

neurogym™

# WINNING THE GAME OF FEAR

The Complete Success  
Coaching & Training Package

**USER'S MANUAL**

**Please Note:** Read through this entire manual before beginning the program! This manual contains **very important** instructions. The manual outlines the process that I highly urge you to follow to maximize the benefits of this amazing new brain-training system for achieving maximum success to win the game of fear and life—*right now!*

**Note:** This Brain Retraining System is **Prescription Strength**. Use as directed.



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## WELCOME LETTER

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Dear friend,

Welcome to **“Winning the Game of Fear” Brain Retraining** program. This program specifically deals with releasing and eliminating the conscious and unconscious fears that may be holding you back right now. We all know that many of us are held back due to the fears we acquired as children or even as adults. Some fears we are totally in touch with and are aware of however, some are embedded deep within our psyche and require a little more finesse to release.

This Brain Retraining program deals directly with **addressing the real causes of your fears** and helps you develop new beliefs and habits to eliminate your most deeply rooted fears. I highly urge you to read this entire document so you are aware of and prepare in advance for the exercises you will need to do throughout the first three levels. Level 4 is a combination of the previous three levels.

Some new advanced technological processes and subliminal programming have been embedded within each audio track to get deep into your subconscious mind for re-programming your understanding and relationship with fear. In addition, our goal is to eliminate the ones that are holding you back right now. You must listen to the whole program with headphones to gain full appreciation of its effects and to maximize your results. As always, do these programs during the day when you are awake—preferably when you wake up.



### **READ THIS SECTION CAREFULLY AND FOLLOW INSTRUCTIONS— THIS IS AN FOUR (4) WEEK PROGRAM**

For maximum results please follow instructions as described below. You will need a pad of paper and something to write with throughout this program. These tracks are each 20-33 minutes total making it really easy for you to do daily. At the end of each session I left a few minutes of meditation time and more subliminal programming for you to enjoy.

**Introduction** Levels 1-4 **WILL NOT** have an introduction and will start directly with the main program. Please make sure that you begin the program after taking several deep breaths and getting centered.

- Level 1: 7-10 days** **Eliminating Conscious Fear**—Asking better questions. In this level you will learn the art of asking your brain better questions and you will discover your biggest conscious fears in order to eliminate them. Use this level for 14 days. Each time you listen to the audio, you will uncover new fears to release. Deal with them as they surface and allow them to melt away with each passing day. When you get to the affirmations section, you can either repeat them out loud or under your breath with me.
- Level 2: 7-10 days** **Eliminating Fear of Success**—Many people fear success even though it's what they really want. When fears and goals compete, internal chaos is created. This level will help bring any potential fear of success to the surface and also instruct your subconscious mind to eliminate any fear of success you may have. In addition, you will be eliminating unconscious fears as the subliminal programming does its magic. If for any reason you cannot come up with any fears of success, just sit back and focus on releasing conscious fears.
- Level 3: 7-10 days** **Eliminating Unconscious Fear of Success or Failure**—This track focuses on releasing all unproductive fears both known and unknown. You will focus on the spiritual and intuitive power within you to guide you. This track will work while you are awake and while you sleep at night.
- Level 4: 7-10 days** **Beliefs and Habits Fear Integration**—This track is a combination of the last three tracks of affirmations. In this track, we use creative, conscious, and unconscious bombardment. In addition, powerful subliminal programming will take your brain and retraining to a new, deeper level of power. Trust yourself and the process as you make daily improvements in your confidence, certainty, and actions toward your goals.

I have designed this as a self-paced program. If you feel uncomfortable or irritable, reduce the frequency and/or duration of use. In addition, some new powerful technological enhancements have been made to make this program even easier to adjust to.

Each track has also been embedded with **powerful subliminal reprogramming** around eliminating your fears. You will not be able to hear these in most cases. Please note that you will be asked to do some reflecting and writing as you listen and follow along. All the instructions are within the audios and in this manual. You also have a full set of transcripts available to read if you'd like.

Now, get ready for one of the most powerful programs ever created to help you release your fears and **unleash your inner wisdom and genius!**

To Your Success,  
**John Assaraf**

## Eliminating Fears—Brain Retraining Audios

### General Technology Usage

The audio technology used in these audios was developed and designed to:

- Reduce fear
- Reduce anxiety
- Release positive brain chemicals such as serotonin
- Soothe the primary structures of the Limbic System—When the limbic system is stressed or overworked, it negatively affects you physically and emotionally. This can cause poor memory, adrenal fatigue and various emotional and physical health problems.
  - **Hypothalamus**—connected neurologically and chemically to the pituitary gland, thus influencing the Endocrine System as well as the Autonomic Nervous System. The hypothalamus regulates things like thirst, hunger, how you experience pain and pleasure (intensity levels), sexual satisfaction, anger, and so much more. In regulating the autonomic nervous system it regulates things like pulse, blood pressure, breathing, and arousal and your reactions to emotional events.
  - **Hippocampus**—(Memory) Very important in converting short-term memory to long-term memory. Critical in creating new memories and associations. Your memory is very important to your emotional health and your ability to succeed.
  - **Amygdala**—responsible for processing memories in regards to emotional events. Can have profound effect on fear conditioning and emotional learning. Activates dopamine, norepinephrine and epinephrine.
- Improve the processing of new learning.
- Encourage emotional balance
- Increase your resistance to stressful and fearful situations
- Release any conscious and unconscious fears of success

## Potential Fears of Success

Use this list as a reference tool to begin to think about the potential fears that may be holding you back from achieving your full potential. Check all that apply.

