Start Here To Build A Reading Habit

The Guide to Build a Reading Habit Amidst the Habit-Halting Emotions of Guilt, Apathy, and Perfectionism

Introduction

I want to thank you and congratulate you for downloading the book, "Start Here to Build a Reading Habit." Brought to you by the StartHereFM Book Club and the StartHereFM Network (http://starthere.fm).

This book will change how you view reading, entirely. That's my goal. Let me know if I achieved that goal at the end of the book by emailing me (email below) and letting me know!

Building a reading habit is a critical part of your life. To have a fully rounded life and be able to achieve the goals you have, you must be able to take in the information from great men and women throughout history.

We all know that we must have coaches and mentors to be successful, but we often discount books, however, the thing about books is that they are mentors. They're written by often powerful or famous-for-good-reason individuals, and they don't have to be around you. They would typically charge THOUSANDS of dollars for a consultation. You don't have to pay that; you can just read their books.

This is critical, because as we grow, we need to keep accumulating and maintaining knowledge to reach higher levels. You can't arrive at a higher level in your life without understanding and comprehending things outside of your current level of knowledge. Mentors and coaches are a great way to do that, but one of the best is books. That's why we are so passionate about reading, and why we are writing this first book at StartHereFM on the topic. This little discipline is one of the key factors on how your life works out. It's a sign of your mental philosophy.

Before we begin, let's discuss the "fiction vs. non-fiction" dichotomy. You could choose to build a reading habit around fiction books, and that would be great. Those books would give you different things than non-fiction books. Instead of giving you knowledge, they would give you imaginative and creative capability which is also vital. It's imperative to have the capacity to be more creative than you currently are. For instance, one human can be more creative than an entire industry. It's not because of experience or anything else, it's rather the ability to think in a different way than others, that is true creativity. Reading more fiction will typically make you more creative, reading more non-fiction will generally give you more knowledge and relevant skills and actions in your work and personal life.

And that's about all one needs to say on that. Make your decisions based on what you need the most, knowledge or creativity. Always experiment to find what works for you.

Thanks again for downloading this book, we hope you enjoy it!

PS - You can reach out to us at anytime via email (miller.dain@gmail.com), twitter (@startherefm, @dainmiller), or our website (http://starthere.fm, http://dain.io) and let us know what you think.

Chapter 1: The One Reason People Fail to Read and Read

There is a ton of negative emotion around books. People will feel usually either A) guilty that they aren't reading enough or B) once they start reading they feel guilty because they haven't completed every single page. Not reading a full book, sounds like the craziest thing to a lot of people. Knowingly reading 10 pages and then putting a book down "forever" really irks a lot of individuals, and because of that, they could fail to read enough and gain enough knowledge. What we know, is that they fell prey to the cognitive biases of the brain.

To break this, we must analyze and cross-reference ourselves. We can start by asking: is that really an issue to view reading that way, where you want to read every page of every book you start? Here's what I believe to be the problem with that; "having to read an entire book page by page" is a viewpoint or feeling society gave you. You were given those beliefs. If you logically thought about reading, and how many books there are, and the ratio of GOOD books to BAD books, and took into account all the biases of the brain, you would realize that feeling GUILTY about NOT READING A FULL BOOK is RIDICULOUS. Instead, you would feel guilty that you haven't read 100 books this year. That's a real fear. Not reading a full book is not a real concern.

If you rid yourself of that limiting belief, that you have to read an entire book front to back, then you will have a more abundant life as it relates to books and therefore MORE KNOWLEDGE.

Let's keep thinking about this. What are the logical implications of you not finishing that book? It means you couldn't be reading something else. Therefore, you must ask yourself how sure are you that the book you're reading now cover-to-cover is the most important book for your life at this exact point in time? The answer is; you can't be sure. Therefore, you're worried about the wrong thing. You should instead be freaking out about not having enough knowledge from a diverse amount of sources. Not that you didn't complete the 1 knowledge source.

Opportunity cost backs this up, by saying any one book you read means you can't be reading other books. Therefore, if you stop reading a book when you want to, you don't need to have that guilt and emotion, and you are capable of wiping it away. Because as noted, you are decreasing your opportunity cost when you move onto a new book that might be better for you in your life.

