



REFERENCE MANUAL

WINNING

THE GAME OF

MONEY

The COMPLETE Success Coaching & Brain Retraining Program

Please Note: Read through this entire manual before starting the program. This manual contains crucial instructions. In order to maximize the benefits of this amazing new brain-training system for achieving maximum success to win the game of money, wealth and life, please follow the process outlined.

Please Note: This Brain Re-Training™ System is **prescription strength**. Use as directed.



PO BOX 5005, #138
Rancho Santa Fe, CA 92067
858.227.4971
www.myneurogym.com
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INSTRUCTIONS FOR OPTIMAL USE AND BENEFITS

To begin you only need:

- A commitment to do this program every day for 90 days;
- A good set of headphones is an absolute must;
- Your journal. Journal pages can be found in the back of your QuickStart Guide and Workbook.

Follow these 5 Steps to Winning the Game of Money and Wealth:

- 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.

Listen to each level of the audios for 7 consecutive days. Start with Level 1, listen for 7 days, and then move on to Level 2. If you miss a day, be sure to make it up that one day of audio before moving to the next level. You do not need to start your week over.

Recommended use for Levels 1-6

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, all of the work has been done for you.



As you listen each day, 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 creating the wealth of your dreams. I highly encourage you to do this program upon waking or just before going to bed

As you finish each track, you may continue to relax, meditate, fall asleep or go about your day. Remember to keep yourself hydrated. I recommend that you drink a glass of water before listening to the brainwave entrainment audios. Drink another glass of water after listening to the audios, to allow your body to flush out any toxins that may have been released as a result of your Brain Re-training session.

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're already doing your own visualization sessions, please continue with them.

Recommended use for Levels 7-9

This is a prescription-strength program. Use only once per day for the first 30 days. Do not exceed one use per day. Some people become slightly agitated when exposed to regular Gamma Brainwave Frequencies. If you feel any unpleasantness from listening to the Level 7-9 tracks, reduce your usage to once every 2 or 3 days, but continue your daily sessions with any one of the tracks in previous levels, or from any of the Bonus sections.

Bonus Meditations

The bonus meditations can be added to any session you like. After a week or two, you will find that entering the Alpha Brainwave state becomes second nature and is accompanied by significant benefits. After you have completed 30 days in levels 1-4, proceed directly on to Level 5, following the same pattern.

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

*****Special Note: This program will absolutely not work without a set of headphones! Avoid using noise-cancelling headphones, as they will filter out the brain entrainment.***

Before starting the Level 1 audio, be sure to complete the Initial Assessment available at www.myneurogym.com/members and in your QuickStart Guide & Workbook.

These audios are layered by integrating several different technologies, techniques and proven practices that produce an exponential effect, which can include: Brainwave Entrainment, Neuro-Linguistic Programming, 3-D audio technology, hypnosis, affirmations, visualizations, meditations and subliminal messages (please find an explanation of each methodology beginning on pg. 22 of this manual). After centering and the introduction piece, the general format for the audios follows:

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

Each of the three levels spans a 30-day cycle. The *Innercises*™ will guide your conscious and subconscious minds, via multiple audio tracks, through our precision wealth-building programming process. The audios are supplemented in this manual with written support, so you can focus on being consistent with the program to maximize its benefits.

The transcripts of all audios are available on the download page of our membership site: www.myneurogym.com/members.

As you progress, it's helpful to journal, recording the discoveries you make and the results you produce. Every 30 days, take an assessment to gain further insight and awareness about the impact the Brain Re-training is having on you and your income.

Be sure to block out approximately 45 minutes every day (preferably upon waking or early evening, but not when you're tired and likely to fall asleep) to implement your training session. Insert the Brain Re-training System in your daily schedule, and let the audios guide you to your new level of financial success. Be sure to not fall asleep during this program.

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

PRECAUTIONS & TERMS OF USE--DISCLAIMER

John Assaraf, Praxis Now, NeuroGym and their affiliates are 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, some factors may exclude you from listening to these audios. Please read the following carefully.

Don't 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.

Don't 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.

Subliminal messages are scattered throughout this program.

IMPORTANT: Consider this FAIR WARNING!

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

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, reduce your daily time to 15 minutes a day, or

every other day. Another option is to start with the Alpha bonus meditation track for a week and then start 15 minutes a day on the regular program to get acclimated to the brain-entrainment technology. For most people, these symptoms 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. We can help you have an amazing experience. If serious emotional issues arise, it may be due to an undiagnosed medical concern. In such an event, we urge you to discuss this with your primary care physician, as well as in the forums, so that we, and others who have experienced these symptoms, can guide you.

