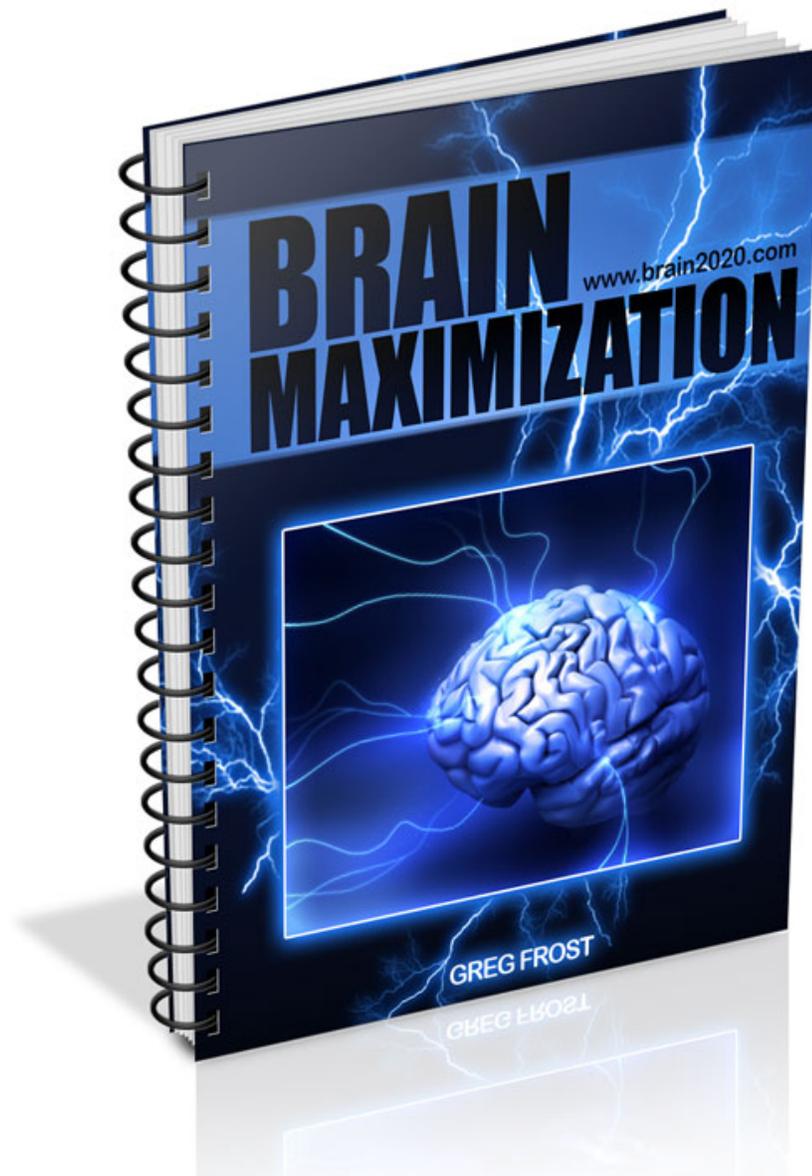


Brain Maximization



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INTRODUCTION

The average human brain weighs approximately 3 pounds, but crammed within that mere 3 pounds are an estimated 100 billion cells. To even come close to understanding the enormity and complexity of such a statistic, imagine if we took all the telephones in the world and combined practically every phone line in existence. The connection and activity of all those phone lines would not even come close to the connections and activities within the human brain.

(Keep in mind that there are currently, on estimate, 4 billion telephones in the entire world.)

The brain consists of two major parts; the left hemisphere, and the right hemisphere. The right hemisphere is responsible for nonverbal, intuitive, holistic modes of thinking, such as design, creativity, intonation and emphasis. The left hemisphere on the other hand has been known to be responsible for analytic and linear reasoning functions; analytic thought, logic grammar, word production, language, science and math are just a few examples of such functions.

