

Welcome to PhotoReading where Speed, Comprehension, and Enjoyment are just the beginning...

PhotoReading's unique way to process and understand large volumes of information quickly and efficiently -without speed reading-wins praise from people wanting to get on top of information.

"Thinking at 25,000 words per minute" wrote City Business

"Evelyn Wood wouldn't do it this way" wrote Boston Globe

"A breakthrough method using your subconscious" wrote Success Mag.

"A shovel for the mountain of paper" wrote The Business Journal

"Right-brain reading lifts info overload" wrote Calgary Herald

If you want to:

- read more easily with better understanding
- **improve your memory and sharpen concentration**
- increase your productivity
- **Invent whole new perspectives and approaches in life**
- propel yourself to new levels of personal performance
- **enhance your intuition and develop your true potential**
- create more time in your day
- **catapult yourself into a bright future**
- Get through information at least three times faster!

Then follow along with me carefully...

Hello. My name is Pete Bissonette, president of Learning Strategies Corporation. I am fortunate, because I know how to do something that may cause you to salivate. I can

consume vast amounts of printed information with the same ease as drinking water. And, if you are willing, I can easily teach you.

Portions of what you are about to read will probably seem beyond belief. Let me assure you it is all true. And, if it is true for someone, then maybe it can be true for you. I just ask that you humor me and read this entire letter that begins on the next page if for no other reason than to see what the commotion is about

An effective, no-nonsense way to create more time, money, & respect

Be honest. You don't have time to do everything you want... especially reading. But, if a regular guy like me can get through a couple hundred books in a year and have time for other pursuits, then you can, too.

Dear friend,

"What if you could go through a book as fast as you could turn the pages?" my friend Paul Scheele asked me. I immediately thought of all those books I had never read, and I got excited. I told him if that were true, it was time for a career change.

Now years later, over 200,000 people have learned the remarkable "PhotoReading whole mind system" through the book, self-study course, or live seminar. It is taught in a dozen languages in cities around the world.

People learn PhotoReading, because they know life can be better than it is.

When you hear the stories about PhotoReading, you may say "No, that is not possible." I just ask that while you read this letter, you hold open the possibility that it might be true.

After all, knowledge from reading is power to earn more, be respected by your peers, and form deeper bonds with those people important to you.

"A breakthrough with the subconscious mind" reports Success Magazine

Your conscious mind can handle seven pieces of information at a time, while your subconscious mind can handle a staggering 20,000 pieces of information. That's the difference between regular reading and PhotoReading. We don't like using the word "subconscious" because it seems mysterious. We take the mystery out of the subconscious, and we help you expand the capabilities of your "whole" mind. Can you imagine the power your whole mind can bring to reading?

Better grades, sharper thinking, increased productivity

- The teacher wrote "A+, Brenda, your writing style improved dramatically overnight. What did you do?" She PhotoRead a selection of books and wrote her term paper. Apparently, her mind assimilated the writing styles of the authors, which helped transform her own writing style.
- A group of computer programmers at American Express PhotoRead a 35-page highly technical report in minutes. The next day they covered the important facts in record time. Normally, it would have required hours of reading (which few ever did) and a lengthy meeting.
- While cross-examining an expert witness, an attorney's intuition told him to challenge the witness's pivotal point. His questioning caused the witness to recant his testimony. All the information the attorney needed and used was in a text he had quickly PhotoRead at a page per second the night before.
- Everyone in the office of a firm in New Zealand spent a few minutes PhotoReading time management books. Within a month they measured a significant improvement in productivity.

Do you see how PhotoReading is much more than a reading improvement program?

The secrets of PhotoReading...

PhotoReading exposes printed materials to the brain at phenomenal rates, a page per second—all beyond the conscious mind's processing capability, but within the capabilities of the subconscious. Now, reread that sentence to make sure you got it. It is a wild concept. We actually teach you to "mentally photograph" the printed page at 25,000 words per minute. (Remember, you promised to keep an open mind.)

Paul Scheele is an international expert in human performance. His acclaimed work has led to a breakthrough in reading that is easy for anyone to apply. As a matter of fact, as a beginning PhotoReader you will absolutely be able to process and understand any printed material three times faster than you can right now—that's where you will start out!

PhotoReading requires a willingness to explore something different. One of the reasons people in emerging countries such as Hungary and Mexico have embraced PhotoReading is they realize they have to do something different to catch up with other countries. You may be getting by, but to thrive in this new millennium with the deluge of information, you absolutely will have to do something different, otherwise you will be passed by. Think of where you would be today if you had not opened up to the personal computer.

PhotoReading balances a series of reading techniques proven in university studies with the breakthrough technique of "mentally photographing" printed pages. That combination allows you to use the best of your current reading skills, coupled with the best of PhotoReading, to handle your reading needs immediately.

And you can use PhotoReading on all types of material and on all subjects from gardening to geophysics, philosophy to calculus, computer manuals to the morning newspaper.

PhotoReading does not give you a photographic memory nor instant recall of everything. It simply makes printed material faster to process and easier to use.

(How are you doing? Are you a little skeptical? The Minnesota Department of Education was extremely skeptical when they reviewed PhotoReading during the process of licensing us as a Private School in 1986. Know that PhotoReading is based in fact, not fantasy. When President Kennedy announced that man would be on the moon by the end of the decade, many thought he fantasized. They didn't know what space scientists knew; if they had, they would have believed in the goal from the beginning. Similarly, if you knew what cognitive scientists know, you would enroll in a PhotoReading class this instant.)

Learn PhotoReading in a few hours

If you buy the self-study course, you will PhotoRead a dictionary, think of any word, and know where it is on the page—on the first tape!

The live weekend class enjoys a 96% success rate, which means virtually everyone can PhotoRead. All you have to do is decide to do it today.

The 5 Steps of the PhotoReading Whole Mind System

The PhotoReading technique is part of a greater system, called the PhotoReading Whole Mind System, which makes it very **practical for every day use**:

1) The first step of the PhotoReading Whole Mind System is to prepare by stating a clear purpose and getting into an ideal state of mind for reading.

Too many of us read as if our minds only had one gear. Before we start to read, we should be aware of what we want to find out. It also helps if you have entered a state of mind that switches on the whole mind—you will be able to do that with the amazing Tangerine Technique!

2) Then preview the materials so that your brain learns how to sort the information that will soon be absorbed by PhotoReading.

"Time spent in reconnaissance is seldom wasted," my dad remembers this from the navy manuals. It is the same in reading. Using PhotoReading preview techniques, your mind lays down a mental grid onto which the data you PhotoRead flows.

3) Your brain absorbs information through PhotoReading.

PhotoReading literally teaches you to look at a book differently. You enable your whole mind to absorb information as you flip through your reading material at one page per second.

4) Various activation techniques help you process and understand information so that you can use it on a day-to-day basis.

A beginning PhotoReader can get through a book that now takes you 10 hours to read in just three hours. During that 3-hour period you spend only a few minutes PhotoReading. The rest of the time is spent in activation so that you fully understand the material. Using the PhotoReading whole mind system you can absolutely get through material three times faster than you can now. And, that's just the beginning!

5) Rapid reading allows you to build even greater comprehension and understanding from a book.

Now and then you will apply Rapid Reading to your material depending on your purpose and the material's complexity. While this technique comes close to regular reading, the level of comprehension it facilitates surpasses what you could ever get from regular reading.

(Have you noticed how I haven't used the words speed reading? PhotoReading is nothing like speed reading. Instead of requiring you to move your eyeballs faster, PhotoReading enables you to use your brain more effectively.)

Corporate America Is Opening Up To PhotoReading

People from companies such as American Express, Apple Computer, AT&T, Bemis, Bristol Meyers, Cray Research, Digital, El Dupont, Fingerhut, General Mills, Honeywell, IBM, Pillsbury, 3M Company, US Sprint, US West and many, many more have welcomed this way to process the printed page. It is apparent to them that accessing the whole mind through PhotoReading is necessary.

