

Testimonial 5-Word Eye-Hop

TESTIMONIALS: Xilinx Corp I was a very slow reader and my mind wandered during reading. Now I enjoy reading more than ever. It was good taking the tests during the course to see my improvement. I've learned that if you believe in yourself, you can do it! These skills will allow me to use this extra new time I have for getting other things done. At first I didn't think this would really help, but I am now a true believer. Rick Hilovsky Senior Staff SVG Engineer Xilinx, Inc. Reading Effectiveness went from 75 to 315 I enjoyed reading a lot before the class but did not remember, especially from novels. Now I read much faster than I ever imagined I could and I remember more of what I have read. I enjoy reading more now and am able to get through required reading (Emails, etc.) quicker. This has given me more time to think and perform the strategic part of my job which is really the fun part. Bottom line - this class has increased my enjoyment of work since I can go through reading faster. This in turn gives me more time for other pursuits because I no longer need to take reports, etc. home to read. I can now get it all done at work Patrick Kane University Program Manager Xilinx, Inc. To whom it may concern, Before the SuperReading class, I was not as focused. From time to time I would lose sight of which line I was reading. Using the techniques we learned I have more concentration than ever before. Also, by reminding myself of the Magnetic Questions, it helps me look for those main themes when I read and that helps my comprehension. Kevin Look Engineer Xilinx, Inc. Dear Ron, Most of us can use more time to read and understand information encountered in our daily routines. I particularly needed a lot of help. Hence, I had a high expectation for this course. At first I was a bit disappointed to hear that it was just a speed-reading course. However, after these weeks of learning and practicing, I have benefited greatly from these techniques such as Eye-Hop, Imagery Memorization and Self-affirmation. Thanks. I'm looking forward to further advancement utilizing these techniques. Regards, Jay Liu Senior Applications Engineer Xilinx, Inc. I learned to focus better and have better reading skills that are valuable to me because of the volume of documentation and Email I have to review every day. Karlton Lau Applications Engineer Xilinx, Inc. Reading Effectiveness went from 95 to 444 The skills

learned in this class have helped me focus better when reading. I feel more alert when reading and am gathering more information. Dan Chan Product Applications Manager Xilinx, Inc. Before the class it took me longer to comprehend information. Now my comprehension is increased and I'm doing it faster. By following the basic techniques I can save time in daily work due to faster and easier reading.

Ron, I thank you for giving me these skills. I would like to see where my skills are in a few months from now. Prashanth K. Banuru Manager, Systems Verification Group Xilinx, Inc. Ron, Thanks for all of your help. I've been able to read faster with better comprehension since taking your class. In my job I read a lot of technical documents and I now I look forward to applying these techniques you have taught us. Jason Lawley Applications Manager Xilinx, Inc. This class helped me learn some useful techniques to read effectively. And it makes reading a very fun thing to do, and builds up my confidence level. The good thing is that the skills we learn in this class will continue to improve even after the class. Caroline Chen IC Design Engineer Xilinx, Inc. Before class I read slowly, without a lot of comprehension. I would get done reading a page and not remember what I had read. This class helped me learn to read several words at a time, and to preview before reading. It also helped me learn memory techniques that have helped me with reading comprehension. I am now more confident that I can read faster and retain most of what I read. My favorite part of the class was learning to apply the memory techniques to my reading. I recommend this class to my coworkers with the understanding that you need to devote time to practice daily to get the most out of the class. Barbara Hauger Administrative Assistant Xilinx, Inc. Reading for me was a dull task. I could barely focus for over half an hour. Reading now has a different meaning. Now I know what to look for when I'm reading. My favorite part of the class was the unexpected exercises, the instructor's sense of humor and personality. Time is of an essence, and any method which saves time is critical to my work (and life) performance. I would like others to understand that practice is everything. Kamal Koraitem Applications Manager Xilinx, Inc. I hardly used to read for pleasure. Now I don't hesitate starting a novel and I am able to finish it while focusing on the content quite well. I'm sure the Eye-Hops made the difference. When it's about speed, the

Mind Map is great for comprehension, but requires practice. I enjoyed the course a lot and I plan to keep using the techniques to improve even further. Soren Soe S/W Engineer Xilinx, Inc.

Before the course I'd say I was just an average reader. The class has inspired me to read with more enthusiasm and stay focused. I think the skills I've learned will help me continue to improve my reading effectiveness.

I'll never pick up a book and look at it the same way that I did before this class. I also think the affirmations should be a part of everyone's day. Faith Andresen CAD Tech Xilinx, Inc. Reading before this class was slower and my comprehension wasn't that great. My mind tended to wander. Reading now is faster and comprehension is better using the memory techniques. The skills I learned are valuable because I'm finding less and less time to read these days and these skills will help me read what I did before in less time. Gitu Jain Senior Software Engineer Xilinx, Inc. Dear Ron, Thanks. My reading before this class was very scattered and not focused. I enjoyed the tests in class because they showed me the improvement that I'm making in comprehension. Garland K. Peabody Senior Electronic Tech. Xilinx, Inc. Dear Ron, I was what I feel was a very low skilled reader. I was concerned how much a class like this could help me. As you can tell from my scores, I have more than tripled my skill level. Thanks for your help. Nathan Baker Business System Analyst Xilinx, Inc.

Reading before the SuperReading class was not an enjoyable experience. My mind would wander and I would find after reading the same paragraph, even the same sentence, over and over, I still didn't know what it was I had read. Reading material was piling higher and higher. In my field, technology changes daily and the need to keep current is a necessity. Now with the tools I have acquired through this class, reading is no longer a "chore." I remember what I read and can even recall what I read days and even weeks later. It really works. Liz Abe-Meredith Staff Analyst – Webmaster Xilinx, Inc. The only reason not to take this class is if you don't want to read faster and understand more. Robert Binkley Engineer Xilinx, Inc. To whom it may concern, My reading was unfocused before the class. I would read something and not be able to recall what I just read. Now that is all changed. I really enjoyed the motivating stories in the Eye-Hop exercises. I feel more confident about my reading skills now. I can read faster and retain more

information than before. Before I hated to read, but these skills make me more interested and engaged in my reading.

Jack Wu Engineer Xilinx, Inc. "This course was much more than an improvement-of-reading series of exercises. It was a well-thought-out, planned and organized attack on one's mind limitations. Ron spent a lot of time and effort on attitude improvement, not just skills. He emphasized preparation for reading, readiness to receive information, training to focus on what you read just as much as the techniques for effective reading: pre-viewing, note taking, retelling (parroting), reading itself and reviewing. The SuperReading manual is also a great help. It organizes tracking of daily eye hopping exercises and reading practices, as well as all scores for reading tests showing weekly progress. The instructions in the manual are concise and well-written, and followed by the most humorous multiple-choice tests I've ever encountered. Good humor and very positive classroom atmosphere made this course not only a very effective speed and comprehension enhancer, but also a very pleasant learning experience." Vladimir Starov, Director of Research, GaSonics International TESTIMONIALS: Altera Corporation Dear Ron, This is to indicate my satisfaction with your Reading Effectiveness program as presented at Altera. The techniques presented were quite effective in increasing speed and retention. I was already a relatively fast reader coming into the class but was dissatisfied with my ability in retaining what I read. Your common-sense approach to 1)planning how to read a text, with time allotted for previewing, 2)exercises to develop rapid pattern recognition and suppress sub vocalizing, and 3)to test retention after each section has already helped me tackle a technical textbook that I wouldn't have had time for otherwise. I would recommend your program to anyone I know. Sincerely, Alex Michael Director, Flex Product Engineering Altera Corporation Dear Ron, When this class became available at Altera I could not wait to sign up and begin. After spending the five weeks, I can honestly say I was not disappointed. The five weeks spent will benefit myself for the rest of my life. Another bonus for the course is the ability to pass on the techniques to my 7-year old son. Thanks for everything, Bill P. Telecom Specialist The SuperReading class opened my eyes and brain to absorb more information than I used to get before taking this class. It is incredible! I cannot imagine how much more I can get out of this class if I would have done

my "homework" more intensively and on a really regular basis.

Ron, I am very happy that Altera gave me the opportunity to take this class of great knowledge! Thanks, Tom Vaszily
System Network Administrator Ron, Thank you for coming to Altera and teaching the SuperReading class. The techniques you provided are proving to be very beneficial in increasing my speed and comprehension when reading. The previewing technique is one of the best ideas I have adopted. I am increasing my speed and remembering more. The Eye-Hop books are excellent as well. They teach you to read in groups of words instead of individually. My initial test and retention was poor. After taking the course, I was amazed at the amount I have improved. Sincerely, Laurie Doane Senior Network Admin Altera Corp. Dear Ron, I'd like to thank you for teaching this course. It has been very helpful to me. My RE score has increased from 50 to more than 300. I can now read faster and retain much more information now. My time spent in class and the Eye-Hop exercise is well worth it. The affirmations helped me believe I can do better. Thank you. Chris Kwok Software Engineering Supervisor Altera Corp. Dear Ron, Thank you for your teaching skills. Being very enthusiastic and genuinely interested in teaching the class made it comfortable and easier to learn and pick up the skills. My reading speed has increased along with my comprehension. My concentration and memory skills have also improved quite a bit. I really enjoyed the Eye-Hop articles. Sincerely, Cheri Sorrell Manufacturing System Supervisor Altera Corp. Dear Ron, Thank you so much for all the encouragement and positive Emails that have assisted me in "staying on track" with the class. Like everything, "practice makes perfect." I look forward to using all the skills you've given me. Thanks again! Debbie Chapman Finance, POS Supervisor Ron, Good class. I like your optimism and enthusiasm, and the inspirational nature of many of the Eye-Hop readings. Also, thanks for the Emails. Best of luck! Matt Hendricks Sr. Test Engineering Manager Dear Ron, SuperReading rocks! I really appreciated the two hours a week we spent together in class. If nothing else, I was motivated to improve my reading and myself. I'm generally a very positive person, but actually having someone tell you they believe in you really makes a difference. I read a lot and the skills I learned in this class will be very useful. Keep up the good work! Kirk Martinez System Admin. Supervisor Hi Ron, I felt this class was quite

interesting. I think maybe if I had more time available to practice the techniques that were taught in this class they could be quite effective. Thanks, Jack Chui Dear Ron, Thanks for teaching this class. Apart from learning tools to improve my reading skills, I've learned a few valuable things for myself. I've realized that I've never been one to make quick decisions even when the circumstances demand I do so! That was because I didn't trust my intuition. I've bought the book Intuition Workout as you suggested and I hope that it will help me trust my gut instincts more. Your class was enlightening. Jim Park Sr. Software Engineer

TESTIMONIALS: Advanced Micro Devices Ron, Thanks for doing such a great job in the class! This has been the most informative and entertaining twelve hour training session I have ever attended. Prior to this course I really dreaded the material I "had to" read while really looking forward to my leisure reading. Through this course you have given me the tools to decide how I can approach and comprehend all the readings I need to complete, and in less time. Cheers! Brian M. Design Engineer, AMD When I started this class I thought I was a good reader. I read a lot of novels. Of course I had no tools to measure my real ability until I took this class. On day one, we tested our reading time and effectiveness and mine was pretty low. My comprehension was nil. By the sixth session I was reading remarkable faster and retaining almost all of what I read. I feel really good about my improvement and my abilities. Ron made "learning to read" something to look forward to. I'm glad I was given the opportunity to take this class. Cathy M. Senior Administrative Assistant, AMD I think what I enjoyed the most was the reading material that gives some interesting stories. Also, I could see the difference in my attitude when I would pick up something to read and tell myself that I am going to be able to read faster. Using the finger definitely helps to keep focus. I wish you all the best. Surbhi S. Senior Application Specialist, AMD Dear Ron, I really got a lot out of this course. At the beginning I was a little hesitant, but you were right about giving it time. The affirmations in your manual helped me in believing I could do it- as well as your teaching and your motivational E-mails. Those were great! Aside from my new skill, I've left with more self-confidence. I wish all my teachers in the past could have been like you. You were right there; as our coach, motivating and believing in us. That helped a lot.

PS, I loved the "thought for the day" Evelyn V. Senior Administrative Assistant, AMD I highly recommend taking this course. It's easy, it's fun, and it's extremely helpful. Learn to adapt the course to your needs, and ask lots of questions about how and what is effective, and why. The reading material in the course is very inspiring, and continuously strives to push you to the next level. And lastly, do your homework, that can't be stressed enough. I know I should have :-) Good luck, P.S. Senior Design Engineer, AMD Before the class, my mind would wander while I read and I needed to read over the material multiple times to really absorb it. Now I have more focus and I can read faster than before and even understand what I've read afterwards. Thanks, Ron, and I like your thought of the day in the Emails. Melissa C. Systems Development Engineer II AMD This course will help me concentrate more on the details in my other courses. Previewing will be the biggest help. The other biggest help will be the Pattern Reading. There will be less fatigue and boredom when reading minute details. Trenor S. Senior Facility Engineer, AMD "I've thoroughly enjoyed my SuperReading class. The benefits will last a lifetime. I have regained confidence in my abilities to read and understand information I read for work and pleasure. The Positive Affirmations and Louise Hay books are also a gold mine. It really works. Hang in there- it's worth the effort." Carol Knowles Environmental Staff, AMD "I will highly recommend this class. It's helped me a lot. I read a lot of Emails and this class really improved my speed. What used to take me five minutes now takes me two minutes and I will improve! Thank you, Ron!" Koogee Strutner Sr. Admin, AMD "I'm Ella, I work as a Sr. Administrative Assistant at Advanced Micro Devices. I always wanted to read faster and comprehend more. When the SuperReading class announcement was sent to me I immediately enrolled. The first class I attended was a fun class. The teacher, Ron Cole, was super. He explained what SuperReading was about- learning to read faster with effective comprehension. We learned that it would take us at least 21 days to learn these new skills. Ron gave us the books with which to practice our lessons to speed up our reading. These books had stories that were easy as well as fun to read. The textbook was easy to read and use too. I promised myself to be open-minded and to learn as much as possible because this is a different way of reading than I was used to

doing. Ron is a very good teacher. He is constantly supporting us students and made it easy to succeed. Thank you Ron for being a super teacher.” Rafaela Rosales, AMD “Since I took the SuperReading class, I do not have to read paragraphs over and over because of lost focus. I now consciously comprehend every sentence I read. For pleasure reading, I now Preview a lot and understand more than before. I plan to share these skills with members of my family. I use the mouse to read on my computer screen and recommend this to my coworkers.” Fred Byabagye Section Manager, Systems Development Engineer, AMD “This class identified certain behavior traits that were impediments to reading at a faster pace with better comprehension. I plan to form a habit of practicing for a 21-day stretch. Wish me luck! Thanks for keeping the sessions lively.” Umar Ahmed MTS Design Engineer, AMD “The SuperReading program is a course I think everyone should take. Not only for fast reading but to get more confidence in yourself. I enjoyed the class and would take it again if I could.” Doris Wagner Customer Services Rep, AMD

TESTIMONIALS: Amdahl Corporation I was never a reader and had a hard time concentrating; so when I started back full time at school I realized I needed something. This class has made a huge difference. Ron was genuinely interested in our progress. I love the Eye-Hop exercises. They are one thing that sets this class apart from all the rest! Anna Francis Program Coordinator, Amdahl Corporation I really enjoyed this course. I took a one semester reading course from Mission College about 10 years ago and didn't really learn that much. I thought the learning techniques in this course were excellent and very relevant. I especially was impressed with the Eye -Hop exercises. The use of the finger was also key! I have achieved enough improvement in the last few weeks to whet my appetite for further improvement and to have the confidence that I can improve further and use these techniques in all my reading. I highly recommend this course. Richard Cary, Principal Software Engineer, Amdahl Corporation Ron, Thanks. I did the Eye-Hops five times a day most days and four times the others. I will use my finger from now on. I really do appreciate all that I've learned. Joel S. Engineer Before the class, I was reading one word at a time, mind wandering from time to time. This class taught me valuable concentration skills and trained me through the Eye-Hop exercises to read multiple words at a time. So my reading pace picks up and flows now, and rarely

gets interrupted or distracted. Some skills taught in the class also helped me retain the information much better.

