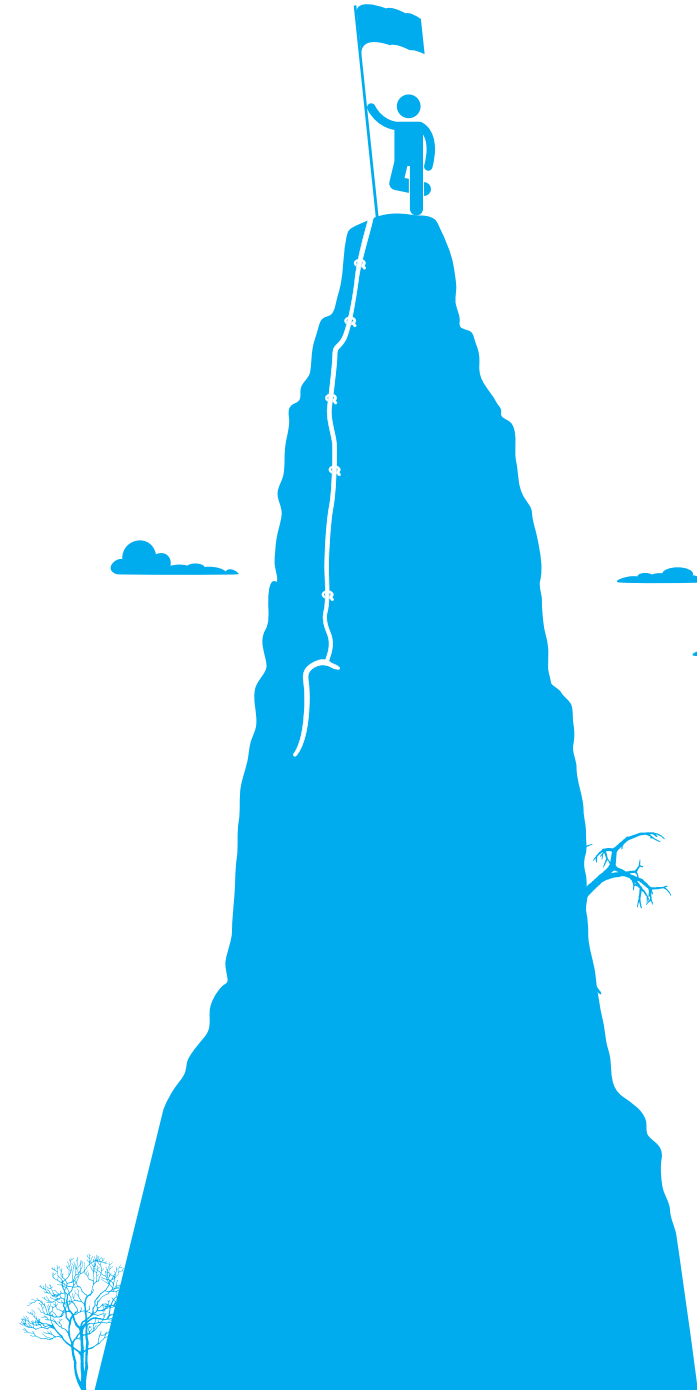
**It was small and realistic as a yearly goal. I wasn't aiming for vague "fluency."**

2

**It was measurable. Either I hit 30 minutes or I didn't. I'd always know.**

3

**It had a deadline. Instead of waiting for someday, I set a strict date. Either I hit the goal by that date or not.**

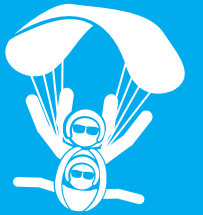


# If you haven't set a New Year's resolution or a goal, there's still time.

YOU CAN LEARN ALL ABOUT SETTING SUCCESSFUL GOALS IN JANUARY 2014'S INNER CIRCLE EDITION.

This year however, I'm switching over to a new language, Spanish. If you're wondering "why Spanish," then you're asking a great question. Especially since in this Inner Circle, we're talking about how your "why" can boost your motivation and guarantee success.

# WHY



**MORE SPECIFICALLY, YOU'RE GOING TO LEARN  
3 THINGS IN THIS INNER CIRCLE**



**1** 

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**How your reason for  
learning is crucial to your  
motivation**

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 **2**

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**How you can increase  
motivation to guarantee  
success**

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**3** 

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**How you can apply these  
tactics to your own  
language goal**

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**Let's get into the first point.**

Then, we'll address "why Spanish" in just a bit. >



# How your reason for learning is crucial to your motivation

WHAT'S YOUR "WHY?" WHY DID YOU CHOOSE THE LANGUAGE YOU'RE LEARNING NOW?