Leading authors rave about PhotoReading

"Leaders today grasp new ideas quickly, read voraciously across many important topics, and need to stay current with the latest advances in their fields. The PhotoReading Whole Mind System shows me how to do it all." **Ken Blanchard, Ph.D. co-author of the eight-million selling "One Minute Manager".**

"If time is money and reading takes time, then I heartedly recommend saving money and time with this brilliant guide. For those of us in the fast lane, the PhotoReading Whole Mind System isn't a luxury, it's a necessity." **Harvey Mackay, author of "Swim with the Sharks" and "Beware of the Naked Man"**

"This is the best book for reading improvement ever written. Finally, one written by someone who truly understands the learning process." **Eric Jensen, author of "The Learning Brain"**

and "Super Teaching"

"By following the PhotoReading Whole Mind System, you can enhance your learning and greatly reduce the time you spend regular reading. You can automatically single out the information you value and mentally highlight those passages you want to savor." **Charlotte Ward, writing in "Simply Live It UP"**

"PhotoReading has helped many, including myself, to blast through materials at rates up to 25,000 words a minute." **Bryan Mattimore, writing in "Success Magazine"**

"It's not just the fact that PhotoReading can transform your life in unexpected ways that excites me. It's also that Paul Scheele's book serves as a model for how to present new ideas well and forge new territory." **Peter Kline, author of "The Everyday Genius"**

"PhotoReading is a gem. It contains powerful tools for excelling in life. I thoroughly recommend it." **David McNally, author of "Even Eagles Need a Push"**

"PhotoReading appears to be a natural step forward in the evolution of human reading skills." **Win Wenger, Ph.D., writing in "The Einstein Factor"**

"PhotoReading is literally eye-opening... The goal: Let your unconscious take a snapshot, imbibing a whole page in a glimpse... It may well be the standard equipment for 21st Century SuperLearners." **Sheila Ostrander and Lynn Schroeder, writing in "SuperLearning 2000"**

"PhotoReading has amazing potential for helping people use more of their brain to accelerate learning." **Paul McKenna, Ph.D., author of "The Hypnotic World of Paul McKenna"**

****Immediate Results you can expect**

- Process and understand any book at least three times faster than you can now.
- Do the same with magazine and journal articles.
- Handle incoming mail swiftly and promptly.
- Make informed decisions with every piece of printed material.
- Be more relaxed and confident when reading.
- More pleasure from pleasure reading.

TV News investigates PhotoReading "Breakthrough or Gimmick"

Television and radio ads blared for days, "PhotoReading: is it a reading breakthrough or just another gimmick."

Emmy-award winning television anchor Gary Rebstock investigated the PhotoReading whole mind system during the ratings sweeps only to be amazed at what he personally learned. He televised an unprecedented 6-minute news report about his positive personal experiences.

Rebstock interviewed Matt Haug. "Matt says it's given him so much confidence that at school he's gone from a C grade average to an A average."

Rebstock also interviewed Dr. Michael Bennett, a professor at the University of Minnesota, who is one of the few scholars in the world with a doctorate in reading. He wrote a top-selling book for the American Management Association called "Efficient Reading for Managers". Bennett got so excited about PhotoReading that he immediately enrolled in a PhotoReading Class.

And here is what Professor Bennett said after he learned PhotoReading...

"PhotoReading combines all the most efficient reading strategies-proven in university studies over many years-with what is now known about the phenomenal perceptive capabilities of the human brain.

It is undoubtedly the best accelerative reading improvement program available today. And, it is presented so that the average person can benefit immediately, and for a lifetime."

Your brainwave activity changes immediately when you PhotoRead allowing greater speed and focus

PhotoReading allows you to process information in a way that is more compatible with the tremendous powers of your brain.

With that said, the true power of PhotoReading does not come from some fancy chart, but from using the system. PhotoRead to build knowledge and you will earn rewards such as more time, money, respect, and confidence.

Discover PhotoReading today

Order the PhotoReading Personal Learning Course. This self-study course gives you the flexibility to learn PhotoReading at home or work. It includes a copy of Paul Scheele's definitive book on PhotoReading. Use PhotoReading to create more time, income, respect, and power for yourself.

Enroll in a PhotoReading seminar. This is the best of all worlds, because it gives you hands on experience under the careful guidance of a trained and certified instructor. You also have free telephone access to coaches for assistance when you finish the class.

The easiest thing to do is take action right this minute. If you don't, something else will grab your attention, and you may never achieve the benefits of PhotoReading. If you are at all intrigued, then order right now.

Your money-back, satisfaction guarantee and free telephone/email coaching make it risk-free and worth trying right now.

As we celebrate nearly 20 years of service, Paul Scheele, the staff of Learning Strategies Corporation, the 70 instructors worldwide, and I invite you to bring the power of PhotoReading into your life. You will be amazed at what you can do.

But only if you order right now.

For your personal best,



Pete Bissonette
President

P.S. - When you commit today to learn PhotoReading through the live seminar or the self-study course, I promise:

- 1) You will experience a practical and interesting course that will affect the way you think about and use information.
- 2) You will greatly improve how you process information immediately.
- 3) You will find the benefits of the course to be worth your investment of time and money.

How others use PhotoReading

A student improved his high school math grade from a D to a B in one semester. He said that PhotoReading math books must have given him ways to do problems better. Another student PhotoRead a variety of books before preparing a theme paper. The teacher wrote on her paper, "A+ Your writing style improved overnight. What did you do?!"

Several musicians have reported uses of PhotoReading music. They find that PhotoReading musical scores a day before first playing the music makes the first run through much easier—as if they have already practiced the piece.

A PhotoReader lost his job after learning PhotoReading. He credits his higher paying, new job to PhotoReading and learning a new industry quickly.

A doctor of psychology from Mexico was asked to present her twenty-page research paper to a conference in California. Because it was written in Spanish, she would have to translate the paper as she spoke. Although she was bi-lingual, she had always found it difficult to speak English from Spanish writing. She PhotoRead the Spanish-English dictionary several times the day and night before her presentation. During her speech, she spoke fluently without any confusion whatsoever. She reported being relaxed and completely comfortable the entire time.

A gardener found it easier to recognize plants after PhotoReading a guide.

A high school English teacher used the PhotoReading whole mind system to prepare for an American literature unit on Hemingway. She PhotoRead all the commentaries on Hemingway's writing, plus all books he wrote including the two the class unit would cover. In addition, she rapid read the two books. She surprised herself as the material activated spontaneously during her lectures. Her knowledge of the subject contained rich examples giving the class depth that surpassed any unit she had ever taught.

An office administrator helped bring PhotoReading into her company so that her department could learn new skills to survive the deluge of information they all faced. Several years later she was recruited by a large company into a prestigious executive position. The salary was many times greater than what she was making as an office administrator. She told her former boss that her career advancement was made possible by the reading and learning skills gained from the PhotoReading whole mind system.

A high school honor student was extremely pressured with tremendous amounts of homework. She was prone to tension headaches and suffered from chronic tension in her back and neck. After learning PhotoReading, she discovered her mind's natural gifts did not have to be forced. Using the PhotoReading whole mind system, she began relaxing her way to success. For example, she finished a difficult reading assignment in social studies, one that normally took two hours, in just fifteen minutes. She maintained her academic status, her headaches went away, and she discovered there is life beyond homework.

An executive said that PhotoReading dozens of books on management principles has improved his job performance. Another received an unusually large pay raise a year after the PhotoReading class—she said she developed such an increased understanding of the industry through PhotoReading that it dramatically improved her productivity.

A minister PhotoRead a section of the Bible before sleeping one evening. He dreamed about a Bible story and how it related to a problem in the life of one of his parishioners. He was able to use his insights to counsel the parishioner.

A businessman was asked to speak at a conference. He was unable to prepare for the presentation in the traditional sense of reading books, taking notes, and writing his speech. He was only able to PhotoRead several books, so he figured he could wing it. To his surprise his presentation flowed with aplomb. He even presented statistics which just popped into his head—apparently provided by his other-than-conscious mind. He received excellent feedback from his audience and later verified every fact with the books.

