

MEMBERS ONLY

2017



OCTOBER 10

INNER CIRCLE

THIS MONTH

THE POWER OF BIG
DECISIONS & COMMITMENTS

innovative LANGUAGE.COM

It's time to make some firm commitments



Welcome to the Inner Circle, listeners.

Last time, you learned...

- 3 powerful lessons and habits for language learning that you'll pick up at the gym
- And how achieving goals is simply a matter of putting in the time

There are just 2 months left in the year. You might be thinking about your own language goals as the year wraps up. And I'm thinking about my yearly goal of taking a proficiency exam. We've been talking practice tests and tactics this whole time. But it's the test that will decide whether I pass or fail. It's time to make some firm commitments.

So let's jump into this Inner Circle.

THE POWER OF BIG DECISIONS & COMMITMENTS

You'll learn...

How Big Commitments Turbocharge Your Learning

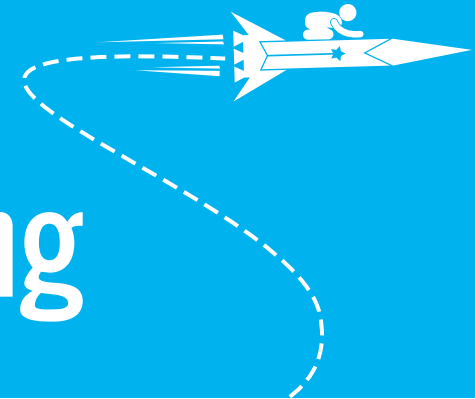
How Peter Used "Commitments" to Ramp Up His Progress

How You Can Apply This Tactic As Well

But first, let's jump into the first part.

1

How Big Commitments Turbocharge Your Learning



First, my commitment.

I'm actually going to register for a Chinese proficiency exam. It's called the HSK. I haven't decided on the level yet but... I'll be paying out of my own pocket for this.

I will let you know the test date, so the pressure is officially on!

Now, onto commitments.

If you ever needed help with motivation, making a BIG commitment will do that for you, guaranteed. Why?

Commitments force you to take action.



For example, if you have to take test, you can't opt out. Your name's on the list and somebody's expecting you there. Or, if you do skip it, either you have to deal with a very angry teacher or stand to lose the money you invested.

So as a result, you're forced into action.

Commitments force you to have skin in the game.

Or something to lose.

This is related to the point above.

Losing is such a powerful motivator. In fact, psychology studies show that it HURTS us more to lose 10 dollars than it pleases us to gain 10 dollars. Every time something is taken away from you, you're going to fight hard to keep it or avoid losing next time.

With the exam, you have the money on the line.

Or if you miss a skype lesson with your language teacher, you lose money AND maybe even your tutor if you skip too much.

It stays on top of your mind. It's all you think about.

Here's an example of an easier commitment, but the lesson is the same.

Imagine you decided to take a vacation. You set the date. You bought the plane tickets. You've scheduled time off from work. And now, because you know when you'll fly and where you'll go, it's so crystal clear that you cannot help but think about it.



It's the same with a test that's just 2 months away. *"I need to study. I need to practice listening. I need learn more words."* *"What if I fail?"* *"Time is running out."*

And the more you think about it the more you do it. So, that in itself is powerful.

So taking on big commitments, ones that have a hard deadline, will turbocharge your learning. The pressure is powerful.

Now, what about me?



2

How I Used “Commitments” to Ramp Up My Progress

Well, I’ve already committed to signing up.

Tests aside, I’ve used this tactic, and have even been hit by it, in the past.

I’ll give you some examples.

The first example is an interesting one. I learned the power of commitments and “having something to lose” the hard way.

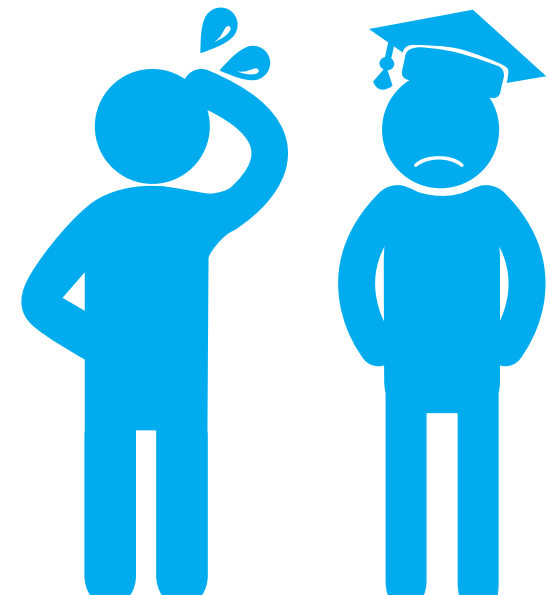
Many years ago, when I was first attempting to learn Chinese, I had an in-person tutor. The lessons were kind of far and out of my way so I had a bit of a hard time getting to our session.