I do a lot of reading in my work and personal life. The training helps me get back more free time. Kai W. First of all this was a fun experience. I enjoyed the learning activity.

I felt the learning activity is benefiting me everywhere, not just on the job-related tasks. By the third week I felt my reading comprehension had increased; but the big difference that I now notice is how I approach all my reading regardless of what I read. Foad A. Staff Software Engineer, Amdahl Corporation I have always enjoyed reading, but never seem to have the time to read all that I would like to. I had hoped this class would help me read faster, and I'm also able to remember more of what I read when required.

I think what has helped me the most has been the use of my finger for pacing and using the Short Stroke. Thank you Russ M. Principle Software Engineer, Amdahl Corporation Reading before the course was slow, and word for word with vocalizing. I had trouble staying awake and remembering what I had just read. My favorite part of this class was reading the books- excellent choice of material. Larry M. Software Engineer, Amdahl My comprehension and speed were much lower 6 weeks ago. I really enjoyed the instructor's enthusiasm and energy. The affirmations were extremely valuable. As my scores increased, so did my confidence and as my confidence increased, so did my scores. It was a great experience!

Beth F. Client Manager, Amdahl Corporation Ron is very energetic and enthusiastic about the course and the material, and he really believes that this course, along with the positive affirmations, will improve your skills and your view of yourself. He's right. The Eye-Hop exercises were very helpful for learning to pick up speed and to see groups of words at a time. The material, for the most part, was very uplifting and inspirational. I felt good after reading many of the exercises and looked forward to doing the homework. I plan to work more on the Eye-Hops to increase my speed even now that the class is over. In my life,

I know that I'll use what I've learned. Ken H. Computer Tech Support, Amdahl Corporation Dear Ron, This was a very good class, you are a very well prepared and organized instructor! The best part of the SuperReading class for me was how you kept communicating with us to trust ourselves and to have fun with the reading. I was a very slow reader before the class with very little retention. Through the affirmations

in this class I have increased both areas. I would recommend this class (and have) to others. Thank you. Linda Cottle, Operations Manager, Education Solutions, Amdahl Corporation

Before the course, I felt that I had pretty good reading skills, but I've noticed that using my finger has drastically increased my speed. The Eye-Hopping exercises really focused me on seeing blocks of words and once I got going was really fun. Now I just want to continue with these techniques. D. Tong, Engineering Technician, Vantis Corporation

Dear Robert, "I was a word to word reader mostly- every word. Since taking the class I have increased my reading, comprehension, and speed at least 4 times the original pace (without espresso!) More than anything else I enjoyed attending and just having fun. Keep helping people make the best they can of their reading skills. Thanks,"

Ray Cardinalli Use Analyst, Amdahl Corp. "Before class, way before class (say 2 years ago) I read everyday, books that I wanted to read. I had the time. Now I do NOT have the time and I missed not being able to complete books (about 1 to 1.5 books a month). Now that I've completed this course I see that I can go back and read, not only one book per month, but 3 to 4. That's exciting! The Eye Hops were great. Instead of reading "a" word at a time, I can now read 5 words at a time. Training the eyes to read faster- what a concept! I love to read, so now I can enjoy it more. In the last class, during that crazy exercise, I learned not to be afraid of the book. It let me see that completing the book was possible. I went through that book about 20 times during that exercise and actually picked up lots of information. Thanks for everything."

Jose Guerrero North America Technical Support Manager, Amdahl Corp. "I was a slow reader and usually and usually had to re-read the material to reinforce the key retention of key points. I like the techniques taught in class. They helped me to increase my speed and retention. I am picking up speed and I have better comprehension. Everyone should learn the techniques which should be used all the time. The techniques are the keys to reading with effectiveness!" Catherine Nice Corporate Credit Manager, Amdahl R.E. went from 20 to 288 TESTIMONIALS from ASDA:

"I was always a slow reader, however, since attending this course I now know I am much quicker. I have found reading in work to take at least half the time as it used to. The memory test exercise improved my score from 30% to 100%.

Very interesting course and well worth attending.”

-Andy Smith, Store Manager, ASDA 2 August, 2007 “I enjoyed the SuperReading course and got a lot out of it. I’m still using the tools, especially the Memory Room, which I use daily. The reading techniques have really helped my comprehension and retention. There’s been a lot of information to absorb recently, and it’s definitely “going in” better. The tools were very good, and broken down into good sized chunks for easy understanding. I recommend this course for our managers and anyone else who needs to understand what they read. It’s definitely saving me time.” - Chris Doyle, Regional Operations Manager, ASDA “Dear Coach, “Although sceptical, I picked this module due to not coping with the amount of reading I have to do in my new role. To be smarter with my time and not have a constant back log of work by reading quicker and smarter. I can see a real improvement from the second day. My comprehension is better, using the techniques work and I realised that my memory is not as bad as I originally thought. It was difficult to get in the homework with such a busy life style, though it has certainly helped.” -Richard Gratton, Store Manager, ASDA “To whom it may concern, My SuperReading story has been very interesting. I always enjoyed reading for fun, even getting engrossed in books so that they felt like a movie. On serious work subjects I could easily be distracted. I often had to reread sections and would still find I had forgotten the beginning by the time I got to the end! The tools we’ve learned have enabled me to read much quicker, allowing me more time for other activities. I am now able to comprehend my work reading much better, using the preview and review techniques. The eye exercises can be challenging, but keep going. It’s worth it! Putting it all together and seeing the test results really boosts your confidence in what you’re capable of. I’m definitely glad I attended this course!” -Claire Costello, General Manager of Consumables & Packaging, ASDA 2 August, 2007 “SuperReading has really encouraged me to read more. I was amazed by how much more I remembered when reading books, E-mails and transcripts. I was quicker at answering my E-mails. Definitely worth doing the course. In the first lesson I was shocked at how little information I could actually recall after I had read a passage, so I was interested to see how the techniques would work. It was amazing how much faster I’m now reading. My reading time was reduced to less than

half in three weeks. At first the eye exercises were a struggle, but as I started seeing results I couldn't wait to practice some more. Soon I was encouraged by how much clearer my mind felt, and how much more info I remembered." -Sarah Denyer, ASDA Brands, 2 August, 2007

The SuperReading course was very good. I'm still using the techniques. When I read the newspaper I go straight down the columns. I've found it very useful. The memory room is great. I use it for presentations, like one I did on coaching models. I'm reading faster with better comprehension. I definitely recommend the course. It saves a lot of time and makes reading more pleasant. -Kieran Shanahan

TESTIMONIALS: Lincoln Law School "I am currently a second year law student at Lincoln Law School. What the SuperReading Course has done for me is short of phenomenal. Prior to the start of the course, I dreaded the weekly assignments which were on the average 10 to 12 cases per course (e.g. Real property, Corporation & Civil procedure). I knew that there was no way I could get through this reading plus brief each case for class discussions, therefore, I relied heavily on "canned" briefs, available commercially. But since embarking on this reading program, I found that I was able to retain more information from the cases and understanding them more because of the better approach I've learned in the course. Consequently, I participate a lot more in each of my classes and am getting better grades to boot. Additionally, I am no longer intimidated by the weekly homework. By applying all of the techniques, my reading speed has increased ten fold along with comprehension. I feel that if students take this course, especially incoming students, they will be at a distinct advantage over those that do not get exposed to it." Best regards, Al Younger

Younger Reading Effectiveness
 Al Younger Follow-up: Dear Coach: I just had to share my experience taking Civ Pro Final. When I started to read the exams, panic struck because the fact patterns were unusually long, so I thought. I did not want to miss any "ands", "buts", or "ifs", so I reverted to my old way of reading every word-very slowly. But the slower I read the more I was not comprehending what I was reading. To make matters worse, I thought there were 40 long questions but in fact there were in reality only 20. This did not help my situation because I didn't think I could even get through the twenty with the way I was reading. Finally, I stopped and did my affirmation, (several of

them) and when I calmed down, I positioned my reading tool (the finger) and used the skill I learned in your class. I was flying through the pages and to my amazement, I understood what I was reading and issues were jumping out at me. I completed the exam with 46 minutes to spare. I just wanted to share that. Thanks & keep up the good work. Al Younger

“Dear Ron, Before I started your SuperReading course, I would lose concentration during studying. However, after (the course) my concentration increased dramatically. As a result, my law school studies became more bearable and interesting. Another part of the class that really helped was previewing. This is so because during a long reading assignment, I utilized the Previewing Method, which acted as a marker, which kept me more focused. This class was really enjoyable and helpful.” Joe Zizileusticas, Law Student “Last semester I did a good job in reading the required material for Criminal Law and Torts, even when it took me a lot of time to do it. I totally gave up on reading for contracts because the R2d material was too boring. I only read 89 pages for the entire semester. After taking the SuperReading Class for 5 weeks I decided I was going to read R2d #2 using three techniques that I learned in this class. To my surprise I was able to read R2d #2 and half of #3 in one week, reading 6 to 7 hours in a day.” After talking with other students in the school I realized I was one of only a few who actually finished all the reading. The other great thing is that I have been able to spend quality time with my two children. Before, whenever I took them to the park, for instance, they would play and I would read. Now I have the time to really play with them and give them the attention they deserve. Thank you. To Ron Cole: “I began this class at first with a very negative attitude. I assumed my gains would be little if any. Thank you for proving me wrong. That’s a first. I speak four different languages and I am not really sure in which language I think or pronounce words. With all these personal problems, the SuperReading class helped me focus on one thing at a time. My reading speed, my comprehension and new skills helped improve my overall study habits. I have also found my finger to be my best tool, and I can’t believe I’ve had it all along for free! I also believe your energy level in the classroom helped me get motivated each session we met. You have given me self confidence! Thank you.” Jarmen Givargis, Law Student

Reading Effectiveness went To whom it may concern: “I found this course to be very helpful. I have learned how to read material at a quicker pace while maintaining comprehension. These skills have proved useful in my preparation for class (reading cases) and also while studying for final exams.

I look forward to using my new skills for some personal reading as well as future school assignments. I would highly recommend this course to other law students. Ron did a great job, he is a great reading coach! I think my success had a lot to do with his enthusiasm.” Deanna Burneikis, Law Student TESTIMONIALS from Chiron Corporation “This course was fun, educational and very relevant. The techniques and exercises introduced and applied in this course were simple, easy to remember and produced amazing results. The increase in my RE (Reading Effectiveness) in such a short time boosted my self confidence and allowed me to reduce my concerns about reading. Some concerns included, “If I read too fast, I might miss one critical point.” And “I must read carefully and pronounce each word mentally to ensure that my mind comprehends and remembers.” The instructor was formal but relaxed and gently pushed the class towards improvement. I highly recommend this class to anyone and look forward to future courses of a similar nature. Wonderfully enjoyable and educational.” Laura Ling To Mr. Rich Elderkin, “I would like to thank you for the opportunity you have given me. I thoroughly enjoyed the Pilot SuperReading program facilitated by Mr. Ron Cole. Specifically, I was able to incorporate the “user-friendly” techniques he has shared with me to boost my reading comprehension and reading effectiveness. I find that I am more focused as I read any literature-technical and non-technical alike. Mr. Ron Cole provided support to the group when opportunity needed and made sure that he was available when we had questions, issues, or concerns. His prompt follow-up to our inquiries made our (my) learning more enjoyable, effective and efficient. I firmly believe that as an organization, Chiron employees will greatly benefit from this course. It is an added tool to increase the skills we have to strengthen our organizational knowledge.” Your colleague, Jun Pagtakhan “I started the course knowing I was an incredibly slow reader. If only my speed increased, I’d have been happy. But the fact that my speed increased exponentially and my comprehension increased from 35% to 90-100% was amazing. Some of the tools I’ve gained as a result of this course (e.g. the Memory

Room) I use on a daily basis, and have helped me immensely. I would recommend this course to anyone that wanted to improve reading speed and comprehension. I was able to read a 600-page book overnight; in the past, this would have taken weeks!!”

Robert S. Fullmer Chiron Corporation Testimonials: City University Law School, London “I have noticed that whenever one of our professors asks a question, it’s almost always someone from the SuperReading course who answers it. Also, they answer with more confidence than the other students, and remember more of the information.” - Vanessa Crook, First Year Student, City University Law School Week 5 of the SuperReading Course “I used to find it difficult to concentrate for more than 10 minutes and would start to get distracted. Reading was a very boring process and always took up a lot of my time. SuperReading has really helped change this. The ‘pointing’ keeps me on track so that I realise as soon as I drift off. The ‘Eye-Hop’ has really helped keep me focused and long cases and ‘Blackstones’ don’t seem to be such a difficult read anymore. Also my memory has improved because I used to remember things by making a story, but if the chain breaks nothing will be in the right order. The ‘memory Room’ is so clever that will never miss a single detail again. Thank you so much Ron for giving us the opportunity to become ‘SuperReaders’ and saving so much of our time!” Pamela Tang, City University Law School, Student (BVC) Reading is not as scary as it was before. The most valuable tools are pointing and previewing. It has made a big difference to my confidence. It has also given me an interesting demo to the brain power that is normally dormant. This is where my hope lies. Ron’s fantastic energy has of course spurred my motivation and made the experience fun as well as beneficial. Elizabeth Jadon, Student Conqueror, City University Law School “My reading used to be a lot slower. I tended to get to the end of a page and not remember anything I had read. Techniques I have learnt on the course such as pointing and pattern reading have kept me focused and I am now able to notice quickly when I have not comprehended what I have read. I now read quicker with the help of the above techniques and comprehend more, using techniques such as mind-map and parroting. Ron is an inspiring coach who has kept us well entertained whilst teaching us invaluable tools to increase our reading effectiveness. I am now a lot more confident and a more effective and quicker reader. Thanks!” Charlotte

Elizabeth Gambling City Law Student “Before, my reading certainly had been a problem. SuperReading has provided me with the tools with which I shall be able to continue the improvement I have thus far encountered. When I have done the Eye-Hop the difference in my abilities has been obvious. With the Hopifier I will continue to expand on what I have so far learned. Ron has been great in teaching this and I look forward to speaking to him periodically about my successes during my reading.” James Partridge, City Law Student “I was very sceptical at the beginning of how this would help me. However, from day 1 my reading and comprehension has gone up. I don’t know how I survived before. Reading is not something I dread any more. The techniques have helped me get through heaps of reading effortlessly.”

Michael Cheng, City Law Student “Before this course began I was struggling immensely with keeping up to date with my reading. I have found that through the skills I have learnt on the course I have made a tremendous achievement. The Eye-Hops and Pattern Reading have enabled me to reach reading effectiveness scores that I had hoped for and the best thing is that it doesn’t stop here. This will keep on improving through the continuous implementation of these skills. I guess now the problems I had prior to taking this course, which was the drifting off and the forgetting is not a problem anymore. I am extremely happy I took this course and couldn’t recommend it enough. Thank you Ron Cole – Super Coach.”