Emotional Detoxification

The technology used in these audios encourages increased electrical flow and new neural pathway growth between the hemispheres of the brain. In other words, your overall brain-processing power and abilities will increase. As this occurs, hidden traumas and negative emotions may be processed by the brain in new and powerfully healing ways. As your neurological resources increase, your brain and body will begin to detoxify from these negative blocks and emotions. When this happens, it can feel like a cathartic healing crisis, especially if your brain chooses to emotionally detoxify all at once.

The good news is, the more you emotionally detoxify, the more balanced, emotionally free and in-control you become. For most people, emotional detoxification happens gradually, and may not even be noticeable. For others, it can happen quickly and may feel uncomfortable. These symptoms will pass, and gradually become less intense as time goes on.

What Can I Do About It?

If your symptoms persist or become overwhelming, discontinue use and see your doctor. For those with serious past traumas or emotional disturbances, begin to use this system slowly—one session every other day until you acclimate to the process. For those who find listening to one full track too much, I recommend that you listen to just 5 or 10 minutes of an audio during each session, every other day, until you acclimate to the technology. Gradually increase the time you listen as your tolerance increases.

Physical Detoxification

This technology also increases blood flow to the brain, which may cause toxins to be flushed from some of your brain tissues. These toxins are irritants and can cause feelings of uneasiness, bad moods and general emotional unrest until they're flushed out. Drink a glass of purified water before and after each session to help detoxify. While using this program, keep yourself properly hydrated at all times. This usually helps, and it is also healthy to keep yourself fully hydrated.

Over-Stimulation

Brainwave Entrainment is also called Brainwave Stimulation, and we've designed these tracks to be prescription-strength. Some people are sensitive to any types of stimulations—whether audio, visual or physical. If you have epilepsy or are prone to seizures, over-stimulation can be dangerous. You must not use these audios if you have or suspect you have epilepsy or seizures.

If symptoms persist or are very intense, you must go see a doctor because you may have undiagnosed epilepsy or are prone to seizures and are not aware of it. If this happens to be true in your case, begin using the system slowly. Use one session every other day until you build up tolerance to the technology. For those who find listening to one full track to be too much, listen to just 5 or 10 minutes of an audio during each session every other day, until you build tolerance.

Gradually increase the time you listen as your tolerance increases. Once you build up your tolerance, begin using this program as prescribed.

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. I suffer from severe sleep apnea myself and have been sleeping with a CPAP for 10 years.

If you want to use this program when you go to bed, 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 of my daily brain retraining when I wake up, so I don't have to be concerned about using my CPAP machine at the same time. And I listen to programs while sitting, but you can listen while lying down or sitting.

If you're 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 are John Assaraf, his affiliates, partners or associates responsible (financially or otherwise) for any intended or unintended “side effects” that may be perceived to be as a result of listening to any of the audios, watching any of the videos, reading or using any of the content contained on his

Brain Re-training programs, his websites, or any other content pertaining to John Assaraf. These audios are for personal use only. You may copy the tracks to a medium of your choice for your personal convenience alone. Do not share, duplicate or transmit this audio in part or in its entirety for any reason aside from your own personal use.

Warning! Listening to these files can dramatically alter your state of consciousness. Even if you do not notice the alteration as it is happening, it still affects 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 listen to these files when you have no other obligations requiring 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’re uncertain about any pre-existing medical condition, consult your qualified medical practitioner before listening to these files. Do not use these files while breastfeeding 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.

PART I: WINNING THE GAME OF MONEY

INTRODUCTION

Winning the Game of Money: The Complete Success Coaching & Training Package is designed to train your brain to achieve the income and build the wealth you have always wanted. Whether you want to make \$1,000 more this month, \$100,000 more this month, or \$1 million next year, this program will help you retrain your brain to believe, think and act in ways to help make it a reality. The proprietary formula in this program is based on empirically substantiated methods of accessing your subconscious mind.

We all have infinite untapped potential. For most of us, however, the path to success is blocked by problems in our subconscious conditioning.

This is referred to as neural resonance. This Brain Re-training System synergistically and progressively reconditions and creates new neural pathways in your brain. In using the system, soon your conscious and subconscious minds will begin to work together to support you in reaching the kind of financial success of which you may now hardly dare to dream.

The power of your subconscious mind will greatly amplify your success, and is one of your best untapped tools.

Neuroscience and Psychology have shown that 96-98% of your perceptions, feelings, and behaviors--and *all* of your beliefs, values, and habits, occur at the subconscious level.