In fact, taking a step further, you should be totally comfortable with opening a book, reading a page and putting it back on the shelf. It sounds very strange, and when you say that to somebody, they almost feel upset like, "Why would I ever do that?" That's the kind of emotion that a lot of people have to that sort of statement, but you should be totally okay with picking up a book, reading one page and then putting it back on the shelf to be visited again because you DON'T WANT TO LIVE IN SCARCITY. If you are living in scarcity around all types of books, then I can guarantee you're living in scarcity around money and everything else as well. There's an endless abundance of books, never live in scarcity about books, put it back on the shelf, there will be another time to pick it up. Scarcity thinking is, "Oh my God; I've got to read the whole thing, and I can't pull it off the shelf

because then I'll be implying that I'm going to read it, and I'm not sure if I can commit to that."

All of that line of thinking is absolutely RUINING and SABOTAGING your ability to establish a reading habit. Before we move on, if you don't rid yourself of that, I am not sure I'll be able to help you.

How to rid yourself of scarcity thinking around books:

1. Every day before reading, mentally program your brain, by saying out loud the following statements. These statements are called "affirmations", and they are very effective ways to re-program your belief patterns.

   1. Books are ALWAYS available to me.

   2. My knowledge is ALWAYS increasing.

   3. There will ALWAYS be another day to read another page from my favorite book.

   4. I'M OKAY putting a book back on the shelf. I'M OKAY saying goodbye to a friend, because there will always be another time. And another book.

2. Force yourself to do the thing your brain thinks is scarce, often. In this case, take a book off the shelf, read 1 page, and put it back on. Do this 10 times a day for 10 days, and this will DRASTICALLY decrease your limiting belief systems and scarcity around books. There's science around this, called "fear annihilation", if interested in looking it up!

Chapter Summary & Actions

1. Don't let the guilt of not finishing 1 book stop you from reading 10, or 100 books.

2. Opportunity cost is everything. What could you be reading, and finding out, when you are busy reading every single word of another book?

3. Review your programming and mindset around reading, what isn't serving you? Rip it out, and delete it from your mind.

4. Review the scarcity thinking removal checklist, and make sure you practice saying affirmations every day to help build abundant thinking.

Chapter 2: On The True Value of Books

It's hard to understand the value of a book. How do we evaluate it? How do we attain value from it? How do we measure the value of the results we've received?

A great logical way to analyze situations like this one, is to look at the inverse. What is the BEST way to gain NO VALUE from thousands of books? One could say that the best way to gain little or no value from thousands of books over your life is: 1. to be obsessed with reading books from cover to cover and therefore only consume <5 books / year decreasing NET knowledge acquired, 2. to limit yourself with beliefs of what you can or can't learn without trying and experimenting, 3. to die – if you die you can't read. Number 3 represents why inversion is such a powerful logical thinking tool. All of the people who don't prioritize your health, try the inversion tool. The inverse of almost every wanted outcome is death. Therefore, health is, and always will be the most important thing. But, we can apply this to make sure we are gaining value from our books. We can make sure we aren't living with limiting beliefs, and that we aren't obsessing over the wrong things.

Another thing to consider: the point of a book isn't the individual amounts of value that a book generates in your brain, it's how this value is contextually relevant and gives you the appropriate creativity based on it.

We must make it a focus to find a way to extract value from books. One way that we want to do that is by building this reading time. Now that you have this reading schedule, and you have this basic

set of habits that allows you to read, you can begin experimenting. Inside of that time, you can be changing things around, trying to read different books, various industries, and history books. Read a page from a history book, then read a page from a literature book. A famous literature book like a Shakespearean play, etc.

Remember, as you are executing your experiments, you can be rest assured that you're spending your time wisely. And the whole point of these experiments is not to JUST be doing them but rather to be evaluating the successes vs. failures. Success means; this did have a measurable positive impact on my life! Failure means; this did not have a measurable positive impact on my life.

When we say experiment here, we're talking about the scientific method, and the scientific method is briefly: observation, question, hypothesis, testable predictions, execute experiments + analyze & quantify, develop general theories based on the results.

