

LIMITLESS

Upgrade Your Brain, Learn Anything Faster, And Unlock Your Exceptional Life

JIM KWIK

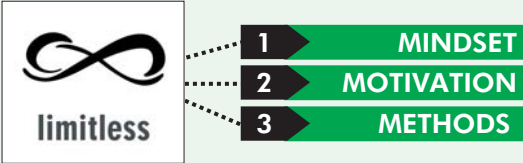
JIM KWIK is an expert in memory improvement, brain optimization, and accelerated learning. He is the CEO and founder of Kwik Learning which coaches students, seniors, entrepreneurs, and educators. His corporate clients include Google, Virgin, Nike, Zappos, Fox Studios, the United Nations, Caltech, Harvard University, and Singularity University. Every year, his keynote speeches reach more than 200,000 people in person and attract hundreds of million views online. His "Kwik Brain" podcast rates as one of the top educational training shows on iTunes.

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MAIN IDEA

Human potential is one of the only truly infinite resources which exists in the world. There are literally no limits on your creativity, imagination, and ability to think except those which are self-imposed. If you're not currently functioning at your full potential, there are limits in place which must be released. These limits tend to be in three areas:



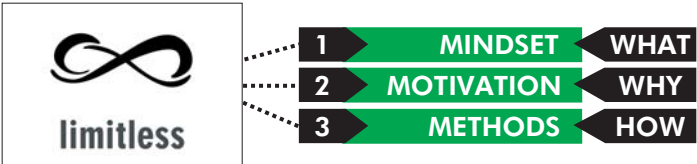
- A limit in your mindset (the WHAT) – you have incorrect beliefs, attitudes or assumptions.
- A limit in your motivation (the WHY) – you lack the drive, purpose, or energy to behave in a more limitless manner.
- A limit in your methods (the HOW) – you were taught incorrect processes which will not generate the results you want.

Identify what has been holding you back until now and you have the ability to become limitless in every area that's important to you – academic, health, career, relationships, or personal growth. Free your mind and change your life's trajectory. It can be done.

"We all have vast potential inside of us, untapped levels of strength, intelligence, and focus, and the key to activating these superpowers is unlimiting yourself. For more than 25 years, I've worked with people of all ages, nationalities, races, socioeconomic statuses, and education levels. What I've discovered is that no matter where you come from, no matter what challenges you face, you have incredible potential that's just waiting to be tapped. Every person—regardless of age, background, education, gender, or personal history—can advance beyond what they believe they deserve and is possible. And that includes you. Working together, you'll come to think of your own limitations as an outmoded concept."

– Jim Kwik

The three self-imposed limits



Element #1 – Mindset (the WHAT) Pages 2 - 3

Your mindset – your beliefs, assumptions, and attitudes – are never pre-installed at birth. You've picked them up as you've gone along, and more than likely they are a LIE (Limited Idea Entertained). It's possible to learn how to have a limitless mindset. When you do that, you'll find most if not all of your present constraints are self-imposed. You have to accept that you have the power to assume a limitless mindset. Your true potential is within your control, and once you understand that, the power of that potential grows dramatically.

Element #2 – Motivation (the WHY) Pages 4 - 5

Contrary to popular belief, your personal motivation is not fixed. It's not something you either wake up with or you don't. Instead, motivation can be generated every day. It's the result of a repeatable process you can control. You can create personal motivation every day by following the recipe: $MOTIVATION = PURPOSE \times ENERGY \times S^3$. When you combine purpose and energy with small simple steps (S^3) in the right direction, you'll be motivated. Do that every day and you'll stay in the state of flow, the ultimate form of productivity.

Element #3 – Methods (the HOW) Pages 6 - 8

Approaching every day with a productive mindset and the optimum level of motivation is great, but you also need to learn how to learn. You need methods – procedures and processes – which will help your brain excel. Learn savvy methods for how to focus, study a topic, memorize key facts, undertake speed reading, and think clearly. Get good in all these five areas and you will genuinely become limitless.





