You can’t simply tell your brain to read faster and comprehend more, but you can ask it to – so to speak. Asking the right questions before you read will spark your motivation and curiosity, preparing you to read at your quantum speed.

One of the most important questions to ask yourself is: What’s in it for me? (or WIIFM for short, pronounced WHIFF-EM). WIIFM is the benefit we get from our actions, the question your brain asks itself, either consciously or subconsciously, to decide what it wants to remember. From the simplest daily tasks to monumental life-altering decisions, everything has to promise some degree of personal benefit, or you have no motivation to do it. Even the most selfless actions have a degree of WIIFM. For example, helping others
Quantum Reader
gives you personal and moral satisfaction – that's what's in it for you! Sometimes the WIIFM is very clear in your mind, other times you have to look for it – or even invent it.

WIIFM is important because it can help you connect to your intrinsic motivation. This type of motivation is the most effective for learning because it’s something you want to do for yourself, not for the teacher or your parents (that would be extrinsic motivation). Activities that are personally rewarding, interesting and joyful appeal to your intrinsic motivation. You do it because you want to. If you love your school or the work you do, you'll show up on time simply because you want to be there. If you’re fascinated by a new computer program, you will learn it for fun and start using it.
to improve your performance. You do it because you enjoy it – it’s that simple.

You can’t be intrinsically motivated about everything you do, but searching for this type of motivation as often as possible will improve your end results – whatever the task.

**Help your brain find the intrinsic motivation to become a quantum reader. Search for your intrinsic motivation!**

**QOGLE**  
**Intrinsic Motivation**

**Discover New Interests and Passions**  
Could’ve, would’ve, should’ve, DID IT! Read more to do more of the things you love.

**More Time with Friends**  
Go to a movie. Go shopping. Call your best friend. Spend time with the people who matter to you.

**More Success**  
Get better grades. Earn more respect. Impress your friends and family.

*Bookmark this page and return to it often. Keeping your motivation up to date and in the front of your mind is essential for upgrading your reading skills.*
Motivating Both Sides of Your Brain

We primarily use the left hemisphere of our brain when we read because it’s geared for logical thought. However, boosting your reading speed and comprehension means getting the right hemisphere involved too. Right-brain activity is more holistic, rhythmic, colorful and imaginative. Stimulating both sides of your brain helps it work faster, harder and more effectively. It’s like putting on a play: You need organized planning and strategic fundraising, as well as creative actors. Regardless of which role you’re most comfortable with, it’s important to realize that we can all increase our comprehension by creating pictures in our minds of what we’re reading. That’s because our brains create images to make meaning.
Ask Yourself Questions

Now that you have used WIIFM to find your intrinsic motivation, pique your curiosity with specific questions about what you’re about to read. Ask yourself questions about the content like: What’s here that interests me? What does the author mean by this? Your comprehension increases as your mind searches for the answers. The questions get you thinking about the material.

Prepare Your Reading Space

Get ready to apply your motivation and follow your curiosity by preparing your reading space. Do you have good lighting, a comfortable chair, a table to support your book, a highlighter, colored pens and paper for taking notes? Taking care of these details before you read will help you stay focused and reading at your top speed. Eliminate distractions by posting a note on your door while you’re reading, or make an agreement with family members that gives you a chunk of time without disturbance.

Helpful tip: Decide how many pages or chapters you’ll read before you start and mark your finish place. This improves your concentration because you are less likely to stop in the middle of your reading to see how much is left.

You’ve prepared your motivation, curiosity and reading space, now it’s time to get into state.