

The Brain Training Academy

Presents

# ***REVOLUTIONIZE YOUR BRAIN!***

## ***KISS YOUR OLD BRAIN GOODBYE!***

Plug in These 16 Recently Discovered Revolutionary  
Brain Science Techniques to Create a NEW Brain that  
will Bring YOU a Lifetime of Permanent Self-Motivation,  
Greater Achievements and Just Possibly a  
Huge Bank Account!!

Doug Bench, MS, JD, AAAS



Possibility Pastures Press  
Ocala, Florida  
2009

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*"If you learn about the new brain research discoveries  
and if you learn and apply techniques based upon  
those discoveries, you can expect a lifetime of  
enhanced achievements!"*

—Richard M. Restak, M.D., *The New Brain*, Rodale 2003



## Contents

<i>Introduction</i>	<b>1</b>
<b><u>Part One: Twelve Revolutionary Recent Discoveries of the Brain Scientists</u></b>	<b>9</b>
<b>Discovery 1: Your Brain Is Plastic</b>	<b>11</b>
<b>Discovery 2: Thoughts Are Things</b>	<b>16</b>
<b>Discovery 3: It's a Jungle in There</b>	<b>19</b>
<b>Discovery 4: Use It or Lose It!</b>	<b>23</b>
<b>Discovery 5: Neurons that Are Fired Most, Are Relied on Most</b>	<b>26</b>
<b>Discovery 6: Emotions Are the Brain's Fertilizer</b>	<b>28</b>
<b>Discovery 7: The 83 Percent Solution-Meet 'Nancy'</b>	<b>31</b>
<b>Discovery 8: You've Got ANTs in Your Head</b>	<b>38</b>
<b>Discovery 9: You Can Automate Motivation</b>	<b>42</b>

<b>Discovery 10: 'Nancy' Acts on Your Dominant Thoughts</b>	<b>48</b>
<b>Discovery 11: 'Nancy' Speaks Through Your Body</b>	<b>55</b>
<b>Discovery 12: Intuition Is Real</b>	<b>58</b>
<b><u>Part Two: Sixteen Brain Apples: Techniques and Skill-habits that Will Skyrocket Your Achievements ... for the Rest of Your Life</u></b>	<b>65</b>
<b>Brain Apple 1: Super-Size Your Greeting</b>	<b>67</b>
<b>Brain Apple 2: Take an Inventory</b>	<b>70</b>
<b>Brain Apple 3: Stomp the ANTs</b>	<b>75</b>
<b>Brain Apple 4: Talk Back to Your 'Myggie'</b>	<b>79</b>
<b>Brain Apple 5: Mind for "Goaled"</b>	<b>83</b>
<b>Brain Apple 6: Turn on Your VCR</b>	<b>91</b>
<b>Brain Apple 7: Trigger a Thunderstorm</b>	<b>95</b>
<b>Brain Apple 8: Build Your InnerState Highway</b>	<b>98</b>
<b>Brain Apple 9: Re-fire Patterns of Past Success</b>	<b>103</b>
<b>Brain Apple 10: Create Future Memories</b>	<b>107</b>
<b>Brain Apple 11: Synchronize 'Nancy' with 'Connie'</b>	<b>112</b>



<b>Brain Apple 12: Manage Your Inner Voice</b>	<b>118</b>
<b>Brain Apple 13: Test Your Tools</b>	<b>123</b>
<b>Brain Apple 14: Get Weird to Get Wired</b>	<b>125</b>
<b>Brain Apple 15: Trust the Darkness</b>	<b>128</b>
<b>Brain Apple 16: Caution: Plan the Party</b>	<b>132</b>
<b>Part Three: Change Your Brain in 100 Days- Your Schedule for Success</b>	<b>135</b>
<b><i>Epilogue: Preventive Maintenance</i></b>	<b>147</b>



## ***Introduction***

What scientists have discovered about the human brain in the past decade is awe-inspiring . . . but not as awe-inspiring as the changes you can make in your life as a result of putting these astonishing and revolutionary scientific advances to work for you.

In *Revolutionize Your Brain*, my goal is to help you develop your brain to its highest possible achieving level. If you apply the techniques and skills based on the recent revolutionary brain research discoveries that our program describes, in as little as 21 to 30 days you will form powerful habits that will enable you to generate a lifetime of greater and greater achievements. You will enter the top 10% of the achieving elite!

If you study and implement what you learn here, I promise you that literally nothing can hold you back. This book will change your life by teaching you science-based skills to improve your brain fitness and memory, help you to overcome procrastination and internal blocks to unleash your inner genius and set you up to become a money-making idea machine and peak performer. You'll feel permanently motivated, permanently inspired, unafraid, and ready to accomplish whatever goals you set for yourself and beyond, at record speed. You won't even think about something new being unlikely to achieve.

Why? Because everything I share with you; all of the neuroscientific facts; all of the techniques, skills and habits; *everything* is based on brain science research discoveries of the last ten years, not based on tired motivational clichés or hocus pocus.

### ***Why I Wrote this Book***

Some years ago, I lost my mother to Alzheimer's disease. Her decline had been long and slow, and the final years of her life were confusing and agonizing ones—not only for her, but also for those of us who loved her and shared that time with her.

If you've ever been close to someone whose personality has been dismantled by this disease, I'm sure you need no explanation of the effects of Alzheimers. You already know it is a heartbreaking and painful experience for everyone involved. You've probably already heard—namely, that Alzheimers is a degenerative disorder, which destroys its sufferers' memory and personality, among other things, and saps the physical and emotional resources of their loved ones.

I honestly hope that Alzheimers is something you and those close to you never have to experience. This hope is one of my strongest original inspirations for all of the reading, writing, speaking and coaching that I do.

I mention this particular experience of mine because, as my mother was suffering through the slow course of that disease, and as I was doing my best to support her during her decline, I made an alarming discovery that shook me to the core. I realized that I, myself, was becoming more forgetful. I would forget where I had put my eyeglasses or my car keys. I would enter a room and forget why I was there. When I realized that this was happening, I was scared. I thought, "Here I am in my early fifties and I'm already showing symptoms of aging and possibly Alzheimers was already hitting me! There must be something I can do to preserve my mental

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faculties. I need to read everything I can get my hands on to fight off what was happening to me.”

I picked up a book by Pierce J. Howard, Ph.D., called *The Owner’s Manual for the Brain* (Bard Press, 1994 edition), because it was the thickest book on the subject I could find. I figured it would hold the most information of the type I wanted. One of the things I remember Dr. Howard stating in his book, as I quickly read, was to “stay tuned” because brain scientists would have amazing technology available to them shortly that would allow them to see inside the brain of a living human being and see things that had never been seen before. He was right.

Soon a veritable alphabet soup of diagnostic imaging equipment was being used to study the brain: MRIs, PET scans, SPECT scans and many more new imaging tools and computers. The amount of research on the workings of the human brain simply exploded in the mid to late '90s. As a result, brain scientists have been able to find out phenomenal things that have turned their previous conventional understanding of the brain on its head. (No pun intended!)

Richard Restak, M.D., one of the world’s leading neuroscience researchers, author of *The New Brain* (Rodale, 2003) and several other books on the brain, and clinical professor of neurology at George Washington Hospital University School of Medicine and Health Sciences, has estimated that approximately 99 percent of what we know about the brain has been discovered just since 1997—and approximately 60 percent of what we knew about how the human brain works before 1997 has been proven false or inaccurate!

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Looking back, I see how lucky I was to have felt the fear and alarm I did, because those emotions motivated me to learn all that I possibly could about the human brain during this incredible period of revelations and growth of knowledge in the field. There was a lot to study—ultimately, I have read somewhere between 400 and 500 books, as well as hundreds of scientific journal articles and research papers (according to my grandson, who was keeping track for me, I have now read over 90,000 pages)—and the more I learned, the more excited I have become.

Now, after accumulating over 600 pages of my own notes from these readings, I want to share with you the single most important lesson I've learned about that mysterious and miraculous organ, the human brain. The more I read, the more I realized that nearly all of the medical and scientific discoveries being made about the brain, could be translated into fantastic skills and techniques that you and I can apply in our lives on a daily basis to greatly improve our brain, our lives, and our achievements! In fact, there is nothing more important or vital to your achievements than the scientific study of your own brain! Ultimately, your brain is the only thing that limits your success and achievements. Not talent. Not IQ. Not drive or ambition. Not even your DNA!

**Our brain is our only real barrier to success.** If we start thinking differently with our brains, we really can change and improve who we are. We can effectively overcome our inner and outer obstacles and realize more and more of our potential. We can become healthier, more productive, more successful, and happier at any age, and in the process even slow down

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the onset of cognitive loss related to aging, and diseases like Alzheimers.

Now, this is not just some motivational “pep talk.” It’s the inescapable conclusion of the best contemporary research on brain function. Until fairly recently, damaged, dead brains were the most important and best source of information about how human beings think, respond, and react. Often, when they were confronted with a patient who had a neurological problem they didn’t understand, doctors and scientists faced a tough choice: either do invasive surgical procedures to examine the inside of the living human brain—a very dangerous process—or wait for the person to die, and then conduct an autopsy.

New technology has changed all that. Today, physicians have access to tools that allow them to do what once seemed impossible: to take pictures of the inside of a living, thinking, and functioning human brain. As a result, scientists can now see things that they never before could have seen, and they have learned lessons about the brain, its structure, its functioning, and its capacity to regenerate itself that they could never have otherwise learned.

It’s hard for most of us to grasp how important these astonishing new tools really are, and how dramatically they have raised the bar in the field of brain research. One of the tools they use can take a picture of a “slice” of a living, thinking human brain that is 1/500,000th the thickness of a human hair! Scientists can now record minute, real-time changes in brain function during brain surgery. They can even skip surgery altogether and measure the blood flow to given areas of the brain as a

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patient responds to questions! Such evaluations were inconceivable just a few short years ago.

These kinds of advances have led to a tidal wave of tremendous, revolutionary discoveries about the brain in an extremely short period of time. In Part One of this book, I will explain the 12 most exciting discoveries that need our understanding if we desire to formulate skills and techniques based on those discoveries to permanently skyrocket our achievements. But don't worry. This isn't a science textbook. I promise I am not going to give you fuzzy scientific details that will make your eyes glaze over.

However it's necessary to learn about these phenomenal discoveries so you can easily understand the enormous achievement power and potential your brain has in store just waiting for you to pull out and put to good use!

In Part Two of *Revolutionize Your Brain!* you'll learn 16 easy-to-apply techniques and skill-habits that will enable you to benefit permanently from the deeper, contemporary understanding of the human brain. I call these tools and skill-habits *BRAIN APPLES!*

Recall the old cliché, "*An apple a day keeps the doctor away.*" Well I don't like clichés, but this one's different!

If you apply these scientifically based techniques every day for at least 100 days, and continue to apply them on a maintenance basis, your achievements will automatically skyrocket for the rest of your life! Your **Achievements**, **Productivity**, and **Performance Levels** will **Elevate Significantly!**



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Based on what I've learned, it is clear to me that given sufficient time, *anyone* can reach genius and expert performance status. Not necessarily in an intelligence or IQ sense, but in reaching achievement levels so high you never dreamed you could go there! The human brain has unlimited potential in the hands of people who understand the new brain science. In your hands right now, you have the knowledge you need to take you there. Don't put this book down!

If you read every page of this book, and you apply the skills and techniques described herein, you're in for the ride of your life! Hang on to your hat, because you and your achievement levels are about to take a quantum leap forward forever!

Doug Bench, MS, JD, AAAS

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***There is nothing more important to your success and achievements than the scientific study and understanding of your own brain.***

**-Doug Bench**

## **Part One**

### **Twelve Recent Revolutionary Brain Science Discoveries**

One of my goals in writing this book is to help you join the top 10 percent of achievers in the world using science-based techniques drawn from the revolutionary discoveries of recent brain research studies. If that sounds like an astounding promise, think again.

Everything in your life begins with your thoughts. Contemporary brain science has proven that if you change what you think, over time, you will automatically change what you do. You do not even have to believe in it first. You do not have to try to change your life. Simply change your thoughts and the rest will flow from that. If your goal is to lose weight, you do not have to try to change your body. Rather change your thoughts and over time your body will change. If you want to earn more, change your thoughts and over time your income will grow. Research shows it.

In Part One, we're going to look at twelve of the most significant and fascinating discoveries that researchers have made in the field of brain science during the last decade. Each is presented in words a layperson can understand. After all, I am a layperson, and not a scientist. So I have written this book in words and phrases that I (and you) can understand.

You'll benefit from reading about these discoveries because later on I'm going to teach you how to utilize them to be a peak performer and achieve success beyond your wildest expectations. These discoveries

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underlie the 16 Brain Apples Skill-habits and Techniques in Part Two.

As you read, I encourage you to take notes. There is reliable evidence that note taking helps you to remember what you read in the long-term. My guess is that you'll return to these discoveries when you begin practical implementation of the strategies I suggest. By marking the pages with your personal reflections the first time, you may trigger a barrage of insights and emotional "Eureka" moments the second, and even the third time through.

**ENJOY!**

## **Discovery 1**

### ***Your Brain Is Plastic***

#### ***(Brain Plasticity)***

A monumental discovery occurred in December 1997 at the Salk Institute in La Jolla, California, where they've been doing a tremendous amount of brain research in the past two decades. Scientist Fred H. Gage, Ph.D., led a team that discovered a phenomenon called brain plasticity or neurogenesis. Their discovery is extraordinarily exciting for everyone, and of particular significance to those of us who are advancing in years.

What Gage and his colleagues discovered is that if you stimulate your brain, no matter what your age, your brain will grow new connections that appear as tiny spider web-like thin strands called DSPs (Dendrite Spine Protuberances), which greatly increases the total number of connections in your brain and greatly increases your brain's capacity for achievement! It does not matter if you are 6 years old, 60 years old, or 106 years old, your brain can change and improve with these new connections. Wow! Are you listening!

The term "plasticity" means adaptable, shapeable, changeable, and capable of growth and transformation. And that's what we're talking about here: the astonishing ability of the human brain to transform and create NEW connections. A new YOU!

#### ***No More Excuses***

Now, another exciting thing about this discovery is that these connections in the brain are connections that did

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not exist in your brain at birth. For many years, scientists believed that we were each born with “hard wiring” (like the mechanical parts of a computer) in our brains, and that for the rest of our lives we were stuck with and limited to whatever potential we had at birth. But that’s not true at all. None of us were permanently “hard wired” when we were born.

There’s only one problem with this discovery—a problem that, for some people, may represent a huge (yet very exciting) dilemma. This discovery requires us to get rid of all our excuses.

“No, I can’t learn computers. I’m too old.” Wrong.

“No, I can’t learn a second language.” Wrong.

“No, I’m too uncoordinated to ski.” Wrong.

Brain plasticity has proven that our excuses of why we can’t learn new skills, change our habits, and improve our abilities are incorrect. Because our excuses are not real, it means we have to take responsibility for everything we do—or don’t do—and have—or don’t have. **It might take a while, but we can learn, change, and improve.**

Brain scientists now know that major connections and brain structures can and do change in order to cope with changes in the environment. What I want you to understand here is that YOU can initiate those changes. You can choose to create supportive patterns of thought (for instance, “I can achieve anything!”).

As long as something is physiologically possible, it has been scientifically proven beyond a shadow of a doubt

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that there are no limits on the capacity of the human brain to achieve, learn, memorize, develop, and perform at higher levels than ever before imagined.

By using the word *capacity* for achievement, I don't mean "intelligence," as in an individual's IQ. That's an outdated marker that many brain researchers now believe reflects little more than one's ability to score well on an IQ test. What I'm talking about is a perpetual ability to enhance your own unique capacity for "achievement." In other words, you can expand what it is possible for you to do with your brain ... if you choose to stimulate your brain.

***Stimulating your brain  
simply means to learn  
something new.***

We don't need to stick electrodes into your brain through your skull, throw a switch and yell, "Clear!" To expand your "mind achievement" you must simply absorb new information, perfect new skills, learn new physical movements, understand new systems of thought, or master new subjects. The new subject could be virtually anything, as long as it challenges you. Whatever subject it is, you must push your brain a little on a regular basis.

This is the key concept I want you to grasp: Stimulation.

A lifelong English speaker doesn't have to master Japanese, for instance, in order to create new connections in his or her brain ... but the speaker must try to incorporate new structures and principles, such as

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the unfamiliar-looking Japanese alphabet! It is the act of trying to “get your head around” a new concept or system that builds the new brain cell connections and causes the brain to grow.

Assuming there is nothing wrong with the physical structures of our brain, brain plasticity is an open door for each and every one of us. The only question is whether or not we will decide to use it to our greatest advantage. By applying skills and techniques based on this new discovery of brain plasticity, your achievements can double, triple, or even quintuple over the next year.

### ***What’s the “Number”?***

You may have heard the expression “Nobody has ever used more than 10 percent of their brain’s capacity?” That’s wrong. Actually, we are always using 100 percent of our brain’s capacity 100 percent of the time. If we were not using more than 10 percent, we’d be dead.

A more accurate statement is that no one has developed anywhere near even one-millionth of 1 percent of the connections that our brain plasticity gives us the capacity to form.

Two scientists spent nearly a year and a half formulating an understanding of how many new connections the brain has the capacity to make over a lifetime. That number is a huge number. It is a one(1) followed by zeros(0) that would fill an 800-page book on both sides of the page in very small type. Then the number of zeros would go off of the book page and shoot out into space for the distance of another 6.2 million miles. **In other words, your capacity to create new**



**connections in your brain and to achieve new things is absolutely unlimited!**

Each of us has about 100 billion brain cells and those tiny dendrite spine protuberances, or DSPs, are where brain cell interconnections are made. Scientists couldn't see the DSPs until new imaging equipment became available in the late 1990s. They didn't even know DSPs existed. It turns out these tiny spider web-thin strands grow off of the dendrites when you stimulate your brain. Mathematically, that's why scientists now know that each of us, you and I and everyone else, has the capacity to build billions upon billions of new connections over our lifetime. That's where that astounding number of zeroes comes from. That capacity is what we're all hugely underutilizing right now.

That's why if you develop skills and habits based on the revolutionary scientific discoveries about the brain described in this book, sorry ... you won't be able to help it ... your achievements will skyrocket. You're going to have a peak performing brain for the rest of your life.

## Discovery 2

### *Thoughts Are Like Nuclear Explosions*

#### *(Thoughts Are Real Things ... and Very Powerful!)*

Between brain cell connections there is a gap called a **synapse**. When you are having a thought, an impulse travels across this gap from brain cell to brain cell. Back in high school science class you may have learned that thoughts jumped across the gap like shooting electrical sparks. With the new brain imaging equipment, scientists now know that this was wrong.

In actuality, the electrical resistance energy that carries an impulse to the synapse is converted into chemical energy and tiny chemical particles called neurotransmitters explode across the synapse, looking like the tiny blasts of pollen that come out of a pollinating pine branch when you shake it.

Synapses are filled with fluid, making them a perfect medium for transferring chemicals. Thoughts are fired down the receiving neuron when a neurotransmitter message bonds with the correct receptor on that neuron. Like a key in a lock when enough have bonded, the firing threshold is reached and the message continues to be carried forward.