- 1 MINDSET
- 2 MOTIVATION
- 3 METHODS

Your mindset – your beliefs, assumptions, and attitudes – are never pre-installed at birth. You've picked them up as you've gone along, and more than likely they are a LIE (Limited Idea Entertained). It's possible to learn how to have a limitless mindset. When you do that, you'll find most if not all of your present constraints are self-imposed. You have to accept that you have the power to assume a limitless mindset. Your true potential is within your control, and once you understand that, the power of that potential grows dramatically.

"The human brain has 100 billion neurons, each neuron connected to 10,000 other neurons. Sitting on your shoulders is the most complicated object in the known universe."

– Michio Kaku

Your mindset determines how you respond to and interpret situations. Your life's experiences has most likely installed in you the belief that you're not exceptional but pretty average. You've probably been subject to all kinds of limiting beliefs for most if not all your life.

That's unfortunate because you – like everyone else in the world – have what it takes to be a genius. Keep in mind being a genius doesn't necessarily mean you have a high I.Q. like Albert Einstein. Instead, genius can come in four different ways:

1. *Dynamo genius* – someone who can express their brilliance through creative ideas. Shakespeare was a dynamo genius because he could write stories which reveal so much about ourselves.
2. *Blaze genius* – someone who shines in their interactions with others. Oprah Winfrey is this kind of genius. She has an exceptional capacity to connect with the hearts, souls, and minds of a very wide range of individuals. Blaze geniuses are often master communicators.

3. *Tempo genius* – someone who can see the big picture and plot the best way forward. Nelson Mandela was a tempo genius because he could see the rightness of his vision even in the face of overwhelming odds.

4. *Steel genius* – someone who is great at sweating the details and making the right things happen. Google cofounder Sergey Brin saw the potential of large amounts of data as a great search algorithm and started Google to use that. Steel geniuses gather data and then use patterns incredibly well.

There's a very good chance that even if you're not an Albert Einstein in the making, you might be exceptionally good in one of these other areas, or a combination of two of them. The key to tapping into your own genius-level possibilities is to get rid of your limiting beliefs. Become a superhero in your own mind first.

"Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid."

– Albert Einstein

"Life has no limitations, except the ones you make."

– Les Brown

"We now accept the fact that learning is a lifelong process of keeping abreast of change. And the most pressing task is to teach people how to learn."

– Peter Drucker

"We do not need magic to transform our world. We carry all of the power we need inside ourselves already."

– J.K. Rowling

"The only way to win is to learn faster than anyone else."

– Eric Ries

"There is one grand lie – that we are limited. The only limits we have are the limits we believe."

– Wayne Dyer

"It ain't what you don't know that gets you into trouble. It's what you know for sure that just isn't so."

– Mark Twain

"I not only use all the brains I have, but all that I can borrow."

– Woodrow Wilson

1 MINDSET WHAT

To minimize the limiting beliefs which you labor under at the present time, try this:

1. *Name your limiting beliefs* – so you can start pushing back against them. For example, you might consider yourself to be no good at telling engaging stories. Start paying attention to every time you tell yourself you can't do that and counter with a more empowering thought: "Well, just because I have not yet excelled at story telling, that doesn't mean I never will in the future. Let's get practicing".
2. *Get to the facts at hand* – ask: "Am I truly bad at leading a group?" or "Where's the evidence to support the suggestion that I suck at this?" You'll probably realize when you get down to facts, there is no real evidence that proves you're bad in this area. Instead it was just noise in your head.
3. *Get proactive about creating a new belief* – to replace the limited ideas you started with. For example, if you lack self-confidence and feel like you fall short at critical moments, remind yourself nobody gets everything right 100 percent of the time. Therefore, be proud of all the times you've stepped up and delivered when it counted. Just focusing on that will help you have a better mindset.

"As long as you believe that your inner critic is the voice of the true you, the wisest you, it's always going to guide you. If you can create a separate persona for your inner critic—one that is different from the true you—you'll be considerably more successful at quieting it. This can be enormously helpful and you can have fun with it at the same time. Give your inner critic a preposterous name and outrageous physical attributes. Make it cartoonish and unworthy of even a B-grade movie. Mock it for its rigid dedication to negativity. Roll your eyes when it pops into your head. The better you become at distinguishing this voice from the real you, the better you'll be at preventing limiting beliefs from getting in your way."

– Jim Kwik

"The one real object of education is to leave a person in the condition of continually asking questions."

