

Achieving Success in the Global Economy



with

Confident Spoken English

By Susan Ryan

Founder

CONFIDENTVOICE

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Introduction

Why Should Anyone Listen to What I Have to Say?



FROM: Susan Ryan

DATE: September 7, 2008

Dear Friend,

First of all, thanks for picking up this special report and taking the time to read it.

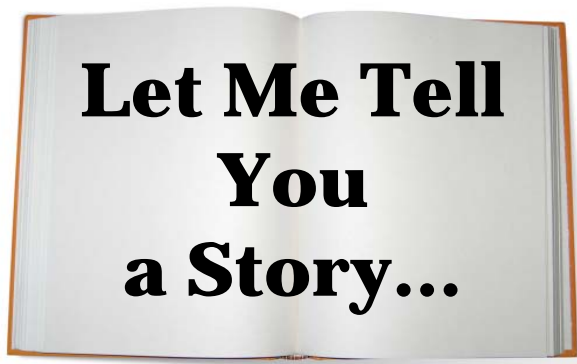
In this report, I want to share some things with you that I truly believe can help you achieve success in our global economy – both professionally, and personally. And if you're already a success, then I want to help you get more of it.

But first, I'd like to tell you a story. Before I go into that, let me say this...

I'm not telling you this story to boast or brag about myself. I am telling you this so you will pay close attention to what I'm going to share with you in this report. I know what I'm talking about.

After 17 years of working with hundreds of professionals from all over the world, I have seen what works and what doesn't. I have studied, researched and discovered many strategies that others do not know. When it comes to *achieving success through effective communication*, I know what separates the successful from everyone else, and what it takes to be one of these achievers.

Let me explain...



It all started with Miyu, a student from Japan. I first met Miyu in an intermediate level adult English as a Second Language (ESL) class I was teaching in Minneapolis. It was the first night of class and Miyu appeared very shy as she sat quietly surrounded by other students who were happily chatting with each other.

The students were excited as they introduced themselves to the class and although their English was far from perfect I could usually understand at least some of what they said. Except for Miyu. When it was her turn to introduce herself I didn't understand anything, and from the looks on the faces of the other students, they didn't understand anything either. I smiled at Miyu and wondered why a student who appeared to have very limited English skills could have been placed in my intermediate level ESL class.

Later in the class I asked the students to write one or two paragraphs describing themselves and telling me something they needed to learn during the semester. As the students left to go home they put their written assignments on my desk.

When everyone was gone I immediately went through the assignments to find Miyu's paper and see what she'd written. Given her performance in class I didn't expect to see much on the paper so when I saw that the entire page was filled with writing *I was very surprised!*

In almost perfect written English Miyu wrote that she had just come to the United States from Japan. She explained that she was working at the University Hospital where she had come to do research and complete her PhD. She wrote how no one at the hospital could understand her. This was a huge problem because although she needed to collaborate with her colleagues, and they were starting to avoid her due to her communication problems. She wrote that she desperately needed to improve her spoken English if she was going to succeed in her appointment at the hospital.

I was deeply touched by Miyu's story and I wondered how I could help her in my class. The other students needed a lot of instruction in reading, writing and grammar but she really only needed help with her spoken English skills.

As I continued teaching intermediate and advanced level ESL classes I met many other students like Miyu, well educated professionals who were able to read and write English well. However they all had the same problem - *they were unable to communicate in spoken English.*



In my classes I met engineers from India, doctors from Turkey, filmmakers from Korea and lawyers from Mexico who were unable to advance in their professions, and achieve their dreams because they lacked spoken English skills.

I can't tell you how terrible this made me feel! I really wanted to help these people but I realized that I didn't know enough about teaching spoken English. It was during this time that I decided to learn as much as possible about spoken English.

I truly wanted to *help these talented people improve their communication skills and achieve their goals.*

The Search for Spoken English Secrets Begins...

I began to read about and research the best ways to teach spoken English. I went to professional conferences for ESL teachers and attended every class and seminar I could find that focused on teaching spoken English and pronunciation. It was through this research that **I discovered many spoken English concepts and strategies that most native English speakers and many English teachers do not know.**

I also began to lead classes focusing on spoken American English. I applied the research I had discovered and tested these concepts and strategies in my classes with my students. I wanted to prove that these were not just academic ideas, but that they worked for real people in real-life situations.

The response was fantastic! Student after student told me that the spoken English concepts and strategies I presented were totally new to them. One of my best students, a teacher from China asked me one day:

“Why are these spoken English concepts and strategies a secret? Why hasn’t anyone told us about this information? Students need to know these things!”