How to Extract Value from Books: The Formula Nobody is Talking About

1. Read Peter Drucker's "Managing Oneself", and figure out what type of learner you are. Are you a person who learns best by taking notes, by recording an audio/video after you read something, after you take part in something, etc?

2. After you figure out what type of learner you are, make sure you implement that in your reading habit. If you are a note taking learner, you should be taking notes while you read. If you learn best when you record a 5-minute video or audio after a book, try that.

3. Now that you know the best way to maximize the method in which your brain RECEIVES value, you can optimize the types of things you are putting into it in that way. Please remember to read your book list in priority order. More on that in the book action plan at the very end. :)

4. NOBODY is doing this guys. Very few people are evaluating themselves to this degree, then optimizing their lives around this. I'm telling you, if you do this, you will be driving SO MUCH FASTER towards success than most people you know. 100% guaranteed.

Chapter Summary & Actions

1. The contextual relevance of books is proportionally related to the correct selection of books.

2. Don't have limiting beliefs around what you can or can't read, before you try it.

3. To maximize value, be reading from a diverse array of TYPES of books.

4. Extracting value around books is an ongoing experimental process.

5. Review the how to extract value from books section, and make sure you perform those actions.

Chapter 3: Setting the Schedule

Before you can begin your reading habit, you first need to have a schedule or set a time in which you read every day.

If you don't know when you're going to read, you're going to either spend too much time reading or not enough.

This will be a very basic section as you all should know how to set a schedule for yourself. If you can't stick to a reading plan, it's not the fault of the schedule but rather a fault of the scheduler. Your own mindsets are holding you back. Please re-read chapter 1 and check out the audio attached to condition your mind for success.

Below are some example routines that you can start implementing TODAY, to try out where in the day you can best fit in your new LIFE CHANGING reading habit…

Routine

Idea 1: Read at work

We spend a lot of our lives at our jobs, and we should be able to leverage that time to grow personally and professionally. The problem is, most of us have day jobs in which we might not be able to read at our job.

But, you'd be surprised. A lot of employers will not mind if their employee's read books that enhance their professional development. You can also consider convincing your superiors that reading any topic that is related to your field is an excellent way to spend

your time, and reading can benefit your employer. The important thing to remember is when at work and trying to establish this habit, keep in mind the other people around you that will be affected by it. Might need to up your persuasion skills to really pull this off.

Idea 2: Read 20 mins, 2 times a day

One option that I like is to read at least 20 mins each session, at different times throughout the day. That also allows you to bounce around between the various books and authors and attempt to see if you like reading that way. An example routine might be when you get home from work, you relax a little bit, read for 20 minutes on one of the books then put it down and go away and play with your kids or engage in other activities, and then at night before bed read 20 minutes again. You can do that in the morning before you go to work as well. If you do that, it's almost an hour of reading that you've just accomplished in your day.

Routine Idea 3: Read 25 pages a day

You tried the above routines, and didn't do so well with sticking to it? Maybe you aren't a time person! Some people don't do well with time-related goals. Perhaps you're a result-oriented person, and you need to see the numbers. Reading 25 pages a day might be what turns you on. If so, double down on that. Use that strategy to map out how you will grow your reading habit to 50 pages a day, or better yet 25 pages a day for the rest of your life.

Routine Idea 4: Read 2 books at once for 10 mins, 2 times a day

I added this one for fun because it is fun. Try and play around with your brain. Can you read 5 books at once? Can you read 10? Did you forget that you have a SUPER COMPUTER in your head? Grow beyond what you think you are capable of, by playing with experiments like this.

Chapter Summary & Actions

1. We all need to have a schedule. The schedule itself can be anything that fits within your current workflow. You just need to find little pockets of time.

2. We're going to talk about the types of books that you should read during these segments in a bit, but first of all just find the time, block it off on your calendar, literally for 10 minutes at 9 am on your calendar put 'READ'.

3. BONUS Motivational calendaring/task tip: Name your tasks or calendar events things that you KNOW will motivate you. For instance, you could just write "Read" on the calendar. Or you could write "READ TO ACHIEVE MY FREEDOM." Anything that motivates you. "REAAAD to get my Lamborghini Aventador." Whatever it takes to read. It is the ultimate life changing habit.