– Bishop Mandell Creighton

There are seven LIEs (limited ideas entertained) which get bandied about when it comes to learning. You should work all the time to replace them with something better and more powerful. Those LIEs are:

LIEs – Limited Ideas Entertained

1. *Your intelligence is fixed at birth* – you either are born with a high IQ or you are not. The problem is an IQ test does not measure your creativity, your street smarts, or your emotional intelligence. The concept of intelligence is very fluid. It's not just how smart you are that counts, it's also how you became smart. Take your education into your own hands.
2. *We only use 10 percent of our brains* – which is incorrect. Scientists know all parts of our brains show activity, even when we sleep. The human brain takes up 2 percent of your overall weight and yet accounts for 20 percent of your energy consumption. The reality is you're already using 100 percent of your available brain power, in just the same way as you're using 100 percent of your body. The challenge is to learn how to use your brainpower in the best possible way.
3. *Mistake are failures* – which is crazy. Albert Einstein said: "A person who never made a mistake never tried anything new." There is no such thing as failure as long as you learn from what happened. Mistakes are part-and-parcel of the learning process. Making a mistake doesn't say anything about you as a person except that you live and breathe. Use mistakes as stepping stones to rise to the next level.
4. *Knowledge is power* – which is incomplete. The reality is knowledge needs to be applied to have any real value. Or put another way, knowledge has the potential to become power. It's what you do with what you know that counts. If you know everything but never get around to applying it, then your knowledge is just theoretical. Think of it this way: Knowledge x Action = Power.
5. *Learning new things is very difficult* – which is kind of a hangover belief from being in school as kids. Yes, learning about something you just know in your bones you will never use for the rest of your life is hard work, but if you're passionate about a subject,

it's very easy to learn about it. You will actively seek out learning opportunities and thrive on learning. Figure out the way you like to learn – which makes it fun and enjoyable – and you'll keep learning.

6. *The criticism of other people matters* – which is downright crazy. The fastest learners on the planet are children, and part of the reason for that is they don't care in the slightest what others think of them. They just want to have fun. They have no shame about failing or looking silly. The average infant will fall more than three hundred times while learning to walk but keep going. Never allow anyone else's opinions to run or ruin your life. It's not their job to like, love, or respect you. That's yours alone.
7. *Genius is born* – which is the most preposterous LIE of all. Tell that to someone who has invested 10,000 hours in disciplined practice over many years. Genius always leaves clues, and the reality is there is always a method behind what looks at first glance to be effortless magic. Genius is never inherited at birth, but must be earned through consistent, deep, daily practice.

"Greatness isn't born, it's grown."

– Daniel Coyle

"When people come to me to learn, they're not coming to me to learn to defend themselves. They want to learn to express themselves through movement, anger, or determination."

– Bruce Lee

When you accept these LIEs as "conventional wisdom", you're giving yourself an unnecessary burden to carry around. Anytime you hear anything which puts constraints on your potential, that should raise a red flag for you. To have a limitless mindset, you have to replace any and all limiting beliefs with more powerful realities.

"The French philosopher Jean-Paul Sartre noted that, 'Life is C between B and D,' meaning that the life we live is the choices we make between the 'B' of birth and the 'D' of death. Being limitless is a choice, and that choice is entirely yours, regardless of your circumstances. You can choose to give up this power, but why would you when you know that you can truly live a life without barriers?"

– Jim Kwik

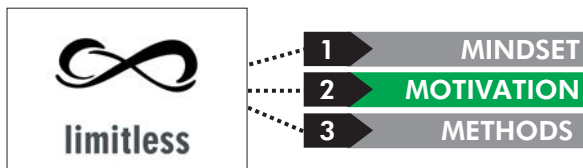
To learn new ideas quickly, get into the habit of using the FASTER method. It goes like this:

FASTER – Forget, Act, State, Teach, Enter, Review

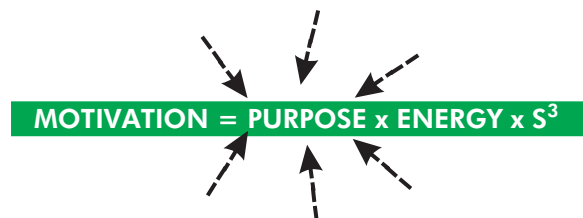
- F** *Forget* – about anything that distracts you and focus like a laser on what you're trying to learn. Have a beginner's mindset and approach. Also forget about limitations. Your capabilities are not fixed and you can learn about anything.
- A** *Act* – never assume learning is a passive experience. Look for opportunities to apply what you're learning and you'll learn much faster.
- S** *State* – your current mix of emotions. You don't have to be bored like you might have been in school as a child. Choose to have joy, fascination, and curiosity drive your current learning activities. Make learning fun and it will be much more memorable. Be energized by what you learn.
- T** *Teach* – the absolute best way to learn anything. The reality is learning can be social. If you study something with the intention of then turning around and teaching it to someone else, you'll pay closer attention. Get a weekly group together where you teach each other, and your own learning efforts will get supercharged.
- E** *Enter* – your personal growth and development activities on to your schedule. Your calendar is your most powerful personal performance tool so use it astutely. If you don't put your learning activities on to your calendar, you won't get them done.
- R** *Review* – actively recall what you've learned with spaced repetition. Going over what you've learned at regular intervals not only enhances your recall but it also increases the value of that material. Doing this will prime your mind for what is to come, which is good.

"Every now and then a man's mind is stretched by a new idea or sensation, and never shrinks back to its former dimensions."

– Oliver Wendell Holmes



Contrary to popular belief, your personal motivation is not fixed. It's not something you either wake up with or you don't. Instead, motivation can be generated every day. It's the result of a repeatable process you can control. You can create personal motivation every day by following the recipe: $MOTIVATION = PURPOSE \times ENERGY \times S^3$. When you combine purpose and energy with small simple steps (S^3) in the right direction, you'll be motivated. Do that every day and you'll stay in the state of flow, the ultimate form of productivity.



It stands to reason that the stronger your why, the greater your levels of motivation will be. If you can clarify why you're doing what you do, and why specifically you're going after a specific goal, motivation will grow because your heart will be leading the way.

To get your goals out of your head and into your actions, make sure your goals align with your heart:

HEART – Healthy, Enduring, Alluring, Relevant, Truth

- H Healthy** – make sure your goals support your well being by contributing to your mental, physical, and emotional health.
- E Enduring** – set goals which inspire and will sustain you during the difficult times ahead.

- A Alluring** – set goals which are so enticing and so engaging that you'll just naturally feel motivated to go after them.
- R Relevant** – have goals which relate directly to your core values and your overarching life's purpose.
- T Truth** – don't set goals because others expect it of you but go after something which is true to your personal aspirations and aims.

In addition to boosting your motivation levels, knowing your why helps you live with integrity. It becomes easier to live a life that's aligned with your core values. You can do the things which give you an intense feeling of satisfaction. That's something very personal but incredibly powerful.

"Purpose is what you're here to share with the world. It's how you use your passion. When you get down to it, we all have the same purpose: to help other people through our passion. The greatest task we have in life is to share the knowledge and skills we accumulate. It doesn't have to be more complex than that."

– Jim Kwik

Once you know your purpose, you can then figure out your identity (who you think you are at your core) and your values. Linking why you're doing something to you're your passions, your purpose, your identity, and your values, is powerful. Motivation comes from knowing your purpose and associating consequences with your actions.

"Finding your passion is about giving yourself novelty and putting yourself in a new environment to see what lights you up. It's difficult to do that if you feel limited or if you're self-conscious about looking bad, so let that go and enjoy the experience. Those initial moments of discomfort just might lead you to an entirely new passion and purpose in life."

– Jim Kwik

"Motivation is not something you have; it's something you do. And it's entirely sustainable. Motivation isn't derived from a seminar that temporarily pumps you up. It's a process. And since it's a strategy, you have control over it and can create it consistently by following the right recipe."

