

**SPECIAL**

**REPORT**

***What **ON EARTH** are  
you looking for?***

By Julio Foppoli

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# ~ Introduction ~

## Who I am



Hi, my name is Julio Foppoli. I am a native Spanish speaker from Argentina and a teacher of English as a second language as well as a teacher of Spanish as a second language.

I have been teaching foreign languages since 1991, that is.... well, quite a long time.

What can I say? I absolutely love languages and I can't help but find it fascinating the whole idea of being some sort of aid to help students bridge the gap between two cultures. But apart from being a teacher, I am also a researcher and content developer. Since I actually started teaching, I have been creating and developing my own educational materials and programs.

## Why

Why bother to create new materials? You may wonder. After all, there are tons out there. Great of you to ask.

The main reason I decided to develop my own resources was because the current materials I saw back then showed samples of language that no one would EVER use, far-fetched phrases, fairy-tale answers, people speaking so slowly that would put any native Spanish speaker to sleep. I Just wanted to have some realistic materials. In my classes, I wanted to use samples of the way people really talk. Unfortunately, until today, this hasn't changed a bit.

You don't believe me? Grab any audio from any language course you may have and show it to any native Spanish speaker you know. I am positive in most cases they will just laugh at it. Why? Because it sounds so unnatural and unreal!

And most materials back then seemed to be extremely poor compared to what research showed was key for successful second language acquisition. Again, sadly, at present nothing has changed.

For instance, language research has proven time and again that you cannot learn a language without human interaction, yet, you see tons and tons of Spanish programs on CD, DVD or online that flood the market claiming they are the be-all-end-all of language acquisition. Many even go on to say that they are the only thing you need to become fluent and proficient in the language in as little as 10 days! That is just ridiculous from any point of view!



[Language without human interaction is as ludicrous as Valentine's Day without lovers ]

Many other programs make such bold claims and even in their testimonials state that they are used by government agencies and top organizations all over the country yet, they fail to mention that in those agencies there is a teacher using those materials with them over an extended period of time.

However, their sales pitch to the customer is “if XYZ organization uses it, and it gets results, so can you!” And it is true, so can you IF you also work in conjunction with a teacher and in the same conditions they use them! But if you don’t, forget about it!

Don’t take me wrong, I am not saying all materials are ineffective. Some materials are actually pretty good indeed. Actually I also designed and take a lot of pride in a super-intensive language program called JUMP-START YOUR SPANISH that has given me a lot of satisfaction and it has worked wonders with those using it. But if I told my students that JUMP-START YOUR SPANISH is all you need to communicate whenever you may need to speak Spanish throughout your whole life, I would be flat-out lying to them.

Mind you, I feel confident to claim that it is probably one of the most\_ if not the most\_ intensive and effective starter Spanish program ever created. But it would be hypocritical on my side to tell them that just by buying my program alone they would be ready for any and every conversational situation they may ever have to face.

## An Inconvenient Truth

But what happens with 99% of language programs is that their marketing is misleading.

There is no greater lie than half of the truth.

This is what is happening with most Spanish programs offered today. They are telling you the truth, just that they fail to mention some crucial information that is essential.

For example, “interaction” is a very trendy word used in their sales pitches, and research mentions how important it is in language acquisition. So when they state that their program is interactive they are telling you the truth. In fact, almost all language programs are interactive. But they are telling you half of the truth.

Yet, research on language acquisition clearly proves that **“human” interaction is key to acquiring any language.** The key word here is “human”. So just omitting that one word can make or break the deal! **In most interactive courses, you simply interact with a computer.** But a computer accepts a certain limited number of answers, in some cases just one. In a real situation, there are hundreds of possible answers that you can get even from the same person! That is why human interaction is paramount to language acquisition! And that is why before I sell JUMP-START YOUR SPANISH I try to make this very clear. It is an amazing program BUT you need to do your part AND you also need to have human interaction.



[Some language programs lie shamelessly about the results you can expect]

Without human interaction, even the best materials in the world are not going to be enough for you to communicate effectively beyond a very basic level.