A computer programmer learned that, by PhotoReading pages of code, he quickly discovers program bugs. Another programmer said his ability to write effective code improves when he PhotoReads pages of code written by other programmers.

A mystery writer PhotoRead dozens of mystery books to assimilate styles, techniques, dialogs, descriptions, etc. Immediately his writing flowed more easily. He began sending the first or second drafts of chapters to his agent instead of his usual fifth or sixth draft.

A postal employee entered zip codes into a computer while in the accelerated learning state. He said he became more relaxed and made fewer mistakes than before.

A PhotoReader needed to jump start his car but could not remember the procedure. He had a "do-it-yourself" manual that he had PhotoRead months before. When he opened the book he instantly turned to the exact page that described the procedure.

A law student gave the PhotoReading whole mind system the ultimate test. During the first semester, she PhotoRead all her assigned readings and used the system as recommended to activate whenever time permitted. She always kept on top of her studies, contributed in class, maintained a relax and confident attitude, and achieved top grades on four-hour essay exams which she completed in just in two hours. During the second semester, she went back to her old reading and study methods to find out what difference PhotoReading made. After just two weeks she called off the experiment declaring that her old study skills created more work, misery, and feelings of overwhelm.

A salesperson from London PhotoRead a selection of books on self-esteem and confidence building, because his sales were low. He noticed an immediate change in his confidence, attitude, and sales.

A graphic artist routinely PhotoRead design books. He said it heightened his creative ability.

A mother PhotoRead her children's homework to better help them with their studies.

A proofreader discovered that, after PhotoReading documents first, she missed fewer mistakes.

A public relations specialist found himself in a toy store after learning to PhotoRead. He said, "I became very playful after learning PhotoReading."

A 13-year-old PhotoRead his mom's college text book hoping to help her with her homework. He immediately understood the problem. His mom then pledged to learn PhotoReading.

An amateur chef found himself creating delicious new recipes after PhotoReading his library of cook books.

A PhotoReader PhotoRead 23 books on Shakespeare over a several week period hoping to build a foundation so that he could appreciate Shakespeare. Then he sat back with a one of Shakespeare's plays. For the first time in his life he understood why so many people have enjoyed Shakespeare's work. He found the play easier to read, fascinating, and enjoyable.

A new homeowner PhotoRead all the home-improvement books he could find. Friends who helped him on his projects were amazed at how much he knew and began calling him for advice.

A high school defensive football coach repeatedly PhotoRead football play books prior to the start of the season. He discovered during game situations he could predict the

opposing team's offensive strategy and respond with the ideal defensive play. His thinking speed and mental alertness were dramatically improved.

A theology graduate school student was referred to PhotoReading by a therapist from his home town. Reading and studying had always been his weaknesses, and school was generally a place of personal turmoil. Although he used PhotoReading faithfully, he was unsure that the system really worked for him. In preparation for his final exam, he used the PhotoReading whole mind system to do all the studying he felt necessary. Since it took much less time than he would normally invest, he doubted he was fully prepared. During the exam, however, he was relaxed, confident, and maintained the "flow" state throughout. When he turned in his test, he felt anxious, not knowing what to expect, and not feeling all that good about what he had done. His exam came back a few days later covered with praises from his instructor. Comments included, "thorough reading and application "excellent," "good summary," and "very insightful." The student was at first stunned. Soon his astonishment turned to pleasure. His new-found skills were with him to stay.

A thirteen year old boy attended the first PhotoReading course in Mexico. Although he has been sighted in only one eye since birth, he applied the skills of PhotoReading eagerly. A month after the course, one of his teachers asked, "Does PhotoReading really work for you?" His response was to hand her his dictionary, which he had PhotoRead several times. He told her, "Give me any word, and I will tell you where the word is positioned on the page." He correctly identified the position of nine out of ten words, to which the teacher responded, "Hmmm, maybe it does work!"

The technical director of the virtual reality department of a supercomputer company PhotoRead all the literature he could find on his industry. Since class, he has become a prolific writer, presenting professional papers to conferences around the country. He receives high professional acclaim from his colleagues.

An electrical engineer at a large power generating utility found himself contributing in a meeting—actually leading the group—on a topic for which he had almost no experience. He was baffled by his obvious expertise. When back in his office, he wondered where his sudden influx of knowledge came from. Then he noticed a stack of trade journals on his shelf that he had recently PhotoRead. Sure enough, the most recent journal contained an in-depth analysis of the meeting's topic.

A single PhotoReader approached a girl at the health club for a date. He said, "PhotoReading opened my eyes to a whole new world of possibilities. All of a sudden approaching people became less stressful, and I can't wait to meet more and more."

A home-brewer PhotoRead a new book on beer-making. That night he dreamed of a new recipe which he later tried. It was his best batch yet.

A PhotoReader forgot someone's name. He PhotoRead the telephone book and the name immediately came to him seconds after PhotoReading the page it was on.

An actress is better able to memorize her lines by PhotoReading the script first. She also says this helps create a better understanding of her characters.

A bookkeeper said her ability to manipulate data in spreadsheets increased significantly. She found it easier to remember the programming commands and to detect errors.

An attorney found himself challenging an expert witness during cross-examination without a clear sense of why he was asking the questions. It became obvious as the expert witness' testimony unraveled. The attorney had PhotoRead books the evening prior, which contained facts contradicting those of the witness. At a conscious level, the attorney did not know the facts. From an other-than-conscious level, his mind had given him the guidance necessary to achieve his goal.

A university professor PhotoRead her office library. One day, when preparing a major paper, her mind spontaneously activated information she needed. She was sitting back in her office chair facing her bookshelf as she closed her eyes. On the backs of her eyelids, she spontaneously imagined that six of the books had red dots on them and were connected by red lines. She quickly opened her eyes, looked at the books she had imagined, and pulled them from the shelves. As she spread them out, she realized her mind had connected the ideal resource information for her paper. Never before had she thought of those six books as having any correlation.

An entrepreneur had difficulty understanding the advice of his legal consultants. He went to a bookstore and PhotoRead several books on the subject. As he was leaving, a flash of insight streaked through his mind, drawing him back to the books. He returned to the shelf of books, intuitively grabbed one, and opened the book automatically to the page that offered a clear explanation of the advice.

A copywriter repeatedly PhotoRead a Thesaurus. His supervisor commended him for a marked improvement in his speed and clarity of writing.

A beginning PhotoReader PhotoRead ten books a day for several weeks. He knew the way to master the system was to do it repeatedly so that the process became second nature. One morning he PhotoRead a book on how quantum physics relates to the brain. That afternoon, during a slow period of a Minnesota Vikings football game, he spontaneously imagined thoughts, ideas, concepts, principles, and theories about physics. Several days later, he told colleagues of his experience, one of whom was a physics expert. After quizzing the PhotoReader, the physics expert said that the PhotoReader, as a lay person, knew a heck of a lot about physics. The PhotoReader had tremendous confidence that, if he went back to the book and activated it, he would easily gain additional knowledge since PhotoReading had given him a solid basis of understanding.

Two friends played tennis for years. One of them took the PhotoReading course and PhotoRead five books on tennis. His game immediately improved so significantly that the other man was stunned. When he discovered how the miraculous improvement occurred, he signed up for the next PhotoReading class. The end result was the same improvement in his own tennis game.

A chemist discovered that PhotoReading his college textbooks helped develop his understanding of charts that in the past presented problems.

Needing to learn French, a businesswoman PhotoRead the English/French dictionary repeatedly for two weeks before attending French classes at the Berlitz school in Brussels. Each night after class, she PhotoRead the course manuals and the dictionary. Within three days, she had advanced to the second book. School administrators told her she was performing two and a half times better than their previous best student.

An office manager said retrieving misfiled files became very easy. "I get into the state for PhotoReading, and the files seem to jump out of the drawer at me."

An insurance salesman didn't have enough time to study for his exams, which have always been difficult for him. He used the PhotoReading whole mind system saying, "The worst that can happen is that I fail and have to retake the class." He passed.