– Jim Kwik

$$MOTIVATION = PURPOSE \times ENERGY \times S^3$$

Mental and physical energy and vitality is the fuel needed to drive your actions. To generate limitless brain energy, there are 10 things you should do:

1. *Fuel your brain well* – with nutrient rich brain foods like avocados, blueberries, broccoli, dark chocolate, eggs, green leafy vegetables, salmon, sardines, turmeric, walnuts, and water.
2. *Add supplements* – to fill in any gaps in your diet due to schedules or lifestyle.
3. *Exercise every day* – remind yourself to move for a few minutes every hour, and also to get daily doses of vigorous aerobic exercise.
4. *Kill your ANTS* – your "automatic negative thoughts". Replace them with positive thoughts about being and acting limitless.
5. *Keep your living and working spaces clean and environmentally friendly* – get rid of clutter, unnecessary stuff, and any and all pollutants.
6. *Link with a positive peer group* – people who will encourage you to be limitless and achieve more. Who you spend time with is who you become so have a powerful and helpful social network.
7. *Protect your brain* – avoid contact sports, extreme physical situations, or any activities which might lead to brain injuries. Take lots of precautions.
8. *Keep learning* – because this is great for your brain. Try and master a new skill, discover a new language, embrace parts of your culture, or do something different. Increase the ways you use your brain and you grow your brainpower.
9. *Keep your stress levels low* – so you can think clearly. Stress is debilitating for your brain so avoid it religiously and intelligently.
10. *Get more sleep* – specifically more quality sleep. There is a direct link between the amount and quality of your sleep and your capacity to think clearly. Make sleep a priority in your schedule.



$$\text{MOTIVATION} = \text{PURPOSE} \times \text{ENERGY} \times S^3$$

Studies show one of the main reasons why people fail to act is they feel overwhelmed by everything they need to do. To avoid that, get into the habit of taking small simple steps in the right direction every day. Small simple steps repeated are the building blocks of new habits.

"We first make our habits, and then our habits make us."
— John Dryden

If you break a big task down into smaller steps, several interesting dynamics come into play:

- You'll find what looks like a big challenge will suddenly seem more manageable and achievable.
- You will be able to get started doing something right away, and that will make you feel more positive because you're on your way to your goal.
- If you get into the habit of doing those small tasks, soon they will become automatic. You won't have to summon up willpower but it will become part of what you do every day.

That last point in particular is a key to more motivation. If you can make taking small, simple steps in the right direction every day a habit, this can be a major growth driver. To make something a new habit:

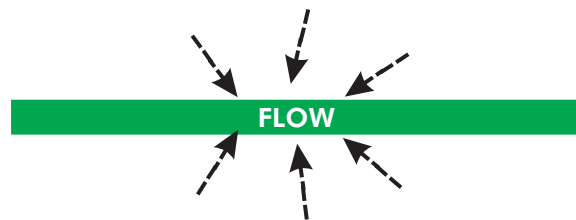
**WIN –
Want, Innate, Now**

W *Want* – make sure your new habit is something that you really want. It's virtually impossible to make something you don't want to do into a habit. Make certain your new habit is moving you in a direction you want to go.

I *Innate* – embed new habits which align with your abilities and are easy to perform. Form a habit around something you're already good at.

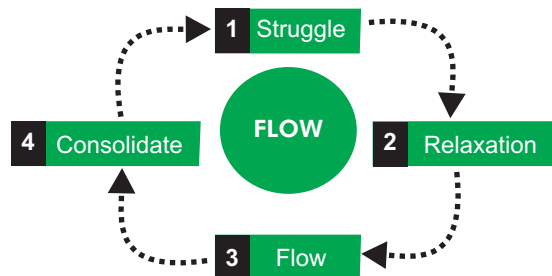
N *Now* – create a prompt for your new habit that will crop up all the time. Place prompts in your life that will trigger your desired behavior.

Pay particular attention to your morning routine. This will set the foundation for what happens every day. Establish a morning routine which gets you mentally prepped and poised for performance and positivity. Thinking through your plans for the day combined with exercise, brain nourishment, and simple steps like hydration will definitely add to your motivation levels and set you up for success.



The ultimate aim of becoming highly motivated is to get into a state of flow – where you have an absolute focus on your goals and such a high level of concentration that you generate maximum results without even consciously realizing what you're doing. Athletes train to get into a flow state so they can achieve world-class performances, and you can do something comparable to become limitless as well.

