

A  
Fred Pryor  
Exclusive!

An Outstanding One-Day Seminar

# Speed Reading

with Evelyn Wood Reading Dynamics® 

Read Faster. Remember More.

## Enroll Today!



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Fred Pryor Seminars  
P.O. Box 219468  
Kansas City, MO  
64121-9468

Double, even triple, your reading rate. Even if you consider yourself a slow reader, the time-tested Evelyn Wood method will work for you!

- ▶ **Discover separate, unique strategies** for reading news articles, reports and technical material. Even books and Ebooks can be read effortlessly in one sitting!
- ▶ **Deepen your understanding of whatever you read** — your comprehension will actually increase with your reading speed!
- ▶ **Enhance your ability to listen, learn, study, research and write** — using the same powerful techniques to process printed, digital and verbal information.
- ▶ **Learn how to take rapid, abbreviated notes** at meetings and presentations. You'll still be able to recall the smallest details months (even years!) later.
- ▶ **Best of all, spend less time reading and absorbing** information and more time acting on it — you'll see an incredible leap in your day-to-day productivity.



Express Enrollment!

[events.pryor.com](http://events.pryor.com)

This course qualifies for CPE credits.  
See details on page 7.

 FRED PRYOR SEMINARS

## The program of choice for leaders in every field.

Today's most respected leaders have taken advantage of the powerful benefits of Evelyn Wood Reading Dynamics®. U.S. presidents, cabinet members, heads of state, legislators, Fortune 500 executives and CEOs, judges, scientists — graduates of this program are found at the top of every field. You, too, will benefit greatly from the remarkable results of this renowned program. You will learn not only how to multiply your reading speed but also how to feed more information into your brain, absorb it as fast as you can think and retain it.

This extraordinary program is coming to your area soon. Enroll today! It's easy to register online at [www.pryor.com](http://www.pryor.com) or by phone, by fax or mail — do it now!

## Speed Reading

with Evelyn Wood  
Reading Dynamics® 

# Reading:

## A constant frustration or a secret of success?

Every day, all day long, you're faced with information overload. Facts, data and other information come at you from every direction — from the newspaper that lands on your doorstep to the emails, reports, memos and other correspondence that land on your desk and in your mailbox. It's an endless stream of material to read, understand, remember and act upon.

Whether you thrive — or barely survive — hinges on your proficiency in processing so much information. If you're like most people, you simply don't have more time to devote to catching up on your reading. Put Evelyn Wood's world-famous, time-tested techniques to work for you, and you'll be reading faster right away ... with greater comprehension and retention than you've ever experienced!

## Speed Reading

Now, this highly acclaimed program is available in a fast-paced, one-day seminar format. In just one day, you'll learn how to:

- ▶ Dramatically improve your ability to remember and recall what you've read — without taking laborious notes, rereading or continually referring back to the material.
- ▶ Read at incredible speeds — double, or even triple, your present reading rate.
- ▶ Increase your comprehension of what you read — really understand the ideas, information and data.
- ▶ Take notes, prepare reports and presentations and write documents with amazing speed and clarity.
- ▶ Develop different, specialized techniques for reading newspapers, correspondence, books, technical data, financial items — virtually any kind of reading material you might encounter.

# 14 Solid Reasons to Invest in This Seminar:

1. Double, even triple, your reading rate! Even if you consider yourself a slow reader, the time-tested Evelyn Wood method will work for you!
2. Discover separate, unique strategies for reading news articles, reports and technical material. Even books and ebooks can be read effortlessly in one sitting!
3. Deepen your understanding of whatever you read — your comprehension will actually increase with your reading speed!
4. Learn how to take rapid, abbreviated notes at meetings and presentations — you'll still be able to recall the smallest details months (even years!) later.
5. Create "outlines" in your mind, and organize your thoughts more effectively — whether you're reading, watching a video or live stream, listening or writing.
6. Regain pleasure reading time you may have given up years ago — find the time to read novels, periodicals, blogs, websites and news feeds you enjoy.
7. Remember and recall key ideas or detailed information easily.
8. Fine-tune your study and learning skills — you'll be better informed on the latest trends and developments in your field.
9. Improve your concentration; stop the outside distractions — physical, mental and digital — that interfere with effective reading.
10. Cut through inbox clutter. Process reports, invoices, emails, IMs, voicemails and more in a fraction of the time it takes now.
11. Finish reading your daily dose of news, magazines, ezines, blogs — even novels — in one sitting, without sacrificing comprehension.
12. Read entire "word clusters" instantly — instead of using the slow, cumbersome "word-by-word" reading process.
13. Tackle the toughest reading material with ease and confidence — including legal briefs, financial reports and technical documents.
14. Spend less time reading and processing information and more time acting on it — your productivity will soar!

