

An Outstanding One-Day Seminar

A
Fred Pryor
Exclusive!

Speed Reading

with Evelyn Wood
Reading Dynamics® 

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



**Attend This Celebrated,
World-Famous Reading
Program and Increase
Your Speed and
Comprehension.**

Enroll Today!

www.pryor.com
or **1-800-556-2998**

 **FRED PRYOR SEMINARS**

Discover separate, unique strategies for reading newspapers, magazines, reports, and technical material. Even entire books 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 written 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.



Reading:

A key frustration ... or a secret of success

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 dramatic and quick 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 and absorb it as fast as you can think.

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

Every day, all day long, you're faced with the result of the "information explosion." Newspapers, periodicals, books, reports, correspondence, computer printouts — an endless stream of information to read, understand, remember, and act upon.

Whether you thrive or barely survive hinges on your proficiency in processing mountains of written material. You can attempt to increase the time you invest in reading ... or you can learn Evelyn Wood's world-famous, time-tested techniques that will enable you to read not only much faster but with greater comprehension and understanding than ever before.

Read Faster, Remember More

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 long, laborious notes, slow 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 understanding 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, or financial items — virtually every kind of reading material you may encounter.

Speed Reading

with Evelyn Wood
Reading Dynamics® 

14 Solid Reasons to Invest in This Seminar:

1. Double, even triple, your reading rate! Even if you consider yourself a hopelessly “slow reader,” the time-tested Evelyn Wood method will work for you!
2. Learn separate, unique strategies to quickly read newspapers, magazines, reports, technical material — even entire books 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 reading, listening, or writing.
6. Regain “pleasure reading” time you may have given up years ago — find the time to read the novels and periodicals you want to read.
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, and stop “mind-wandering” and outside distractions that interfere with effective reading.
10. Cut through in-box clutter. Process reports, correspondence, memos, “FYI” notes, and more in a fraction of the time it now takes.
11. Finish newspapers, magazines — 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, computer printouts, and technical documents.
14. 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.

Enroll Today!

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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 ... was it a skill that 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 meaning of what you’re reading.

These powerful techniques are more pertinent today than ever before. You’ll be prepared to face the information challenge of the millennium 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!

What You'll Learn

In Just One Day - 9:00 a.m. to 4:00 p.m.

Companies that have attended Fred Pryor Seminars:

AT&T Communications
Aetna Life & Casualty
American Cancer Society
American Express
American Honda
American Hospital Association
Amoco Oil Company
Anheuser-Busch
Bausch & Lomb
Blue Cross & Blue Shield
Burger King Corporation
Citibank
Dow Chemical
DuPont
Eastman Kodak
Federal Express
Ford Motor Company
Hallmark Cards
IBM
J.C. Penney Company
Marriott Corporation
Merrill Lynch
Pizza Hut, Inc.
Polaroid Corporation
Ralston Purina
State of California
U.S. Air Force
U.S. Department of Labor
U.S. Department
of Transportation
Wal-Mart
Wang Laboratories
Xerox
Yellow Freight
Zenith Insurance Company

Evelyn Wood's 4 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 4 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.”
- Learn how to see the “big picture” in everything you read — you’ll understand the form and organization of the material before you read it.
- Try 5 quick exercises that help you recognize and accept the “visual impressions” in everything you read, and participate in 3 innovative self-tests to sharpen your new skills in visual reading.

Increase Your 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.

- The speed reading discovery: how natural “speed readers” cover material 2 to 3 times faster than the average reader.
- Do you “hear yourself read”? Find out how this common practice impairs your reading speed and comprehension.
- How to improve your concentration skills and avoid outside distractions that interfere with reading.
- Learn a vital skill to comprehend what you’re reading as you read it — and stop rereading bits and pieces to improve your comprehension.
- 4 ways to “break in” books and publications before you begin to read. You’ll increase reading comfort and ease page turning.
- How to use your hand as a vital reading tool. You’ll learn basic hand motions that help you keep your place and pace.

Develop Better Memory and Recall

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

- Learn ways to recall information from material you’ve read — as much or as little as you need to.

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- Utilize 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.

Note-Taking, Study, and Listening Skills

You’ll learn how to 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.

- 4 ways to take better notes at meetings, seminars, and presentations — you’ll get all the important information without trying to record every detail.
- How to create the ideal study environment and develop a “mental set” that aids retention of the material to be studied.
- Use the time management “pyramid” to maximize your efforts in all types of reading — from complex material to reading for entertainment.

Improve Reading Comprehension

You’ll learn how to develop a deeper understanding with greater speed, whether you’re reading a one-page letter or a complex technical document.

- Do you really understand what you read? Learn the 5 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 that improve 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.

- Take advantage of 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.
- Use dozens of effective hints to write 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, memos, correspondence, and more!

- Employ proven tips to help you read periodicals — you’ll increase your enjoyment, as well as your speed and comprehension.
- Practice indispensable reading methods for letters and correspondence and zip through your in-box.

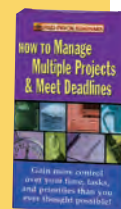
Speed Reading

with Evelyn Wood

Reading Dynamics® 

Popular Time Management Tools!

