

**Reading Could Save Your Life...****The Crucial Importance of Picking Up A Book**

*How important is reading, real reading, deep reading from a printed book? Canvas magazine publisher Mark Potter reflects.*

If I told you that reading could save your life, would you do it?

We've lost our way and much of it is because we don't read. We all know that we are addicted to devices, and we've seen how they dictate our lives.

We mindlessly stare at our screens watching other people live their lives or scroll endlessly in the hopes of finding something new and stimulating. But our minds are not stimulated at all.

**Outsourcing Our Minds**

Rather than painting the pictures in our own minds and owning those pictures for ourselves, we are outsourcing the process to Google, TikTok, and every other instantly gratifying app.

Our minds no longer know how to visualize without assistance.

**Personal Visions**

Visions, just like our memories, are formed by experiencing the environment around us and using our imaginations.

We cannot Google our memories. They are all ours and nobody else's. And reading is a vehicle to create visions that are also uniquely ours.

Reading in print has a haptic quality that connects us to the visions that we create in our heads. But reading in any form is private.

In other words, reading affords us the chance to be alone with our thoughts and gives us time to think and process other people's perspectives.

**Lost And Found**

We are lost and reading is what can bring us back. Recently, I told my kids to take 30 to 60 minutes a day to read something thoughtful to save their lives.

It could be a book or article on busi-

ness, faith, philosophy, or fiction. I encouraged them to read so that they could start using their own unique brains to formulate insight and ideas that stimulate their minds.

**Too Darn Loud**

We gain perspective within the solitude of reading. The world is too darn loud and sitting quietly without digital intervention has healing power.

It is peaceful, uninterrupted and nobody is doing it. Therefore, it is absolutely a positive competitive advantage and enriching on so many levels.

**Wasted Imagination**

There is something sophisticated about turning the pages of a magazine or a book. And when you feel real pages in your hands, you are more connected with the words.

The bottom line is that our imaginations are being wasted. And if I told you that the only way to save your life is by stimulating free will and imagination, then you might ask how to do it.

I would tell you that reading is a good place to start.

**Complex Brain Task**

Reading is a much more complex task for the human brain than watching a video. We're literally getting dumber by the minute as we watch other people live their lives on video.

So, why not read, strengthen our own insights, and help our own brains build new connections?

**Improve Concentration**

Not many people dispute that we have the collective concentration of a gnat these days due to digital addiction. Reading, however, improves our concentration.

The people who can sit and focus on a story they're reading have a calmness about them. They are not falling prey to

the fear that they might miss the latest TikTok trend.

The people who read are relaxed in both mind and body—a feeling we all could use these days.

**Re-ignite Our Imaginations**

By picking up a book—yes, a printed book—we can start to build a store of background knowledge, which helps us all live more inspired lives.

We can have our own thoughts rather than outsource them to digital devices. We can expand our vocabulary and improve our communication skills. And, most critically, we can reignite our imaginations.

**Your Own Experiences**

When we read, our brains translate the descriptions, places, and things into pictures, and we're engaged in a story because we're imagining how the characters are feeling.

We use our own experiences to imagine how we would feel in that same situation. It's not painted for us like it is in the digital world. When we read, we do the painting.

**Cool In A Coffee Shop**

Reading develops empathy. When you delve into a story, you tend to internalize how characters are feeling, thus connecting with your emotions.

In an emotionless, digital world, I'll take that any day of the week. People who read are more thoughtful, do better in school, are more sophisticated and more caring.

So, yes, I believe that reading saves lives. Plus, it looks really cool in a coffee shop!

*Thanks to Mark Potter CEO of Conduit Inc and Publisher of Canvas magazine, for this insightful editorial. To learn more or to contact Mark go to [mpotter@thecanvasmag.com](mailto:mpotter@thecanvasmag.com)*

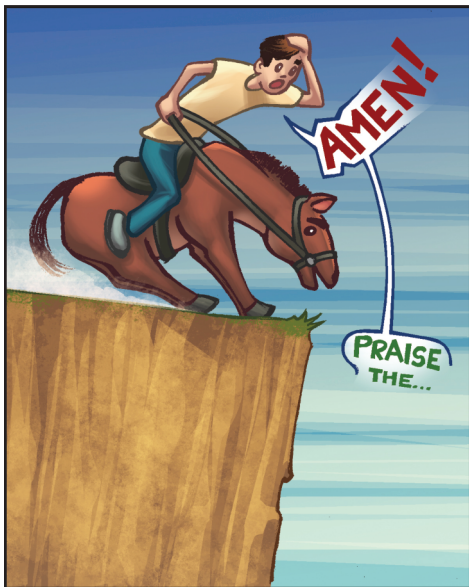


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A country preacher sold a mule to a friend, and told him the mule was trained to go when the rider said "Praise the Lord," and to stop when the rider said "Amen." The buyer mounted the beast and com-



manded, "Praise the Lord," and the mule shot off like a rocket. The startled rider panicked. "Whoa!" he screamed. The mule was headed straight for a cliff. "Whoa! Whoa! Whoa!" At the last second, he remembered the minister's instructions. "Amen!" he shouted, and the mule screeched to a halt right at the edge of the cliff. As the new owner peered over the precipice, he wiped his brow and sighed, "Praise the Lord."



Old salesmen never die. They're just out of commission.



When a critic once accused Abe Lincoln of being "two-faced," he responded, "If I had two faces, would I use this one?"

A small boy grabbed his coat and boots. "Mom," he asked, "can I go outside and help Dad put the snow chains on the car? I know all the words."



"The thing that impresses me most about America is the way parents obey their children." – Duke of Windsor



Love doesn't make the world go around, but it makes the ride a lot more pleasant.



Upper Class: When your name is on the building.



Middle Class: When your name is on your desk.

Working Class: When your name is on your shirt.



It's never too late to be what you might have been.

February 12th is Abraham Lincoln's birthday. Lincoln was asked by a friend to endorse a new product. Not wishing to endorse it, nor to disappoint his friend, Lincoln said, "For the sort of people who want this sort of thing, this is the sort of thing that that sort of people will want."



Marriage: the process of finding out what kind of person your spouse would prefer.




"Love at first sight is easy to understand. When two people have been staring at each other for a lifetime—that's a miracle." – Sam Levenson



Computer expert: someone who knows a lot of ways to say, "Okay then, well, try this."





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