Have you ever watched heat-lightening shoot across the sky in the summer? It starts out as one branch and then breaks into other branches across the sky until it stops firing and the light goes out. Whenever you think a thought, you create a chain reaction in your brain that metaphorically looks like this. By sending a message

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down the interconnected branches of a given set of neurons, you are setting off a firestorm in your brain called a neurode pattern—a thought.

At first, brain scientists believed there was only one kind of neurotransmitter. Then they discovered that there were over 100 different kinds. You've probably heard of some. For instance, you've heard of endorphins, which give you a feeling of pleasure. When endorphins are released in your brain you feel euphoria. You also may have heard of dopamine, which reduces pain. Serotonin regulates sleep, hunger—and irritability. Different types of neurotransmitters have different influences on thought patterns.

Why is this so vitally important for you to understand if you want to improve your performance and advance your achievements? Once you understand that thoughts are real things, that they are electrochemical, solid, measurable, and observable, it is easier to accept that if you change them, you can change your behavior and change your life.

We're not speaking metaphysically here. This is literal. As your neurons fire thoughts across the synapses in your brain you are creating an electrochemical pattern in your brain that influences your health, feelings, beliefs, decisions, and actions. If you learn to control the firing of these physiological impulses—which you can do by altering your focus and repeating specific thoughts—then you will become able to control your behavior, which will change your life. **Thoughts are real things.**

Thoughts are also extremely powerful. Neurons and the synaptic gaps that connect them are so tiny that

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relatively speaking, the space between them, the space neurotransmitter particles must travel across is a distance greater than from the Earth to the Moon! Neurotransmitters have to rocket like the space shuttle across that gap. Also the force (energy) required to shoot neurotransmitters through the synaptic fluid across this span is comparable to the energy of a nuclear explosion. Thoughts are that powerful!

### Discovery 3

#### ***It's a Jungle in There!***

I want you to picture yourself in a jungle, a rainforest. You are all alone. A huge amount of vegetation, a sea of green that is growing every which way, surrounds you. You have been dropped smack in the middle of this lush, completely overgrown patch of living greenery, a place where, for all you can tell, no human being has ever traveled or established camp before.

***Make your  
best  
thoughts  
create the  
path of least  
resistance.***

Let's say you brought along a compass, and you know you want to go north. Well, there is no obvious pathway for you to follow in this jungle in order to move in that direction. You have never traveled there before. The place is overgrown with weeds, vines, and shrubs. You'll have to take a sharp machete from your pack and you will begin to hack out a trail that leads you in a northerly direction. It's a struggle to clear that pathway.

Here's the good news ... If you need to use that path again tomorrow, before the vegetation gets a chance to grow back, you will find that traveling the same pathway will be much easier than it was the first time you traveled it. In fact, you will actually improve the path by going down it a second time, won't you? Absolutely!

That's because, as you walk, your feet will crush and press down more of the growth. As a matter of fact, the more often you walk this path, the better and easier it will become to travel that path. If you travel it four

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times a day for two or three months in a row it will eventually look a lot more like a road than like a pathway that somebody hacked into existence with a machete.

Brain scientists have discovered that the exact same thing happens in your brain when you fire off a thought. You create a new road of neurodes (neuron connections that fire together-a thought) when you stimulate your brain by thinking a new thought. And it becomes easier to travel the “new road” in the future when you think the same or similar thoughts. The more you send a message down a brain pathway, the easier it becomes for it to go down that pathway again. Repeating thought patterns strengthens the DSP connections of those patterns and lowers their firing threshold (resistance).

In other words, the more you fire a given thought, the easier that pattern will fire again. The firing threshold for that pattern actually decreases with every repetition.

Another important discovery is that thoughts go down the neuron pathways of least resistance.

This begs the question: **What kinds of pathways are becoming easiest for YOUR thoughts to travel?** Your paths of least resistance could be thoughts such as, “I can’t do that. I’ll fail. No, I’m too scared to try. I’m afraid to fail. I can’t learn computers. I can’t make another \$50,000 next year. I’ll never get that job. I can’t. I won’t. I don’t. I’m not good enough. I’m not competent enough. I don’t have enough education.”

When these are the kind of thoughts that fire most frequently in your brain, even if you come up with a

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great new idea or set a goal you really, really want to achieve, you've got a problem.

In Part Two of this book, I'm going to teach you how to **get out your mental machete** and establish some new, positive pathways through your brain that go down the "I can do it" road and the "I will persist" pathway. In a few weeks, those pathways can become your thought pathways of least resistance and you won't be stymied by procrastination or held back by fear and a lack of follow-through.

It sounds simple. And it is. After hearing just one of my seminars, where I described this scientific discovery, an obese man decided to look in the mirror and repeatedly say to himself, "I am fit and thin because I eat healthy foods." He could see it was a lie. He was 100 pounds overweight. However, by repeating that one statement over and over, after 21 to 30 days he had formed such strong DSP connections in his brain that it became a fact. Soon, he was ordering healthy foods at restaurants without feeling deprived. He created an eating habit that changed his body and he eventually became fit and thin, without ever dieting, without trying to change his body! He has lost over 115 pounds!

Here is the key to making it happen, the part that people don't always implement on a consistent basis:

- Repetition
- Repetition
- Repetition

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With conscious repetition, you can carve a new success-oriented and achievement-oriented road through the overgrown jungle of your brain even before you take a physical action to start a task. Just fire off the thoughts that correspond to the accomplishments you want to make, the level of performance you want to function at, or the new skills you want to learn. This exercise will make it automatic for you to think positive thoughts—and they will lead to action.

No great achiever in history was able to attain anything of consequence without harnessing the principle of repeating positive thoughts. Not one!

If you repeat thought-firings that take you down the pathway to a result you want to obtain, you will succeed at it. If you don't, you will not. It's that simple.



## Discovery 4

### *Use It or Lose It!*

This discovery is easy to grasp. Use it or lose it is an example of science confirming what we already know about maintaining the condition of our bodies, and reminding us that we must apply the same principle if we want to get the most from our brains.

***Don't put a  
cast on your  
neuron  
pathways.***

If you do not challenge your physical muscles on a regular basis, you literally lose muscle as a result of the lack of use, thanks to a process called atrophy. Have you ever broken an arm? When the cast came off after six weeks, did you notice what had happened to the arm? It looked smaller. It was weaker. The muscles had atrophied from lack of use.

Today, thanks to fantastic imaging equipment they now employ to monitor the brain—PET scans, functional MRIs, and SPECT scans—scientists know that the same effect occurs in the brain. If you don't use your brain cells for days, weeks, months, or years at a time the DSP connections between them atrophy, become brittle and break apart from lack of use.

That's why many people forget how to do algebra and trigonometry after high school. Or why they cannot remember how to speak a foreign language they once fluently spoke. Or why they do not even remember that they once knew how to paint or play guitar.

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Look for a moment at what you already know about the brain. You know that your brain is “plastic”. When stimulated, it can form new DSP connections. You know, too, that if you continue to use those new connections on a regular basis (what I call a maintenance basis), those connections grow stronger and much more easily travelled.

On the other hand, if you stop using connections in your brain’s networks, those networks stop firing in your brain. Just as an arm’s muscle mass decreases when it’s set in a cast, the networks degrade. And they do this at a shockingly fast rate.

If you want to maintain an achieving brain, you must exercise your brain in different ways on a daily basis, continually triggering established neuron patterns and also building new ones. Repetition of thoughts is essential to both growth and maintenance of neuron networks, however repeating the same mental action over and over in exactly the same way is not nearly as beneficial to the brain as varying the stimulation a little bit.

A huge additional discovery the brain researchers have made is that you can literally build up what is called a cognitive or “neural reserve” by forming new DSP connections that you can call upon in the future. If you ever need to replace brain cell connections that have atrophied or been damaged by a horrific condition like Alzheimer’s disease or a stroke, having more established brain connections could enable you to continue to function better and longer at close to normal levels.

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Numerous studies of identical twins show that although genetics is a big factor in which of us gets Alzheimer's disease, onset is often delayed until much later by lifestyle factors, such as having a high number of human interactions in the workplace. An enriched lifestyle of continued learning also helps maintain the brain so that it sustains us.

Allen D. Bragdon, founder of the Brain Waves Center ([www.brainwaves.com](http://www.brainwaves.com)), and author of several books on enhancing brain function, including *Building Mental Muscle* and *Use It or Lose It!* estimates that 90 percent of us—at least in American culture—through simple laziness and disuse, have lost the vast majority of the neural connections in our brains that are used for creativity, visualization, and imagination by the time we reach age 40.

That is a tragedy. Anyone who needs new ideas to achieve greater things needs DSP connections for creativity, imagination, and visualization. If you're in a management position within your company, then you make decisions for that company and its employees. All three of these skills or abilities are necessary to be a good problem solver.

Understand that once you create a new habit around a goal, you develop a new way of sending thoughts through your brain. As long as you use that pathway, it will be available to you, but once you stop using it for even a short period of time (three to four weeks), it will disappear.

## Discovery 5

### ***Neurons that Are Fired the Most, Are Relied on the Most.***

*Which thoughts matter to us the most?*

*Which thoughts do we rely on most heavily?*

*Which thoughts are most likely to affect our decisions  
and therefore our actions in the real world?*

Scientists have an answer for these questions and more. Human beings tend to rely on the thought patterns that fire across our brains most often, and with the highest level of emotion.

We are such creatures of habit that most of what we do is done automatically, without conscious thought. We develop rituals that are enacted more or less the same way every day, beginning with how we get up and how we go to sleep, and continuing on with our decisions about what to eat and how to get around town. Many people report, for instance, that they've driven themselves home from work at one time or another—and can't remember or had no idea how they got there. **The way the brain thinks makes all of this possible.**

The question then becomes: How does it affect our level of performance?

Scientists have learned that if we repeatedly fire particular brain patterns, these patterns become the ones that we rely on most when we are making new decisions. We scan our memory for the ways we know

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how to solve problems and tend to fall back on the same thought patterns we used before. For instance, most of us brush our teeth the same way every time. We can do it automatically. We don't need to reinvent the solution. Nor do we think about it consciously. It just happens. Automatically!

On a practical level, this means that if you want to perform actions that promote higher achievement, you will need to practice the thought patterns related to those actions over a period of time. (Twenty-eight days often is sufficient.) Just thinking a new thought once or twice is not going to be enough for you to expect it to become a habit or improve your behavior.

For example, if you are having trouble overcoming procrastination, chances are good that your automatic thought patterns are causing you to give up. In order to remedy the situation, you will need to practice new and different thoughts that contribute to a reversal of your habits. Repeat statements that affirm stick-to-itiveness and the taking of swift action, as well as in the form of visualization of scenarios in which you move forward tenaciously, will, given enough time, create positive new habits.

It's beautiful that we can automate performance and ability just as easily as we can automate anything else. Start practicing using the 16 *Brain Apples* science based techniques and skill-habits, which you'll find in Part Two, and you will be amazed at what you're capable of doing.

## Discovery 6

### ***Emotions Are the Brain's Fertilizer***

#### ***(And Your Secret Weapon!)***

One of the top discoveries scientists have made in the past decade is that emotion helps you learn and remember. When you're filled with emotion, it's as if you are spreading fertilizer on the fields of a farm where you are growing DSPs. Emotion triggers the amygdala in your brain to release protein and calcium, nutrients which help the new spider web-like branches (DSPs) and their new connections grow stronger, create more connections that are longer lasting and their firing threshold is lowered (more easily recalled and remembered).

***Controlled  
higher emotions  
increase your  
learning***

I'll never forget what happened to me when I was riding in a shuttle bus on the way to the airport in Dallas after a convention in 2002. The driver was going fast, which pleased me because I was late for my flight. I was looking ahead out the window. All of a sudden, I had a horrific, gut-wrenching feeling. At first, I thought I was having a premonition that the van was going to crash! Then, about five to eight seconds later, I looked out of the right-hand window and I clearly saw a building that I had only seen at a distance when I first felt massively alarmed. The name on the front of the building read "Parkland Hospital."

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Immediately, I realized what had happened. Before I was consciously aware of what I was looking at, my much faster non-conscious brain had flooded me with the emotions of an upset that occurred some forty years earlier! Suddenly, I saw my friend Dick Stoddard running up to me urgently and saying, “The President is dead!”

We were in college. I was wearing a madras shirt and Weejun penny loafers. I had an accounting book in my left hand. We ran into our fraternity house. All our fraternity brothers—tough guy jocks—were standing in a semicircle around the TV crying. I turned to see a young Dan Rather standing in front of the emergency entrance to a hospital, in Dallas, reporting that John F. Kennedy had been shot. “Parkland Hospital,” the sign above the portico read.

In the shuttle bus, all it took to harvest this series of detailed memories from 1963 was a quick sight of the hospital we were driving by on the way to the airport. The immense sorrow I felt when JFK was assassinated had grown a strong pattern of thoughts and memories that had all come involuntarily, automatically flooding back in a barrage of firing memory neurode patterns, before I was even consciously aware of what I had just non-consciously seen.

Happiness, sadness, anger, fear, humor, and many, many other emotions have equally positive effects.

Unfortunately, certain emotional states can be expected to slow down or even terminate the flow of thoughts. High stress and anxiety, or extreme fear can stop the formation of new DSP connections. I like to call these

## The Brain Training Academy –Revolutionize Your Brain!

redline emotions, because if your emotions cross a certain threshold of intensity it's not good. Have you ever noticed how the tachometer in your car has a red zone in the right corner? If your engine starts spinning at a rate of too many revolutions per minute, the needle on the tachometer crosses a line and shows you that your car is in danger of overheating. **Your emotions can cross a line, too, after which they impede rather than aid brain functioning.**

In athletics, the difference between a medal-winner and an "also-ran" might be as little as 1 or 2 percent. This kind of difference in performance could make the difference between the top tier of achievers and everyone else in almost any field of endeavor. Do not underestimate the power of this discovery.

A little later on in the book, in Part Two, you will learn how you can use emotional states to help you advance your achievements on a permanent basis. There are specific techniques for incorporating memories that you cherish, such as your engagement or winning a medal, into the pursuit of your goals.



## Discovery 7

### ***The 83 Percent Solution—Meet "Nancy"***

Let's jump deep into fantastic scientific discovery number seven, because this one could blow your socks off. We're going to get into some stuff here that's really going to help you achieve more and to constantly respond to the demands of your business and your life with a high degree of self-motivation once you appreciate the implications.

What the brain scientists have discovered is this: At least an estimated 83 percent of your thinking is non-conscious and automated. Twenty years ago, nobody would have guessed it was such a large percentage. This is one of those amazing discoveries they happened upon by accident. Today, it is a well-documented finding and experts in the field agree on it.

A few years back, a major university received a new positron emission tomography (PET) scanner. Wanting to calibrate it, a team of graduate students set up a very simple diagnostic test. They gave people some math problems to solve, fully expecting to see an area on the left side of the brain light up on their screen. And sure enough it did. But something else happened that they weren't expecting. Five other areas lit up as well!

Now, to understand what happened next, you'll need to know how PET scanners work. Before subjects are placed inside the huge doughnut-shaped machine, they are given an injection of a tiny amount of radioactive material (isotopes). When they are placed into the imaging device, an electromagnetic field passes through

## The Brain Training Academy –Revolutionize Your Brain!

the brain and reads the radiation. Because of the radioactive isotopes and increased blood flow, the area of the brain that is active shows up on the screen the researchers are viewing, The increased blood is indicative of some kind of thought process occurring at that location.

Of course, the brain is firing thousands of neurons at any given time, as it is always handling a vast number of minute functions in order to keep the body alive. But the majority of these neuron firings are not related to thought processes. Thanks to computer technology, modern scanning equipment is able to filter out images that are connected to automatic functions like blood pressure and eye dilation/constriction.

When the scientists who were calibrating the PET scanner saw unanticipated areas of the brain light up on screen, areas that were not previously recognized as associated with thoughts related to solving mathematics problems, they designed a study to investigate what was happening. They brought in more test subjects and, again, gave them math problems to solve, but this time they also hooked them up to a sedative drip so the subjects would fall asleep.

Can you guess what happened? The lighted area on the brain scan—showing where they were solving the math problem in the left hemisphere of the brain—literally went out when the subjects went to sleep, meaning the subjects were no longer conscious.

But ... the other areas of thought stayed lit up! Those parts of the brain continued thinking, non-consciously, while the subjects were sleeping!

**Conclusion:** Your brain thinks in multiple areas at once, only one of which is at the conscious level. The great majority (estimates say at least 83 percent) of your thought processes are taking place in different regions of the non-conscious brain. And this thinking is going on twenty-four hours a day, seven days a week!

So, your non-conscious brain orchestrates your physical functions, such as heartbeat, temperature, breathing, and digestion. It also thinks on your behalf. Automatic thought patterns are the ones that your brain fires as a default, so that you can respond quickly and effectively to whatever life throws at you.

Although automated responses are not under your conscious control, because the brain is plastic there are ways to permanently change your non-conscious thoughts. This means that **the more you're able to develop skills, habits, and beliefs that you can turn over to your automated brain, the less conscious effort you'll need to expend to achieve what you want.** This is information that you've got to really grasp if you want to advance your goals and improve your chances of success for the rest of your life. In other words, this discovery is the foundation for techniques and habits that you will learn in Part Two of this book to develop PERMANENT self-motivation skills.

Your non-conscious brain (let's call it your NC or 'Nancy') can be your adversary or your ally depending on how you interact with it. It represents an enormous amount of brainpower. Therefore, you've got to learn to understand it and how to use it.

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Here are some important characteristics of the non-conscious brain:

1. *'Nancy' thinks in images: pictures and series of pictures.* If I ask you to close your eyes and think about what you did this morning after you got up, you're going to see patterns of images flow through your field of thought. You'll see yourself go to the bathroom, brush your teeth, wash your face, take a shower ... whatever it was you did. You're not going to see words written on a page or scrolling across the inside of your eyelids because that's not the way the brain thinks either at the conscious or at the non-conscious level. It thinks visually.

Thought images are not always in focus like they are in a movie theater. They may fade in and fade out. The important thing to understand is that they are, in fact, pictures.

2. *'Nancy' doesn't distinguish between reality and fiction.* 'Nancy' cannot distinguish reality from imagination, and "true" images from "false" images. In other words, the pictures that appear in your non-conscious brain are all taken literally as real in real time by your non-conscious brain, no matter how those pictures arrived there. For example, if I look out the window and see my dog playing in the yard, my non-conscious brain cannot distinguish if I am:

- Seeing a real dog playing in the grass.
- Looking at a photograph of a dog playing in the grass.

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- Imagining a dog playing in the grass (with or without my eyes open).
- Drawing a stick drawing of a dog playing in the grass.

3. *Memory and fantasy are experienced by 'Nancy' as real-time, present moment events.* Since 'Nancy' thinks visually, 'Nancy' responds to every non-conscious thought as if it is happening right now. This is why we may feel sad or frightened when we see a movie even though we consciously know it's just a movie, and why we sometimes get angry or sad about events that happened years ago. It is also why the body reacts to those movies and those memories as if they were happening right in this instant by increasing our heart rate, breathing rate, and making our palms perspire.