- It's very lonely at the top
  - Disorientation of leading versus being in the group
  - There are responsibilities that come with success that I may not be able to handle
  - The fear of the unknown things in a successful world
  - I have a fear of keeping and maintaining success that I create
  - I fear that my drive or passion will be lost once I reach the goal
  - People will try to take advantage of me
  - I will have a loss of identity
  - People will become jealous of me and my success
  - People will spread untruths about me if I am successful
  - I will become egocentric and forget core human values
  - I will lose my ability to take additional risks
  - I won't be good enough to follow-through
  - Unsure if I will be able to continue to lead once I become the Leader
  - I will not be able to continue
  - ADD YOUR OWN HERE:
- creating and be innovative
  - Fear that once I get there, I won't really want it after all
  - I fear that having all the success I want will not satisfy me
  - Fear that the amount of work it takes to be successful would consume all my time
  - I fear that my current relationships will suffer
  - Success will change me and I will lose the love of family and old friends
  - I will lose all privacy and the safety of anonymity
  - I will be uncovered as a fraud
  - My friends won't like me anymore
  - I cannot succeed on my own
  - Success will bring too many demands of me and I will be in overwhelm
  - Success will bring feelings of guilt
  - I will feel selfish and gluttonous
  - I cannot handle the responsibilities that come with success
  - I don't have the focus I need to maintain success
  - People will abandon me

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## Potential Fears of Failure

Use this list as a reference tool to begin to think about the potential fears that may be holding you back from achieving your full potential. Check all that apply.

- I fear what will people think of me if I try my best and fail
- I'll prove to myself my low self worth
- If I fail, I will not be love-able
- My friends and family will lose respect for me if I fail
- If I blow it, I will never get another chance
- I will lose even more respect for myself
- Another failure will destroy what little self-esteem I have left
- If I stick my neck out, it may or will get cut off
- I'll have nothing left if I fail
- ADD ANY OTHERS HERE:
- Fear of ending up just like my Father/Mother/Uncle
- Fear that I am INADEQUATE
- I will be rejected if I attempt and fail
- My family suffers with me if I fail
- Fear of exposure: I will be vulnerable to others
- Fear of proving that I'm nothing special after all
- I fear proving that I may not be as brilliant, smart, astute, deserving or as good as others if I fail
- I fear that I won't have enough energy, money, self-confidence to pick-up and start something new AGAIN if I fail

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## PRECAUTIONS & TERMS OF USE-DISCLAIMER

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John Assaraf or Praxis Now is not responsible for any physical or non-physical damages imagined, perceived or otherwise as a result of the use of this program or any of the content contained in or provided on his websites.

**Use the content and audios in this program at your own risk. Read the precautions below.**

### **Precautions**

Although these audios are gentle enough to be used by most people, there are a number of factors that may exclude you from listening to these audios. Please read the following carefully.

Do not listen to these audio tracks while driving or operating any potentially dangerous machinery. Only listen to these audios when you can give them your full attention.

Do not listen to these audios if you have, are prone to, or at risk for any of the following conditions without checking with your doctor first:

- Stroke
- Epilepsy
- Seizures of any kind
- Heart Disease
- Heart Surgery
- Brain Injury
- Brain Surgery
- Sleep Apnea (specifically before going to bed)
- Neurological and psychiatric disorders

The technology and neuro-psychology combinations in these audios are as strong as it gets. In our test groups, some people have experienced bouts of anxiety, crying, mild depression, headaches and uneasiness at times.

First and foremost, this is normal for some people to experience. These symptoms usually pass as people become acclimated to this powerful technology. If any of these symptoms persist or become too much for you to endure, please reduce your daily time to 15 minutes a day or every other day. For most people, these symptoms only represent a healing crisis of sorts and they get through it easily by following these instructions.

Always remember to communicate with us in the membership area and ASK US FOR ASSISTANCE! Follow your intuition and feelings and together we can help you have an amazing experience like most of our clients experience and report. If serious emotional issues arise, it may be due to a chemical imbalance or an undiagnosed psychological disorder. I urge you to discuss this with your

primary care physician and with us in the forums so we and others who have experienced these symptoms can guide you.

Please contact our Client Care team at [customerservice@praxisnow.com](mailto:customerservice@praxisnow.com) or call 858-227-4965.

