



# Cairn

One step at a time

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**clare evans**

personal & business coach

[www.clareevans.co.uk](http://www.clareevans.co.uk)

Welcome to all new subscribers since last month.

I hope you had a good break over the summer and managed to take some time out to relax totally. Despite the fact that we don't seem to have much of a summer, we've still managed to notch up a few days of sunshine and there's been very little rain, so I've been out watering my veg each evening. Which is growing very nicely thank you and producing some nice long runner beans, a few tomatoes, the glut hasn't started yet and even some cucumbers.

I've also been cycling into town on a pretty regular basis so I'm getting my share of exercise too and definitely seeing a change in the number of gears that I have to use when tackling the hills. i.e I'm getting better. I have to admit that my regular Brighton commute is mostly along a nice flat stretch, as I'm able to avoid the main road which would be more like a roller coaster ride and more hazardous what with petrol fumes and car drivers seeing just how close they can get without actually hitting you.

If you or your partner, girlfriend, friends subscribe to Zest and New Woman magazine, look out for an article potentially featuring yours truly this month. I've been interviewed by four journalists so far this year, all wanting time management tips for articles they were writing. Assuming the articles made it into the magazine they were due out in the October/November issues.

You can catch up on the rest of what I've been up to on my blogs.

Enjoy the rest of this newsletter.

- Improve Your Reading Speed
- What On, What's New
- Recommended Reading
- Website of the Month
- This Month's Quote

## **Improve Your Reading Speed**

I bet you haven't thought much about how you read since you learnt all those years ago at school. We're taught to read using the phonetic or phonic method. I probably get through a couple of books a month just for my leisure reading, which might not seem like a lot if you're already a fast reader. My next-door neighbour seems to get through at least one book a week but then she's retired!

More and more information comes at us from a variety of sources. Email being one that is increasing all the time and then of course there are all the magazines and publications that we subscribe to on a regular basis in either electronic or hardcopy format. Reading is an essential part of business and our personal development.

If you spend a lot of your time reading – emails, research, internet, business books, magazines, newspapers, novels etc. then you can certainly improve your reading efficiency by learning a few tips and techniques to speed things up. The average reading speed is around 200 words per minute (wpm) but speeds of nearer 1000 wpm are possible with a little practice.

This may sound obvious but what is it you're reading and why? What is your level of interest and motivation in what you're reading? This will affect your level of concentration and the outcome.

Create the right time and place for reading. If you need to concentrate on what you're reading or you're studying, then set aside time to do this when you're rested, comfortable and in the right frame of mind. Is there a particular time of day that you prefer to read – early morning, mid afternoon or late at night? Read in a good light – preferably daylight but otherwise read in a good light coming from behind to avoid shadows and not too bright to cause glare.

Sit in a comfortable upright position not slouched in a comfy chair – at least not if you want to concentrate on what you're reading. Otherwise you're likely to find yourself dozing off. Hold the book at a comfortable, natural distance from your eyes – about 40-50cms (15-20 inches).

Have anything you need while reading easily to hand – pen, notebook etc. and have a clear reading space, so that you won't get distracted or lose focus. Reduce the likelihood of interruptions by switching off the phone or closing the door. If you're studying – take a few deep breaths before you start so that you're in a relaxed frame of mind.

During traditional reading, the eyes take in perhaps one or two words at a time, skipping backwards and forwards, pausing at regular intervals along a line of text. Taking in more words at a time and moving the eyes smoothly along a line of text will immediately increase reading speed. Practise this by reading forward only until it becomes more natural.

Avoid backskipping – you know, when you re-read the last few words or skip back to re-read a paragraph because you think you've missed something. This definitely slows down reading speed and is just something we do from habit. Break this habit and you'll again increase the speed at which you can read.

Another way we slow ourselves down is by reading every word on the page, in the belief that it will aid comprehension. In fact our brains are pretty fast at processing information and focusing on just one word at a time slows it down. Reading is more than what we see with our eyes. Your brain is what actually does the reading. When you focus on something in front of you, your central, clear vision is only 20% of what you see. The other 80% is your peripheral vision. Using your peripheral vision when reading enables you to take in larger chunks of information.

When we're learning to read, we use a finger to guide our eyes along the words and down the page. This is a habit that we grow out of as our reading ability improves. Using a guide can help to increase your reading speed by guiding your eye smoothly and evenly along the lines and maintaining a continuous speed without skipping backwards. Use a slim pencil, pen or even something like a chopstick as a guide. Move the guide smoothly along the line you're reading. You don't need to move it along the whole of the line just keep it to the middle of the page. Your peripheral vision will take in the words on either side.

Skimming and scanning – again based on the principle that you don't need to read every word in order to understand a piece of text. If you set a purpose for the email, document, book, report that you are reading you can use this technique to quickly find the information needed. Perhaps you only need to skim read an email to see if any action is required from you. You can scan a document to find the specific piece of information you're looking for in the same way you're able to quickly scan a list of names and numbers or flick through a telephone directory to find the one you're looking for.

If you'd like to find out additional ways to improve your productivity, then just give me a call or send an email to [info@clareevans.co.uk](mailto:info@clareevans.co.uk)

## What's On, What's New

Up-coming teleclasses, workshops:

**Intro Teleclass: Find Time For Your Marketing** - Find time to market your business more easily and effectively. Find the key strategies you can use to be more focused on what matters and get real results. Register for the next Marketing Teleclass on **Tuesday 18th September**.

**Intro Teleclass: Get Control of Your Time - Do you need to do more in less time?** Discover the importance of planning and prioritisation. How to avoid things becoming urgent and focus on the important

tasks. Learn key tips and strategies to help you use your time more effectively. Register for the next [Time Management Teleclass](#) on **Tuesday 23<sup>rd</sup> October**. (Not yet updated on my site.)

**More Month Than Money E-book** – If you're dreading the credit card bills after your summer holidays or you'd just like to be better off financially, get your finances organised and start creating some good money habits. Find out where your money goes each month and start saving and investing for your future. The sooner you start, the sooner you'll see the results.

**Ecademy – Business Networking – free 30-day NetworkPass.** If you use networking as part of your marketing strategy then come and join me on Ecademy. It's a great place to make contacts, promote your business, share your expertise and find useful advice and information to improve your business. They currently offer a **free 30-day NetworkPass**, so you can try it for yourself but only if you sign-up by clicking [HERE](#).

## Recommended Reading: The Speed Reading Book – Tony Buzan

If you want to improve your speed reading techniques still further, test and improve your own reading ability and comprehension then this book is for you.

<http://www.amazon.co.uk/exec/obidos/ASIN/056348702X/clareevans-21>

To see my previous Book Recommendations – click [here](#).

## Website of the Month: Banana Appeal

I came across this website through one of my network contacts. Not only is it a good cause but it's worth reading the wonderful story of how putting thought into action can make such a big difference.

<http://www.bananaappeal.org.uk/>

## This Month's Motivational quote:

*I get up every morning determined to both change the world and to have one hell of a good time. Sometimes, this makes planning the day difficult. [E B White]*

If you're looking to make changes in your life and would like some motivation, focus and accountability to help you do it, don't hesitate to contact me and arrange for an initial exploratory session over the phone.

If you were forwarded this issue of the newsletter you can register to receive your own copy each month by sending a blank email to [claresnews@aweber.com](mailto:claresnews@aweber.com).

Until next month.

Clare



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