This is also why you can cry at the tenth viewing of the same movie. Even the first time you see a sad movie, you know consciously it's just a movie. It isn't real. That's an actor. The actor isn't really dead. Yet, your brain reacts as if it were real.

Do you remember that old movie *Jaws*? A big man-eating shark was eating people all over New England in that movie. That movie came out thirty years ago. I've probably seen it twelve times. But every time I see it my heart rate speeds up when I hear the shark's dangerous theme music, da-dum, da-dum, da-dum.

Why do I still experience fear? It's just a movie. The shark isn't realistic looking. It's because my 'Nancy' perceives it as real and happening right this moment.

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4. *Positive and negative statements are no different in what 'Nancy' sees (thinks).* Another result of 'Nancy' thinking in pictures is that 'Nancy' ignores words that negate thoughts, such as "not." If you warn, "Don't trip over the step!" 'Nancy' only hears ("sees"), "Trip over the step!" If you tell yourself, "I do not want dessert." 'Nancy' hears ("sees"), "I want dessert." If you tell your child, "Don't spill the glass of milk!"- your child at the non-conscious level sees a perfect exact picture of spilling the milk!

As we'll discuss further in Part Two, you will accelerate your success when you learn to communicate with your 'Nancy' exclusively using positive language. And you'll see how exciting it is for goal-setting, because it makes no difference to 'Nancy' whether consciously your goal seems possible or not!

5. *'Nancy' is programmed for failure and negativity.* Tens of thousands of years ago, strongly emphasizing the negative aspects of every situation was an advantage, because every single day was a struggle between life and death. The early humans who were most alert to danger (prepared for the worst) were the ones that survived. As a result, the human brain evolved so that we automatically prepare ourselves for the worst-case scenario. We are biologically set up so we can be ready to fight or flee in an instant.

Since 83 percent of your thinking is non-conscious, you can expect that your thoughts will naturally tend to overemphasize the negative unless you do something consciously to build a preponderance of new and positive DSP connections. It's purely a mathematical situation. If you decide to make a sustained effort to alter your

## The Brain Training Academy –Revolutionize Your Brain!

biology, your automated thought patterns could become increasingly positive over a period of time.

6. *'Nancy' is extremely fast and efficient.* Have you ever been driving your car down a street when a pedestrian stepped in front of you or a car drifted into your lane? Thanks to 'Nancy', you reacted without conscious thinking either by pressing on the brakes or by swerving to the side of the road. Your non-conscious brain is much faster than your conscious brain. 'Nancy's' neuron firing can be up to 800 times faster, in fact! And this is a good thing, since 'Nancy's' speed helps keep you safe.

'Nancy's' speed and efficiency can be awesome forces to harness on behalf of your own personal achievement ... once you know how to put them to work for you. I'll show you how a little later on in the book. Meanwhile, as you continue reading the remaining chapters of Part One, we're going to take a closer look at the nature of different regions of your non-conscious brain, so you'll be primed to take action.

## Discovery 8

### ***You've Got ANTs in Your Head***

#### ***(Automatic Negative Thoughts)***

You've got ANTs in your head. No, not the creepy crawly kind that show up uninvited to picnics. The ANTs we're going to be exploring are our automatic negative thoughts, which are a nuisance because they crash the "picnic in our heads" every day. We're going to look at where these ANTs originate in the brain and why they show up spontaneously.

What are automatic negative thoughts? Well, you are carrying on a conversation with yourself just about every minute that you're awake. If you're not speaking with someone else or concentrating on a task in front of you, then you're busy with your own self-talk.

What the scientists have learned through research studies is that a phenomenally large percentage of self-talk comes in the form of negative thoughts. What percentage? You're going to be shocked. On average, 80 percent of our self-talk is negative!

I'm sure you've met people before who asserted, **"You've always got to maintain a positive mental attitude."**

**Hogwash! No one is a purely positive thinker.** That is impossible.

Noticing your negative thoughts is possible, but stopping them from firing is not. Without exercising any conscious control, you are programmed by evolution to fire



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negative thought patterns at least 80 percent of the time.

Scientists also have discovered that literally everyone has ANTs. It doesn't matter if we're successful or unsuccessful. It doesn't matter if we live in a quiet, relaxing rural area or in a noisy, bustling metropolitan area. You've got ANTs. I've got ANTs. And there's not a thing we can do to prevent them.

It's what we do with our ANTs after they show up that makes the real difference in our lives. Academically, financially, spiritually, and athletically, the highest achieving 1 percent of the population has ANTs. Just like yours and mine, their brains are firing 80 percent negative thought patterns—except that they've learned how to manage their conscious response to the ANTs. They've learned how to manage their inner voice (IVM).

Where do ANTs come from? Scientists have determined that the source of the ANTs in your head is the amygdala (from the Greek for "almond-shaped"). You have two, one on each side of the brain, attached near the lower end of each hippocampus. The amygdala is tiny, about the size of the end of your finger, yet it plays a huge role in protecting your physical life.

***Your ANTs are evolutionary-  
but you can change your  
evolution!***

If your body fires an impulse pattern related to danger, fear, stress, or discomfort, your amygdala instantly sends out a command, "Release neurotransmitters and

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hormones now!” This causes your body to react to the threat the amygdala has perceived.

The amygdala is one of the most primitive portions of your brain. It’s not part of the conscious brain, so you can’t even hope to reason with it. Its functions are automated for your protection. Its goal is to make your life predictable, because change could cause you discomfort and anxiety, and change might put you at risk from unknown hazards.

In the last chapter, “The 83 Percent Solution—Meet ‘Nancy,’” we looked at a number of characteristics scientists have discovered about the non-conscious brain. The amygdala is largely responsible for the brain’s overwhelming negativity at the non-conscious level.

The amygdala is not your achieving friend—and here’s why. When you are making an effort to change and grow, or trying to do something you’ve never done before, the amygdala responds to it as if the stress is dangerous. Through its efforts to keep you safe, the amygdala generates non-conscious thought patterns that are negative, which end up influencing your conscious thoughts and ultimately your behavior. It does not want you to move out of your comfort zone and take on desirable challenges.

It will even send messages to you through non-verbal means, such as back pain, fatigue, or mental confusion. The amygdala is persistent and will use any and every method at its disposal to get you to stop doing whatever you’re doing that it believes is a threat to the status quo. The result is an inner war between the conscious

## The Brain Training Academy –Revolutionize Your Brain!

you and the non-conscious you, which can frustrate your conscious efforts and impede your forward momentum.

If you want to improve your life, as psychiatrist Daniel G. Amen, M.D., the brain imaging specialist and author who coined the term-acronym ANTs, states in his insightful book *Change Your Brain, Change Your Life* (Three Rivers Press, 1999), “Never believe anything you hear-even and especially in your own mind.” In other words, do not heed the dire warnings and derogatory messages of the ANTs from your inner voice.

Now it’s time for a final reality check. The Creator made us so that we fire negative thoughts about 80 percent of the time. That used to be necessary for our very survival on this planet, even if for most of us now it is not. Yet that mechanism still remains in us.

Here’s the point: Stop beating yourself up for having thoughts like, “I’m going to quit. I’m going to put this off because doing it makes me feel uncomfortable.” Science shows it is normal, and automatic. It is our biology. Even the most successful people in the world have ANTs in their heads. They’ve just figured out how to manage them.

You can learn how to manage them, too. Later on, you’ll learn a special technique called “Stomping the ANTs,” which is perfect for this purpose.

## **Discovery 9**

### ***You Can Automate Motivation***

#### ***(Your Brain's RAS)***

A while back, I bought a Chevy Tahoe—a big, black SUV. It was a fancy vehicle with an OnStar antenna, alloy wheels, and heated seats. Boy was I proud of that vehicle!

Why am I telling you this? Because it was an emotional event when I got my SUV. Making the decision to buy it was stressful (emotional), since the doggone thing cost me three times as much as my first house. It took me several weeks to decide on it, while I weighed the pros and cons of the model, the color, and its options. I thought a great deal about the Chevy Tahoe, and I really wanted one. Driving off the dealer's lot I was elated.

Then, as soon as I brought my SUV home and parked it in my driveway, I was upset. Every person in the state of Florida who owns a Chevrolet Tahoe had just moved into my neighborhood—or at least it seemed so! I had never been much aware of them before, but now I started seeing Chevy Tahoes everywhere. I would drive to the grocery store, and suddenly I'd see a Tahoe pass me on my right, and on my left. As if by magic, some force in my head would cause me to glance up just as another black Chevy Tahoe turned the corner.

What was happening? I rarely noticed when a Mack truck or a Nissan Sentra went by. Why all of a sudden was my world populated with black Chevy Tahoes? More

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precisely, why was I so motivated to pay close attention to their presence?

Have you ever had an experience like this, where once you initially thought about a subject intensely you began seeing information about it pop up around you? It doesn't matter if it's Belgian beer, brain science, or the numbers you played in the lottery. I'm sure the mysterious force that made me turn my head to look at Tahoes also made you turn your head. It's an uncanny and powerful capacity of the non-conscious brain.

Brain scientists have discovered an automated system in the brain that you probably don't even know you have. If somehow you could travel through your eyes and keep going all the way to the back of your head, you would be in the general vicinity of a bundle of **interconnected neurons that make up the reticular activating system, or RAS for short.**

The RAS is not a part of your conscious brain, and for good reason: It is a high-speed gatekeeper of sensory stimulation. When an impulse comes into the brain through your RAS, it recognizes what type of impulse it is (sight, sound, touch, taste, smell) and directs it to the proper portion of your brain for interpretation. The RAS must perform this function swiftly in order to respond successfully to risks.

Conscious thought impulses travel about 125 miles per hour. That may seem fast, but neurologically speaking it's not. Non-conscious thought impulses travel up to 800 times faster!

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Consider the difference. If you were driving your car down a residential street on your way home from work in the evening and a ball bounced out in front of your car, you would instantly take your foot off the accelerator and put it onto the brake, wouldn't you? And you wouldn't have to think consciously about that action.

Thankfully you wouldn't have to consciously reason, "Oh, that is a ball! Possibly there's going to be a child chasing that ball. Therefore, I should pull my right foot off of the accelerator by contracting certain muscles in my right leg and moving it over to the brake pedal, and then contracting different muscles to make the brake pedal go down." If you thought that slowly it would be disastrous, because you wouldn't react in time to avert a potential tragedy of hitting a child that ran into the street.

One of the most important functions of your RAS is to keep you safe from harm by recognizing if an impulse coming into your brain is related to danger, fear, stress, or anxiety. Is this something that needs instantaneous attention? If so, it sends an impulse to your amygdala, which will send another signal out ordering certain hormones and neurotransmitters to fire in your brain. Remember, all of this is happening extremely fast!

Like the amygdala, the RAS is a part of your primitive brain system. It functions automatically and non-consciously; it doesn't require any conscious input to perform the function of calling your attention to things in your field of view that are related to your highest priorities. **But how does the RAS know besides safety, what your highest priorities are?**

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Another important function of the RAS, and the one I want to emphasize most in this chapter, can be utilized to advance your achievements greatly. It's the reason I started seeing Chevrolet Tahoes everywhere I went as soon as I purchased one. It's the neuroscientific explanation for what the New Age writers call the Law of Attraction and why the book and movie *The Secret* are so popular right now. It's the reason, if you are searching for a new job, a perfect contact in a specific organization, researching information for an article, or looking for sources of funding you will start noticing jobs, contacts, information, and sources of capital everywhere you go. Those opportunities didn't just 'appear out of thin air' like some proponents of the Law of Attraction suggest. They were there all along; you just didn't notice them before.

If an impulse coming into your brain is something that's important to you—not necessarily something dangerous, just something important—your RAS will send that impulse to your conscious level of your brain for immediate attention and action or reaction instantly.

My RAS quickly recognized that Chevy Tahoes were on my "important list" because it "knew" I spent a lot of time thinking about them over the period of a month. Sight of a Honda Accord on the other hand was simply sent to my non-conscious brain for memory storage because they never made it to my important list.

How do things get put on the "important list"? They are made important through repetition of the same thought or by association with other important thoughts—or both ways over and over again for a long period of time (21 to 30 days). And when emotion is involved, a subject

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gets added to the list rather quickly and stays on the list sometimes for over 50 years.

From then on, as long as you're still firing thoughts in your brain about that subject (or something associated with it), your RAS will call your attention to anything it sees, hears, smells, tastes, thinks or touches that is related to that subject.

Let's think through how this could help you to realize your dreams. What if there was a way that you could put the goals you wanted to achieve on your RAS important list, including those you tried to achieve but were unsuccessful at achieving. If there were a way, what would happen? My goodness, if your eyes saw something related to your goals ... Bam, your RAS automatically would send this information to your conscious brain. You could not miss it. And you would have to act upon it or react to it.

When I say, "You have to," I don't mean you are now a puppet. I mean that a conscious choice occurs. Once the information comes to your conscious attention you might decide on any number of possible courses of action, but you will decide! For instance, let's imagine you saw an article in your email inbox related to a report you were writing. But it arrives late at night and you're tired. Under these conditions, you would register the impulse— "Oh, how fortunate, there's an intriguing article!" —and then you would decide what to do. You might download the article to your hard drive, print it out right then, or close the email and go to bed, saying, "I'll read that article later."



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This discovery is important and far-reaching. Having the ability to implant conscious thoughts that fire a lot for 21–30 days on the important list of the RAS, at the non-conscious level is a powerful prospect. From then on, it would call your attention to anything you see, feel, and hear related to an item on the list. What if you could use that same incredible force to move forward on your personal and professional goals? Wouldn't you be creating incredible opportunities for yourself by allowing yourself to AUTOMATICALLY see opportunity?

***The RAS is your brain's  
gatekeeper for the Law of  
Attraction.***

## Discovery 10

### ***'Nancy' Acts on Your Dominant Thoughts***

#### ***(One of the Ultimate Science Secrets for Success)***

If you were excited in the last chapter about the things you learned that your RAS could do for you, wait until you hear about another phenomenal discovery!

**Simply put: Your brain never fails to provide you with a solution.**

Here's the phenomenal thing that the brain scientists have learned always happens. Once you put an item on your RAS "important list", not only will 'Nancy' begin showing you where information about this high-priority subject is in the world around you, 'Nancy' also will begin digging for information about it through your warehouse of memories. In other words, 'Nancy' looks around you, but 'Nancy' also looks within you.

This goes even further. It enters into planning. Your 'Nancy' is always working on your behalf in every way possible. If you focus your attention on what you want for a given amount of time—any subject, any topic, any goal—just by thinking about it, visualizing it, pondering it, meditating on it, and speaking about it you can call up solutions and information exactly on that subject. And in response to your dominant thoughts (those you repeat and feel most strongly about emotionally) your non-conscious brain will deliver up to your conscious level a plan it has developed to solve your problem or achieve your goal.

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Remember, 'Nancy' is not restrained by reality—because it thinks in pictures, it cannot tell the difference between what is real and what is false. Therefore, every command you give it, whether or not you consciously believe it is possible, will be taken as a literal request. Do you want to make a million dollars this year? Do you want to learn to surf at the age of 60? Do you want to sing like a rock star in an amphitheater for an audience of 2,000 people? Once 'Nancy' is stimulated to fire its neuron patterns related to those dominant thoughts coming from your conscious brain, it automatically goes to work creating pathways forward. In other words, 'Nancy' is looking for, and finding solutions for you. And she will! Every single time!

You don't have to know **how** your goal is going to happen. You just have to put it on your "important" list and your brain will take care of the rest. For example, one time I wanted to earn \$5,000 in a hurry. My two grandsons got Strep throat over the Christmas holidays and they both had to spend Christmas in bed sick. How bad is that! Well, I decided to do something special for them even though I didn't have the money yet. So I declared, "I am going to make \$5,000 and spend it on them." I had no idea how it would happen, but I trusted the process. Eight days into affirming my decision, I had an idea for an online product, which I immediately executed. The product earned \$12,000. Acting upon the suggestion was my conscious role in the process.

Here's another example. I was going through the notes I had taken two years before at Mark Victor Hansen's Mega Book Marketing event. The idea came to me that I should customize a skit I do on the science of success for his event. I hadn't looked at the skit in three years.

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Before I got booked and before I even knew how to get booked for Hansen’s event, I sat down and reworked the highly moving skit.

A few days later, I received an email from a hypnotherapist friend of mine who lives in Phoenix. We hadn’t spoken in a while, but I called her and told her what I had done. It turns out that she is a friend of Hansen. My ‘Nancy’ must have remembered that and triggered me to call her and mention it to her, because I did not consciously know that. She connected me with him.

Had I not put “doing the skit” on my RAS’s “important list,” I would have failed to seize that opportunity. A few weeks later I was up on stage performing that skit in front of 600 people at a Mark Victor Hansen event.

***Whatever thoughts  
you dwell on at the  
conscious level,  
‘Nancy’ will act  
upon.***

Use your conscious thoughts to give direction to your non-conscious brain, and your conscious thought will direct the performance of your non-conscious brain. Your main job (after you have set this system in motion) is to recognize and act upon the plan you get back. Without action, your dominant thoughts are only as effective as wishes.

There’s something else you need to know about your non-conscious brain. ‘Nancy’ has goals that are unknown to you at the conscious level. I know this is an astonishing claim. But I assure you it is based in hard science. Specifically, it is based on a research study conducted at Ohio State University by Tanya Chartrand,

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Ph.D., who is now a professor at Duke University.

Dr. Chartrand brought in three groups of subjects—and lied to them. She told them they were going to test the correlation between memory recall and manual dexterity by memorizing words while putting together a wooden puzzle. But she rigged the test so that the puzzle was not solvable. Her lie was about the actual nature of her research.

**The first group** was given a list of success-oriented words. **The second group** was given a list of random words. Both groups were told, “These are words we want you to memorize. We are going to test you on how many you remember, and we are going to test you on how quickly you can solve this puzzle with your hands.”

**The third group**—the control group—was given no words to memorize. They were also asked to solve the puzzle. Participants did the puzzle day after day for a couple of weeks. Dr. Chartrand measured their moods and feelings, during and after the research.

**Here’s the payoff:** The group that was given the achievement-oriented words to memorize, tried hardest to solve the wooden puzzle. But each time they tried to solve it, they, like the members of the other two groups, were frustrated. They could not succeed! Members of this group indicated in their questionnaires over a period of months thereafter, that they were experiencing more bad moods, had lower level feelings of self-worth, and felt unhealthier than the group that had the random words and the group that had no words.

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**Conclusion:** Following the repetition of success-oriented words, their non-conscious brains absorbed the concept that they were supposed to achieve success. ‘Nancy’ had set internal goals for them that they were not consciously aware of and in this case not able to reach or achieve.

Don’t worry what you may have set into motion in the past. From now on, simply understand that you entirely control your thoughts in response to the world around you. You can choose to leave events behind you and move forward inside your brain. You get to decide what’s on your “important list” from this day forward. Walter Staples, Ph.D., author of *Think Like a Winner*, calls this the greatest wonder of the mind.