The spoken English ‘secrets’ my students learned in our lessons made them aware of why their spoken English was not comprehensible to Americans. Once they **understood the reasons why** Americans could not understand them, they were then **able to apply specific strategies and tactics to rapidly improve their spoken English skills.**

Why You Need to Master Spoken English The New Rules of Our Global Economy



In the increasingly competitive marketplace that we live in, everyone is searching for the elusive key to success. Recent market forces and the globalization of our economy has created *new rules for non-native English speakers seeking to advance their careers* in this marketplace. This is true no matter where in the world you’re living.

More and more international companies are adopting English as their primary business language. In addition, off-shoring has put thousands of workers in countries like India, China, the Philippines, and Mexico, in daily contact with English-speaking colleagues and customers.

The *need for English is everywhere* - at all levels of the organization, in all job situations and in both internal and external communications.

Fluency in English opens the doors of opportunity. It is especially needed if you plan on securing a career at a multinational or global company.

As Computerworld reports:

COMPUTERWORLD

"among the 400,000 engineers who will graduate [in India] in 2007, 80% to 90% would not qualify to work for a global company because they lack the proper business skills, primarily fluency in English. The situation is worse in China, Vietnam, Eastern European countries and other nations that have ambitions to match India in offshoring but lack its English-language tradition" (May 7, 2007).

Prepare to Go Beyond the Basics ...

Many professionals understand the importance of learning English. However, very few understand that they **must dramatically increase the sophistication of their Spoken English** communication skills in order **to achieve career success**.

You must speak English such that you can *not only be understood, but also trusted and respected* by your customers, colleagues and managers.

Take a look at the following news reports:

THE WALL STREET JOURNAL.

“Plain English Gets Harder In Global Era”

November 5, 2007

“U.S. and European multinationals .. are promoting more senior managers from growing markets like China; requiring the new leaders not only to speak English, but to inspire and persuade in the language as well.”

**Increasingly
sophisticated English
skills needed....**

Not Just Talk

Employees of global corporations say they need increasingly sophisticated English skills.

What's hardest for you to handle in English?*



*Respondents could select more than one answer.

Source: 2006 GlobalEnglish survey of 69,039 respondents from 238 global companies.



“AccelorMittal: Speaking the Language of Business”

June 2008

“In our aim to become the world’s most admired company, many things need to be improved,” said Lakshmi N. Mittal, president and CEO of ArcelorMittal. “A priority is the fluent command of the English language. Our business long ago evolved from being local to being global. The ability to speak English is not only a priority for our company, it is a valued asset that may expand [employees’] career opportunities.”



“The Global Workforce: Communication Across Cultures”

August 2008

“As technology continues to connect people around the world in more innovative and dynamic ways, the need for business English proficiency is increasing dramatically. English proficiency is equally important for employee career development. English-speaking employees in non-English-speaking countries have more opportunities for advancement than employees who don't speak English.

Further, the bar for proficiency is rising. Today an employee might need basic English skills to work on a global team or assist an English-speaking customer. As that same employee advances through the organization, he or she likely will need to develop more sophisticated skills to actively participate in business conversations, facilitate meetings or handle sensitive or unexpected matters with confidence.”

If you've read this far, you know that these articles all tell the same story. I could have included more but I think you understand where the trends are headed.

The rules of the game have changed. You need more than just basic English speaking skills to get ahead.

Those who can master Spoken English skills – who can speak English with confidence, proficiency and ease - will be the ones who will advance, and achieve success in the global economy.

So let me ask you a very important question....

Do You Want To Be One Of these Achievers?

Think about that for a moment. Give it some serious thought.



I really want you to take a moment and think about this... because if you understand and apply what I am about to share with you, you can advance your Spoken English skills a lot easier than you might think.

You see, the simple truth is, there's ONE thing that separates the small percentage of people who are successful from the failures. And it's this - ACTION. You *must take action* if you're serious about achieving your goals. It's almost impossible to fail if you take action versus doing nothing. Successful achievers are action-takers.

Are you willing to do what it takes to improve your communication skills? Will you follow the action steps needed to attain your success goals?

If you're answered yes to the questions above and are truly committed to improving your communication skills, then read on....

What You Need to Do

Prepare to Take Charge of Your Own Learning



The trends that I discussed above have not gone un-noticed.

People all over the world are paying attention.

According to some reports, one billion people are already learning English today, and that number will double in the next few years. These savvy individuals are already taking action and millions more will be starting soon.

