



FREE 4-PART VIDEO SERIES

How to Double the Books You Read in 2020

Video #3 – The Secrets of Deep Reading

Zombie reading.

That's what I call it. And I'm guessing you've experienced it. It works like this:

You're reading a book, trying to get into it. But over time, your mind drifts and your eyes droop. You start losing focus, until after a while something snaps you back to attention. When you refocus on the page, you realize you have no idea what you just read. For the last several minutes your eyes mindlessly rolled over the words but your attention was long gone.

That's zombie reading. You know what I'm talking about, right? It's really common, but it's also really problematic because it dramatically slows down your reading and keeps you from absorbing what you read.

So how can we defeat zombie reading? Great readers do two things.

First, they **mark up their books**. Now I know, many of us recoil from writing in books. Our parents and teachers discouraged it—and often punished it. Little kids destroy books by scribbling pictures and ripping out pages. But as we mature into

adults, writing in books becomes the sign of a healthy reader, not a rebellious one.

Good readers underline important passages. They draw boxes around key terms and jot down questions in the margins.

When you write in your books, you become an *active* reader. You're more attentive and engaged. You better understand what you're reading, and thus become *more likely to remember it*.

Marking up books also leads you to read good sentences or paragraphs twice, once when you discover them and a second time while marking them up. This keeps you doubly alert to the book's content.

So if you want to conquer "zombie reading," the first step is to mark up your books, either with a pencil or using an e-reader. I wish I had time to cover all the best ways to mark up your book, but we'll have to save that for now.

Another way to beat "zombie reading" is to **vary the format of your reading**. I used to not like eBooks or audiobooks. I thought they were poor substitutes for *real* reading, by which I meant print books.

But I've had a total change of heart. Besides the convenience of digital books, and the fact that they typically cost less than print, they also offer a *different* reading experience. Switching back and forth between print and digital creates a nice rhythm. After spending a long day staring at a computer screen, I like to pick up a paperback book at night. But if I sense myself drifting into "zombie reading", I switch gears and jump onto my e-reader or turn on an audiobook.

I personally find it difficult to sit down for three straight hours and read a print book. But I can easily spend one hour reading a paperback, another hour in the car listening to an audiobook, and then a final hour, at the end of the day, using my Kindle. It's much easier to stay focused and remember what I read.

Let me share one final tip, and it's one that all great readers know: **vary the depth of your reading**. Francis Bacon said, "Some books are to be tasted, others to be swallowed, and some are to be chewed and digested." His point was that not all books deserve to read at the same level of depth. Some books we skim, like a jet-skier sailing across the surface. Others we browse, casually dipping in. But then some books we dive into, shooting down like a deep-sea diver.

Many factors determine how deep we should go into a particular book. One is our familiarity with the genre or topic. If we're a novice, we probably can't or shouldn't dive too deep, but if we're more experienced, we have the necessary tools for deep exploration. Another factor is the quality of the content. Maybe we *could* go deep, but the content doesn't deserve it. Maybe it's disorganized or poorly written. Whatever the case, by varying our depth, we keep our reading muscles fresh.

Whatever the case, by varying our reading depth with different books, we keep our reading muscles fresh and help our minds stay focused. And by the way, don't think that each book has only one level of depth. Great readers approach each **part** of a book differently—some chapters they skim, some they browse, and others they focus deeply. So vary the depth of your reading *within* books, as well as among them.

Well, it's been really fantastic sharing these free videos with you. I know tons of people have gotten a lot out of them. Many people have left comments about how they've watched these videos and are *already* reading more books than they ever have before. But there is still tons more to share!

In a couple days, I'm going to send you another video revealing a new video course I've created. It's called the "Read More Books Now" course and I'm so excited about it. I actually started it around five years ago, but over the past couple months I've totally revamped it, re-filmed all the videos, and added a bunch of other cool stuff to help you read more books.

The course includes ten powerful videos—over 100 minutes of HD content. It builds on these free videos but takes you even further, and gives you tons more strategies and tactics. I just couldn't cover everything in these short videos but in the complete course, you'll learn all of the best techniques to boost your reading and remember what you've read.

Dr. Peter Kreeft, professor of Philosophy at Boston College and author of over 80 books, said this about the "Read More Books Now" course: "I've taught college philosophy for over 40 years. This excellent course, if taken to heart, will do more for your education than 99% of the courses in school that you ever took."

So if you liked these free videos, but you want me to personally help you become a **master** reader, be sure to watch the next video, which will explain how you can sign up for the "Read More Books Now" course. I'll send that video in a couple days.

But until then, scroll down below this video and leave a comment. I want to know: **What's the biggest distraction you face while reading?** What makes your mind drift away? What prevents you from staying focused?

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