One time, I skipped the session and didn’t notify her.

At our next session, before we even started...there were no niceties. No “how’ve you been?” No conversation.

She got straight to business and charged me double the price. For that lesson and for the missed lesson.

That confrontation hurt. After that experience, I never missed a lesson again. And I was able to get my Chinese to an Intermediate level with her.



Here's a second example. I actually did this in November of last year while learning German.

I signed up for an actual language school because I was falling behind on my goal.

For some reason, I had a hard time sticking to a routine. So, knowing how powerful making a commitment is, especially signing up for a language school... I knew this would get me back on track. And it did.

With school, you can't reschedule or skip a class like you would with a tutor. The other thing about school is that it dictates your schedule. Your life revolves around your goal, school and language learning.

It worked. I had to get up earlier. I had to leave work earlier. I had to make time for homework. And I was able to get back into my language learning routine. I reached 14 minutes of German conversation.

I'll give you one more example — but this one was an experiment.

I was so inspired by my confrontation with my Chinese tutor that we tried out an experiment on JapanesePod101.com a few years ago. We launched a "Fluency At All Costs Bootcamp" for a small number of dedicated and trusted JapanesePod101 Premium members.

What was this bootcamp all about? Well...

They had the same exact access to all the features as regular Premium members. But there was a catch. Students that did not access the site at least once every 5 days were fined \$10.

Want to guess what the average fine was?

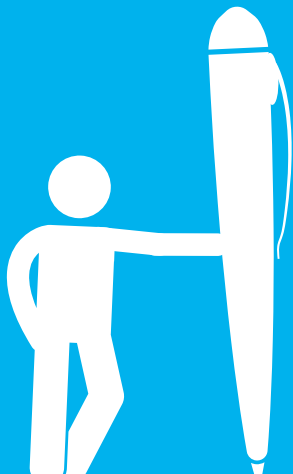
Ten dollars. People who were fined once learned their lesson. And FAST. After that, they completed courses faster and used the site longer. You name it, by any metric, they did it better. So, across the board they outperformed regular users.

What can you take away from this?



3

How You Can Apply This Tactic As Well



The good news is that if you're reading this, you've already taken the first step.

You've committed and invested. So, you have something to lose IF you don't take full advantage of the learning program.

Think of it this way, a monthly Premium subscription, with no discounts, is \$25.

So based on that, approach your studies this way: By not using our site, you're losing your \$25 investment every month. Now, you are probably more likely to learn after looking at it that way, right?

That's how you can harness the power of loss aversion as motivation.

The next thing you can do is... get a teacher.

Someone that will hold you accountable. Someone that expects you to come to a lesson. You can do that through a myriad of ways - school, skype lessons, private tutors, and even our Premium *PLUS* subscription.

But, the point is to have someone who expects something from you.

Also, if you're a Premium *PLUS* user, another thing you can do is commit to doing assignments. These assignments are sent to you by your teacher. And guess what, they have deadlines.

If you don't take them, they're gone and you lose access when they expire.

The other thing you're losing is language learning progress.

So, listeners, like me, register for a test. That's a serious commitment.

Even if your goal is just to speak with confidence, do it anyway. Do it because having that pressure and that clear deadline will push you to learn even more. At the least, more than what you're usually used to right now.

Back to goals. What's your goal for the month of November?



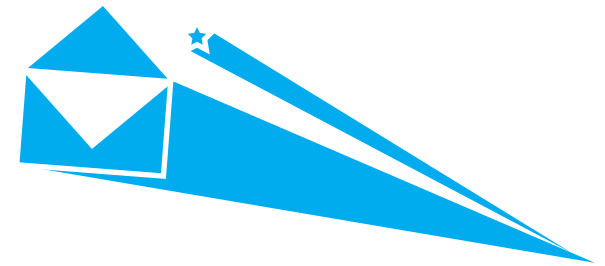
Mine is to register for the test. Then, the goal will be to pass it. So until then, I'll be maintaining my crazy routine and reviewing the the practice tests.

Let me know what your goals are for the month.

Shoot me an email at

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See you next month!



To your fluency,
Peter Galante

Founder, InnovativeLanguage.com