



FREE 4-PART VIDEO SERIES

How to Double the Books You Read in 2020

Video #2 – How to Make More Time for Reading

Welcome back to this free video series! We learned in the first video that about half of American adults failed to read a single book for pleasure in the past year.

That's astounding. But if you asked them why, most of them would probably say, "I just can't find the time." We're all so busy. With work and family, meetings and practices and all sorts of responsibilities, it's just hard to find time to read, right?

But know this: the *best* readers in the world, those who read over a hundred books per year, are typically just as busy as everyone else. They have just as many commitments and their schedule is just as full. The difference, though, is that they've mastered the art of squeezing books into their busy schedule.

Here are a couple ways they do it. **First, always have a book.** When I started carrying a book with me everywhere I went, my reading doubled almost overnight. Why? Because our days are packed with opportunities to read a few short pages. For example, we spend hours each day eating, waiting in lines, cleaning, riding around town, exercising. All those can be perfect times for reading, so long as you have a book!

Let me get a little more specific. First, read during meals. Many people hate eating by themselves, or going into restaurants alone, but those mealtimes can be really good reading opportunities. If you devote only a few meals each week to reading—maybe two breakfasts and two lunches—you’ll knock out several extra books per year, guaranteed.

Second, read in waiting rooms. We all visit the doctor’s office, dentist, or clinic, and most of us spend a long time in the waiting room. Next time you’re there, don’t be that person who has to grab a wrinkled, out-of-date magazine from the table, just because there’s nothing better around. Bring your own book. After all, would you rather waste your time on an old tabloid or a good book that might change your life?

Finally, read on the go. If you’re on an airplane, bus, train, Uber, or any sort of commute, these are golden opportunities. Why? Because they offer uninterrupted, undistracted time to read. So bring your book and knock out several pages.

Now, this doesn’t mean you always have to carry a *physical* book wherever you go. You can carry a Kindle or even books on your phone, whether eBooks or audiobooks. Pull out your device and, within a couple seconds, hop back into your latest book.

I especially like audiobooks for this. I’m not in the car all that much—maybe thirty minutes a day total. But last year, I finished around 10 entire books, just while in my car! If the only change you make is to start listening to audiobooks while driving, that shift alone will double your reading.

So that’s the first tip from the world’s top readers—always have a book. The best readers never find themselves without quick access to a book, and that’s how they take advantage of all those small opportunities during the day, which add up. Keep a paperback book in your car or purse, get a Kindle loaded with eBooks, and setup your phone to stream audiobooks in your car. By keeping a variety of formats you’ll ensure you’ll never be stuck without a book.

Here's a second powerful strategy that all great readers use: challenge yourself.

This is big. The best readers don't necessarily have more time to read than anyone else, but they *maximize* the little time they do have. They do this by challenging themselves each time they sit down to read.

Probably the simplest challenge is to read a certain number of pages each session, or each day. The average American reads 250 words per minute, and the average book happens to be around 250 words per page. That means, on average, you'll finish about one page per minute of your typical book. So, if you commit to just 30 minutes of reading per day **you'll conquer around 30 pages per day**. And that's enough to breeze through a new book each week! You can definitely do that. Don't be intimidated by reading 50 books in a year. Just focus on 30 minutes per day. That's it!

(By the way, the Bible, perhaps the most daunting book in Western literature, contains about 775,000 words. That means if you read the Bible for just 30 minutes per day, at a typical reading rate, you'll get through the entire thing in a year—three times over!)

Another way to challenge yourself is to commit to finishing a set number of pages in each sitting. I have trouble sitting and reading for long periods, but in most cases, I push myself to finish at least 20 pages per sitting. That's usually doable. Or if I'm reading in bed, I try to finish the current chapter before going to sleep.

This sort of challenge gives you a definitive end, some goal to shoot for, as well as a way to track your progress ("I'm halfway done with this session!") or a finish line to push toward ("Just two more pages!").

These challenges are even easier when you're reading on a Kindle, or using the Kindle app. It provides several markers to track your progress. For example, it calculates your actual reading rate and uses that to estimate how many hours and minutes you have left in the current chapter, or in the book as a whole. So as you're reading, you can instantly determine your goal. Audiobooks typically do

the same thing, telling you how many minutes you've completed and how many are left, both in the chapter and the book. You can use this data to push yourself on to the finish line.

So those are two **powerful** tips to find more time to read, and to maximize the little time you do have. Just to recap: always have a book, wherever you go, and then challenge yourself during each reading session to hit a particular goal. If you master those two strategies, you'll start reading many, many more books.

Now, there are so many more tips I wish we had time to cover, to help you read more books in less time, but in the next video, I'm going to teach you how to overcome that second common obstacle people have, the problem of not being able to focus, and therefore forgetting what you read.

Your focus is directly tied to how many books you read. Think about it: the more you can focus, you more books you'll conquer, and the more you'll remember.

So, I'll send *that* video to you in a few days, but in the meantime, I want you to scroll down below this video and leave a comment. I want to know: **What are some ways *you* can squeeze more reading time into your day?**

Tell us in the comment box below. Thanks again and I'll see you in the next video!