Chapter 4: What To Read & When To Read It

Here we're going to talk about what to read within the non-fiction genre. We're going to dive right in.

The first thing we have to do is ask ourselves what type of books are the most foundational? These are the 3 categories I think are MOST important in our reading life.

First of all, you have the biography and autobiography books, we're going to call them biographies moving forward.

The biography is a very important category. Biographies by their very nature give you courage because they show you what other people have accomplished. Very rarely in life, in other forms of media, except documentaries, do you find people describing to you amazing accomplishments that they've actually achieved in the real world. It happens in movies, but it's fake, right? Biographies are people who have actually done movie-like things in the real world, so why would you not buy those? It is advised that you read those at night or in the morning. I've had a mentor who recommended that you read biographies before bed. The problem with that for me is; they pump me up because I get super stoked. That being said, try it and experiment with what works for you. Try also to read a biography in the morning. The problem with reading biographies during the day is that they're not so relevant to anything that you're doing. Whereas the second and third category, the 'how to' and the 'old books', are all much more relevant to you. They're either philosophers talking about ancient topics that are amazingly relevant or 'how to' which is obviously relevant. The first category is surprisingly not very relevant. For instance, reading a

biography of a girl traveling through Antarctica or a guy going through the entire Amazon is not relevant to your day to day life in any capacity. You want to make sure you really experiment with how to fit these into your day. A lot of people overlook this category, and because of that, they often might lose sight of how much they are capable of achieving.

Next, we're going to make a category called "How To". These are all your business books and self-improvement or psychology books.

The 'how to' category is great for afternoon reading.

You're at work in the afternoon, if you can take a break at lunch and read 10 minutes of a how to book, that will be very beneficial. If the how to book specifically applies to your business, then that's even more interesting. The how-to section is fairly straight forward, as it is the section you are most likely to be familiar with.

Next, we're going to make another category that we're just going to call "books written greater than 50 years ago." The 'older than 50 years category' is very important, because you need to be reading books like Freud, Seneca, Newton, etc. I recommend starting your day with these books. In the complementary audio reading workshop at the top of the book we go IN DEEP on this, but I believe that reading these books can profoundly change your life.

The 4th bonus category of books that I want to talk about is WAR books. I believe that war books are dramatically under-rated. And they are dramatically under-rated primarily because of HOW MUCH GRATITUDE they can allow you to experience. There are soldiers out there who have lost everything they own, every friend they've had, most of their body, and mind, and more, but still persevere. Why

can't you? I recommend reading these neither at morning or at night, but rather in the middle of the day.

The 5th bonus category is FICTION. Fiction is great, and it can be very fun and rewarding, but we also have to remember that fiction increases our imaginative and creative capability. In that capacity, it is an asset and tool. Reading fiction strategically can improve your ability to generate insights and think clearly.

The 5 Most Important Types of Books You Could Read w/Examples (w/non-affiliate amazon links)

- Biographies; you will read for courage, inspiration, and, motivation.

- Total Recall: http://www.amazon.com/Total-Recall-Unbelievably-True-Story/dp/1451662440

- Ray Kroc: http://www.amazon.com/gp/product/0312929870

- The Hiltons: http://www.amazon.com/gp/product/1455516694/

- Jeff Bezos: http://www.amazon.com/gp/product/0316219266/

- Elon Musk: http://www.amazon.com/Elon-Musk-SpaceX-Fantastic-Future/dp/0062301233

- Steve Jobs: http://www.amazon.com/Steve-Jobs-Walter-Isaacson/dp/1501127624/

- Jerry Weingtraub: http://www.amazon.com/gp/product/B00740G9F4/

- Mother Teresa: http://www.amazon.com/gp/product/0062026143

- "How-To"; you will read for practical, spiritual, mental, business, and emotionally knowledge / advantage.