Although we don’t do the majority of our thinking at the conscious level, it is good news that the thoughts that fire repeatedly in our non-conscious brain are based upon our dominant conscious thoughts—the ones that we control. This means we can consciously choose to create success in school, business, relationships, and athletics.

Psychologist Jill Ammon Wexler, Ph.D., founder of Quantum-Self.com, tells an anecdote about a teacher who came into her elementary school classroom and announced to her students the results of a scientific study indicating that blue-eyed children are smarter and performs better academically than green or brown-eyed children. Each day for 90 days she reminded her students about the study. Over that period, the blue-eyed students in her classroom started to perform at higher levels. The brown and green-eyed children started performing at lower levels.

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After 90 days elapsed, the teacher came into the classroom with a sad expression on her face. She announced to the students that she must apologize for making a terrible mistake. The study she had told them about actually showed the opposite, that brown and green-eyed children are more intelligent and academically successful than blue-eyed children. Over the ensuing days and weeks she reminded her students of this fact.

Can you guess what happened? The green and brown-eyed children started doing better in class. The blue-eyed children started doing worse in class.

This proves one simple point. If you think and believe you are smart, you'll act smart. If you think and believe you are creative, you'll act creatively. If you think and believe you are a success, you'll act successfully. Your actions reflect your thoughts.

How might you take advantage of this information in your everyday life? **At the conscious level, you can create an original thought that you are intelligent and perform well.** You can purposefully repeat this thought and allow it prominence on the conscious level. If this thought dominates your conscious thinking, it will influence the thoughts at the non-conscious level, which control your automatic behavior. Your 'Nancy' will go about finding ways for you to be successful, as you yourself define success, in your thoughts. Therefore, you will soon act in ways that produce success.

Brain scientists have estimated that over 90 percent of what we perceive to be real isn't actually real. That's at the conscious level. But non-consciously, the brain acts

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automatically and functions without deviation on your instructions twenty-four hours a day, seven days a week, 365 days a year unbothered by reality.

Listen carefully. Your non-conscious brain follows your instructions exactly. Therefore, you have in your life today exactly what you've been telling yourself you want in your life.

That's a hard pill for some of us to swallow, but scientifically it's the truth.

- If you've been telling yourself you can't, you're right.
- If you've been telling yourself you can, you're also right.

Your non-conscious brain will follow your instructions exactly because it's not hampered by your perceptions of reality—and that means **your 'Nancy' can create that which is apparently impossible to your conscious mind.**

That is such a powerful concept that once you understand it, believe it and learn to apply it, there are no limits on your level of achievement!

At the end of the book, you'll be given a comprehensive program to implement the 16 Brain Apples skills and techniques called: "Change Your Brain in 100 Days—Your Schedule for Success" that will guide you in how to harness 'Nancy's' power. If you follow these instructions, I guarantee you success beyond your wildest dreams.



## Discovery 11

### ***'Nancy' Can Speak Through Your Body***

The non-conscious brain is always in communication with us. But the way we lead our lives today, we're all so busy that if 'Nancy' "dials the phone" it may not get through. She may get a busy signal.

When 'Nancy' gets a "busy signal" from your conscious brain, there's still a way she can get a message through to you—and it's not by sending a tap-dancing Bobo clown carrying a bundle of helium balloons to your workplace. 'Nancy' is much more subtle.

Brain scientists have discovered that your non-conscious brain sometimes sends messages—vitaly important messages—to you through your body. You need to learn how to "listen" for these signals, especially when you don't know for certain that 'Nancy' is on board with the project of attaining your conscious goals. **If 'Nancy' is out of sync with your conscious mind, then you need to know it, because 'Nancy's' influence on your behavior outweighs your conscious brain's influence.**

Consciously, you may want to lose 25 pounds. Perhaps you've been repeating, "I want to lose weight, I want to lose weight, I want to lose weight," like a mantra. If your non-conscious brain believes losing weight or dieting poses a threat of some kind (for instance, that you could starve) it's going to find a way to stop you. To get your attention, 'Nancy' will release neurotransmitters that fill your stomach with hunger pangs. It will start

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bringing food to your attention, “Doesn’t that cookie look yummy? French fries are so satisfying!”

While job-hunting, you consciously might want to work for a big corporation and yet whenever you have an interview your throat gets dry and you fumble your words. You feel anxious and queasy. If you know that your ‘Nancy’ is sending you a message, before your next interview you can consciously evaluate the message and make a plan for how to handle it. Chances are your amygdala wants to maintain the status quo and is using its capacity for creating physical stumbling blocks to hold you in place. Or ‘Nancy’ may be telling you that you don’t know yet how to do a successful job interview and that you had better learn first!

Neglect ‘Nancy’s’ messages at your own peril. You need to learn to recognize these signals and take advantage of ‘Nancy’s’ physical “language,” so you can determine what you need to change to align ‘Nancy’ with what you are consciously trying to do. If you know what it’s saying to you and what to do about it you can get your entire brain working towards the same goals. We’ll teach you how to do this in Part Two.

Here are some of the ways your ‘Nancy’ might send messages to your ‘Connie’ (conscious brain) through the body. By influencing the flow of blood throughout your body it could make you experience a feeling of chills or goose bumps, or a feeling of being flushed like you would if you were embarrassed.

Messages could come in the form of muscular tension: a tight neck or tight shoulders, for instance. And of course pain could be a message, couldn’t it? You might

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experience a pain in the side, in the back, in the hip, in the leg, or in the wrist or elbow—all these types of pain might be messages coming to your conscious awareness from your non-conscious brain. Be aware of tension and pain, so you can recognize the messages when they come. Headaches can be caused by a change of blood flow. Headaches can be caused by muscle tension in your head, in your neck, in your shoulders. Recognize these symptoms as the possibility of being a message coming to you from your non-conscious brain.

Other messages can be the result of a change in the level of your bile or enzyme levels in your digestive system, which may show up in the symptoms of heartburn, acid indigestion, upset stomach, and queasiness. All of these things could very well be symptoms of drinking too much and then eating pizza the night before, or they could be symptoms of a message coming to you from your non-conscious brain.

The key factor here is that the scientists have learned that messages are often sent to you from your non-conscious brain in an effort to redirect your actions or your behavior. If you can turn this phenomenon to your advantage, and do not allow it to work against you, you're going to be light-years ahead of where you are now if you're missing the signals.

## Discovery 12

### *Your Intuition Is Real*

#### *(And Very Trustworthy)*

The final big discovery I am covering here is that all your memories from your entire life are perfectly and permanently stored in your memory banks. Every sound, sight, taste, smell, and touch you've ever sensed made a neuron connection that's stored somewhere in your brain or your body. I say, "Stored somewhere," because the scientific theories on where memories are stored have changed over the years.

***You can trust  
your brain's  
dark basement.***

It was first thought that all memories were stored in the hippocampus (there is one on each side of the brain). But with the advent of the SPECT scanning equipment and other brain imaging tools, it has been ascertained that the hippocampus is just a temporary or short-term storage facility. It is likely that long-term memory is stored in multiple locations. Some research done at the Salk Institute in San Diego suggests that memories are stored at synaptic junctions.

This discovery would have a considerable positive impact on the quality of your decision-making and the quality of your future actions if you were able to consciously recall every memory without mistake. It would be phenomenal, wouldn't it? Well, you can't do that. You cannot consciously recall from storage every memory you've ever made. Not all of them have a physical

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connective pattern that goes all the way up to your conscious level.

However, it is now theorized that your non-conscious brain, your 'Nancy', does have access to all your memories—even memories of the sensations you've had while you were sleeping. They've done several studies that establish this pretty conclusively.

Your non-conscious brain is open for business 24/7. When you are awake, it records everything you experience without filtering it with conscious perceptions. Even when you are sleeping, it is perfectly storing a record of every piece of sensory information you experience, like sounds of horns honking or people talking in the next room. It also records sensations—the touch of the wind coming through the window, or your husband's cold foot brushing against your warm one. And if your eyelids are open, it even records visual images. All types of sensory stimuli are warehoused for posterity by and through your non-conscious brain. 'Nancy' never sleeps!

Think about the sheer quantity of data that is available to your 'Nancy' as a result. On a conscious level, you don't even have an inkling of what the majority of that information might be. It could be a portion of a conversation you overheard five years ago in an elevator. Most of it is probably a minutia you would have no interest in recalling. Still, the volume of potentially valuable information available to 'Nancy' is quite impressive.

**Case Study:** *In a neurological study in Montreal, certain areas of the brain were electrically stimulated while*

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*subjects were alert. The subjects were asked questions about events that had taken place in their youth—30, 40, 50, and even 60 years earlier—such as questions regarding their first day of school. Did they wear shoes laced with shoestrings? How were they tied? What color were they? What color dress or clothing did they wear? What events occurred that day? Without exception, they discovered that these same folks, when there was no electrical stimulation, could not consciously recall any of these same facts. But with stimulation they were able to recall minute exact details.*

*In a second piece of research, a group of English bricklayers were studied ten years after they had dismantled the bricks of a historic building and reassembled them in a new building. Thousands upon thousands of bricks were involved in the project. Each brick had been identified and labeled during construction. And all were placed in special locations in the new building. When the bricklayers were brought into a hypnotherapist's office and placed in a deep trance state, they were able to recall the exact placement of each historic brick in the building they built. They could describe characteristics of particular bricks—the coloration, the texture, the wear and tear on the corners. When they were not under hypnosis, none of the bricklayers could recall such details. It is believed that hypnosis enabled them to open up avenues to the non-conscious information.*

Well what about **intuition**? Brain scientists know now, without a doubt, that ideas that come to you out of the blue—things that just pop into your head full-blown—are products of your 'Nancy'. They emerge from thinking that's being performed without conscious participation

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on your part. Yet, they turn out to be much more reliable and more accurate than ideas, decisions, and judgments you would have made if you had gone through a lengthy process of statistical analysis and conscious reflection. This is what we call **intuition**.

**Case Study:** *A fascinating study of intuition was conducted at the University of Iowa. The study involved a simple gambling game. Researchers brought subjects into the room and put four decks of cards in front of them. Two of the decks were red, and two were blue. The subjects were asked to choose a card from one of the four decks. Those cards, when turned over, would either win them a sum of money or reduce their overall winnings, depending on what the card indicated. Their job was to try to maximize their winnings.*

*What the subjects didn't know was that the red cards were absolute landmines. The payoff for turning over a red card was high. But when you lost with a red card, you lost a substantial amount of money. The blue deck, by contrast to the red, offered regular \$50 payments and only modest penalties when you lost with one of its cards. In fact, the game was rigged so you could win only by taking cards from the blue decks.*

*The question the scientists were investigating was how long it would take for their subjects to figure the game out. How many cards would it require before their brains at the conscious level said, "Ah ha. I've got this!"*

*On average, after about 50 cards all of the subjects indicated they were starting to get a feeling that the blue cards were better for them. But they didn't know why. It was just a hunch that it was best to take the*

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*blue cards. After about 80 cards almost all of the subjects were certain that it was much better to select blue cards.*

*As a part of this test, the researchers also wanted to study what the non-conscious brain was able to figure out about the card game and how soon.*

*They wired the subjects to a machine that measured their galvanic skin response, the activity of the sweat glands just below the surface of the skin in the palms of their hands, knowing that the sweat glands are activated by stress (recognized at the non-conscious level) as well as by heat.*

*Even though they didn't get an inkling of an idea at the conscious level until the 50th card, and even though they didn't consciously know how the game worked until the 80th card, by the tenth red card they had turned over, all of the subject's sweat glands were indicating stress. In other words, their non-conscious brains had clearly figured out the game long before they figured it out consciously.*

More CEOs of large companies today are willing to base their business decisions on intuitive feelings because they understand the implications of the research and they are actually quite attuned to the power of their gut hunches. Because intuitive hunches are based on all of your perfectly stored memories, they have a high degree of accuracy.

Remember, your non-conscious brain operates a lot more quickly than your conscious brain. When you get an intuitive "hit," you may not be able to determine the



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reasoning behind the insight simply because your conscious mind doesn't have access to the same sheer quantity of information that 'Nancy' does or hasn't yet caught up.

***Your brain's 'Nancy' is  
smarter than you are!***

***Fantastic Discoveries---Fantastic Tools***

To this point I have shared with you some fantastic brain research discoveries. If you've read this far, I am sure you are ready to explore the 16 practical Brain Apples techniques and skill-habits with which you can put to work in your life starting today and for the rest of your life. If you do, your accomplishments will come quicker and easier than ever, your abilities will flourish, whatever is holding you back from moving forward and stepping outside your comfort zone will lose its power over you, and your confidence, productivity, performance levels and achievements will soar! Automatically! Permanently!! All based on brain science. No hocus-pocus, or motivational clichés. Just the scientific facts!

***Trust neuroscience for  
your greatest  
achievements.***

**Turn the page and let's get started!**

## **Part Two**

### **Sixteen Brain Apples**

#### **Techniques and Skill-Habits that Will Skyrocket Your Achievements ... for the Rest of Your Life!**

Part Two contains 16 tools that I call Brain Apples (Apply these and your **Achievements**, **Productivity** and **Performance Levels** will **Escalate Significantly**).

You can use these “Sweet 16” to substantially boost your performance and greatly advance your levels of achievement for the rest of your life! Every Brain Apple is based on the 12 recent scientific discoveries that we covered in Part One. None contains a shred of hocus-pocus or motivational clichés. All are grounded in scientific fact. I’m going to teach you how to use the Brain Apples to apply the discoveries in your everyday life.

Remember. Whether it’s in improving your athletic performance, boosting sales, generating new business ideas, learning a new language or skill, or in parenting, staying on a diet, or quitting smoking; however you choose to apply the brain research discoveries in your life your results will be phenomenal.

If you develop the techniques, habits, and skills described here, and follow through on the “Change Your Brain in 100 Days” program and do preventive maintenance, your achievements will skyrocket and you’ll take a quantum leap in your ability to perform. You’ll be able to learn anything you set out to learn and you’ll be able to attain any goal you commit to, no

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matter what age you are, and no matter what kind of upbringing and education you've had.

**Let's go for it all!**

## Brain Apple 1



### ***Super-Size Your Greeting***

Your brain doesn't know the difference between reality and fiction. It takes everything you say literally. This is good news. When someone asks, "How are you?" make a habit of replying in the positive. Answer, "I'm fantastic! Tremendous! Terrific! Great!" Your non-conscious brain will believe that you are as you state, even if consciously you know some days it's just flat-out a lie.

***You can trick  
'Nancy' –  
she'll believe  
anything.***

Make every single greeting of your day positive, beginning with your first look in the mirror in the morning when you brush your teeth. Whoa! That can be a scary picture some days. It doesn't matter. As you say "Hi!" to your reflection, smile and tell it, "You look fabulous! What a great day this is going to be! I cannot wait to spend every minute of it. I am excited because I feel terrific. This day is going to be awesome."

Remember, you do not care what your conscious brain sees or thinks. Your conscious brain possesses only one-sixth of your power. It is the five-sixths of your brain that is non-conscious that you need to talk to. 'Nancy' is a 500-pound gorilla that easily beats up 'Connie' (your conscious brain), the 100-pound weakling. With this technique, you're leveraging 'Connie's' special

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capabilities to persuade 'Nancy' to get on board with you.

Throughout the day, greet everyone you meet with a larger-than-life, super-positive message. You probably meet 50 to 100 people every day on average. That's a significant number of opportunities to reinforce your commitment to your wellness and positive being.

How you say your greeting is just as important as the words you use. Use an over-the-top, high-energy style of delivery when you say, "I am fantastic today!"

The health benefits of using greetings in the way I'm describing are significant. But it is much more than that. It sets a tone for all of the conversation that will follow. Remember, this is vital to your high achievement levels. You must stop and manage your 80 percent negative thoughts and convert them to positive. Your greeting to everyone you meet, gets this turbocharged motor going in the right direction every day! After doing this for about 21 to 30 days you will start to always feel fantastic and you'll feel terrific even when you see that face in the mirror after only four hours of sleep. **Remember your 'Nancy' believes everything you send her. Always send in the positive stuff!**

In the learning curve period, where you are creating new DSP connections in your brain to automate this response, consider doing what I did. Upon waking up, I chose a letter of the alphabet that I would use that day in my greetings. For instance, one morning I picked the letter "T." Everyone I met that day heard me say, with enthusiasm, that I was feeling, "Absolutely terrific or tremendous!" (Q and Z are kind of tough though!)

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Super size your positive greeting and start your engines to move forward and change your life forever.

***You'll begin using this tool on Day 1 of your 100-day schedule for success, see page 136.***

## Brain Apple 2



### ***Take an Inventory***

Throughout the day, we constantly carry on a two-way conversation with ourselves. The trouble is that most of this self-talk is negative. By repeating negative messages, we form DSP connections that train our non-conscious mind to sabotage our efforts. Every pattern of neurons that fires is taken literally. If we generate negative pictures over a sufficient period of time, the automated beliefs that control our actions become negative.

***You gotta know  
the score if you  
want to win the  
game.***

At the beginning of my courses, I generally ask my students to take an inventory. When they start paying attention, people are usually astounded at the poor quality and enormous quantity of the negative internal and spoken commentary that has been floating through their lives—especially once they understand how dangerous negative input can be. I am going to ask you now to do the same exercise.

Take an inventory of the messages you're giving and receiving. Having accurate statistics in hand is one of the best ways to begin to change your thoughts. **You can change your self-talk**, but not by beating yourself up about what you're thinking or saying. You just have to **add more "positive-positive" pictures and images to your communications with yourself and**



**others in your home environment and workplace.**

Let me explain what I mean by “positive-positive.” A positive-positive message is saying to your seven year-old, “Teddy, I want you to enjoy that glass of milk. Hold it with two hands and enjoy it clear down to the bottom of the glass.”

A negative-positive is saying, “Teddy, don’t spill the milk.” You are using a negative word, “don’t,” even though the result you want is positive: un-spilled milk.

A negative is anything derogatory that’s said towards yourself or anyone else. It’s anything that can influence you to fail to take action out of fear or that puts a “worst-case scenario” picture in your mind—like the picture of spilled milk.

Talking to oneself in positive-positive language is exactly the same as talking to a seven-year old in positive-positive language. It takes practice, yes, but first it takes simple attention. You have to consciously notice what’s being said (or in some cases, viewed, such as in a movie or a TV show, on the Internet, or in magazines and newspapers).

**Noticing how often you use negative self-talk is the only known way to increase positive self-talk.**

Trying to stop negative self-talk (or, worse still, criticizing yourself for it) will not work. It goes against the way your brain is wired!

What do I mean by taking an inventory?

- ✓ Get out a pad of paper.

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- ✓ Divide the paper into three columns.
- ✓ Then, for at least three full days, count the negative, negative-positive, and positive-positive messages you hear.
- ✓ Simply make a tick on the paper in the appropriate column for each message.
- ✓ At the end add up your check marks.
- ✓ Monitor what you say to yourself out loud and what you say to yourself only in your mind.
- ✓ Also monitor other people's utterances to you. In addition, track what you think and feel, and how you respond to what others do and say to others.

One of the days of your inventory should be a weekend day: Saturday or Sunday. This way you can observe if your home is more or less positive than your workplace.