The reason I ask is that your reason is directly related to your motivation. The greater your motivation, the better your results and the more likely you'll succeed. For example, some people choose a language because of....



## A RELATIVE

All of these are pretty strong reasons. And as a result, they're more attached to the language and more motivated to learn.

And of course, they're more likely to succeed.

In my case, Japanese was the first language. And I learned it because I moved to Japan. And because I couldn't understand anything and needed it for everyday life, I was extremely motivated to learn. I was surrounded by motivation!

Needing a language to live is a 10/10 on the motivational scale, you could say.

With Chinese, because my wife is Chinese, half of my family is Chinese, so it made sense for me to learn the language. I needed it talk with them and win them over! This was about 8/10 on the motivational scale.

And last year's Italian...well, I learned Italian for two reasons. One, I planned on visiting Italy last year.

And two, I learned it out of spite! I wanted to learn a language I failed in middle school. At least for me, that was a very strong reason.

And so we come to Spanish.

To be honest, listeners, I have no attachment to Spanish. No relatives. No plan to move to a Spanish-speaking country. My reason for picking Spanish?

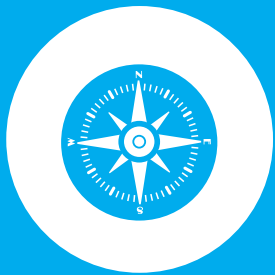
Well, it's the second most spoken language in the United States. And it has over 500 million speakers worldwide. These are big numbers.

However, as you can guess, compared to Japanese, Chinese and Italian, my motivation for this is not very high. I don't really "need" it...

Can you see how crucial your reason for learning a language is? But, if you're wondering why I'm sticking to Spanish this year, it's because of the second point.



## A BOYFRIEND OR A GIRLFRIEND



## THEIR LOVE FOR THE CULTURE AND DESIRE TO VISIT THE COUNTRY



# How you can increase motivation to guarantee success

I ALSO CHOSE SPANISH BECAUSE THERE IS A WAY TO INCREASE MOTIVATION.

While reasons are important to motivation, you don't always need a "real" reason to learn and actually succeed. Just as many people wish they could learn a language because their relatives speak it, but they never apply themselves.



Good reason, right? Yet no motivation.

And similarly, have you ever started something without really caring about it? And after a short while, your motivation and interest grew and grew?

So while my motivation for Spanish isn't as high as it was with Japanese, there are ways to increase your motivation. How? It's simple.

You create connections or investments with that language.

Allow me to explain what I mean. I created 5 connections, 1 long-term and 4 short-term, with Spanish.

My first connection is that I'm planning on visiting Cuba now that it's available to Americans. For that, I'll need conversational Spanish to get around, right?

# You create connections or investments with that language.



You could say that I'm giving myself reasons to learn. The short-term connections are a lot easier:

- 1 There's a Spanish coworker in the office, so I'm inviting her to lunch once every two weeks. This gives me a native-speaking friend that I now want to use Spanish with. You can call this a human connection.
- 2 There's a tex-mex restaurant in my neighborhood. I got to know the owner, who speaks Spanish. The staff do too, so I'm getting to know them, and getting exposure to the language and building relationships. Again, I'm surrounding myself with people that speak the language.

- 3 Since I love soccer, I chose a Mexican Team to follow, Club Tijuana. Every week, I check their scores and stats, and get to know the players. This will also serve as a talking point when I'm speaking in Spanish.
- 4 I started watching a TV show about a drug cartel, called "El Señor De Los Cielos." Again, this too, can serve as a talking point.

But overall, I'm increasing connections with the language by making friends and developing interests that are related to that language.

Most learners feel that they either "have motivation" or they don't. Or it comes at random times and goes just when you need it most.

The good news is that motivation can be developed by creating connections and investments in the language. Even if you don't have a "strong" reason.

It's like a spider web, almost. You're creating all of these connections. And as a result, you're strengthening your bond with the language and boosting your interest and motivation.

Let's get into the third point.





# How you can apply these tactics for your own language goal.

The takeaway is to create connections, relationships and investments with the language.  
And listeners, believe it or not, you've made one already.

You've signed up for our language learning program. That's one step.  
And more importantly, you went even further, and joined the Inner Circle.  
You've invested.

