

CUTTING EDGE RESEARCH REVEALS...

A WHOLE NEW WAY TO GET MUCH MORE OF EVERYTHING YOU WANT

MORE HAPPINESS, MORE INNER PEACE, GREATER RESILIENCY,
MORE WILLPOWER, BETTER HEALTH, LESS STRESS, A BETTER
MEMORY, AND MORE LOVE

Bill Harris

Founder & Director, Centerpointe Research Institute



Wednesday, 9:13AM

From the Desk of Bill Harris

BE SURE TO READ THIS FIRST...

Hello and welcome.

My name is Bill Harris. I'm so glad you requested this free Special Report. Many people have described it as "a treat," "eye-opening," and especially...



..."LIFE-CHANGING."

Why are people so impressed with this Report? First of all, you should know that over two million people in 193 countries have already benefited from the ideas this Special Report contains.

That alone should motivate you to read it!

In fact, I'm going to make a prediction:

Once you've read this Report you're going to be so excited about what you've learned that you'll want to share it with your family, your friends, and the other people you love.

At this point, though, may I make a small request?

Decide right now to read the entire report.

It won't take long, and especially if you're after something "life-changing," the few minutes you'll spend with this information will be worth it, I promise.

This Report will give you an incredibly useful (and entirely new) way to think about and create success in every area of your life. You'll finally have what you need...

...TO GET A LOT MORE OF EVERYTHING YOU WANT.

So what do you want? How about **more positive feelings and emotions** – and fewer of those that are difficult and unpleasant?

First of all, then, what if you could have more choice about how you feel?

It's possible. I've already shown millions of people how to do it, and in this report I'll show you how you can do it, too.

Are you feeling just a bit more excited about reading it? I hope so.

There's more, though:

In addition to having more choice about your feelings, what if you could also have **more**

choice about how you behave?

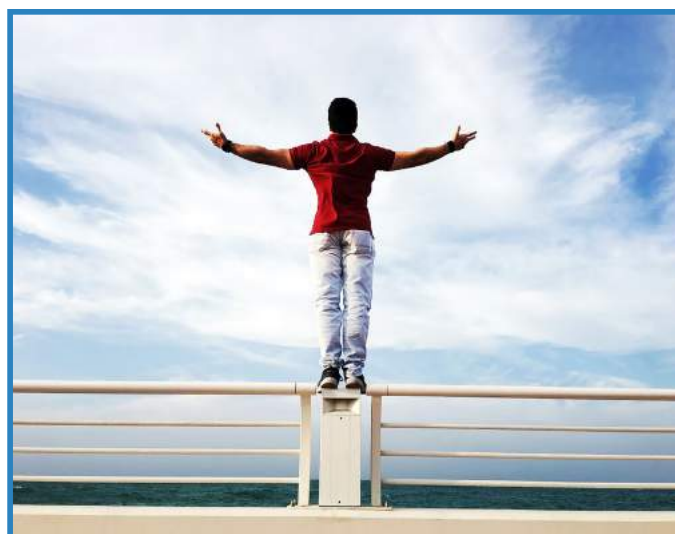
With that choice, you could consistently follow through on whatever you decide to do, without procrastination, second-guessing, or lack of confidence.

And, you could easily avoid behaviors that have negative consequences. For instance...

- **Eating what you shouldn't eat or have vowed not to eat**
- **Saying what you later regret saying**
- **Spending money you don't have on something you don't really need**
- **Blowing off working on your goals, exercising, or any other important thing you've decided to do**



Again, I'm going to show you how to do this, and...



...BELIEVE IT OR NOT, IT ISN'T THAT DIFFICULT.

But let's not stop there. What if you had more choice about which people and situations you attract or become attracted to? There are people who end up in your life that *I know* you could do without.

Am I right? I'll show you how this happens, and how to stop unconsciously allowing it to happen.

Plus, as you'll see when you dive into the Report itself, there are many more valuable and life-changing nuggets I know you'll appreciate.

As you begin to live from this new perspective, you'll see why this Report has been described as "life-changing."

SO WHAT'S THE SECRET TO ALL THIS?

It's something I refer to as *awareness*. (I'll describe exactly what I mean by awareness in the Report itself.)

[HINT: It has to do with augmenting a key part of your brain, something scientists have only recently learned how to do.]

Whatever you do *with awareness always* moves you toward what you want. What you do *without awareness* happens on autopilot, outside your awareness.

Unfortunately, 99% of people are living on autopilot. You don't have to be one of them, however.

Sometimes what you do on autopilot *accidentally* gives you what you want, but most of the time...

...IT DOESN'T.

This Special Report, then, will tell you how to

e. create more awareness, and then

f. use it to get what you want in life.

And believe me, this works (boy, does it work).

This Special Report can easily be read in one sitting, but it will positively affect your life for a very LONG time.

So don't wait, please turn the page and get started right now.

BE WELL.

Bill

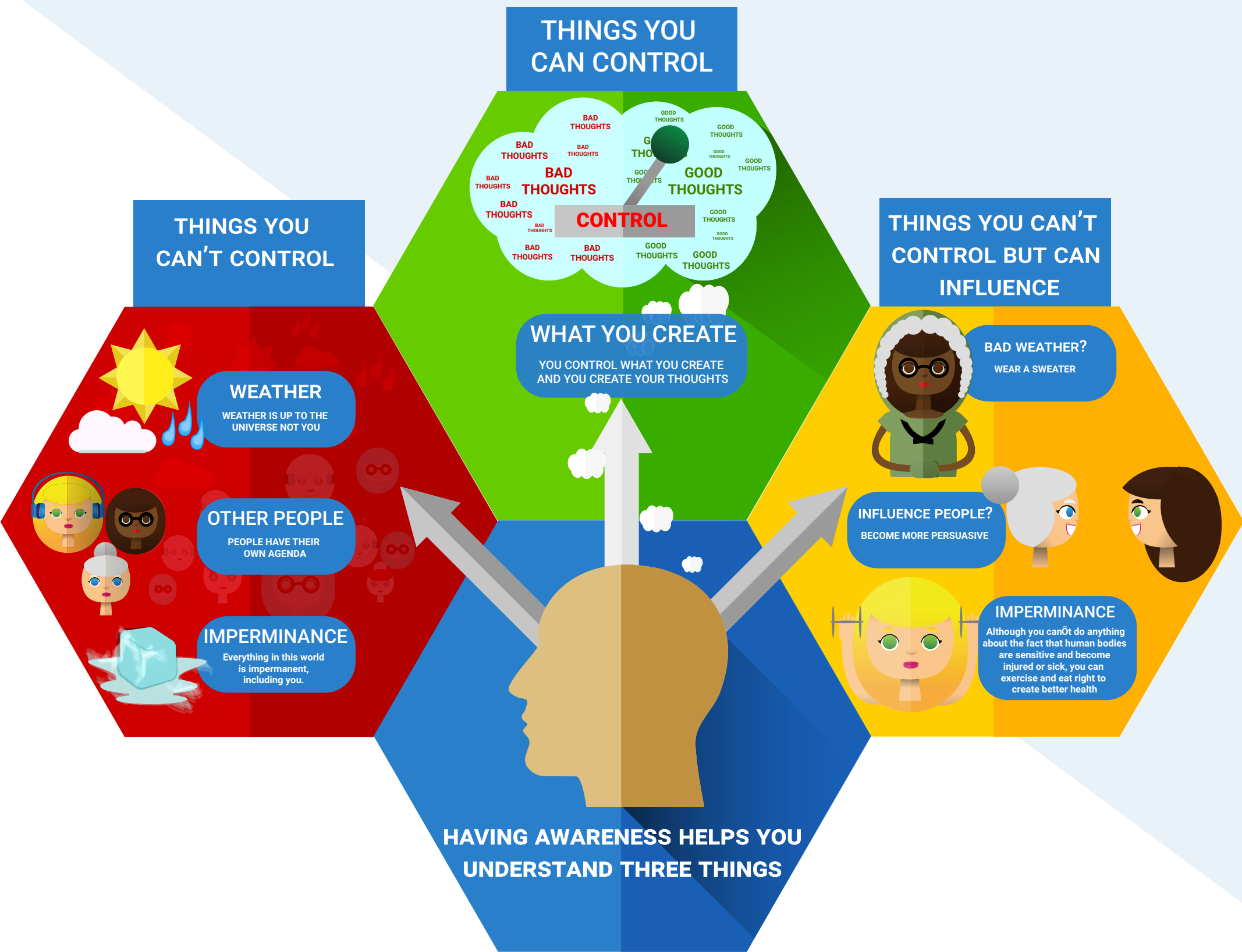
PS: The final section of this Special Report shows you the best way I've found for rapidly increasing your awareness (by enhancing that key part of the brain I mentioned above).

This method is based on some stunning new research at top universities and research centers. As you'll see, this one small change makes everything I've promised much, much easier to achieve and enjoy.

First things first, though. Don't jump to the end. The solution will make much more sense after you've read the full Report. So please read this amazing Special Report first. Okay?

