



FREE 4-PART VIDEO SERIES

How to Double the Books You Read in 2020

Video #1 – Why You Don't Read More Books

Hey! I'm Brandon Vogt, author of eight books and founder of ClaritasU. Thanks for checking out this free video series on reading more books.

I think you'd agree with me that, when it comes to reading, everybody wishes they could read *more*. I've yet to meet someone who says, "You know, I really wish I could read *fewer* books this year. I just read way too much. I'm getting tired of all the life-changing insights and exciting stories I uncover."

Nobody says that, right? You'll never meet someone on their death bed who says, "You know, my biggest regret in life was that I read too many books."

Everybody wishes they read *more* books, not fewer. That's because we know books have extraordinary power. Books take us to new places, introduce new people, and spread new ideas. At their best, they expand our perspective and change our lives.

We all know this. Yet the sad fact is, nevertheless, most of us read far fewer books than we should. A recent poll from the National Endowment for the Arts found that roughly half of American adults (47%) failed to read a single book for

pleasure in the previous 12 months. That's crazy! They also found the fraction of non-book-readers in America has nearly *tripled* over the last forty years.

The average adult finished around ten books last year, which means most of us struggle to squeeze out just one book per month.

Why is that? Why do we struggle to read more books?

Recently, I emailed my friends and online followers, asking: "What are the biggest challenges you face as a reader?" Hundreds of responses poured in, but by far, the two most common responses were:

1. "I just don't have enough time" and
2. "I just can't focus when I read, and therefore I forget most of what I read."

I used to struggle with these same two challenges. In fact, when I finished high school, I graduated having only finished one book — John Irving's *A Prayer for Owen Meany*. Why I finished that book but not others, I have no idea. I'm still embarrassed by that fact. My teachers definitely assigned me many books, I just never responded. I didn't read the books because I didn't have the time or find them interesting.

Yet something clicked in college. A friend encouraged me to read books I actually liked—which to me, was a new idea—and that led me to finish a handful of books. The more I read, the better I became at reading. Soon I found myself juggling multiple books at a time. Stacks mounted as I finished several books each month. I even started reading books *about how to read books*, searching out ways to read better and smarter so I could finish even more.

In the past ten years since graduating college, I've read at a level I never thought possible. If you told my high school self that I would finish 108 books in one year, or that I would average 75 books per year every year since college, I would have

scoffed. But the truth is after learning a handful of special tips and strategies, my reading went through the roof.

Now, look at your own life. Imagine if you doubled the number of books you read this coming year. Whether that means jumping from 1 to 2 or from 15 to 30, imagine how reading several more books would change your life.

Even better, imagine if you actually remembered what you read. Imagine confidently discussing a book with friends, even years after finishing it, or citing powerful quotes on the fly in your conversations and writing.

The exciting news is that you can do that. You can develop the skills to read more books.

In the next two videos, we're going to focus on those two big problems that keep you from reading more books. You'll learn the best tips and strategies used by the world's greatest readers to overcome those hurdles.

In the next video, Video #2, we'll focus on the time problem. Even if you're super busy, with thin margins in your life, you'll learn how to pop out several books per month. I'll share that video with you in a couple days.

But before then, I want you to scroll down below this video and leave a comment. Tell us in the comment box: **What are the biggest challenges *you* struggle with as a reader?**

Thanks again and I'll see you in the next video!