A racquetball player's peripheral awareness increased after learning PhotoReading to the point that she is better able to track her opponent on the court.

An executive reads his email in three minutes, instead of never getting to it.

A certified public accountant was asked to serve on a panel of business professionals discussing raising venture capital. Her hectic schedule left only an afternoon for preparation. She selected several books to PhotoRead and activate. She felt as well prepared as if she had spent several days reading and writing. She presented the information concisely, and it was well received.

An entomology student prepared for an exam by using the PhotoReading whole mind system. He mind mapped his notes and got 100% on the exam. He was surprised.

A successful real estate developer was a true self-made man. He dropped out of school in the tenth grade and never looked back. In his entire life of fifty years, he had read a mere three books. After learning PhotoReading, he reported, "It's just wonderful. I've read a dozen books in the last two weeks, and I'm loving it. The PhotoReading course has been one of the most enjoyable experiences of my life." One of the biggest changes in his life was his self-esteem as a learner. For many years, he never considered himself a person who could learn. Through PhotoReading, he demonstrated he could.

Several PhotoReaders with strong eyeglass prescriptions have reported a shift in their vision impairment. Within a year after learning the steps of PhotoReading, their annual eye exams did not follow the usual course of increasing prescription intensity. In fact, they reported an actual reversal to a lesser prescription. In each case, the optometrists doing the exam claimed such reversals were extremely rare.

A Systems Manager for the United States Air force used PhotoReading to get his degree in Computer Information Systems Management. He took 15 credit hours worth of exams in humanities, social sciences and world religions, with in one week. He had never attended a class in the subject matter he was tested on. In order to graduate he had to pass these tests, so his motivation was high. He PhotoRead 6 books on each topic a couple days before each exam. Not only did he pass and get 15 credit hours, but he got a B plus average on the exams. This score was higher than the average of the students who took the exams

after attending a semester of classes. He is now using PhotoReading to earn a commission as an officer in the US Air Force.

A college senior used PhotoReading to prepare for the final exams. As a senior working to secure a job for after graduation, he dropped his regular studies hoping to get caught up at the minute. He phoned a PhotoReading coach at Learning Strategies Corporation in a panic the night before the exams. After the conversation, he got into a relaxed state and PhotoRead his class materials. He ate dinner, worked out, and went to bed relaxed. The next day he confidently took his exam and passed. PhotoReading put him at ease and allowed him to prepare mentally for the test.

Before giving a presentation on peripheral development to a technical college supervisory management team, an instructor PhotoRead ten background books. She activated the books using synoptic reading strategies. The presentation went so well that the management team invited her to return as the subject matter expert for another presentation.

An average student PhotoRead a novel for a literature exam and scored 100%.

A PhotoReader was giving a radio interview about PhotoReading. She PhotoRead a book by an author who had just been interviewed. The author asked her specific questions about the book and the PhotoReader spoke in great detail precisely answering the questions.

On another radio show, another PhotoReader PhotoRead a book given to him by the host. She asked him a series of specific and obscure questions from the book, which he answered with pinpoint accuracy surprising the host.

On still another radio show, the astounded host exclaimed after hearing the PhotoReader's answer to a question, "You are almost rereading this page. That is page 97 randomly pulled out of the book. That's exactly what it says there." Later in the show he said, "It sounds like I have the author on."

An executive went from being computer illiterate ("I mean, I barely even type!") to a daily user of his machine by PhotoReading computer books, magazines, and manuals. "After about a month of doing this, I suddenly realized that those stupid machines were starting to make sense!"

A CPA attended a continuing education seminar for her profession. Since she arrived early, she had the luxury of reviewing the handout materials before the presentation. Entering the PhotoFocus state she quietly and quickly reviewed the materials. As the day progressed she realized she had a firm grasp of the subject even though she had not previously studied it. She attributes the immediate comprehension of the material to having PhotoRead the handouts.

The president of a family trucking company attended an Executive MBA program at the pace of 14 credit hours a semester. This program was designed for executives and meet on a full day once each week. While most of the participants spent 20 hours a week with the homework, he averaged about seven hours using the PhotoReading whole mind system. He received a 3.8 average.

A male PhotoReader PhotoRead a couple dozen books on women's health issues over several weeks. He did no structured activation. Several months later his sister-in-law had a hysterectomy after a troubled birth. He surprised himself and his family with the depth of knowledge he had on fibroid tumors and endometriosis, the primary cause of the problems.

A student learned PhotoReading even though he doubted it work for him. He repeated "Notice It, Own It, Play with It, and Stay with it" in his mind. Two weeks before a major exam he realized that he had more reading than time. "I simply could not read all this information by using my regular way of reading, and I saw in this a great opportunity to use the PhotoReading whole mind system... Very often I was tempted to go back to my old ways, but I knew that I did not have the time or freedom to do so." He received an A on the exam, and the teacher wrote these comments: great job, very insightful, excellent.

A 17-year old high school student disliked reading. Now she reads more than ever before. "It's turned my life around."

A young man working in a low paying job dropped out of a masters program because he was barely pulling a C-. His family and commitment to the army reserves left little time for studying. He went back to school after learning PhotoReading and finished his masters program six months a head of the schedule set by the school.

Two friends read novels in front of the fireplace during the evenings while on a skiing vacation. The PhotoReader brought five novels; the other just one.

A computer consultant grabbed a book as he dashed out of his office to a client's site. He later realized he grabbed the wrong book—another book had the solution for the client's problem. While waiting for the client, he opened the book to a seemingly random page, but one that held the solution to the problem. "I had PhotoRead this book a month earlier for no reason. It was like my subconscious had grabbed this book deliberately as I rush out of the office."

A mountain bike rider flies down hills faster, because his field of vision opened up. "I trust my inner knowing. I feel so relaxed, and the bike seems to float over bumps."

A new employee attended a meeting on the first day of her job. She had spent a few minutes PhotoReading reports before the meeting and contributed to the conversation as if she had been working there forever. "The meeting was an activation of the materials. I don't know who as more surprised, me or my new co-workers!"

A man in his thirties with a neurological disorder PhotoRead books at the university's medical library hoping to find clues. He later woke from a nap with an unusual dream. He called his doctor who said, "I hadn't considered that. Let me consult a colleague."

Process and understand material three times faster than you do now, with no practice

**PhotoReading works on all reading material from magazines to reports to books, from
light to highly technical**

by Pete Bissonette
President
Learning Strategies Corporation

"PhotoReading" is different from "regular reading" and different from "speed reading." It is more a way to "process" and "understand" information than it is to "read" information. Because PhotoReading uses more of your mind, you can go through information more easily and with greater understanding.

Albert Einstein said we use less than 10% of our brain's capabilities. PhotoReading helps you tap into the other 90%. As a result the average person can "mentally photograph" printed material at rates exceeding 25,000 words a minute. That's going through a book at one flip per second.

While you may view this an outrageous claim, every PhotoReader experiences these speeds in the seminar.

At these speeds you are able to PhotoRead a book in a matter of minutes, not hours. Because this is faster than you can possibly move your eyes across the lines of a page, you are not really reading the material. Rather, you are absorbing information directly into the storage areas of your brain, which leads to greater retention.

When you want to "understand" the PhotoRead information you must "activate" the material through a series of steps. A book that takes 6 hours to regular read will take only a few minutes to PhotoRead but up to 2 hours to activate for the beginning Photo-Reader—that's 1/3 the time of regular reading to get similar comprehension. An expert PhotoReader can activate such books in 20-30 minutes.

In other words, a book that takes you 6 hours to read and fully understand will take less than 2 hours using the PhotoReading whole mind system. "Whole mind" means using more of your mind than what you typically use for regular reading.

Speed reading programs vs. PhotoReading

Speed reading is regular reading hastened up. It's like looking at a picture of a building and studying every single brick. PhotoReading is different. It allows you to take in the entire picture at once—you register the meaning as a building without studying every brick.

Most speed reading programs may help you double, triple or even quadruple your reading speed if you work at it—800 words a minute is usually the maximum.