TABLE OF CONTENTS

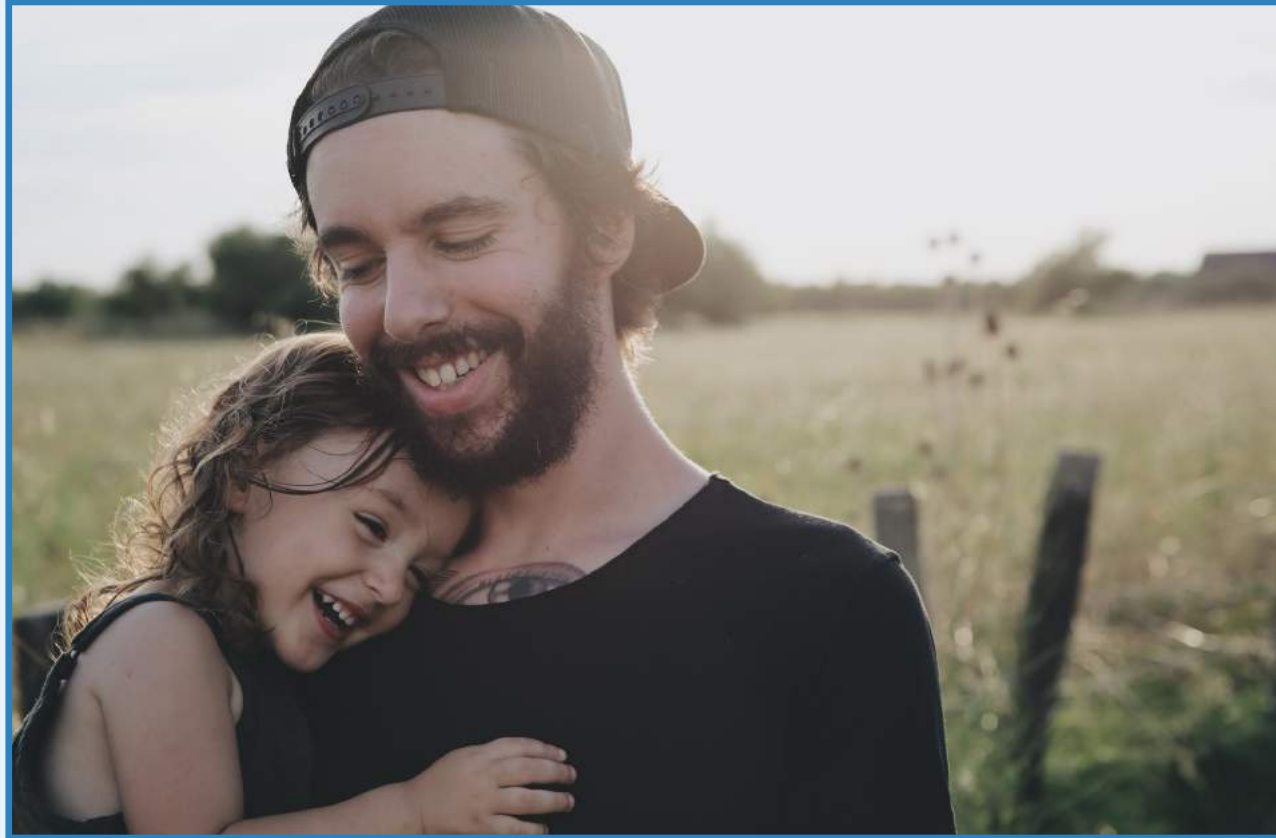
Welcome Letter (Read This First)	1
Master This and Life Becomes Easy.....	6
The Four Things You <i>Could</i> Have a Choice About.....	12
Autopilot or Awareness?.....	20
“Betcha Can’t Eat Just One!”.....	25
An Easy Solution.....	32



MASTER THIS AND LIFE BECOMES EASY

In this chapter you'll learn...

- The 4 key areas of life where you could have a choice (but don't right now)...
- Why you don't have choice in these areas...
- The simple solution that will allow you to have lots of life-changing choice in these key areas...
- And more...



I'm guessing that you may have already been around the block a few times in terms of trying to make your life better. You may have read self-help books. You may have been to personal growth or self-improvement seminars.

And, probably some of what you've done has helped. I know that to a certain degree these things helped me when I did them years ago. I wondered, though (and perhaps you've also wondered), why they didn't work as well as they were supposed to work.

I BELIEVE I'VE FOUND THE ANSWER TO THAT QUESTION.

I realized that there's something more fundamental to a well-lived life than merely mastering the how-to. The how-to is, of course, important, but there's something more fundamental, something that underlies the how-to—and the "how-to-be". It allows you to take purposeful action once you have the how-to, but it also allows you to just plain feel good, to be more comfortable in your own skin....

...AND TO BE A MORE LOVING AND COMPASSIONATE PERSON.

Without this fundamental, it's nearly impossible to implement the how-to you've learned, which can be quite frustrating.

So let me tell you about these fundamentals, because not having your head around them might just be the missing piece (as it was for me), and the reason why all the other steps you've taken haven't worked quite as well as you'd hoped (or perhaps haven't worked at all, in some cases).

As I explain these fundamentals, and how one leads to the next, until we finally get to the nuts and

bolts, I think you'll agree that this approach makes more sense than any other explanation of the human condition you've heard.

What's more, it's extremely practical, and actually not that difficult to implement.

It took me quite a while to figure this out, but one of the key insights I've had—in fact, THE key insight—is that...

...LIFE IS ALL ABOUT INCREASING THE AMOUNT OF CHOICE YOU HAVE.

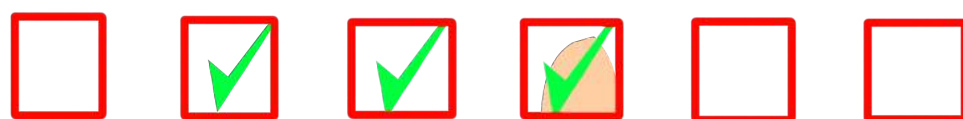
Certainly that's true about your external life—the more you can choose where you live, what you do for a living, how much money you make, who you spend your life with, and so forth, obviously the more pleasant and fulfilling your life can be.

And though these external choices are important, I'm also talking about choice in another sense. To make it clear exactly what I mean, let's take a look at three categories:

1. Those things we could have a choice about...

2. Those we'll never have a choice about, and...

3. Those we can merely influence.



First of all, there are many things over which we have *absolutely no choice*.



For instance, everything in this world is impermanent, including you. Every person, situation, or thing eventually comes to an end, goes away, or falls apart. We have no choice about this, even though it causes a lot of human suffering. It's built into the universe.

We also have no choice about the weather, earthquakes, the sun, gravity, that we're sensitive and need a certain temperature range or we can't live, that we need food, water, shelter, love and so forth.

We also can't do much about what other people do. Have you noticed that it's really hard to get other people to do what you want them to do? I certainly have. Other people have their own agenda, and that agenda often gets in the way of your ability to get what you want.

So, when you think about it, there are quite a few things in life over which you really have no control, no choice. That's just the way it is. My suggestion, then, is not to worry about these things...

...BECAUSE YOU CAN'T DO ANYTHING ABOUT THEM, ANYWAY.

There are, of course, some things that, although you can't control them, you can influence them. You can influence other people by becoming more persuasive, but this is limited by the fact that there are so many other people and you don't have access to most of them. And, many people will be resistant to your influence. After all, they have their own agenda.

And, although you can't do anything about the fact that human bodies are sensitive and become injured or sick, you can exercise and eat right to create better health (though you'll still eventually get old and die).

You can't change the weather, but you can wear warm clothes when it's cold, or air-condition your home when it gets hot. There are many things in life you can influence, even though you can't ultimately control them.

Finally, there are some things that you can have a choice about, things over which you can exercise control.

So, focus on what you can control, influence those things you can influence, and then...

...DON'T WORRY ABOUT THOSE THINGS YOU CAN'T DO ANYTHING ABOUT.

This may seem obvious when I say it, *but most people aren't doing it*, and you probably aren't either. I know I wasn't—until I got clear about how all of this works. So let's ask the BIG question:

WHAT CAN YOU HAVE A CHOICE ABOUT?



What are the criteria? What determines whether or not you could have a choice about something?

Interesting question, don't you think?

I've spent years pondering this question, and here's what I've come up with:

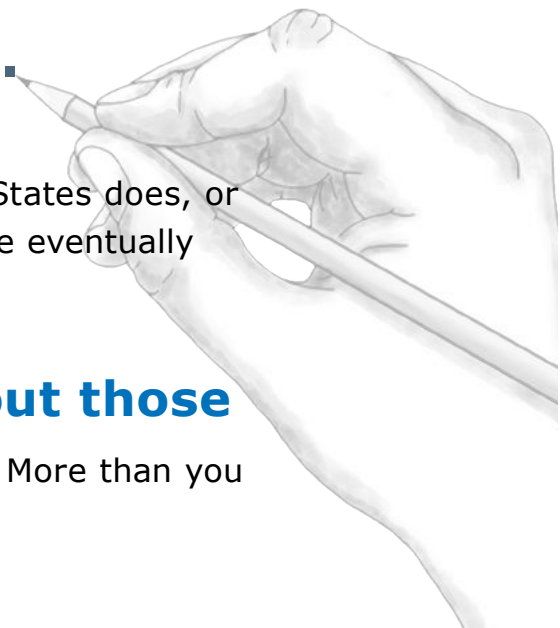
YOU HAVE A CHOICE—OR, RATHER, COULD HAVE A CHOICE—ABOUT WHAT YOU CREATE.

