



**Marc Slater – CEO, EReflect**

# The Power of Vocabulary Context

How to have the instantly recognizable  
vocabulary of someone who is powerful,  
respected, successful, and smart



## Why This Short 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 research about vocabulary building. These little-known facts 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 the information in this report:

- 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 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.

## How Successful People Communicate

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 authority. 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 ten years, we’ve helped more than 100,000 people improve their vocabulary. 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 had left school at age 12, 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 your course. I was wondering: Do you have anything more advanced?"

Now, I know for a fact that if someone knows that many words, 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 reading or hearing words in real context.**

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



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

You don't learn words by reading their synonyms...

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

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

## More Hard Scientific Evidence that the Most Effective Way to Learn New Words Is By Reading them In Context

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

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 context”
- 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”
- Researcher Stuart Webb (2008) found that reading words in context improved vocabulary learning significantly.
- Krauss (2002) studied 43 vocabulary students and found their results jumped from 65% to 93% when studying words in context.



## 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 seeing words in context. 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 through context. This is why people who are exposed to language with powerful words learn them effortlessly and automatically... While people who are not exposed to these texts 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 powerful vocabulary words in context.**

**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 expose yourself to more powerful words in context.

Here are a few methods that you can use right away:



### **Method One – Read outside your comfort zone**

A great way to find lots of powerful words in context is to read more difficult material. Try reading some advanced business textbooks, academic material, or professional journals.

### **Method Two – Attend academic or business conventions where lots of power communicators are speaking.**

Conferences and conventions are often full of top notch communicators. Listening to the presentations at these events is a great way to be exposed to lots of powerful communication.

### **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.

## Is There a More Efficient Way?

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 read huge numbers of complicated books. And attending seminars is also a huge commitment.

Further, doing this is not very efficient. This because typically only about 5% of what you read or hear is actually teaching you new vocabulary words.

## A Revolutionary New Vocabulary Tool

But now, let's talk about something truly exciting. Imagine having a vocabulary tool that could instantly access a massive database of 520 million words in real context.

Now imagine that you could take any list of words, and the tool could instantly draw on the 520-million-word database to produce dozens of high quality examples of the word in context to supercharge your vocabulary building. So, in 5 minutes of learning you could be exposed to more high quality vocabulary examples than you usually would in months of reading.

And imagine further that you could choose which types of texts you wanted your examples to come from. For academic learning you could choose academic texts, for casual learning you could choose magazines or even spoken word. So you would always get the exact level of language you need for your learning. Sounds like a dream doesn't it? Well because of what we have developed for Vocab1, it's now a dream come true.



## Stay Tuned for More

In the next few days we'll be revealing the amazing technology we have created for Vocab1. A breakthrough which is the most significant development in vocabulary building since the advent of the dictionary.

We have worked with leading universities linguists to create the first vocabulary software program that leverages a "corpus" (a massive language database) to create complete vocabulary immersion and hyper-accelerated learning.

With Vocab1 you will be able to get the same immersion and contextual learning for a word in 5 minutes, that previously would have taken you months of reading.

## 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 reading words in context.**
- You can use these secrets to your advantage by reading outside your comfort zone, and tracking down and listening to power communicators talk.
- **In the next few days, we'll be revealing how the amazing technology in Vocab1 allows you to get the same immersion and contextual learning for a word in 5 minutes, that previously would have taken you months of reading.**

That's it for now. Talk soon and keep Learning,

A handwritten signature in brown ink, appearing to read "Marc Slater", with a horizontal line underneath it. The signature is surrounded by a faint, circular, golden-brown glow.

Marc Slater

Director – eReflect Learning Solutions