How to Manage Multiple Projects & Meet Deadlines



Gain more control over your time, tasks, and priorities than you ever thought possible

- 3-volume video set and workbook #10512V **\$199.95**
- DVD and workbook #10511KDVD **\$199.95**
- 6 audio CDs and workbook #10511CD **\$89.95**



Taking Control of Your Workday

Training to help you get organized, once and for all

- 3-volume video set and workbook #20534 **\$199.95**
- 4 audio CDs #10249CD **\$89.95**

How to Organize Your Life & Get Rid of Clutter



What is clutter costing you?

- 4 audio CDs #10238CD **\$89.95**

Get a jump-start on learning the skills you'll need today in order to succeed tomorrow. Order Now!

Enroll Today!

 Call
1-800-556-2998

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913-967-8842

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www.pryor.com

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

Speed Reading

with Evelyn Wood
Reading Dynamics® 

Think About It:

5 Sound Reasons to Enroll Today

■ **Notice the Tuition Cost.**

We believe in quality training at a price that's affordable for you. *Read Faster, Remember More* will pay for itself almost immediately. For maximum results, send your entire team.

■ **Think About Time and Convenience Factors.**

We ensure that 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 5 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.

■ **All of Our Seminars are 100% Satisfaction Guaranteed!**

We are confident that this seminar will provide you with the ability to quickly read and absorb the critical information you need to know. 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*.

Enroll Today! www.pryor.com ■ 1-800-556-2998

Are You a "Slow Reader"?

If you're still unsure whether this workshop 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 lack of concentration while reading
- Using evenings and weekends to "catch up" on business and professional reading
- "Sounding out" words silently or orally
- Moving eyes across page in a "stop-and-go" fashion
- Reading for words, instead of ideas
- Feeling eye and body fatigue after longer reading sessions

If you experience 3 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!



On-Site Training Solutions

Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees that 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!

On-Site 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
or call us at **1-800-944-8503** today!

Registration Information

Enroll Today! Hurry, our seats fill *fast*. Guarantee your enrollment and pay your enrollment fee today! A confirmation will be e-mailed, faxed, or mailed to you once your registration is completed. Please make your preference known at time of registration. **Payment is due before the program.**

Express Seminar Enrollment! Please be sure to provide us with your e-mail address or fax number and check the Express Seminar Enrollment box on the registration form. You will receive your e-mailed or faxed confirmation within 48 hours of our receiving your e-mailed, faxed, or mailed registration form.

Program Schedule

Check-in: 8:30 a.m. – 9:00 a.m.

Program: 9:00 a.m. – 4:00 p.m.

Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program. Your registration fee will be refunded less a cancellation fee. If you need to cancel less than 10 business days prior to the program you may 1) send a substitute from your organization or 2) transfer your registration fee to another program of your choice that is scheduled within 12 months of your original event. Please note that if you don't cancel and don't attend, you are still responsible for payment. Substitutions may be made at any time.

Please note

- We will e-mail, fax, or mail your confirmation to you once your registration is completed.
- You will be notified by e-mail, 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.
- Please, no audio or video recording. See your program leader for audio and video program availability.
- Lunch and parking expenses are not included.
- If using a purchase order, please attach it to a completed registration form and mail it right away.
- You will receive an attractive take-home Certificate of Attendance at the end of the program — great for framing or including in your personnel file.
- Payment is due before 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 to us for payment processing. *Thank you.*

Tax Deduction

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

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, presentations, and conversations — with exceptional efficiency, and remember and recall accurately what was said or discussed.
- **Manage** the stacks of information you face every day — even financial and legal documents, technical material, and thick periodicals — without the usual frustration and fatigue.

Enroll Today!

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 Fax
913-967-8842

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www.pryor.com

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

YES! I want to "read to succeed" — with greater speed, comprehension, and retention. Enroll me today!




SEMINAR	Seminar City: _____
1	Seminar Date: _____ Event #: _____
YOUR ORGANIZATION	Organization: _____
2	Address: _____
	City: _____ St: _____ ZIP: _____
	Tele: _____ Fax: _____
	Approving Mgr's Name: <input type="checkbox"/> Mr. _____ <input type="checkbox"/> Ms. _____
	Job Title: _____
	E-mail Address: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home
	<input type="checkbox"/> Express Enrollment Please <input type="checkbox"/> e-mail or <input type="checkbox"/> fax my confirmation to me within 48 hours.
WHO WILL BE ATTENDING	<input type="checkbox"/> Mr. _____
3	<input type="checkbox"/> Ms. _____
	Job Title: _____
	E-mail Address: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home
	<input type="checkbox"/> Mr. _____
	<input type="checkbox"/> Ms. _____
	Job Title: _____
	E-mail Address: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home

Please list additional names on a separate sheet.

METHOD OF PAYMENT	Important: Send your payment now. Tuition is due before the seminar. Please make checks payable and return this form to: Fred Pryor Seminars, P.O. Box 219468, Kansas City, MO 64121-9468. Our federal ID# is 43-1830400 (FEIN).
4	Please check one of the following:
	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: _____
	Card Holder's Name: _____
	Acct. No: _____
	Tax-Exempt #: _____
	<i>Please attach a copy of your Tax-Exempt Certificate for payment processing.</i>

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

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REGISTRATION FORM — Speed Reading