



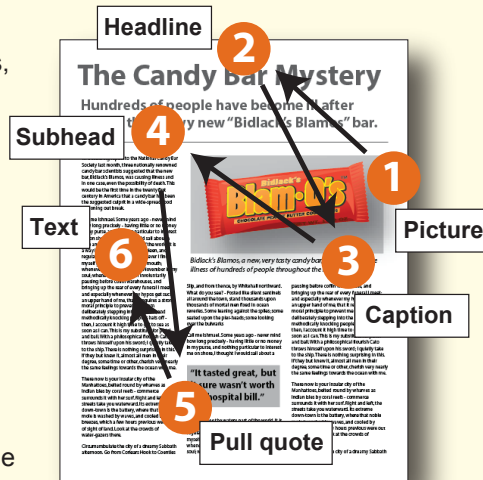
All About Non-Readers

Non-readers (as Bidlack defines the term) are not illiterate. Although a non-reader may be dyslexic (a condition, not a disability), he or she may also be very intelligent. Many non-readers have a penchant for absorbing information, yet may have short attention spans, and don't have deep recall abilities. Many do not hear a voice while reading, and tend to think in pictures. But non-readers do read, they just read very slowly.

The Reading Order of the Non-Reader

Non-readers will always begin to absorb information by focusing on pictures. Non-readers love images, and the adage that a picture is worth a thousand words may be old, but it's true, so be sure to incorporate imagery in the message.

Following a quick glance at visual imagery, the non-reader will then move on to headlines, captions, and subheads. Other elements, such as pull quotes may follow. And finally, if interest still exists, the non-reader will begin to read. Total time so far, maybe eight seconds.



Who is a Non-Reader?

A non-reader is someone who may own hundreds of books and may visit bookstores and use Amazon.com regularly, yet rarely ever reads the articles he or she has bookmarked for later, let alone the unfinished books on the bookshelf.

Many non-readers relish learning and discovery, but are agonizingly slow readers. While they probably won't read more than a couple of magazine or newspaper articles in their entirety in a week, they are constantly seeking-out new information and ideas.

How Non-Readers Read:

- Non-readers read more by glance, not by flow.
- Non-readers read for short periods at a time. (45 minutes of reading to a non-reader is an eternity.)
- While regular readers are drawn into text as easily as sledding down a hill, non-readers read text as if shoveling snow.

3 Things to Remember

1. Your audience may not absorb information in the order you wish to have it absorbed.
2. Non-readers don't like to read, but they like to absorb information.
3. A lot of information may be absorbed without literally being read.

Eight Ways to Get Non-Readers to Read Your Stuff *

1. Create a captivating title.
2. Incorporate an explanatory subhead.
3. Use pull quotes.
4. Incorporate a dramatic, on-topic photo with caption.
5. Incorporate brevity.
6. Create three sections (mini chapters) per page.
7. Create an article summary box.
8. Consider incorporating a relevant, attractive chart or graph.

* Some of the suggestions above may also apply to the disinterested or marginally-interested reader of your communications materials. And disinterested or marginally-interested readers may be a significant percentage of your total target audience.