Flow has four distinct stages:



1. *Struggle* – you dig deep to raise your performance level. This might be a workout regime, an intense bout of brainstorming, or something else.
2. *Relaxation* – you then take a quick break from what you're doing to move into the flow state.

3. *Flow* – you become like superman and find your best work seems to happen automatically.

4. *Consolidation* – you pull together everything you accomplished, and feel pride.

To become limitless, you need to get yourself into a flow state as often as possible. You can do this by:

- Eliminating distractions so you can concentrate completely on what you're doing.
- Setting aside enough time for you to work through the four flow stages.
- Making sure you're doing something you love.
- Having clarity about what you're trying to accomplish, a clear purpose of how you want to use your time.
- Doing something that challenges you to do your very best work.
- Avoiding multitasking, something that has high levels of stress, or where failure would have major repercussions.

The flow experience is one of the greatest natural highs you can experience. When you reach this state, you can zoom ahead. It's normal for people in the flow state to completely lose track of their time and place, and for actions to almost seem like they are happening on their own. You can end up being five-times more productive in the flow state, so logically you want to reach flow as often as you can. Schedule enough time to get into this flow state each day if you can.

"To put it another way: flow is the telephone booth where Clark Kent changes clothes, the place where Superman emerges."

— Steven Kotler

"The flow experience is one of the greatest highs any of us will ever experience. It is also fundamental to becoming limitless. If you're going to become limitless, you're going to want to get yourself into a flow state as often as possible."

— Jim Kwik



1	MINDSET
2	MOTIVATION
3	METHODS

Approaching every day with a productive mindset and the optimum level of motivation is great, but you also need to learn how to learn. You need methods – procedures and processes – which will help your brain excel. Learn savvy methods for how to focus, study a topic, memorize key facts, undertake speed reading, and think clearly. Get good in all these five areas and you will genuinely become limitless.

"Methods are the procedures or processes for accomplishing something. In this context, method is the process of learning how to learn, also called meta learning. When we go through the education system, we are taught very antiquated and inefficient ways of learning, such as sub-vocalization and rote memorization. It wasn't until I mastered a new way of learning that I could finally use my brain to excel."

– Jim Kwik

There are five areas where you will probably need to learn new and better methods in order to become limitless:



1	Focus
2	Study
3	Memory
4	Speed reading
5	Thinking

"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn."

– Alvin Toffler



1

Focus

"Focus allows us to train our brain power on a particular task to burn through that task. It's amazing what we can accomplish when we're focused. Conversely, when we're less focused, we're less likely to accomplish what we truly want to do because we're just not as committed—both emotionally and physically—to doing it. The primary enemy to focus is distraction."

– Jim Kwik

Nobody really learns how to focus at school. It's not a subject that gets taught, but if you really want to have a superpower, you have to become a master at focusing and concentrating on what you're doing. This will take time to get right but there are obvious places to start:

- Make sure you're trying to do just one thing at a time. Multitasking does not work. Get rid of any distractions. De-clutter your environment and limit the number of things which share residence with the place you need to be.
- Make a deliberate effort to calm your busy mind so you can get lots done. Use whatever works for you – meditation, yoga, etc. Set up a routine for focusing more intensively. Start by breathing deeply and exhaling your distractions. Make that a trigger for your new focus habit.
- Sometimes the best way to enhance your focus time is to stop and do whatever has been causing you stress. Get that out of the way, and then get back to focusing on being exceptionally productive.
- If you find you still have lots of distractions, schedule a time for them. Say to yourself: "OK, I will take care of all that stuff from 4:00 P.M. until I finish. For the next two hours though, I am going to focus 100 percent of my energy and skills on"

"Whenever you want to achieve something, keep your eyes open, concentrate, and make sure you know exactly what it is you want. No one can hit the target with their eyes closed."

– Paulo Coelho

3

METHODS

HOW



2

Study

"We now live in a highly competitive information age where information is everywhere. Yet we are still using the same methods to absorb and process it all. Today, our requirements for learning are much different. But most of us were taught that studying was all about reviewing material over and over and over so we could spit it back out during a test. Suffice it to say, the process is far from optimal. The most successful people in the world are lifelong students. That means they're continuously learning new skills, keeping up with the latest in their chosen fields, and staying apprised of what other fields might be able to offer to them. If you're going to approach your goal of being a limitless learner, you're going to want to make study a part of your entire life."