- Evolutionary Psychology: http://www.amazon.com/gp/product/0205992129

- How to Win Friends & Influence People: http://www.amazon.com/gp/product/0671027034

- The Story of the Human Body: http://www.amazon.com/gp/product/0307379418

- The One Thing: http://www.amazon.com/gp/product/1885167776

- Riveted: http://www.amazon.com/gp/product/113727901X

- Disrupt You!: http://www.amazon.com/gp/product/1250059372

- The Happiness Hypothesis: http://www.amazon.com/gp/product/B00DU804S2

- Salt Sugar Fat: http://www.amazon.com/gp/product/0812982193

- "Greater than 50 years"; you will read to cleanse your mind and experience the world before our current culture. Extreme cognitive value.

- The Art of War: http://www.amazon.com/gp/product/0785829229

- Plato's Republic: http://www.amazon.com/gp/product/0872201368

- Marcus Aurelius http://www.amazon.com/Marcus-Aurelius/e/B000AR7YUW

- Lucius Seneca http://www.amazon.com/Lucius-Annaeus-Seneca/e/B000APHM5G

- War; you will read to obtain "radical gratitude" from the experiences our warriors had, so you don't have to.

- Storm of Steel: http://www.amazon.com/gp/product/0142437905

- Gray Work: http://www.amazon.com/gp/product/0062271695

- Outlaw Platoon: http://www.amazon.com/gp/product/0062066404

- Fiction; you will read to obtain greater imaginative capability, and for pleasure / contentment.

- The Time Machine / The Invisible Man: http://www.amazon.com/gp/product/0451530705

- Sherlock Holmes: http://www.amazon.com/gp/product/1593080344

- White Fang: http://www.amazon.com/gp/product/048626968X

- Brave New World: http://www.amazon.com/gp/product/0060850523

Chapter Summary & Actions

1. Review the list of the most important types of books and their examples.

2. Buy a few of each and start reading them.

3. Evaluate the best books to read on any given time based on your own internal algorithm. Ours isn't

the final answer or the right answer. But rather a
great refined way to get started.

Chapter 5: Introduction to Reading Experiments

Reading experiments are things we do to help improve our brain's capacity reading and comprehending what we read. We also do them to maintain fun and excitement on our journey. Do you think it sounds fun to try and read 20 books at the same time? Because it is! Can you read 100 books at once??? Doesn't that sound fun to figure out? Get excited over these kinds of "larger-than-life" experiments, and you will have an AMAZING life. You don't need to be limited to just reading one book. You can always be building out a fun experiment to perform to keep your brain at the highest of its capacity.

We will dig into examples in the next chapter, but to introduce this concept, one experiment might be; try to read 3 different books all at once. Literally you can have 3 books open, 3 non-fiction books, and read a page of one, a page of the other, and a page of the third book. The purpose of the experiment could be idea generation. For instance, James Altucher talks about this and calls it "idea sex" where you increase the rate of knowledge acquisition via distributed source materials combining in your mind. You can also use this to test your memory, retention, and comprehension. Another fun experiment is to read 1 page of 20 books in a row, and then try to recall something from each book.

You have a SUPER COMPUTER in your head, lest you forget.

Chapter Summary & Actions

1. Reading experiments are built to test the hypothesis, usually focused on personal growth.

2. Reading experiments can be very very fun to do.

3. You have a super computer in your head. Never forget.

4. Next chapter focuses on experiment types and examples of experiment execution. Please make sure to read that chapter.

Chapter 6: How to Execute Experiments

In the above chapters, we introduced the concept of reading experiments, and why they are important. In this chapter, we are going to elaborate on how the timeline of an experiment might play out. In addition, we will go fairly deep on analyzing, and calculating your decisions and the outcomes of your experiments.

We are going to give you an example of an entirely unrelated industry experiment. This will give you the fundamentals of how experimentation works, and allow you to apply it to any experiment in any area.

It all starts with curiosity in your mind or life…

Curiosity: "Dating hasn't worked out for me, I want to try E Harmony…" you think one day randomly.

You decide that you want to experiment. Aka, you are curious enough to move forward.

You begin the scientific method for that experiment.

First, the hypothesis: "If I use online dating sites, I might be more likely to meet girls who are closer to my personality type (aka psychometric match) and thus I could possibly have better friends and better relationships due to that."