In order to change your current thoughts, feelings, behaviors and results, you must change your beliefs, perceptions, emotions, and habits.

The most powerful way to do this is by accessing the subconscious mind through affirmations, visualizations, meditation, brainwave entrainment, hypnosis, alpha brainwave frequencies, and repeated positive behavioral modification.



For any self-made person, achieving the heights of financial success begins with the desire and the intention to create more income. To build wealth, you have to change your financial mindset, because you will never be able to achieve more wealth than you are conditioned to believe yourself capable of achieving.

This program will increase the level of which you believe you are capable and deserving by increasing your projection of self-worth and positive self-image into your external environment.

Sometimes when you strive to achieve something you haven't yet experienced, you encounter resistance from other people, your environment, and yourself—often, before you've even started. A deep desire for change starts from the inside out.

YOU ARE NOT YOUR PAST CONDITIONING or RESULTS.

Your brain has been conditioned over the years you've been alive to produce the current income results you are manifesting. Your thoughts, habits and behaviors—all of the actions you take, or do not take—are based on your subconscious programming. Think of how many years your mind has been programmed to behave the way does now, and how your current subconscious mind continues to limit you from reaching your true potential.

As part of your commitment to getting the most out of this program that it can give, I ask that you not only listen to the audios for seven consecutive days, but read the written the transcripts before or after listening. I want you to be able to read every carefully selected word, so that you are familiar with the specific affirmations and stories selected.

The Brain Re-training System sequence was carefully designed to reach the innermost depths of your subconscious mind through the overlay and stacking process, and frequent repetition.

Sometimes, when things are easy to do, they're just as easy to not do. To get the full effect of this concentrated program, follow these suggestions as directed. Please be sure to follow the program on a daily basis, as it builds progressively.

WHAT IS THE GAME?

We often underestimate the power of our internal world because it seems intangible. The results of our thoughts, however, are actually very tangible. They create our physical world and they also contribute to how we feel about ourselves. Remember: most success happens on the inside first, and only then is produced in the outside world.

The inner game is the inner workings of your subconscious mind. It is always at work, but it is not always working well for you. It is essential to do the Innercise reconditioning work necessary to recondition your subconscious mind and get the results that *you* want out of *your* life. If you only pay attention to the outer game, while neglecting the importance of the inner game in being prepared for success with money and life, you will work and struggle for years without the progress you desire, and deserve.

Our brains are conditioned to attune to brainwave frequencies that in turn produce habitual behaviors and patterns of thinking. If we are ever to achieve our fullest potential, it is essential that we break free of these old patterns of thought and behavior. Our stories keep us stuck, and they come in all forms—rationalizations, justifications, and excuses—to offer reasons why we do what we do instead of doing what we know we need to do, in order to achieve that which we most desire.

The brain processes billions of bits of information, as well as attuning to frequencies and patterns in our environments, in the same way that a radio will tune in to radio waves transmitted through the air. We can train our brains to see more, hear more, have more and be more by increasing our awareness and being mindful of our thoughts, behaviors and environment.

Reconditioning and reprogramming your brain using brain entrainment technology and other methods used in this program will allow your brain to access new frequencies, which will, in turn, open new doors of opportunities for you.

WHAT IS MONEY?

Have you ever stopped and asked yourself, “What is money, really?” Historically, money was defined as “a commodity used as a medium of exchange in markets,” such as livestock or sacks of cereal grain (things directly useful in and of themselves) but also sometimes merely attractive items such as cowry shells, beads or the precious metals from which the earliest coins were made.

In the barter system, someone possessing something of value that they don’t need for their own direct survival, such as a sack of grain or a livestock animal, could exchange their item for something perceived to have similar or greater value or utility, like a clay pot or a tool. Barter transactions are of only limited usefulness, because they rely upon a coincidence of wants. A guy who is selling a pig has to find the buyer who wants to buy a pig, and who also could offer in return whatever it is the seller wishes to buy.

After untold eons of exchanging goods and services in this manner, some ancient genius somewhere (or, possibly, several geniuses in several different locations) came up with the smartest idea ever: they set up a standard measurement, into which both seller and buyer could exchange commodities. For instance, obsidian, a raw material used for making stone-age tools, was distributed as early as 12,000 B.C. Trade in obsidian was replaced in the 3rd millennium by trade in copper and silver coins.

As more of the basic conditions of the human existence were met to the satisfaction of human needs, the division of labor increased, giving some people time to solve more advanced concerns. As peoples’ needs became more refined, indirect exchange became more common.

