



# THE LIVE-METHOD

BE GREAT AT LANGUAGES!

INCLUDES A WEB  
ENVIRONMENT  
WITH 20+  
LANGUAGES

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# INTRODUCTION



First of all - welcome! You are reading the LIVE-method. It's an innovative language learning solution that gives you everything - every tool and all the knowledge that you need to learn basically any language out there. There are more than 25 languages in our language selection at the moment and we are adding new languages constantly.

The LIVE-method is a combination of an e-book and a web-environment. The e-book is like a guide that will direct you to the goal of efficient language learning and it will teach you to use all these learning tools and materials that you will find in our web-environment.

It's important that you understand the foundation and the main ideas of this innovative learning system before you start using it, and therefore we will first explain you where this methodology comes from and what its foundation is. All this to make sure that we are on the same page before you start with specific learning steps.

## **WHY A NEW LANGUAGE LEARNING METHOD?**

Often when learning we mimic the actions of others, and we presume that it's the best way. But that is not always the case. This same principle also applies to learning languages. If you want to learn languages fast and efficiently then you actually have to do things very differently and the following book will be your guide in this journey.

I'll describe in a few words how this methodology was conceived and the main reasons for publishing this book in the first place. 10 years ago I went to university to learn French and Spanish. Before that I had also studied several languages, but never acquired the level that I was hoping

for. At university the learning process was also pretty slow, and because of that my motivation dropped to zero – I had the feeling that I was no good at memorizing words, understanding French dialogue (which to my ears sounded like Chinese for a really long time) and languages altogether were something really hard, not playful, interesting and natural, as they actually should be.

I remember studying Spanish in a group with 15-20 students and consequently I only got a really basic level after learning the language for 2 years and I was never really into it. Despite the fact that I wanted to speak in Spanish, for some reason the learning experience in the classroom didn't engage me – so I felt down and lost hope of speaking fluent Spanish some day. I'm sure that you have felt the same at some point in your life and you can really relate.

A few years later - after researching about innovative language learning, to be better at languages myself - I understood that the feeling of having low motivation for doing the homework and feeling down in general was the direct result of how I was taught – the learning methodology and its foundation was basically built on the wrong values and beliefs, which don't work with human beings in general. And when I say that they don't work in human beings, then I mean it literally. The traditional language learning methods don't take into account how our minds, bodies and psychology work to acquire a language in the first place.

I understood that the way that we learn languages at school and in language schools everywhere – from the US to Japan – is fundamentally wrong and has to be changed to get good results that everybody is looking for.

This was a revelation for me and after having this epiphany I started researching everything there is to know about efficient and innovational language learning. I wanted to understand how we as human beings acquire languages in the most efficient and natural way. This process took about 5 years, during which time I tested everything myself, trying to learn different languages individually. And with every experiment and every new idea I came closer to the understanding that the key idea here is NATURAL LANGUAGE LEARNING.

After much research and preparation I published the LIVE-method as a book for the first time 5 years ago and today an international language learning company is based on the foundations of this same book and web-environment that I once created. Today more than 25,000 people all-over Europe use the LIVE-method actively on a daily basis and this number is growing fast.

This book is the latest version of the LIVE-method, which has been polished and updated to give you the best results in learning any language you need.

## **HOW CAN LANGUAGE LEARNING BE NATURAL?**

For example, how did you learn your mother tongue? Did your mother come to you, as a baby, and start repeating the conjugational patterns for verbs that you really need to know? I presume that the answer is no. This question even seems a little silly to you - doesn't it? But isn't this the way we acquire languages at school? We take a holistic system, hack it into pieces and try to learn it. This is basically the system that traditional language learning uses, isn't it?

Now, if you think about your learning manuals at schools then there are subjects that are formed into little exercises to make learning as easy as possible for you. Rather than being individually tailored, they have been designed for the mythical “average learner” that actually doesn’t exist. This is a big problem and we will address it later on.

Let’s come back to the example of your mother and verb conjugation tables. This silly example carries us forward to the right path and to the right questions.

If my mother didn’t teach me how to use the grammar of the language and she actually didn’t teach me words or verbs then how is it possible that I could use the language at a very early age?