## The Truth\_ Revealed

And here comes the first revelation:

Even the best program in the world can do nothing on its own; you just need interaction with a real human being! And even the worst program can work wonders for you if you have a competent teacher on your side!

Ideally you will get the best program with a great teacher. 😊

## First Things First

But before you jump to get a language program or hire a teacher, let's discuss a question that usually no one asks, and that can make the a huge impact in what you can expect to get from your Spanish learning efforts. That is the purpose of the next section.



# Chapter 1

## “The Importance of Clear Goals”

“If you don’t know where you are going, how on earth will you get there?”

This is an important question that only you can answer: what is your goal?!

Of course everyone will say they want to speak Spanish confidently and communicate effectively but having a specific measurable goal AND time deadline in mind can produce a huge impact in the results you get.

And speaking confidently and effectively in any possible situation is of the supreme goal, but if you are just beginning, there could probably be smaller and more tangible measurable goals you could set on your way there. For instance:

### GOALS

**Two from now...** I want to be able to communicate in basic situations (greetings, chit chat, basic phrases to survive in the street (asking for prices, directions, etc)

**Four months from now..** I want to be able to talk confidently about my life, and have conversations with people about their lives, and work, and likes, and plans, etc.

**One year from now...** I want to have a solid command of most daily situations. I will travel abroad and even if I struggle at times, I will communicate no matter what.

**Three years from now...** I want to be able communicate easily in almost any situation, formal, informal, academic, etc. I will not be worried about whether I can communicate or not. I know I will communicate effortlessly. I will be more focused on having fun than on whether I can speak well and understand people.

You get the picture? This is just an example, and every person will definitely have their own goals, time-frames and reasons to learn.

But having clear goals like these even before starting is essential for anyone to track their progress more objectively and see how close\_ or not\_ they are to achieving them. You can be as aggressive in your goals or as relaxed as your heart desires, ultimately, your progress will be the feedback you need to determine if you have to make adjustments in your study strategies, make them more challenging or just rewrite them if they are just naive.

For example, it is not unheard of learners having the wishful thinking that in 30 days they will speak like a native Spanish speaker. Good luck with that!

And even if that is your goal and you work your hardest, it is as unreal as expecting a 400 lb individual to look like an Abercrombie model after one month of intense diet and physical training. A transformation like that may be achieved BUT it will take time. Your goals have to be aggressive, but realistic too.



[Yes, this is the same guy! His name is [Jeremy Yost](#), in the before picture he was 370 lbs. In the after picture he is 190 lbs!!!! He transformed his body in a year. It is an amazing achievement that with hard work and determination is possible. But if he had tried to look like this in just one month, it would have just been impossible. It is the same as those who expect to master a language in a month or after just a trip abroad to take up intensive classes ~ wishful thinking!]

And once we have a clear outcome, there is another crucial question that rarely any student asks which we will examine in our next section.

## Chapter 2

# “The Question that Nobody Asks”

While trying to learn Spanish online, most students get baffled by the huge number of learning options presented to them.

There are so many choices that selecting the right one for you could be a daunting task. In many cases after spending a lot of time and/or money, let alone the effort\_ you realize that all you have done will not take you where you need to be. But **it all boils down to one important question that almost nobody asks before embarking on a language program.**

This is an important question that only you can answer. Depending on your answer, you will have different options available for you and the results that you are likely to get. Who wouldn't like to master Spanish in a couple of weeks, with no effort involved, with guaranteed results and even better, for free?

I definitely would. However, it is important to be realistic about what to expect. That would never ever happen. After all, **have you ever seen anyone mastering any foreign language just like that and for free?** I haven't, and I have been teaching for over 20 years now! So first of all, let's be real.

Your level of interest and commitment to your objective will ultimately determine your results.

So before you even take a single lesson, you need to ask yourself:

# How serious are you about learning Spanish?

Three possible scenarios arise here:

## SCENARIO #1

You are either **not very serious** and want to learn a few phrases here and there but that's all there is to it. You don't care much if it takes you a long time to learn, and even if after years you cannot communicate yet, you don't really care much.