A beginning PhotoReader can process and understand a book in 1/3 the time it would take them to regular read the book. An expert PhotoReader can do much better.

Using PhotoReading, average readers start off processing a book 3 times faster than they could have regular read it before. That's guaranteed or your money back.

With PhotoReading you receive all the benefits of speed reading without the usual tension and stress, so you can use it every day.

PhotoReading does not replace regular reading

There will be material you choose to regular read—perhaps a letter, newspaper article, cookbook, novel. A natural by-product, however, of using more of your mind to PhotoRead, is that your regular reading speed can double, triple, or quadruple.

Not only will you be able to process and understand information 3 or more times faster than your regular reading speed, your regular reading speed can increase 2 to 3 times.

Learning anything becomes easier with PhotoReading

PhotoReading is about learning from books so that the business person can learn a new industry or a new product and make more money, so that the student can learn a new subject and get Bs and As, so that we can learn to use the home computer or the VCR to get enhance our lives.

PhotoReading more closely resembles the way you learned as a child than how you learned in school. Scientific evidence shows that a preschooler uses more of her mind than an adult. But the adult says, "Show me a preschooler that knows how to calculate gas mileage." We say, "Show me an adult who enthusiastically learns complex concepts such as language, walking, recognizing Mommy and Daddy, counting..."

School focused our minds on very narrow ways of learning and cut us off from our natural abilities to absorb information.

PhotoReading reconnects the link that allows us to learn as easily and effortlessly as we did as preschoolers. It allows us to learn anything with more of our mind.

A Fast Read

Read this carefully. Or read it upside down. It may not matter. Using a "PhotoReading" program created by a Wayzata company, you can blast through thousands of words per minute, flipping a page per second while retaining a surprising amount of information.

By Paul Levy "Star Tribune" Staff Writer
appearing in the "Star Tribune"

"Would you like to be able to PhotoRead 25,000 words per minute?" Paul Scheele's invitation seemed too ludicrous to resist. I've always been a slow reader. Federal budgets get balanced in the time it takes me to read the newspaper. The Twins will have a new outdoor stadium and Minnesota will have a National Hockey league team before I finish the half-dozen books collecting dust on my desk at home. Even my youngest thinks he's a faster reader - and he won't enter kindergarten until fall.

But 25,000 words per minute? "Or more," Scheele said.

Note that Scheele said PhotoRead, not read. Scheele, chairman of Learning Strategies Corp. in Wayzata and author of "The PhotoReading Whole Mind System," has devised an innovative system in which you read with your "other than conscious mind" rather than consciously look at words and interpret their meaning.

PhotoReading is not speed reading, Scheele explained. Your eyes don't move quickly down the page. In fact, your eyes don't move at all. And the book you're reading needn't be rightside up. You can even start from the back and thumb your way toward the beginning.

This is how PhotoReading works: You take a mental photograph of an entire page with one glance. The material is exposed to your subconscious mind.

You allow your subconscious mind to store, digest, decipher - whatever it is that subconscious minds do - the information for at least 20 minutes, but preferably overnight. And then, through activation techniques, you gain the level of comprehension you need.

Sure.

Scheele, who majored in biological sciences and graduated from the University of Minnesota in 1977, claims to have PhotoRead a book given to him by a school teacher at a rate of 68,000 words per minute. Tests showed he'd retained 74 percent of what he'd PhotoRead.

I've heard about guys like Paul Scheele.

15,000 students

"I wrote the book [on PhotoReading] with the intent that anyone could learn to do this," Scheele said. "I didn't know if anyone would."

Somebody has. Since teaming with Pete Bissonette 11 years ago and developing a course in PhotoReading, Scheele's program has been taught to 15,000 readers, and in seven languages. Last year, 20,000 books were sold - in Hungarian, Bissonette said. The company has sold an additional 55,000 books in English.

"If all those others can learn how to PhotoRead, you can do it," instructor Susan Savvas assured me.

Were the others as skeptical as I was? And what's the point? Granted, being able to read 25,000 words per minute would be great if you were a college student cramming for final exams, a lawyer needing to pore over court documents or a high-stakes business person swiftly closing in on a new deal. But what of the average Joe, who reads for pleasure?

"You mean you actually have time to read for pleasure?" Bissonette asked. He then added, "You can read for pleasure this way. And once you begin to PhotoRead, you won't want to read any other way."

No way! I accepted Bissonette's challenge and Scheele's offer to review the tapes, book and course material for free. Besides, the pictures in the book's margins made everything less intimidating. Scheele explained that most of us begin to lose track of our natural ability to absorb information in the first grade. Forget about conventional learning methods, he insisted. Relax.

Who can relax with the prospect of reading 25,000 words per minute?

I had to develop a rhythm to my deep breathing, to assume a relaxed posture, to count to myself. Scheele suggested I balance an imaginary tangerine at the crown of my head.

Relax.

Then I had to ask myself if I was really interested in what I was reading, and what I wanted to get out of the book. I opened the book, reading the table of contents, the first page, any bold print throughout the book, and the final paragraph, as suggested.

Now I was ready to PhotoRead. I opened a book, so that I could see the book's corners and margins, propping the book at a 45-degree angle. I was told to stare at the fold between the two pages. If you stare long enough, blankly enough, an imaginary cone sprouts between the two pages. This is called a "blip" page. If you see this "blip" - and not everybody does - everything else becomes a blur.

It matters little if the words are in focus. Your mind will take a clear photograph, Scheele said.

It was all a blur

Finally, I was ready to PhotoRead. My first book was an abridged dictionary that comes with the course packet. I prepared myself, relaxing as much as two noisy kids will allow, and opened the dictionary.

When Scheele's taped voice gave the signal, I began turning a page per second, staring at this revolving blur like a zombie for three minutes.

That's it? What did I get out of this? Maybe I should have taken the Hungarian version of the course.

The next day, Scheele and Bissonette asked if I remembered seeing the word "canary" in the dictionary. I didn't. Then Scheele asked me to close my eyes, imagining that I was looking at the dictionary and to tell him precisely where I saw the word "canary."

"Near the top of the page," I told him.

Not good enough, he said. Scheele wanted to know which page (left or right), which column and how many words down the page.

I closed my eyes, told him that "canary" was on the right-hand page, left column and five or six words down the page. "Five or six?" he asked. "Concentrate. Tell me exactly." Masking my smirk, I told him there were six words above "canary."

We opened the dictionary and found "canary" on the left column of the right-hand page with six words above it.

Picture perfect again

Dumb luck, I thought. Two other words were also exactly where I envisioned them. Naw. It can't be, I thought.

A week and three tapes later I met with Savvas. I brought a 272-page book, the autobiography of baseball Hall of Famer Buck Leonard, who toiled in the Negro Leagues long before Jackie Robinson broke baseball's color line.

Savvas, who teaches classes of 20, asked me if I knew much about Leonard. I didn't. She then asked why I might be interested in the book. We talked about the changes in society, racial pressures and baseball. Then she asked me to prepare, by relaxing.

Same breathing. Same counting. Same tangerine. This time, I couldn't find that "blip" page, but no matter. I spent six minutes "previewing" the book, looking at the first and last pages, chapter titles and boldfaced words. Then, after a brief pause I began to flip pages - about one per second - for six minutes.

I absorbed absolutely nothing, I was convinced. But Savvas knew otherwise. She asked me to write down the information I hoped to gain from the book. After a 20 minute break, I opened the book again and, for the next six minutes, thumbed through the pages, rapidly reading any words or passages that attracted my attention.

A few minutes later, we did the exercise again. After spending a total of 23 minutes with the book, I knew where Leonard grew up, how his father died when Leonard was 11, that Leonard shoveled trash at a railroad for nine years, that he was thirty when he married, that his teams won nine straight pennants, that he later played in Mexico. I knew the names of his teammates, the towns they played in, that his wife earned \$46 per week as a teacher in North Carolina.

But I didn't know his wife's name.

"That's all right," Savvas said. "You only spent 23 minutes with this book. Can you imagine if you had spent a full hour?"