For instance, if you see a house you would think, “That’s a house”, because the right hemisphere of your brain recognizes and identifies the structure that your eyes see for what it basically is: a house. However the left hemisphere of your brain will analyze the house, filter through memories of past sensory experiences it associates with what your eyes see, and if you’ve been there before, if the house belongs to someone you know – say for example an Uncle Bob – then your left hemisphere will come to the logical conclusion, “That’s Uncle Bob’s house.”

At some point in your life, someone might have told you to “use your mind” or “use your brain”. While these may be used interchangeably because they seem so identical in meaning, they are in fact two entirely different things.

By the very basic definition, the human brain is a purely, physical, biological entity. It is the gray matter that resides within the confines of the skull, and as a part of the central nervous system, it is responsible for practically all critical cognitive functions such as muscle control, coordination, sensory reception and integration, speech production, and memory retention.

In contrast, the mind is used to describe the higher cerebral functions – both conscious and subconscious – such as personality, thought, reason, intelligence, emotion, and instinct. Our intelligence and the capacity to learn beyond our innate instincts are what separates us from any other living species on Earth, for it is the human mind that gives us a distinct awareness that no other creature possesses.

The mind is also responsible for our ability to experience a spiritual awareness, which for many of us has become an essential means of guidance for our day to day routine. This particular awareness is what drives most of us, and if employed in the proper manner this awareness can help us achieve the impossible.

There has been some debate over the years regarding the relationship between the brain and the human mind, and if one is dependent on the other. Will changing the way our brain works change the way our mind works? Or is it enough to simply change how we think and perceive the world to be?

This report aims to enlighten you in the ways of attaining a mindset geared toward success, by giving you an understanding on how the mind works, and elaborating on the changes required for both your mind and your brain in order for you to achieve the ideal conditions for success.

BRAINWAVES – WHAT YOU NEED TO KNOW

The brain is soft nervous tissue, and our cognitive functions are in fact the brain's responses to various stimuli triggered by biochemical reactions in the brain. Neurons, hormones, and other various biological processes are constantly at work in tandem with the central nervous system.

The brain works through the transmission of electrical signals from one region to another, through the central nervous system and subsequently to all other areas of the body. These electrical signals travel through nerve cells and chemical messages called neurotransmitters.

As electrical signals travel down one nerve cell to another nerve cell (or any other cell for that matter) they trigger the release of neurotransmitters. These neurotransmitters travel the small gap (synapse) between cells, bind to a protein on the receiving cell membrane (receptor), and effect a change – either electrical, chemical, or mechanical – in the recipient cell.

Neurotransmitters and receptors work hand in hand and are specific to each other, very much like a lock and key. Neurotransmitters are essential because they can either stimulate the recipient cell to trigger a response, or inhibit the cell from stimulation. This is especially true where sensory experiences are concerned; touch, smell, taste, anything that has to do with what our senses experience is determined by what the neurotransmitters tell our cells.

Because these signals give off miniscule electrical charges, brain activity can be measured by the voltage produced while the brain is actively transmitting neurotransmitters through the use of electroencephalography or what is commonly known as EEG. EEG is the recording of electrical activity along the scalp produced by the release of neurons within the brain, and this process is used to record the brain's spontaneous electrical activity over a brief period of time.

The brain's activity is displayed as a wave, and thus the term, "brainwave". The brainwave's height is the measure of potential difference and the brainwave's frequency measures the rate

at which the electrical impulses pass through nerve cells. As long as the brain is operational, there will always be brainwave activity, even while one is asleep. Consciousness and unconsciousness merely results in the different types of brainwaves detected.

There are 4 main types of brainwaves, namely; Beta, Alpha, Theta, and Delta.

BETA BRAINWAVES

Beta brainwaves represent our conscious state of mind, when we are awake and aware of our surroundings. A mind in a Beta state does not respond to suggestion nor input very well as compared to the Alpha state. This is one of the reasons why repetition is often needed when one tries to memorize or absorb knowledge consciously.

Remember when you were a child trying to learn multiplication math tables? Chances are, you would have been made to memorize the tables by repetition, over and over again until the numbers and formulas were ingrained into your memory.