You don't create the weather, or gravity, or what the President of the United States does, or that you need oxygen to stay alive, or the fact that everything in this universe eventually comes to an end—which is why you don't have a choice about those things.

I hope this makes sense to you. **You have a choice only about those things you actually create.** Okay, then, what do you create? More than you think, as we'll see in just a moment.

But first, there's a second criterion for having a choice: awareness.

You can only have a choice about something you're aware of.



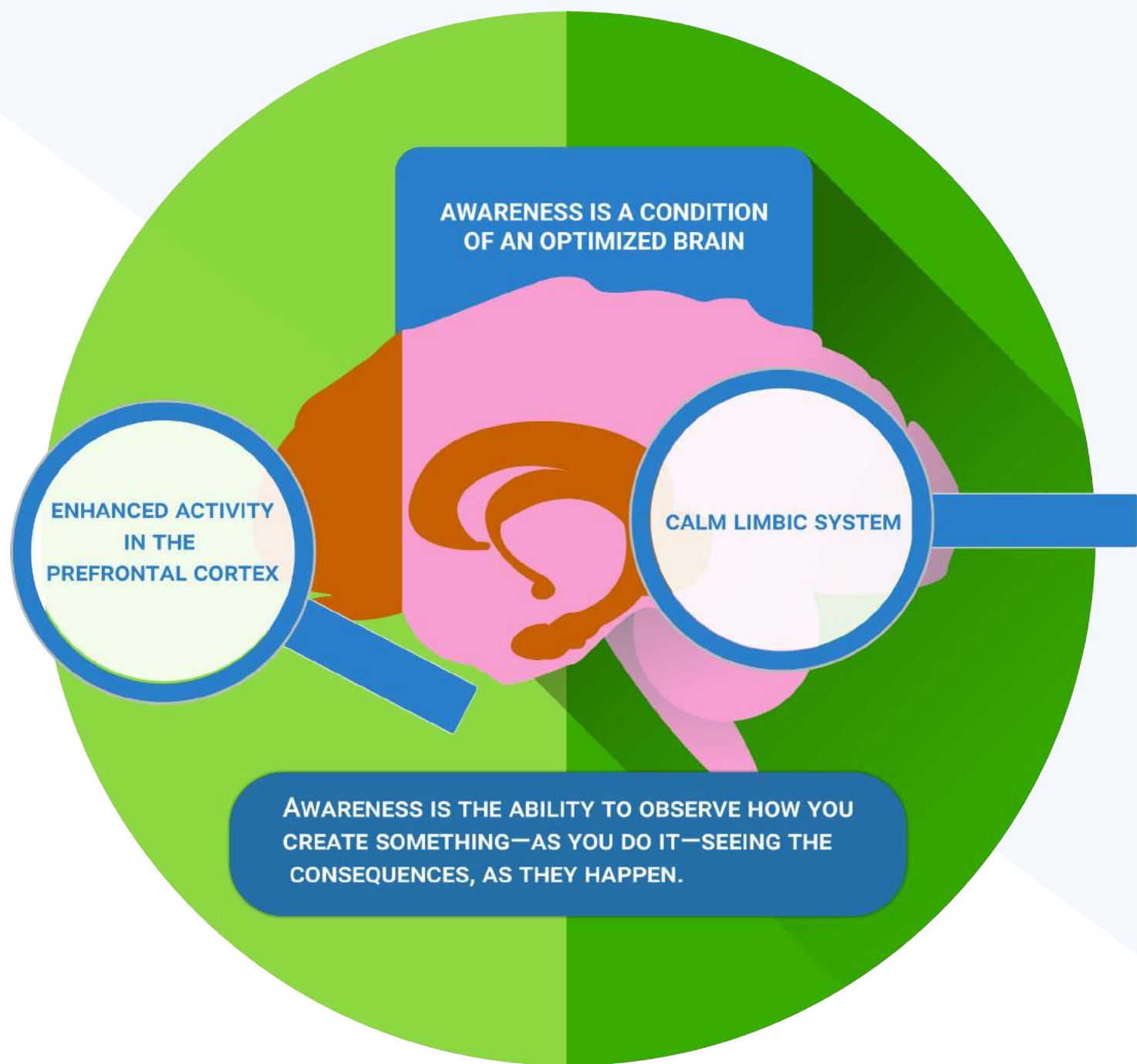
IN OTHER WORDS, AWARENESS CREATES CHOICE.

You're probably saying to yourself right now, "What in the world does he mean by that?" I'll explain in a moment, but first, let's answer an even more fundamental question:



WHAT DO I MEAN BY "AWARENESS"?

And this, my friends, is where it really gets good, so keep reading and we'll continue...



THE FOUR THINGS YOU COULD HAVE A CHOICE ABOUT

In this chapter you'll learn...

- **What awareness means (and why it's crucial to your life)...**
- **How additional awareness has already created (some) choice in your life...**
- **How your life would change if your feelings and other internal states were a choice...**
- **And more...**

The word “awareness” is often used in a fluffy and inexact way. When I use the word, though, I mean something quite specific. Awareness is created in your brain, in a very specific way, and there’s actually quite a bit of research about it.

Here’s how I define awareness: Awareness is the ability to observe how you create something—as you do it—seeing the consequences, as they happen. In fact, in many cases, awareness allows you to see the consequences before they happen...

...WHICH CAN SAVE YOU A LOT OF GRIEF.

This ability is a function of several brain areas, but a great deal of it happens in the *prefrontal cortex*, the seat of what scientists call *executive control* or *self-regulation*—the part of the brain responsible for:

- **Planning**
- **Self-control and willpower**
- **Complex cognitive behaviors**
- **Personality expression**
- **Decision-making**
- **Regulating social behavior**

Your prefrontal cortex allows you to differentiate between conflicting thoughts, predict outcomes, set expectations, and suppress urges that might lead to non-resourceful outcomes—like talking back to the cop who pulled you over, eating three more donuts, or putting off working on your goals.

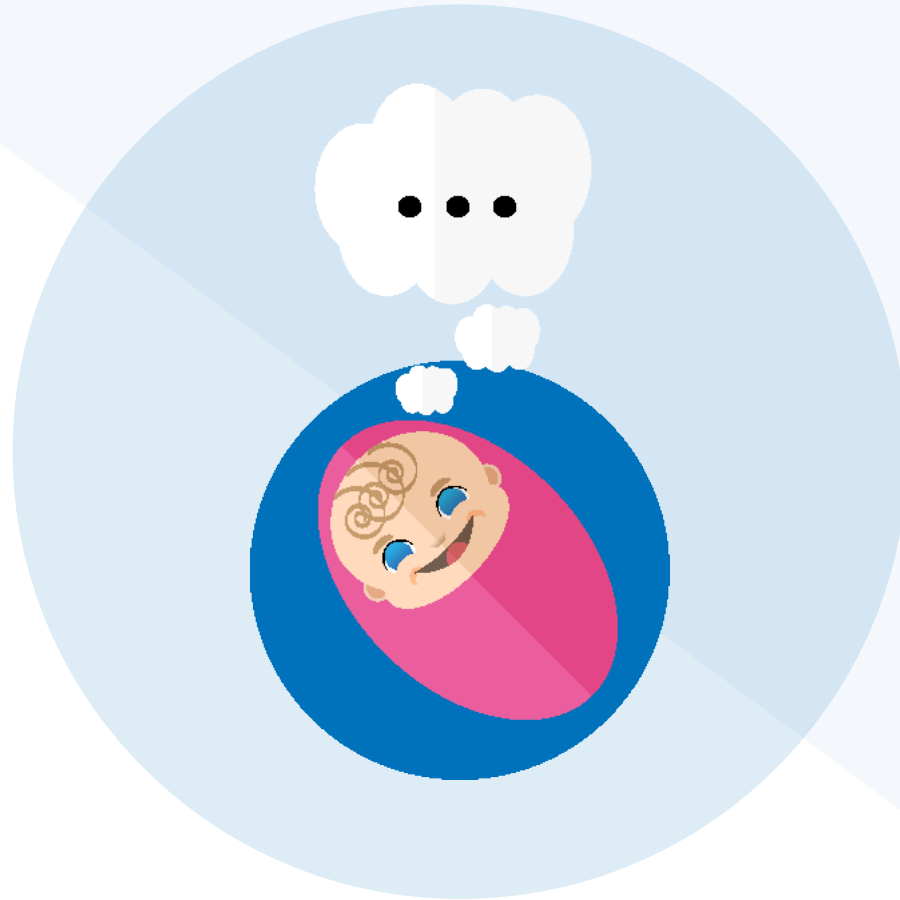
Before I describe the things you *could* have a choice about, let’s look at a few examples of how awareness has already created choice for you. This will allow you to see how basic awareness is to everything you do.

Once that light bulb goes on, you’ll more easily see how additional awareness, directed toward how you create some extremely fundamental aspects of your life, could powerfully change things for you—and give you choices you’ve probably never dreamed could be possible.