**Be sure to keep what you are doing a secret so that you don't skew your results.**

Simply notice—and record—every time you (or others) say things like:

- "I can't remember names."
- "It's just no use."
- "I know it won't work."
- "That's just my luck."
- "I'm so clumsy."

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- “I don’t have the talent to do that.”
- “I’m not creative.”
- “Everything I eat goes right to my waistline.”
- “I can’t get organized. My desk is a mess.”
- “I already know I won’t like it.”
- “I’m just no good.”
- “I’m too shy.”
- “Sometimes I hate myself for doing that.”
- “I’m such an idiot.”
- “I never win anything.”
- “I’m over the hill, man.”
- “Nobody likes me any more.”
- “Nobody calls.”
- “I never get a break.”
- “If I were only . . . (taller, smarter, thinner) I could . . .”
- “If only I had more time, then I could . . .”

Make sure you include things you say to others. How supportive are you being? Is it negative talk? Is it positive-positive talk? Is it negative-positive talk? Studies show that the national average in the United

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States is 80 percent negative and 20 percent positive. As children, between the time of our birth and 18 years of age, we are told, “No, you can’t,” about 160,000 times on average. We hear positive-positive phrases like, “You can do anything. You are terrific,” less than 10,000 times. Don’t you suppose that might have had an impact on the kind of DSP connections you formed in your brain?

Don’t kick yourself around the block when you hear yourself saying or thinking negative things. For now, just notice and record them for three or four straight days. You can’t change something that you don’t notice needs changing. Your results of this inventory will most probably shock you, and that’s a good thing if it moves you to action.

***You’ll begin using this tool on Day 6 of your 100-day schedule for success, see page 138.***

### Brain Apple 3



### ***Stomp the ANTS***

You will recall that **ANTS are automatic negative thoughts**. You must also remember that your amygdala causes you to over-emphasize the negative.

The poor amygdala simply does not know any better. It thinks it still needs to over-emphasize the negative, because it imagines you're still dodging saber-tooth tigers and pterodactyls. As we saw earlier, the amygdala is not your achievement friend.

**Amygdala or no amygdala, you want to stomp the ANTs. Translation: you do not want to complete an automatic negative thought ever again.** You cannot stop these thoughts from arising, and it would be a mistake to try. But you can learn to recognize them when they show up, and you can train yourself not to complete them.

Do not pay attention to anything you hear that comes from the ANTs you encounter. When you recognize an ANT, decline the opportunity to “play ball” with it. ANTs by the way are rarely, if ever, the truth.

How do you recognize ANTs? You've already done the most important part of the job, which is to conduct an inventory and observe that you experience ANTs on a consistent basis. Here's a huge hint that will help you recognize the most common ANTs: Anything with an

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“always” in it or a “never” in it is likely to be a form of automatic negative talk. (Example: “I’ll never get a raise. Everyone always takes advantage of me.”)

Here are some more big hints:

- When you think you can read the mind of somebody else (when you imagine that you know what people are thinking or why they are saying something to you) this usually is a form of an ANT.
- Predictions of negative results are likely to be ANTs. (Example: “I always have bad luck on this part of the golf course.”)
- Labeling of people and labeling of tasks— “Oh, that guy’s a jerk!” “This part of the job is a pain in the rear end!” —are ANTs. There are many different kinds of labeling. Jack Canfield talks about them at length in his great book, *The Success Principles* (HarperCollins Publishers, 2005).

***You can’t stop the ANTS -- just  
change them to ‘plus’ signs.***

+ + +

You now have no excuse for continuing any ANT that falls into one of the categories just mentioned. If you persist in one of these thoughts, even once, it will be because you have chosen to do so. No one else will be responsible for this—only you! Responsibility always trumps entitlement. Take the rap, then fix your brain.

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So, how do you do this?

- For 30 days, every time you recognize yourself thinking an automatic negative thought slap your left knee or snap a rubber band that you wear around your wrist (Or one of those very popular, brightly-colored wristbands). Use a physical action as a trigger to interrupt the ANT and shift your focus.
- Mental Housecleaning --You cannot just stop an ANT in its tracks because it releases toxins in your brain that will not be cleared. Those negative neurotransmitters have to be utilized as energy. If you do not dissipate them, you can literally make yourself physically sick. Instead of damming up the negative thoughts, you have to convert them.
- The instant you recognize an ANT occurring, you have to stop it and channel it into a positive-positive statement. This positive-positive statement does not need to be related to the negative thought that you started. It could be related to something totally different. For instance, if you catch yourself thinking a negative thought, such as, "I'm never going to learn computers, I'm too ..." you would immediately replace it with a positive-positive thought, such as, "You know, my son, I am so proud of him. I am going to reward myself for the great job I did in raising him, because I am so proud of the way he is. I think I'll call him and let him know!"

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- Sit down and write out several positive-positive thoughts that you can replay whenever you notice an ANT. Write out some ideas on 3 X 5 cards. Review them as often as you need to during the day. Keep the momentum going! Have a positive-positive ready and loaded, because you know those ANTs are coming!

If you keep doing this over a long enough period of time, new neuron pathways will be created in your brain and you will reduce your ANTs significantly. You could be a more positive thinker in as little as a month, and opportunities and success will start flowing for you, because you will stop any self-limiting behavior.

***You'll begin using this tool on Day 9 of your 100-day schedule for success, see page 139.***



## Brain Apple 4



### ***Talk Back to Your 'Myggie'***

Let's talk some more about the amygdala. Our "Myggie" as I call it, has not evolved along with our technology and culture, making it act like a bit of a sabotaging devil when we're stretching out of our comfort zone. When we really could use some encouragement and support, instead 'Myggie' offers us doom and gloom pictures and ANTs.

**Keep in mind that when your non-conscious brain has a message to send to you, if your conscious brain is busy, one of the only ways it can get that message through is with body sensations and inner self-talk. You will perceive these messages as indicators that you should quit or resist the change you're trying to make or the step you're taking.**

That is absolutely **the opposite** of what you should do.

You can get your 'Nancy' on board and shut out your 'Myggie' by using **back talk**.

I will never forget the odd sensation of having my body talk to me. When I was training to run a marathon, once a week I would go for a long distance run—but often this would happen even during my regular run. I would loosen up first and then start my run. Let's say I had 14 miles to go. I wouldn't be two blocks, four blocks, or six

blocks into this run when my body would be sending me messages that I knew originated in the amygdala, which said, “Oh, the right knee hurts. We’d better not do this.”

***I had to talk back to my amygdala and tell it to shut up, because it was putting ankle weights on my success run.***

My good friend and co-writer Stephanie Gunning described having a similar experience at Mile 20 of the New York Marathon. Suddenly, even though she was feeling fine—tired and a little stiff, but basically in good shape—she heard a clear voice in her head exclaim in alarm, “You’re injured!”

She responded, “No we’re fine, really.”

The voice screamed, “If you don’t stop right now, you’ll be injured!” She soothingly replied, “We can stop any time we need to, honey. We’re okay. We’re not injured.”

“Stop! Stop now!” the voice demanded.

“It’s okay. Look, I’ll prove it to you.” Stephanie walked a few paces and her ‘Myggie’ saw that her legs were whole and not “injured.” It immediately quieted down and she was able to calmly resume running to the finish line six miles further.

For myself, I would carry on and speak aloud. “I know what is going to happen. You are going to calm down, and you are going to get busy helping me run this long

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distance by releasing neurotransmitters to relieve my pain and keep my heart rate steady.

“You are going to be so busy after we get going that you are not going to have time to send me any more negative messages, so you might as well just shut up—because we are going to run the whole distance.”

And you know what? Pretty soon—sometimes it would take 600 yards, sometimes half a mile, sometimes a mile—my body would calm down and I wouldn’t hear any more fearful self-talk about wanting to quit or needing to stop.

The principal here is to **change your evolution by talking back to signals you get that are not the truth, that are lies made up by your amygdala to keep you the same.**

Talk back to it every time you notice fearful words. Understand that when you get out of your comfort zone and feel discomfort from the nervousness of an event and those neurons are firing, your amygdala says, “Whoa, I better kick into gear. This person is stressed. I’d better release hormones and impulses that indicate we need to stop whatever it is that is causing this stress.”

In actuality, a small amount of stress is a very good thing for achievement because it wakes up your brain and makes it easier to learn. So talk back to your amygdala. Train yourself to recognize only positive input and to search for solutions to every single challenge that comes up. That’s the real way to boost your achievements.

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***You'll begin using this tool on Day 9 of your 100-day schedule for success, see page 139.***

## Brain Apple 5



### ***Mind for "Goaled"***

In order to be mega-successful and a superior performer, you have to plug a clear and compelling vision into your brain that puts 'Nancy' to work for you! You must constantly and consciously articulate exactly what you want to be, do, and have so that your non-conscious mind, 'Nancy', through your RAS, can bring you the answers to your questions, formulate solutions to problems, and call your attention to stimuli related to your goals.

If you begin asking and reflecting upon open-ended questions like: "What do I want out of this situation?" and "What resources are available to me?" you will train your brain perpetually to mine (mind) for the golden opportunities that exist in every situation you face. Since these types of questions require more than a yes or no response, they activate the RAS and recruit 'Nancy' into their service. **Once looking for solutions, is your habitual response to life, we could say that you have a mind for "goaled."**

Everyone has dreams and goals. What you want in the big picture, the person you want to become by the end of your lifetime is your dream. Formulate your dreams, and then do not allow anyone, anything (including your own 'Myggie'), or any circumstance to rob you of them.

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Goals, on the other hand, are like dreams with a deadline. They are small or large steps you take in the process of realizing your dream. By the way, it is allowable, appropriate, and definitely within the rules of the game of higher achievement to change the deadlines on your goals. There are often physical circumstances outside of your control that influence the date to which you can aspire to reach your dream. Therefore, it is entirely allowable to modify such dates. Your goals can be erased and a new deadline placed on that dream.

The most important thing about having goals is the person you become as a result of pursuing them. You do not get what you want from life. You get who you are from life. You will change your outer circumstances by living your life differently on the inside.

***Dreams must be written in ink. Goals should be written by a pencil (with an eraser).***

There are two golden rules for setting goals:

### ***Golden Rule #1: Formulate and Articulate Your Dreams***

While superficially a goal is any objective that one is striving to reach, the most compelling goals are those that are motivated by a strong sense of purpose. Before you set your goals it is useful, therefore, to look at four major areas of your life and develop a purpose statement for each one. Name your purpose at home, at work, socially (among your circle of friends, acquaintances, and family members), and spiritually.

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Remember, when you set goals, it doesn't matter what your purpose is—and you don't need to justify it to anyone. It only matters that you've decided upon your priority. Choosing something you think you are meant to do and that you enjoy doing is the way to identify the most valuable, life-fulfilling purpose that you possibly can have. Dream your passion and set your passionate goals. Draft your statements of purpose for your four major life areas in your own words. Make it something that stirs up your enthusiasm. Once you do this, you will be ready to move in their direction.

### ***Golden Rule #2: Present Your Goals to Your Brain in a Science-Based way***

Your goals must be written in such a way that 'Nancy' will go to work automatically to help you reach them. Here are ten instructions you absolutely, positively have to follow to ensure every goal is one that 'Nancy' embraces and gets to work on for you.

- ✓ *Write your goal down.*

The physical act of handwriting your goal on paper is more powerful than the act of typing it into a computer. In the process, you are sending visual, auditory, and tactile signals to your non-conscious brain. This is a matter of hard science, and therefore non-negotiable. Don't skip it.

- ✓ *Your goal must generate emotion in you.*

To form long-lasting connections in your brain that are easy to fire and re-fire, your goal must trigger a release of powerful emotional neurotransmitters and hormones

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in your brain when you think about it. You must desire this goal intensely. Otherwise, your 'Nancy' might not automate it.

The first criterion that you need to decide upon therefore is, "Does this goal rate a ten on the scale of desirability?" (Zero ranks "not desirable" and ten ranks "most desirable.") Are you excited about this goal? Do you really want it? Are you filled with a sense of joy, desire, and enthusiasm when you visualize its achievement? Be honest with yourself. If a goal does not meet the criteria, be ruthless. Scratch it.

✓ *Your goal must be difficult enough to stretch you.*

Why use a sledgehammer to drive a thumbtack? If you think you can reach this goal easily, scratch it. Reserve your energy for seemingly impossible objectives. If it is sufficiently difficult, it will cause your brain to form new DSP connections and expand your abilities.

✓ *Your goal must be believable.*

'Nancy' must consider your goal possible, however it does not matter yet whether you consciously believe you can achieve it! 'Nancy' won't respond to goals that you cannot possibly attain (like your body never dying).

✓ *Your goal must be specific, comprehensive, and quantifiable.*

You must make sure that 'Nancy' has a clear and detailed picture of *exactly* what you want. Don't just tell 'Nancy' that you want a house. Tell 'Nancy' you want a three-story brownstone in midtown Manhattan with a red front door and single pane wooden sealed windows.



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Give 'Nancy' something to measure: a dollar figure, a size, a time span, or a degree of pleasure ranked on a scale from one to ten.

Think of it like this. If you were to draw a large circle on a sheet of paper and put a tiny dot in the center of that circle to represent what you desire, the empty space within that circle surrounding that dot could be filled in with other dots. Those other dots are stimuli that your non-conscious brain might assign to your goal if you do not rule them out by being comprehensive and focused. **When you establish your goals, you must shrink the size of the circle so that it is barely larger than your target.**

If you want a house, ask yourself, "What kind of a house?" Is it a two-story home? How many windows are in the front? What kind of roof does it have? What is it made of—is it stucco, is it brick, is it siding? Be specific, right down to the fittings on the front door. Are they brass or are they pewter? Hone in on your description.

An obviously un-measurable goal is, "I want to earn more money." A better way of phrasing this goal is, "Three years from today, I want to be making 100,000 more than I currently make." That is specific. But it still has a problem: It eliminates the possibility of making more than \$100,000 over your current income.

It is important to set a lower boundary ("I want to earn at least ..." or "I want to earn \$100k or more ...") and never set an upper limit. The non-conscious brain is extremely inventive, creative, and remarkable. It will bring you *exactly* what you ask for, so leave room in your requests for something surprising.

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✓ *Make your progress measurable.*

You must give 'Nancy' some way of assessing progress as you are working towards your goal. Farmers used to put a carrot on a stick and hold it out in front of a donkey so that it would move forward. That carrot was never reachable. For you, this would be a formula for disaster. If your goal is neither reachable nor measurable, you will lose confidence, and the ability to act.

It would be a much greater benefit to your non-conscious brain to put a carrot on a stick and post it in the ground four miles away from you than it would be to put it on a stick floating one foot in front of you, because 'Nancy' could measure your progress towards the stationary post in the ground. "Now, we've come a half mile ... a mile ... two miles ... Yes! We're making progress!" ***Measuring enrolls your enthusiasm.***

✓ *Set a deadline.*

'Nancy' needs that, too. (But make sure to write it in pencil.) Don't just tell 'Nancy' that you want to earn more money. Tell 'Nancy' you want to be making at least \$200,000 a year, within two years of today's date.

I find it very useful to categorize goals as short-term, medium-range, or long-term, depending on the time frame I expect it will take me to reach them. For the proper functioning of 'Nancy' in formulating solutions and in calling one's attention to stimuli related to one's goals and dreams, it must be on notice as to how much time it has to bring those solutions to one's attention. Even if we are talking about quantitative measures, such

## The Brain Training Academy –Revolutionize Your Brain!

as dollars earned or saved, or quantities of goods sold, I recommend establishing a relative time frame in which to do it.

- ✓ *Ask only for what you have control over.*

Your goals need to be based on objectives that you can accomplish through your own actions, rather than by relying on another person or an outside event. It's important to set goals that you alone control.

You cannot control how someone else feels or responds to you. You cannot control events in the world that are outside the scope of your non-conscious brain. Therefore, never set a goal, for example, that says, "I want to make my children love me more." You have no control over their thoughts and feelings. Instead, try an objective such as, "I want to do the things that are likely to garner more love from my children." You also cannot control earthquakes, hurricanes, floods, politics, and the economy.

- ✓ *Ask for what you want—rather than what you do not want.*

It bears repeating: 'Nancy' cannot recognize negatives phrases such as, "I will not overeat." If you want to stop having arguments with your boss, give 'Nancy' a positive-positive picture of you and your boss communicating harmoniously and effectively.

- ✓ *Once you establish your goal, take some immediate action—any immediate action—to bring your goal into reality.*

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This shows ‘Nancy’ that you are serious. Reaching for your goals follows the laws of physics, one of which states: “A body at rest tends to stay at rest. A body in motion tends to stay in motion.” Why struggle to lift your 10,000-pound goal first? Start with the easier step of lifting one pound.

**Here’s a final note of caution. When you formulate your goals, avoid using the words “I want.”** Specify *what* you want, not *that* you want, or else when you come to the end of your 100-day schedule for success using the 16 Brain Apples tools, you may find that you have manifested *wanting* instead of *having* in your life.

***Choose a simple action  
and take one tiny step  
forward in the right  
direction.***

***You’ll begin applying this tool on Day 21 of your 100-day schedule for success. See page 139.***

## Brain Apple 6



### ***Turn on Your VCR***

In Part One of this book, I told you that, by the time we are 40 years of age, most of us have allowed the neuron patterns in our brain that were used in childhood for creativity, imagination, and visualization to atrophy from lack of use. We must, therefore, reform those connections if we are going to make the most of our potential and reach our long-term goals.

There is a simple, extremely effective technique for doing just that:

***Visualization Creates  
Reality***

**conscious visualization.**

You absolutely must visualize any new project or task before

undertaking it otherwise you are doomed to failure. That includes making a sales call, giving a speech, or playing a sport. Professional athletes at the highest levels in every sport always visualize the perfect performance before they conduct their physical activity.

Visualization is such a powerful tool that one man held as a prisoner of war in Vietnam for seven years was able to play a near perfect game of golf with no practice the day after he came home. A reporter asked him, "How did you survive in the prison camp for seven years?" The soldier said, "I played golf. Every single day I imagined I got up and went to one of the most famous, wonderful golf courses in the world, and I shot a round of golf. I

went through every shot. I went through tying my shoes. I went through walking to the first tee. I went through feeling the dew on the grass in the morning as I placed my ball on the tee on the first hole. I even imagined throwing up blades of grass to see which way the wind was blowing. I imagined every shot, every day for seven years.” He had no golf clubs in the prisoner of war camp. Yet, the first time he played golf after not having touched a club for seven years, he shot a 73, one stroke over par.

***You must visualize, visualize, visualize before you undertake a new activity. Before you turn it over to the automated functioning in your 'Nancy', you must create neuron pathways that are as nearly perfect as possible so that it's more likely that when you're doing the actual activity the firings in your brain will go down those pathways.***

***Rebuild your connections!***

Visualization is the process of thinking a thought long enough and often enough that sufficient new DSP connections are formed to create an internal picture that evokes an emotional response from you. To do this, you have got to go into your mental gym and lift some weights. It will take practice and some effort to reconnect the DSPs and enhance your visualization skills. **Here are five steps you can take:**

1. Take a very common object and list all the possible uses for that object, other than its intended use. During one of my seminars, participants came up with over 100

## The Brain Training Academy –Revolutionize Your Brain!

uses for a paperclip, such as tying a garbage bag or replacing a broken flipper on a zipper. Try that—see how many uses for a paperclip you can come up with. Then pick some other objects that you see around the house that have a particular use, and then make a list of uses for those objects other than their common usage.