Take a look at some of these reports:

Newsweek

"In China alone, some 175 million people are now studying English"
(Aug 20, 2007)

The Washington Post

"In India, Dreams Unfold in English; Boom Is Driving Language
Classes"
(April 6, 2008)

What all this means for you is that you need to take bold steps. You cannot sit and wait on the sidelines while others are advancing forward.

You need to **take charge of your own English learning** and education.

Taking Action

Steps You Can Take Right Now

Ok, let's move from ideas to action.

What can you do right now to advance your English speaking skills? It's not as hard as you might think.



Here is a list of activities I recommend. My students are successfully using these tips to improve their spoken English. You'll be surprised by how much fun you'll have doing them.

10 Things You can Do Now to Improve Your Spoken English

1. Get an Evaluation.

The best thing you can do before you begin your pronunciation self-study is to get a speech evaluation from an English teacher or accent professional. This person can evaluate your spoken English skills and tell you exactly what areas of your pronunciation you need to work on.

2. Make a Checklist.

Make a checklist of your pronunciation problems. Once you know what your specific pronunciation problems are you should make a checklist of the features you need to work on. You can use this checklist to select the learning resources you will use and to monitor your progress.

3. Practice Daily.

Practice speaking English everyday for 15-30 minutes. Speaking takes a lot of focus and concentration so it's more beneficial to practice for 15-30 minutes each day than for an hour once a week. Use your pronunciation checklist to make sure you are focusing on the features you need to improve.

4. Watch TV.

Watch American television shows to hear authentic examples of American spoken English. Choose a character to imitate and as soon as they start to speak try to say exactly what the he or she is saying. Mimic the character's spoken English for about 15 seconds at a time. This will help you get a feel for American English stress patterns and intonation.



5. Use an Online Dictionary.

Use an English online dictionary with audio. Many online dictionaries now contain audio files with American English pronunciation. When you encounter an English word that you don't know, use one of these (dictionary.com is a good one) to hear how Americans pronounce a word.

6. Rehearse.

Many public speakers and actors 'rehearse' what they are going to say before an event. When you have an upcoming situation when you know you will be required to speak English, practice the situation aloud paying attention to the speech features (word stress, consonant clusters) that you are working on.

7. Record Yourself.

Prepare some English text for recording by marking the speech features that you are trying to improve on: syllable stress, thought groups, etc. Record yourself saying the text. When you are done recording use the marked text to evaluate your accuracy. If you are not happy with your recording try it again.

8. Find Free Online Resources.

There are many free online resources that you can use to improve your spoken American English. While these resources won't be as comprehensive as taking a course, they can provide you with some practice activities. Ask your teacher for a list of recommended online resources that you can use.

9. Take an Online Class.

Sign up for an online English pronunciation class. New technologies have allowed English pronunciation teachers to develop some great online training courses where you can get the guidance you need to improve your spoken English.

10. Use a Coach.

Get a pronunciation coach. Of course the best way to improve your spoken English is to find a trained professional who can help you with your specific pronunciation problems. Some American English speaking coaches offer online tutorials using the latest technology tools for speaking and evaluation. Using a pronunciation coach will help you achieve your goals faster and more efficiently than other methods.

Leveraging the Power of the Internet to Learn New Strategies and Methods



Several of the tips that I've shared with you here involve tapping into online resources available on the world wide web. The internet offers the opportunity to learn from and leverage the knowledge and 'brain power' of English teachers and pronunciation experts from around the world who are using the world wide web to share their ideas and methods with others – even if you are not located within reach of them.

Going back to my earlier story, whenever one of my classes ended, the students would ask me for more activities and resources they could access outside the classroom. Some of my students were also returning to their home countries but wanted to continue learning about spoken English using the Internet. Many of these students do not have easy access to native English speaking teachers and instructors in their home countries.

In order to meet their needs, I created a simple website with spoken English lessons and activities they could use. The website was not sophisticated but my students liked it and they used it a lot. Some of the students asked me if they could tell their friends about the website and before long, many students were using it. Like many teachers, I want to share

my lessons with as many people as possible, so that was fine with me.

Then one day I was talking to my friend CK who is an expert on online learning and technology. I told her about the many students who wanted to improve their spoken English and I showed her the simple website I was using.

Now, CK had come to the US as a young professional in the 1980's and at that time she had many problems with her accent and spoken English. Because CK had found it difficult to find useful techniques for improving her spoken English skills, she could really understand why this project was important and how it could help English learners succeed.