This method of learning is called “rote-learning”, and it is in fact in use in almost every school in the world. “Rote-learning” is basically using your Beta state to gain access to your Alpha state, and repetition forces information into your conscious mind.

Constant repetition then causes that information to be transferred into your subconscious, thus ideally for informational input to be embedded into your subconscious is during the Alpha state.

There are of course benefits to increasing Beta waves, and these include:

Becoming more social

Goal oriented

Peak performance

Extreme focus

More energetic

Ability to think quickly

Exponential increase in I.Q.

There are dangers to having too much Beta brainwaves however, and these are insomnia, addiction, anxiety, stress, paranoia, muscle tension, increased blood pressure, and unwanted thoughts, amongst others.

Beta waves are typically seen between 12 to 38 cycles per second when imaged by an EEG. It is safe to assume that every individual – with the exception of children, and patients who suffer from Attention Deficit Disorder – would be in the Beta state upon awakening and while conscious.

ALPHA BRAINWAVES

On the other hand, Alpha brainwaves are typically measured at 8 to 12 cycles per second. These brainwaves are considered “relaxed” brainwave activity, generated in the brain’s right hemisphere or even in a synchronized pattern between both the left and right hemispheres. Alpha brainwaves occur when both our mind and body are in a completely relaxed state (note that “relaxed state” does not necessarily refer to a sleep state).

The Alpha state is considered to be the normal brainwave pattern for people who have a relaxed, calm, level-headed demeanor. An interesting fact to note is that children are known to have much higher levels of Alpha brainwaves than adults, presumably due to their carefree nature as opposed to an adult who has to bear the burden of working life. People who have high amounts of alpha brainwaves – apart from children – are extroverts and mediators.

The Alpha state is also thought to be the healthiest brainwave pattern one can have, and 10 cycles per second (hertz) is widely accepted as the best brainwave frequency to train.

There are several benefits to increasing the Alpha brainwaves, among which include:

- Relaxed body and mind
- Higher levels of creativity
- Improved ability to solve problems
- Emotional stability
- Peak performance
- Lowered levels of stress and anxiety
- Flow state of consciousness
- “Super” learning ability
- Boosted immune system
- Positive thinking

However, while Alpha brainwaves bring notable benefits, one must also caution themselves against having too much of such dominant rhythm and prolonging the Alpha state. Negative effects from having too much Alpha brainwaves include lack of focus, depression, tiredness, lack of excitement, lack of visual acuity, and overly receptive to suggestions, both positive AND negative.

THETA BRAINWAVES

Where Alpha brainwaves are associated with a relaxed state of mind, Theta brainwaves are known to occur during sleep and dream states. They range between 4 to 8 hertz, and are typically generated in the brain's right hemisphere. Theta brainwaves often occur when we feel emotional, relaxed, unfocused, or asleep.

The types of people known to have high amounts of Theta brainwaves are people who suffer from Attention Deficit Disorder, people who have high levels of relaxation and creativity, and those who are proponents of random thinking. The Theta state is most dominant during dream sleep.

While it may seem as though Theta states are only useful in dream states, there are several benefits to increasing theta brainwaves that not a lot of people are aware of. These benefits include:

Emotional connection

Subconscious connection

Advanced problem solving skills

Lower anxiety, stress, and neurosis

Achieving deep levels of relaxation

Ability to program the subconscious mind

Ability to hyperfocus (more commonly known as Getting In The Zone)

Exponential boost in learning abilities

Healing of body and mind

Bridging the spiritual connection

Again, having an extremely Theta dominant mind may do you more harm than good. Negative effects include inability to focus, depression, chronic sleepiness, lack of excitement, extreme impulsiveness, hyperactivity, and an overly receptive mind.

DELTA BRAINWAVES

Delta brainwaves, like Theta, are associated with sleep state, but their frequency ranges from 0 to 4 hertz, the lowest of all brainwave frequency. This means that rather than a dream state, Delta brainwaves occur during the deepest of sleep, and states of unconscious awareness. Like other slower brainwave patterns, Delta brainwaves are generated in the right hemisphere of the brain (however they have also been observed to exist in widespread patterns throughout the different parts of the brain).

