HOW TO BUILD YOUR VOCABULARY

1000% FASTER

The proven techniques that accelerate your language acquisition
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WELCOME

Congratulations on downloading this free report on how to rapidly build vocabulary and welcome to a community that wants to learn a language – but do it the smart way!

Language is our passion, a force for good in so many ways, so we like to support language learners in their quest to learn or teach a language.

PROVEN OR GUESSWORK?

What we share in this download is completely researched and proven...but so often overlooked. The truth is there is a lot of noise out there; a lot of marketing and a lot of guesswork regarding what are the best ways to learn a language.

However, you don’t need to guess any more, as we will share with you substantive research which clearly shows us what works – and what doesn’t.

Everything we share with you in this report, is borne out by our experiences and rigorous research.

YOU CAN PROVE IT TO YOURSELF!

Towards the back of this report, we conduct a little, fun test, which you can try.

By going through the process yourself, you will better understand how and why it works.

Then you just need to apply what you have learned and you’ll have the full force of research and smart thinking working for you.
FINDING THE RIGHT APPROACH IS CRITICAL

If you are reading this...there is a good chance you have already tried different language resources and have been left feeling disappointed. Finding the best way to learn a foreign language is the right thing to do - but it’s not easy. Perhaps you haven’t made a purchase yet but are bewildered and confused by the choices available.

There is a lot to be confused about! There are CDs, talking toys, talking books, text books, audio programs, DVDs, phrasebooks, vocabulary lists, grammar drills, software, magnetic readers and much, much more. The education and edutainment markets are colossal multi-billion $ industries – and they have a vested interested in keeping it that way. Moreover, they have the resources and skills to mount very slick marketing campaigns – all with the single aim of getting you to part with your cash and buy their product.

THE INCONVENIENT TRUTH

The truth is that all of these language products cannot be equally effective. Indeed, research shows that many famous products hardly work at all. You can avoid the costly error of purchasing a dud by continuing to read this report.

"Parents spend millions of dollars every year on classes, computer programs, and toys, all of which promise to help children learn a second language. But many of their best efforts (and investments) end in disappointment."

- The Bilingual Edge, 2007, Kendall King & Alison Mackey

VOCABULARY IS THE BEDROCK OF LANGUAGE

The bedrock of learning a language is vocabulary. Without it your ability to communicate is limited to pointing and hand gestures (and we can even get the meanings of those wrong!) So investing a little time in finding the best way to build vocabulary is worth its weight in gold...so let’s do that.

SUCCESS OR FAILURE DEPENDS ON THIS - HAVING THE RIGHT TOOLS

Learning a foreign language depends much more on the tools you use than your innate “language ability”. Use the wrong tools and you start believing that you don’t have the necessary talent to learn a language (when you absolutely do).

Conversely, use the right tools and systems and your natural language ability will shine.

HOW IMPORTANT IS YOUR METHOD OF LEARNING?

Think of a golfer trying to play golf with a cricket bat. Or a tennis player trying to play tennis with a football. With the wrong tools the innate skills of the player are completely nullified. That’s how important the right tools are for you in learning a language. You have innate ability (I am presuming here that you are fluent in at least one language!). We, therefore, need to equip you with the right way to learn and the right resources.
Building vocabulary, in particular, has always seemed to be an ordeal for many learners. Long lists of words...trying to somehow memorize them...but your mind starts swimming with all the information and you start to tire.... then you test yourself and find that the new information just won’t stick... so you repeat the process. You become more tired and before long, your mind starts to shut down. You feel deflated, demotivated and just plain exhausted. So much effort and so little reward.

Rote learning from lists is still the No 1 method for learning vocabulary and, believe it or not, it is also the absolute worst. Put simply our brains are not computers into which we can pour random data. And even if we do manage to cram it in through attrition, it sits in the short term memory and will soon be forgotten.

Dr. H. Douglas Brown in his classic language acquisition book *Principles of Language Learning and Teaching* states that if you learn through lists you are likely to suffer from *Systematic Forgetting* – a scary thought which roughly means “in one ear and out the other”. Drawing on extensive research he summarizes as follows:

“In a meaningful process like second language learning, mindless repetition, imitation and other rote practices in the language classroom have no place. Too many languages are filled with rote and practice that centres on surface forms. Most cognitive psychologists agree that the frequency of stimuli and the number of times spent practicing a form are not highly important in learning an item.”


Having eliminated the number 1 method for building vocabulary as a system that “has no place” in language learning, the question remains - what should we use?
1. MAKE IT MEANINGFUL — PUT WORDS INTO CONTEXT

I was struck by the news of a young man who is fluent in 11 languages. There is a lovely piece on him on the BBC where he does in fact speak in all 11 languages. It is significant that he said only one thing about what makes it easier for him to learn new languages and I wrote it down word for word. He stated:

“The easiest way to learn is from context. I remember what I see or hear more easily than words written in a list”

There are strong scientific reasons for this phenomenon. Rote learning involves the mental storage of information that is random and unconnected with other bits of information. Its insular nature means it is unlikely to be retained – a bit like someone asking you to remember a random telephone number while they dial it. You hold on to the information to complete the task in hand. Within minutes, however, the information starts to slip away like grains of sand through your fingers.