In fact, that's one thing I'll be doing myself. I'll be starting my SpanishPod101 Absolute Beginner lessons, using SpanishPod101's Premium PLUS My Teacher function to get feedback from a Spanish teacher, AND I'll be looking for a Skype teacher.

Those are 3 extra connections I'm making. How about you?

Here are some connections and investments you can make to boost your motivation:



Start watching TV shows or movies in your target language.



Listen to music in that specific language.



Read news articles in that language. Set monthly goals with deadlines.



Try Premium PLUS's My Teacher and get assignments and feedback from your own teacher.

...or just do something that's actually FUN in that language.

The options are limitless. And yes, the point is to create connections, surround yourself and get invested in the language. Your reasons to learn will increase. Your motivation will increase. And the chances of you getting better results will increase.

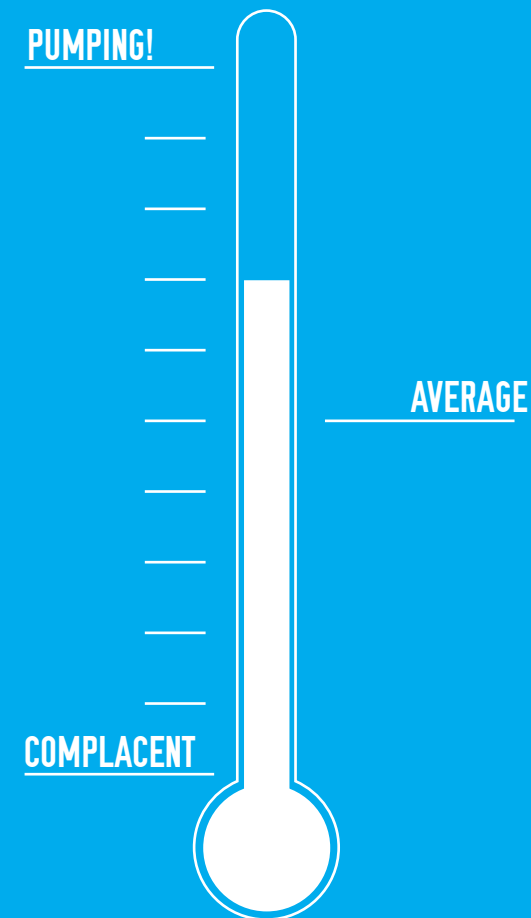
So, I will ask again. What is your reason for learning the language you've chosen? And how motivated are you?

### Here's what you need to do now.

On the last page of this PDF, write down at least 3 reasons why you're learning your chosen language. But remember, the more you have, the more connections you make. Then write down your approximate level of motivation.

- > **10** being the highest, meaning you need it for daily life.
- > **5** being fairly neutral.
- > **1** being the lowest.

This will help you get a clear idea of how motivated you are to learn. Therefore, if you need to boost your motivation, you'll know what steps to take next.



## Motivate-o-Meter

**Finally**, be sure to set a small monthly goal with a deadline for February.

If you want to know how to set successful goals, check out our 2014 Inner Circle Lessons. You'll find the link in the email!

### **What's my plan for February?**

For February 28th, my goal is to find a Spanish Skype tutor, write a 1-page self-introduction, and reach 3 minutes of Spanish conversation.

I'll be using SpanishPod101 lessons, especially the Top 25 Question Series and Premium PLUS MyTutor.

And tell me. Do you have your own ways of boosting motivation?

Be sure to leave a comment or send me an email at:

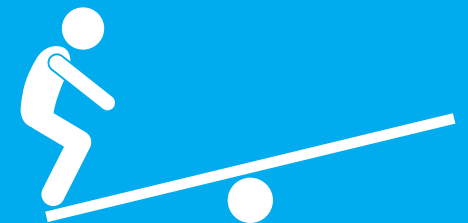
[inner.circle@innovativelanguage.com](mailto:inner.circle@innovativelanguage.com).

To your fluency,  
Peter Galante  
Founder, InnovativeLanguage.com



# Do you have your own ways of boosting motivation?

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# MY MOTIVATIONS



WHAT LANGUAGE ARE YOU LEARNING?

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**LIST AT LEAST 3 REASONS AS TO WHY YOU'VE CHOSEN IT.**

But remember, the more you have, the more connections you make.

Then write down your approximate level of motivation.

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This will help you get a clear idea of how motivated you are to learn. Therefore, if you need to boost your motivation, you'll know what steps to take next. You'll need more connections!