Apart from the unconscious mind, the Delta state is also associated with empathy and a decreased sense of awareness. People known to experience high amounts of delta brainwaves include infants, young children, people suffering from brain damage, Attention Deficit Disorder or Attention Deficit Hyperactivity Disorder, and people who have had near death experiences.

There are several benefits to having Delta brainwaves, and these include:

State of empathy

Extreme bliss

Connection with the unconscious mind

Release of anti-aging hormones

Advanced healing of the body and mind

Deepest state of mind/body relaxation

Perfect intuition

Enhanced immune system

The negatives of prolonging the Delta state include extremely unfocused mind, extreme sleepiness, excess emotional baggage, and hyperactivity.

Thanks to the progression of technology, it is now possible to control one's brainwave activity. One scientifically proven means of achieving the different brainwave states necessary for any task at hand is brainwave entrainment. In a nutshell, brainwave entrainment is a simple procedure that involves aural stimuli, which simply means one would only have to listen to a specific tone for the desired brainwave state, and automatically the brainwaves generated by your brain will shift themselves accordingly.

Brainwave entrainment is highly recommended by medical professionals around the world as a form of therapy for a number of different ailments, both physiological and psychological. When used in tandem with highly effective mental exercises, one can be assured of a greatly enhanced mental state that is conducive to success.

MENTAL EXERCISE 1: DEVELOPING LIGHTNING-QUICK THINKING

NOTE: It is recommended that you invoke the Beta state as you attempt this mental exercise.

Amongst the millions of feat the human mind is capable of is lightning-quick thinking. But while this may be an obvious fact, what may not be so obvious is that this lightning-quick thinking can primarily be achieved during a relaxed, positive state of mind.

Try to recall the last time you had an emotional outburst, or a heated argument with someone. Were you so flustered, so angered, that you simply couldn't manage a proper comeback or form a logical, sensible argument? Chances are, you probably gave it some thought after the outburst/argument and, in a moment of perfect clarity, wondered, "Why didn't I say (this or that)?"

Whenever you allow yourself to become emotional, you're unintentionally suspending the conscious thinking side of your brain. When emotional, your body goes into a "fight or flight" mode, and your brain tells your body to secrete natural chemicals like adrenaline, so that you're ready to get physical if necessary. When you become emotional your brain automatically adapts an almost machine-like precision in its survival mode, and it becomes so focused on getting physical that the logical aspect of your brain temporarily shuts down to accommodate for the "fight or flight" response.

A quick, logical, verbal response can only be achieved if you refrain from allowing your emotions to get the better of you. You can train yourself to achieve this feat by exercising discipline over yourself, and being silent when you find yourself in an emotional confrontation. Doing so will allow you to observe just how another person acts as they blow off steam, without having to subject yourself to the emotionally draining process. Also, it will teach you to gain more conscious control over your life.

Here's how you can exercise emotional restraint in your development of lightning-quick, cool-headed thinking:

Work with someone you hardly know. Be sure to clarify that the following exercise is merely a game, and that the objective of the exercise is to NOT get emotional or antagonistic with one another over it. Now use them as a target and unleash emotionally charged remarks, one at a time. The person you're working with is supposed to keep as cool and calm as possible, and provide a verbal response to you as quickly as they're able. All that is needed is one split second of clarity amidst the emotional turmoil, and after several practices, you would have gotten the hang of it. Once done, do a role reversal.

This exercise is best done in a workshop, because you would have the opportunity to observe others performing the exercise, and you will most likely learn quicker by learning from the mistakes of others. At some point during the entire exercise, you may realize that more often than not, a response formed as a calm question will take an emotional individual off guard, because they would have to literally stop and think about how to respond. They would have to ease off from their "fight or flight" response and force their conscious thinking brain to fore. However, with enough practice, calm responses should come naturally, and you would no longer find yourself fumbling for words, even in the most heated, most emotional argument.