***Special Note from John about Sleep Apnea:***

I want to take this opportunity to explain my caution about sleep apnea and why I have included it here. First and foremost, I suffer from severe sleep apnea and have been sleeping with a CPAP for 10 years.

If you want to use this program when you go to bed, please be sure your machine or any other device is turned on. I want you to be careful so you don't fall asleep without your CPAP machine or mouthpiece.

I do all my daily brain retraining when I wake up so I do not have to be concerned about using my machine at that time. Additionally, I listen to programs while sitting, but you can do it either lying down or sitting.

You can gain the benefits of this program while complying with your sleep apnea treatment.

If you are unsure, please consult a qualified medical practitioner before listening to these audios, which include powerful Brainwave Entrainment Technology.

***Terms of Use - Disclaimer***

By downloading, listening to, watching, reading and using this technology, you agree that you are fully responsible for your own actions.

In no way is John Assaraf, his affiliates, partners or associates responsible (financially or otherwise) for any intended or unintended "side effects" that may be perceived as a result from listening to any of the audios, watching any of the videos, using any of the content contained on his Brain Retraining programs, his websites, or any other content pertaining to John Assaraf.

These audios are for personal use only. You may copy this track to a medium of your choice for your personal convenience alone. However, please do not share, duplicate or transmit this audio in part or in its entirety for any reason aside from your own personal use. Thank you.

**Warning!** These files can dramatically affect states of consciousness when heard. Even if you do not notice these changes in the beginning, this technology may affect your ability to drive and/or operate equipment or machines. Do not drive or operate any equipment or machinery while listening to these audio files. Only use these files when you have no other obligations that require your attention.

**Warning!** Do not use these files or listen to this audio if you suffer from sleep apnea unless your doctor gives you permission. If you are uncertain about any pre-existing medical condition, consult your qualified medical practitioner before listening to these files. Do not use these files while breast feeding or pregnant unless otherwise instructed by your physician.

**Warning!** People with a history of stroke, seizures or heart problems must consult a qualified medical practitioner before using these programs.

Use the content and audios at your own risk.

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## INSTRUCTIONS FOR OPTIMAL USE AND BENEFITS

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To begin you only need:

- A commitment to do this program every day for 8 weeks
- A good set of headphones
- Your journal

Here's the incredible news: Optimal use and benefits from this Brain Retraining System require minimal work on your part. With the careful and precise design and technologies used in this program, the work has been done for you.

Each day as you listen, all you need to do is find a quiet place. Close your eyes and allow me to take you on a new, exciting journey to release your fears. I highly encourage you to do this program upon waking or just before bed.

For best results, only listen to the appropriate track and level as instructed and not more than twice in one day. Do not exceed two hours per day.

If you are already doing your own visualization sessions, please continue with them. If you're currently using affirmations, you may continue to do them if you desire, however, it is not necessary because there are powerful affirmations built into this program.

These audios are layered by integrating several different technologies, techniques and proven practices that produce an exponential effect. Some of which include: Brain Entrainment; NLP; Audio 3-D Technology; Hypnosis; Affirmation; Visualization; Meditation; and Subliminal Messages. The general format within the audios is as follows, right after *centering* and the *introduction piece*:

- Guided Hypnosis Session
- Precision Affirmations Session
- Visualization Session
- Meditation Session
- Subliminal Affirmations (barely audible)
- Proprietary Brain Entrainment Formulas & Sequencing (our secret recipe)
- Bonus Meditation

Each of the four levels spans over a 1-week cycle. The *Innercises*™ will guide you through your conscious and subconscious mind through multiple audio tracks and our precision success programming process. The audios are supplemented in this manual with written support so you can stay focused on being consistent with the program to maximize your understanding of its beneficial impact.

The transcripts of all the audios are available on the download page of our membership site [www.myneurogym.com/members](http://www.myneurogym.com/members). As you progress, it is helpful to journal/record the types of discoveries and results you are producing.



Be certain to block out approximately 45 minutes per day (preferably upon waking or early evening, but not when you are tired and likely to fall asleep) to implement your training session. As a simple reminder, insert the Brain Retraining System in your daily schedule and let the audios guide you to your new level of success. I do not want you to fall asleep during this program.

After a short period of time, you will be in the habit of following the system, but it is still a good idea to schedule this program on your daily calendar so you can set yourself up for success and develop your new *innercise habit*. The progressive impact of following the formula precisely will help you achieve your ultimate results!

## 5 STEPS TO WINNING THE GAME OF FEAR

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- Step 1 – Get in a quiet setting and get comfortable
- Step 2 – Write a journal entry before each session
- Step 3 – Sit back & relax and listen to the audio
- Step 4 – Write a journal entry after each session
- Step 5 – Drink a glass of water before and after each session.

Level 1 – Listen to for 7-10 consecutive days.  
Level 2 – Listen to for 7-10 consecutive days.  
Level 3 – Listen to for 7-10 consecutive days.  
Level 4 – Listen to for 7-10 consecutive days.