**Enroll Today ▶ [www.pryor.com](http://www.pryor.com)**

**To:** Managers, Executives  
and Professionals

**From:** Evelyn N. Wood, Founder

**RE:** Reading Dynamics® —  
What It Is and How It Works

## **Reading Dynamics® is not an invention — it's a discovery.**

Early in my career, while observing the amazing abilities of natural "speed readers," I wondered ... is it a skill people are born with? Or can it be learned? After 7 years of research and study, I discovered that speed-reading is a skill that can easily be learned. In fact, I taught myself to read several thousand words per minute, and developed a program that has subsequently helped millions of other people learn these powerful techniques.

And you can, too, because this easy-to-follow seminar takes you step-by-step through a time-tested program that will work for you. You'll learn how to break the poor reading habits you learned years ago in school — reading habits that have held you back or slowed your progress.

You'll overcome the impulse to sound out words in your mind and move your eyes across the page in a stop-and-go style. In Reading Dynamics®, you'll learn to soak up entire groups of words, instead of reading one word at a time. And, as you learn to read groups of words at once, you'll find it easier to comprehend and retain the material.

These powerful techniques are more pertinent today than ever before. You'll be prepared to handle information overload with confidence — better informed, more organized and reading with speed, recall and comprehension.

It's no miracle — all you need is a willingness to learn a better way to read. Enroll today in this outstanding one-day program!

# Speed Reading

## Are You a Slow Reader?

If you're still unsure whether this seminar will benefit you, check yourself for the subtle signs and symptoms of slow reading:

- Reading word for word
- Failing to finish newspapers or magazines in one sitting
- Putting off reading because of a lack of time
- Rereading sentences or paragraphs for main ideas or concepts
- Experiencing "mind wandering" and poor concentration while reading
- Using evenings and weekends to catch up on business and professional reading
- Sounding out words silently or orally
- Moving eyes across the page in a "stop-and-go" fashion
- Reading for words, instead of ideas
- Feeling eye and body fatigue after reading sessions

If you experience three or more of these symptoms of slow reading, **this seminar will improve your productivity and efficiency dramatically** and give you a winning edge in your personal and professional development. Enroll today for a learning experience that can change your life!

## Speed Reading

with Evelyn Wood  
Reading Dynamics®

## What You'll Learn

### Evelyn Wood's Four Basic Concepts

These cornerstones will guide you to greater productivity and performance long after the seminar ends. You'll learn how to continually improve your skills through the application of easy-to-understand guidelines.

- ▶ Learn how four basic ideas can eliminate your old reading habits and move you toward highly efficient "visual" reading.
- ▶ Train yourself to read vertically, and eliminate slow, unproductive "line reading."
- ▶ See the big picture in everything you read — you'll understand the form and organization of the material before you read it.
- ▶ Try five quick exercises to help you recognize and accept the "visual impressions" in everything you read, and participate in three innovative self-tests to sharpen your new skills in visual reading.

### Increased Reading Speed

Learn powerful reading concepts that will enable you to read anything with amazing speed. By using these time-tested methods, you'll double — even triple — your current reading rate.

- ▶ Discover how natural speed readers cover material two to three times faster than the average reader.
- ▶ Do you hear yourself read? Find out how this common practice impairs your reading speed and comprehension.
- ▶ Improve your concentration skills and avoid outside distractions that interfere with reading.
- ▶ Gain a vital skill to comprehend what you're reading as you read it — and stop rereading bits and pieces to improve your comprehension.
- ▶ Learn four ways to break in books and publications before you begin to read. You'll increase reading comfort and ease page turning.
- ▶ Practice using your hand as a vital reading tool. You'll learn basic hand motions to help you keep your place and pace.

### Better Memory and Recall

Reading at greater speeds doesn't mean diminished recollection. You'll learn strategies to help you remember and recall specific information, concepts and ideas you've read — without referring to your written material!

- ▶ Find out how to recall information from material you've read — as much or as little as you need.
- ▶ Establish a personal "recall pattern" — a logical process that improves your memory skills tremendously.
- ▶ Discover how to "preview" material and commit it to memory. You'll remember more of what you've read — with less effort.

# with Evelyn Wood Reading Dynamics

## Note-Taking, Study and Listening Skills

Apply Evelyn Wood's reading concepts to improve your performance in other vital areas. Discover how to organize your thoughts and use the same recall skills to process other types of information.

- ▶ Master four ways to take better notes at meetings, seminars and presentations — you'll get all the important information without trying to record every detail.
- ▶ Create the ideal study environment and develop a "mental set" that aids retention of the material.
- ▶ Use the time management "pyramid" to maximize your efforts with all types of reading — from complex, highly technical material to leisure reading.

