

## **Innovative E-Book Publishing Model Enables Speed Reading In 60 Seconds Or Less– Patent Pending**

**Not a speed reading course – this innovative publishing format enables faster reading for anyone independent of their current reading level**

**Summary:** E-Books have forever changed the face of publishing; this new format will forever change the face of e-Books. Developed exclusively for use on electronic books and documents, The Easy Reader Publishing Model enables reading in a zigzag pattern. Allowing the eye to travel down a page reading every other line of text backwards can markedly and instantly boost reading speed. This model formats the text in such a way that every line read right to left makes just as much sense as those read from left to right. The result is faster reading with no loss of reading comprehension. This publishing model is extraordinarily effective yet so simple it will have you wondering why nobody has ever thought of it before.

**For Immediate Release – New York City:** Books have changed drastically over the years to the point where today they've been digitized and are made available immediately online. The ability to disseminate books globally at lightning speed has completely revolutionized the publishing industry. This has unleashed a virtual tsunami of reading material upon the global population and there is no end in sight. Even though the amount of reading material at our disposal today is unlimited, it seems we all have less and less time to actually read. The public needs and deserves a better way to absorb all of this reading material and now they have one; it's called The Easy Reader Publishing Model.

Electronic books and documents are rapidly becoming the majority way in which the masses are consuming their reading materials. The major downside to this phenomenon is the inherent difficulty in reading on a computer screen. Sitting in front of a computer staring at a monitor introduces a great deal of mental fatigue to the process of reading. Reading digital documents is a far more "business oriented" task than is reading a printed book. To overcome the challenges of onscreen reading, many people print out an entire book; sometimes hundreds of pages. The Easy Reader model will not only save actual reading time but can also save substantially in the time and money it takes to print the book.

Reading a digital document formatted under The Easy Reader Publishing Model enables anybody to absorb on screen reading material markedly faster. This improvement is instantaneous as Easy Reader is not a speed reading course; there are no course materials to study or confusing techniques to practice. The brain is capable of adjusting quickly to reading in a back and forth pattern as defined under the Easy Reader model. The result is an instant and permanent increase in reading speed.

The Easy Reader Publishing Model was not developed to replace traditional publishing but is meant to be an available option for the e-Book consumer. Software is currently under development which would process a raw text based document in order to convert it to Easy Reader format. Authors and writers would pay a onetime licensing fee to have their documents and books formatted using the Easy Reader model.

Daniel Herzner, the creator of The Easy reader Publishing Model has two separate patents pending on his innovation. As the electronic book market grows, this innovative model has the potential to hold a prominent place in that growth. Even if this concept only develops a cult following it has the potential to make a huge splash on the book market.

Here is what people are saying about The Easy Reader publishing Model-

"This concept is so simple yet so brilliant. I'm surprised nobody has ever thought of this before" – Becky P., NY

"It took me the first few paragraphs to get used to it but once I did I found myself actually reading more quickly"  
– Paul F., TX

"I see your new model as far superior to the way we've been programmed to read for so many years. I believe you could well have 'a tiger by the tail' here" –Peter A., Canada

Daniel Herzner is a lifelong resident of New York currently residing in White Plains – a suburb of New York City. He's a writer, avid reader, home based business entrepreneur, rabid NY Giants fan and graduated in 1989 from SUNY Oneonta, Oneonta, NY.

**For more information about this exciting, new publishing model visit:**

**<http://www.EasyReaderPublishing.com/>**

Please visit the link above to see:

1. an expanded description of The Easy Reader Publishing Model
2. a video explanation of the model
3. a sample document formatted in Easy reader

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