I’m sure you’ve seen an infant lying on a bed or in a crib. She’s looking around, but she’s not intentionally looking at any particular thing. Because she has very little awareness, where she looks isn’t yet a choice—instead, it happens automatically and unintentionally (as does everything *you* do outside your awareness).

The same is true of our infant’s movements. She moves her arms and legs, but without

intention. Her movements are random. Because she has no awareness of her movements...



...THEY AREN'T A CHOICE.

Are you with me on this so far?

Wait a month or so, however, and the baby's brain develops to the point where she now has some awareness of how she directs her gaze. As a result, she can decide where she looks. She can choose to look at a mobile over her bed or her mother's face.

She also has more awareness about her movements. She's learned that she can grab a rattle, put something in her mouth, kick something with her legs, or roll over. To do any of these things intentionally—to have a choice about where to look or how to move—she has to be aware of how she does these things.

WITH AWARENESS COMES CHOICE.



Do you see how this works? You've already gained choice over what you look at and how you move, and it was awareness that gave you that choice. These are simple things, and we take them for granted, but as you'll see, awareness about some other things you create can really change your life.

But let's follow our baby a little further.



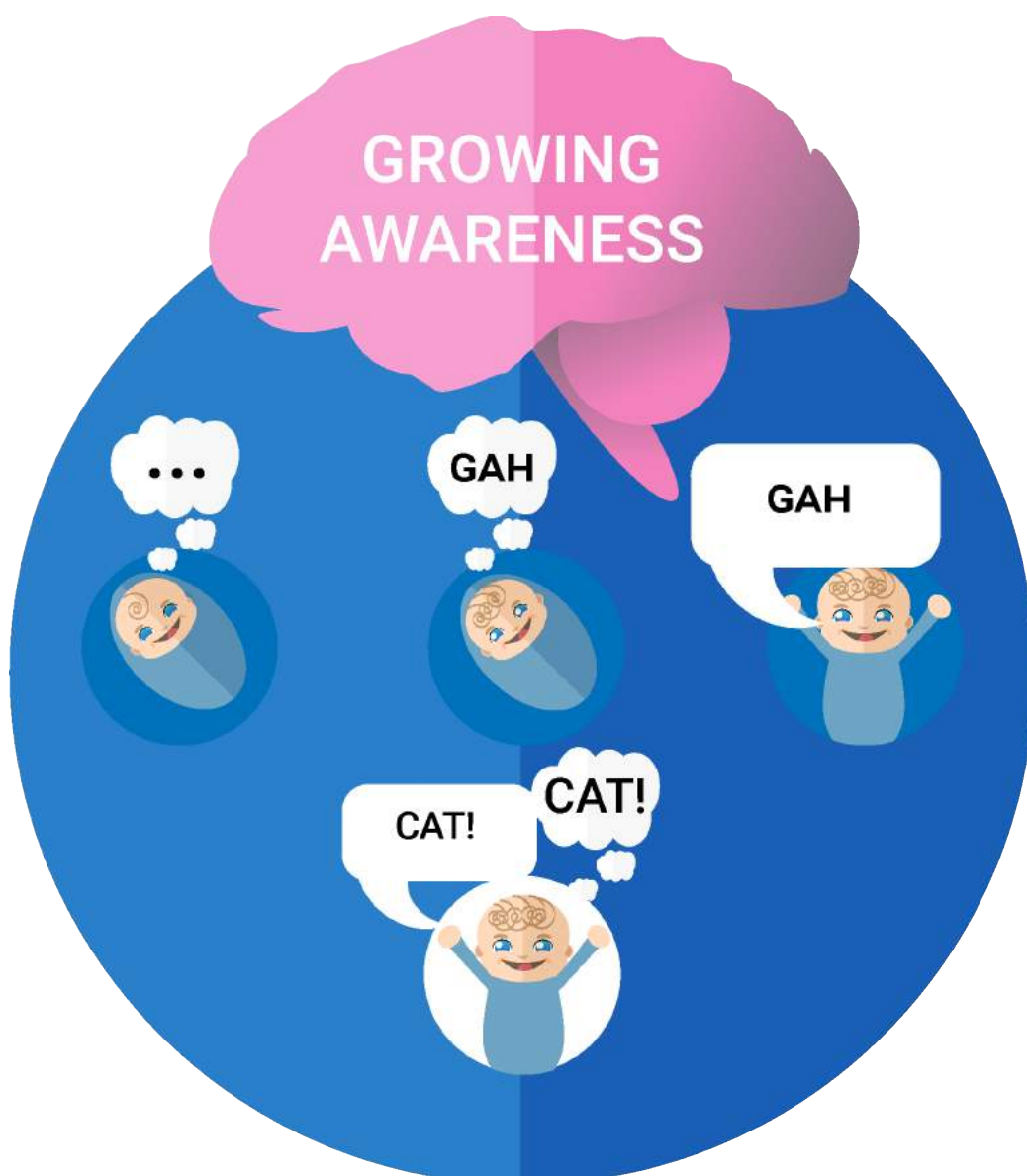
When she becomes a toddler, she learns how to speak. First, she has to become aware of the sounds made by the people around her. She also needs to be aware of how she can make similar sounds. Before this point, she can make sounds, but they aren't intentional. They're random, in the same way she was originally moving her arms and legs.

Once she becomes aware of how to make certain sounds, however, she starts to talk. Again, awareness of how she makes sounds causes them to become a choice. And, of course, this awareness is a function of her early brain development.

With speaking comes thinking, but the toddler doesn't have enough awareness to observe her thoughts, so what she thinks about isn't a choice—yet. At a certain point, however, she gains enough awareness to notice that she's thinking, to notice that...

...SHE'S TALKING TO HERSELF INSIDE HER HEAD.

Guess what happens at that point? That's right. *Thinking becomes a choice.* Now, instead of



automatically thinking, she can intentionally decide what to think about. Without awareness, thinking and behavior happen automatically. With awareness—or, rather, to the degree that we have awareness...

...THINKING AND ACTING BECOME A CHOICE.

Our baby has only rudimentary choice over her thoughts, though. As we'll see, there are degrees of awareness and degrees of choice. With enough choice over your thinking—and over several other things...



...YOU CAN DEVELOP AN INCREDIBLE AMOUNT OF PERSONAL POWER AND EFFECTIVENESS.

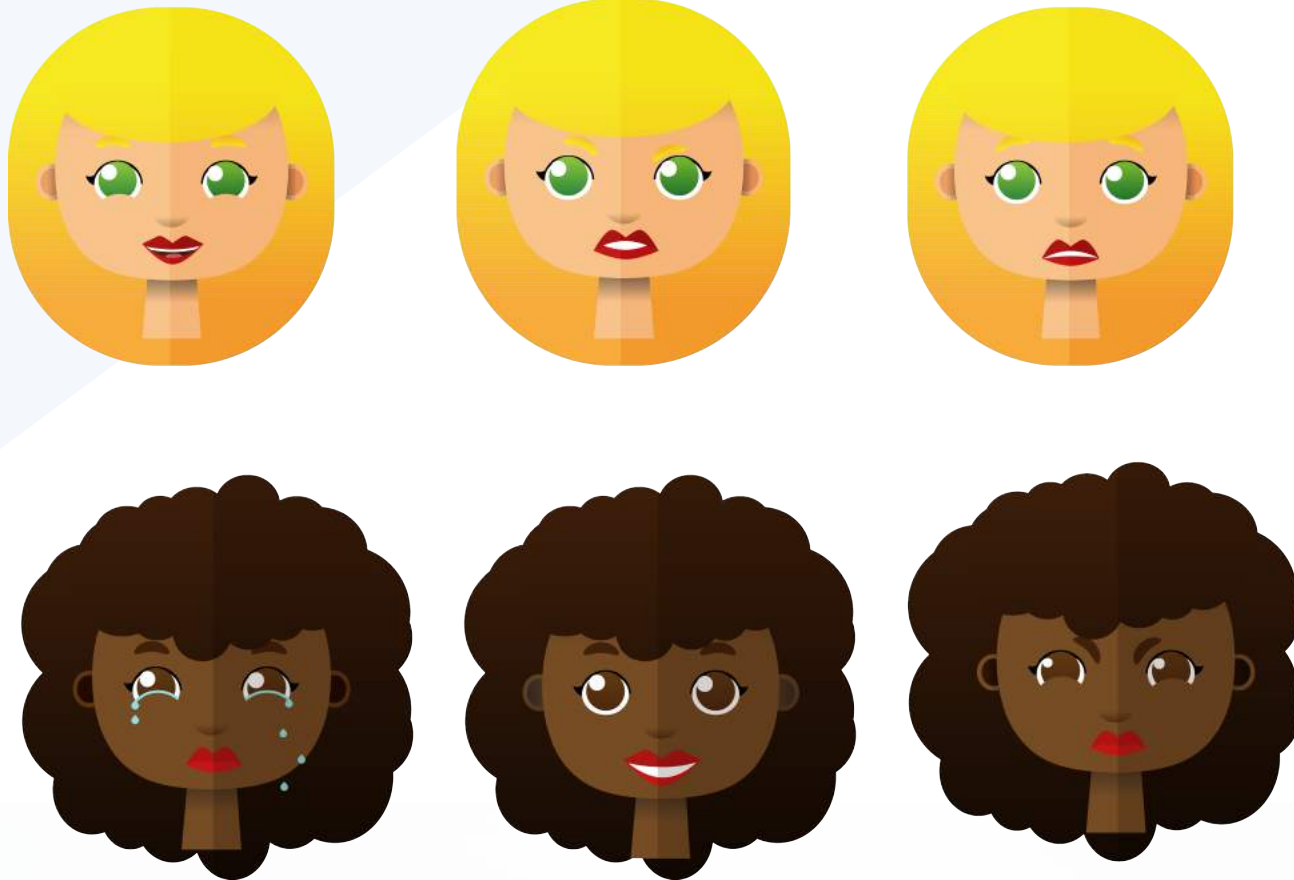
There are other ways that awareness creates choice. An Olympic gymnast, for instance, can perform amazing movements with his body because he's practiced being aware of how to create those movements (and, of course, how to execute them) until they become a choice. The same could be said of being a concert pianist, a persuasive public speaker, an effective author or even driving a car (and, really, any skill).