I became hooked. I went home to listen to more tapes. I tried to relax. I looked for "blip" pages that didn't exist. I resisted flipping through the phone directory.

I can't PhotoRead 25,000 words per minute yet, and I don't know if I ever will. Flipping through pages gets easier, but activating the stored information is still hit or miss. But Scheele seems certain of it.

"Don't try too much," he said. "Just keep practicing and relax. Trust your brain."

Trust my brain?

Time for another imaginary tangerine

Mind over miles of matter

by Lisa Johnson

appearing in "The Bulletin", the newsweekly of the capital of Europe

When accelerated learning specialist Patricia Danielson came to Europe from New England as a tourist, she fancied a tour of French chateaux and vineyards. With basic knowledge of French and virtually none whatsoever of the subject, she strode into a bookshop, picked up 20 books and "PhotoRead" them at a rate of a page a second (25,000 words a minute). When it came to the tour, so informed was she that she was often able to finish the tour guide's sentences.

Anyone suffering from what the Americans call "document shock" - bewilderment and stress at the prospect of piles of unread files, papers, magazines and books, at work and at home - will probably be green with envy at the idea of someone reading and assimilating information so efficiently. Yet Danielson is no wonder woman, merely the co-developer of the PhotoReading course, based on a system created in the mid-Eighties by Paul Scheele of Learning Strategies Corporation, Minnesota.

The PhotoReading Whole Mind System is based on the view that traditional reading techniques exploit only a small percentage - around 10, according to Einstein - of the brain's capacity. At school, we are taught to read in a line from left to right, one word after the other. Speed reading can take your rate up to 3,000 to 8,000 words a minute, but lodges information in the short-term memory only, and often entails fatigue and stress.

These reading methods make use of only the left side of the brain, the conscious, logical side, which can only process around seven pieces of information at a time. Meanwhile, the right side of the brain - the seat of imagination, intuition and artistic activity - is redundant.

PhotoReading increases the potential both of the eye - which needs but a fraction of a second to register everything around it - and of the mind, placing information directly in the unconscious and using the conscious mind to "activate" it. The goal is not so much to read more quickly, as more intelligently; as well as teaching you how to PhotoRead, the course will show you how to "preview", "super read" and "dip" into a text, and how to read synoptically, or dipping into a number of books at once, giving you a broader view of a subject. PhotoReading is aimed at students and professionals with information overload - so no, you won't be able to read War and Peace in a few minutes flat.

One of Scheele's former pupils is Marion Ceysens, a Belgian teacher of psychology and sociology at an Uccle secondary school, who has been running courses on the mind since 1982 and on PhotoReading since 1991. Although PhotoReading has become popular in the States, teachers of the technique are few and far between in Europe: two in Belgium, two in The Netherlands and one in Austria.

There were around 15 people on the course I attended. Vincent, a trainee teacher from Lille, wanted to make more time for himself and his family while at the same time maintaining his level of productivity at work. Philippe, a scientist, hoped to improve his long-term memory, as well as opening up his mind to new areas of knowledge and experience. Francois, a teacher of Kinesiology, wanted to take the stress out of reading and learning. Jean-Pierre, a bookseller, to acquire a more efficient method of book selection.

"Pleasure is the brain's way" say neurologists, and the first thing to learn about PhotoReading is that you have to treat it as a game. Children absorb masses of information without trying, simply out of natural curiosity; it is only at school that learning becomes an obligation, a conscious effort to beat one's neighbor.

Our first task was to read a two-page literary text in 45 seconds, answer a few questions, and then say how we felt. Most of the group admitted to feelings of stress, anxiety, confusion or frustration; the average result was around 20 percent. One person who said he had approached the exercise in a state of utter serenity got 60 percent - which just went to prove Marion's point. With music playing in the background, she encouraged us to feel at ease, to yawn, stretch and help ourselves to drinks and snacks; to change places, relax and have fun, to get rid of notions of "having to" and let go. Attempting the same exercise a second time, people were smiling and chuckling, ready to experiment, skim read, begin at the end, rely on their intuition. And when she invited us to get up and dance to Johnny Clegg before our first real attempt at PhotoReading, no one batted an eyelid.

Yet PhotoReading is not just about having fun. Discipline is required. There are five stages to the system: prepare, preview, PhotoRead, activate and "rapid read". Chanted over and over like mantra, they are now permanently rooted in my mind.

Preparing to PhotoRead is not unlike preparing for a yoga class: you sit comfortably, with your feet on the ground, and breathe regularly, imagining you have a tangerine on the top of your head, slightly to the back. The idea is to attain a state of "relaxed alertness, like a cat watching a mouse". It is also important to establish why you are reading a particular text, whether it be to get a general overview or to pick out particular details or answers to specific problems, and to believe that the information you are about to PhotoRead will a) go in and b)

be accessible. "Surveying" a text - scanning the front and back covers, the table of contents, titles, subtitles and words in bold or italics - will give you an idea of its structure, as well as a list of key or "trigger words" indicating the thrust of its content. A quick "review" of these words will tell you whether you want to bother with the text at all.

The process of PhotoReading isn't really reading at all: instead of bringing individual words into sharp focus, you soften the vision so that the whole (or double) page comes into view, turning the pages at the rate of one a second. You can "mentally photograph" a book in three to five minutes, but are unlikely to be consciously aware of its content when you have finished. The next step is to activate the information you need by asking questions and exploring the areas of the text to which you feel most attracted, super reading the most important parts by scanning down the center of each page, and dipping into the text at appropriate points for details.

Rapid reading - moving your eyes quickly down a text - is advised at the start of the learning process to reassure PhotoReaders that they will not forget what they have read. It is normal to experience confusion at the start, says Marion, but as long as you relax, take your time and believe it will work, you will reap considerable benefits.

Reading between the lines

Feedback from students on Marion Ceysens' four -day course in PhotoReading was overwhelmingly positive. Those who had previously found reading stressful said they already felt more relaxed, whether before, during or after. Others felt they were reading more efficiently, having overcome the notion that to read properly meant having to read everything. Other benefits included improved concentration, broader vision and increased faith in intuition.

A veteran PhotoReader visiting the class confirmed the new recruits' faith in the technique. "Now I spend about forty minutes learning stuff that used to take me three to four hours. I feel confident that what I have learned has sunk in. Coming to the course was an extraordinary piece of luck."

A quick read

by Lynn Keillor
appearing in "CityBusiness"

The average person reads about 212 words per minute, but Wayzata-based Learning Strategies Corp. teaches a way to cruise through books at a clip of 25,000 words a minute.

The company teaches the PhotoReading Whole Mind System, a technique that "goes far beyond speed-reading," said Cheryl Hiltibran, a sales representative and PhotoReading instructor for the company.

The system attempts to tap both the left and right hemispheres of the brain, as well as the "other-than-conscious brain," she said.

PhotoReading could be used to plow through the New York Times fiction best-seller list, but its really more useful for digesting volumes of nonfiction, technical information, Hiltibran said.

It isn't the same as speed-reading, though. "It's relaxed and focused," she said. "It's more reader-centered," emphasizing the individual's reading ability rather than focusing on the style of the writer.

Results vary, since people come into the course with different reading abilities.

But is it for real?

"Some people believe it is simply not possible, yet we have been licensed by the state of Minnesota in order to teach the class," Hiltibran said. "If the state of Minnesota can review the course and say 'yes', we've more than passed the test, in my opinion."

Beyond speed-reading

Wayzata firm lifts reading into the Info Age

By Dave Price
appearing in the "Lakeshore Weekly News"

It's a bit like knowing you have millions in the bank but remembering you left your ATM card at home.

Paul Scheele calls it "document shock" - too many words flooding in and too little time to read them. Knowledge may be power but without a better method to process that wealth of available information, it's just dusty books on a shelf or wasted gigabytes on a computer.

As a college student, Scheele, chairman and founder of Wayzata-based Learning Strategies Corp., took a traditional speed-reading class to help him plow through the mountain of materials he faced in his studies. The course was effective enough, Scheele recalls, but then he heard of a handful of speedreaders who raced through books at rates approaching 25,000 words per minute. He wanted to know how they accomplished that feat and his research led to development of the PhotoReading process, which he has marketed through seminars and the sale of audio tapes and books since 1988.