Let’s go even further. How is it possible that many have learned to understand and to speak several languages just by watching cartoons from the television as a child? I’m sure that you know many people like that. I’m one as well. I watched German cartoons as a child and later on I realized – as a teenager – that I could actually understand German very well. Looking back, I understood the language without consciously realizing I did so, because it was so natural for me. Isn’t it weird? I’m sure that you or someone among your friends or family has had the same experience. It’s very typical.

But how is it possible to learn a language like that? Without learning any sentences or words separately? And to speak a language absolutely well. Doesn’t it sound profoundly divorced from the way we learn languages at school using learning manuals and dictionaries? But why is there such a difference in these approaches and what is the reason behind that?



Finding the answer to these questions is actually the key to understanding efficient language learning and I can promise you that if you use the following learning methodology exactly as it's described then you will excel at languages as well. It just requires a different perspective. We need to change everything you have known and experienced about language learning and give you a concrete structure and tools that you can use on a daily basis. This is exactly what the LIVE-method is all about!

## **BUT WHAT ABOUT OTHER LEARNING SOLUTIONS?**

Now – if you're reading this and you've come into contact with different language learning solutions online that give you the opportunity to click and write (and sometimes even repeat) words and sentences, then you may be thinking: "All these online solutions like Rosetta Stone or Duolingo and etc are actually quite good and I've heard that they've helped many people". And you're absolutely right – they have helped people to acquire languages, but the question here remains "How efficient is it really?" What you will see throughout this book is that no computer program can ever connect perfectly with an individual person, because all computer programs are created for the "average" learner. But this learner doesn't exist. You may think that it does - but it doesn't. There is too much scientific proof otherwise.

And if something is created for everybody, then it's actually created for noone. This is an important idea that you really need to become accustomed to, because it's one of the foundational ideas of the LIVE-method.

This is something that you will see very clearly in this book as well – if particular learning activities work well for one person, then they may be highly inefficient for another. Therefore in traditional language learning the results are

random and can not be controlled.

This is the main reason for why the LIVE-methodology is based on the individual choices you make, once you are aware of the manner in which you learn the most efficiently.

Therefore it's important that you get to know yourself, before you take the plunge into learning a new language.

The main idea of the LIVE-methodology is not to provide you with a pre-prepared online learning environment, but instead to give you all the knowledge that you need to find and use all the best innovational tools that you will need to excel in language learning.

And the second main idea is to give you all this, no strings attached, totally for free. Everything that you need to learn a language very efficiently is available on the internet and after reading this book you will never need to buy a learning manual or pay for a subscription to a learning program ever again, because you will see that everything that you need is available for free if you have the knowledge of what tools to use and the way to achieve the best results.

And we will give you this knowledge in a very simple and powerful package. Only then is it possible to really engage your individuality, because you will harness your inner powers as a learner and as a human being!

I have been an expert in innovating language learning for a long time and I can assure you that if you take in account your personal interests, individual strengths and the whole learning system is optimized for your individuality (your goals and needs), then you can start speaking almost any language in a mere 4-5 months without the need to go to any language schools or take any language classes. And

this book and our web-environment is all that you need for that.

If you're the kind of person who needs support then I can tell you that we also provide learning solutions that include a personal language tutor and our experience shows that people who come to us to start learning a language from zero - using the possibility to have a personal tutor in our successful LIVE-learning - will start speaking the language well in an average of 3-4 months.

Again, it means that individually it's possible to get to a good level in 4-5 months and with our special tutored LIVE Learning system in 3-4 months.

That's really quick if you compare it to other language learning solutions and we are very proud of this fact.

## **WHY TRADITIONAL SYSTEMS DON'T WORK?**

The ugly truth is that about 90% of the activities that we do in language classes have a very-very low efficiency and it's basically wasting our time. There are many reasons for that and we will analyze them throughout the book. It's basically simple science.

Therefore, if you have had bad language learning results in the past then it has one and only one reason: your individual interests, strengths and goals were not taken into account and the learning system didn't support your individuality. The same applies for everybody else with no exceptions.

And our goal is to give you every bit of knowledge and every single tool that you need to start learning the right way.