Right now, you're creating other important parts of your experience of life, but you're creating them *outside your awareness*. Because of that, they seem to happen automatically.

In other words...

...THEY AREN'T A CHOICE.

Take feelings, for instance. It seems as if feelings just happen, either in response to something you experience or just out of the blue. There are, however, *certain things you do inside*—certain cognitive events that happen inside your mind—that generate your feelings (things like fear, anger, joy, happiness, anxiety or whatever).



These same internal cognitive events also generate other internal states that aren't exactly feelings: motivation, confidence, ability to focus, persistence, peace of mind, courage, resilience and so forth. So, consider this:

If you could be aware of how you create these feelings and other internal states—if you could watch what you're doing inside to create them, as you do it—what would that awareness create?

THAT'S RIGHT. CHOICE.

The idea of having choice about feelings and other internal states seems improbable to most people. That's because they don't have the awareness to clearly see how possible it really is.

Those who have this kind of awareness *do* choose their internal state, and you can, too.

WHAT COULD YOU DO IF YOUR FEELINGS AND OTHER INTERNAL STATES WERE A CHOICE?

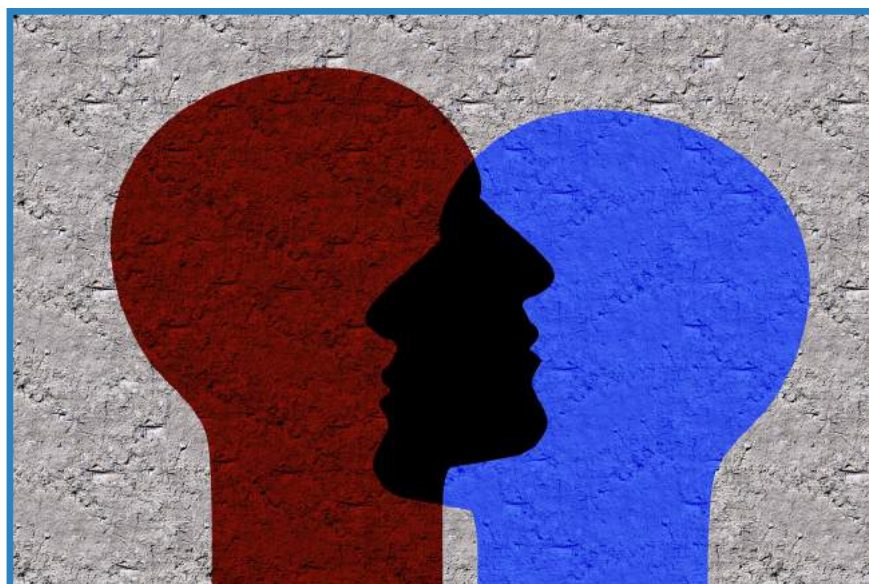
You could:

- **Choose to drop bad habits**
- **Have fewer unpleasant feelings**
- **Be less reactive emotionally**
- **Take action when you want to or know you should**
- **Act less often in a way you later regret**
- **Feel happier and have more inner peace**
- **And a lot more.**

More choice would clearly change your life—in a fundamental way. And we’ve only covered one aspect of life you could potentially have a choice about—your feelings and other internal states.

Remember that awareness gives you the ability to see yourself do or create something, as you do it, while also seeing the consequences, as you create them.

But this is more than just seeing what happens externally, or recognizing your feelings once they happen. The awareness I’m talking about includes the ability to see how you create your feelings and behaviors, as you do it...



**...BEGINNING WITH WHAT YOU DO INSIDE YOUR
HEAD.**

Awareness is much more than merely *knowing* what you're creating. Knowing and awareness are not the same. In fact, "knowing" is the boobie prize in personal growth.

So, let's look at the four areas of life over which you could—with enough awareness—have a choice.

1. Feelings and other internal states

2. Behaviors

3. The people and situations you attract or become attracted to

4. The *meanings* you assign to what happens

Now, if you stop and think about each of these, you'll see that they cover *a lot* of ground. They really do cover everything in life you *could* have a choice about. (And, if you had a choice in these four areas of life, your life would be infinitely better!)

Why are these four things potentially a choice? First, because you create them! They come from something you do. And if, right now, it doesn't seem that you're creating them...

**...IT'S BECAUSE YOU'RE CREATING THEM
AUTOMATICALLY, OUTSIDE
YOUR AWARENESS.**

These four key areas of life are generated inside of you by an ongoing stream of internal cognitive processes that ordinarily happen *automatically* (more about this later). To have choice about them, you have to create them with *awareness*. That is, *learn to see yourself create them, as you do it.*

As long as you create them outside your awareness, it will seem as if they *just happen*.

**NOW THAT YOU KNOW THIS, YOU
HAVE A DECISION TO MAKE...**

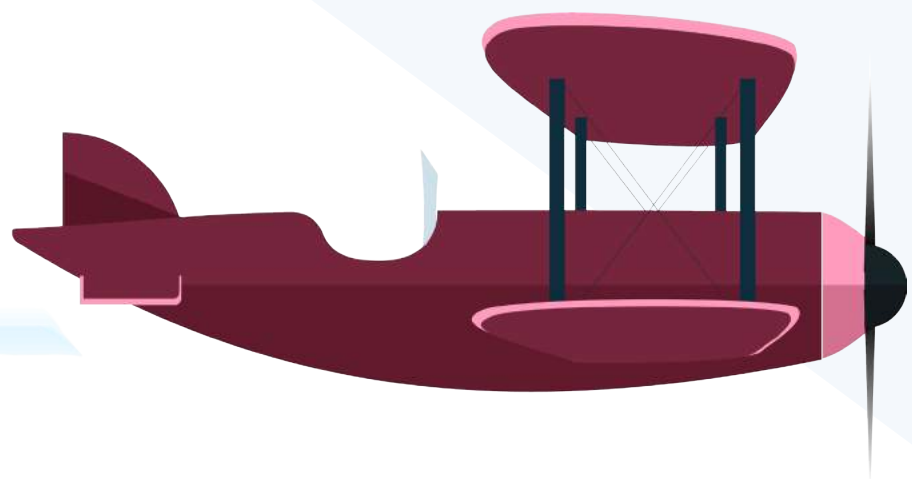
Will you create your life on autopilot? Or, with awareness?

Keep reading and we'll take a look at this intriguing choice...

AWARENESS



AUTOPILOT



AUTOPILOT OR AWARENESS? (How to Drop What Isn't Working)

In this chapter you'll learn...

- **What *really* creates your feelings (99% of people don't know this)...**
- **How awareness creates choice about your feelings...**
- **An amazing tool that creates huge increases in awareness very quickly...**
- **And more...**

Here's *a simple example of how things look*
when you create something on autopilot:

You have an experience: you see something, hear something, touch something, etc. Then you feel something or experience some other internal state. You say to yourself...

"X EXPERIENCE" MADE ME HAVE "FEELING Y."

Isn't that how it seems? Something happens, then you feel a certain way. Your feelings are a response to whatever happens around you.

Let's say you have to give a talk in front of a group of people at work. When you find out that you have to give the talk, you instantly feel a knot of fear in your stomach. Thinking about giving a speech caused you to feel afraid.

HERE'S HOW IT REALLY WORKS, THOUGH:

You have an experience, and then *in response to that experience* you do certain things inside your head (you make what cognitive psychologists call *internal representations*—in this case, of making the speech), and *then* you experience an emotion or other internal state.

If the internal representations are of *what you want or the positive possibilities*, you'll feel some sort of positive feeling. In this case, though, your internal representations were of something you didn't want (looking bad, screwing up or making a fool of yourself), which inevitably creates some kind of bad feeling—in this case, fear.

