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# **Vocabulary Secrets Revealed**

**Why most people can't use powerful  
vocabulary words in context**

**-and-**

**A revolutionary new method will change the  
way you build your vocabulary... FOREVER**

## Why This Report Will Take Your Vocabulary to the Next Level

The whole meaning of a powerful vocabulary is the ability to use the right words in the right context. What good is it to sit down and learn hundreds of new words... if... when you're actually in a real situation, you can't use these words to express your ideas properly?

In this report, I'm going to share with you some amazing secrets about vocabulary building. These secrets literally took me years to discover. And, when you apply them, you won't just have a powerful vocabulary. You will have a new level of communication ability that will allow you to instantly recall powerful words at the exact time you need them... and use them to articulate your ideas perfectly in any situation.

When you apply these secrets...

- You'll be able to use the perfect word in the correct context – every time
- **You'll instantly recall words in the exact situations you need them**
- You'll have confidence using powerful vocabulary words, with the proper pronunciation
- **You'll build your credibility by articulating yourself perfectly in every conversation**
- Never again will you be stuck with a word on the "tip of your tongue"
- **You'll be able to speak with power and persuasion while maintaining perfect flow and fluency**

Sceptical? GREAT! I respect your wariness – especially with so many false promises being made online these days.

But this is about as "solid" as it gets. As you'll soon see, in this report I will show you undeniable proof that these strategies really work. Not only that, I will give you the exact information you need to put these strategies into action TODAY and start improving your vocabulary power IMMEDIATELY.

## Does Your Current Vocabulary Level Equal Your Ability to Use Words in Context?

Are the actual results you're getting from your vocabulary – your ability to use words in context – equal to your potential? Do you believe that your current vocabulary skills are all that you're capable of?

If you can honestly answer “Yes!” to those questions – if you know in your heart of hearts that you have already built your vocabulary as much as you can – then please stop reading this report right now. There’s nothing here that will help you.

But if you’re like most people ... if your answer to these questions is “No!” ... if you’re fully aware that you have only achieved a tiny fraction of the vocabulary power you’re capable of – then this report is going to be a godsend for you.

Because, by the time you’ve finished reading this report, you’re going to get an “Ah-ha!” moment that will explain why you’re not communicating at a level that’s anything close to your full potential.

In a single flash of insight, you will understand why some people can communicate effortlessly with power and persuasion, while others fumble and stumble to find the right words.

You will understand precisely what you need to do to not only build your vocabulary, but communicate with the vocabulary of success. You will have opened the floodgates of powerful communication that will allow you to leave your competition in the dust.

## **Have You Ever Felt You Aren’t Speaking As Well as the Truly Successful People?**

Have you ever heard a truly successful person communicate? Have you ever heard how powerful words effortlessly roll off their tongue. There is no hesitation. There is no lack of confidence. There is no awkward pausing and you can see in their eyes that they know exactly what they are talking about.

When these power-communicators speak, listeners automatically assume that they are doing so with status and position. They are automatically judged to be intelligent - even if they’re not. And, most important of all, their powerful communication skills give them a decided advantage in just about everything they attempt.

How can it be that some people find it so easy to communicate while others work hard to develop their communication skills but still fail? What’s different about these people that gives them this amazing skill?

If you’re interested to find the answers to these questions, read on. I’m about to reveal exactly what gives powerful communicators their amazing vocabulary skills. Not only that, I’m going to show you how you can easily use this knowledge to improve your vocabulary power immediately.



## The Real Secret to a Powerful Vocabulary

In the last few years, we've helped more than 20,000 people improve their vocabulary power. During this time we've helped people from all backgrounds and all levels of education. Despite all our happy customers, one experience sticks out in my mind more than any other.

I remember it clearly. I had agreed to do a personal training call with a subscriber (who we'll call Andrew). On reading Andrew's profile, most people would have thought that he had everything going against him. He only had a minimal education, he had worked in a factory until the age of 32, and he came from a very poor family.

As I was dialling his number, I remember thinking "wow... I think this guy's really going to take some work." "I hope I can help him."...

But I was in for a big shock. On the other end of the line I was confronted with a booming, confident and powerful voice. Before I could start the lesson, I was cut off:

"Look Marc. I just wanted to ask one question. I already know 95% of the words in Ultimate Vocabulary. I was wondering: Do you have anything more advanced?"

Now, I know for a fact that if someone knows 95% of the words in our Ultimate Vocabulary Software, they are likely in the top 1% of communicators.

"How do you know so many words? Have you studied vocabulary before?" I said

"No not really" he said "I just associate with lots of people who know big words"

It turns out that one day Andrew had an "Ah-ha" moment. He just decided that if he wanted to be successful he needed to start associating with successful people. So he found out where the most successful people ate lunch. He found out where they had coffee, where they had after-work drinks, and the clubs they attended.