To help you start the learning process, we have based the whole LIVE-method on principal ideas that we call KEY IDEAS. In the end of every chapter there is a list of those key ideas that you can use to start learning the right away.

There is also a special chapter at the end of the book where we bring all the KEY IDEAS together so that you can easily have an overview of all that you have accomplished.

The following language learning approach is presumably very new to you and therefore we want to make the transition as comfortable as possible.

The next chapter "Preparing for liftoff" has exactly this purpose – to go through some preparational steps that would give you a better understanding of the methodology, before you start using it on a daily basis to learn whatever language you need.

We will look into what are some of the hidden secrets in innovative language learning and we will get you ready for a totally new language learning experience.

So step onto the runway and let 's get ready for liftoff!

# PREPARATION FOR LIFTOFF



## **CONSCIOUS LEARNING VS. UNCONSCIOUS LEARNING**

To achieve great results in language learning you have to know how to start your inner processes - in your memory and in your body - to acquire information fast and then your body and mind will do the rest.

Language learning is something so natural – it’s something that we have all done in at least once in our lifetime. Therefore the answer to finding the secret to language learning is already there inside all of us. We just have to understand how to unlock it!

Our bodies are immensely powerful – every second there are billions and billions of processes going on in our cells and in our brains and it’s something that we can’t understand by reasoning. But consciously, how many things can you think about at any given time? Maybe a few - not more.

The same idea applies to language learning as well and to understand it better we have to make an important distinction between conscious and unconscious learning.

## **WHAT IS CONSCIOUS LEARNING?**

It's something that we do by reasoning. A good example of conscious learning is the object of the traditional learning system. For example in the language class the teacher takes the foreign language, divides it into small bits and then tries to offer it to you in the hopes that it will be easier for you to understand.

Usually it's already prepared for the teachers by the people who create the learning manuals. They divide the language into simplified exercises and simplified parts. It's basically removing things from out of their context in order to make them easier to digest.

We have all experienced this thousands of times.

## **WHAT IS UNCONSCIOUS LEARNING?**

It's something that we all do automatically, when our mind and body feel that the new knowledge is important to us and engages us in a special way. Therefore our mind captures the new knowledge automatically and with great success.

To simplify this difficult notion: it's something that we do naturally when we are genuinely interested in the subject that we are learning and if we – our body and mind – feel that the language environment surrounding us is as genuine as possible.

Why is this important you might ask? The answer is simple. Conscious learning is very slow and unconscious learning is very fast.

Unconscious learning harnesses the powers of our mind and body much more than conscious learning, which is like using the tip of the iceberg of our capabilities as human beings.

If we come back to the example of how I and many others have learned a language just by watching television, then this is actually one of the best examples of unconscious learning.

But what is so special about this situation? Why was I as a child so engaged in watching these foreign language cartoons? The answer is simple. Because I had great interest in these cartoons. And being interested always tops everything else. Actually, being interested in the task at hand is the key idea for success that we will use in the LIVE-method as well.

So - we have arrived at a very important conclusion. Personal interests are one of the key ingredient in activating your innate capabilities for language learning.

Secondly, the language environment that we create in our everyday lives has to be as genuine as possible, because only then can we harness the powers that we possess.



## WHY DO PERSONAL INTERESTS MATTER?

What are your biggest interests? Mine are innovational language learning, basketball (NBA), business management and recording music. That's basically it.

But why is it even important to know that and how could I use my interests to learn a language better?

To answer this question, we have to start with some scientific background. There has been a large number of studies that show how using our personal interests as human beings is the most efficient way to memorize and acquire new information. A conclusion of these studies is the following:

If we look at different international studies made in school systems all over the globe then we can see that usually 80% of our competence in the classroom – in actually whatever subject, not only in languages – comes from about 20% of learning materials.

20% of usual learning materials = 80% results

80% of usual learning materials = 20% results

So, basically only 20% of the learning materials are usually remotely beneficial to us and the other 80% is highly inefficient. This same rule applies to all learning manuals, CD-s or anything else that you have used for language learning.

But what is this 20% and why is it more efficient than the other learning materials? The answer is very simple – this 20% is directly or remotely connected to our personal interests as human beings.

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