## Improved Reading Comprehension

Develop a deeper understanding with greater speed, whether you're reading a one-page letter or a lengthy, data-heavy document.

- ▶ Do you really understand what you read? Learn the five levels of reading comprehension, and discover ways to improve your present comprehension level.
- ▶ Utilize 10 simple tips for long-term memory and recall. You'll remember information longer than the average reader.
- ▶ Discover powerful methods for improving your understanding and comprehension while actually increasing your reading speed.

## Report and Presentation Techniques

Use the same techniques to improve your ability to research, prepare, draft and edit even the longest written reports and documents. You'll also learn how to prepare compelling presentations easily, efficiently and effectively.

- ▶ Implement a 6-step procedure that streamlines preparation time for reports, papers, speeches and more.
- ▶ Learn how to use the "Multiple Reading Process" to find and compile sources of information for reports and presentations. You'll be better organized and save time, too.
- ▶ Get dozens of effective hints for writing first drafts and final reports with greater speed and clarity.

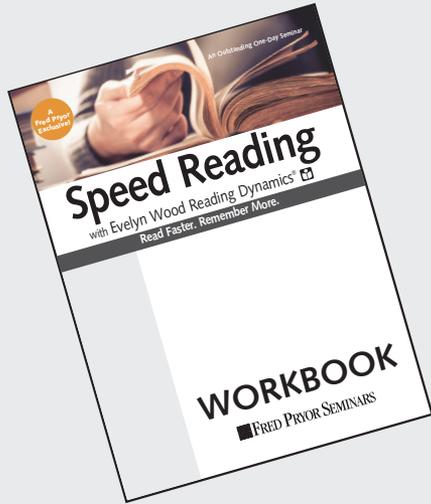
## Tips for Everyday Reading

Take advantage of these practical techniques and get more information, in less time, from the stacks of reading you face every day — newspapers, magazines, trade journals, reports, emails, memos, correspondence and more!

- ▶ Employ proven tips to help you read industry updates and trade-specific websites — you'll increase your enjoyment as well as your speed and comprehension.
- ▶ Zip through your inbox with indispensable reading methods for letters, memos, email and more.

## All of Our Seminars are 100% Satisfaction Guaranteed!

We are confident this seminar will provide you with the techniques to read faster and remember more. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we will arrange for you to attend another one of our seminars or receive a full refund — *hassle-free*.



## A take-home workbook ensures everything you learn goes home with you

As part of your tuition, you'll receive a comprehensive workbook covering everything your trainer will touch on during the day. Packed with checklists, examples and how-tos, your workbook simplifies note taking, freeing you to listen, learn and participate. It also serves as a desktop reference and memory jogger once you're back at the office.

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Reading Dynamics®

# Think About It: Four Sound Reasons to Enroll Today

- ▶ **Notice the Tuition Cost.**  
We believe in quality training at a price that's affordable for you. Speed Reading will pay for itself almost immediately. For maximum results, send your entire team — 5 or more registrants from the same organization can attend the same event at a discounted rate.
- ▶ **Think About Time and Convenience Factors.**  
We ensure you can become a better reader at your convenience — we bring the seminar to your area, saving you the hassle, inconvenience and expense of travel. And, one intensive day is all you need to invest. You'll accomplish everything in this complete, fast-paced program.
- ▶ **Compare Our Experience and Know-How.**  
Fred Pryor's record of customer satisfaction is unsurpassed — more than 30 years in business and over 10 million seminar participants from over 300,000 organizations clearly attest to our ability to deliver what we promise. And, Evelyn Wood's tested and proven Reading Dynamics® program has given hundreds of thousands the visual reading "edge."
- ▶ **Consider the Value of Excellent Reference Materials.**  
At no extra charge, you'll receive a comprehensive workbook that you can refer to and use later to fine-tune and sharpen your new reading skills.

Enroll Today ▶ [www.pryor.com](http://www.pryor.com)

# Registration Information

**Enroll Today!** Hurry, our seats fill *fast*. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

**Quick Confirmation!** To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

## CANCELLATIONS AND SUBSTITUTIONS

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

## PLEASE NOTE

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.  
For seminar age requirements, please visit  
<http://www.pryor.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

## TAX-EXEMPT ORGANIZATIONS

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

## TAX DEDUCTION

If the purpose of attending a Fred Pryor seminar is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C. Reg. 1.162-5. Please consult your tax adviser.