2. Take the beginning of a written story, pull out your pen and paper, and, for five minutes straight, write down all-new words that would complete the story. For instance: "Sunlight streamed through the window, making the room look harsh and stark. His footsteps echoed on the wooden floor. He did not care about the noise. The house was deserted, just as she had said it would be, and all he could hear was . . ." What comes next? You complete that story. Take whatever comes into your mind and let it flow. Put it all down on paper. As you do so, you are generating new DSP connections.

3. Listen to a short passage of music, and let it inspire a story that you write down on at least three sheets of paper. This exercise has been one of the most popular at my live seminars. Find a passage of music about seven to ten-minutes long (no words—instrumental only) and listen to it carefully. Notice the flow and change in tempo and rhythm of the music. Then play the passage a second time and create and write down a story that seems to flow with the sounds of the music. We have used the theme song from the movie *Forrest Gump* very successfully in many of our seminars. Its great fun and it creates new DSP connections for creativity and visualization.

4. Briefly write down three, four, or five goals that you would like to turn into reality—then "rewrite" those goals

## The Brain Training Academy –Revolutionize Your Brain!

without using words, only pictures. Turn each of your big goals into pictures.

5. At the evening hour, record all the details of the events of your day . . . but use only pictures, not words.

Each of these exercises will help you to generate some new brain connections. Use them! Hit the gym! Strengthen your visualization “muscles.” Visualization creates reality. You are going to be astounded at the advanced skills you obtain as a problem solver, as a creative idea person, if you learn to turn on your VCR.

***You’ll begin using this tool on Day 21 of your 100-day schedule for success, see page 139.***



## Brain Apple 7



### ***Trigger a Thunderstorm***

You already know that when you are in a highly charged emotional state, you are forming new DSP connections and greatly increasing your brain's capacity for achievement. Those connections last much longer and fire much more easily from a lowered firing threshold, and there will be many, many more of them . . . if you form them while you are in a strong emotional state.

So whenever you study or practice something that's related to your own personal achievement, from this day forward you are going to do so with strong emotion. **You are going to consciously *trigger a thunderstorm* in your own mind.**

I am reminded of the story of Bruce Jenner, the American athlete, who won the decathlon in the Olympics back in the '70s, setting a world record in the process. Every day Jenner went out to train, he sat down and visualized his victory. He visualized himself standing on the victory stand; he visualized himself circling the stadium while hoisting up an American flag, which was a very emotional sequence of images and neuron patterns for him. What was he doing? Starting a thunderstorm of emotion.

You can do exactly the same thing. You can trigger a thunderstorm by visualizing and thinking about a real

situation—either one that is going to be highly emotional for you in the future or one that has already been very emotional for you in the past. And you must use detailed pictures in either case.

One of the things I do in **triggering a thunderstorm is go back to some of the happiest experiences in my life and recall those events vividly**. For instance: Marching down the aisle with my daughter at her wedding, what a proud moment that was. I relive it. I see detailed pictures. I listen to the music. I hear the vows that were exchanged. I look at her face with her beautiful smile and the tear coming down her cheek as she let go of her father's hand to take the hand of her new husband. The storm has begun again, even as I write these words!

Just like me, you have some wonderful natural thunderstorm triggers in your life. Call upon them at key moments—for instance, when you are about to recite your InnerStates out loud in front of the mirror (you'll learn about this Brain Apple Tool next), or when you are searching for the perfect solution to a challenge or problem that you have been facing at work, or when you are learning a new physical skill as an athlete.

Some people can trigger a thunderstorm just by listening to certain kinds of music or by remembering a scene from a movie. When my wife was finishing college a few years ago, for instance, she watched *Love Story* right before studying for her exams. She saw it 14 times and never got one grade below an A. Other people use the memory of their first kiss, or first crush. They think back to how that special person made them feel.

## The Brain Training Academy –Revolutionize Your Brain!

I have developed several very popular 10 to 15-minute motivational dramatizations that I act out set to music and perform live and have put on DVDs that take you on an extreme emotional roller coaster ride that can trigger huge thunderstorms for you. The audience loves them!

Emotion-ridden scenes do not have to be positive. My father was killed in an automobile accident when I was 13. When I relive learning about his death and the funeral it triggers emotion that I can use to generate new DSP connections. I take it as a tribute to my father that this advances my achievements. I believe he would be proud.

Find what works for you . . . and use it! Whatever does the trick for you, use it on a regular basis to trigger a thunderstorm. Then while there is lightning all around you set your goals, practice a speech, write your article, and step outside your comfort zone. Wherever you are on your climb to the top of the mountain, the journey will be easier and quicker if you trigger that thunderstorm—whether you are learning a new skill or taking the actual steps toward your achievement.

***You'll begin using this tool on Day 21 of your 100-day schedule for success, see page 139.***

## Brain Apple 8



### ***Build Your InnerState Highway***

InnerStates are statements or affirmations that you use over a 30-day period to program your non-conscious brain to help you make positive changes in your life—especially the ones you are finding hard to do. Of course, you first have to set up a specific goal for a change or an outcome. For example, “I will lose 20

***Use InnerStates  
to create new  
roads of  
neurodes.***

pounds or more by such and such a date.” At the same time, you can jumpstart the process of changing your brain by creating an InnerState that supports that goal. For example, for the goal of

wanting to lose weight, you can immediately start progress in your brain by going to the mirror three to five times a day and saying: “I am fit and thin and only eat healthy foods.”

**InnerStates are one-sentence phrases you say out loud every day in front of a mirror or any other reflective surface.** If you have difficulty writing goals, guess what? You can set up an InnerState for writing goals. Three to five times a day, look into the mirror and say, “I am skilled at formulating and immediately taking action on my long-term and short-term goals.” This is great to do with goals that need to happen fast or early in your schedule for success.

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Remember, 'Nancy' takes every statement you send as literally real. Every time you repeat an InnerState, 'Nancy' forms new DSP connections to sustain it. Those new DSP connections, if you re-fire them over a long enough period of time—in other words, for 21 to 30 days—will then start to change your beliefs and subsequently your behavior.

(This is one of my favorite Brain Apple techniques. It is deceptively simple and incredibly powerful.) A company that hired me to train its work force reduced on-the-job injuries by 84 percent in a single year by having all the employees repeat an InnerState three to five times a day for 30 days. Their InnerState very simply was, "Today my top priority is workplace safety." Phenomenal results.

Try it. If you feel foolish talking to a mirror, wait until no one is around, but do not cheat yourself of this incredibly effective strategy. It really does build better beliefs—and better behavior—into your life. Remember: You do not change your life by trying to change your life. You change your life changing what you think. The automated thoughts that are firing from your non-conscious brain are based on your beliefs that you send in, and if you send in new InnerStates, you really can change your beliefs in as little as three to four weeks! That's an incredibly brief time span.

- Write your InnerState out on a 3 X 5 card and place that card on or near your bathroom mirror, because you are in front of your bathroom mirror every day. That way, you cannot miss it. You are going to repeat the statement out loud, in front of the mirror several times a day.

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Why in front of the mirror? The mirror generates emotion. As you have learned, when you generate emotions, you create stronger, longer-lasting neuron connections, and more of them. The mirror speeds up the process. If you know consciously it's a big fat lie when you see yourself in a mirror saying you are fit and thin during the early stages of your goal setting, this generates huge amounts of emotion seeing yourself lie. Even though your conscious brain may think the InnerState is a lie, 'Nancy' will accept it as the truth if there is sufficient emotion behind the message. The mirror provides that emotion.

Variety helps form DSPs at a faster rate. So change your inflection each time you say your InnerState. Also try saying it in different locations, like the kitchen, the car, or at your desk. Put those 3 x 5 cards everywhere you go. Carry one around in your wallet.

You can formulate your Inner States in a conversational form. "Doug, are you fit and thin?" "Yes, by golly, I'm fit and thin because I only eat healthy foods." That generates more neurotransmitters and causes more excitatory neurons to be released and thus it helps your brain to form stronger, more permanent connections.

### **Here are eight rules for creating your own InnerStates and building a DSP superhighway:**

Number 1: *The InnerState has to be a positive-positive.*

Never formulate your InnerState in a negative-positive form. Never say, "Don't overeat," or, "Don't smoke cigarettes." Avoid using negative words, because your non-conscious cannot give meaning to them. In this

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case, 'Nancy' would see the picture of eating and smoking.

Number 2: *An InnerState must be personal to you.*

Remember, you can only control your own actions, brain, and environment. You can't control anybody else.

Number 3: *It must be in the present tense.*

"I am fit and thin and eat healthy foods," not "I want to be" or "I will be," but "I am."

Number 4: *It must be written in an achieving manner.*

It should be written as something that you want to accomplish in words going towards achievement, towards your objectives, towards your goals. "I am fit and thin," which is towards the goal of losing weight and maintaining it or controlling your weight.

Number 5: *It must not make comparisons with others.*

In other words, do not use, "I am as fit and thin as Betty Smith."

Number 6: *It must use words that trigger emotion.*

Number 7: *It must be specific.*

"I am fit and thin," as opposed to, "I am healthy."

Number 8: *It must be believable.*

It does not have to be believed yet by your conscious mind, but it does have to be plausible enough for

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'Nancy' to believe. (So, don't use, "I will lose 25 pounds in the next two days.")

Say it loud and proud! Say it while you look yourself in the eye—and say it three to five times a day for at least 28 days. You won't be disappointed.

(Send me your InnerStates in an email after you set them up and I'll let you know if they're good ones!)

***You'll begin using this tool on Day 28 of your 100-day schedule for success, see page 140.***



## Brain Apple 9



### ***Re-Fire the Patterns of Past Success***

Look back on your life and identify a past success that rates ten on a scale of zero to ten. If zero is not a success and ten is the most successful event you've ever experienced, I want you to invest a day in writing down the details of one of the truly great experiences in your life. This has to be a specific event or series of connected events that took place, not something general like, "I have been successful in my marriage."

Years ago I coached a high school track team that had an undefeated season. Our team won 47 track meets and lost none. In the process, four of the kids set world records for their age group. That season was very successful for me—a ten for certain! So I wrote out the story, describing everything that I did in coaching those kids that year. I recalled some of the track meets where we nearly lost—and what we did to make sure that we did not. I recollected the good decisions that we made. I relived the thrill of each of our track meets, leading to the last one. It made me feel so proud, I cried after I wrote it out.

The success story that you write down needs to be specific:

- Write it out in detail.

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- Describe what you did, thought, and felt, and what you saw, heard, touched, and so on.

For some people it is a paragraph, for others it is a page. Mine was about a page and three quarters. Yours can be whatever length you need it to be. Just make sure it connects to the emotion you actually felt during that ten-on-a-scale-of-zero-to-ten experience. Take at least a full day to do this. You might even need more time.

If after searching your memory for a top-rated success, you cannot recall one, it is perfectly permissible to alter a memory. Remember, your 'Nancy' can't tell the difference between reality and fantasy. It's okay to begin with a scene that is less than perfect. Find one that's close. Then change it factually until it's a perfect '10'.

After you have written out your historical success scene, go back and read it twice. The first time, read it for clarity. Make sure it is accurate and that you understand what you wrote. The second time, read it to feel it. If there are any paragraphs or sentences in your historical success scene that do not feel like tens, underline them or highlight them. Do not stop reading, just note them and go on reading to the end.

Do you know how you are going to make your scene a perfect ten? You are going to change the parts that you highlighted. You are going to rewrite history. Pay careful attention to this point, because every single aspect of your final historical success scene needs to feel great! If one specific part went bad or was not a ten for any reason, even because you remember that you had a

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blister on your big toe or you didn't like the weather that day, you must rewrite it. Take the less than perfect stuff out or call upon your imagination to find a way to alter the story that makes it a perfect ten.

This process is critical! **You are going to plug this scene into your non-conscious brain over and over again once you have finished it.** The neuron patterns you awaken are going to form new DSP connections that link it to your future performance so that you can once again call upon (for your new goals) the neurode connections that brought you this great achievement. It needs to be as powerful as possible, since it will be physiologically linked to your success.

However many times you read over your historical success scene, make sure it is an even number. Read for clarity, then for feelings, until every part is a perfect ten.

Once it's a perfect ten, read it another six to eight times for feeling. It would also help if you rewrote it by hand another time or two because that may trigger a memory about something that you had forgotten about this scene from your past. If that specific detail is unpleasant, you'll need to modify or remove it like you did with other aspects.

You have just completed the first part of a three-part process for wiring your brain for peak performance and success. Now that you've reawakened the neuron patterns of one of your greatest past successes in your mind, you can choose to link them to your present and future goals. We'll discuss how to do this effectively in the next two chapters.

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***You'll begin using this tool on Day 35 of your 100-day schedule for success, see page 141.***

## Brain Apple 10



### ***Create Future Memories***

Every morning, before I get out of bed, and every night, before I drift off to sleep, when I am on the borders of consciousness, I mentally transport myself into the future. I cast myself as the lead character in a private movie that allows me to experience what it feels like *after* I have reached all of my goals. This is a great experience!

Each time I do the activity, I change the movie. Sometimes it's short. I might allow myself to see what one tiny, satisfying corner of what my life looks like after I achieve my goals. Sometimes it's long. I might explore the "30,000-foot view," the picture of absolutely everything that's happening once my dreams come true. Twice a day, though, no matter what else is going on in my life, I make sure to visualize the *outcome* of having attained what I most want to attain in life.

**I call my private movies "future memories."**

Creating a future memory that shows what your life is going to be like after having achieved all of your current goals is a powerful way to jumpstart thinking, feeling, being, and acting in the ways that will enable you to realize your goals. Remember, you teach your reticular activating system what to focus upon by creating a pattern of dominant thoughts, which the RAS views as

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your Important List. Repeatedly running the movie of a future success scene in your mind's eye is the pattern that you want to establish.

Drifting off to sleep is a great time to generate these future memories. But you also can seize other opportunities throughout the day to visualize, such as when you are commuting to work on a train or bus, taking a morning or afternoon coffee break, and while working out at the gym. What's important is that you allow yourself the luxury of enjoying the emotions of fulfillment in life while daydreaming and building new DSP connections.

Before you run your movie, you need to write down the story of your future success scene, as you did the story of your historical success scene in the last chapter. In creating this handwritten document, you are going to combine three to five of your most important personal goals. Write out a scene as if you have reached every single one of them.

As you know, every goal has a deadline. So make sure your future success scene has a date stamped on it. The first thing you want to do is to pick a date in the future beyond the goal deadline, as follows:

*"I'm sitting at my desk. It is May 15, 2011. I know that I have done everything I could to . . ."* then list your individual goals:

- *". . . sign up at least five new coaching clients,"*
- *". . . earn double my current income—or more,"*

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- “. . . meet and marry the man/woman of my dreams.”

Let's say you have three goals you're working on right now. Your first goal is to own a new home. Your second goal is to own a new car. Your third goal is to generate at least \$150,000. Combine all of these goals in the scene you craft. Imagine yourself in your new home looking at a bank statement, and then you see yourself turn your head and look out the window into your driveway. There sits your new 700 series BMW, dark blue with four doors, and magnesium alloy wheels. Feel how proud you are to drive that vehicle. You'd say:

*"It is July 1, 2011. I am sitting at my desk looking out the window from my new home in the woods. I am excited because I have just gone online and looked at my bank account balance. I have seen that it contains \$170,000 or more. This makes me feel tremendously good inside because only two months ago I had less than \$10,000 in that bank account. I have succeeded at creating new ideas for my websites that have generated the additional income. I am really enjoying myself by planning a trip to Las Vegas and I feel great about my performance because this has happened in a way that is beneficial for me and everyone else concerned."*

You do not have to bother writing about the nuts and bolts tactics for achieving what you will achieve. You don't need to know *how* it will happen, only that it has. Focus only on the outcome. Put your attention on your emotions.

***Live through every moment of your future vision with heightened attention to your senses.***

Your scene should show you **enjoying** the achievement of your goals on a five-sensory level, and it should involve actions.

- For instance, if your goal involves owning a new car, you might feel yourself driving the car with the windows down. Feel the wind in your hair. Hear the rush of the wind. Smell the new car smell.
- If receiving an award is one of your goals, envision yourself sitting in an auditorium waiting to hear your name called and then standing up and traveling down the aisle to the stage before giving an acceptance speech. Hear the thunderous sound of thousands of audience members applauding. Feel the weight of the trophy put into your hands. Look out at the sea of smiling faces watching as you celebrate your shining moment.

Take as much time, and as many pages as you want to write your story. Length is not as important as the quality of the imagery. Like your historical success scene, your future success scene has got to be a perfect ten. It has to generate a tremendous amount of joy and enthusiasm in you. If it does not, you will need to rewrite it.



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In the next chapter, *Synchronize "Nancy" with "Connie"* we'll talk about what to do to overcome hidden beliefs and negative intentions that could sabotage you and prevent you from achieving your goals on the non-conscious level.

For now, I want you to begin building DSP connections that link your future success scene with your historical success scene. For the rest of your life, I want you to **re-fire the patterns of past success** each and every time you visualize yourself working towards or meeting a goal. As you activate those neuron connections they will help you wire your brain to support your current goals and you will take a quantum leap in performance.

**Spend five to ten minutes reviewing your historical success scene just before you replay your future success scene.** Then, whenever you run this private movie, it will feel like a memory of a real event, and will be associated with the techniques, skills, exercises, events, and movements that enabled you to create that earlier great success.

***You'll begin using this tool on Day 37 of your 100-day schedule for success, see page 142.***

## Brain Apple 11



### ***Synchronize "Nancy" with "Connie"***

Synchronizing your non-conscious brain, 'Nancy', with your conscious brain, 'Connie', is one of the most important of the scientifically-based techniques you need to master in order to enjoy a lifetime of advanced achievement. You have got to harmonize 'Nancy's' beliefs, and any self-destructive or contradictory intentions, with what you consciously want.

***Don't let  
'Nancy'  
sabotage your  
goals.***

Having thoroughly recalled a past success scene and then having concocted a future memory of being successful after meeting all your current goals, you are ready to make sure you have resolved hidden conflicts between your goals and your beliefs.

**This task is vital if you want to change your status quo.**

Let's say there has been a goal that you have been trying to achieve for a year, for two years, or maybe even for five years. Whatever that goal is, you have wanted it strongly at your conscious level. Your willpower has been keenly honed on this goal, but you have not ever quite been able to reach it. This is not at all unlikely. After all, we know that 'Nancy' can set goals for you without your conscious knowledge! Since 'Nancy'

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controls the vast majority of your brainpower and your thinking, these belief patterns can hold you back from getting what you want.