– Jim Kwik

Seven simple habits to unlimit your studies are:

1. *Employ active recall* – whenever you learn something, immediately check to determine how much you've remembered. Make sure you're learning, and not just recognizing information.
2. *Use spaced repetition* – every day for four days in a row test yourself on what you remember. Verify the facts are sticking in your mind.
3. *Manage the state you're in when you learn* – sit up straight and pay attention to what you're doing. You'll be more focused if you change your posture.
4. *Use your sense of smell to good effect* – putting a drop of an essential oil on your wrist when you study a topic, and then doing the same thing for a test will enhance your recall.
5. *Try studying with some background music* – like baroque music such as that composed by Bach, Handel, or Telemann. Studies show music which is 50 to 80 beats a minute enhances recall.
6. *Listen with your whole brain* – enrich your learning experience by listening to an audio version of the material being studied.
7. *Learn how to take good notes* – as doing this will help you organize and process new information in helpful ways. Upgrade your note-taking skills.



3

Memory

"There's no such thing as a good memory or a bad memory; there is only a trained memory and an untrained memory. If you have trouble remembering people's names, making presentations without notes, or even finding your car keys in the morning, it's extremely unlikely that this is because you're incapable of doing these things. Instead, you just haven't gotten the training."

– Jim Kwik

The key to having a limitless memory is to turn learning from a passive into an active activity. Don't just read something and hope to absorb it, and then recall it flawlessly. Instead:

- Always make sure you're paying attention to what you want to remember. Don't get distracted.
- Visualize what you're learning. The more vivid and outlandish your visualization, the better. Have fun.
- Get into the habit of associating new pieces of information with what you already know well. For example, if you have a list of ten items to remember, visualize walking into your home or office and seeing ten spots where you place cues for the facts you want to remember. You can then use a figurative walk into your room as a tool for remembering each of those key points. Make good associations.
- Make use of the fact that your brain loves stories. Mold the facts you need to remember into a story that makes you chuckle because of the vivid images you use. As you recall that story later on, you'll then be prompted with mental images of the facts you wanted to remember. Try it – this method works very well.
- Figure out some way to inject emotion into what you want to remember. Information is forgettable, but add emotion and you create a long-term memory. Make what you want to remember adventurous, action-filled, or zany funny, and you won't forget it.
- Work at improving your memory. It won't happen by accident – you have to practice and practice some more to tap into your memory better in the future.



4

Speed reading

"Any plan to make your learning limitless needs to include reading. Just as memory is foundational to nearly all brain function, reading is foundational to nearly all learning. If anyone tells you that they don't read, they're essentially saying, 'I've stopped trying to learn.' Yes, you can learn something from watching videos, listening to podcasts, or going to the movies. But it is nearly impossible to make learning a dynamic and renewable part of your life without a dedicated approach to reading."

– Jim Kwik

To become a better reader:

- Ignore what you were told at school and use your finger to make sure you keep reading at pace. Just doing this will increase your reading speed by between 25 and 100 percent.
- Train yourself to read faster by measuring how much you would normally read in 4 minutes. Then set your alarm and using your finger, read that much in 3 minutes. Set your alarm again for 2 minutes and read at that pace. Then set your timer for 1 minute and read at that pace. After doing this a few times, you'll find you're able to read for comprehension quite comfortably at your 2 minute pace – which is double your normal reading pace. Practice reading faster on a regular basis.
- Condition yourself to use your peripheral vision and start reading groups of words rather than individual words. It can be done if you practice.
- Get out of the habit of subvocalizing – where you have a voice inside your head saying the words you're reading. That's very slow. Instead, try counting out loud as you read. That will force you to start seeing words without subvocalizing them. Eventually you want to see words as images rather than as a dialogue you need to say. Once you do that, you'll find both your speed and comprehension will increase.
- Make reading a habit. You'll find all high achievers are readers, and the only way to make reading a habit is to do it often.



5

Thinking

"Thinking is the hardest work there is, which is the possible reason why so few people engage in it."