Iman Abdallah “I start with the affirmation, “I love to read” because I have found it to be really beneficial and it is probably what I was most cynical about when I began to SuperRead 6 weeks ago. I am not sure that I was really reading prior to this course because my comprehension was lower than I would have liked and although I love to read for relaxation, I found reading for law draining and I often lost focus. Reading cases was great but textbooks really took it out of me. The best way to describe my academic reading would be “forced” or perhaps “laboured.” I was constantly re-reading because I didn’t trust myself to retain the information. I was always highlighting and taking notes as I went because I thought if I highlighted and noted I store the information mentally. The effectiveness of these methods was okay, but the time required was impossible to find. SuperReading has definitely changed the way I approach reading and I believe for the better. The key skills that have worked for me have been affirmations,

preview and review, parroting, speeding up towards the middle of the page, colour backgrounds and self-test. The important thing I take away from the course is increased confidence in my reading retention and absorption. Using columns has cut my case reading by about 4 hours a week. I definitely think I have unlocked potential yet to be revealed! I will be interested to see how I am reading in a few months, and long-term I really can't imagine reading something I haven't previewed." Ms. E. Alleyne, City University, LLB(2) "SuperReading breaks the mould of traditional reading habits. The course is not made for the rational thinkers or critics but rather enthusiastic, committed persons. Being a law student the urge and necessity of being able to speed—read volumes of books is inevitable, and thence the starting my academic year of my degree led me on my search to conquer my reading comprehension. I was therefore intrigued when I heard of the SuperReading course, and I am thrilled to say the least. The practical but essential reading methods imparted are continuously improving my reading comprehension, speed and confidence. The SuperReading course certainly breaks the mould. I just wish I had done it sooner! Thank you, Ron." -Nazma Miah City University, LLB1 "I quickly realised what a God-awful daydreamer I am when reading and how little I take in and that my reading speed was ill matched to my retention. I also noticed the bad habits and sub-conscious attitudes I bring to academic reading and how bringing those to the fore helped me address and overcome them. The techniques employed, particularly review, Eye-Hops and The Backwards S have really improved my reading effectiveness and I find myself speeding through text. But arguably the most useful techniques for me have been the magnetic questions, which really and give meaning to reading and a constant prompt to deeper comprehension." Shaun Butler City University "The course has been very well formulated. The process flows smoothly and logically. Instructor is very professional and genuinely caring. Eye-Hops and Memory Room are very good tools. Also previewing and reviewing techniques taught are very useful. I am going to carry on using the techniques suggested and Ron has encouraged contact even after the end of the course- so I look forward to seeing how my reading develops." Syed Ahmed, CPE City University "I definitely read much faster now than before. I am confident that my reading speed will continue to rise, because I will continue using the techniques and exercises

in the future. I have made a list of books I want to read and made them into firm goals for specific time periods, so I feel sure that I will be able to use my faster reading for yet more and faster personal development. I read "The Economist" each week and now I find that I've easily finished last week's edition by the time Friday comes around again. SuperReading has helped me read law texts faster. I need to read, understand and retain principles from a host of law practitioner texts, and I'm already finding that I can understand what is being said better. I think this principally because I read faster; I can take in the arch of an argument or history, without trying to understand it brick by brick." Benedict Rodgers City University BVC "SuperReading has been a fun, wonderful but challenging experience. Ron is a "Super man." Focused, pleasant, amiable and approachable. A sterling example of what an instructor should be like. The memory test has been a challenge, memorizing the room was painful but a great sense of achievement came from getting it right and using it adequately. Preview, I believe, is the conqueror of all fears. Once a text has been browsed, the confidence to read grows a thousand-fold. The Eye-Hop exercises test your ability to focus and at the same time give you the tools necessary to be able to pick up multiple words at the same time. A fantastic experience. One that I can only build on. Besides, how difficult can it get? I'm now a SuperReader! Thanks to Ron!" Charles Udemezue City University Post-graduate Law II "Excellent course. I think it will take a bit of time for me to realize the full effect, but the techniques I have learned are really useful and I anticipate great improvement in reading speed and effectiveness. I am already able to focus much better and to get through difficult material with much less effort and anxiety. I find the Eye -Hop technique the best for improving speed of reading. The memory room is amazingly effective. In general, the course has been very good for improving my confidence with reading. I no longer feel as if things I want to read are inaccessible or will take me forever. I feel I haven't yet reached my full potential, so will continue to practice these techniques for the coming weeks." Jessica Boyd City University BVC "Reading before was quite mundane, however now I approach law books with excitement. I look at the book and think confidently that I will know all that is needed from the book. This

is with Ron's help of visualization techniques and also confidence building with reading. The memory techniques are great for memorizing. The best tool is definitely 'the finger', a tool we all have, but under use. The skills have made a great difference. These are skills that I can continue to use in reading and in life and career. They are skills that I know will get better and better. Eye-Hopping was also an excellent tool- it brings fun to reading. The instructor, without saying, was great. It was great fun learning with Ron- definitely makes the day a lot brighter attending this class. I definitely have a lot more confidence in myself. The best skill was probably affirmations which help you learn a lot about yourself and teach you to achieve. They also help you realise when you are putting yourself down, and help you change your attitude to a positive one. Overall a great course and I would recommend it to anyone who wants to earn to be better." -Chan Dhillon, City University LLB III "I've really enjoyed the course. I realise that to continue improving I must keep practicing and I plan to. It feels potentially life changing in terms of my studies and especially learning to trust yourself and therefore achieve potentials you didn't think you could open up. I read something for a friend earlier this week. They wanted me to comment on what they'd written. Their comment to me was how surprised they were at how fast I'd read their four pages of type and still be so well able to comment on it fully. It is hard to do the course in the sense that you feel you are unlearning old habits (which seem to die hard!) and it's easy to slip back into old habits and lazier ways. But very much worth the effort and pushing against the lazy ways. The Prepare method coupled with the note taking maps I've got lots from. I'll miss the classes but will continue to work on my superreading and confidence in my skills! I wish I had the opportunity of this course before my CPE last year. It would have greatly helped get through the reading but I'm glad to have done it now." Caroline Brockbank City University BVC III "Reading has become less stressful and overwhelming. Affirmations as well as the weekly sessions have increased my confidence in general and in relation to reading. The memory room is effective and fun. Remembering a list and concepts are easier and more enjoyable. Ron provides an environment with constant support and guidance that cannot be achieved through self-taught materials. I intend

to continue using the tools - using my finger and previewing have become natural habits. Reducing narrow columns is a function I automatically use on the computer. The classes are fun and you are able to interact with individuals who are at various levels of their studies. I always look forward to the daily E-mails." Cindi Van Graan
City University LLB III TESTIMONIALS: CITY LAW SCHOOL London, DEC. 2007 "My SuperReading skills have made a huge difference to my studying! When doing coursework, I found I was just zipping through large textbooks, soaking up all the information I needed. . In tutorials, I've noticed that when our professors ask questions, it's members of this class that tend to answer the most questions, and with more confidence and accuracy. The best tools for me are pointing (so that I don't lose my focus) and pattern reading, which keeps me flying through the text. I'm really glad I participated in this course. It was lots of fun and really useful!" Vanessa Crock, Law LLB1, City University Law School, 5 December, 2007 "Before the SuperReading course I found that reading textbooks in particular caused retention of the content to be xxx on the first read and the pace which I read to be quite slow. Now having acquired the techniques, I have dramatically increased my reading speed, but more importantly my reading effectiveness is at a sufficient level. This has helped very much in relation to reading judge's speeches in the text books. I have thoroughly enjoyed the upbeat and supportive nature of the course, as it is always motivating. I will take and use the techniques to do with reading, but also the ones in relation to positive thinking. These have really helped with my confidence." Natasha Birchall, Law LLB1, City University Law School, 5 December, 2007 "In the beginning, I was slow at reading and found it difficult to understand what I was reading. I had to read twice in order to understand. Once I saw how many law books I would have to read, I was scared. However, I chose to try SuperReading which has definitely brought a huge improvement in my reading speed and comprehension. Ron was really fun and that was what made the SuperReading course interesting. I will continue to practice in order to improve my reading speed and effectiveness. I will recommend this course to anyone and everyone!" Sehrish Mahmood, Law LLB1, City University Law School, 5 December, 2007 "It was really strange how you suddenly notice that your brain is reading in a completely different way. I often notice

that 'the voice inside my head' that speaks each word as I read it is not talking anymore- but I'm still reading and still know what the text is about. The Hopify web site was amazing. At first I was reluctant to do my Eye-Hops, but when I started to notice the difference I just wanted to do more. I struggled trying to find enough texts to Hopify in the end. I would spend hours on the Internet trying to find something to hopify, seconds actually hopifying it, then only a few minutes to read it all. The difference is easy to see, and it's only by looking at my graph that I realise just how much I have improved." Hannah Chalmers, Law LLB1, City University Law School, 5 December, 2007

"I have found from the course increased reading speed as well as greater concentration whilst doing so. My ability to stay focused whilst reading meant I was comprehending more of what I was reading. So I am now learning more, and faster. I have found in particular that the Memory Room, Eye-Hops and the 'reading finger' the most useful things and I am determined that over Christmas I can get my R.E. score to 1,000 with more Eye-Hops." Daniel Sibley, Law LLB1, City University Law School, 5 December, 2007

"Dear Coach, Thanks for all these helpful tools! Despite you reminding us all the time, I didn't do my Eye-Hops as much as I should have! I will do my best to carry on with it because I really see a difference. I love the Memory Room! I used to forget everything and this really helps me, as well as does Mental Shouting. So overall I am really pleased I made the decision to come to this course and I'm sure I'll benefit from it in many aspects of my life! So thanks again" - Marion Peuron, Law LLB1, City University Law School, 5 December, 2007

"Before I started the SuperReading course I found my textbooks an absolute chore to try to read- a real struggle. I now am finding them easier to plough through, although the content is still as difficult, I'm less put off trying to read them. I've found the previewing very helpful to pick up the key ideas I'm looking for. In this sense, it's saving me time with my work, as I know that by scanning through I will pick up the things I need. Generally, I feel more confident in my approach to reading. Ron has been an excellent instructor, clearly enjoying his work and knowing he's helping us- he's very enthusiastic and lively." Alison Sargent, Law LLB1, City University Law School, 5 December, 2007

"Since starting the SuperReading

Course, I have definitely noticed my comprehension of texts has gotten better. The finger is a very useful tool and I now use it for everything I read. Previewing and Reviewing are also very helpful. Ron is very funny and keeps everyone's attention in class well. I think his delivery of the course is very good. The memory room is something that has worked particularly well for me and is easily applicable to any new material. The reading tests were very good as they did give you an indication on how your reading skills are improving throughout the course. I would recommend this course to anyone taking a course that requires a lot of extra reading." Miranda Ralph, Law LLB1, City University Law School, 5 December, 2007

"Pointing and Previewing have made a huge difference to how long I can stay focused. Magnetic Words make me want to read boring, dry material. Pattern Reading is great for pleasure reading. I've never read a newspaper or novel so quickly! I'm saving more than half my time by not getting frustrated and having to continually review difficult or boring legal concepts. Further to that, my comprehension has rocketed upwards- helping with everything! Uncle Ron makes reading fun!" Jack Houselander, Law LLB1, City University Law School, 5 December, 2007

"Coach, Doing SuperReading has certainly been worthwhile! I first noticed the difference in my reading within a week of starting. The Memory Room is too good to be true. I went from getting 5 out of 20 in the induction talk to 20 out of 20 for every other one- it was so easy! The Eye-Hops are very good and really make a difference when you come to reading a daunting textbook. All you have to do is breathe in, get out your 'magical reading tool' and get on with it. Any future SuperReaders will greatly benefit from this course. Just look out for the amazing final session..." Jack Evans, Law LLB1, City University Law School, 5 December, 2007

TESTIMONIALS: Apple Computer

"I am the Senior Engineer of Apple Computer's Global Response Team. We are responsible for solving the problems of Apple end-users all over the world. The SuperReading course has helped us to more than quadruple our productivity. When we come into work on Monday morning, we begin the task of sorting through thousands of E-mails. We need to understand the problem and group the e-mails according to the appropriate answers. Until the SuperReading course, this process was not completed until Thursday afternoon, when we would send out our grouped responses. Now, with our higher comprehension and

speed, we are processing the E-mails so quickly that our responses are going out Monday afternoon! Each team member has cut, on average, twenty -eight hours of work down to five. Furthermore, we have seen an improvement in the quality of our responses. Previously, we received numerous E-mails from our customers complaining that we did not answer the question they had asked. We were misreading their questions. As a result of our higher comprehension, we've measured a drop in complaints of 85%. Thank you for offering such a useful tool which has made our jobs so much more fulfilling. I'm sure our customers appreciate it as well." David Lake, Senior Engineer, Apple Computer Global Response Team I have received benefit from the SuperReading class in that I now can read much faster with comprehension, where previously I just thought I was reading fast. The class provided a series of tools for use with different types of reading material. Now the task is to use each of the tools appropriately and continue to increase my capability.

Mark Hansen, Technical Writer, Apple Computer, Inc. The course offered a disciplined and systematic approach to improving my reading rate and comprehension - presented by Ron in a fun and non-intimidating environment. A great skills building and team building exercise! Thanks Ron! Bob McConachie, Advisory Support Engineer, Apple Computer, Inc. Reading My reading skills have increased four-fold. Not only can I read much faster, my comprehension has increased also. It is useful to be able to read an article three times or more in the time it used to take me to read it once. Cameron Otzman, Apple Computer

Ron, I believe that you have given me great tools to help me improve my reading and comprehension. Thank you.

Clifton Morgan, Apple Computer I really enjoyed this class. It was fun and entertaining. I learned that there are several different reading techniques and you should apply different methods for different types of reading material. The most important aspect of this class is that my reading speed increased about five fold and reading effectiveness increased seven fold. I recommend this class for anyone looking to better their reading skills. Scott George, Senior Support Engineer, Apple Computer, Inc. Dear Ron, Thanks for presenting me with all the new methods for improving my reading speed and comprehension. Also, thanks for the realization that attitude is very important. The affirmations and positive thinking in class, and in the reading material, was a good blend. Your frequent E-mail reminders helped me to stay focused. Doug Korns,

Apple Computer, Inc. This class has set me on the course to faster reading with increased comprehension. Before the class, I was definitely a "slow" reader. After this class, I am more confident about reading. Also, I don't feel as self-conscious about the time it will take me to read something while someone waits for me to finish. Thanks!

Linda Sorbi, Technical Product Support Engineer, Apple Computer, Inc. Using your techniques, I was able to dramatically improve my reading speed while not compromising my comprehension. Considering I missed one class I have nothing but confidence that I can improve further. The instruction was enjoyable and the tips helpful. Great Job! Garrett Wilson, Product Support Specialist, Apple Computer, Inc. Ron, I really am thrilled by the skills learned in the course. I wish I had found out about this earlier. I finished a Master's degree (in Human Services/Conflict Resolution) in August which would have been much easier if I could read as fast and retain as much as I am now. While I liked to read, I dreaded having to study or read lengthy research papers as my mind would frequently wander. The preview and pattern reading techniques really help me to focus my mind. I am still planning on going to law school in the next year or two so you better believe I'll keep practicing. For now, it does seem to be helping me get through the average 2000 posts a week on the discussion board that I monitor. Thanks again

Todd Hart, Apple Computer, Inc. TESTIMONIALS: General Dynamics Before taking this class, I didn't enjoy reading because I could never comprehend much, so it was like a waste of time. I would usually just read little articles from magazines and newspapers that I had interest in. Now I am able to quickly go through any material and read through the page as if I'm skimming and pick up about 80% of the material in much less time. I am able to read through several chapters in a book and pick up all the necessary information for tests in minutes, instead of hours because I am able to focus on the material and didn't have to reread a paragraph 10 times because my mind wandered. SuperReading saved me a lot of time. I feel smart when flying through a book and people are watching in disbelief." Hong Lam, Software Engineer General Dynamics Dear Ron, Thank you for spending your time teaching us life-long useful tools for reading. I became a pro at the memorization room and am finding myself to be a much more efficient reader. My favorite part of this course was your enthusiasm and belief

in our reading capabilities. I truly believe this class should be taught to children. I have been showing my 13 year old daughter my new skills and her reading skills have now improved. She also has a better attitude toward reading. Thank you, and I'll continue to use my SuperReading skills.