It seemed like this:

1. You have to give a speech

2. You feel afraid

What really happened is this:

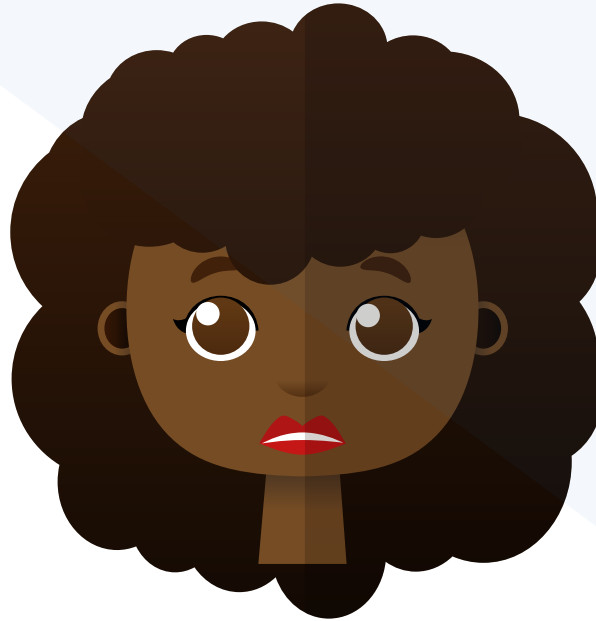
1. You have to give a speech

2. You make certain internal representations

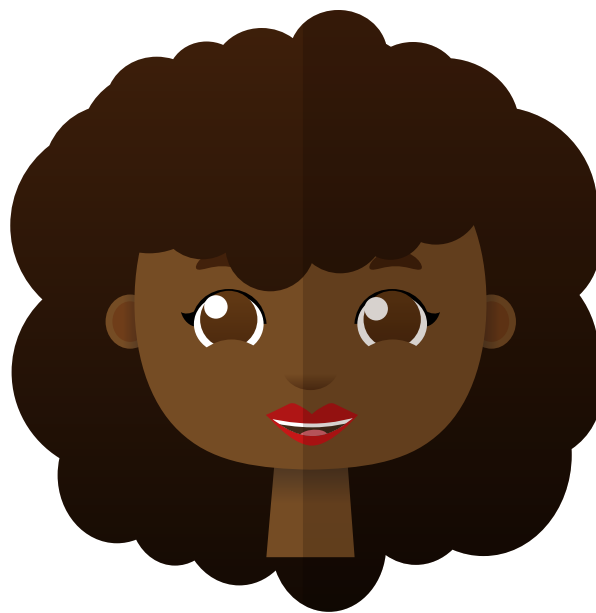
3. You feel afraid

Although it doesn't seem like it, it's in that second step—where you make certain internal

representations (in this case, of what you don't want)—that you create the bad feeling. And, if those cognitive processes (the internal representations I mentioned above) are about the perceived penalties of speaking in front of an audience—being embarrassed, looking foolish, making a mistake—you'll create a bad feeling, such as fear.



On the other hand, if those internal representations are of the benefits of giving a speech—the fun, the recognition, the positive attention (or whatever)—you'll create good feelings such as confidence, positive anticipation and motivation.



The second step is where your choice lies—but if it's happening *outside your awareness...*

...IT ISN'T A CHOICE!



As long as that second step happens outside your awareness (as is the case for 99% of people) it will happen on autopilot, and you'll create feelings based on the way your internal cognitive processes have been programmed by your past experiences.

And, it will *seem as if* the situation caused the feelings, when actually it's what you did *in response to the situation* that actually created the feelings. Seen with awareness, however, your response—and the resulting feelings—would become a choice.

And, once you have a choice (and this is a key point)...

...YOU'LL ALWAYS CHOOSE WHAT SERVES YOU.



When you have enough awareness to observe how you create your life, you'll see exactly how you create bad feelings and less-than-resourceful behaviors (including a failure to act when you know you should).

You'll also see—not *know*, but actually see—how you attract or become attracted to the wrong people, or to situations where you're not likely to get the outcome you want.

And if you have the awareness to see yourself, as you do it, assigning self-sabotaging meanings to the events of your life ("I'll never succeed", "Obviously, no one likes me", "I'm not smart enough to do this") those meanings will also become a choice, and...

...YOU'LL AUTOMATICALLY DROP THEM IF THEY DON'T SERVE YOU.



You can only feel or do something that doesn't serve you if you do it *outside your awareness*. With enough awareness, however, you'll see what you're creating, as you create it—and, you'll instantly drop what doesn't serve you.

In fact, with enough awareness *you'll know just what to do*, and it will become increasingly difficult to feel or do something that sabotages you.

Now, we know that awareness creates choices, but actually *making* those choices and *following through* with them can be difficult.

Fortunately, there are strategies to ease this difficulty.

My favorite is a tool I created—*Holosync*® audio technology—that creates huge increases in awareness very quickly. This awareness is comparable to that achieved by those rare people who've meditated many hours a day...

...FOR DECADES.

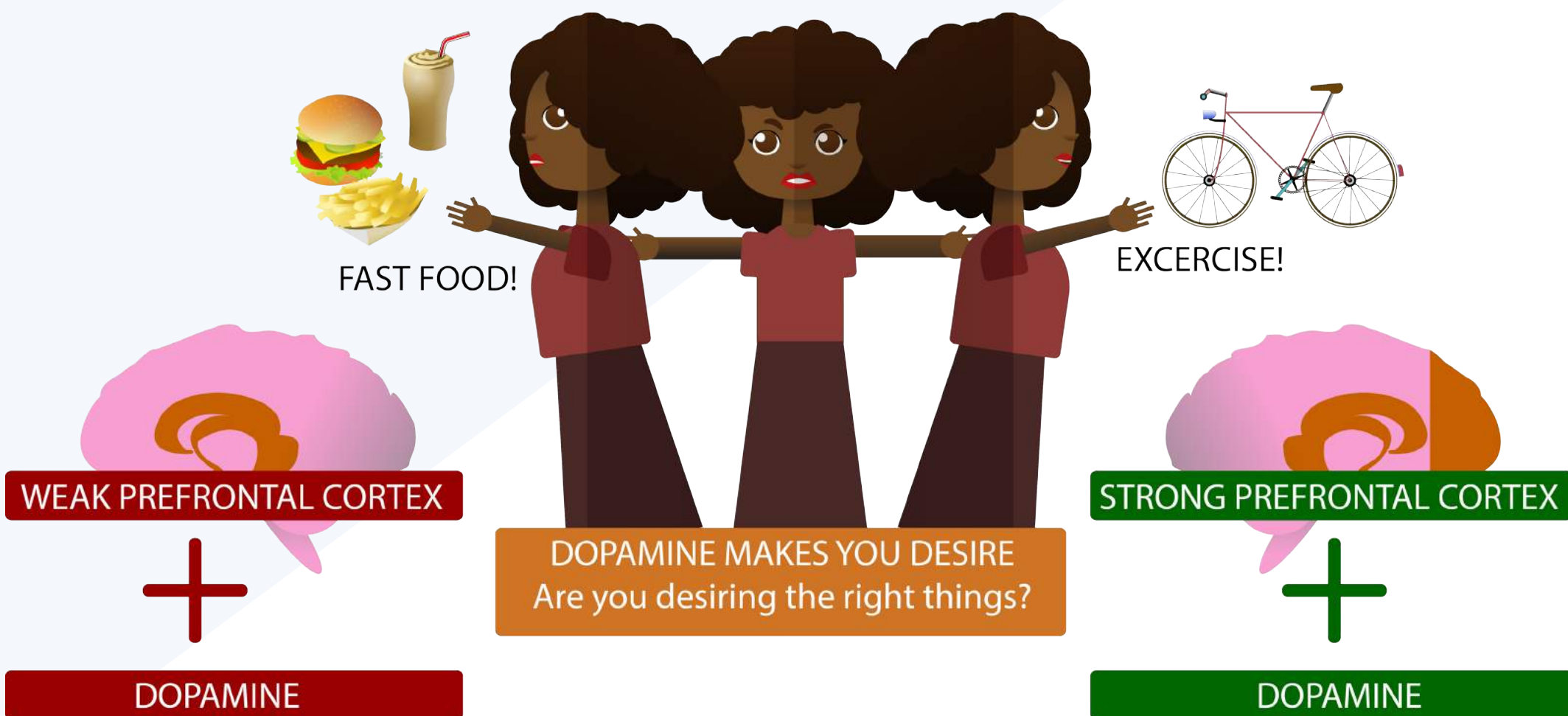
Holosync is based on research I stumbled on from the world-famous Menninger Clinic, Harvard and Mt. Sinai Medical Center in New York. When I started to use Holosync regularly...



...MY AWARENESS INCREASED EXPONENTIALLY.

As yours will, too, when you try it.

Anyway, let's get back to the topic at hand. I want to share with you a few strategies for making choices with awareness and following through with those choices. Let's dive in...



“BETCHA CAN’T EAT JUST ONE!”

Potato chips, marshmallows, willpower
...and your ability to “self-regulate”

In this chapter you’ll learn...

- The *two key predictors* of positive life outcomes...
- The surest way (according to studies) to create a better, happier and more productive life...
- Which part of your brain compels you to act (often creating consequences you *don’t* want)...
- And more...

In 1961, Lay's Potato Chips introduced a television commercial challenging viewers with this now-legendary slogan: "Betcha can't eat just one!"

This iconic slogan tapped into a key failing of most human beings:

A LACK OF WILLPOWER!