In the Age of Information, money is really only an idea—energy moving from computer to computer, around the globe, but it still retains its importance as a value system so that fairness existed among people bartering, trading, investing and giving. Whatever form it takes, money is the primary means of exchange in our society, and if you don’t understand the laws of compensation and exchange, you’ll never win the game of money—and you’ll never earn what you want to earn.



Different Ways of Making Money

The more money you want to make, the more you must apply specialized knowledge, skill and the right strategies and tactics (in the right order)—including the right thoughts and feelings. There are six options to consider:

1. **Win it.** In any given year, about 25 people out of 250 million will win a big lottery prize; therefore, we do not recommend banking your financial career on hitting the winning number. Statistics show that those few will likely lose all of their winnings within a few short years. This is only true because the amount of money you earn has to be equivalent to the level you feel you deserve—and if you don't feel you deserve your own money, it will be gone very quickly.
2. **Steal it.** This option is too expensive to be worthwhile, because you are going to jail if you get caught, and there's a very big chance you will. So, stealing money isn't really an option.
3. **Find it.** The odds on this one are about the same as winning the lottery—maybe less.
4. **Invest it.** This is an excellent option, but it requires your own or someone else's specialized knowledge in anything from real estate to business.
5. **Inherit it.** I don't know about your family, but in my family, this option isn't worth holding my breath for—means the only option left (for me, at least) is earning it.
6. **Earn it.** Work and provide tangible value in the marketplace. The market pays you based on the value you bring, and your ability to get people to exchange their money for your product, service, ideas or investments. If you're saying, "But I already provide value." Or, "I'm already being paid for what I contribute at work," you probably aren't working on the right things in the right system, where those who figure out how to provide more of their products, services, knowledge or expertise can create the income of their dreams.

The Three Laws of Compensation

1. **Is there a need in the marketplace for my product, service or idea?** Compensation happens as a means of exchange for needs. There are tons of options to consider, but find out first if there is a need.
2. **How good is my product or service compared to other people?** How do you compare? How good is your product or service from the perspective of the customer, who is looking for the best quality, at the best price? Trend yourself in the direction of specialization and being the best, instead of general and average.

3. Your ability to sell your idea on a local, regional, national or international basis.

This is the most vital part of the equation. How good are you, or those on your team, at marketing?

Remember, Perception Is (Or Might As Well Be) Reality.

Answer the two questions below to gain more clarity on how the way you perceive yourself impacts your income level:

1. Do I really feel that I deserve to earn a lot of money?

It doesn't matter if you want to earn an extra \$100 this week or \$1 million dollars next year—if you don't believe you deserve it, you won't achieve it. Stop telling yourself you aren't smart enough or good enough. Start valuing yourself. People will only value you to the degree you value and see yourself. We all have our money face on, whether we're aware of it or not. To attract more money, you must alter your financial persona.

2. What is my financial persona?



Start thinking and acting like the people who earn the amount of money you want to make. It's the "fake it till you make it" concept. It may feel awkward at first, and your internal dialogue may try and psych you out—"You're not making that much money yet, so why are you acting so fancy?"—so when you encounter this kind of resistance, persevere and "act as if." Get into the vibration of having the right positive thoughts! Here's an example:

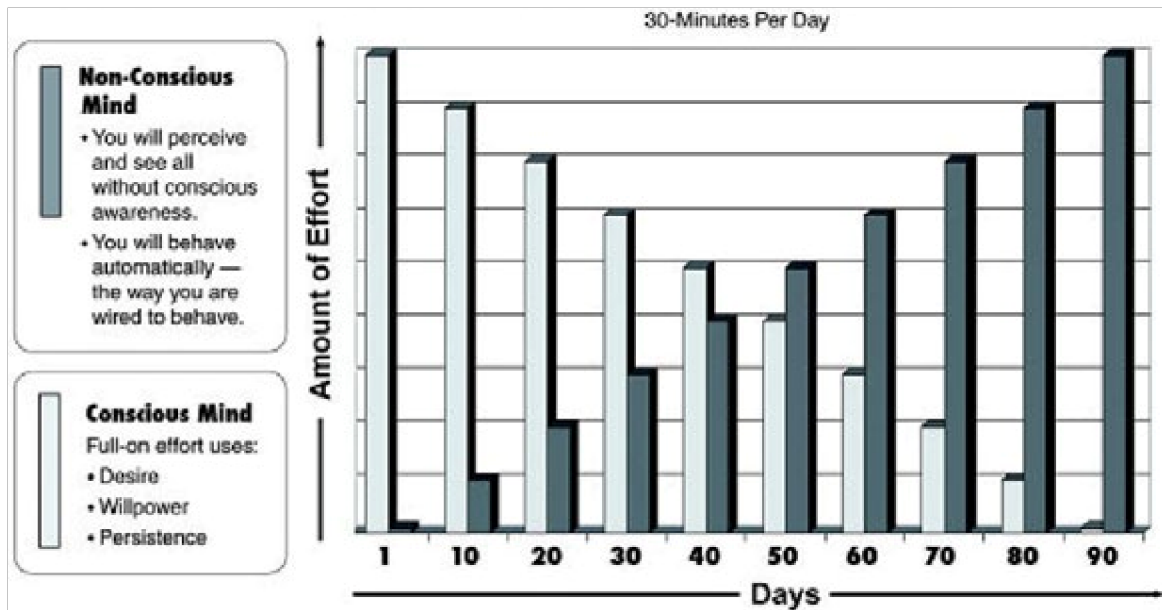
When Donald Trump was 900 million dollars in debt, he kept his game face on, as if nothing was wrong. Although he was probably getting irate phone calls and visits from creditors, Trump kept his deserving level—his persona—in line with that of a billionaire. For people who didn't know the truth, his mask of a billionaire projected an air of arrogance and certainty that made people want to do business with him. His outside world soon began to mirror his inside world once again.