Odilia Cupp, Benefits Administrator General Dynamics Ron, I really enjoyed the memory room and tests. It was amazing how I could remember 20/20 things when attached to objects in the room. I use the reading skills I have learned when reading papers and magazines at home. Reading novels I enjoy pacing along savoring the literary experience. Randy Nelson, SW Engineer General Dynamics Before the class reading was always slow. I enjoyed your sense of humor in the class. Now that I have learned techniques to improve reading I can read and absorb/comprehend much better. I could have done better if I had more practice on eye-hop. Thanks for the class, what I have learned in this class certainly will stay and help me life long. Sincerely, Kevin Lai, Sr. Lead Engineer General Dynamics Reading before the class was with no finger, always going back. More fun now, I can absorb more and memorize more. Benjamin Yeung, Software Engineer General Dynamics Wow! Reading made simple, these techniques really work! Before the class I had to read and reread material many times to get basic information from it. Now, using these techniques I am able to read material in a systematic way and glean more information from it one time through vs. the many times through I used to do; and with better understanding. Richard Gayhart, Engineer General Dynamics Before taking this class, I never used comprehension techniques and would quickly forget things I read unless I was truly interested in the material. I think the best technique I learned in this class was to "Preview" the material first. I can't believe how much this has improved my ability to remember. However, there is still room for improvement. I know that if I continue to exercise the skills taught in class, I will continue to improve in my ability to retain what I've read. I love to read and have tons of material I need to read and some that I want to read. I've been using the techniques and plan on continuing to use them and pushing myself to do eye-hops. I appreciate Ron for introducing these skills to us and for making the class very enjoyable. I loved all the stories in the eye-hop. I especially loved the story Ron wrote about the walking tree. I'll definitely read

the story to my precious little grandsons. Thank you very much for making the class fun and full of useful techniques. I recommend this course for everyone. Vickie Ragle General Dynamics

Ron: I enjoyed taking your class and I can honestly say that I have learned very valuable reading skills that I will continue to apply in my everyday reading. This course has increased my comprehension and retention considerably.

I believe taking this course has helped me in remembering facts in general. In all I say: CLAP! S.P. Skare, Senior Specialist-Technical Writer General Dynamics

In one word, focus, comes to mind. This ability, and realizing that the mind wanders were probably the two most important ideas. Previewing and Finger pointing were tools that effectively brought focus into view. I am an adult ADD with a child of same ilk and these methods will greatly improve my reading comprehension and maybe I can help my son also. Thanks, Jeremy Toby, Sr, System Engineer General Dynamics

I enjoy reading a lot more now. No more reading one word at a time. Eye-hopping has taught me to read words in groups, and also helped me with my comprehension. The memory room is a great tool that should come in handy in the future. Thanks for the class...I will continue to practice the skills I've learned, and look forward to becoming a much better reader in the years to come. Thanks again... Doyle Robinson, SCM Engineer General Dynamics

Dear Ron, Reading was a chore before. I never thought of previewing a document. I always just "jumped in" and trudged through it! I was lucky to recall any important points. Previewing gives me a feel for what to expect from the document. A lot of material I'm expected to read is just worth a good preview and a fast scan- Dan G. General Dynamics

Dear Ron, I've totally enjoyed this class. Not only did I increase my reading speed, but I am able to really concentrate and retain the information. Before taking this class, I would read (books, magazines, etc.) and look up wondering what I had read. I now can concentrate using my magic pointer and catch myself drifting. What I liked most about the class was the memory exercise. I would have liked to do a bit more of that- maybe memorizing other types of material aside from lists. I have a problem remembering things now, while I prided myself when younger on having an excellent memory.

What I got most out of this class were techniques to help me concentrate. Dolores Li, Software Engineer General Dynamics

Before the class I had difficulty getting into

a rhythm. I found it difficult to read for long periods of time. After the class I feel I read more fluidly, and as a by-product read slightly faster. I feel the eye-hops are very beneficial. I honestly didn't do enough, but hopefully I will continue to get better at them and will improve my speed & comprehension. The previewing and parroting are valuable techniques. Ben Oliver, HW Engineer General Dynamics

Dear Ron, I believe this course is an effective one. Reading before the class was enjoyable for me for the most part. Upon completion of this course I feel like I am probably reading with more effect and somewhat faster. My favorite part of the course is the memory room. I think it is an interesting method for retaining information. These skills are now and will continue to be valuable to me in order to remain effective and excel at my job. I hate to fall into the eye-hop ditch, but if I were to recommend anything to future students, it would be to practice eye hopping more. Rueben Collins, Training Coordinator General Dynamics

TESTIMONIALS: Hewlett-Packard I really like the testing exercises the best because it really shows how I performed and how I applied the skills. I liked the "Parroting" because it demonstrated how deeply I retained information. I feel I can retain more, and have learned skills that I can use. I feel more confident in memorizing data. The skills are valuable to me because I can enhance my reading performance and retention. This should help me in my work. Others should know that there are simple methods that enable us to better read and retain, and they are easy to learn and apply. Thanks. Beatrice Chateau, Introduction Manager, HP

At first I had my doubts about this class. I had seen ads on TV before and couldn't believe what they were showing. But the "Eye-Hops" were exercises that really began to help and made me understand that there is some work involved and "retraining the brain" is really what it's all about. I hope to continue my progress and grow my skills even more in the future. Andrew Heymann, Marketing Manager, Hewlett-Packard

To whom it may concern, Dear Ron Cole, Thank you for offering your SuperReading course. My comprehension has increased since class one and I feel confident with the techniques. I'll be able to retain more detailed information while reading. I used to daydream quite a bit while reading and with using my finger at point at the written material. If I do now start to daydream,

I could stop and refocus. Thank you for your help with my reading skills. Thanks - Victor Navalta, Product and Service Consultant, HP Credit Union Before I started this class, I tried to avoid reading at all, which was not an easy task since I am loaded with email on a daily basis. All parts of this course build on one another, which have made me view reading in a more positive way. I now want to read and will continue with Eye-Hopping (exercise) and Affirming to myself that I CAN and WILL do better and better. It's never too late to better oneself and building one's knowledge, which the skills provided here have coached me to move on and grow. Rebecca D. Ramirez, Hewlett-Packard Dear instructor, Your Super Reading class was excellent and very helpful. I can feel my reading skill improving and I can see reduction in reading time. Reading books and articles are much easier and enjoyable for me. I would recommend this class to anyone who wants to improve his/her reading skills. Thanks, James Hsieh, Financial Accountant, Hewlett-Packard SuperReading@ TESTIMONIALS from IBM: My comprehension went from 50% to between 90 and 100%. The techniques of Preview and Review really work. Impressive. I liked the stories and the affirmations. Thanks, Ron, it's been a pleasure. Tim W. IT Specialist, IBM This is a good systematic learning experience to improve my reading skill. At the beginning of the class I was reading too fast with little comprehension. This course helps me pay good attention to details by parroting what you read. Review is a good method to learn what you really grasp from reading. Now I get used to the preview, which helps me to judge whether or not to continue detail reading. Overall, this course helps me to establish a good reading habit. I wish I took this course in my early age. Lei Z. Advisory Engineer, IBM I come from a country where English is not taught until in high school. But I love reading in all languages I know (only two for now). Every time in the library, I wished I could read English faster so that I can read more books in English. I was excited when I found out about this class and I was surprised when the "tricks" taught in the class actually work! They sound simple but are very helpful. I regret that I didn't do all the Eye-Hop as requested after the first two weeks, but nevertheless I still more than tripled my RE. Best of all, now I'm very confident that when I stand in front of a bookshelf I know I am becoming a better reader and will be even better as I know

how to improve my RE. I'm looking forward to reading more in English. Thanks. Mann D. Advisory Engineer, IBM

I've been a poor reader all of my life. It has always been difficult for me to focus and maintain concentration while reading. I've always had to read, re-read, and re-read again just to get the meaning for the first time. I experienced immediate results from day one in this course. My initial RE score was so low it may as well have been zero. I enjoy reading now and get a great deal out of it on the first read. It's awesome! Thanks Ron! Greg Smith Test Engineer, IBM SuperReading is more than just speed-reading!!

Understanding what you have read is equally important to how fast you read. The techniques learned in SuperReading allows the student to combine speed and comprehension to the best advantage. Students learn the techniques; practice brings about the skill. This course motivates the student to overcome old habits and learn the new and improved habits which will make you a super reader. Fred W. Engineer, IBM SuperReading introduced me to simple yet effective techniques to significantly increase my reading proficiency. The process of Preview, Quick Read and Review allowed excellent comprehension. I'm confident that with continued application of and practice with the ideas and tactics espoused in this course that I can even re-triple my reading skill.

Bob G. Senior Scientist, IBM I have improved in reading faster on the printed page and on the PC screen. My speed did jump from 195 words per minute to 680 words per minute, with occasional peaks in the 700s and 800s. When I get past certain mental blocks, I'm looking forward to reading 1600 wpm with at least 85-95% comprehension. I really do appreciate the "take-home" materials for future use to increase reading skills and comprehension. Sincerely, Fred Scott II This is a class that anyone can be successful in. I really enjoyed the way Ron was able to keep the class very upbeat. His daily E-mails were great for motivation. He showed a lot of creativity in his teaching style. He was exceptional at reading the class and knowing when a change of pace was needed to hold or maintain our attention.

Carl E. IBM I never thought I could read as quickly as I am reading now. It really does help to challenge yourself in reading faster than you thought you could read. If I could learn to use positive affirmation in all that I do, I could have a much better working day. I hope to improve even more in my reading ability. Lauren H. Senior Lab Specialist

-Technician, IBM I was essentially a "lazy" reader before, with middling comprehension. Now, with the techniques learned from SuperReading, I have better comprehension and am no longer a lazy reader. Now I can pay attention to reading for longer periods and remember details that I never could before. Thanks, Ron, this should continue to provide business benefits to me, and my firm, for years to come.

Tom D. Skills Leader, SSD, IBM I've enjoyed the Eye-Hop exercise reading material mainly for the sunny and motivational stories told in a crisp and concise manner. There are a few whimsical and fantastical stories as well to stretch one's mind. I'll always be conscious of the techniques taught in this course and will continue to practice them. Robert L. Senior Engineer, IBM For me, the most pleasing result realized from the course was one in which another person noticed my speed. I was intentionally pushing myself because I wanted to read a chapter quickly. While I was doing so, I did not notice that the lady seated next to me was watching me. When I was done, she asked, "Are you really reading that fast?" I replied, "Yes." I then began parroting the chapter back to her. Thank you for this terrific tool for reading improvement, Ron!

Sam C. Senior Lab Specialist, IBM I started at 200 words with 90% comprehension and today I read at 864 wpm with 100% comprehension. I know I definitely can do better because when I time myself at home I have gone as high as 900wpm with full comprehension. I am very happy to have participated in this class. Amanda S. SAP Product Support Analyst Once upon a time there was an IBMer. English was not his first language, and he spent most of his day reading. He read the newspaper at the breakfast table. He read journals and papers and articles and reports at work. He read the news on the web when he got home, and he read novels when he went to bed. Then he heard about a "Super Reading" course. He was very skeptical, but he went there anyway. His reading speed wasn't all that bad in the beginning, but when he started pushing it, he went three times as fast over the course of 5 weeks. He applied his new skills to the morning paper, and he loved it. He applied it to the articles at work, and he liked it. He applied it to the bedtime reading, and he hated it. So he decided not to apply his new skills to his bedtime reading, but to everything else, and he Super-read happily ever after.

The End. (except at bedtime...) Markus S. Engineer, IBM I like the Eye-Hop exercises. Though English is not my native

language, Eye-Hop really helps to improve my reading skills.

Thanks a lot, Ron! Wei-Min L. Engineer, IBM I mostly
recited the words in my head before. Now I see entire word
blocks. I expect to improve on what I have already improved.

Rick A. Component Commodity Manager, IBM I used to take
a good two hours to read the Sunday Morning News. Now I
take less than one hour. Given time and practice I can do
better. P. Ho This was a fun course. I learned more in
5 short weeks than I learned in the previous 50 years (51
tomorrow). What a great birthday gift to myself. Now when I
look at books and magazines they don't defeat me (in my
mind) like they used to. I missed not reading! I always
felt I wasn't good at reading and never would be. The best
part about his course is it gave me confidence. And I
have reference material to review if I ever slow down
again. I still would like my son to go through the class
this summer. Thank you, Arthur T. Diaz IBM TESTIMONIALS:
Lam Research "Ninety percent of my time at work is spent
reading, and reading materials that are technical such as
financial analyst research. When I saw the SuperReading
program offered at work I signed up immediately, excited
at the prospect of both increasing my reading speed and, more
importantly, my comprehension. Now that I have completed
the program, I can say that I have achieved my reading
speed and comprehension goals. And my enthusiasm for reading
as well. I'm so pleased with the results that I plan
to get my children into the program. Thanks, Ron!" Julie
Cimino, Investor Relations Specialist Lam Research Corp.
"Before the class I was the kind of reader who "said"
each word in my head. I would also find myself reading,
but not having any idea of what I had just read in the
past five paragraphs. I had to reread the material 2 to
3 times. I thought of myself as a slow, lazy reader. Now,
when I want to gather information from written material, I am
more focused and purposeful. When I put material down,
after only one reading, I am more confident that I have
the information I was looking for. My favorite part is the
testing. I felt true progress and it was very satisfying."

Stephen L. Nestle, Training Manager Lam Research Corp.
"Before the SuperReading class, reading was fairly
speedy but with poor retention. My favorite parts of the course
were the memory aids. These worked very well for me. I
have better comprehension than before, and am considerably
faster in speed-reading. SuperReading skills help me in reviewing

technical documents and management development preparation (training sessions), and reviewing long email attachments. Ron, your presentation skills are excellent and you have plenty of enthusiasm for your SuperReading course. Congrats, and thanks.” Jack Boniface, Director Product Knowledge Lam Research Corp.

I didn’t enjoy reading pretty much all my life. I read slowly. I just wanted a tool to double my reading speed and better my recall and comprehension. Ron Cole’s educational experiences shared in class were very enlightening. I actually pick up books for entertainment now. I would like to tell others to use the reading skills I learned. These skills are valuable for now I have the tools to eliminate the reading handicap I thought I had.” Irwin Silvestre, Design Specialist Lam Research Corp. To whom it may concern: “I had a very hard time comprehending what I read. This class made me more aware of my reading habits as far as getting an overview and using my memory, which I have found very helpful. I feel this is a great course! Thank you.” Veronica Aguirre, Department Coordinator Sr. Lam Research Corp. “Prior to taking this course, I would become easily distracted and lose focus on what I was reading. My favorite parts of this course were the increased focus techniques and the memory tools to increase comprehension. After completing this course, I find that I can focus better and retain more of what I have read. I also read much, much faster. I would like others to know that they can learn these skills to increase their reading efficiency. These skills are valuable to me because I can handle technical writing and work related material faster and more effectively.” Jeffrey M. Wilkins, Quality Engineer Lam Research Corp. “My comprehension before this class was very poor and definitely could use improvement. I liked seeing my reading speed and comprehension going up each week. I also like having the ability to remember things more easily. I feel I can trust myself now as I read and know I will retain the information I need. This is a very valuable class and I would encourage others to take it. Also, this class was fun- but very educational. The skills I acquired in this class will help me in my job as well as in my personal life.” Joyce Bird, Sr. Admin Assistant Lam Research Corp.