## CONTINUING EDUCATION UNITS (CEUS)

Fred Pryor Seminars offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board. **Questions or concerns should be directed to your professional licensing board or agency.**

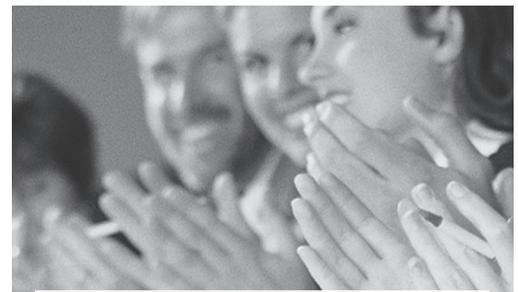
## CONTINUING PROFESSIONAL EDUCATION (CPE)

Fred Pryor Seminars and CareerTrack are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org). Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

## COMPLETION & CONTINUING EDUCATION CERTIFICATES

To obtain a certificate documenting your completion and/or CEU or CPE credits, please visit [www.pryor.com.com/certificate](http://www.pryor.com.com/certificate). Certificates will be available 10 days after your event has ended.

## ONSITE TRAINING SOLUTIONS



### Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees you're serious about their professional growth and achieving critical organizational goals and objectives.

### Choose From Over 150 Courses!

From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting and intriguing!

### Tailor the Training to Meet Your Specific Needs!

We'll help you choose the appropriate courses for your organization and tailor each one to address your specific goals, issues and scheduling concerns.

### Maximize Your Training Budget!

OnSite Training allows you to train work groups, teams and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge and confidence they need to meet tough workplace challenges head-on, realize their full potential and perform at their peak.

For a free consultation, visit us online at [www.pryor.com/onsite](http://www.pryor.com/onsite) or call us at 1-800-944-8503



# Speed Reading

with Evelyn Wood Reading Dynamics® 

- ▶ **Read** even the most complex material at increased speeds — move from the average reader's rate of 250 words per minute to speeds exceeding 1,000 words per minute.
- ▶ **Remember** data, ideas, concepts, information — you'll retain what you've read for months, instead of just days or hours.
- ▶ **Understand** what you read with remarkable depth and clarity — without taking laborious notes, rereading and continually referring back to the material.
- ▶ **Absorb** verbal information — from meetings, webinars, webcasts, videos, presentations and conversations — with exceptional efficiency, and remember and recall accurately what was said or discussed.
- ▶ **Manage** the tidal wave of information you face every day — even financial and legal documents, technical material and digital deluge — without the usual frustration and fatigue.

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To update your contact information, see page 7.

**Your VIP# is WINQ!**

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<input type="checkbox"/>	<b>Yes!</b> I want to read faster and remember more with Evelyn Wood Reading Dynamics! Group discounts available; see page 7 for details.	<b>ID#</b> <b>910596</b>
<b>1</b>	<b>SEMINAR</b> Seminar City: _____ Seminar Date: _____ Event #: _____	
<b>2</b>	<b>YOUR ORGANIZATION</b> Organization: _____ Address: _____ City: _____ St: _____ ZIP: _____ Tele: _____ Fax: _____ Approving Mgr's Name: <input type="checkbox"/> Mr. <input type="checkbox"/> Ms. _____ Job Title: _____ Email Address: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home <input type="checkbox"/> <b>Quick Confirmation</b> Please <input type="checkbox"/> email or <input type="checkbox"/> fax my confirmation to me within 48 hours.	
<b>3</b>	<b>WHO WILL BE ATTENDING</b> <input type="checkbox"/> Mr. <input type="checkbox"/> Ms. _____ Job Title: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home Email Address: _____ <input type="checkbox"/> Mr. <input type="checkbox"/> Ms. _____ Job Title: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home Email Address: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home Please list additional names on a separate sheet.	
<b>4</b>	<b>METHOD OF PAYMENT</b> <b>Important: Send your payment now. Tuition is due before the seminar.</b> Please make checks payable to Fred Pryor Seminars and return form to: P.O. Box 219468, Kansas City, MO 64121-9468. Our federal ID# is 43-1830400 (FEIN). Please add applicable state and local tax to your payment for programs held in Hawaii (4.16%), South Dakota (6.5%) and West Virginia (6%). <b>Please check one of the following:</b> 1. <input type="checkbox"/> Registration fee enclosed. Check # _____ Amount \$ _____ 2. <input type="checkbox"/> Our Purchase Order is attached. P.O. # _____ 3. <input type="checkbox"/> Bill my organization. Attention: _____ 4. <input type="checkbox"/> Charge to: <input type="checkbox"/> AmEx <input type="checkbox"/> Discover <input type="checkbox"/> MC <input type="checkbox"/> Visa Exp. Date: _____ Acct. #: _____ Card Holder's Name: _____ Tax-Exempt #: _____ Please attach a copy of your Tax-Exempt Certificate for payment processing.	

Note: If you've already registered by phone, by fax or online, please do not return this form.

**REGISTRATION FORM – Speed Reading**