By acting as if, you will be treating yourself with value and starting to get into the right vibration.

Money is abundant, and will give you options and choices. It all begins by changing your financial persona!

PART II: WINNING THE GAME OF MONEY

NEURAL RECONDITIONING PROCESS™ TECHNIQUES



The Neural Reconditioning process takes into consideration the best ways to access your subconscious mind and alter the neural networks that are no longer working for you, as well as creating the new ones needed to achieve your goals and dreams.

Research has shown that it takes 30 to 90 days of daily repetition to make a significant impact on developing new beliefs and habits, when you consciously make the effort to acquire them. You are learning to enter new ranges of frequencies and possibilities on your own by accessing your subconscious mind through conscious choice

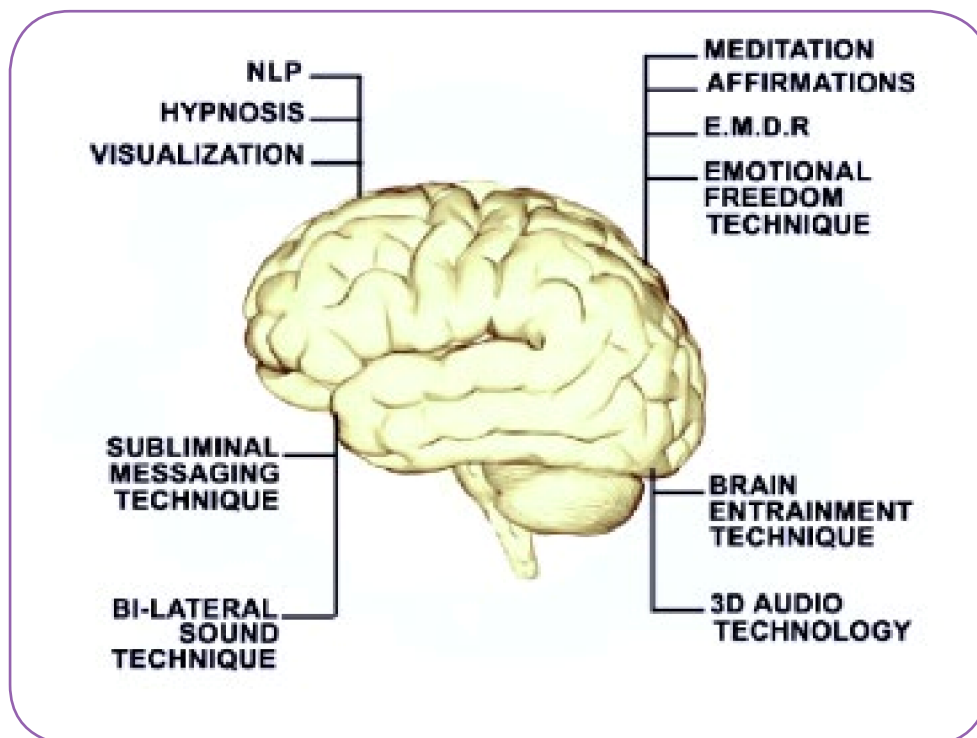
As you make the conscious effort to retrain your brain daily, doing so becomes habit. When it becomes a habit, you'll do it automatically; it will become part of your daily routine.