## SCENARIO# 2

Maybe you are **somewhat serious** and definitely want to learn in a relatively short period of time, you are willing to invest some time and a little money in your learning. You are probably willing to try different programs to see if one works for you.

## SCENARIO# 3

You are **extremely serious** about learning the language no matter what, in the shortest amount of time possible. You just want results and you are willing to do no matter what to get where you want, fast.

Just take a moment and ask yourself:  
How serious are you about learning Spanish?.

And also analyze the scenarios above and try to decide which one describes you best.

In the next few chapters we are going to analyze each of these three scenarios and I will tell you what you can expect in each of them.

# Chapter 3

## “The Not Very Serious Learner”

This is for the casual student who wants to learn a few phrases here and there, but is not willing or able to invest any time and/or money in it.

It is usually the student that is looking for free Spanish lessons, programs and courses. **This type of student usually tries to learn on his own, with little or no achievement after years of working on his own.** I have received students that had been doing this for over 40 years before they realized it was leading nowhere. 40 years!!!!

Truth be told, **there is nothing more appealing than the word “Free”.**

And there are definite advantages for choosing free lessons and materials, especially when we want to review some concepts or see what is out there before investing in our language studies.

**However, we usually get what we pay for, especially when it comes to free lessons and materials.** In many cases even though some of these materials may be fantastic, on their own they will certainly not be enough for you to acquire the language effectively. Why?

Linguistic studies have proven time and again that it is impossible to learn a language on your own. Interaction with another human being is key.

Let's have a quick look at some PROS & CONS of Free Lessons over the Internet.

## PROS:

- Free ~ you can learn some topics without spending a dime.
- Good if you just need to review some topics.
- It enables you to see what is out there and make a more informed decision if you want to get serious with your learning.

## CONS:

- Free ~ you get what you pay for.
- Difficult for the learner to tell what materials are good and which ones aren't.
- No guidance, just standard materials.
- Time consuming: by trying to be the lone-ranger, you can spend years just to get beyond a very basic level.

If you would like to go ahead and find quality free lessons over the Internet, here are the 5 best links that I selected out of thousands out there.



[Free materials can be great for review, but if you want to rely exclusively on them to learn, it may take years to learn even basic skills]

### USEFUL LINKS FOR FREE LESSONS

1) <http://www.learnspanishliveonline.com>

~Well, with any mention of my sites, I am always a little biased but I think the work we do is definitely above the norm, and our students' results speak for themselves. I think this is one of the free websites out there that has over 100 free lessons on video for students of all levels, and the number is growing every day.

In addition, you can access even more lessons for free if you sign up to the weekly newsletter (And rest assured we will not sell, rent, lease or lend your info in any way. We hate SPAM as much as you do)

2) <http://spanishtuitioncentre.co.uk/>

~Very practical Spanish lessons and tips every week!



- 3) <http://www.studyspanish.com>  
~ Almost all is grammar, which is never enough to communicate, but if you are indeed looking for grammar lessons, this is one of the best grammar-oriented resources out there. Lots of free materials of excellent quality. If you want more exercises, you need to pay, but the free version is very complete anyways.
  
- 4) <http://www.colby.edu/~bknelson/SLC/>  
~ One of my favorite grammar sites, the work of love of a superb teacher is reflected in her materials. I think this could be a great addition to ANY language course, an outstanding material for reviewing and consolidating the main grammar items most students need to know. Lots of grammar exercises for each topic that can be corrected on the fly.
  
- 5) <http://www.bowdoin.edu/~eyepes/newgr/ats/>  
~ If you are an advanced Student, this is the ONLY Online Grammar site you need.

Of course, if you would like to do more with your Spanish than wander aimlessly for years trying to pick up some words here and there, the next chapter will definitely be of help for you.

## Chapter 4

# “The Somewhat Serious Learner”

If you are somewhat serious about learning Spanish, yet not willing or able to invest in a teacher for personalized instruction, an alternative is to purchase an online Spanish program or a program on CD or DVD.