Willpower (the ability to self-regulate behavior and emotions) is one of the most studied topics in social science. When psychologists surveyed one million people regarding what they considered to be their greatest personal strengths, those topping the list were honesty, kindness, humor, creativity and bravery.

SELF-CONTROL WAS DEAD LAST.

When asked about their greatest personal *failings*, however, "a lack of self-control" was #1! Ironically, psychologists consider the *two key predictors* of positive life outcomes to be:

1. Intelligence

2. Self-control

So far, scientists have found no way to permanently increase intelligence.

THEY DO, HOWEVER, KNOW HOW TO IMPROVE SELF-CONTROL!

According to many studies, improving self-control is the surest way to create a better life. In the 1960s, researcher Walter Mischel conducted an unusual experiment. His unwitting subjects were preschool children at Stanford University's Bing Nursery School. After seating each young guinea pig at a bare table in a secluded room, each child was presented with an interesting dilemma:



Eat a tasty reward (such as a marshmallow) immediately...

...OR WAIT (ALONE) FOR UP TO 20 MINUTES, IN ORDER TO GET TWO MARSHMALLOWS.

Some children gave in immediately. Without hesitating they gobbled up the single marshmallow. Others, though, were able to wait, earning the extra reward.

Though other treats were used, this experiment became known in the popular press as "The Marshmallow Test."

Here's where it gets interesting, though. As researchers followed these children over several decades and well into middle age, they discovered something quite remarkable.

Those who, as children, delayed gratification for a later (and bigger) reward enjoyed, throughout life, an impressive list of advantages:

- **Better grades and higher SAT scores (with an average increase in SAT scores of 210 points)**
- **Higher income**
- **Lower BMI (i.e., less chance of being overweight)**
- **Better social function**
- **Better cognitive function and greater intelligence**
- **More self-control in frustrating situations**
- **A greater ability to resist temptation**
- **Less distractibility**
- **Greater self-reliance**
- **More willingness to trust their own judgment**
- **A lower likelihood of becoming rattled and disorganized**

- **Fewer instances of being sidelined by setbacks; greater resilience and adaptability**
- **A greater ability to pursue and reach long-term goals**
- **Less drug use and other addictive behaviors**
- **A greater ability to maintain close relationships**

A remarkable list, to be sure. What's more, these results were consistent across all cultures and income levels.

When these marshmallow test subjects were well into midlife they were asked to undergo brain scans using *functional magnetic resonance imaging*, or fMRI.

fMRI detects changes in blood oxygenation and flow in response to brain activity. More active brain areas consume more oxygen, increasing blood flow to the active areas. This allows scientists to see which brain areas are active while subjects are using their brains in different ways.

What they found in the brains of these former marshmallow test subjects was quite interesting. Those who had demonstrated high delay-ability as preschoolers showed greatly enhanced activity in the prefrontal cortex.

The prefrontal cortex is the seat of a number of key abilities, including problem solving, creative thinking, impulse control, executive function and self-regulation (among many others).



Those who'd been unable to delay gratification as preschoolers, though, did *not* show enhanced prefrontal cortex activity. Instead, they showed enhanced activity in the *limbic system* (and particularly the *amygdala*), the more primitive parts of the brain linked to...

...DESIRE, PLEASURE-SEEKING AND ADDICTIONS.

Researchers described the high-delayers as having "better mental brakes." The low-delayers, they said, "were driven by a stronger engine."

Unfortunately, they were driven to a less desirable place! Without help from a strong prefrontal cortex, the low-delayers often allowed their immediate desires to overrule actions and ways of thinking that might lead to better outcomes and future rewards.

Which is probably why they didn't do as well on the long list of desirable life outcomes I listed above!

Psychologists have studied how much time people typically spend dealing with immediate desires. These findings are particularly interesting for those of us who want more awareness, more choice...

...AND A GREATER ABILITY TO SELF-REGULATE.

Study subjects carried a beeper that randomly went off throughout the day. After each beep they were instructed to note their thoughts in the moments right before they were beeped. An astounding 75%, it was found, were in the process of *desiring something* when they were beeped.

Would you like to know what the most common desires were? Here they are:

The urge to eat was most common, followed by the desire for sleep, leisure, sex, checking email, social networking, surfing the web, listening to music and watching television.

Here's the bottom line: Our limbic system has a powerful reward system. It inundates us with desires in any given moment and, for many people (especially if their prefrontal cortex is weak)...

...IT COMPELS THEM TO ACT.

As Oscar Wilde once said, "I can resist anything, except temptation."

As we've seen, how we handle such temptations has a lot to do with our success in life, and certainly with our ability to successfully make the decisions that lead to the outcomes we would *choose*...

...IF WE STEPPED BACK AND CONSIDERED OUR CHOICES MORE RATIONALLY.

After all, as I said earlier, *it's all about having more choice!*

This "reward and temptation" system is involved whenever we're faced with a decision about whether or not to eat something we know is unhealthy, will make us fat, or is in some other way harmful to us (even though it might taste yummy).

It's also involved when we blow off exercising, lose our temper, break a New Year's resolution, procrastinate instead of working toward our goals, or put off working toward any desired long-term outcome...

...FOR A PERCEIVED SHORT-TERM PLEASURE.

So, how does this reward system work? Why is it so darned tempting? And, how can we stop it from operating on autopilot, where we unconsciously make choices we later regret?

Let's look more closely at that little Temptation Devil on our shoulder. Whenever the brain notices something that could *potentially* provide a reward, it does something that makes it very difficult to resist that potential reward.

It releases a neurotransmitter called *dopamine*. Dopamine causes the brain to...

...PAY ATTENTION!

Dopamine is the limbic system's secret weapon. It creates intense desire. It doesn't, however, actually provide a reward. It doesn't make you happy or satisfied. It does create *tremendous arousal*, however. When under the spell of dopamine, you feel highly alert and awake.

You feel aroused. You might even say *captivated*.

DOPAMINE MAKES US SEEK, CRAVE, WANT AND DESIRE.

Dopamine is all about anticipating *potential* pleasure, but the immediate experience of dopamine isn't exactly pleasurable. Let's look at a common example. When we fall hopelessly in love, all we can think about is being with our beloved.

That delicious anticipation creates tremendous motivation, allowing you to think of all kinds of strategies to please and spend more time with your beloved. In some ways this feels good, but if you think about it you'll realize that there's also an underlying anxiety.

As a fool in love you experienced *anticipation*, not pleasure. When and if the actual pleasure came, it was created...

...IN A COMPLETELY DIFFERENT PART OF YOUR BRAIN.

Dopamine causes you to become fixated on getting whatever triggered the dopamine release, whether it was a sexy smile, a promise of saving money on something, a yummy food, or an online seminar that promises to make you rich.

Dopamine creates tremendous motivation to act. The real question, however, is whether or not dopamine motivates you to act in ways that ultimately benefit you and make your life better. Does it motivate you to act in ways you'd act...

...WHEN YOU WERE IN A MORE RATIONAL STATE OF MIND?

Or, does it motivate you to eat foods that make you fat (or are bad for you in other ways), spend hours checking Facebook when you'd planned to work on your business, blow off your exercise goals in favor of something less productive, or spend money you don't have on something you don't really need?

Make no mistake about it. Dopamine is a powerful drug. It's hard to resist. Mice who learned to push a lever to get a squirt of dopamine in their brains were so motivated (driven?) by the dopamine that they were willing to cross an electrified grid (over and over) to get to the lever...

...UNTIL THEIR LITTLE FEET WERE BURNED TO A CRISP!

And, of course, the addictive nature of dopamine doesn't apply just to mice. Despite our best intentions, many temptations keep us running after yet another "hit" of dopamine, then another, and another, and another, until our long-term plans, our arteries, our lungs, our bank account, our relationships, or some other aspect of our life...

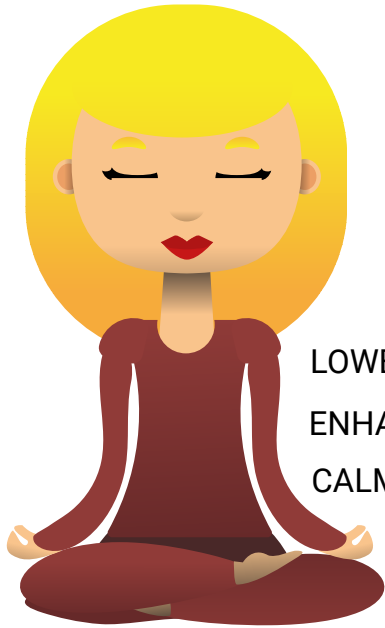
...IS SIMILARLY BURNED TO A CRISP.

What can we do, then, to avoid being a puppet on a dopamine-driven string? How can you create the changes in your brain that allow you to have choice about how you feel, how you behave, which people and situations you attract or become attracted to, and what meanings you assign to what happens?

In other words, can you really change your brain and gain these remarkable benefits? If so, how?

That's what we'll look at in the last chapter of this Special Report. This is exciting information. Turn the page and I'll tell you all about it...