We agreed to work together to bring my spoken English lessons online. We named our company *ConfidentVoice* because our mission is to unlock the secrets of American spoken English so that *anyone, anywhere could become confident English speakers.*

We wanted to come up with a company that would be exactly what we, and our students, wished had been available all these years.

The goal of ConfidentVoice is to produce quality and affordable Spoken English content that students at all skill levels can use to start improving their communication skills right away. We created a series of email lessons that address some of the most common problems of non-native English speakers.

In line with our mission, these lessons are made available at no cost to learners – *free to anyone* to access and apply to advance their learning.



While these are excellent lessons that anyone can use to improve their Spoken English, we realize that many students will want more. That's why we're also creating lessons dealing with every aspect of learning Spoken English for students who are really ready to take action.

As I already mentioned, anyone can access our free lessons and apply it to achieve success. But for those serious learners looking to accelerate their progress who want even more strategies and content, we will soon be offering the following courses:

1. *Online 'home study' Learning Courses*

We've been creating a series of online courses that will teach all my secrets about learning Spoken English. We're very proud of some of the innovations we've developed for these courses.

The foundation of these courses is a new interactive online learning platform. These courses contain an exciting instructor-led flash video learning format to make it easy for anyone to follow and see results. We made sure that each lesson is interactive and provides lots of opportunities for real speaking practice. We've used the latest web and multimedia tools so that these lessons would be engaging for students.

It's taken us six full months to develop this and I am extremely proud of this product. Over 17 years of experience has gone into this course. I reveal all the inside secrets, concepts and proven strategies that I've taught and tested in my live classes.

I may be biased but I believe this course is the best and most extensive Spoken English course ever created. I say this because it goes beyond the typical 'Listen and Repeat' formula you find in other programs. In this course, I share with you not only *how*, but *why*, and *what to do* to quickly improve the way you sound.

While our free content will cover these topics as well, we will offer the online home study courses for those that want a *comprehensive curriculum*. There are over 100+ topics contained in 10 videos that are step-by-step and go deeply into areas that the free lessons might not. The course will also contain workbooks and other learning resources to make it easier for someone to progress more rapidly and effectively.

2. Personalized Coaching Program

We're also developing a premium coaching program for our students who have asked for an instructor to personally monitor and evaluate their progress. Coaching students will not only have access to our online courses, but they will receive customized guidance from an experienced 'coach'. The coach will assess the student's speech samples and design a personalized action plan that fits the individual's goals and matches their unique pronunciation needs.

The coach is continually available throughout the learning program. How this works is...if you get stuck on a topic, or need feedback on how to apply a pronunciation topic to a specific situation - just ask, and your coach will be there to answer your questions for you.

In order to generate revenue, the company will be selling these premium products for those that want them. They are completely optional and will not be required to be a member of the ConfidentVoice learning community.

As far as prices for our online courses and coaching program are concerned we haven't made any final decisions. What I can say at this time is that we have no plans to sell these products for super high prices.

Make no mistake, our products provide tremendous value and benefit and are worth a great deal more than the prices we will eventually charge. You may wonder why we won't be charging more. The truth is, we need to be profitable as a company so that we can continue to pursue our mission. At the same time, we want to serve as many learners as possible.

There's a lot more to ConfidentVoice that I am really excited to share with you but I can't reveal everything just yet.

All I can say is that by joining our learning community, you will be the first to know about all the new courses and resources that we plan to share with you. (If you haven't yet joined you can visit the link below to sign up and be notified).

One more thing...if you *are ready to take action* to accelerate your learning, then you'll want to seriously consider the 'Spoken English Secrets' course that I'm releasing on September 23.

I know that many of you have been very anxious for our courses and I sincerely want to thank you for your patience. They will be available very soon and I promise you it will have been well worth the wait!

For those of you who are thinking about enrolling in our courses, you really need to join the course preview list (go to the link below to sign up). Here's why - over the next two weeks we will be releasing videos that give you a 'sneak peak' of the new 'Spoken English Secrets' course and our online learning platform. You'll be able to get a closer look at everything I've told you about and see if it might be a good fit for you.

That's all for now.

I would love to hear any of your comments, feedback, or suggestions about anything in this report!

Please post them on the blog at <http://SpokenEnglishSecrets.com/blog>

And do keep your eye on the blog for more news and updates in the next few weeks.

Here's to Your Communication Success!

Susan

Please feel free to email or share this with whomever you believe would benefit from reading it. THANK YOU.

To learn more about *Spoken English Secrets* or **ConfidentVoice**, please visit:

<http://SpokenEnglishSecrets.com/blog>

<http://ConfidentVoice.com>