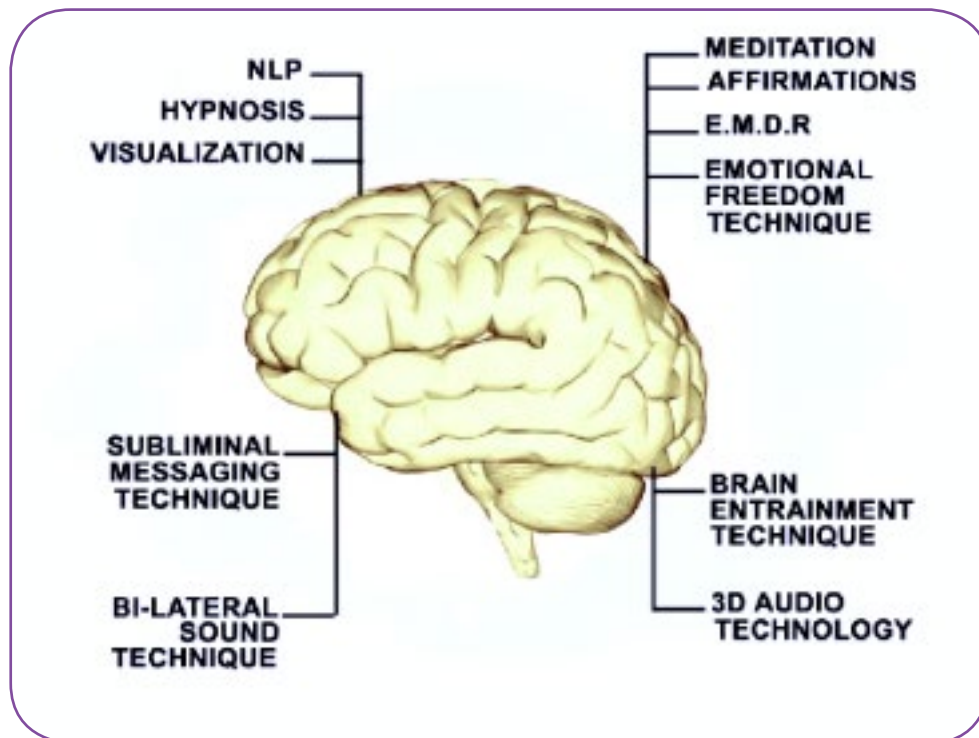
This system is based on continually reinforcing and building upon previous sessions. Throughout the day, it is important to positively reinforce new ways of thinking, feeling, and behaving that are consistent with achieving your goals.

## PART I: WINNING THE GAME OF FEAR

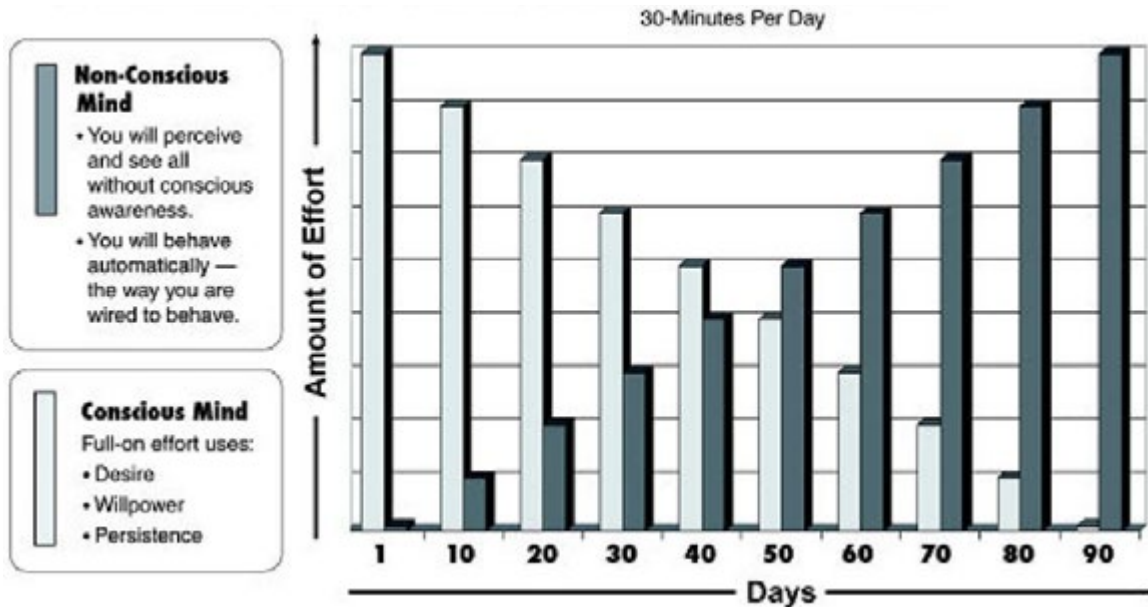
### NEURAL RECONDITIONING PROCESS™ TECHNIQUES

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- The Power of Your Brain Waves
- Brain Entrainment
- Audio 3-D Technology
- Precision Affirmations
- Hypnosis
- Visualization
- Meditation
- Subliminal Messages
- Neural Linguistic Programming
- Audio Interpretations and Elements of: Eye Movement Desensitization Reprocessing
- Bilateral Sound
- Audio Interpretations and Elements of: Emotional Freedom Technique



## Neural Reconditioning Process



This process takes into consideration the best ways to access the subconscious mind for the purpose of creatively changing the existing neural networks and creating new ones that are needed to achieve your goals and dreams.