Meaningful learning, on the other hand means connecting new information with information that is already known. This creates what is called a cognitive structure – in essence the new information is “hooked” in by the known information. And the more hooks there are, the more “anchored” the new information becomes.

Dr. H. Douglas Brown

Dr Brown again draws his conclusion from extensive research:

“What is important is meaningfulness. It appears that contextualized, appropriate, meaningful communication in the second language seems to be: THE BEST POSSIBLE PRACTICE THE LEARNER OF A SECOND LANGUAGE COULD ENGAGE IN.”


Context is a process that hooks the new vocabulary into your mind and on its own will dramatically improve your word retention. But there is something else too.
2. DISCOVERY LEARNING

I am pretty sure that none of us had parents who, when we were very young, gave us lists of words to learn by next week. What generally happened is that we would point at something that we wanted to know the name of, such as a dog, and our parents said “Dog” and we repeated “Dog”. This form of learning is called Discovery Learning and it is the natural way we built our vocabulary when we were small and the way our brains are hot wired to learn vocabulary.

Discovery Learning is essentially learning what we want to know, when we want to know it. It creates a “Ah ha!” moment or a “Eureka!” moment. In essence, when we discover something of importance to us, at that moment, our brains become hugely receptive - like sponges...and because it is deemed important the information is valued and locked into the long term memory.

We have all felt it, perhaps when trying to crack a crossword problem or trying to recall someone’s name and it’s extremely powerful. But how can we harness it?

THE DIFFICULTY WITH DISCOVERY LEARNING

The power of Discovery Learning is widely accepted as being a strong contributor to the way we learned our first language. The problem is in replicating Discovery Learning for the learner in a classroom setting. How do you create a scenario where the learner feels an urge to learn useful foreign vocabulary – and then, by chance, discovers it?

It has proven difficult – but we will share how it can be done.
A MIND EXPERIMENT FOR YOU

Here are 20 obscure English words all beginning with A or B. If I ask you to learn them – you probably won’t (what’s your motivation?). And if you tried to, you’ll probably struggle to retain the meaning of all these words for long. As research has proven...random lists of unconnected information works against the grain of the way our brains work.

HOWEVER, turn over the page where a PRIZE AWAITS YOU!

Acrasia: ill-regulated; ill-tempered
Adimpleate: to fill up
Aeipathy: continued passion; an unyielding disease
Affuage: right to cut wood in a forest for family fire
Agonarch: judge of a contest or activity
Alabandical: barbarous; stupefied from drink
Albedineity: whiteness
Alogotrophy: excessive nutrition of part of body resulting in deformity
Amandation: act of sending away or dismissing
Antipelargy: mutual kindness; love and care of children for their parents
Amarulence: bitterness; spite
Aporrhoea: a bodily emanation; an effluvium
Archiloquy: first part of a speech
Aretaloger: braggart; one who boasts about his own accomplishments
Ascoliasm: boys' game of beating each other with gloves or leather while hopping
Assectation: act of following after something else
Autexousious: exercising or possessing free will
Auturgy: self-action; independent activity
Brabeum: reward or prize
Bromography: a treatise on food
A PRIZE OF HONOUR AND RECOGNITION OF YOU, IF YOU CAN DO THIS!

Indulge me and imagine that you need to quickly find a word which means “a judge of a contest” … and if you do, you will win an important game! Take a second to build that scenario in your mind.

What is the word which means “a judge of a contest” to win the game? Are you feeling the urge to know?

You can find it in the list on the previous page. Go and find it and then come back here!

If you played along with our little game and looked for it – you will have experienced Discovery Learning (as opposed to learning by rote). You wanted information – because you were being rewarded to find it – and then you found it. Ah ha! Discovery Learning.

Now turn overleaf.
PUTTING IN CONTEXT

Now imagine that having discovered your new word, agonarch, you immediately use it and put it in a sentence. These provide the hooks to hold this new word in your long term memory. So let’s say we created this sentence:

“We desperately need to find an agonarch for our baking contest.”

Now say it out loud.

If you played along, you’ll remember agonarch means judge of a contest. If you didn’t then probably not - because you haven’t used these two powerful drivers of vocabulary building.

WHY DOES THIS WORK?

Without getting too scientific, this methodology simulates the same system we used to learn our first language.

We want to find a word to be able to express ourselves.

We discover it.

We use it in context.