Testimonials: London School of Economics “I found this course useful. There are several reasons for this. My reading speed has improved a lot, but much more so for my comprehension and reading effectiveness. The thing which I’m going

to remember is the Memory Room. This has had a big meaning for me. It is so practical for any kind of information you need to remember. My memory skills have improved well and now I'm not only using it for my exams, which I did much better last week, but during the day for shopping lists and to-do's. My reading effectiveness started at 17, and has gone up to 150. I've improved a lot and plan to use it constantly. Piotr Wojcieszko Full time student at London School of Economics, part-time employee "This course is worth every minute I spent on it and much more, full of tips on how to get more out of life in general as well as reading. Although I have not practiced nearly as much as is desirable, I have improved not only speed but comprehension and ability to focus. My reading effectiveness rose from 184 to 441, and I'm sure that with time and practice and a bit of discipline I can triple that! I could not have imagined imagining that 6 weeks ago! Now I am confident it will happen. The single best "trick" is pointing as I read. That alone has transformed my reading and ability to focus. Many Thanks!" Linda Heiden IT Training Specialist, London School of Economics "I've actually learned not to be obsessed about speed, but to relax and focus on comprehension, which I believe has improved. Thanks" Wim A. Van-der-Stede Professor, London School of Economics "I definitely feel more confident when I have to read long articles and textbooks, which I often have to. I use the tools and feel very good about it. My ability to focus has improved - mostly through the fact that I know I can do it. The power naps have also helped a lot for that. My reading speed has increased, as I'm hoping it will even more. I like the Eye-Hopping and I'm convinced it will get me where I want to go with my reading. The memory techniques are very useful. I feel like I never really knew how to study properly before (which seems very weird). The classes were always fun." Werner H. London School of Economics, LLM Taxation "The Eye-Hops are crucial; and the memory room, use of emotions and stories was a very tool for learning and revising- especially case names and facts in order. I can now focus more with the techniques from the last class which gives me confidence. I found previewing and the magnetic questions very useful. I recommend concentrating on the Eye-Hops to future SuperReaders." M. Cenktas, London School of Economics, First Year Law TESTIMONIALS: Remedy Corp Ron's class has

taught me to focus and use a fundamental reading tool
-- your finger. It has re -taught me to read. The old
way of reading is now a myth. It has given me an enlightening
approach to using our own instincts. To watch my daughter
use her finger to guide her through her first book...
reminds me to not suppress that which is natural. Ada
Tsui Senior Tax Analyst, Remedy Corp. Before I started this
class I found myself reading material over and over again,
because though I was reading each word, I wasn't comprehending.
I also noticed my reading time was getting longer. While
taking Ron's SuperReading course, I found my reading
comprehension improved. The skills he taught helped me
learn to focus; and thus I was able to comprehend the
material. An example of how his methods helped me was
when I hadn't studied a couple of chapters for my Introduction
to Computer Programming class. I used Ron's method of reading
and found when I took the test I actually remembered
more than I thought I knew. I got an "A" on the test!
His Eye-Hop technique helped me learn to "group-read" words,
which increased my reading speed. By the end of the course
I was truly experiencing the "fluid" reading feeling. It
was a great feeling to actually experience. Hearing someone
tell you, "This is what to expect" is useful, but unless
you have actually feel it, it means nothing. I now have
actually experienced the "feeling", and just being a novice at
this I feel confident that my skills will increase even
more. And that's really exciting! Michelle Tan Webmaster, Remedy
Corp. Ron- thanks for a fantastic course. I was somewhat skeptical
of speedreading when I began, but my feelings have totally
changed since then. I'm reading faster, comprehending more,
and (this is the best part), it feels natural! This course
has really opened a new door to me. I look forward to continuing
to improve my skills through the exercises and tools that
you've given me. Thanks for your enthusiasm, your patience,
and your genuine interest in my improvement! Kind regards,
John Bishop Media/Web Designer, Remedy Corp. I have always
enjoyed reading, especially fiction. Technical reading
was less enjoyable and I often doubted my ability to absorb
and retain important details. I enjoyed working with the
visualization techniques and Eye-Hop exercises. It has
been interesting to notice that I am mentally verbalizing
less and just absorbing what I am reading. I feel more
confident about structuring and remembering details of
what I read. I realize that I have always been "able to,"

but had gotten lazy over the years. The most useful information is still presented in written form. Now I even prefer reading the book to seeing the movie! I plan to be reading this way for a long time. Victoria Graham, Internal Training Specialist, Remedy Corp. I feel that I have increased my speed, learned how to improve my comprehension, and have expanded the set of reading tools available to me. The more I practice, the more enjoyable this way of reading becomes! Thank You! Eric Carter, Manager, IDSS, Remedy Corp

This class has helped me stay more focused on what I am reading and has increased both my reading speed and comprehension. I have always enjoyed reading, but lacked the time. With the SuperReading skills, I am finding myself wanting to read more. With the amount that we have to read on a daily basis (Emails, technical docs), these skills are beneficial in the workplace too! Thanks. Olinda Lee-Yang Remedy Corp. I loved reading before I began the class, and I still love it! My favorite parts were learning to use my finger, mind-mapping, Ron's passion (he loves what he does), The quotes Ron sent in his Emails, confirmation that a small daily effort plus diligence can truly affect the quality of one's life. It really doesn't take that much effort to change once you really start the process. No matter how fast one reads, one can benefit from this course to read even faster and comprehend even more. These skills are valuable to me because they free up more time for me to think creatively, rather than to have to spend it plowing through my Email. Rebecca Ray, Senior International Product Manager, Remedy Corp Dear Ron, Thanks for the SuperReading class. By following the skills taught in this class, my reading speed and comprehension are improving. The Eye-Hopping exercise and the Pattern Reading are the most helpful ones among the skills. I will keep practicing these skills in my reading and I believe my RE will be even better. This has helped my productivity in my daily life and work. Sincerely, Qiming Wan, Senior Software Engineer, Remedy Corp. Reading before class was long and strenuous, because I had to read every word (at a time) and it was difficult to recall. What I enjoyed most about the class were the techniques, which were very helpful, and the instructor's Emails. Reading now is a pleasure, I feel confident and I know how to read for speed and comprehension. Improving reading ability is a fact and anyone who uses the tools can achieve with them. Ron, thanks very

much for this class; I'm so excited for what I have learned. Thanks, Ruth Pink, Administrative Assistant, Remedy Corp. "This course has tremendously changed my reading habits; and has unlocked my reading powers. I also have much more confidence about myself. The benefit of this class is unlimited.

I would recommend this class for all, especially for those who have English as a second language." Phong Nguyen Supervising of Test Engineering, Remedy Corp. "Two of the biggest problems I had with reading were staying focused and retaining the material I read. The SuperReading program helped me grapple with these. My reading effectiveness improved more than 3-fold, even though I could not do my homework consistently. I am sure that I would have done even better if I had been up to date with my homework. I will recommend this course to all individuals who have problems with staying focused and remembering the material read." R. Subramanian Staff Engineer FIST HAL Computer Systems, Division of IBM Ron, "Thank you for stretching my mind to reach new heights. Your theme should be, "Turning readers into visionaries and visionaries into great libraries of knowledge." I increased my speed greatly but more importantly increased my comprehension and retention 5-fold." Sincerely, Frank Amdur VP Sales, Western U.S. Testimonials: Royal Bank of Scotland "Before the course I read at a much slower pace and was very easily distracted.

I lacked focus and had to re-read many times so comprehension wasn't great. My memory was good. I had used affirmations previously which are very useful so good to have refreshed this. After the course I have much more discipline. I have greater focus thanks to the techniques described such as pointing, previewing, etc. My comprehension has improved also as a result due to increased concentration levels. Visualisation has also worked very well. Whilst my memory was good beforehand, the use of the memory room is a very good technique to have learned. The reading tests I found very useful. The magnetic questions were useful to trigger memory." Pauline Mannion "I am much faster reading now, and also remembering a lot more. The best tools to get immediate gain are pointing and Eye-Hop. The Memory Room is very good, but requires effort (learning) to achieve quick results. I think SuperReading works best in a work context for magazines, journals and newspapers, etc. Not quite as effective yet for very technical documents. Good instructor who gives a lot of confidence." Paul Oldroyd "The techniques learned will be valuable for

future as I definitely feel that my general reading speed and comprehension have improved dramatically. I'm looking forward to achieving my goals." Jonathan Williams "The Memory Room is a useful technique to recall lists of items. Eye-Hop is close to my normal reading method, but blending the two is of benefit to pick out key items to communicate back to others." Helen Tate "To whom it may concern, The SuperReading course has significantly improved my reading capabilities, and I am now able to read subject matter much faster, and with much better comprehension. In particular, I found the use of preview and review techniques were instrumental in the improvement that I experienced. The memory room is also extremely useful for remembering data and is a very powerful tool – I wish I knew about it before. Ron is an excellent motivator and trained us on how to use all of the various techniques very well. The course material is also very good. Thanks Ron! Excellent course!" James Osborn "Dear Coach, I really enjoyed the upper Reading course. After years of experiencing highly technical, product based courses, it was refreshing to tackle a new way of reading and in doing so challenge bad habits that had become ingrained over a life time. The course re-teaches you to read by employing new skills that are at first a little alien but then came together to enhance and speed your reading ability. It's delivered in a fun way making for a great learning experience. I'd recommend it to anyone who would like to learn to read faster and have fun in the process." Costas Karayiannis, Head of technical and Transaction Support, Royal Bank of Scotland "I have always thought of myself as a fast reader since childhood. In 1997 I bought a course called Photo Reading which suggests you can attain reading skills up to 25000 words per minute. So I was not sure what this course would offer, as the pointing method is contrary to the Photo Reading method. The outcome was very good. The emphasis on the psychological techniques of "artificial interest", positive affirmations and visualisations is convincing and delivers results. Also, the emphasis on practice and allowing time for behaviours to develop and embed themselves was valuable. My problem with work reading is a loss of focus. This is due to a combination of a distracting environment and negative attitudes toward the subject matter. The techniques Ron has taught and suggested go along way to providing a solution." Chris Plant,

Regulatory Advisor, Royal Bank of Scotland “I’ve improved the speed of my reading, my focus when reading and the amount of information I retain. At the start of the class my attention would often drift while reading.

Since finishing the course I’m much more able to digest information on a first read and remember the information. The memory room techniques have substantially improved my ability to remember key things that I need to recall as well. I really enjoyed the course and feel that I’ve really benefited from the skills and techniques taught.”

Sarah Dilloway Royal Bank of Scotland Testimonials:
Philips Semiconductor The SuperReading course proved to be a highly enlightening and motivating course. Many techniques beyond the ones necessary to improve reading speeds and comprehension were introduced and applied. These techniques have all proven useful within the workplace and the home as well. Ron is a very engaging and enjoyable teacher. His presentation style is light, cheerful and infectious. He was able to draw the group together and get us all to enjoy the class and each other. I would highly recommend the class. My reading/comprehension speed jumped from 139 to 800 words per minute. I am confident that the tips and techniques that I have acquired will help me to be much more effective in my rather demanding job. I look forward to further improvements by continuing to practice. Thanks Ron! Tom Kemp, Design Engineer SuperReading has taught me that my mind’s potential is much greater than I ever imagined. I look forward to increasing my speed and comprehension to the maximum that is possible. The additional techniques (Goal Setting, NLP, etc.) are profound tools for change and I’ve already started applying them to my career. I would recommend this course to anyone who is serious about achieving all that is possible in their lives. Regards, Michael. J. Golini, Applications Engineer Philips Semiconductors, Inc.
This course is organized very well and is very effective in increasing one’s reading effectiveness. The key is practice and following the techniques taught in class. I started with an RE of 30 and ended up with 100. Jeff Modares, Application Engineer Philips Semiconductors, Inc.
I enjoyed the main subject matter and the main goals of the class. The asides, tips and techniques really made the class interesting. The skills I learned have already been very useful. Thanks, Ron. Great course,

great attitude, great humor. Jim Jirgal, Engineer Philips Semiconductors, Inc. I learned great techniques that were applied immediately and demonstrated the power. Great presentation, direction and applications. Good learning environment. Constant challenge and new information. Looking forward to future training by this group. Thank you very much. Jack Maxwell, Facility Operations Manager Philips Semiconductors, Inc. Ron, The tools that are used in this class are excellent. The ability to continue improving reading skills is also a huge benefit of the class. Overall, I achieved an awareness of my reading skills and feel very confident that they will continue to improve. The last day of upside/down reading was most valuable for me in building the confidence. NLP is a great tool. Thanks Ron! Diane Helseth, EBU Logistics Manager Philips Semiconductors, Inc. Testimonials: Compaq Computer I am into the third week of this class and I have no hesitation in endorsing this class whole-heartedly. It is a terrific class - Ron is a wonderful instructor and he makes the class very enjoyable. The lessons (you can create your own homework thru helpful websites) are guaranteed to significantly enhance your reading skills. Go for the class - you won't regret the experience. - PV Krishnamurthy Ron, Less than half way through, still under utilizing the tools, and not having done enough "home work", I can still see real improvement, especially in comprehension, when reading technical materials. Richard M. The thing that I have noticed is that I can read much better in the evening when I'm tired - that is I can concentrate better and my eyes stay focused on the words (this is "pleasure reading"). There has been SOME speed increase but I think the big thing is that I can concentrate (and thus read) longer. R. Gingell Top 10 reasons to take this class 1. Ron is fun and helpful 2. SuperReading provides you with multiple skills that you can use in your personal and professional life 3. You will read and comprehend faster 4. You will be able to track your reading effectiveness 5. This is a fast track memory class as well...you will learn to remember how to recall 20 things at a time 6. Mind mapping is thrown in as a way to express your new recall skills 7. You will be able to "juice" chapters, by using the key -sentence previewing techniques 8. You will work with a mentor/buddy to help you get through the class 9. Reading will be fun again 10. You will learn techniques on how to focus and not daydream while you're reading Bonus.... You will be able to take these

techniques and teach them to your kids.... they will become far better readers, and do much better at school. Aldo Adriaan HP NonStop Enterprise Division, Education and Training Center Hi Ron, I would like to express my sincere Thanks for teaching me the techniques to read faster with better comprehension. I had never been able to do this earlier.

In the last couple of weeks I have seen my RE going from 40 to 300, this is very surprising for me and encouraging too. Thanks. Regards, Rashmi Mansabdar Hi Ron, I'm thoroughly enjoying the class and all of the techniques you present. I challenge anyone who thinks they are overloaded with reading materials to take a look at the Super Reading class. I know I spend a lot of time everyday reading for which I never seem to finish and what I do read I don't retain very well. I have a need to be much more efficient in how I use my time during the day and I believe this class will help. The challenge for me and anyone in our industry is to see that we have a need and to want to improve on our reading and memory skills. If you feel your current reading and memory skills are good enough than this training probably would be a waste of time if it wasn't for the training material could be used in the future when there is a need. The class is simple and straight forward. What's needed is the desire by the students to have the "Want To" to succeed. Regards, Dennis Go NonStop Enterprise I took a "speed reading" course once back in college, and I didn't get it. (What was wrong with me?) It focused only on speed and breaking through sub-vocalization and did nothing with how you approach reading and comprehension, or "reading effectiveness". I kept waiting for the "breakthrough" that never happened. I hated it. This course is different.