Research has shown that it takes 30-90 days of daily repetition to make a significant impact on developing new beliefs and habits when we consciously make the efforts to acquire them.

The good news is that by accessing your subconscious mind through conscious choice, you are learning to enter new ranges of frequencies and possibilities on your own.




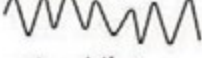

As you make the conscious effort to retrain your brain daily, it becomes a habit. Once it becomes a habit, you will do it automatically, and it will become part of your daily routine.

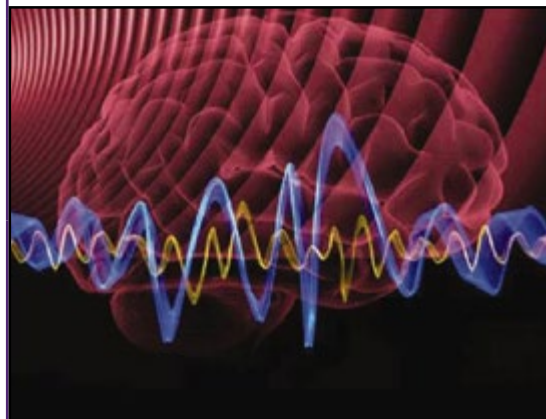
In other words, no effort will be required to do your *Inncercise Program* and in doing this, you will reinforce your new positive beliefs and habits.

The graph above illustrates that with time, less conscious effort and thinking is required on your part to own your new beliefs and habits.

## THE POWER OF YOUR BRAIN WAVES

In neuroscience, there are five commonly-recognized brain wave patterns:

Brain Wave Pattern	Name and Brief Description
Beta: Alert/Working 	<p style="text-align: center;"><u>Beta (14-39.9 Hz) — Alert/Working/Stress</u></p> Waking to Fast. Not conducive to super-learning. This is our day-to-day awake state — the higher end of the spectrum indicates when we are engaged or stressed.
Alpha: Relaxed focus 	<p style="text-align: center;"><u>Alpha (8-13.9 Hz) — Relaxed Focus</u></p> Eased. Can be induced by meditation, relaxation, or light trance. Indicates increased serotonin production and beginning of access to non-conscious mind. Conducive to super-learning and higher intuitive factors.
Delta: Dreamless sleep 	<p style="text-align: center;"><u>Delta (.1-3.9Hz) — Non-Focus</u></p> Very slow. Indicates dreamless sleep or deep meditative state. Human growth hormone released.
Theta: Dreaming 	<p style="text-align: center;"><u>Theta (4-7.9 Hz) — Internal/Integrative Focus</u></p> Slowed. Can be induced by meditation, dreaming (REM) sleep. Indicates increased creativity and production of catecholamine (vital for learning and memory). Conducive to integrating emotional experiences and changing behavior. Can tap into universal intelligence.
Gamma: Most powerful brainwave found to date 	<p style="text-align: center;"><u>Gamma Waves (40-100 Hz) — Peak Performance</u></p> Super fast. Indicates higher mental activity (not normal thinking or problem-solving), flashes of brilliance and consolidation of information from all areas of the brain.



But let's back up a minute. What exactly is a brain wave and what does a brain wave tell us about what's happening in our brain? Without getting too technical, let's try for a simple explanation.

An electroencephalograph (EEG) is a medical device that is able to measure the electrical activity on your scalp and plot it out in lines that looks like waves. That's actually where the term "wave" in brain wave comes from. Electrical activity looks like a wave when you plot it out, and the electrical activity produced by the brain is no exception. If you look at the graph of the wave, you can pick any point on that wave and then find the next point on the wave where the pattern starts repeating. That fragment of the wave is called a "cycle." For instance, the distance between one crest of the wave (the topmost point) and the next is one "cycle." When we refer to the "frequency" of a wave, that's just the number of those cycles that happen in a second (In fact, the Hz designation is short for Hertz, which is the way scientists refer to "the number



of cycles per second” or the vibrational speed of the wave). A higher frequency indicates more cycles per second and a faster-vibrating brain wave. A lower frequency indicates fewer cycles per second and a slower-vibrating brain wave. Some brain waves are seen more often during certain activities and for the sake of convenience, they are divided into distinct ranges of frequencies so they can be referred to collectively:

### **The Gamma Waves**

These are the fastest brain waves, found between 40 — 100 Hz.