In other words, **no effort will be required** to maintain your Innercise Program. You will automatically reinforce your new positive beliefs and habits as your thoughts are reinforced by environmental factors, and vice versa.

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

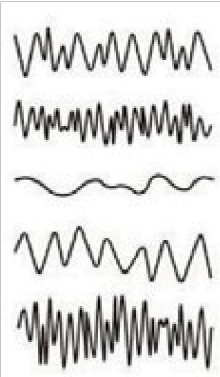
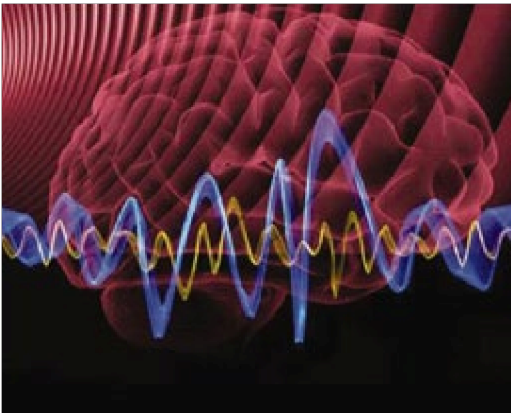
NEURAL RECONDITIONING PROCESS™ TECHNIQUES: Overview

- 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



THE POWER OF YOUR BRAIN WAVES

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

Brain Wave Pattern	Name and Brief Description
<ul style="list-style-type: none"> ▪ Beta: Alert/Working ▪ Alpha: Relaxed focus ▪ Delta: Dreamless sleep ▪ Theta: Dreaming ▪ Gamma: Most powerful brainwave found to date 	 <p><u>Beta (14-39.9 Hz) — Alert/Working/Stress</u></p> <p>Waking to Fast. Not conducive to super-learning. This is your day-to-day awake state—the higher end of the spectrum indicates engagement, or stress.</p>
	<p><u>Alpha (8-13.9 Hz) — Relaxed Focus</u></p> <p>Relaxed. Can be induced by meditation or light trance. Indicates increased serotonin production and the beginning of access to your subconscious mind. Conducive to super-learning and higher intuitive factors.</p>
	<p><u>Delta (.1-3.9Hz) — Non-Focus</u></p> <p>Very slow. Indicates dreamless sleep or deep meditative state. Human growth hormone released.</p>
	<p><u>Theta (4-7.9 Hz) — Internal/Integrative Focus</u></p> <p>Slowed. Can be induced by meditation or 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.</p>
<p><u>Gamma Waves (40-100 Hz) — Peak Performance</u></p> <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.</p>	

But let's back up a minute. What exactly is a brain wave and what does a brain wave tell us about what is happening within our brains?

An electroencephalograph (EEG) is a medical device that measures the electrical activity on your scalp and plots it out in lines that look 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; 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 the wave and then find the next point on the wave where the pattern begins

to repeat. This 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 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; for the sake of convenience, they’re 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 indicate states of peak performance plus super concentration (mental or physical).
- Associated with higher mental activity (not normal thinking or problem-solving) which includes flashes of brilliance, sudden bursts of insight, and moments of extreme focus or concentration.
- Some studies have linked these waves with the synchronization and consolidation of
- information across the 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; those at the lower end are usually accompanied by feelings of clear headedness, alertness and creativity.

The Alpha Waves

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

- These waves generally indicate a relaxed, 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 experience momentarily as you're 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 (vital for learning and memory) and accelerated healing.
- This state of awareness is conducive to integrating your emotional experiences and changing behavior. It is the level of your subconscious that holds some of the deepest programming for your behavior- where we find unconscious or suppressed desires and beliefs.
- It is also the first state through which you can start to tap into a universal intelligence. 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 your subconscious mind in a way that is not available to your conscious mind.
- Response for your 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 your brain doesn't actually produce a single brain wave. 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's needed and then allows the others to become dominant as the situation changes.

Scientists are now able to verify that meditation actually changes 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 conscious states and biological responses, researchers are coming closer to understanding the connection between mind, body and spirit. Perhaps it's 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

But whether your interest in meditation stems from the benefits you'll receive in just one of the above areas or all of them (whatever you consider your goal), the practice of meditation offers transformations 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're only looking for a way to lower your blood pressure, meditation will inevitably lead you to new opportunities for growth in other areas of your life as well. That's just how it works.