PhotoReading practitioners concentrate on the patterns created by the white space on a printed page and initially remember the image rather than the actual words. They utilize a

divergent stare - similar to the gaze used to see three-dimensional "magic" pictures - and flip through 15 to 30, sometimes 60 pages per minute, completing an entire book in the time most readers can finish a single chapter.

Once the images are "recorded," the brain sorts through the stored information much like a computer scans a CD-ROM for a particular word or phrase. The mind is an extremely sophisticated machine and not only will retrieve information from the most recent PhotoReading session but groups it with other knowledge, seeking similarities en route to a broader understanding of the subject.

PhotoReading, he said, works as well for pleasure reading as it does for absorbing vast amounts of technical or work-orientated documents. PhotoReaders don't feel as if they merely rushed through a book, taking in only the highlights - the subtleties a writer uses to tell his or her story are retained through the process.

"The training wheels that got established on our brains when we learned to read have never come off," he said. "So most of us read like we learned in the first or second grade, sounding it out one word at a time. Speed-reading was good because it taught people that they could read using word phrases and move their eyes around the page, seeing more of it at one time. "But that was 50 years ago. There has been a heck of a lot of research since then that's found out we have the ability to acquire information in a lot of different ways, and that the brain is able to pick up and use information that you are consciously unable to process."

Scheele purposely avoids using terms such as subconscious or unconscious mind to describe the PhotoReading process. "People don't want to think that we're honking around inside their heads. They just want to know whether it works."

And apparently, it is.

The PhotoReading Whole Mind System has since been translated into six languages and now boasts 15,000 "graduates" worldwide. The firm is licensed through the state as a private vocational school and conducts about five seminars yearly in Wayzata. Trained staff also hold classes elsewhere in the country and abroad. Scheele initially thought much of his clientele would be business executives or perhaps students seeking a way to better process information or simply to shorten the time they spent reading. But most people who take the class, he said, leave "saying that it's much more than a reading class. It's a course about how to use your mind."

Readers Digest

The stack of summertime reading material still languishes on your nightstand. Unread business books and trade magazines are piling up at the office. You now read the dailies on weekends.

Pete Bissonette, president of Learning Strategies Corporation, has a solution: PhotoReading. A "whole mind" information-processing technique, PhotoReading enables readers to scan pages at a rate of 25,000 words per minute while still retaining important

information, says Bissonette, whose Wayzata-based company published a book on the subject.

"PhotoReading isn't about moving your eyes faster," he adds. "It's about using your brain more efficiently." Paul Scheele, chairman and cofounder of Learning Strategies, wrote the book **The PhotoReading Whole Mind System**.

Tapping into techniques that he says have existed for hundreds of years, the neuro-linguistic programming and accelerated-learning expert began offering classes in 1986. Seventy instructors around the globe have schooled 15,000 people in PhotoReading techniques over the past decade, Bissonette claims.

PhotoReading seems to defy easy explanation. "In the purest sense of the word, you're reading material," Bissonette says, "but you're not reading in the way people typically think of reading because you're not getting any conscious recognition of the material at the time."

The information is "activated" later, allowing readers to recall portions of the material they've read. Sounds a bit spooky? Too New Age-ish? "That was my first reaction: Can you really believe this stuff?" says Pat Schuler, a marketing specialist with Computer Associates in Bloomington. In January, Schuler enrolled in a Learning Strategies course on PhotoReading. (The homestudy course runs \$245; the live seminar is \$750. The book costs \$16.95) "I can't tell how or why it works, all I can tell you is that it does work," she says. Schuler uses PhotoReading as to keep up on ever-changing technology news and to digest complex information:

"I'm not a technical person. So having a skill or tool that offered me any hope of improvement was worth the investment in time and money." Ken Wilson, a marketing consultant and an adjunct faculty member at the University of St. Thomas, uses PhotoReading to check out course materials. "I can review a textbook in 10 minutes," he says. He makes use of half a dozen techniques to glean the information he needs from sources. Like any other tool, it can be adapted to fit one's needs, he says. Depending on their focuses, readers can recall themes, facts, and even figures from particular articles or reports. "I get four or five inches deep of magazines and newspapers in a week," Wilson says. "Now instead of taking a whole afternoon, I can go through them in a half an hour or less."

Should you make PhotoReading a priority?

1. Are these benefits of value to you?

If you find yourself saying yes to most of the statements, then now is the time to take action.

Slash wasted time in reading.

Read more in less time.

Take less reading home so that you have more time to do other things which are important for you.

Finish newspapers, magazines and reports in one sitting and still get the information your need.

Stimulate your intellect and fully utilize the abilities of your brain.
 Get the core concept of a magazine article in 90 seconds and the core concepts of a book in 10 to 15 minutes.
 Activate your powerful other-than-conscious mind.
 Become passionate about reading, or at least find it less tedious.
 Curtail subvocalization.
 Get the most advanced human performance technologies of NLP and accelerated learning working for you.
 Improve comprehension and retention.
 Read for meanings and ideas instead of words.
 Sharpen concentration and your ability to focus on the task at hand.
 Increase your ability to remember and utilize facts, principles, details and theories.
 Remember more of what you read, hear, and experience.
 Eliminate stress in reading.
 Manage your daily reading without frustration, fatigue and a sense of hopelessness.
 Develop your intuition.
 Spend more time using information instead of reading it.
 Release the pain and shame of being unable to keep up with reading.
 Study, read and learn in a relaxed, fun and positive way.
 Accept the greater potential within you.
 Respond more effectively to personal and professional challenges.
 Develop flexibility and openness to new ideas.
 Increase creativity and problem solving skills.
 Stay on top of current reading.
 Read books you've purchased but never finished.
 Build confidence in handling printed information from fluff to highly technical.
 Learn to trust your natural abilities.
 Take notes of reading materials, meetings, and lectures so that they are easier to understand, remember, and utilize.
 Control information overload; do not let it control you.
 Open your mind to the greater possibilities.
 Rediscover the joy of reading.
 Enjoy true peace of mind, contentment, and satisfaction which comes from knowing you are on top of your life.

2. Are the benefits worth the time and financial investment?

Only you can determine if all the benefits listed are worth it for you. Obviously thousands of people have discovered that PhotoReading is worth every nickel and every minute of time.

3. Budget your resources

You can cover your tuition or self-study program by credit card here on the website or by check through the mail. If you simply cannot afford it right now, we can work with you on a payment plan. Look into having your company pay for your tuition—the increase in productivity is often cause enough!

4. Plan your schedule

Figure out how you can free your schedule to take the next available PhotoReading class. Or, make time to use the self-study program. Don't forget, to delay means you may never get around to taking it—that's human nature. It also means you will miss out if you don't take it now.

5. Take action now Here are four choices you can exercise now:

Do nothing and miss out.

Contact a PhotoReading coach today.

Enroll in the upcoming class.

Order the PhotoReading Personal Learning Course right here.

The History of PhotoReading

How it works, and what you can specifically expect to get from the program

by Pete Bissonette
President

By definition, PhotoReading is "mentally photographing" the printed page at rates exceeding 25,000 words per minute which is about a flip per second. As you go through the program, you'll settle into a pace that is comfortable for you. Some will be doing two flips per second, and some will be doing just one flip per second. It does not make any difference as long as you are comfortable. Comfort is key throughout the whole PhotoReading program.

As you learn the techniques, if something doesn't sit right with you, make adjustments. We are not teaching you the only way to PhotoRead. We are teaching you a way we have discovered works for most people. If something is not right for you, change it until you are comfortable with it.

It is important to realize from the beginning that the PhotoReading process bypasses the conscious mind and sends the information to storage bins in the other-than-conscious. This means that when you are PhotoReading you will have little or no conscious knowledge of the materials. It is all there some place, but consciously you may not know it. Don't worry, as long as you can "activate" it to the conscious mind so that you can use the information however you use information. We will be soon talking about ways to gain access to the information.