It starts with correcting some very simple but obvious problems with my reading approach and mechanics, and the benefits are immediate and noticeable. I'm a better reader already, and getting better every day. Even the change I see based on the first few sessions was worth the time, but I think I see that breakthrough coming. Thank a lot- Jacqui Starr Testimonials: SONY "Great course. Highly recommended.

Consistency in homework is the key to success in this course. Use every possible testable reading selection for additional practice (e.g. the manual). Thanks for the toolset. This will help me reduce my concurrent school workload time allocation through the use of different tools and approaches. John "Frotz" Faatuai "Good course, lots of valuable techniques to improve reading speed and

comprehension. The techniques for improving memorization had dramatic effects. I would strongly recommend the class to someone willing to do the significant amount of practice to see improvement.” Ted Asocks “This course was very useful and had many tools that has increased reading speed and comprehension. The memory techniques were also very useful. I would recommend this course to everyone. The course was very organized and well paced.” Theo Doyle “For the memory techniques, I would recommend this course to people. It emphasizes steps to enhance reading speed that I found very helpful. Results were terrific. Certainly worth giving it a try.” Ashok Sinha “Hi Tom, This course was very useful. My first test score was 60 and I improved to 150 in my fifth test. Using the finger technique has improved my comprehension and focus. Previously I would not know what I had read from a paragraph when I reached the end. Now I feel much better and happy about that. I would certainly recommend this course to my friends and family.” Ganesh Gopalakrishnan “I picked up valuable techniques that will help me improve my reading speed and comprehension.” Thanks! Thomas Schrogenhauser “The class in general was well organized. We learned great tools. I must continue Eye-hops and memorization to enhance my results even further. I feel that 5 weeks is not long enough. Now that I have and know how to use the tools they will show results soon. -Linda Britton “Good class overall. Making time for more practice probably would have helped. Scores definitely got more consistent. The first test was easy material, but I did even better on unfamiliar subjects.” Jerry Godes “I enjoyed the class very much, and would recommend it to others. The instructor was excellent. I have to admit I would have improved much more had I spent more time on the Eye-Hops. I plan to continue with the provided course material to strive for even more.” -Rose Sandoval “Greetings, I recommend this course. My reading during the course did not improve greatly. However, my effort was not 100%. The exercises and tactics are helpful. I hope to continue to improve with additional practice.” Michael Escobosa “I really enjoyed this class. You do have to enter into it with an open mind, and practice. I would recommend it to fellow coworkers, and parents to help their children and high school and college students. I went from 125 to 350 in 6 weeks, the last test being the best.” -Denise Cromley “I would recommend the course

to others. I think the course brings your reading skills a long way in just 5 weeks. My confidence is a lot higher when I go to read now.” -Vickie Pham TESTIMONIALS:

Fujitsu MicroElectronics “Before taking this course, lots of time was wasted daydreaming while reading. Reading effectiveness was really low for me. The skills learned from this class really helped me to concentrate more. I believe that if I spend more time practicing, more improvement will be observed. I do enjoy this class and I will recommend it to everyone who wants to improve his reading skills.” Andrew Hsu Senior Design Engineer, Fujitsu Microelectronics, Inc. “This class has helped me very much with my reading skills. My reading comprehension has increased at least 50% and speed in some cases over 100%. English for me is a second language, and this makes it a little more difficult to comprehend English at any level. I know that if I continue to practice this new skill I will get even better.” Mario Aguirre Manager, Product Engineering, Fujitsu Microelectronics, Inc. Dear Ron, “I enjoyed the “SuperReading” class so much since it helps me enormously. After finishing the class, I really tripled my Reading effectiveness, and most important of all, it helps me to focus better. It used to be quite hard for me to finish a book from cover to cover, no matter how much I wanted to. But during this training, I have finished Professor Feynman’s “Six Easy Pieces” in about 5 or 6 hours. I would recommend this class to anyone I know.” Peng-Fei Zhang Staff Engineer, Fujitsu Microelectronics, Inc. To Ron, “Speed reading tactics are very useful. I have improved my reading performance enormously. Note taking and memory suggestions are also very useful.” Bob Matsuzaki Tactical Marketing Manager, Fujitsu Microelectronics, Inc. “As an ESL person and my reading effectiveness and speed have improved significantly. Thanks for all the techniques from this class on the reading and memory.” Wenhua Zhao Manager, Design Center, Fujitsu Microelectronics, Inc. “My comprehension was very poor when I started. Thus my speed was ever slowing by trying to increase comprehension. I was reading around 150 words per minute. This course gave me the tools to begin increasing my comprehension while not sacrificing speed. The previewing techniques helped to set my mind for the read. The eye-hops helped to train my eye muscles and group word recognition, thus increasing my speed. My mind used to wander while I read. Following my finger and pattern reading helps

me to focus on the activity and keep my mind focused.

I wasn't able to do the homework assignments and eye-hops as much as required and thus I feel my reading speed and comprehension might be better. Building the confidence factor definitely helped both comprehension and testing.

If these techniques were taught to children at an early age, I believe they would read earlier, faster and study/test better." Jeff Reifers IT Director, Fujitsu Microelectronics, Inc. "Simple but effective techniques help achieve results that are truly unbelievable." Ray Abrishami Director, Engineering Fujitsu Microelectronics, Inc. "Before I was getting stuck reading; now I am flowing. I have learned the following things: 1. Read titles! 2. Previewing is very useful

3. Trust your reading comprehension 4. Get proper glasses Eye-hopping was very useful...gave speed without sacrificing comprehension. Pattern reading gave speed with less comprehension - I need more practice. Memory techniques- I need to develop further- I am still weak in remembering names, years, etc. [not part of this course] I am good with the gist of what is said." Kirit Dave Engineer, Fujitsu Microelectronics, Inc. TESTIMONIALS: INNS OF COURT LAW SCHOOL "The best tools are the Eye-Hop. The stories are pretty good but it's just a very useful skill and essential to increase reading skills. My favourite tool is the Memory Room. It's a really good tool and it's scary just how effective it is. Ron is always full of charisma, energy and joy. It's essential for the course to have someone like him teaching students. My confidence is fine. Although with previewing I'm possibly more confident about remembering what I've read. Eye-Hop is essential, so the more you practice the faster you'll read. The course is really fun and each lesson seems to end quickly. I'm sure the more I practice the skills I've learnt the more my super reading will improve. Cheers Ron. Peter Claxton, BUC Student, ICSL, 21 November, 2007 "To whom it may concern, I have increased my reading speed over the period of 6 weeks in which the course was conducted. Although I didn't diligently follow all the advice given by my coach, I did experience some improvement. I would advise anyone taking this course to follow every homeplay activity and practice lots of Eye-Hops to reach maximum fulfilment. I wish I did that. Although I didn't do all of it, I have been given good advice on how to go on from here and will try my best to increase both my speed and my comprehension level

after this course. This course has given me motivation & inspiration to achieve more in my reading abilities."

Deepak Mahadfuan, BUC Student, ICSL, 21 November, 2007 "To whom it may concern, The SuperReading Course is a good tool for speeding up reading, focusing and memorising. This course helps me to improve how to read very fast and also the memorizing technique is very good. It just needs some practice.

The course itself has given techniques such as Eye-Hops - which helps to read fast and focus well. I myself felt before and after doing this course. I am grateful. Thank you." Majedul Quader, BUC Student, ICSL, 21 November, 2007 "To whom it may concern, My reading speed has increased greatly. However, I did not realise it had until just now! The best tools are the previewing techniques, as well as the Review, and the Memory Room. They make the information 'stick' very effectively. This course has made a great difference in the way I study, memorise, and prepare for exams. I feel that I will be much more confident going into exams. Additionally, I am very positive that my skills will improve and pick up. Ron has been a very effective instructor. He has kept the classes interesting, different and exciting. There has not been a dull or boring moment.

As far as feedback on the way the course is conducted, I believe the classes may be conducted in 2 or 2 1/2 hours without compromising the material. I am looking forward to exercising my skills and I am convinced 100% that I will be able to cover difficult and complex material with confidence using the techniques I have learned in this course.

Thank you. Virginia Sardeli, BUC Student, ICSL, 21 November, 2007 EDUCATIONAL TESTIMONIALS (STUDENTS, TEACHERS) "It's not often that you come across a course that changes your life, but Super Reading has certainly changed mine for the better. It has saved me a day a week at work, and led to a huge increase in my reading for pleasure."

"When we piloted Super Reading with a group of dyslexic students at London Southbank University, their reading effectiveness more than doubled in 10 weeks. I have known nothing like it. I have always advocated individual support for dyslexic students, but this impact was achieved in a group of 15. Just imagine how much better their university learning experience would have been had they completed the course before starting their studies." Dr. Ross Cooper London South

Bank University "I am a pre-med student at Berkeley.

My friend took this course and told me I had to take

it as well. He was so right. The difference is like day
 and night. It only takes me half the time to do a chapter,
 and now I really know it. With the memory tools, preparing
 for exams is too easy. All I have to do is review my
 visuals and all the information just comes flooding back.
 It's almost like cheating; it's so easy to remember complex
 information. If you are a student, this course will
 make a huge difference in your life. In fact, you can
 have a life with these skills. I can actually take some time
 to chill or play tennis, which really relieves the stress.
 The cost is so minimal compared to the benefits. Just do it
 and see for yourself. It's guaranteed anyway, which was
 important for me. I was a little sceptical even though
 I could see how well my friend was doing with it. SuperReading
 works, plain and simple." -Robert Sloan "Hi. If you
 want to be a great reader and learn things faster, SuperReading
 is what you're looking for. I really don't know how I
 managed without it. Wait- yes I do! I studied endless
 hours falling asleep over my text books. I had no social
 life, and I was getting mostly B's. Now I feel refreshed
 when I read, it's only taking about half the time, and I'm
 getting mostly A's. I'm even reading for pleasure, which
 I never did before. Reading is really cool when you can
 do it well. SuperReading has changed the way I look at
 myself. I feel much smarter than before. I now KNOW I
 can learn things and make them stick. I'm not nervous
 going into a test like I was before. You'll never be sorry
 you have these skills. Thank you SuperReading!" -Jimmy
 Wicks, Sophomore, San Jose State University, "I'm
 glad that I took this course. I more than tripled my score.
 Reading is so much easier now. I not only read faster
 but I can remember more. I know that I will continue
 to do better even after finishing because of the techniques
 I have learned." Tatiana A. High School Senior "Thank
 you. This course has been a lot of fun, and also helped
 my reading. I really think this has been a useful tool
 and I hope to continue practicing and learning. I left this
 class with many insights and suggestions on how to improve
 reading, and they really work! Thank you very much again."
 Eddie H. High School Student "I am more confident about
 my reading ability and certainly feel that I can read faster
 and at the same time remember and understand more. The memory
 room was a great help and has made me realise that I
 have a good memory. However, you must put in the initial

effort!" Samuel Baeza, Senior Lecturer, University of Chichester

Dear Person reading this, "I am a sixth grader at Piedmont Middle School. Over the six weeks my Reading Efficiency went up over 500%. Take the course!" Daniel R. 6th Grader

Dear Mr. Cole, I am writing this letter to thank you for helping my son Chris. He is in 6th grade, and ever since 1st grade he has had major problems with his reading abilities. He has been to see every reading and learning expert associated with the San Jose School System. Nothing has ever made much of a difference. This has really held back

his learning. He has just barely made it through each grade level, and always at the bottom of his class. I have come to dread going to parent's night to get his report. In the last few weeks this has all changed. The teachers cannot believe the difference in his work. He is understanding and remembering what he reads. They say he is smiling when he reads and understands more than most of the other children. They feel the only thing holding back his reading now is his poor vocabulary from being such a poor reader all these years. However, with the vocabulary building program you have provided, I believe there is already a positive difference there too. I know I must be patient. He is learning his words at an impressive rate,

and I see it is only a matter of time before he catches up there as well. As a mother, it is not easy to see your child failing in his education. I am so grateful for your help to Chris. You have given me hope and given him the ability to read well and to believe in himself. Bless you. Mrs. Marjorie Jackson (Chris' Mom)

Dear Robert, "I have progressed about 17 times more than I expected. Before the class, reading was a never-ending chore to me. It is becoming less and less boring every day. My favorite part of the course was the memory exercises. It was so fun! And helpful! Another fun part was the last class. It felt silly, but it sure was fun! I want others to know that THEY NEED TO DO THEIR HOMEWORK! I made the mistake of doing less than I should have. These skills are valuable to ME because I have realized that speed only works when you know that you can comprehend. I have gotten sooo much out of this class! Thanx a bunch,"

Amy Evans 7th grader, St. Martin of Tours Addendum E

-mail from Amy: "Hey Robert! I Just wanted 2 say "thanx" 4 bein such a great readin' coach. I can prove my progress by tellin u a little story: Yesterday, I heard the news

that I had a huge test in History the next day, which is today. I freaked out, because I had lost my notebook, and hadn't really read the chapter anyway (oops). So I went home, & at about 10:00 last night, I tried all my "Super-reading tools", and read the whole chapter. That's all I did.

Today, I was the only one in my class to ACE the test. Pretty cool, huh? Thanx again!!!" -Amy "The course worked very well for me. I have broken the thousand barrier, like, a whole lot. In fact, I got 1,846! I'm totally glad that I took this class. Thanks!" Shelby B. Dear Mr. Cole, "Thank you so much for teaching me SuperReading. I really enjoyed the time I spent learning the various methods. It felt good to see myself make progress each week. School is much easier now that I have the skills to be a great reader. Although I didn't think they would be, my novels are especially fun to read now. At first I thought that reading fast would take away from my enjoyment. I hung in there and they are much better." Sincerely, C.K. 6th Grader Dear whoever reads this, "I am a 7th Grader at Piedmont Middle School. Before I took this class I thought I could read fast. After I was finished with this class I read 6 times as fast." Signed, Mark U. "The Super Reading class was real fun. I can see the improvements I made. I learned all these new skills, and now reading is much easier for me. Mr. Cole was a cool teacher." Chris F. Dear Mr. Ron Cole, "I thank you endlessly for the program you introduced to SPHDS in the Fall of 1995. The transition from private school to public school was a little shaky at first, but as I applied what I learned from your program, not only did I realize I was at the same level as my peers, but I was indeed higher. Ron Cole's program really helped me as a new student in the public school system. Though I was prepared to enter high school after going to private school for such a long while, I felt that my reading skills had really expanded after Ron Cole's program. Reading authors such as Shakespeare, Dickens, and Bronte was hard enough, but Ron Cole's program gave me a sense of esteem and a more clear, concise, introduction into the understanding and comprehension of the novels. I definitely recommend Ron Cole's program to anyone who would like to improve their reading and comprehension skills." Thank You! Naomi M. Palo Alto, California To whom this concerns, "Your class has been a great success. Before I read a story in 2 minutes 20 seconds. Now I read a (same length) story

in 41 seconds, and I actually understand what I'm reading. Mr. Cole has been really nice to us. Thank you for reading this." Emily C. Dear People, "I think that Super Reading helped me a lot. It was fun and it worked. Even though we had homework called eye-hop, the class was still fun!! If you are thinking about joining the class I think you should do it. Thanks to this class I can read a whole lot better!!" Melissa L. To whoever is reading this, "I'm 11 years old. I was sort of slow in reading, but after I took SuperReading, using Eye-Hop and learning methods to read faster, I've improved. Now I understand what I'm reading. Eye-Hop was the thing I liked best because it got more challenging and I liked the stories. They were encouraging. The reading methods helped, especially previewing. I would like to thank Mr. Cole for managing the class, making it fun, and still teaching us."