One excellent method of getting words to flow quickly when you're in an emotional state is to read aloud a page from a book as quickly as possible. This can also be used to bring yourself out of a depressive state of mind. The trick to this method is that your brain would be so intently focused on getting you to read aloud the words from the book that the logical part of your brain will override the emotional part. This allows you to shift your awareness to a cortical task. As an exercise, time yourself each time as you read the same page over and over again, and try to beat your previous time with each attempt.

However, thinking fast is not just limited to winning arguments. In a lot of emergency situations, critical, lightning-quick thinking is a matter of life and death. Imagine if you find yourself in a burning building, or involved in a terrible car accident, or you're being robbed at gunpoint. In such cases, critical thinking is key to your survival.

More often than not, it is not the situation that kills people in such cases, but rather, panic is the real killer. People have died in cars, frozen to death despite having enough gas in their car to get it running for hours or travel to the nearest rest stop. People have drowned in just 4 feet of water because they panicked and couldn't think of what to do for their own survival.

In order for you to develop lightning-quick thinking that saves lives (yours and anyone else's), attempt this short visualization exercise. Imagine being in an emergency situation. Completely immerse yourself in the imagined experience, visualize your surroundings and the situation you find yourself in. Now think about all the creative solutions for your survival.

For example, if you imagine yourself to have fallen through the ice while on a frozen body of water, visualize breathing from the shallow air pockets trapped just under the layer of ice. If you imagine yourself freefalling from a plane with parachutes that fail to deploy – both your primary and secondary chutes – visualize yourself carefully slitting your pack open so you're able to pull out the chute yourself.

Continual visualization of different emergency scenarios and solutions for each one of them will ingrain in you the life-saving ability of critical thinking, so when you do find yourself in such scenarios, the solution will come naturally to you, and you would have saved yourself or anyone in such situations. By perfecting this visualization technique, you will build the self-confidence and preparedness you will need when you find yourself in such scenarios and your readiness will result in better, quicker response time.

MENTAL EXERCISE 2: DEVELOPING A WEALTHY MIND

NOTE: It is recommended that you invoke the Alpha state as you attempt this mental exercise.

While it is fine and dandy to be mentally prepared for the unexpected, most people seek to put more effort into attuning their brain toward success, especially financial success. While having such ambitions is natural, especially in the highly competitive environment we live in today, the very thought of wealth should not consume us entirely.

The mistake most people tend to make is to have the belief of “more money, no problem”, that the more money they accumulate, the less problems they would have to deal with. If that were true, then why are so many millionaires in the world unhappy with their lives?

You’ve probably witnessed it for yourself; every so often we read about millionaire celebrities finding themselves in bad press, caught doing something embarrassing or unbecoming of a successful celebrity. Despite their riches, they feel the need to validate themselves through whatever means necessary, because they are unable to find true happiness in life.

So does money truly solve everything?

Imagine if you discovered the secret to becoming a millionaire was simply to keep chanting the phrase, “I am a millionaire” a hundred times each day for an entire year. Would you do it? Chances are, you probably wouldn’t. It would be too much work for you, and you would think that it was a silly endeavor because there is no guarantee it would work.

But here’s the thing: That’s the sole reason why people self-sabotage themselves from becoming millionaires or even achieving anything they desire in life.

Surely you’ve experienced it for yourself. How many times have you reconsidered pursuing your goals or dreams because you believed that it would be a foolish endeavor, or it simply involved

too much work (or at least more than you were willing to put in). The seed of doubt in one's mind is the one thing that stops us from achieving all that we can in life, but it is the resistance to change that keeps us stagnant and dissatisfied with our lives.

Most people dislike change, and prefer to hole themselves up in their comfort zone, because they fear the unknown. There is uncertainty in change, and people simply do not like the idea that they may be giving up their comfort if they invoke change in their lives... even if that change is for the better!

If you have the desire to become a millionaire, then convince yourself you already are one.