- Usually indicates states of peak performance plus super concentration (either mental or physical).
- Associated with higher mental activity (not normal thinking or problem-solving) which includes flashes of brilliance and sudden bursts of insight, as well as moments of extreme focus or concentration.
- Some studies have linked these waves with the synchronization and consolidation of information over different areas of the brain.

### **The Beta Waves**

This is the range of brain waves that spans what is commonly thought of as our waking awareness — found between 14 — 39.9 Hz.

- Frequencies at the upper end of this range indicate stress, anxiety, panic or self-criticism while those at the lower end are usually accompanied by more feelings of clear-headedness, alertness and creativity.

### **The Alpha Waves**

These waves, slower than the Beta waves of normal waking awareness, indicate a deep relaxation and are found in the range of 8 — 13.9 Hz.

- These waves generally indicate a relaxed and detached awareness where concentration, imagination, learning, memory and visualization are heightened. In fact, super-learning and higher intuitive factors are benefits of this frequency.
- This range is the state of awareness that is the bridge between your conscious and subconscious mind and allows you to become consciously aware and remember experiences from deeper (non-conscious) states.
- Meditation, relaxation or a light trance can induce this type of brain wave activity.

### **The Theta Waves**

- These waves are normally only experienced momentarily as you are drifting off to sleep or waking up (this includes the period of REM sleep where dreams occur) and are found in the range of 4 — 7.9 Hz.
- Indicates increased creativity and production of catecholamine (which are vital for learning and memory) as well as accelerated healing.

- This state of awareness is conducive to integrating your emotional experiences and changing behavior. It is the level of the subconscious that holds some of the deepest programming for our behavior—where we find unconscious or suppressed desires and beliefs.
- It is also the first state through which we can start to tap into a universal intelligence and is often associated with vivid visualizations, creativity, insight and inspiration.

### **The Delta Waves**

- These waves are the slowest frequencies and are normally experienced during (dreamless) sleep and very deep meditation —found between .1 – 3.9 Hz.
- Increase in growth hormone production and accelerated healing
- This is the realm of the individual and collective subconscious where information is available to our subconscious mind in a way that is not available to our conscious mind.
- Response for our empathetic “hunches” or insights, and is often exhibited most strongly in those working in therapeutic environments or helping those who are healing from a trauma.

It's good to remember that our brain does not produce a single brain wave. Our brain activity is always a combination of all of these frequencies at the same time; some frequencies are just stronger than the others at certain times. So there is no *best* brain wave. The healthiest brain activity is when the brain wave that is best suited to the situation, becomes dominant while it is needed and then allows the others to become dominant as the situation changes.

Scientists are now able to verify that meditation actually changes our brain waves. It encourages a shift from the dominant over-thinking, stress-related brain activity that is nurtured by our fast-paced society, to a more balanced mix that includes other states of awareness. By identifying the link between changes in brainwave frequencies with changes in both conscious states and biological responses, researchers are coming closer to understanding the connection between mind, body and spirit. Perhaps it is no coincidence then, that the benefits of an ongoing meditation practice can be classified further into three categories which will be explained in more detail in the meditation section:

1. The Physiological Component
2. The Psychological Component
3. The Spiritual Component

However, whether your interest in meditation stems from the benefits you will receive in just one of the above areas or all of them, (whatever you think of as your goal), the practice of meditation offers transformation in all of these areas at the same time. How is that? Think of meditation as a room with many doors. It doesn't matter which door you enter, when you get inside the room, you can enjoy all the treasures you find there. So, if you are only looking for a way to lower your blood pressure, meditation will inevitable lead you to new opportunities for growth in other areas of your life at the same time. That's just how it works.

## BRAIN ENTRAINMENT

Our brainwave frequencies affect every aspect of our lives. We are conditioned to being in certain types of frequencies and those frequencies affect every cell in our body. We now know through scientific research that we can recondition our brain through old age. There are certain brainwave frequencies that support us in reconditioning our neural patterns. By having the flexibility to adjust to different brainwave states, you can control your mind and the impact your conscious and subconscious mind have on what you think, what you attract into your business environment, and what success you achieve. This will also have an impact on the awareness of your environment.



### Audio 3-D Technologies

Audio 3-D Technology incorporates a new way to simultaneously entrain the brain at different frequency ranges without creating interference. Previously, simultaneous brain entrainment was almost impossible to do in a controlled manner. This system uses proprietary advanced 3-D Technology to entrain both dominant and sub-dominant brainwave patterns at the same time as well as even entrain multiple dominant brainwave patterns simultaneously.

