

**"GETTING STRAIGHT A's" has helped me organize my thoughts and improve my study habits. I raised my grade point average from 2.2 to 3.5 in just one semester!**

**—Diane Bedard,  
Virginia Commonwealth University**

## How to Read 3 Times Faster

Now, thanks to Evelyn Wood's HOW TO READ FASTER AND BETTER, you may dramatically improve your reading speed in just a few hours. Replace your slow reading habits with this dynamic reading approach. You'll learn how to read up to three times faster with greater comprehension and recall!

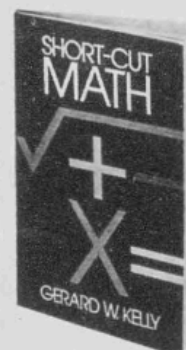


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## Short-Cut Math

For years, successful students have used time-saving tricks to do math easier and faster. Now, over one hundred of these techniques are revealed and explained in SHORT-CUT MATH. No special math ability is necessary. If you can do ordinary arithmetic, you should



have no trouble with these methods. Addition, subtraction, multiplication and division plus fractions and percentages are covered to help you get better grades and higher scores on entrance exams.

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Please rush me:

- ☐ #CA10 Getting Straight A's \$6.95
- ☐ #AV40 Read Faster and Better \$7.95
- ☐ #BS90 Short-Cut Math \$4.95

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Title: How to Become a Straight A Student (Part 2)

- Starting this off with a testimonial adds credibility. The format of the testimonial also helps pull your attention to it. Has a separate text box and the writing is bold print.
- Strong fascination for the headline. Not just how to read faster but how to read 3x faster. I think it creates more interest in how is that possible?
- First sentence adds more curiosity and intrigue. Read fast in just a few hours. Can they do that? I need to read more to find out.
- Again, bringing up reading 3x faster but not only just that, you'll have more comprehension and recall. Almost sounds too good to be true. Sounds like a money making scam.
- They drop a guarantee right after that strong statement. Which destroys the possible objection that it sounds too good to be true or that it's a scam. It has me thinking, well now this may be worth trying if I can get my money back.
- Short-Cut Math is an interesting Headline. We are taught math is a process. So heading there is a "short-cut" to math has me wondering.

-the first line talks about years of time-saving tricks. This adds longevity to the creation of this. It was created overnight. This adds some authority to the information they will be getting.

-**SHORT-CUT MATH** is bolded to help pull the possible skimmer back into the article thinking this must be important. Which will probably cause them to read the content before and after this, drawing them back in the article.

-Taking another objection away by stating "No special math ability is needed"

-Explaining how the basics of math are used in this makes the reader feel more comfortable that they can use these tricks. They don't need to be a genius. The average person can take advantage of these tricks.

-Having 3 visuals helps show all this information is contained in these short books. Making more people willing to read them instead of some large textbook