This is the way our brains our built to retain words. Any wonder then that it’s the most effective?
These blog articles are useful pointers with regards to resources and the best ways to learn a language:

Best way to learn a language

Finding the best MFL resources

What the language industry doesn’t want you to know

My top 3 language resources

Teachers case studies on best MFL resources
THE KLOO® APPROACH

LEARNING 1000% FASTER

COMBINING THE TWO MOST POWERFUL METHODS OF VOCABULARY BUILDING

When you use the power of Discovery Learning coupled with placing words in context and then wrap the whole experience inside a game, strange things happen.

*Picking up words becomes automatic and almost effortless.*

A Spanish Teacher completing a Case Study for the impact of KLOO in her classroom wrote this:

“After playing two or three times with the same deck students have almost magically learned all the vocabulary, not only to write and read each word correctly but also to pronounce it right.”

- Veronica Fernandez Sobejano, Spanish Teacher, Independent Case Study

KLOO BLENDS METHODS TO BUILD VOCABULARY

**As far as we know, we are the only system that incorporates contextual learning combined with Discovery Learning.**

KLOO was built by myself (an award winning games designer) out of frustration with how slowly my own children were learning new words in Italian. All of the language resources I had bought for them were completely ineffective and they didn’t enjoy them anyway.

To build the game I looked at the underlying principles of language learning and then embedded them into a game. At first we played with just scraps of paper around the kitchen table, but already I could sense that something powerful was happening. They were learning fast, making sentences and having fun!

Those scraps of paper have become KLOO. Players will learn how to make sentences in foreign sentences in seconds and discover the meanings of words as they play. The results often astonish those who play. In a game, players will typically learn 15 - 30 words - without working or studying. And often it’s not until they play again that they realise they have effortlessly picked up vocabulary and know how to immediately make sentences with them.
HOW EFFECTIVE IS IT?

In a single game of 25 minutes a typical player (child or adult), will learn 15 – 30 words without ever feeling they are studying or working. It comes naturally. Many teachers will tell you how challenging it is to motivate some students to learn 20 words by next week or even next month through usual vocabulary building techniques.

RESEARCH: MILTON AND MEARA

This performance gap is reinforced by Milton and Meara’s Research which shows the average accumulation of vocabulary by British children from 5 years to their GCSE exams (typically at 15 / 16 years old). It shows that by the time of the exam vocabulary is on average 850 words. It is a mainly uniform progression of 170 words a year or 15 words a month. On the basis that a typical child has 60 hours of lessons a year, children are learning at the rate of 3 words an hour. It is quite normal for children (and adults) to learn 15 - 25 words in a half hour game of KLOO.

Watch this short video to see how.

Players of KLOO learn 30 words an hour, 1000% faster. In just six hours, players can learn what the average teenage student learns in a year.

THE LEARNING BEGINS AS SOON AS YOU START

Very soon players are whizzing around the game board, able to make thousands of possible sentences, speaking out loud, learning words and having fun! For many language learners KLOO is not just a game - it’s a game changer.

To see how easy (super easy) it is to make sentences watch this video here or below.
KLOO® uses the proven principles of language learning and embedded them in a game system. These principles of language learning are independently corroborated by language experts. As discussed, it means you can learn how to speak Spanish, French or Italian just by playing. There is no need to work, write or study leaving you to have fun while learning fast.

- The best way to learn a language is through **DISCOVERY LEARNING**. This is the natural way we learned our first language. Discovery Learning involves discovering what you want to know, when you want to know it. Some scientists call this the “Aha! Moment” or “Eureka Moment”. This is how our brains are hot-wired to learn a language.

- **CONTEXT** is crucial. By putting words into context you give your new vocabulary meaning. Meaningfulness is a central plank for getting words into your **LONG TERM MEMORY**. The best technique for learning words is to seek the meaning of a word and then use it in a sentence. Using it straight away helps to lock it in.

- **FUN** is a hugely important factor but often overlooked. Many people give up learning a language because it becomes a chore. However, if you enjoy it, you do it more. The more you do it, the more you learn. KLOO® is definitely **FUN**.

- **REAL PEOPLE** means speaking out loud with real people as opposed to learning from screens or audio devices. We learned our first language by talking with other people and all research shows this is the best way. Speaking with others will massively reduce your learning time.

- **GENERATIVE** means learning to use words as building blocks to make sentences rather than by rote. If you learn how to use words in sentences you rapidly build up the number of ways you can express yourself. With just one deck of KLOO® you can make nearly 3 million sentences.

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<th>PHRASE BOOKS</th>
<th>FOREIGN BOOKS</th>
<th>LANGUAGE TOYS</th>
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LEARN FAST – HAVE FUN!

Canadian Teenagers learning French, Canada

Hult International Business School Students learning Spanish, London Pub
LEARN FAST – HAVE FUN!

US Navy personnel learning Spanish, in Spain

Adult tutor group learning French, England
LEARN FAST – HAVE FUN!

Trafalgar Primary School, Richmond, London

An award winning game enjoyed by families