This technology can be used to add additional layers of brainwave entrainment to increase the effectiveness of the track way beyond what is normally possible. This 3-D layering process also helps to induce a trance state while substantially increasing the processing load of the conscious, and particularly the non-conscious function of the brain. In essence, this forces the brain to do MASSIVE amounts of internal math. This increased processing load provides brain-building *Innercise* that exercises the brain and helps increase the following:

Neuro-peptide and protein release (which are the building blocks for new neural pathways)

- Mental power
- Sensory acuity
- Reaction time

Other benefits of this process include inducing trance (allowing for deeper integration of affirmations, suggestions, and therapeutic metaphors) and encouraging the release positive brain chemicals such as Serotonin. Overall, it dramatically improves the effectiveness of Brainwave Entrainment Technology while increasing the enjoyment of listening to the audio tracks.

## Precision Affirmations

Precision Affirmations are significant to your business success because they express and create your beliefs that go deep your subconscious. The beliefs in your subconscious mind come into play in getting your inner game working for you so you can win the outer game of fear.

An affirmation is a clear statement that declares a belief and makes a firm imprint in your subconscious mind. The process of impressing affirmations within your brain is already going on—yet, when left to the default mode, the affirmations are most often not positive. Being intentional about what you want to affirm to yourself is important in getting the results you desire for your life.

Repeating affirmations frequently and with emotion as if they are already true gives clarity to your intended outcome.

Affirmations build brand-new neural pathways into your subconscious especially when done in the right frequency. Creating new affirmations based upon the following statement types can change your life:

- I am: A statement of who you are (attributes, strengths, talents, competencies).
- I can: A statement of your potential (power to change, grow, help yourself.)

## Hypnosis

Hypnosis is a process by which the conscious mind is initially engaged to access inner resources and deeper learning and enhanced personal growth. These audio tracks use techniques such as confusion, embedded positive commands and sensory overload to assist in the disengagement of the conscious mind's critical factors to allow for deeper integration of the positive affirmations and life altering metaphors.

Hypnosis is a trance-like state that can be induced by someone else or by yourself. Always be certain that you choose a fully qualified person with positive intentions and positive messages when information is being sent to your subconscious. It's important to realize that all hypnosis is self hypnosis and nothing can be done to you that you do not allow. The old days of watching a hypnotist on the stage having someone bark like a dog while pretending to be in the shower is not what this is about. That is comedy and totally based on participants that are comfortable in that state of fun and mind. Hypnosis can be powerful in either helping guide you through something that has had a negative impact on you or helping you imprint something positive into your subconscious mind.

## Visualizations

The act of visualization is powerful. Visualization is the process of forming a mental image of something based on the past, the present, and the future. When we visualize about the past, it is a visual memory—yet, when we alter that visualization, it becomes imagination. Our ability to visualize is crucial to our ability to comprehend and learn because language translates to mental images. We

can even visualize about the future—which draws us toward actually fulfilling what we visualize for ourselves (whether wanted or unwanted manifestations in our physical world).

The conscious mind and subconscious mind both play a role in visualization. The conscious mind can focus on one fragmented thing at a time in a logical, sequential order—which, if left to default mode, is usually limited to thinking about what has already happened before. The conscious mind has a major weakness about following through because it gets distracted. The conscious mind processes ½ of 1/millionth of 1% of the amount of the subconscious. On the other hand, the subconscious mind focuses on the complete picture at once and is not limited to what has been done before. The subconscious process remembers billions of things at once—and never forgets anything that occurs over your lifetime! This system helps you train your brain to access your powerful subconscious so it benefits you.

## **Meditations**

There are hundreds of forms of meditation, where each form of meditation simultaneously provides three basic transformational benefits in the areas of physiology, psychology and spirituality. An increasing number of doctors are beginning to prescribe meditation as a result of the following types of benefits:

**Physiological Transformation** – Reduces stress; relieves anxiety and depression; increases emotional stability; lowers cholesterol and blood pressure; improves breathing and cardiovascular function; enhances natural immune system; improves memory, decision-making, and attention span; and deepens more restful sleep.

**Psychological Transformation** – Fosters discovery and recovery; accelerates healing from past psychological trauma; increases feelings of vitality, clarity, and rejuvenation; increases self-confidence and satisfaction; serves as an aide in self-discovery and self-inquiry for psychological therapy or for self-actualization purposes of reaching full potential. Meditation increases your sensitivity to your own mental balance (Discovery); and strengthens your flexibility and resiliency (Recovery).

**Spiritual Transformation** – Connects you with God, the universe and your infinite potentiality; removes limitations and barriers, where everything becomes possible; changes every atom and molecule in your body to being one with God and the universe; gives you abundant energy and creativity; and creates calm and joy in any moment.

Meditation differs from relaxation, thinking, and concentration. Relaxation tends to be more of an external change where the internal can remain anxious. Meditation transcends and allows both the mind and body to relax, be aware and calm. Thinking consumes energy and has a tendency to be focused on problem-solving as well as be scattered and overwhelmed. Meditation transcends this never-ending thought activity, allowing us to remind ourselves we are in control of our own thoughts. Although meditation involves concentration techniques, Concentration is generally

focused thinking to find a solution. Meditation is focused awareness with total awareness of all going on around us—yet without getting distracted.