BRAIN ENTRAINMENT

Brainwave frequencies affect every aspect of your life. Society conditions us to being in certain types of frequencies and these frequencies affect every cell in your body. We now know through scientific research that we can recondition the human brain even in old age. There are certain brainwave frequencies that support you to recondition your neural patterns no matter how old you are. 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 Financial environment, and the level of 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. (Before now, simultaneous brain entertainment was almost impossible to do in a controlled manner.) This system uses proprietary advanced 3-D Technology to entrain both your dominant and sub-dominant brainwave patterns at the same time. It can 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 far beyond what is normally possible interference. The 3-D layering process also helps induce a trance state while substantially increasing the processing load of the conscious and non-conscious functions of the brain. In essence, this forces the brain to do MASSIVE amounts of internal math. This increased processing long 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 of positive brain chemicals like 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 financial success because they express and create the beliefs that will settle deep into your subconscious mind. The beliefs in your subconscious mind get your inner game working for you so you can win the outer game of money.

An affirmation is a clear statement that declares a belief and makes a firm importune in your subconscious mind. The process of impressing affirmations within your brain is already going on- but when left to the default mode, the affirmations are seldom positive. Being intentional about what you want to affirm is important in getting the results you want for your financial success.

Repeating affirmation 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 laid down in the right frequency. Creating new affirmations based on the following statement types can change your life an finances for the better:

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

Hypnosis

Hypnosis is a process by which the conscious mind is initially engaged to access inner

resources, deeper learning, and enhanced personal growth. These audio tracks use techniques including confusion, embedded positive commands, and sensory overload to help disengage your conscious mind's critical nature 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 choose a fully qualified person who has positive intentions and positive messages when information is being sent to your subconscious. It's important information to realize that all hypnosis is self-hypnosis; nothing can be done to you that you will 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 who are comfortable in that state of fun and mind. Hypnosis can be powerful when helping guide you through something that has had a negative impact on you or when helping you implant something positive to your subconscious mind.

Visualizations

The act of visualization is powerful. Visualization is the process of forming a mental image of some thing based on the past, the present, and the future. When you visualize about the past, it is a visual memory—but when you alter the visualization, it becomes imagination. Your ability to visualize is crucial to your ability to comprehend and learn because language translates to mental images. You can even visualize about the future- which draws you toward fulfilling what you visualize for yourself (whether what you visualize is wanted or unwanted in your physical world).

Your conscious and subconscious play a role in visualization. Your 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 happened before. The conscious mind has a major weakness about following through because it gets distracted. The conscious mind processes 1/2 to 1/millionths of 1% of the amount of the subconscious. By contrast, the subconscious mind focuses on the complete picture at once and isn't limited to what has been done before. The subconscious process remembers billions of things at once—and never forgets anything that occurs during 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, but each form 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; 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 every moment.

Meditation differs from relaxation, thinking, and concentration. Relaxation tends to be an external change, internally, you can remain anxious. Meditation transcends and allows both the mind and body to relax, be aware and calm. Thinking takes energy and has a tendency to be focused on problem solving. Thinking can also be scattered and cause overwhelm. Meditation transcends the thought process, allowing you to remind yourself that you’re in control of your thoughts. Although meditation involved concentration techniques, concentration is generally focused thinking to find a solution. Meditation is focused awareness with total awareness of all going on around you—but without getting distracted.

Science has discovered that electrical activity in the brain is associated with certain brainwave frequencies for different states of consciousness. Today’s fast-paced society keeps your brainwaves in an over-thinking, stress-related state of brain activity Scientists have also verified that meditation changes brainwaves to a more balanced mix of brainwaves and slows them down to more healing levels of consciousness.

Being able to retain flexibility and adaptability of brainwaves is important in allowing us to be more physically resilient and capable of changing our brainwave frequencies to address changing situations. In a nutshell, science has proven that by mastering and controlling your mind, you can transform your life.

What’s common to most forms of meditation is that it’s designed to engage your body and mind to accomplish particular goals. Regulating breathing is central to meditation because breathing is controlled by the voluntary nervous system and by the involuntary nervous system. You can control your breathing consciously and subconsciously. When meditating, you ignore the flow of ideas, sounds, and thoughts to overcome distraction. This practice can be of great benefit when you aren’t 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 of Meditation,” it states how a new study in the Journal of Cognition & Cognition (2010) report that short spans 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 noticed. Meditation 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), explained that our attention naturally jumps around. But 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 span 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 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 to perceive and respond anew. And many other benefits of meditation are being discovered— including increased motivation and emotional intelligence. Increasing your attention and awareness empowers you to be able to shape who you are and what you accomplish.



Subliminal Messages

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

This system includes subliminal messages during part of the audios; but this manual provides the actual transcripts that include the subliminal messages so you’re fully aware of what is said.

