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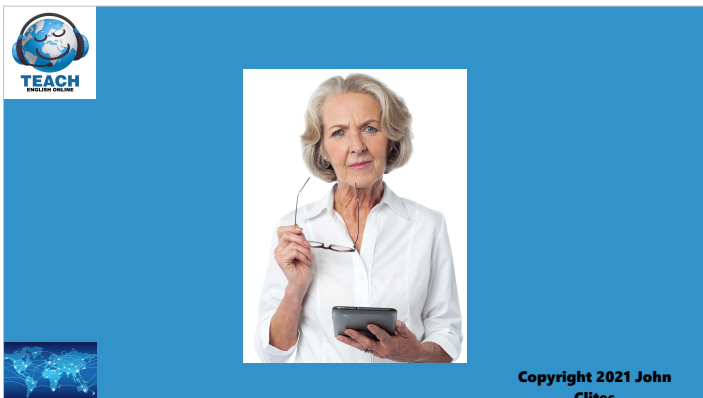
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## Are you a native English speaker?



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## Why do people fail?



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## They never really get started



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## They let tech scare them



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## They don't choose a niche



**"If you don't know where you are going, you'll end up someplace else."**

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## They WON'T market themselves



- **No plan**
- **No execution**
- **No persistence**

**It's just a matter of finding those people who want what you can provide.**

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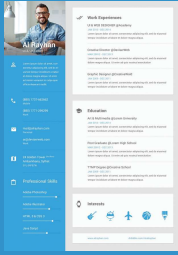
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## They WON'T market themselves



- No plan
- No execution
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**It's just a matter of finding those people who want what you can provide.**

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**How many people are studying English?**

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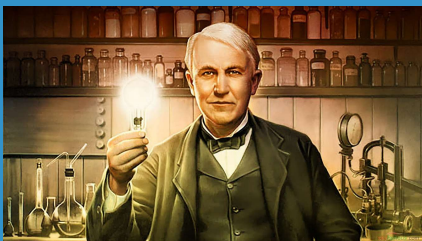
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## Just be persistent



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## Fear of that first lesson



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## What do students really want?



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## What students really want

- **To improve their accents**
- **To speak with greater fluency**
- **To improve their listening comprehension**
- **To speak more like a native (idioms, vocab.)**
- **To improve grammar**
- **To write better**

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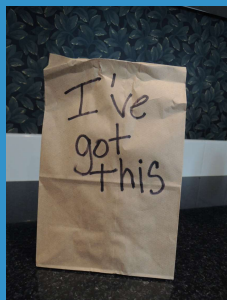
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**It gets easier!**



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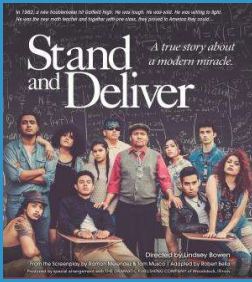
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## To-do task



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