How do you overcome the tendency of 'Nancy' to sabotage 'Connie'? The first part of the two-part process is to burn out any conflicts that your non-conscious brain has with your future success scene. You are going to mentally review your future success scene several times, paying close attention to what is happening in your body, so that you can recognize when there are conflicts between what you have written and your beliefs ('Connie' and 'Nancy' don't have the same goals). The feelings generated in your body will tell you when there is a disconnection.

Here are some of the physical signals you may notice.

- Your face may get flushed.
- You may feel a headache starting.
- You may feel your forehead furrow.
- You may feel your eyebrows drop.
- You may feel body pains, such a tension in your neck, shoulders, or back.
- You may feel the symptoms of an acid stomach.
- You may feel queasiness.
- You may feel fatigue, sluggishness, drowsiness, or a loss of energy.

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- You may feel anger, frustration, or fear.
- You may feel confusion or have difficulty understanding
- You may have difficulty concentrating on what you are reading or writing.
- You may feel boredom.
- You may just have a nagging sense that something is wrong with the words.

If you feel any of these things, trust the feeling. This is 'Nancy' saying to you, "I have got a conflict with what you just read/thought/said."

The second part of the process involves rewriting the future success scene to burn in new supportive beliefs and the kind of thoughts and behaviors you want.

You may have to burn out conflicts and burn in alignment with your future success scene several times before you're done. And you will want to revisit this technique at intervals as your goals are met or evolve and as the circumstances around you shift. For instance, if tax rates change, a new conflict could emerge that didn't exist previously.

It's always good to check and recheck to ensure that 'Nancy' agrees with your choices.

A couple of years ago, one of my goals was to book six speaking engagements in front of large audiences around the country. In my success scene, I wrote: "I feel good because I have booked six full-day speaking

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engagements around the country with corporations and associations, and that makes me feel tremendous.” As I was writing, when I got to that particular sentence, my face suddenly became hot and flushed.

What was wrong with that goal? There was a conflict between my non-conscious brain and my conscious desire because I did not yet know how to get booked by corporations as a speaker. Knowing that I was scared to death to make cold calls, my ‘Nancy’ was not going to help me try to do that in any way, shape, or form.

For ‘Nancy’ to come around and support my goal, I had to rewrite my future success scene to get rid of the conflict. To silence my inner saboteur, I had to change my goal so that it read: “I feel good because I did everything necessary to learn how to make cold calls without fear and to get booked for six paid full-day speeches for the year.”

Literally, I erased what I had before, I wrote the new sentence into my future success scene and then I rewrote the entire scene while watching for additional signs, images, and messages of conflict. There was no more flushed feeling, and no other symptoms, either.

By the way, soon afterwards I did learn how to make cold calls to corporations and I was booked for six paid full-day programs in front of large audiences that year.

**Be prepared to go through the process of writing out your success scene six to eight times, watching your body carefully for conflicts each time.** While you’re doing that, if your mind sends you a message that says, “Oh, this is ridiculous, this is a waste

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of time. I am going to quit now after only three times,” guess what? It is a signal right then from your non-conscious brain that it is in conflict with whatever you just wrote! Your amygdala probably doesn’t want you even to review your scene because it senses danger.

Remember, your ‘Nancy’ can lie, it can cheat, and it can misdirect your attention better than a magician. It has no morals! It will do anything it can to win this conflict.

Working through this process is similar to how you improved your historical success scene and made sure it came out as a perfect ten. If you observe any feelings, physical symptoms, or other indications that something is wrong when you are reading a particular sentence or passage, highlight the part of the future success scene that caused your reaction. When you get to the end, go back and rewrite the sentence that is creating that conflict. Think it through, find out where the conflict originated, and rewrite your success scene to channel the energy of that conflict into giving you the skill to overcome it.

Once your non-conscious brain is in full sync with your conscious goals you are ready to burn new DSP connections into your brain. This means that your thoughts won’t automatically go down the negative pathways of the old conflicting patterns anymore. You are going to make absolutely sure ‘Nancy’ takes a different path.

Slowly and thoughtfully go through your future success scene, glancing down at the written page and reading the next paragraph, and then glancing up or closing your eyes while you visualize that part of the story in

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your mind's eye. Then return to the page and read on. Repeat the process until you reach the end of the story.

Each time you read, go through your success scene visually, three dimensionally, and include what you're experiencing in that scene through all your senses. Burning it into your 'Nancy' will take a long time—a period of weeks, not days—and it will require many repetitions. ***Repetitive visualization is absolutely essential to this process.***

Once you have identified the right future success scene, written in such a way that is not in conflict with any of 'Nancy's' beliefs, which points you in the direction you need to go, spend at least 20 minutes a day burning it in for at least 28 days. If you do, I guarantee that your goals will begin to materialize quickly.

***You'll begin using this tool on Day 37 of your 100-day schedule for success, see page 142.***

## Brain Apple 12



### ***Manage Your Inner Voice***

If you were to ask 1,000 extremely successful people— multimillionaire entrepreneurs, top-level corporate executives, celebrated artists, pro athletes, and well-known spiritual leaders, the best in every field—what specific skills made them stand out, you’d probably get 1,000 different answers to that question. When pressed to give reasons why they have been so much more successful than the average person, the vast majority honestly do not know how to reply. They might give you what I call a “Sunday school answer,” a platitude they believe you want to hear, like, “Never give up” or “Always do your best,” as they are unsure of the real criteria that have brought them high levels of achievement.

There is nothing wrong with those pieces of advice: persistence and commitment are desirable qualities, as are integrity, imagination, compassion, and respect.

However . . .

One of the things that I have learned through reading over 90,000 pages of brain science research articles and books is that **there is one skill, one ability, one procedure that all people who’ve reached the ultimate in performance and achievement seem to possess.** Based on everything I have read and on my conversations with the successful people I have



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befriended and questioned regarding this point, my conclusion is that the skill all successful people share is the ability to manage their inner voice. Not control it, manage it.

***You can't  
control your  
IVM, just  
manage it.***

Your inner voice rarely shuts up and constantly makes remarks like, "No, you cannot do that. Who are you trying to kid, Doug? That is a stupid idea. You are going to fail at this just like you failed at everything else." No doubt you became aware of this inner voice when you took your three-day inventory. The distinction of remarkable achievers is that they've learned to manage such negative thoughts when they begin firing in their brains.

Inner Voice Management, or IVM for short, is similar to stomping the ANTs because it addresses internal negativity. But whereas ANTs are automatic and non-conscious, the internal voice is conscious. And it's much sneakier than your ANTs because it masquerades as a rational and reliable adviser. Oh yes! Your internal voice is ready in a heartbeat to present you with the reasons you cannot accomplish a goal. This voice is the voice of your hidden belief structure.

Billions of negative, limiting "beliefs" have been created in your brain during your lifetime because you have been forming millions after millions of DSP connections that emphasize the negative through a vast network. What amazed me was learning that it is **impossible to eliminate the voice entirely**. I used to believe that successful folks didn't have to contend with it.

**Realizing that every successful person in the world has to cope with a negative inner voice on a regular, daily basis was one of the most empowering realizations of my life.** It leveled the playing field for me to understand that it doesn't matter if an individual has sold millions of books, appeared on TV, and earned millions annually; anyone with a brain has got to cope with the inner voice.

Here is the difference between high and low achievers: High achievers do not listen. They know how to transform negative thoughts into positive ones. They learn from their negative thoughts, then they consciously go in a different direction.

Another shocking discovery was that my inner voice is either lying or dead wrong most of the time. Nine times out of ten the information it feeds me is false. In the past, before I read the brain research, I used to believe that what my mind said to me was true. Many times and in many ways since then, I have seen that my inner voice is actually my biggest obstacle. It has consistently lied to me and tried to keep me from reaching my goals.

I don't see the point in believing anything my inner voice says to me. You might say to yourself, if you are skeptical, "Well, wait a minute. How do I know that this isn't the one time when it is telling me the truth? Maybe I should listen." Forget about it. Instead, formulate an InnerState that when your inner voice comes to you unsolicited with negative statements it is wrong every single time.

In order not to be swayed, impeded, or controlled by your inner voice, you need to believe that no matter

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how consciously positive a person you are, no matter how strong your willpower is, no matter how much you desire something, no matter how much self-discipline you have, **negative thoughts are going to pop up regularly to try to keep you from reaching a higher level of achievement than the level where you currently are.**

The amygdala is your safety friend, so it is going to do anything within its power to reach down into the depths of your stored memories that are negative and bring them back up to the surface level if ever you begin trying to make change. It stirs you up and uses your beliefs against you. It is critical and sabotaging. It's a bald-faced liar.

### **How do you manage your inner voice in an achieving way?**

Frankly, I do not care if you write the letters IVM on your hand in pen or tattoo them on your forehead backwards so you can read them in the mirror. You've got to train yourself not to get caught up in any negative thought patterns, attitudes, and beliefs.

To control your inner voice, you can formulate an InnerState such as, "I am in full control of turning all of my self-talk into achieving words."

Or commit to repeating: "I am an achiever because I realize that I am going to have self-talk that is negative even when I am the best achiever at my company."

Imprint this message into your brain and it will empower you tremendously.

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**If you make up your mind—and then persuade your brain (do it for 21-28 days) —that you are no longer going to allow your inner voice to control your thinking and your actions, you will take a quantum leap towards a lifetime of higher achievements.**

***You'll begin using this tool on Day 40 of your 100-day schedule for success, see page 142.***

## Brain Apple 13



### ***Test Your Tools***

In the days when my sons were young and delivered the newspaper, I used to get up before dawn and help them fold papers in the early morning near a railroad track. To motivate ourselves to work swiftly, we set up the game of each trying to get 100 papers folded before the next train came by. At the time I wasn't aware of brain research. Nonetheless, my boys and I had stumbled on one of my favorite Brain Apples techniques: testing yourself, and your Brain Apple Tools.

***Push the walls of your comfort zone on a regular basis.***

Your 'Myggie' just loves the status quo. Once you have set out to increase your ability to achieve, your amygdala is going to do everything it possibly can to keep you within your comfort zone. It's going to scare you and interfere with your efforts to change by making you feel poorly. It wants your life to be the same as it ever was because sameness is most predictable—and (it presumes) safest for you. Its aim is your protection.

Well, if you want to expand your comfort zone so there's enough room for newness and learning, and the types of surprises that come with higher achievement, you have to consistently take steps outside of your familiar routine and habitual behavior. Testing your limits, even

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on a modest scale, causes the amygdala to realize that you can be safe doing new things.

It's okay for you to change since, for you ('Myggie' observes), change is normal. You have spent all this energy and time building all of these brain apple tools, now let's start testing them; but in tiny little ways to start!

You can expand your comfort zone simply by setting up tiny, fun challenges for yourself throughout your day. The more often you test your ability to achieve new things and the more small competitions you hold just for fun, the more success you will be able to achieve in the areas of life that are most significant to you. You'll begin to recognize yourself as an achiever. Testing is a way to build new positive DSP connections in your brain.

Design competitions for yourself that you are likely to win. One test could be pushing yourself to do extra reps on a weight machine in the gym, balancing on one foot with your eyes closed for 30 seconds, or counting the number of times you can bounce a rubber ball against the wall and catch it without dropping it. Constantly remain alert for simple opportunities to challenge your skills.

***You'll begin using this tool on Day 50 of your 100-day schedule for success, see page 143.***

## Brain Apple 14



### ***Get Weird to Get Wired***

Here is another creative way of getting around your amygdala, and at the same time, increase your brain connections and neural reserve. Every day from now on, do something that you (or others) would consider weird.

I have five grandsons. Cole, currently age nine, has always been one of my favorites. Cole is left-handed, as I am. In fact he is the only grandchild who is left-handed, and he is proud that only he is like Grandpa. On the grandkids' last visit to our Florida farm, Cole came into my bathroom one morning and asked me what I was doing. I told him that, as he could see, I was brushing my teeth. But this morning I was using my right hand not my left as usual. Cole asked, "But Grandpa, why are you using that hand when you are left-handed like me?" I told him that I was building new neuron connections to build up a neural reserve. Cole replied, "Grandpa, you are weird!"

Success! **You have got to get weird! A great way to build up a ton of new neuron connections is by doing new things and doing old things in a new way, any way you can think of that is out of the ordinary.** Whenever you find some harmless way to act a little bit weird, and out of the ordinary, do it. For instance, never drive to work and home from work the same way ever again.

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You may become slightly disoriented, slightly uncomfortable, and maybe even slightly embarrassed when you act weird—which is exactly what you want to have happen. Coming to terms with those feelings, which isn't difficult, is just like coming to terms with the stress of being outside your comfort zone when you are attempting a new skill or trying to reach a new height of achievement.

***Do something new and out of the ordinary – every day. BE weird!***

The more willing you are to get weird, the more you send a message to yourself and the rest of the world that what others feel is not going to stop you from striving towards your goals. This is an important point. Every successful person is familiar with having a so-called friend or a concerned relative try to hold him or her back. The crocodiles will always be snapping at your backside trying to hold you at their level as you rise in your achievement. If you buy into what others feel, you can destroy your own achievements. Think of getting just a little weird, every day, as your personal 'Declaration of Independence' from the expectations and standards of other people, including yourself.

I have given a speech in front of over two thousand people while intentionally wearing one black shoe and one brown shoe—**just get weird to get wired.**

Rewire yourself—do something that is not like you! Do something that you have not done before, something



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weird that will get you rewired in a way that you will lose the sense of discomfort that may be connected from deviating from your routine as well as building up a great extra supply of neuron connections. It's good to deviate from your routine. In fact, deviation should be part of your routine! See what happens. **Get weird to get wired and watch your achievements skyrocket. And your risk of cognitive loss will drop significantly too!**

***You'll begin using this tool on Day 50 of your 100-day schedule for success, see page 143.***

## Brain Apple 15



### ***Trust the Darkness***

Trusting the darkness simply means **learning to recognize and take advantage of the unexpected gifts 'Nancy' brings you:** special ideas, images, and potential solutions—incentives that lead to constructive action. With the knowledge you have gained up to this point, the importance of this technique should be easy to understand.

As you will recall from our discussions in Part One, your non-conscious brain perfectly remembers every sensory stimulus you've ever experienced—even those which occurred while you were sleeping. What an incredible storehouse of knowledge!

***Pay attention to 'Nancy's' gifts – they are priceless.***

When you direct your brain to bring you an idea or suggest a course of action that's related to one of your goals, 'Nancy' begins searching through your incredible wellspring of stored memories for ideas, solutions, and strategies that are based upon everything you've ever thought, heard, seen, tasted, smelled, or touched. As soon as she finds a solution, answer, or idea matching your need, 'Nancy' sends it to you on your conscious level of thought. The message may not necessarily arrive on schedule, but an answer

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will always come. The trick is to trust 'Nancy', even if you don't quite know how 'Nancy' works.

Have you ever gone to a class reunion? When I went to my 40-year high school class reunion a man came up and shook my hand warmly, saying, "Doug, how are you?" He looked familiar, his voice sounded familiar, but despite my best efforts in that moment I could not recall his name. Consciously, I was sending an urgent request to my memory banks, "Bring me his name, bring me his name, and bring me his name . . ."

When you are desperately searching for an answer, it is likely not to come. It will come to you when your brain finds the answer, not when you seek it. **As the adage goes, we cannot see the forest for the trees. If those darn trees would just get out of the way, maybe we could see the solution.** An idea may come to you at three in the morning or it may come to you about an hour later, as it did to me at my high school reunion.

"Oh my gosh!" I realized some 20 minutes later, "that was Harry Hartman! I have to go back over and talk to him some more." I knew exactly who he was then, and I was being flooded with memories.

A lot of people go through all the steps of setting goals and creating InnerStates, and then when 'Nancy' brings them the information or wants them to do certain things, they do not recognize what they've been given. Sometimes they miss the gift because they are too busy looking for the answer to recognize the form that the answer is taking, or too busy doing other things.

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Sometimes they resist an answer that conflicts with their beliefs.

You must learn to recognize 'Nancy's' contributions to your stated goals. Then, more importantly, you must learn to trust those answers. Do not try to take an answer that comes to you from your 'Nancy' and analyze it consciously. This will destroy it!

When the television show "Who Wants to be a Millionaire?" originally went on the air in the late '90s, Regis Philbin was the host. I recall watching many times and noticing a curious phenomenon. When contestants talked about an answer, if they followed their first thought or gut feeling, it would be right. Yet if they started to analyze the hunch, they would switch the answer and go with a different choice—usually the wrong choice!

Philbin often would say, "Gotta go with your gut feelings. Stick with your first guess," until the show's producers told him to stop saying that! They liked the drama of people almost trusting their instincts and getting it right . . . but failing to do so.

**CAUTION:** When gifts (solutions and ideas) from 'Nancy' come to you they are, alas, fleeting. Inspiration is a neuron pattern firing into short-term memory. Like vivid dreams that fade during breakfast, it's easy to lose them! These neurons can fire in short-term memory storage for seven seconds to 12 minutes. But the average firing time in short-term memory is only 30 to 45 seconds. So you better pay attention and get it down into long-term memory before it goes poof!

## The Brain Training Academy –Revolutionize Your Brain!

Memory is an active process. You must take some action, therefore, to transfer unprompted flashes of insight into your long-term memory banks. For me, that means speaking my intuitive ideas into a digital voice recorder as soon as they arise. The device is always with me, 24/7, because I have made a vow never again to miss an idea that comes to me spontaneously from my non-conscious brain.

***Trust the gifts you  
receive from the  
darkness.***

Write down every idea your 'Nancy' brings you, then follow through on it, and afterwards write down what occurred as a result. Keep track of how many of these ideas turn out to be your best ideas and you will gain confidence.

If you do not know which way to turn at an intersection, trust the darkness. My wife and I like to go out riding and sometimes we will intentionally get ourselves lost so that we can practice trusting the darkness to find our way home. It works for us. It will work for you. 'Nancy', your non-conscious brain, will always bring you the solution you need, if you trust the darkness.

***You'll begin using this tool on Day 50 of your 100-day schedule for success, see page 143.***

## Brain Apple 16



### ***Caution: Plan the Party!***

Imagine hosting a party and running out of food and beverages. Or not having enough chairs to accommodate your guests. Or holding an event outdoors without a tent, and then having it start to rain. These are awkward situations that a bit of forethought could remedy.

The final brain apple you need to embrace is: **Plan the party.**

You are about to experience the wildest, most fun ride of your life, as your dreams begin to come true one after another. The power of the human brain is infinite. When we learn scientifically to harness its capacities in service of our dreams rather than letting it work against them, the speed at which our actions and our results change can be truly astonishing. In my own life, even after applying these scientifically validated techniques for several years, I am still continually impressed by what my brain does for me at my request. It is like flooring the accelerator in a fast, turbo-charged automobile.

***Don't forget the little  
steps on your way to  
the big step.***

That said, you might not fully anticipate what acceleration of results leads to in your business and your

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life. It's nothing to fear. It simply requires preparation. As a lawyer, I have seen many businesses succeed too well—growing too fast, without enough planning. The owners ultimately failed because they did not prepare properly for their big success as it materialized.

You will succeed if you follow the instructions you've received while reading *Revolutionize Your Brain!* Thus, within 100 days—less than a third of a year—your life may be remarkably transformed. You're going to love it because it will be exactly what you wanted! My advice to you, as you are about to begin your incredible adventure, is: Don't forget the little steps on your way to the big step.