You will find thousands of Spanish programs both on the Internet and on any bookstore. Be aware that although it may be a good alternative to doing nothing, it cannot even come close to working one-on-one with a teacher.

Beware!

Be cautious of those language programs that claim that by just buying their CD, DVD or online course you will communicate with anyone anywhere in any situation. Unless you have the chance to interact with someone, your progress will be limited. A good mix is a program that also enables you to talk to a teacher / instructor if you can afford it every now and then.

### PROS:

- **Affordable**
- You can expect **acceptable results at an initial level**
- **Flexible times**. You can work at your own times.
- You work at your own pace and can **review a lesson as often as you want without paying extra**.
- **Great complement** to any class /course: with a teacher, they could be amazing tools.

## CONS:

- **Lots of courses are poorly made** with little or no logical progression.
- After moving beyond basic phrases, their **effectiveness diminishes**.
- **Misleading Advertising**: they hardly ever work as advertised.  
In most cases, they are sold as the only tool needed to learn a language. They are good complements in the best of cases but **never a substitute for regular lessons**.
- **Huge failing rate**: It is almost impossible to find anyone who has ever become totally proficient in any language from a CD / DVD exclusively, simply because **they violate a basic rule of language acquisition**: language acquisition takes place through human interaction.



[After a while, Spanish programs tend to get boring]

## CONS (continued):

- **Boring and repetitive after a while.** Huge drop-out rate.
- There is **no way for a computer to give you real feedback** on your pronunciation/ speaking, two of the most vital components to communicate in any language.

## Useful Resources

- \* [Jump-Start Your Spanish \(www.jumpstartyourspanish.com\)](http://www.jumpstartyourspanish.com)
  - ~ The Most Intensive & Effective Starter Spanish Program Ever Created.  
This is a great program we developed, and a great advantage of it is that at any stage in the program you can request a teacher to work with you. (for a fee) So you can combine the affordability of a standard program with the personalized attention of a private trainer.
- \* [Rocket Spanish \(www.rocketlanguages.com/spanish/ \)](http://www.rocketlanguages.com/spanish/)
  - ~ Although a bit too much grammar oriented, this is still a solid program I like very much, much better than the world famous Rosetta Stone, which, to me, personally, I find it not only boring but also extremely overpriced and with no logic and / or progression.

# Chapter 5

## “The Extremely Serious Learner”

Here is a little secret that albeit common sense, no one dares say out loud:

If you are extremely serious about learning Spanish, you will need to invest time AND money.



[If you are serious about learning Spanish you will need to invest both time AND money, not one OR the other]

I know, we all want free stuff! But you know, there is nothing like a free lunch. If you are extremely committed to learning Spanish, you will definitely need qualified guidance.

**In the same way as you will not find a mechanic willing to work on your car for free, you will not find a good qualified teacher who will teach you for free.** You need a professional, and professionals charge for their services. It is just common sense, or is it?

There is so much you can do on your own, and when it comes to learning another language, your best efforts are never enough without a guide.

All research on language acquisition shows that to learn a language it is mandatory to have human interaction.

Just as a child needs to interact with their parents to acquire their mother tongue, a second language learner needs interaction with someone capable of taking them from where they are to where they need to be.

**Another important element in first and second language acquisition is the role of trial, error and feedback \_which again, takes place while interacting with other human beings.**

A language program on CD or DVD could be great, but it will never provide the feedback that takes place naturally whenever there is human interaction, and in the case of a second language, it is important that the Spanish trainer really knows what they are doing.

**Without a teacher who knows what s/he is doing, your chances of becoming proficient are slim to none.**

It may sound harsh, but it is the way it is. It is common to see people that don't want to invest a cent in their education, yet spend years trying to learn on their own, only to learn a few basic phrases that they could have learned in just three months of systematic work with a professional. **The committed learner knows this and acts accordingly.**

## Suggested course of action for the extremely serious learner:

Take lessons with a certified Spanish teacher.