Being a charismatic character, he started approaching successful people and having conversations with them. And before long he found himself sitting at dinner tables or standing in groups at parties listening to powerful communicators using vocabulary words in the real world.

And yes, there is a happy ending to this story. It turns out that Andrew had quit his factory job within six months and successfully applied for a job as an office clerk. Within another 9 months, he was promoted to project manager with his eye on the job of regional manager.

## So What's Going On Here?

How can it be that some people seem to learn powerful communication so easily while others struggle all their lives and never make any headway?

To answer this question we dug deep into the scientific research on vocabulary building. What we found was truly startling...

**According to a number of credible studies, most of the word meanings we know have been acquired incidentally using context as we encounter a word.**

This fact is of paramount importance to anyone improving their vocabulary. What it means is:

You don't learn most words by hearing their definitions...

You don't learn words by hearing someone read out their synonyms

You don't learn words by hearing someone tell you how the word originated

You don't learn words by hearing someone read out an isolated usage example

**The one way you have learned almost every word you know is by hearing the word in context!**

## **More Hard Scientific Evidence that the Most Effective Way to Learn New Words Is By Hearing Them in the Context of Conversations**

Study after study points to the same conclusion: the most effective way to learn new words is to hear them in the context of conversations.

I could fill this report with the results of study after study. But here is just a small sample of the evidence, which in my opinion, is now undeniable:

- McEwen (2001) States that "Engaging students in constant conversation about the new words" and "Enabling students to use both definition and context" are among the most important factors in teaching vocabulary
- Partnership for Reading (2001) found that "students learn most new vocabulary indirectly through conversations with adults"
- The National Reading Panel (2001) states that "Students learn more language indirectly through real life experiences"
- "Put Reading First" (2003) states that "Learners of English learn word meanings through conversations with other people, especially adults"
- A 1991 Study by Psychologist Janellen Huttenlocher with the University of Chicago documented the vocabulary growth of 22 children and found that the children with the most talkative mothers learned far more words than the children with quiet mothers.

## **It's How Your Brain is Hard-Wired to Learn New Words**

It is now clear that the natural language-learning process in your brain relies on hearing words in the context of conversation. It is how you learned almost every word that you currently know, and it's the most effective way to learn new words now.

Put another way, your brain is naturally hard-wired to learn words in the context of conversations. This is why people who are exposed to conversations with powerful words learn them effortlessly and automatically... While people who are not exposed to these conversations struggle constantly with mediocre results.

## **The Secret of Powerful Communicators Is Simple**

We now know that the secret of powerful communicators is incredibly simple:

**They have been exposed to more conversations with power-communicators using powerful words!**

**In other words, they have been lucky enough to have been in the right environment to learn words effortlessly - the way their brains are hard-wired to learn them.**

That's right. I can say for the record that in our research we found no evidence that a powerful vocabulary relies on any kind of "talent". Nor did we find any evidence of "intelligence" or "genetics" being a predictor of powerful communication.

Time and time again, it was shown that power-communicators were the ones who had been lucky enough to be exposed to the right environments. In fact, we believe this is one of the main reasons success often runs in families.

## **Now Anyone Can Use This Knowledge to be in the Top 5% of Communicators**

The great news is that anyone can have a powerful vocabulary. It's never too late to put these secrets to work... and... use this information to improve your vocabulary dramatically. How do you do this? The answer is simple: You need to put yourself in an environment where you can listen in on power-communicators having conversations.

In order to get in these kinds of environments you may have to use a little creativity, but it is definitely possible. Here are a few strategies you can use to start improving your vocabulary immediately.

### **Method One – Find and make friends with power-communicators**

In our earlier example, Andrew spent a huge amount of time figuring out where power-communicators gathered. Eventually he found restaurants, bars, and clubs where he could listen in on power-communicators using powerful words in the real-world. Soon he found that using powerful words was effortless and natural – the complete opposite of what happens when people look up obscure definitions in the dictionary.

### **Method Two – Join a speaking club such as Toastmasters**

Clubs like Toastmasters are generally full of power-communicators. You will find that many of the more experienced members are highly successful individuals with amazing communications skills and vocabularies.

These people frequently use powerful words to express their ideas in a way that conveys authority and persuasion. Many Toastmasters clubs also have a “word of the day” which is used many times during the course of a meeting.

I highly recommend that everyone reading this report join Toastmasters or a similar speaking club.

### **Method Three – Eavesdrop on powerful communicators**

Now, I certainly don't recommend that you listen in on anyone's private conversations. However, there are many public venues where you can ethically overhear power-communicators having open group discussions. You might be sitting in the golf club and hear three executives discussing the price of oil. You might be at a restaurant and overhear a lively debate between a group of politicians. Of course the hard part is to find out where power-communicators are. But once you find these places you will be able to visit them again and again.