Neuro-Linguistic Programming

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

Bilateral Sound

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

Emotional Freedom Technique

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

OVERVIEW OF AUDIO TRACKS FOR ALL THREE LEVELS

The Foundation – Beginning Level

Introduction: Brain Retraining System Program

Levels 1-3 use the following methodologies:

•Hypnosis, NLP & Success Programming •Precision Affirmations •Meditations & Subliminals

Level 1: Beliefs & Habits Generator

Unique to this level: Universal Quantum Laboratory/Beliefs & Habits Generator

Level 2: Finding Financial Opportunity

Unique to this level: Centering & Opportunities Generator

Level 3: Attracting Wealth

Unique to this level: The Wealth Anchor

Quantum Acceleration - Intermediate Level

Levels 4-6 use the following methodologies:

•Hypnosis, NLP & Success Programming •Precision Affirmations •Meditations & Subliminals

Level 4: Increasing Wealth Feelings

Unique to this level: The Wealth Attractor

Level 5: Being Creative

Unique to this level: Centering & The Creativity Generator

Level 6: Tenacity & Resolve

Unique to this level: Centering & Tenacious Resolve

Pure Access - Advanced Level

Levels 7-9 are The Deep Programming Levels Using Various Methods of Meditation & Subliminals

BONUS MEDITATIONS

These meditations may be used at any time, eyes open or closed. They may even be used as background while you are going about your day, or while doing other work.

Immune System Booster – Get your brain into the perfect healing rhythm and develop the health you want and deserve. Use this track when you feel you are getting sick or when you have an illness that you want to release.

Mental Clarity Booster – Use this Audio when you are in need of some focused mental energy and whole-brain coherence.

Whole Brain Problem Solving – Use this audio to sync up both hemispheres of your brain and activate your inner genius and wisdom.

Alpha – Whenever you are looking to be relaxed and calm, use this audio track.

Theta-Delta – For deeper relation and pre-sleep, listen to this track and flow away into a gentle sleep.

Delta-Gamma – This can be used for super energy and focus. Use it while working, or to get into a very high vibration and frequency of thought and action.

Bonus Training Material-

“Doing less better *to completion* is better than *doing more* halfway.”

John Assaraf

The Million Dollar Success Library:

Learn from world leading experts on demand on various life, business & success topics. 75 + hours of content

The Success Manifestors Training Series:

Download and listen to these awesome audio interviews with John Assaraf and some of his personal advisors and mega successful friends.

Having It All - Achieving Your Life's Goals and Dreams:

Based on John Assaraf's New York Times Best Selling Book and \$3,000 per person live event, this program will have you setting goals and achieving them using the 7 natural universal laws while developing your strategies, tactics and timelines for achieving your financial and life success.

Personality Profile Assessment:

The Personality Profile Assessment will provide you a detailed profile about your personality and natural and adaptive characteristic traits. This survey has 3 sections that must be completed within one sitting and takes about 45 minutes to complete. After you finish the survey, your results will be emailed to you as a PDF and you will have access to a 1 hour video explaining the entire profile assessment and how to use it to your advantage.

How to Get More Done In Less Time:

Learn about two synergistic approaches for increasing productivity through Pareto and Parkinson's laws to expand your awareness around success and getting things done in less time.

Values Based Living:

Learn about living on an unconscious level vs. living from your highest values and how to make everyday decisions based on your highest values from a conscious level.

When you've completed the Brain Re-training System Tracking Chart for the full 90-Day cycle, you're finished. **CONGRATULATIONS!** Feel free to cycle back through the levels in a similar manner to continue on your path to success.

Other Programs:

Winning the Game of Business

Winning the Game of Fear

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 90-Day Cycle—let me know about your stories and what results you are getting in building your business and your life!

- John Assaraf

ACKNOWLEDGEMENTS

Jeff Gignac, C.H.T, M.N.L.P

Master Practitioner of Neuro-Linguistic
Programming and Master Brainwave
Entrainment Engineer

www.jeffgignac.com

jeff@jeffgignac.com

519.982.8856

Erica Jennings

JENNINGS DESIGN

Plano, Texas

erica@jenningsdesignonline.com

www.jenningsdesignonline.com/JA

214.226.5255

Richard Del Maestro Producer

Studio Del Maestro
Recording Studio & Production
2047 San Elijo Ave., Suite A
Cardiff by the Sea, CA 92007

<http://www.delmaestro.com>

maestro@delmaestro.com

760.550.9005



PO BOX 5005, #138
Rancho Santa Fe, CA 92067
858.227.4971
www.myneurogym.com

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