### PROS:

- a “personal Spanish language trainer” works with you in real-time.
- you are pushed to your limits and you can reach your goals in the shortest amount of time possible.
- the language program is customized to your own specific needs.
- flexible times to take lessons ~ teachers work around your times.
- almost immediate results ~ you speak Spanish from day 1.

### CONS:

- Not free ~ this option is only for serious learners eager to invest time and money in their learning.
- Opportunists abound: Many called “teachers” you find online are neither teachers nor have any knowledge of how languages are acquired or taught.

They are just opportunists trying to make a quick buck due to the differences in currency exchange. Just being a native speaker of any language is not enough to transmit that language to others.

If you are serious to invest your hard-earned money in your Spanish, make sure you are with professionals, not opportunists.

## Suggested Resources

- \* Learn Spanish Live Online ([www.learnspanishliveonline.com](http://www.learnspanishliveonline.com))
  - ~ Speak Spanish Fast (this is my website by the way, and we really excel at this. I still haven't found an online one-on-one program that even comes close to the results we produce in the short amount of time we do.
  - ~ You can request a free assessment of your skills and if you decide to start **a personalized program is created just for you**)
  
- \* Spanish Tuition Centre ([www.spanishtuitioncentre.co.uk](http://www.spanishtuitioncentre.co.uk))
  - ~ The website will not tell you much right now, but I know they have amazing materials and instructors.



## Chapter 6

### “Some Final Comments”

Mastering Spanish can be simple if you know exactly what you want and what you have to do to achieve that.

**Knowing how badly you want something can be crucial to determine what resources you allocate to it.** In the end, like everything in life, it all boils down to time and money.

Sometimes we have one of them, not both, but knowing what we want and the resources we have to achieve our goals can help us set realistic expectations and avoid frustrations in the long run.

**If you have plenty of time but no financial resources you will definitely need to be patient.** Know that it is NOT impossible to learn the language, but it may take years even to go beyond a basic stage. I wish I could tell you otherwise. My suggestion: try to find anyone to help you, if it is a teacher way better, otherwise, any native Spanish speaker willing to give you a hand. Also, use the Internet to try to find quality resources but systematic work and progression will definitely not be on your side.

If you are somewhat serious about learning Spanish and willing to do some trial and error and can invest a little bit in your learning, both time and money, but cannot afford a teacher yet, it would be good to try one of the online programs available on the market. Do your research, you will find good ones AND bad ones as well. You will need to see what works for you. And **be realistic, interacting with a computer is not the same as talking to a person.** If you can find someone to practice, don't miss the opportunity!

If you are serious about mastering Spanish and have some time to devote to your studies and can afford it, a teacher is definitely the best bet for you. With a personalized and systematic program in place, you should see results almost immediately.

Make sure the teacher has a conversational approach rather than doing grammar almost exclusively. And last but not least, make sure it is a certified teacher. Just being a native speaker of any language does not mean that that person is qualified to teach. You need a professional, not an amateur trying to make a quick buck due to the currency exchange.



[Has an accountant written this Special Report?]

I am aware of the fact that this report may sound as if it was written by an accountant rather than by a teacher, but this is something that no one ever mentions and yet, it is a crucial point to consider. As a teacher, it causes me a great deal of pain and sadness to see lots of frustrated learners who have spent years of hard work trying to learn on their own to save a few bucks here and there, only to realize decades later that it was all in vain\_ and having to spend money later anyways.

The main purpose of this special report is to help anyone trying to learn Spanish to open their eyes to this fact often ignored and make an informed decision, so no matter what they choose, they are realistic about what to expect down the line.

I would love to hear from you. If you have any comments or questions, please do not hesitate to contact me via any of these channels:

[www.esaudio.net](http://www.esaudio.net)

[www.learnspanishliveonline.com](http://www.learnspanishliveonline.com)

<http://www.facebook.com/jumpstartyourspanish>

Wishing you the best!

Happy Spanish Learning

A handwritten signature in black ink, reading "Julio Foppoli". The signature is written in a cursive style and is enclosed within a hand-drawn rectangular box.