– Henry Ford

Most people think about issues with fixed mindsets. In other words, they adopt a preferred perspective and ignore anything which does not align with that viewpoint. That's fine, but a fresh approach can often bring better ideas and new answers into the mix. You can and should be challenging your thinking patterns on a regular basis.

The reality is some people are visual learners, others are auditory learners, or kinesthetic learners who prefer to learn via physical interactions. You can and should make a deliberate effort to figure out what type of learner you naturally are, and then make a conscious effort to inject other learning styles into the mix from time to time to keep your thinking fresh.

The other way you can upgrade your thinking is to learn how to use better mental models. These are just shortcuts where you visualize and manipulate big ideas. Mental models train your brain to think one way or another, so if you upgrade your mental models you increase your overall thinking prowess.

Some good mental models to incorporate in your thinking are:

- *Apply the 40/70 Rule* – which was championed by Colin Powell. He stated you should make a decision once you have 40 percent of the available information. If you wait until you have 70 percent, you're stalling. Pay attention to what your intuition is saying and make decisions quickly.
- *The key to productivity is to have a Not-to-do list* – all the items which are low value. If you fill your not-to-do list with items and stick to it, you can focus more time and energy on what moves you forward.
- *The best way to improve your problem solving skills is to study the mistakes you've made in the past* – doing that will highlight how to avoid those same mistakes in the future. Let your mistakes teach you how to do better in the future and you're getting maximum value from having made them.

- *Get into the habit of applying second-order thinking* – where you ask, "And then what?" Map out what the consequences will look like in the future, and use that to guide the decisions you make today. Very few people ever do that.
- *Learn to think exponentially* – where you look at solving the root causes of problems rather than just the symptoms at hand. Exponential progress can be world-changing, and this is taking your thinking to a whole different level. Exponential thinkers aim to make something different (a 10X improvement) rather than merely better (10 percent). Get into the habit of identifying underlying causes and then probing some what-if scenarios. Try and conceptualize a fundamentally different approach, and then read up and see if that's feasible. Imagine a world without the problem, and see if that leads to some worthwhile breakthroughs.

"The life which is not examined is not worth living."
– Plato

"We can't solve problems by using the same kind of thinking we used when we created them."
– Albert Einstein

"If an egg is broken by an outside force, life ends. If broken by an inside force, life begins. Great things always begin from the inside."
– Jim Kwik

"Now is the time to start to use all of what you've learned in concert. Start with one thing, but start somewhere. Anywhere. And when you do, I think you're going to be stunned by what you uncover about yourself. The limitless you is the person you truly are and the person who, over time, will become things you can't even conceive of now. Know yourself. Trust yourself. Love yourself. Be yourself. And remember, the life you live are the lessons you teach. Be limitless."
– Jim Kwik

So how can you get started on becoming limitless? Try following this 10-day program:

Day 1	FASTER Put FASTER into action. <ul style="list-style-type: none"> • Forget anything which will distract you • Act to make learning active, not passive • State – Choose to be curious • Teach what you learn to someone else • Enter your learning into your calendar • Review what you learn periodically
Day 2	ANTs and LIEs Identify your Automatic Negative Thoughts (ANTS) and neutralize them. Discount your LIES (Limiting Ideas Entertained). Fill your mind with positive materials.
Day 3	QUESTIONS Question your questions. Start asking better questions which give you empowering rather than limiting answers.
Day 4	IMAGINE Write down the advantages of becoming limitless. Get specific, and then visualize it in your mind. Work daily to achieve that.
Day 5	YOUR PURPOSE Consider your purpose and how you relate to other people. Identify who you're letting down by setting limits and who you want to help in the future. Find your purpose.

Day 6	HEALTHY HABITS Take a small simple step and create one new habit which will lead to success. Make this part of your morning routine.
Day 7	BRAINFUEL Give your brain some energy by eating avocados, blueberries, broccoli, eggs, dark chocolate, walnuts, green leafy veges, etc.
Day 8	OPTIMIZE Optimize your study habits. Set up a good place to learn and remove distractions. Become a lifetime learner.
Day 9	MOM Before you begin any task, check your motivation, observation, and methods. Clarify your why and pay attention.
Day 10	LIFETIME LEARNING Embrace the power of reading. Set aside a time and place where you will read each day. Consistency is the key.