The missing link has only recently been discovered

The concept of "mentally photographing" printed materials has been around since the turn of the century. The problem was that only a small percentage of the population could do

it, and they didn't know how to teach it to any one else. That's where Learning Strategies Corporation came in.

In 1985, at the challenge of IDS/American Express, Paul Scheele, a cofounder of Learning Strategies Corporation, studied people who could do this-input information and then gain access to it. Using his expertise in neuro-linguistic programming-which we'll talk about later-he determined how people could do this and he developed a program to teach everyone to get the same results. In January 1986 the first classes were presented to the public. In March 1986 the first classes were presented in a Fortune 500 company. In May 1986 Learning Strategies Corporation became licensed as a Private Vocational School by the Minnesota Department of Education. The course is now taught around the world and is available through a self-study program.

You have already demonstrated that you can PhotoRead

With PhotoReading we get into the 90% part of the brain that Einstein said we do not tap. He said we do not even use 10 percent of our brain's power. Peter Russell who wrote the Brain Book said, 10 percent? we do not even use one tenth of one percent. So there is a lot of natural, brain power that we do not even use: 90-99%. And that's what we begin to tap into with PhotoReading.

When we teach you to PhotoRead, we don't teach you to do something you don't already know how to do. It is natural. It is not like learning how to hit a baseball with a bat-that takes coordination and practice, and some people just can't do it.

PhotoReading, on the other hand, is natural. You have already proven you can do it because as a child the only way you could have learned your primary language in such a short time was to absorb it...to get your whole brain and your body involved in learning. That's how you learned to walk, and that's how you learned to recognize mommy and daddy.

When you started school you learned a new way of learning: a left brain method of inputting information one word at a time, rehearsing it, and hoping that something gets stored. By the time you reached adolescence, you lost track of that natural ability to absorb information.

In the PhotoReading class we say, "hey, you've got this ability," we point you in the right direction, we give you what amounts to a machete, kind of teach you how to swing it, and say "Go to it." You start swinging away, cutting back overgrowth from years of inactivity, until you have your first experience with PhotoReading. The first book you will PhotoRead is a dictionary, and then you will think of any word and know where it is on the page.

And then the more you use the techniques, the more you swing away, the more the overgrowth will fall away, and the more access you will have to this natural ability to absorb information.

That's not to say that the left brain method of learning is not valuable, because it is. That is how you learn to recognize that squiggly lines on the page are letters, that the letters spell a word, and that the word has meaning. But did you know that it only takes your brain

four milliseconds to pull up the meaning once you see the word. Yet, we waste more than four milliseconds per word just moving our eyes across the page.

We say, use the left brain method of learning to learn the language and then use the more powerful right brain, other-than-conscious, method to process the language.

Your conscious mind is very limited in its capabilities

PhotoReading works because it bypasses the conscious mind. You see, the conscious mind can only handle seven pieces of information at a time-plus or minus two. This is why telephone numbers are seven digits long -that's all you can easily hold in your conscious mind.

This is why we'll get to the bottom of the page and not remember what we just read: the phone is ringing, someone is talking, we're

You can now learn PhotoReading on your own time, at your own pace

This is not just a seminar on tape. Rather, Paul Scheele redeveloped PhotoReading to present it in a way that is ideal for self-study. In just a few afternoons, you will be well on your way to mastering printed information with speeds and comprehensions that may astonish you. A PhotoReading Success Coach will be assigned to you at no charge.

Includes:

- 8 audio tapes with clear instruction (see outline below)
- 1 Memory Supercharger Paraliminal Tape
- 68-page Course Manual
- The PhotoReading Whole Mind System book
- Natural Brilliance book by Paul Scheele
- Pocket Dictionary

Contents of the PhotoReading Personal Learning Course

- **Tape One** gives you vital background material on PhotoReading, as well as a preview of its six steps. You can PhotoRead your first book on Side B of the first tape!
- After looking at the different types of reading on **Tape Two**, the Star of Wonder exercise shows you how the mind blocks learning and how easily we create emotional barriers to success. You also learn about Previewing, Super Reading, and Dipping.
- **Tape Three** gives you the core of PhotoReading: PhotoFocus, maintaining a steady state, page turning, and finishing.

- **Tape Four** guides you in applying the techniques to a book and in learning Activation techniques and Mind Probing.
- **Tape Five** explores the PhotoReading process in greater depth, working with another book, Super Reading, Dipping, and Rapid Reading.
- **Tape Six** introduces you to Mind Mapping, as a valuable tool for PhotoReading, and more Activation techniques, including the use of dreams.
- **Tape Seven** guides you through PhotoReading a book of your choice—this is the best tape of the program!
- By **Tape Eight** you have learned all of the techniques. Now you see how to adapt the PhotoReading philosophy to any written material—business, school, home-improvement, finances, and memory enhancement. You close with a look at goal setting, creating an action plan, and generating new behaviors.

You also receive:

- A **30,000 word dictionary** which you will PhotoRead in minutes to get an amazing effect.
- **Memory Supercharger tape.** This remarkable tape works in powerful concert with the PhotoReading whole mind system to greatly increase your ability to remember what you have read.
- A **68-page course manual** contains a wealth of support material, summaries, and quick reference pages, as well as exercises to show how well you have progressed.
- **Natural Brilliance.** Paul Scheele shows you how to unblock your inborn abilities to learn and release your natural brilliance. You will PhotoRead this book, too, as part of the course, its powerful message will become a natural part of your approach to life and learning.
- **The PhotoReading Whole Mind System book.** You receive Paul Scheele's new Third Edition with the latest information.
- **Free Telephone support with a trained PhotoReading Coach.** No other "reading improvement" company will give you the support available from us. We intend to help

PhotoReading Personal Learning Course \$ 245



Learn all the secrets in the updated Third Edition of Paul Scheele's PhotoReading book

Join over 200,000 people and read Paul R. Scheele's easy-to-read book, **The PhotoReading Whole Mind System**.

Not only will you discover the step-by-step process, but you will learn the origins of PhotoReading in the developer's own words.

Paul Scheele shares dozens of real-life stories from actual PhotoReaders to help you understand how PhotoReading can work in your life. You will finish the book saying, "If my mind is capable of PhotoReading, think what else I'm capable of doing!" (See contents below.)

For maximum benefit, read the book before attending a seminar—the book is included with the **PhotoReading Personal Learning Course**.

The book is a great way to learn about PhotoReading. If you really want to learn PhotoReading, then start right away with the [PhotoReading Personal Learning Course](#).

- 1) You will automatically receive the book with the course.
- 2) The course is the best way to learn PhotoReading on your own. The tapes, course manual, and books are specially designed to lead you through the process of learning and using PhotoReading.
- 3) With the 30-day, money-back, satisfaction guarantee, you have absolutely nothing to lose. If the course is not for you, return it.
- 4) You will receive free email or telephone coaching. We are here to support you.

But, if you cannot afford to buy the course right now, then by all means, order the book. Everything you need to know about PhotoReading is included in the book. Paul Scheele left nothing out.

Contents of the PhotoReading Book

Part One: Increase your Choices

- 1 - The Origins of PhotoReading
- 2 - Old Reading Habits or New Reaching Choices

Part Two: Learn the PhotoReading Whole Mind System

- 3 - Prepare
- 4 - Preview
- 5 - PhotoRead
- 6 - Activate
- 7 - Rapid Read

Part Three: Develop and Integrate Your Skills

- 8 - Make PhotoReading Part of Your Daily Life
- 9 - Share Information Through Group Activation
- 10 - Enrich Your PhotoReading Experience
- 11 - Use Syntopic Reading for Life-Long Exploration
- 12 - Questions and Answers for the Beginning PhotoReader
- 13 - Genius Potential: Discover Your Natural Brilliance
- 14 - The Secret of the PhotoReading Whole Mind System

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PhotoReading WMS Book, 3rd Edition \$ 16.95

<http://www.learningstrategies.com/PhotoReading/Course.html>