Next, quantify how the results will be calculated. This is the hard part. In this step, you are going to be applying values and points to things in life that are weird to apply value to. For instance: you might have to apply points to the value you got from one amazing book or the other, or values to your friendships. How can

you quantify the friendship or relationships with another person you meet? If you have 3 candidates, and you have to quantify their friendship potential, you might do it based on their forgiveness or inspiration to you or vibe to you or anything you'd like - there's no right way to do this.

And before moving on, let me re-iterate, I'm aware this sounds RIDICULOUS to do because we have believed that we shouldn't quantify things like this. Maybe it's true that we shouldn't, but experiment with it. Why should we be told or think that we should or shouldn't do something? We MUST experiment. You must experiment.

In an experiment that you're trying to quantify you'll always use points system but the way that you apply points to each one will differ.

Another interesting note is that you can't just create arbitrary points like, "Oh she's nice, 100. This other guy's nice too, 10." You have to establish this as a 1 to 10 scale on all these points and have rules for each. You can restrict the deviation before the actual experiment begins by limiting the bounds. You must be rigid in how you execute the assignment of points as well. For instance, if I'm reading a book I might assign points to "insights acquired".

Now, you have the curiosity, the hypothesis, and a points system to judge the works against one another. Next, we begin our experiment. We start reading different books or meeting different ladies or gentlemen in our E Harmony experiment.

Next, after meeting each person, we apply our points to their attributes as we specified at the beginning. We say "Okay this book gave me 2 items of insight, so that's 2."

Finally, we compare all of the KPIs and stats that we've tracked, and extract a winner. If there is no winner, we move onto another experiment.

And you're done! Welcome to the life of a mad scientist. Welcome to the life of a true badass.

This type of experimentation will produce a noticeable impact on your life if you go this far. Here's the thing guys, nobody goes to this depth in their life, almost nobody assigns points to decisions in their lives, then plays out complex experiments to judge against hypothesis - LIKE NOBODY IS DOING THIS.

But you know who does? Almost every billionaire in the world thinks about their decisions, experiments, and results to this depth and degree. Once you start doing it and creating that reading habit, and really doing your own experiments and the analysis, then you are going to witness a tremendous result.

A Real Example of a Reading Experiment From My Own Life

Curiosity: It would be really cool if I could read 10 annual reports at once. And it would save me a lot of time since I have 100s to read.

Hypothesis: I believe that reading 10 annual reports at a time will have no negative impact on overall value gained on a report-by-report bases, and will INSTEAD give me an enhanced macro view at the industries for the reports in which I'm reading.

Setting the KPIs and Process: I will memorize the industry of each company. I will memorize and read 1 page of the financial section of every report and attempt to memorize the figures on these pages.

Why did I set those KPIs? Because in my hypothesis, I stated that I believe reading this many reports at once will have no NET negative impact in my understanding of any single report. And when I used to read reports 1 by 1, I would memorize financial figures just like this. So by applying that sort of baseline to a new experiment, I'm able to analyze the current results against historical results in this area.

Execute: Now I pick the 10 reports, and set aside another 10, all in different industries, and begin reading. I start experimenting with memorization right away.

Analyze Results: Now after executing, I look at what I wrote down. How many report's financial figures was I able to memorize. If it was anything less than 10/10 memorized, then this fails, because before on 1-by-1 bases I was able to remember each one.

Create your theory: After this experiment I found out that I can memorize just as much reading 10 at once as I can reading 1, AND I HAVE SO MUCH MORE FUN doing it! So why would I not always read this way? This has already had a noticeable impact on my happiness when reading annual reports. Imagine guys if you did this in every area of your life. WOULDN'T you be living the optimal life? YOU WOULD is the answer.

Chapter Summary & Actions

1. Always use the full scientific method in your experiments, especially reading experiments.

2. You must become familiar with quantifying things in your life if you want to make extreme progress. If you talk to a lot of high-level people: Bezos, Musk, Gates, Buffet, it's not long in a conversation before some NUMBER comes up. It's interesting, and makes you wonder - are you really using enough numbers in your life?

3. Plan your first reading experiment using the formula described above for a guideline. What type of KPIs are you going to apply to your reading? Are you going to track insights, or ideas, or moments of clarity, or funny stories, what are you going to track?