Sincerely, Thi N. Dear Mr. Cole, "The first day of Super Reading I was a very slow reader and had very bad comprehension. Through every class I learned a lot from you, and you also made it easy for us to learn. Every class I was a little noisy, but I really learned a lot. My R.E. went from 113 to 831! You know, I'm going to take a Pre-SAT on Saturday. With what you have taught me, I can get a high score on my reading comprehension part. Anyway, thanks for everything! Bye!" Sincerely, Daniel C. Dear Mr. Cole, "Thank you very much for teaching me how to read really fast. I am really glad I took this class. Thank you." From, Merry M. Dear Parents, "I have learned a lot here. In the beginning I didn't really want to go, but after a while I kinda started liking it. We learned all these different reading skills here. Sometimes Mr. Cole lets us out early." From, Alice C. To Mr. Cole, "Thank you! Before I took your course, I was only a grade level ahead of my grade. Now I am... who knows? I want to thank you for teaching me and putting up with me. I enjoyed the class immensely. It taught me a lot and it was very fun." Sincerely, Mitesh P. Dear Readers, "I really liked the class. It really helped me. I liked the Eye-Hop because it helped me read faster. I really enjoyed how we had a mini test every week, that helped me with my comprehension. Before I came to the class I read very slow and had low scores. Now, I understand what I'm reading. I recommend this class for people who want to learn, read faster, and make comprehension higher. It takes commitment

but it helps in the long run. Thanks, Mr. Cole, for your help, time and caring!" Sincerely, an 8th grader, Kristin M. "I would recommend this class because I did triple as promised. I was taught by someone who knows, not by an elementary teacher who took up a side job as a speed reading teacher." Seena R., High School Student, San Jose, CA Dear Mr. Cole and anyone else, "I think your course was wonderful !!!!! I am really glad I went. My RE score went up basically 6x. The cool thing is though that along with my speed I can actually understand what I am reading. Also, I like how it wasn't just all reading and that we got other tools as well!!!!!! If you or anyone else is thinking about taking this course I personally say "GO!!!!" Sincerely, A.C. 6th grade "This is the absolute best way for a student (or anybody who likes reading) to spend their money. It is definitely the most worthwhile way I have ever spent my money. This class is nothing short of a miracle. Want to read faster than your friends? Take SuperReading!" Ted W., student at University of California, Berkeley Mr. Cole, Thank you so much for the opportunity to improve my reading skills. Your class is exceptional. Most importantly I have improved my comprehension, which was the most important thing to me. The pace was just right. Your materials, exercises and examples were all very helpful. The best thing I observed was how you worked with the students. You most definitely have a gift for working with children. My son commented to me that he thought you would make a great teacher. Thanks so much for your time and energy for helping the students and myself. Rose W. (adult) "This saves enormous amounts of reading time. Take the reading course. You'll be glad you did. The benefits are unlimited." John W., College student, Cal Berkeley Dear Mr. Cole, I am writing to thank you for taking my daughter into your Super Reading course. She was by far the slowest reader in her class. She would barely be halfway through material when the other children had already finished. On top of that, her comprehension was abysmal. I was about to spend nearly \$5,000 on testing to determine whether she had some type of learning disorder. A friend suggested calling you first. I am so glad I took that advice. After three weeks in your course she was the best reader in her class. By the sixth Super Reading class she was the best reader in her school. By far! It was gratifying to find out there was nothing wrong with

my daughter. All she needed was the right techniques and teacher. What a bargain your course turned out to be! Thank you again for this small miracle. -Dr. E. Menkin "I am about halfway through the SuperReading course, and I am noticing that I am not day dreaming as much when reading, as I am staying more focused. My speed is increasing thanks to my super reading tool (finger!). The Room to Remember is helping me remember lists, and on the tests, I am noticing my reading effectiveness scores increasing greatly, as is my words per minute score. I am scoring more marks on the tests. I was scoring 3 or 4, and now I am getting 100%!" -Harriet P. Year 13 student, Worthing College

"I'm halfway through the SuperReading course with Ron. I think the course is very good and has helped me with my reading speed & my memory in tests. I think that anyone who is considering this course should have an open mind because you will see the results of your work. I hope once I've finished this course I can do at least triple what I could do before. I believe this is realistic because I've seen a good improvement already." -Jonathan A. Student, Worthing College

Hi Ron, I took your SuperReading class earlier this year, along with my co-worker, Tim. As you know, we are both taking an MBA program that involves night classes. For the last year, we have been going each week, and seeing our standing in the course among our 120 peers. Our professor posts the grades outside the door each week. We see our student number, our grade, and our ranking in the class. In the past, before your class, our ranking was all over the grid. One week I could be number 7, the next week 101 and the following week number 75. Since the third week of SuperReading, Tim and I have occupied the number 1 and 2 positions, and nobody can surpass us! Each week we jockey between ourselves and the rest of the class has to fight for number 3. To us, this demonstrates the power of the skills we learned from you. In a way, we're no smarter than we were before SuperReading. What we have is the ability to understand and recall what we read. Perhaps we are smarter. It depends on how one defines intelligence. Either way, our reading skills have set us above about 120 other professionals struggling to enhance their careers. So we both send you a big "thank you". We're spending half the time studying and getting far better results. It's just how you said it would be. -Frank Turner, Engineer,

Advanced Micro Devices TESTIMONIALS: CHICHESTER UNIVERSITY "I

am a busy mum doing an MA. One of my hours to read is in the car while my daughter takes a class. This is 5 times 3,000 words of other people's work. Sometimes I didn't finish it in the hour. During this course, using previewing, pointing and parroting, I found that I did it in about 1/3 of the time and I was happier and more focussed. Now I always finish and have time to relax. Physical attitude / position plus the affirmations really help. Keeping positive and knowing it is possible helps as well. At first I didn't believe I could do it. On one test in week 5 I was reading 1200 words per minute and I took it all in.

Ron is very helpful had a good example. He always had a good story and a positive approach." -Mandy Park, University of Chichester, MA Creative Writing "Before I started the SuperReading course I found it difficult to concentrate when reading books and would often drift off several times per page and not take very much in of what I had just read. Using the techniques that Ron has taught us so far I have seen a noticeable difference in the speed of my reading. It has gotten considerably faster and I am not drifting off as much as I used to, which in turn means I am also taking more in and remembering what I have read. I have found the memory room the most helpful tool. It has helped me a lot when revising for exams. Other tools that we have been taught such as previewing and using your finger have helped me to read a lot faster than I used to and pick out the most relevant information. It has improved my reading a lot! Ron is a very kind and friendly and approachable teacher." -Jasmine Selby, University of Chichester, Student, 2nd Year "I can now read much faster than when I started and my memory power has improved due to the techniques I have learned. I have understood the difference between kinaesthetic, audio, audio digital and visual learning. Ron Cole makes each stage of the course quite fascinating and one instinctively wants to know more. Thank you very much." -Brian White, University of Chichester, MR "I so wish I had access to this course during my English degree. The tools like the memory room, speed reading and scanning would have been most welcome. However, I'm equally pleased to have obtained these skills at this stage of my MA in Creative Writing. I will take away the skills and keep working on them. Before the course I did not believe that I would be able to improve on my reading and memory due to my dyslexia. However, in a very short period

of time my ability to speed read and recall what I have read has improved greatly. Thanks Ron for bringing your skill and humour to Chichester University. Best wishes, Glenn” Glenn Stevens, University of Chichester, BA/MA “The SuperReading course has increased my reading speeds, increased my confidence and comprehension in what I read. The classes are lively and fun, and encourage you to perform at your best. I have learned to become more discriminate in the text I have to read for my courses - and don’t spend lots of time reading unnecessary articles or books. I can extract facts and figures more efficiently, and the memory room exercise has helped me to retain far more knowledge than I ever thought possible. SuperReading rocks! Thank you Ron (Super coach!)” -Caroline Horstead, University of Chichester, Student, “I enjoyed the class very much and Ron has been very encouraging and enjoyable to work with. My reading speed improved after the very first lesson and I feel much more confident about my ability to retain information. The memory room is a fantastic tool which I will continue to use. I will never forget the 20 longest rivers in the world.” Loree Weston, University of Chichester, Student “My reading effectiveness leapt 4-fold in one week. The classes are making me much more energized, positive and enthusiastic in general, which I had not expected. In this way it is helping me with my course and life overall, not just improving my reading speed.” -Talitha McIntyre Burnie, University of Chichester, Student TESTIMONIALS FROM THE UNIVERSITY OF CHICHESTER - March 2010 “I enjoyed this course immensely. My reading used to be slow and laboured and I would be easily distracted. Now, thanks to Ron’s easy going approach I read quicker, I am less distracted and I am more focussed. My future studying will hopefully take less time leaving me more time to enjoy life. I cannot Thank Ron enough.” Linda Still, University of Chichester “This course has opened my eyes to the possibilities of reading. It has awakened my want to read for pleasure and has improved my study effectiveness. Ron is a great instructor, encouraging and inspiring. With time I’m sure I can achieve another double of reading effectiveness.” Eilidh Gillingham, University of Chichester “Before starting this course I easily got distracted and bored when reading. Since doing this course I am now able to catch myself and get focussed again before its

too late. This course has improved my reading with comprehension to a phenomenal speed and I can preview a book really quickly to know whether it's worthwhile. Ron has made Thursday evenings fun. I would recommend anyone who is studying to do this course. You will definitely notice the benefits!" Annabelle Alloway, University of Chichester "SuperReading sowed me a whole new concept of reading. It had an immediate effect on me as I was able to adapt Memory Room to my studies. The 20 longest rivers will remain in my head for the rest of my life. I have noticed a difference in my reading and comprehension and I know this will only ever increase as time goes on. Ron's approach is very enthusiastic and motivating. It's an effective course which doesn't push you like you're in school and still achieves maximum results." Luke Nevill, University of Chichester "I am more confident about my reading ability and certainly feel that I can read faster and at the same time remember and understand more. The memory room was a great help and has made me realise that I have a good memory. However, you must put in the initial effort!" Samuel Baeza, Senior Lecturer, University of Chichester TESTIMONIALS FROM DYSLEXICS I am dyslexic and began this class reading at approximately 154 words per minute with 60% comprehension. (It took 2:36 to read a 400 word article.) ...I always had to read sentences over and over to get the meaning... By the end of the sixth session I was reading 1,846 wpm with 100% comprehension. (It took 13 seconds to read a 400 word article.) I would recommend this course to anyone trying to improve their reading speed along with comprehension. The things I found most valuable were the eye exercises and the testing where one was able to see positive results instantly. -Nancy F., Administrative Assistant, Legal Dept., HP I started this course being a very slow reader; so slow it was excruciating. I'd read the same line over and over, I'd lose my place on a page, and my mind would wander. The techniques I have learned on this course have helped me tackle all these problems, and now I feel I have learnt skills that will go with me to help me with my dissertation and on to my career as a teacher. Thanks. Keith Cockerton, London South Bank University, Student From the first week I knew the SuperReading course would be of great value to me! I now know I have never been taught to read properly. As reading has not been my strong point, over the course I have

gained confidence and understand how to get the most out of reading. I now view reading as fun and interesting. I have a whole library I look forward to going through.

Thanks Ron, it's been a blast! Yours sincerely, -John Tuitt, London South Bank University, Student "I so wish I had access to this course during my English degree. The tools like the memory room, speed reading and scanning would have been most welcome. However, I'm equally pleased to have obtained these skills at this stage of my MA in Creative Writing. I will take away the skills and keep working on them. Before the course I did not believe that I would be able to improve on my reading and memory due to my dyslexia. However, in a very short period of time my ability to speed read and recall what I have read has improved greatly.

Thanks Ron for bringing your skill and humour to Chichester University. Best wishes, Glenn" Glenn Stevens, University of Chichester, BA/MA I found that my reading speed for novels has increased dramatically. The experience of sucking up the meaning has been really exciting. I have also found

that I can tackle reading for work much more efficiently, but I expect to continue to improve. I have also really benefitted from the memory technique. My memory for lists has always been extremely poor until this course. Now I can remember 20 items easily and apply this to shopping, etc. When I wake up in the middle of the night worried about something I can park the worry in the knowledge that I will remember what it was in the morning and decide then whether it matters!

- Dr. Ross Cooper, London South Bank University, Lecturer I initially had lots of difficulty reading with my finger as a prompter but, after persistently following the reading programme, I picked up speed and was able to increase my reading comprehension. I have found that the speed reading methodology has been embedded into the way I read in general and it has definitely improved my reading ability overall. I definitely think there is room for improvement e.g. remembering what I read or speed and using the visual memory strategies at speed could have been cojoined with reading exercises to help me meld the two strategies at speed. Thanks, Ron. -Gareth Mason, London South Bank University, Senior Lecturer "I am more confident about my reading ability and certainly feel that I can read faster and at the same time remember and understand more. The memory room was a great help and has made me realise that I have a good memory. However,

you must put in the initial effort!" Samuel Baeza, Senior Lecturer, University of Chichester I really enjoyed the Eye-Hops, getting higher scores in the reading tests and seeing the techniques working as well as my scores going up. I also picked up a few interesting tips on preventing eye strain.

Mark Lucek, London South Bank University, O.T. Student Before I started this course, I was quite a good reader. I feel my confidence has grown a lot more. I like doing the short stroke tool as it's easy to do and when I'm reading something I get more information from the page. Yes it has made a difference and I've met some very interesting people in the course. Also, my reading has improved so much. I think my instructor is fantastic, and a great help to us (me). I think you should do this course next year and I don't think anything needs to be improved. I think this course should be put onto the curriculum and everyone should do this course, as you learn so much from it.

-Lindsey Rhodes, London South Bank University, Student I really enjoyed the SuperReading class and I will introduce it to all my friends and family. The stories were amazing and I am very happy that I took part of this SuperReading course. Thank you very much and may God richly bless you

Ron. -Rockson Osei Kumaning, London South Bank University, Sales Assistance The thing I value about the course is the time and space it provided to reflect on my approach to reading and to try out new strategies. It confirmed and explained why I have always found reading the newspaper a totally different (and easier) experience to reading anything else – i.e. the columns! I have found the Eye-Hopping incredibly useful – I find that I focus better, drift less, and print seems more in focus. I feel like I'm in the early stages of using Pattern Reading. At the moment it overrides the actual focus on the meaning itself because I'm so aware of the reading backwards. However, it also pulls me into what I'm reading more. Although the process appears to be about focussing in more and drifting less, I'm also aware that much of the drifting I do is about 'thinking about' what I'm reading- chewing over the ideas, linking to others, etc., so I consider some drifting as vital, especially with some types of reading I do.

-Pauline Moon, London South Bank University, Senior Lecturer At first I thought nothing was happening, but I was very pleasantly surprised by both my speed and comprehension. I had a slight blip in my scores but I think that was

due to absences, but I'm right on track now. I will continue to improve in the foreseeable future. The only reason I wouldn't want to recommend it to others is that I want to keep it a secret and gain all its benefits for myself. I have told of its benefits to anyone and all who will listen. Thanks!

-Raife Keller-Cooper My reading before was lower than now, since I started the course my reading has improved more and my focus is better now than before. I am also in control of everything I am reading now, unlike before. The Eye-Hop has also helped me greatly, and the memory room has also enabled me to remember things more by creating stories from them and making them big to help me remember things longer. The SuperReading course has made a great difference to my life. I am glad I was given the opportunity to take the course. I will always recommend this course to friends and everyone who needs help with their reading. I will continue to use all my Eye-Hop and memory room and the skills I have achieved from this course. A big thank you to the staff and all the people at LSBU who organised this course, and a big thank you to Ross Cooper and Ron Cole. I really enjoyed every bit of the course.