Science has discovered that the electrical activity in the brain is associated with certain brainwave frequencies for different states of consciousness. Our fast-paced society today keeps our brainwaves in an over-thinking, stress-related state of brain activity. Scientists have also verified that meditation changes our brainwaves to a more balanced mix of brainwaves as well as slowing it down to more healing levels of consciousness.

Being able to retain the flexibility and adaptability of brainwaves is important for us to be more physically resilient and able to change brainwave frequencies fitting for different situations. By mastering and controlling your own mind, you can transform your life.

What is common to most forms of meditation is that it is designed to engage both the body and mind to accomplish particular goals. Regulating breathing is central to meditation as breathing is controlled by both the voluntary nervous system and the involuntary nervous system. You can control your breathing both consciously and subconsciously. In meditating, you ignore the flow of ideas, sounds, and thoughts in order to overcome distractions. This practice can be of great benefit when you are not in a meditative state and need to focus rather than be overcome by distractions.

In a recent PSY Blog called “Cognition Accelerated by Just 4 x 20 Minutes Meditation,” it states how a new study in the journal *Consciousness and Cognition (2010)* reports that short amounts of meditation can have significant results for novice meditators. In just four days of 20 minutes of daily meditation (80 minutes total), 15-50% improvements were found in that it helped: accelerate cognition and working memory; increase attention; increase visuo-spatial processing; improve mood; and decrease anxiety.

Another PSY Blog “How Meditation Improves Attention” (May 2009). Our attention naturally jumps around. However, attention spans can be developed through meditation—even by people who have never meditated before. Over an eight-week period, novice meditators improved their focus and attention by attending three-hour classes and meditating 30 minutes per day. A different group attended a mindfulness retreat for one month and showed improvement in reactions and receptivity to new stimuli. And yet another group practiced 20 minutes of instruction every day for five days using a Chinese “integrative body-mind training.” This group demonstrated an improved attention compared to a control group (along with other benefits such as lower levels of stress and higher energy levels).

This blog also describes how meditation can help us increase the duration of what is known as our *attentional blink*. By being able to process information more rapidly and accurately, meditation provides more opportunity of perception. There are many other benefits being discovered about meditation—including increased motivation and emotional intelligence. Increasing our attention and awareness empowers us to be able to shape who we are and what we accomplish.





### **Subliminal Messages**

Subliminal Messages can be either visual or auditory. For subliminal messages that are visual, they are flashed and masked beneath or just at the verge of conscious awareness; and for auditory ones, they are played just below conscious audible levels. They are often subtle to the conscious mind, but obvious to the subconscious mind. Because the subconscious mind is so powerful and accepts what is suggested to be “true,” it is especially important to be cautious about what subliminal messages you encounter in either format, visual or auditory.

This system includes subliminal messages in part of the audios; however, this manual provides the transcripts that include those subliminal messages so you are fully aware of what is said.

### **Neuro-Linguistic Programming**

Neuro-Linguistic Programming (NLP) is a brand of informational science developed by Dr. Richard Bandler and John Grinder. Many of the concepts, strategies and models that have emerged from NLP help people access inner resources; eliminate fears and phobias; and re-program the brain for optimal efficiency. NLP is now considered to be one of the best sciences for achieving peak performance. These audios employ concepts from NLP, such as Anchoring to build emotional states and reprogram your brain for success.

### **Eye Movement Desensitization Reprocessing**

EYE Movement Desensitization Reprocessing (EMDR) is a methodology and system that accelerates the treatment of a wide range of pathologies and self-esteem issues related to upsetting past events and traumas. Our tracks include audio mechanisms that will assist you in releasing negative energy and emotions that may be stopping you from achieving success.

### **Bilateral Sound**

Bilateral sound is the movement of noise or sound back and forth in a stereo field that enhances visualization and hypnosis. Visualization and hypnosis are key ingredients to help reprogram your brain for success. Our tracks include the most sophisticated bilateral sound that will help you to relax deeply and reprogram your mind with expert guided visualizations.

### **Emotional Freedom Technique**

The main concept for the Emotional Freedom Technique (EFT) is to release emotional blocks so that you are emotionally free. EFT uses tapping and special affirmations to release these emotional blocks. Our audio tracks use mechanisms in audio form that will also help you release emotional blocks and reprogram your brain with positive affirmations.



Once you have completed the Brain Retraining System Tracking Chart for the full 4-week cycle you are finished. **CONGRATULATIONS!** In the meantime, feel free to cycle back through the levels in a similar manner.

**Other Programs:**

*Winning the Game of Money*  
*Winning the Game of Business*  
*Winning the Game of Procrastination*  
*Having It All*  
*How to Get More Done in Less Time*  
*Values-Based Living*

Throughout the program—and especially after the 4-week cycle—let me know about your stories and what results you are getting with this program!

*John Assaraf*

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