Here's a visualization exercise that will transform your mind and develop it into one that is worth a million bucks:

Imagine that you have one million dollars worth of stock certificates, all valid and authentic. They have a maturity date of one year, starting from today, which means in one year you will cash in your stocks for cold hard cash. Now what will you do with all that money?

Now imagine you already have the million dollars with you. All that money, in stacks of hundreds, laid out on the table before you. Visualize it, experience it in your mind until you can smell the scent of each stack, until you can feel each bill caressing your thumb as you flip through each stack of hundred.

What would be the first thing you would do with all that money? What would be the second thing? The third? Visualize everything you would do with your million dollars, and experience the feelings associated with every thing you've thought about.

Perhaps you would buy for yourself a fancy convertible sportscar. Imagine the thrill of driving with the top down, the wind in your hair as you take a leisurely cruise along the highway.

Imagine the admiration of countless of people who watch on as you speed past them in your convertible.

Or perhaps you would buy for yourself a large mansion, complete with a swimming pool and a Jacuzzi. Imagine the parties you'd throw every other weekend, with friends, family, or even gorgeous strangers eager to be your friend because you're filthy rich from having invested your million dollars and turned it into a billion dollars.

Imagine your million dollar life as a movie; replay it over and over to yourself from the time of acquisition of your wealth, to what you'll do with all your acquired wealth. If you find your visualization a little unclear, write it down on a piece of paper. Find sources of inspiration so you can add to your mental picture of the perfect million dollar life.

You've seen how rich people live, either in television dramas or even the news. See yourself in their shoes, and experience their life for a whole 30 seconds, or even longer if you'd like. Imagine what it's like to have the kind of wealth only few can attain. Forget about anything that may stand in your way. Just focus on the experience you've longed for all your life. Imagine growing your million dollars into ten million dollars, and then twenty, and then fifty, until you've attained so much you don't even know what to do with your money.

As you visualize your million dollar life, tell yourself, "I am a millionaire" and repeat it over and over. Tell yourself, "I have abundant wealth, and it is flowing to me and through me, more and more on a daily basis. I deserve this wealth, because the supply is endless, perpetual. I am prosperous, productive, and thankful for all the wealth that has come to me."

Come up with several similar affirmations and write them down a dozen times when you have the time. Memorize them, ingrain them into your very subconscious, and say them to yourself on your way to work, or home, or wherever you may find yourself with idle time. Reiterate them verbally, mentally, or even on a piece of paper for at least 50 times every single day.

Affirmations work because they help the subconscious manifest your visualizations into reality. What you shape as your inner reality through constant visualizations and affirmations will manifest itself as your outer reality, and soon you will find that circumstances around you will shape themselves to suit what you've come to expect from your visualizations.

Remember this simple rule of thumb: You are what you think.

If you think of scarcity, then you will be limited to what you have, and nothing more. If you think of abundance, then you will manifest for yourself a life of abundant happiness and wealth.

Break free from the shackles of doubt and allow yourself the permission to become a millionaire. Commit to the very idea, and you will find yourself living out the idea. However, commitment isn't just about imagination. Commitment means taking action toward your goals, becoming more flexible than you've allowed yourself to be all your life, and learning to "let go" and allow the process of your millionaire life to unfold.

If you're truly committed to the idea of becoming a millionaire, then set daily goals for yourself, goals that contribute to your ultimate dream of becoming a millionaire. Accomplish these goals one day at a time, so you'll be motivated by the satisfaction of being one step closer to becoming a millionaire. Resist any temptation to postpone or delay the achievement of your dreams. Do not settle for less.

The key to the manifestation of dreams is action, and there is no better time to take action than the here and now.

However, a word of caution for keen students of success seeking abundant riches:

Ask yourself if wealth is what you really want out of life before you bring it upon yourself. Do you really want more money than you really need? Avoid feeling discontent by constantly telling yourself that you only want enough for yourself and your loved ones, and nothing more. Embed into your mind the idea of sufficiency, and you will never be frustrated about having to seek more wealth to satisfy your desires.

Remember, the true meaning of being wealthy is not controlling the amount you have, but rather not allowing what you have control you.



Greg Frost