-Azara Kanu, London South Bank University, Clinical Assistant-Practitioner

TESTIMONIALS from Tesco Dear Readers! Before I started my SuperReading course, I could read fairly quickly but my comprehension was rubbish. I would read a document, then have to re-read it as I would be like, "What did I just read?" I am sure you have all done this many times and it can be quite frustrating. Since I have been doing SuperReading the skills I have learnt and the practice I have put in at home with the Eye-Hop exercises and reading the manual have helped me considerably. My colleagues at work have even noticed that I can read faster than them and I have captured the content I have read first time round. The best tool for me is the Memory Room. I can use this tool with everyday things that I need to remember. Also the Previewing technique is fab for getting the content of material before you read the material fully. I think Ron is a very enthusiastic teacher and puts a lot of energy into his classes which makes it easy learning. The manual has plenty of tips and exercises you can practice, as well as useful web sites. The handouts are very stimulating and get you focused on the task. The exams are interesting topics to read and the questions are not too demanding. If I continues the course for a bit longer my reading effectiveness

and comprehension would excel even more so. SuperReading will be a fantastic tool for when I start my CIPP next year. When reading law policies for our people, I will feel confident that I have comprehended what I am reading and will have read. Directors would benefit from this course as they will learn to read quickly through their E-mails, presentations and documents. Gloria Graham, Personnel Administrator, Tesco Stores Ltd. Dear Readers! When I heard about this course, it sounded just right for me. I've always enjoyed reading and was already a relatively fast reader (by normal standards), but I have huge amounts of material to read at work, and my recall was poor. I would often read a document, and then have to completely re-read it only a week or so later, as I wouldn't be able to remember anything it contained! Additionally, the ability to read large quantities and take it in is something I really admire in some of the senior managers I work with, so I was definitely hoping that the techniques learnt on the course would improve my effectiveness at work. The techniques taught are fundamentally simple, so are easy to remember and start putting into practice straight away. I was delighted to see a significant improvement in my reading effectiveness after just one week, which really motivated me to carry on. And I've continued to see improvements week-on-week as the course has progressed. Although I've seen a big shift in my reading performance since the start of the course, however, I'm sure I haven't yet reached my potential, especially as I've had less time to practise than I would have liked. So I'm planning to continue with some of the reading exercise to improve my skills further – hopefully I will end up being able to read more, remember more, and also work fewer hours! Sarah Butt, Site Research Director, Tesco Stores Ltd. TESTIMONIALS FROM: THE NHS (taught in two sessions, 30 days apart) "Previewing tools increased my comprehension, and using a guide sped up my reading and increased my comprehension. The memory room was very useful, enabling me to remember things easily." Yusuf Loonat, Finance Manager, NHS Leeds "The experience has been both interesting and useful. I have learned new ways of reading which even though I did not do much practice, have helped in both speed and comprehension. The instructor was good and insightful, coaxing and encouraging. I will certainly carry on improving and using the tools." Paula Lancaster, Contract Manager, NHS Leeds "Pointing is a

useful tool. If you put the effort in you reap the rewards. It's ongoing development and steady improvement. Quite thought provoking." Margaret Bell, Contracting Manager, NHS Leeds "I found it fascinating and I've really enjoyed it. This has enhanced my reading and improved my confidence."| Mark Bradley, Associate Director Finance, NHS Leeds "I used to be a very slow reader. But now I can confidently whiz through reading using my finger to scroll from side to side. The instructor made the experience a very good and pleasurable one." Victoria Ajahi, Assistant Contracts Manager, NHS Leeds "I really enjoyed the course. My reading is much faster now and I have trained myself to recognise when I am drifting off and I can now refocus. The memory room is great and I see how I will use this in future - poor memory was a big issue for me." Claire Walker, Head of Contracting, NHS Leeds "Previewing is brilliant for study and text books. Novel Previewing did not ruin the 'story' for me in novels- it made it more alive. I can't believe this actually works! Definitely makes me want to continue practising to improve further." Andrew Dangerfield, Head of Policy and Service Development, NHS Leeds "Pointing starts comprehension improvements. The techniques led to real improvement. Using the memory room to remember non-work related things. I will use it in my work in the future." Makeda Wood, Head of Contracting, NHS Leeds "This course has given me excellent tools. I'm reading faster with more comprehension. As for the pointing technique - should have known about it years ago. My confidence in my reading abilities has improved." Liz Caruthers, NHS Leeds "I am more focused when reading. The pointing really helps. I am working on appreciating the previewing more, and I have stopped highlighting! I enjoyed the sessions."

Diane Saunders, Senior Commissioning Manager, NHS Leeds TESTIMONIALS
 FROM: BPP Law School (Graduated December 2010) BPP Law School
 SuperReading Testimonials December 2010 "I've tried other speed reading techniques over the past 10 years but any initial benefits soon faded. Ron's enthusiasm and teaching techniques helped me to incorporate super reading more easily into my day-to-day reading than I ever imagined was possible. I wish I had access to this course years ago. I would recommend anyone who has a lot of reading for business or pleasure to take this course as soon as they can." Steve Nicholls, Student, BPP Law School, CDL Part-Time Year 1 "This has been a fantastic course and the coach,

Mr Ron Cole, is extremely user friendly and makes learning Super Reading fun. When I started the course I was pretty slow. Now, my reading is more structured in its approach and my reading speed has improved dramatically. I wish I'd done something like this before, and view it as an investment in life, because it's a skill I hope to use and apply both at work and in leisure reading." Valentino Di Mascio, Student, BPP Law School, 2010 GDL "SuperReading is simply a super course. It has given me the building blocks necessary to not only increase my reading speed to infinite possibilities, but to improve my comprehension also. Prior to the course I used to try and absorb a lot of information but it just wasn't happening for me. SuperReading has given me the skills to help. I am now structuring my reading better rather than just 'diving in'. This method has really allowed me to get a lot out of the course. I highly recommend it." Roger Charles, Student, BPP Law School, 2010 GDL "My confidence and speed have definitely improved, but the things I am most appreciative of are the study skills I've picked up. Mind mapping is amazing and has improved my comprehension and ability to memorize no end. Ron is a great instructor, always positive and understanding and I always felt reassured. I am looking forward to doing more Eye-Hop and trying to improve my reading further as I feel I still have a lot more faith in my abilities and don't feel defeated anymore when I have lots of reading to do. Also, being introduced to the colour overlays has been a big help too." Amy M, Student, BPP Law School, 2010 GDL "The SuperReading course has been especially useful on study days when I am not feeling particularly efficient. It has given me tools to wake my mind up and keep on reading materials. Ron is lively and friendly and gives his students a lot of motivation. I will keep practicing my super reading. Liz A, Student, BPP Law School, 2010 LPC "I like the SuperReading course and would recommend it to friends. I have learnt many useful tools for reading. Some of them work for me particularly well. English is my second language; I guess I need more time and more practice than the others. I find the memory room and mind mapping interesting and helpful. I will keep practicing what I've learnt from this course and believe that my reading speed and comprehension will be even better in the future." Tuo Z, Student, BPP Law School, 2010 LPC "The course has made a huge difference in my work life and I would like to thank my tutor, Ron,

who was a brilliant teacher and for believing in me. I used to find reading quite difficult and thanks to SuperReading, I am more confident. Thank you very much..." Angela Solis, Student, BPP Law School, 2010 "When I first started the course, it took me ages to read and my mind would also drift off. However, since I started the course I am able to focus for longer and comprehend a lot more using less time. It is a course I can recommend to anyone who wants to read faster. The memory skills taught will help anyone in any field of work or study." Oscar O. Student, BPP Law School, 2010 LPC "I was a keen reader even before but I started the GDL and suddenly my speed and my comprehension went down. It was a new subject. I saw the ad for Ron's course and read some of the reviews on the web site. I was pretty sceptical. But I ended up going and it proved to be a fun way of improving my speed. Ron is confident and a bit of that confidence rapidly catches on. Day by day, hopifying and applying the tips he offered, my work improved daily. Things like previewing, mind mapping or talking about your reading are not new, but put together in Ron's framework really do make a difference. I would recommend it. T's a good investment since its effects last almost as much as our working life." Ana-Maria Niculcea, Student, BPP Law School, 2010 GDL "Ron is enthusiastic and of course when applied, the skills acquired and practiced lead to exponentially increased cognitive reading comprehension. Reading speed improves- a great asset when much text and reading/recall of facts are required. Ron Cole is fun and genuinely desires students to succeed and get as much from SuperReading during the course and after life beyond for enhanced abilities. I endorse the course and wish I had discovered it years ago. Other institutions, educational and otherwise, should utilize these skills. I look forward to participating in future courses which Ron also delivers. Great stuff." Jo Hadert "Eye-Hopping was, and is, an excellent exercise. Progressing through the levels was very satisfying, but required daily practice. I found previewing to be the most useful technique for increasing my understanding of what I was reading. I was surprised at how much faster after only three weeks and am looking forward to achieving the same level of speed and comprehension with more technical material." James F, Student, BPP Law School, 2010 "I found the eye-hopping, the preview/reviewing, the memory room and hopefully, the pattern reading helpful and increased

my reading score accordingly. They are excellent, they do work and we are faster because of them. Thank you.” Edward Chapman, First Year Student, BPP Law School, 2010 “Before SuperReading, I found that I got very distracted when I read and often my comprehension was low. The course helped me focus my method and practice new ways of approaching the text. This has been extremely helpful and increased my confidence.”

Sophie C, Student, BPP Law School, 2010 GDL “Since English is my second language, I found my starting point, including reading speed as well as comprehension, far behind the other native speakers in the class. But with the SuperReading skills, even after just one class, the retest score at the end of the first class showed much improved results. After the sixth class, my reading speed almost doubled, and my comprehension improved so much I could not quite believe it. I really appreciate all the skills I have been given by SuperReading. It really was an amazing experience!”

Catherine Ye, Student, BPP Law School, 2010 GDL “Before SuperReading I was a very distracted reader. SuperReading has helped me focus on the text and increase my comprehension instead of having to reread. I have found the memory tools particularly helpful for revision purposes. My confidence in reading large volumes of text has increased. Eye-hopping has added a fun dimension to learning how to SuperRead.”

Lexie Miller, Student, BPP Law School, 2010 GDL “I have certainly learned some techniques which have helped me increase my reading speed and effectiveness. The mind-mapping, previewing and hopifying were completely new to me and have already made a difference. I’ve attained really high retention at good speed. Overall it has opened my eyes to a whole new range of things I knew nothing about previously.”

Stephen Horncastle, Student, BPP Law School, 2010 GDL “It has certainly provided me with techniques which aid the speed in which I complete my course reading, and the amount of information I retain. I am confident that after practicing these techniques I will notice a significant improvement in how I manage my time. I hope to see an overall improvement in my exam marks by implementing the memory techniques Ron has taught me. Ron teaches in a way which is fun and engaging, and it enables you to associate mundane tasks (i.e. reading numerous law books) with confidence and enjoyment.” Jason C, Student, BPP Law School, 2010 GDL • Pointing is very good and an important way to keep me focused on what I am reading. • Good

experience in improving your self-confidence in reading, and other things too (the stories in the Eye-Hop books). • I believe that following the instructions, especially the Eye-Hopping exercises, you will improve your reading speed.” • Sunny H, Student, BPP Law School, 2010 GDL “Before I used to go back to what I’d just read often. Now, I do this rarely. Comprehension has changed positively. The instructor is cool and helpful. I was a bit sceptical before the starting of the course, but it was worth attending. Thanks Coach!” Harilala Razafimbolafidy, Student, BPP Law School, 2010 GDL “Ron is a very lovely, well meaning guy. I am confident that the materials and exercises will help me progress as I go forward in my studies and future career. It is not a magic pill- it’s like a diet- you have to stick to the daily exercises to see progress. Some of the techniques you won’t agree with or feel they won’t be effective, but leave your sceptic’s hat at home and try everything. The majority of the work Ron teaches you is useful.” Graham P, Student, BPP Law School, 2010 GDL “The SuperReading course has made me a more confident reader. I am no longer daunted by reading my law books and know that I can get through my work more quickly. Techniques such as previewing and affirmations do help a great deal in making the reading proceed more efficiently and enjoyably.” Anna G, Student, BPP Law School, 2010

COMMENTS FROM ATTORNEYS AT SJ BERWIN about SuperReading

“The techniques have definitely cut down on my daydreaming. I’m concentrating better and my speed is up as well. I’m more confident when I read and I am remembering what I read better than before. It’s definitely working. Thanks.” -Chris P. “I’m definitely impressed with these skills. My speed has increased a lot- it’s working quite well. There’s less drifting off and I’m comprehending at a higher level. ” -Keegan T. “I’m finding the day -to-day memory techniques very useful. Before I struggled with retention- this has been very helpful. I’ve also noticed less drifting off when I read. My comprehension is higher and my speed has increased as well. I’m using the memory tools to piece together cases and articles. ” - Kevin C. “I find the techniques are always helpful. They stop my mind from drifting. I used to have to pay attention to each word separately. Now I’m reading faster and my comprehension is definitely better. I’m finding the previewing very helpful- I’m able to take it all in much better. I’m also finding

that reading large documents is more enjoyable; I don't dread it like I used to. I find I'm getting to the important points much quicker now. Thank you." - Nicola J. NHS Comments on SuperReading "Previewing tools increased my comprehension, and using a guide sped up my reading and increased my comprehension. The memory room was very useful, enabling me to remember things easily." Yusuf Loonat, Finance Manager, NHS Leeds "The experience has been both interesting and useful. I have learned new ways of reading which even though I did not do much practice, have helped in both speed and comprehension. The instructor was good and insightful, coaxing and encouraging. I will certainly carry on improving and using the tools." Paula Lancaster, Contract Manager, NHS Leeds "Pointing is a useful tool. If you put the effort in you reap the rewards. It's ongoing development and steady improvement. Quite thought provoking." Margaret Bell, Contracting Manager, NHS Leeds "I found it fascinating and I've really enjoyed it. This has enhanced my reading and improved my confidence." Mark Bradley, Associate Director Finance, NHS Leeds "I used to be a very slow reader. But now I can confidently whiz through reading using my finger to scroll from side to side. The instructor made the experience a very good and pleasurable one." Victoria Ajahi, Assistant Contracts Manager, NHS Leeds "I really enjoyed the course. My reading is much faster now and I have trained myself to recognise when I am drifting off and I can now refocus. The memory room is great and I see how I will use this in future - poor memory was a big issue for me." Claire Walker, Head of Contracting, NHS Leeds "Previewing is brilliant for study and text books. Novel Previewing did not ruin the 'story' for me in novels- it made it more alive. I can't believe this actually works! Definitely makes me want to continue practising to improve further." Andrew Dangerfield, Head of Policy and Service Development, NHS Leeds "Pointing starts comprehension improvements. The techniques led to real improvement. Using the memory room to remember non-work related things. I will use it in my work in the future." Makeda Wood, Head of Contracting, NHS Leeds "This course has given me excellent tools. I'm reading faster with more comprehension. As for the pointing technique - should have known about it years ago. My confidence in my reading abilities has improved." Liz Caruthers, NHS Leeds "I am more focused when reading. The pointing really helps. I am working

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Manager, NHS Leeds “I never gave much thought to my reading
skills prior to this course. Things like words per minute
and timing myself have really helped me improve my speed
and the course has made me think about my style of reading.”
Amnah Azhar, Contracts Analyst, NHS Leeds

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