



## Do a book reconnaissance

Start participating actively with this book by doing a book reconnaissance. This could take anywhere from 15 to 30 minutes. Begin by reading the table of contents. Then turn page by page through the entire book, noticing whatever catches your eye—a picture here, a headline there. You can dip into this book at any page and receive something of value.

The benefit of this exercise is that it establishes a mental framework. With this framework in place, you are ready to absorb new ideas and information.

Think of this book as a house you're entering for the first time. Once you become familiar with the overall floor plan, you can find your way from room to room more easily. In this case, the "rooms" are the self-contained articles that make up this book.

To make this exercise more effective, be on the alert for techniques you can use right away, or for ideas that are particularly interesting. List each idea or technique in the space below, capturing it in a phrase or two and noting the page number.

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## DID YOU DO THE EXERCISE?

If you did not do the previous exercise, please do it now. Exercises present you with an opportunity to actually "do" this book and actively create the life of your dreams. Your active involvement with this book is what makes it work. You're far more likely to remember and benefit from ideas if you *use* them.

I recommend that you do each of the exercises as you read them. And I realize this may not be your preference. You might want to read the entire book without doing any of the exercises, knowing that on some level your mind is absorbing and applying the ideas. You could choose to do some of the exercises but not all of them. Or you might want to read large portions of the book and then return to do many of the exercises, which have all been marked by a graphic in the style shown above on this page.