**Setting, visualizing, and reaching smaller goals along the way will help to make your bigger goals come true smoothly.**

Here's an example of what I'm talking about. If you intend to double your company's revenues in the next year, rest assured that a lot of other small goals are going to be generated that you are going to have to accomplish. These are things you might have forgotten to include in your goals—or did not know you needed to plan for—such as adding new personnel, increasing the size of your business space, or expanding your public relations efforts.

Whatever it is that is going to have to happen because you have reached your big goal needs to be added to your goal setting and your future success scene.

More materials, more supplies, more trucks, more people, higher taxes, pension plans, and workman's

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compensation, whatever it is that is a part of the success you are about to experience needs to be considered sooner rather than later. So, go back one more time right now and **review your goals and your vision of your future success scene and add any items you left out.**

Be painstakingly thorough. Do not leave out the little stuff! And don't wait until you reach the big goal to reward yourself.

Too many times the brain can lose sight of the long-term goal and your connections that you have tried so hard to create can atrophy and break apart and you will quit, if you do not reward yourself along the roadway on your journey. So reward yourself for the small steps along the way as you plan your party. THEN go enjoy your BIG party!

***You'll begin using this tool on Day 70 of your 100-day schedule for success, see page 145.***



### **Part Three**

#### ***Change Your Brain in 100 Days:***

##### ***Your Schedule for Success***

One of my goals at the beginning of this book was to help you transform into one of the top 10 percent of achievers in the world using science-based techniques drawn from the revolutionary discoveries of recent brain research studies. Now, I have fantastic news for you: It doesn't matter if you started in the lowest 1 percent of achievement. You can get to the top. If you have studied and completed our lessons up to this point, it's evident you are in the top 25 percent of achievers right now—because, frankly, the majority of people do not even have enough brainpower to read and complete all of these lessons.

I will be totally honest with you. The vast majority of the people who purchase my courses—spending tremendous amounts of hard-earned money on my videos, audios, and books—quit long before they experience the benefits of those programs. But because you are still reading this book, I know that you already have enough persistence, stick-to-itiveness, and desire built into your brain on the conscious and the non-conscious levels to take your achievements to the top. Otherwise, you would not have made it this far.

So let's go! How do you get from the top 25 percent to the top 10 percent? If you earnestly intend to change your thoughts, change your brain, and change your life, you cannot study the 12 science lessons in Part One, and try out the 16 Brain Apple Tools that you were given

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in Part Two once or twice, or even for a week or two, and then quit. You need to put these concepts to work for a period of approximately 100 days for the new roads of neurodes to be thoroughly established within your brain.

Stick to the following 100-day schedule and, for certain, you'll attain elite status.

***You are just 100 days  
away from greatness!***

### **Day 1**

*(From this day forward, apply Tool #1, "Super-Size Your Greeting." There is no learning curve required to use this tool effectively. Just start on Day 1 and continue on Day 2, Day 3 ... Day 100, Day 300, Day 997, Day 1,283, and for the rest of your life.)*

Day 1, I want you to write out some greetings on an index card. Randomly pick five letters of the alphabet (let's say B, F, G, M, and T) and jot down at least five possible greetings using each of those letters. For example:

- The letter B: "I am...bodacious, beautiful, bombastic..."
- The letter F: "I am...fantastic, fabulous..."
- The letter G: "I am...great, gorgeous, groovy..."
- The letter M: "I am...magnificent, marvelous..."

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- The letter T: “I am... tremendous, terrific, tiptop...”

When you get up in the morning tomorrow, on Day 2, pick one of these index cards. The letter you choose is going to be the foundation of all your greetings for the day. Practice out loud in front of the mirror for a few minutes before you leave the house.

After you’ve done this for 28 days, super-sizing your greeting should be automatic without even having to pick a letter of the alphabet. Keep picking a letter of the alphabet until enthusiastically celebrating your well-being is your normal way of doing things.

### ***Days 2–5***

For the next four days, Day 2 to Day 5, go back and reread every single lesson in the book for a second time. Have your original notes beside you and place additional paper and a pen in front of you so you can add to your notes, because you will perceive more the second time you read the chapters. The brain works that way. Like seeing the same movie for a second or a third time, you notice new aspects of the material. Your brain calls attention to different information than it does when you read it for the first time.

What kind of physical feeling or response did you have to the preceding instructions? Were you excited? Or did you have some sort of negative feeling, a physical response of flushed skin or a sense of annoyance? Remember that one of the primary rules of massive achievement is assuming full responsibility for every thought, feeling, and physical event that occurs in your life, including your responses to my instructions.

**Of course, never “blame” yourself for how you feel, for what you have, or for what you think.**

Playing the “blame game” is never productive. Just understand that even your physiological reactions are byproducts of your thoughts. By reading through the material, you’re going to develop sufficient understanding that you can begin to change the automatic thoughts and feelings that you are generating so that you create automatic thoughts that are positive, no matter what instructions you receive and what kind of life challenges you face.

### ***Days 6–8***

**Next, apply Tool #2, “Take an Inventory.”** If Days 6, 7, and 8 do not include a weekend day in addition to a weekday, then skip a day or two until you are able to do this inventory during both a workday in your customary working environment and a rest day in your usual home environment. Not only will you be keeping track of the statements you make to yourself, you will be keeping track of the statements others make to you. The purpose is to get a clear, total picture of the atmosphere in which you are immersed. Record if the statements you hear are positive, negative, or neutral.

As you take your inventory, don’t tell anyone, including your “better half,” what you are doing because knowing might influence the tone of what they say to you—and this will skew your results. You want the results to be as accurate as possible.

***Days 9–36***

Once you have developed connections in your brain that enable you to recognize and notice when you are experiencing negative thoughts and hearing negative statements, you can begin the ongoing, lifelong process of “Stomping the ANTs,” Tool #3. For the next four weeks, strongly emphasize your commitment never to complete a negative thought again by snapping a rubber band on your wrist or smacking your knee whenever you are conscious of having or saying a negative thought. Don’t forget to stop and immediately turn a negative thought into a positive thought as soon as you notice an ANT arising.

To complete this task, I suggest that you enlist the help of your wife or husband, a special someone or a close friend so this person can help you by pointing out ANTs that you say out loud. You will need this support through your process.

In addition, apply Tool #4, “Talk Back to Your ‘Myggie’,” whenever you sense yourself becoming fearful of reaching towards a goal, because of something Myggie says or does.

***Days 21–27***

After reaching the third week in Your Schedule for Success, get ready to have fun while you “Mind for ‘Goaled,’” which is Tool #5. Spend the next ten days formulating your short-range goals (less than six months), medium-range goals (up to three years), and long-range goals (three to ten years), as you were

## The Brain Training Academy –Revolutionize Your Brain!

taught. ***Be sure to put them down on paper in writing.***

On your list of goals, include the goal of completing this 100-day schedule. Shame on you if you do not put it on your list! Have you ever heard of the suntan effect? The name refers to how people start things, and once their initial excitement starts to fade away they lose interest. That effect is the reason most people who begin this training program will already quit it before the third week. You do not want to be one of those people.

Also keep doing the other steps you've begun, and begin practicing Tool #6, "Turn on Your VCR," and Tool #7, "Trigger a Thunderstorm."

### ***Days 28–29***

All right, you've got some good stuff going on now. You've been setting a foundation for transformation by stomping the ANTs, and you are well in the midst of formulating your goals. These two days are a good opportunity to recognize a few things that need your immediate attention. Perhaps, for instance, you need to start controlling your eating habits or you are having trouble stomping a particular type of ANT. Start using Tool #8, "Build Your InnerState Highway," by writing out InnerStates for up to five goals that are related to quick changes you feel you need to make immediately.

### ***Days 30–58***

During this 28-day period, **speak your InnerStates in front of a mirror three to five times each day.** Every other day, write your InnerStates out by hand ten times

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in a row at one sitting. Physically put your hand to paper. Do not type them into a computer, as that doesn't have the same impact. It is important to involve your senses of touch and sight.

### **Day 35**

On Day 35 of your 100-day schedule I want you to "Re-Fire the Pattern of Past Success" (Tool #9). Remember that your historical success scene must be a perfect 10 (where you were very, very successful). If the scene you pick is not a full ten on a scale of zero to ten, then drop it and pick another one that is more suitable. However, if the scene you choose is the best one you can think of from your past, and it's not a ten, it is also okay to rewrite history. Make it a ten in your imagination.

After you have written out your past success scene, whether it is a paragraph or a page, two pages, or three, I want you to copy that historical success scene down in full at least six times, word for word, by hand. The first time you copy it read it for clarity. The second time you copy it read it for feeling. The third time is for clarity. The fourth time is for feeling. The fifth time is for clarity. The sixth time is for feeling. If it is not clear, then make changes. If it gives you feelings that do not score a perfect ten, make changes.

This is a big effort. If this task spills over into a second day, it's fine. After the sixth rewrite, it is okay to type it and print it out so that you can carry it around in your wallet and have it at your beck and call. You want to be able to review it at will.

### **Day 36–39**

Today, go back and review your goals. Then, “Create Future Memories” for each of them (Tool #10). Pick a date in the future that you’ll have attained them by and spell out the details of the wonderful success scene you imagine you’ll experience when you have reached all of your goals. Write it out by hand.

Once you have completed your future memory of success, you have got to rewrite it at least six times on three straight days. Like you did with your past success scene, on the odd number of writings (first time, third time, and so on), read it for clarity. On the even number of writings (second time, fourth time, and so on), read it for feeling.

See if these readings bring up anything that you recognize as a feeling of conflict. Your non-conscious brain is going to talk to you through your body if it is not in agreement with your scene. If you get such a message, highlight the line, sentence, phrase, or word that’s problematic, then go back and rewrite the scene so that it does not conflict with your ‘Nancy’. (This is Tool #11, *Synchronize “Nancy” with “Connie”*.) After three days of writing, hopefully you will have resolved the current conflicts.

### **Days 40–53**

Write out your success scene four times each day: twice for clarity, twice for feeling.

Now, you’ll also begin to “Manage Your Inner Voice” (Tool #12) by monitoring statements from your inner



## The Brain Training Academy –Revolutionize Your Brain!

voice for a three- or four-day period. Here, I especially want you to evaluate if the negative statements you make are factual or non-factual.

### **Day 50 (and forward)**

At seven weeks into the program, it is time to “Test the Tools” (Tool #13). From now on, every single day **set up tiny competitions for yourself while you strive to accomplish anything, even something totally insignificant that’s unrelated to your goals.** If it is a little competition with yourself that you might fail at, go for it. Give it a shot. The purpose is to develop confidence that the program works because new brain connections are forming.

In addition, “Get Weird to Get Wired” (Tool #14): **Every day, perform an action differently than you normally have done in the past.** Whether that means brushing your teeth with your non-dominant hand, wearing a tie backwards, or wearing your dress shoes without socks, expand your comfort zone by doing something you would not be expected to do. The purpose is to become comfortable and safe living outside your comfort zone and to create a ton of new DSP connections. Do something for the first time with your brain, every day!

“Trust the Darkness” (Tool #15): You are far enough along to start recognizing ideas, solutions, actions, feelings, and thoughts that are coming to you from your non-conscious brain, even if they appear to be coming to you out of nowhere. Open up your channels to recognize these intuitive hunches or gut feelings as they come to you by committing to using a form of artificial

## The Brain Training Academy –Revolutionize Your Brain!

memory storage system to track them. This could be a digital voice recorder you carry with you 24/7, or a pad of paper and a pen.

### ***Days 54–67***

Write out your success scene two times daily: once for clarity and once for feeling. Allow yourself to feel the wonderfulness of life when you have reached the achievement of your success scene. Oh, what a fantastic feeling! This is such a powerful process.

I always prefer reading for the first time early in the morning just before I get up, and for the second time right before I go to sleep, because I am relaxed and I can just let the emotion of that “video,” that inner “movie,” that scene flow over my body.

### ***Day 68***

Until you make changes in your goals, you won't need to go back through the process of writing them down any longer. After four weeks, the success scene will have been burned into your memory effectively. So do not read it over anymore, now just daydream it twice a day (perhaps morning and night). It's important to do this to keep the neurode pathways alive and also to check to make sure you haven't developed a conflict that is influencing your 'Nancy' not to accept your goals. This is preventive maintenance.

***Always "Trigger a Thunderstorm"***

***before you start***

***replaying your success scene!***

### ***Days 70–100***

You must allow yourself time to reward yourself for everything that you have accomplished up to this point by using Tool #16, “Plan the Party.” Take a moment each day during this final 30-day span, to reflect on what you have accomplished. If you have come this far by completing Your Schedule for Success, you have already accomplished more than 90 percent of the public will ever do. **Celebrate it, reward yourself, and enjoy the feeling of having learned to change your thoughts, your brain, and your life.**

### ***Day 100***

Plan your BIG party and make sure you haven’t missed any little goals along the way and give yourself a small reward for each small goal reached!

There you have it: everything you need to achieve any goal that you set for yourself. There are no longer any limits on your ability to succeed. Simply take the Brain Apple tools, develop these skills, and you can expect to take a quantum leap into the future of advanced achievements. You can get there!

On Day 100, your final task is to write me a letter, phone my office, or send me an email that says, “I am one of the most advanced achievers in the history of the world.” I cannot wait to hear your story so we can **celebrate your success** together!

## The Brain Training Academy –Revolutionize Your Brain!

*"There's a universe inside your head—a place of pictures and passions, of songs, sorrows, and successes. It's everything you are—and it's utterly amazing!"*

Doug Bench

Doug Bench

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## **Epilogue**

### ***Do Some Preventive Maintenance***

Being a top-performer and super achiever is like driving a train at high speed. It initially takes a lot of energy to get the train moving so quickly. You really have to push down hard on the accelerator to get the engine running strongly and gain momentum. But once you have reached maximum speed you can back off on the accelerator, and then you need only 75 or 80 percent of the energy that it took to get you going to keep you cruising.

After spending 100 days practicing the 16 Brain Apples tools do you stop and never revisit them? No! Because of course your motor won't continue to run at the high level of performance that leads to success if you do not take care of it. Neurode patterns must be fired on a regular basis to prevent them from atrophying.

You do not want to waste the effort to develop automated abilities and then fail to take advantage of them. However, the degree of ongoing attention your brain connections need is something you have to experiment with, and develop on your own. I do not think there is ever a time when you can entirely let go and trust that your brain functions will be perfectly and permanently automated. They need to be tuned up on a schedule.

How much maintenance is required? How often should you continue doing the things that you have been doing? Here are my general guidelines.

## The Brain Training Academy –Revolutionize Your Brain!

Keep in mind that everybody's brain is a little bit different, so you may need to use your InnerStates more or less often than I recommend, or take an inventory more or less often than what I suggest. You may speak negatively more often than someone else, or you may find you hardly ever speak negatively. Take these only as suggestions.

1. **Super-Size Your Greeting.** No maintenance required. Just do this every day for the rest of your life!
2. **Take an Inventory.** Recommended schedule of maintenance is once per quarter. Four times a year, for three days running, monitor your negative thoughts and utterances, and the quality of your environment.
3. **Stomp the ANTs.** How much maintenance is required depends upon the results of your quarterly inventory. If you find that you are having less than 50 percent negative thoughts, that's a very good statistic. Most people are 80 percent negative. When you notice negativity rising, recommit to stomping the ANTs for a 28-day period.
4. **Talk Back to Your 'Myggie'.** No maintenance required. Apply this tool daily if you feel afraid or hesitant to proceed in the direction of your chosen goal.
5. **Mind for "Goaled."** While there is no set schedule on updating goals, it is strongly urged to do a status check on your goals at least once every 90 days. Simply review them on a regular basis. I set goals quarterly, although I don't necessarily modify my goals.

## The Brain Training Academy –Revolutionize Your Brain!

6. **Turn on Your "VCR."** No maintenance is required. Do this every day.

7. **Trigger a Thunderstorm.** No maintenance is required. Do this every day.

8. **Build Your InnerState Highway.** If you change your goals, engage in the process of burning your goals into your brain by saying your InnerStates out loud in front of a mirror three-to-five times a day and writing them down every other day for a period of 28 to 30 days. If a specific InnerState seems tougher to burn in, go ahead and do your maintenance once a week until you've built your "highway."

9. **Re-fire the Patterns of Past Success.** Every day. Run your historical success scene prior to visualizing your future success scene.

10. **Create Future Memories.** Run your future success scene at least twice every day. As your goals evolve, you will need to create new success scenes that match those goals. When that happens, although you will not need to redo your historical success scene, you will need to rewrite your future success scene twelve times for three days, then four times over the subsequent two weeks, and then an additional two times over a final two weeks. After that you run it on a daily basis in your mind, following your historical scene.

11. **Synchronize 'Nancy' with 'Connie'.** Your schedule for maintaining synchronicity will be individual to you. If you change your goals, you'll have to go through the synchronicity process again from start to finish along with your crafting of your new future success scene.

## The Brain Training Academy –Revolutionize Your Brain!

12. **Manage Your Inner Voice.** Every day. Maintain your conscious dominance over negative self-talk by strongly concentrating on transforming all negative statements into positive statements.

13. **Test the Tools.** Every day.

14. **Get Weird to Get Wired.** Every day.

15. **Trust the Darkness.** Every day.

16. **Plan the Party.** As with goal setting, there is no set schedule. It is helpful to do a status check on your short-term goals on a weekly and monthly basis. As you move towards the achievement of your medium-range and long-term goals you'll discover other, related goals that must be added into the mix. Review once every 90 days. And make sure you plan for and reward the little steps that lead up to your BIG goals and party!

**With regular maintenance, your achievements are going to skyrocket!**

*"The Most successful people I know are constantly doing things they were not sure they knew how to do!"*

- Doug The Brain Training Guy



## The Brain Training Academy –Revolutionize Your Brain!

### **Schedule an Audit!**

As a final thought: I want you right now to go to your day-planner or calendar and write in a scheduled audit every 8 months for the next 4 years!

What's this? Once you have this fantastic train moving along at high speed, and you start reading your goals you are going to be really excited. In fact you may be so excited that you forget to see the forest **or** the trees.

So every eight months, step off your flying train and do an audit and observe carefully and make sure all 16 Brain Apples are working at 100%. Be ruthlessly honest with yourself. If you notice any of the Techniques needing a little "tune-up", go back and re-read that section and get it back up to speed!

Don't let anything, especially your own success, slow your personal achievement train down!

*Doug Bench*

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## **About the Author:**



Doug Bench, MS, JD, AAAS, is a noted educational, brain science based motivational author and speaker. Armed with two degrees in Physiology and a Doctor of Law degree, Doug has spent the last eight years researching and analyzing the findings of over 800 recent cutting-edge neuroscience (brain science) research studies and books to develop techniques to maximize performance levels of the human brain. Doug has presented this exciting revolutionary brain science based advanced achievement information to over 185 groups and 220,000 people to rave reviews for the results his information has created. He resides with his wife Jan, in North-Central Florida.

*"There is nothing more important or vital to your achievements, than the scientific study of your own brain."*

-Doug Bench