THE BENEFITS OF MEDITATION



LOWERS STRESS
ENHANCES PREFRONTAL CORTEX
CALMS LIMBIC SYSTEM

MORE NEURAL CONNECTIONS BETWEEN THE
LIMBIC SYSTEM AND PREFRONTAL CORTEX

THE BENEFITS OF HOLOSYNC



**HOLOSYNC DOES ALL THESE THING!
ONLY IT DOES IT MUCH FASTER!**

AN EASY SOLUTION

*Delayed gratification, stress and
modern solutions to old problems...*

In this chapter you'll learn...

- **Strategies from 4-year olds for resisting temptation**
- **The destructive consequences of stress**
- **The slow, ancient way to create more choice...and
the fast, easy, modern way**

Can we learn something from preschool children about how to resist temptation and delay gratification for future benefits?

Yes, we can. So, let's see what we can learn from the original preschool "Marshmallow Test" participants. Although you should probably use an "adult version" of these strategies, it's always a great idea to model the success strategies of others—even if those successful others are four years old!

DISTRACTION STRATEGIES

These young but successful high-delayers used distraction to keep from immediately stuffing that yummy marshmallow into their little mouths. Some covered their eyes so they couldn't see the tempting treat. Others looked the other way or turned their chairs around.

Still others chose something else to focus on other than the treat. Both strategies—covering their eyes (or the treats) or focusing elsewhere—lowered temptation. By doing this, the children...

...REDUCED THE AMOUNT OF TEMPTATION-INDUCING DOPAMINE PRODUCED BY THEIR BRAINS.

In fact, when researchers covered the treats and merely told the children they were there, the children waited nearly ten times longer than when they could see the actual treats.

The successful high delayers invented many fun and imaginative distractions. They sang songs. They made funny faces. They picked their nose or cleaned their ears (and in some cases, ate what they found). They played games with their hands and feet. They tried to sleep.

(Now you see why I suggested that you might want to use an adult version of their strategies.)

Others talked to themselves, telling themselves to wait so they could get the extra reward. In other words, they did their best to...

...TRANSFER THE EFFECTS OF TEMPTATION-CREATING DOPAMINE TO A LATER BUT BIGGER REWARD.



Could *you* use these strategies? Could you move your focus from a not-so-good-for-you temptation to a more desirable longer-term reward? Could you decide in advance to change your focus to something else when you sense a craving for something you know isn't good for you?

Of course you could. First, though, you'd have to *want* to avoid the temptation (not a given for many people). How about this, though: What if you made the whole process easier by...

...INCREASING YOUR AWARENESS!



You just can't do something that doesn't serve you AND do it with awareness.

This means calming your overactive limbic system and enhancing your prefrontal cortex (this combination is precisely what creates more awareness).

In a few moments, I'm going to show you an easy and elegant way—based on some amazing discoveries in brain science—to do just that. Not only does this method work, it's also:

a. Almost completely effortless, and

b. Creates extremely fast results

As you know by now, awareness creates choice. This is, in fact, one of the most profound and fundamental truths you'll ever learn about life. With enough awareness you'll naturally choose what serves you and drop what doesn't, because you'll clearly see and heed the consequences.

And if those consequences don't serve you, *you won't choose them.*

INSTEAD, YOU'LL CHOOSE WHAT DOES SERVE YOU.

The bad choices initiated by your limbic system tend to happen on autopilot, without awareness. When your limbic system is in charge, you can't see the consequences—even if someone points them out to you.

Increased awareness takes non-resourceful choices off autopilot, foiling the Dopamine Devil on your shoulder and causing you to choose feelings and behaviors that lead to positive outcomes.

Another extremely important finding: The more stressed you are, the more you activate your limbic ("fight or flight") system, and the more likely you are to give in to short-term desires and blow off long-term consequences. Obviously, whatever we can do to lower stress and become more resilient...

...IS A TERRIFIC IDEA.

Long-term stress damages (and actually shrinks) the prefrontal cortex. This, of course, makes planning, delaying gratification, or long-term decision-making more difficult.

A weakened prefrontal cortex also makes it more likely that you'll become emotionally reactive when frustrated (i.e., allow your limbic system to call the shots), which makes it more difficult...

...TO FIND CREATIVE SOLUTIONS TO LIFE'S PROBLEMS.

It's no surprise that the effects of stress on the prefrontal cortex make it more difficult to hold a job, get a high school or college degree, sustain a marriage or other relationships, achieve long-term goals, or avoid those stupid decisions that "feel" right at the time...

...BUT END UP HAVING NEGATIVE CONSEQUENCES.

So, let's look at solutions. First, what are we looking for in a solution?

- **Our solution must decrease stress**
- **It must enhance and strengthen the prefrontal cortex**
- **It must calm the limbic system**
- **It should be easy, and fast, and something you're likely to actually use and follow through with**
- **It should be inexpensive, and easily available to**

anyone who wants to make these changes and create more choice about the important things in life

- **It must be tested, respected, and have a proven track record**

Over thirty years ago, in examining the existing research, I realized that meditation did everything on this list—except that it isn't easy and fast (a problem I have elegantly solved, however).

Meditation lowers stress. It rewires the brain, enhancing the prefrontal cortex and calming the limbic system. Even better, it creates more neural connections between the limbic system and the prefrontal cortex...

...ALLOWING THE PREFRONTAL CORTEX TO BETTER SUPERVISE THE LIMBIC SYSTEM.

Chronic stress also rewires the brain, but in a negative way. Chronic stress causes the prefrontal cortex, and a part of the brain called the *hippocampus* (important for memory), to



atrophy...

...WHILE THE LIMBIC SYSTEM INCREASES IN SIZE!

Obviously then, we want to limit stress and increase awareness. Meditation does both. Unfortunately, however, it does this much too slowly.

The benefits of meditation have been known for thousands of years. And, yes, long-term meditators have a certain *je ne sais quoi*, a presence, and an enviable way of carrying themselves.

When we see an experienced meditator, we often think, "I wish I could be like that!"

What's more, in the last several decades, scientists have confirmed the many benefits of meditation with stacks of research studies, and have even identified the parts of the brain that are changed by meditation.

Apparently, however, even those who are convinced of meditation's effectiveness are saying, "So what?"

Despite the research and the astounding positive changes meditation creates, even those who know they should be meditating and actually want to meditate...

...HAVE TROUBLE STICKING WITH IT.

Let's face it. Meditation is difficult to learn, it takes a long time to master, and it takes a long time to see real results.

Most important, the solution we need must be something you'll actually do.

There is, however, a solution to this problem that fits all our criteria. And, in fact, it's a rather simple and elegant one.

We live in a technological age. Many things that were once difficult and time-consuming—medical treatment, travel, communication, and the many things we now do quickly and easily with a computer, just to give a few examples—are now easily and quickly accomplished because...

...TECHNOLOGY MAKES EVERYTHING IT TOUCHES FASTER AND EASIER.

In 1985, I discovered and pieced together several different lines of research from the prestigious Menninger Clinic, Harvard University and Mt. Sinai Medical Center in New York.

Combining these research threads allowed me to create a technological method for creating the same brain changes experienced by thirty- or forty-year meditators...

...BUT IN 1/8TH OF THE TIME.

This technological method is called Holosync. Holosync allows anyone to get the results that typically take decades of meditation in a fraction of the time. And, without the drudgery and boredom of learning to meditate and motivating yourself to do it every day.



YAY FOR TECHNOLOGY!

Holosync allows you to skip the long learning curve of traditional meditation—and begin seeing results right away. It fulfills all the requirements we listed above.

Holosync dramatically decreases stress. It enhances the prefrontal cortex and calms the limbic system. It's easy, fast and inexpensive. And it certainly has a long, proven track record.

In fact, since I created Holosync in 1985, Holosync has been used by over 2.2 million people in 193 countries and has been recommended by nearly every top meditation and personal growth teacher, many doctors and therapists, and has even been used by...

...THERAPISTS AT THE VETERANS ADMINISTRATION FOR PTSD.

I strongly suggest that you give Holosync a try. To make it easy to do that, I've created something called the "5-Day Holosync Challenge." It's a free way for you to experience Holosync for yourself before you spend anything on what is really just a token cost.

AND, THE "5-DAY HOLOSYNC CHALLENGE" IS A LOT OF FUN.

Once a day for five days, you'll watch a short 4-minute video, then experience 14-minutes of world-famous brain-changing Holosync in action.

Then, you can add your comments and questions to the many thousands already posted by other users. You can see what others are experiencing and interact with them if you like.

A little bit of time each day to get some big personal changes, and to prove to yourself that Holosync does everything I've said it will.

You can participate for just one day, if you like, but because the experience is so life-changing, nearly everyone comes back for all five days.

Then, once you've had this delicious "taste" of Holosync you can decide, if you like, to participate in our world-famous *Holosync Solution* program and see just how remarkable your life can become as you optimize your brain with Holosync.

Believe me, your life can be MUCH better—in ways you've never imagined could be possible.

To participate in the "5-Day Holosync Challenge," just click the orange button. I'm so eager to have you optimize your brain and find out what's really possible for you.

BE WELL.

A handwritten signature in black ink that reads "Bill". The letters are cursive and fluid, with a small square mark above the letter 'i'.

TRY HOLOSYNC FOR YOURSELF!