## **How to Use These Secrets in the Privacy of Your Own Home**

The techniques I have given you are, without doubt, some of the most useful vocabulary building advice I have ever given. If you put them to work today you will certainly experience massive leaps and bounds in your vocabulary and communication skills.

However, with the pressures of the modern world, most people will feel they simply don't have the time to track down and befriend power-communicators. And participating in a toastmasters club also requires more time than most people have.

Further, although listening to power communicators is highly effective, it is only effective when they are actually using their word power.

In other words, not all power-communicators use powerful words all the time. To be efficient with your time, **it is ideal to hear power-communicators speaking at their peak**. You want to hear them speaking when they are 100% “in the zone”... when powerful words effortlessly roll off their tongues. You want to hear them when they are as close as possible to “laser-targeted conversations”.



## What are Laser Targeted Conversations?

Laser-Targeted Conversations are a special training method we use in Confidence in Context Coaching. They are like conversations on steroids. A laser-targeted conversation focuses heavily on a set of words in order to program your brain to use those words in the real world.

Listening to a single laser-targeted conversation is probably equivalent to listening to power-communicators talk for days.

Imagine power-communicators speaking at their absolute peak, focusing only on the words that you are attempting to learn right now. That's a laser-targeted conversation.

This is why a laser-targeted conversation teaches you to use words perfectly and effortlessly in context... without you even having to think about it.

## The Difference: Unstoppable Confidence Using Words in Real Context

When you learn words with laser-targeted conversations, you are automatically teaching yourself to use them confidently in context. You don't even have to think about when to use them. They simply pop into your head at the exact time you need them – in the same way they do with other power communicators who (as we now know) have learned their communication skills through context.

Using this method, you will never struggle with words on the tip of your tongue. You will never have to pause awkwardly while you search for the right word. You will be able to communicate your ideas confidently and persuasively capturing the immediate attention of everyone in earshot.

## That's Why We Created Confidence in Context

But now, let's talk about something truly exciting. Imagine having on-demand access to "context" coaching. Coaching that combines laser-targeted conversations with other proven vocabulary techniques to supercharge your vocabulary faster than you ever thought possible.

In the privacy of your own home, you sit down on a comfy chair and slip in a CD. You sit back and start eavesdropping on power-communicators. You listen intently as they have laser-targeted conversations designed to give you complete mastery of powerful new words.

Here's exactly what you experience during a Confidence In Context audio coaching session:

1. **Ultra-Deep-Descriptions** – First you are introduced to your target words with ultra-deep descriptions. Note that these are much more than just definitions. These descriptions are specially designed to help you soak up your target words as quickly and efficiently as

possible. By the time you have finished your Ultra-Deep-Descriptions, you have already gone deeper than any other audio program takes you... but this is just the beginning...

2. **Laser-Targeted Conversations** – Next, you are exposed to extended laser-targeted conversations. Conversations with powerful communicators actually using the words in context. These are far from regular conversations. Rather, they are designed to zoom in on your target words with laser precision, triggering the natural word-learning process in your brain.
3. **Immersion Tests** – Finally, you are given a special memory boosting tests to ensure your target words are deeply embedded in your memory. These tests function as a final revision. They also boost your confidence as you see how quickly you have learned your new words.

## What You Have Learned and How to Apply it Right Now

In this report I revealed to you the results of our latest research on vocabulary building. I have given you secrets that took me literally years to discover. In summary, you learned:

- **Your vocabulary and communication level is not even close to its potential**
- The meaning of a powerful vocabulary is the ability to use powerful words in context
- **The natural language-learning process in your brain relies heavily on hearing words in conversations**
- You can use these secrets to your advantage by tracking down and associating with power-communicators. I gave you three specific methods that will help you to start associating with power-communicators immediately
- **The fastest and most effective way to exploit these techniques is with our proprietary laser-targeted conversations. These will be available exclusively to Confidence in Context members**
- When you learn vocabulary in the context of conversations (especially laser-targeted conversations) you are teaching your brain to effortlessly recall words at the exact time they're needed. You will always be able to use words in the correct context ... without even thinking about it

As a last note, I regret to report that many people reading this will not be able to access Confidence in Context Coaching. As I have said previously, the membership will initially be limited to 200. Since we have almost 20,000 people on our contact lists, we expect the positions to fill very quickly.

Therefore, at this stage I recommend that you avoid relying *too much* on getting a position in Confidence in Context and start associating with power-communicators immediately. A great first

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step is to join a Toastmasters club. The sooner you take action sooner you will see a quantum leap in your communication skills.

Keep Learning,

A handwritten signature in brown ink, appearing to read "Marc Slater", with a horizontal line underneath. The signature is surrounded by a decorative trail of small, golden-yellow dots.

Marc Slater

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