4. Execute your first experiment, then compare the results, and pull out a winning theory.

5. Review my real life example for more experiment ideas.

Book Action Plan

1. Find all the good books that are worth reading. Adopt the mindset of a gold miner, or a treasure hunter.

1. Head on over to http://dain.io/read-these-books/ to see what my recommended most important books are.

1. Also, consider getting your books along with exercises and audio lessons directly from my site at http://dain.io/books-with-excercises/ :) I love doing audio takeaways on books, and I think you will enjoy them as well!

2. You also want to reference what I have against other's lists of books: https://sivers.org/book or http://tailopez.com/books <- these are good places to start.

4. Pick all of the books that you want to read, and make a list of at least 100 that you want to read.

5. Prioritize the list, and double check your prioritization. Remember, we want to major in majors and minor in minors, so find the MOST

important books and put those first. Now that you have what you want to read…

6. Grab a book (first or next up) on the list.

7. Set your schedule. Open your calendar and set 10 mins a day where you're going to read. THIS IS AN ACTUAL APPOINTMENT. YOU ARE NOT ALLOWED TO BREAK THIS APPOINTMENT Because if you do so, you will never be rich and famous. <- This is an example of how to trick your brain into stopping procrastination. Say "crazy" things like this to yourself to stop your brain from sabotaging you. It's the eternal war. Now you have your schedule.

8. Execute execute execute. Read, during your set schedule, then stop.

9. Do this for 10 days, and don't even THINK about tweaking or changing or doing anything.

10. After 10 days, evaluate if you liked it. Do you want to try to read 2 books at once now? This is where the experimentation phase comes in. Get excited, make it fun, mix it up, and keep refreshing yourself with new ideas and experiments.

11. Start over again at 5.

Resources

1. A Google spreadsheet that I've created for you to track your reading:

1. http://bit.ly/starthere-reading-spreadsheet

12. Old books that I personally recommend with the date they were written.

1. Freud — 1856 http://www.amazon.com/Civilization-Discontents-Complete-Psychological-Sigmund/dp/0393304515

2. Will Durant — 1885 http://www.amazon.com/Lessons-History-Will-Durant/dp/143914995X

3. Shakespeare — 1564 http://www.amazon.com/Henry-V-Fifth-William-Shakespeare/dp/1484146085

4. Leonardo Da Vinci — 1452 http://www.amazon.com/Thoughts-Art-Life-Leonardo-Vinci-ebook/dp/B004TQHCK2

5. Wabi Sabi — 14th Century http://www.amazon.com/Wabi-Sabi-Artists-Designers-Poets-Philosophers/dp/0981484603

6. Epictetus — 55 AD http://www.amazon.com/Enchiridion-Dover-Thrift-Editions-Epictetus/dp/0486433595

7. Seneca — 4 BC http://www.amazon.com/Letters-Penguin-Classics-Lucius-Annaeus/dp/0140442103/

13. My favorite quote on the seasons of life, that will help you when you lose motivation to read.

1. http://dain.io/on-the-seasons-of-life/

14. My favorite quote on aggression, that will help you when you lose motivation to read.

1. http://dain.io/on-the-value-of-aggression/

Conclusion

Thank you again for downloading this book!

We are very excited that you were able to read this book, and we hope it helped you.

The next step is to follow through – to consistently practice what you have learned, and to continue to develop it in a way that is most helpful and applicable to you.

Finally, if you enjoyed this book, please take the time to share your thoughts and post a review on Amazon. It'd be greatly appreciated!

Thank you so much and good luck!

Bonus #1: Do You Need a Programming Mentor?

We are offering a limited time, innovative, mentorship and coaching program to readers of this book. We want to help you stay committed to your goals and to help you stay accountable to what it is you want to do.

If you are interested in this shoot me a brief email with what goal you want to be held accountable to at miller.dain@gmail.com, and I'll reply and tell you how it works!

Bonus #2: Are you a developer who needs weekly programming content to GROW on your journey?!

http://starthere.fm

StartHereFM - is a podcast network we built JUST for you guys. We want to help teach and build your web development, ruby on rails, and personal development skills to help you grow into the BEST self-educator out of anyone you know.

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Thanks for reading everyone!