

# THE NEW SCIENCE OF SUPER AWARENESS



How Changing Your Brain Can Create Astonishing  
Levels of Awareness, Willpower, Happiness,  
Emotional Resilience, Creativity, Motivation,  
Flow, and Focused Achievement

**BILL HARRIS**

FOUNDER & DIRECTOR, CENTERPOINTE RESEARCH INSTITUTE

(Back Cover text)

# The New Science of Super-Awareness

How Changing Your Brain Can Create Astonishing Levels of Awareness, Willpower, Happiness, Emotional Resilience, Creativity, Motivation, Flow, and Focused Achievement

A small number of the humans with whom we share this planet have a remarkable advantage:

**They have incredible levels of highly-tuned, choice-producing awareness.**

These “Olympic athletes of awareness” weren’t born that way, though.

Some achieved super-awareness by meditating many hours a day—for decades. Others, though, have taken a shortcut. They’ve accelerated the process with modern tools and strategies derived from cutting-edge discoveries in brain science.

**If you use these tools *you, too, can be one of the Super-Aware.***

**The New Science of Super-Awareness** allows you to create choice about how you feel and behave, which people and situations you attract or become attracted to, and whether you assign resourceful or non-resourceful meanings to the events of your life.

Super-awareness will also increase your brain’s ability to *self-regulate*, allowing you to make (and stick to) lifestyle choices that improve health, slow the aging process, promote high-level mental functioning, and create Zen-like emotional balance and clarity.

**All of this is possible. Today. How will Super-Awareness change your life?  
(Open this book and find out!)**

## **Disclaimer**

None of the information contained in this book should be construed as a claim or representation that Holosync® audio technology, or any other products, services, or advice of Centerpointe Research Institute are intended for use in the diagnosis, cure, treatment, or prevention of disease or any other medical condition. In dealing with any medical or mental health condition, always consult a physician or mental health professional.

Copyright © 2015 Centerpointe Research Institute

All rights reserved. No part of this book may be used or reproduced in any manner whatsoever without written permission of Centerpointe Research Institute.

Printed in the United States of America.

The Holosync Solution®, Holosync®, Autofonix® are registered trademarks of Centerpointe Research Institute, Inc.

For information write to:

### **Centerpointe Research Institute**

1600 NW 167th Place, Suite 320

Beaverton, Oregon 97006

ph. 503.672.7117

fx. 503.643.3114

support@centerpointe.com

www.centerpointe.com

## Part One:

### Awareness Creates Choice (and Super-Awareness Creates a LOT of Choice)



# Introduction

Dear friend,

Welcome to *The New Science of Super-Awareness*.

This book is the result of 29 years of personal experience and study, a considerable number of “wisdom-inducing” mistakes and wrong turns, the expertise of many scientists studying the brain and how to improve its function, and my interactions with over two million people who’ve used the tools for personal self-mastery I’ve created based on what I’ve learned.

Here’s what you can expect from this book:

First, it’s interactive. I’ve added many opportunities for you to go deeper and internalize the information I’ll share. I’ve done this because while it’s wonderful to *know* more, it’s only when you internalize what you’ve learned and put it into action that your life really changes.

In fact, the real message of this book is that awareness, even more than knowledge, is the key to a well-lived life. As you get your head around what I’ll share in these pages, you’ll begin to see what I mean by what at first glance might seem to be...

...a puzzling and counter-intuitive statement.

My hope is that you’ll do more than just read this book, say, “Wow, great book,” add it to your book collection, and move on. If you *use* what I’ll share here, your life will change in remarkable ways. You’ll find out for yourself what super-awareness is all about, and what it will do for you.

Based on my experience with over two million people who’ve already tried these tools and strategies, I’m confident that they *will* change your life—if you use them.

That's why, throughout the book, I've added links to free training videos, web pages with more useful free content, and opportunities to sample some of the tools and courses I've created—which, I'm proud to say, have changed the lives of millions of people over the last quarter of a century.

### Who this book is for:

I wrote this book for the thoughtful people of this world who seek to be better human beings—to be more aware, more compassionate, more clear-minded, and more effective. If you want more 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 around you—and you want to use that choice to improve your life and the lives of those you love, and make a difference in the world...

...this book is for you.

I've designed this book to create “ah-ha's” that will help you create your life in an entirely new, more purposeful, and more effective way. This book is about taking key aspects of your life *off autopilot* (where sometimes you get what you want, and sometimes you don't) and making them into a *choice*.

Before we go any further, though, let me be up-front about something else:

Though my main role is enhancing lives, I'm also a businessman. My business, Centerpointe Research Institute, is all about creating value, transforming people, and changing lives.

As you become involved with the thought-provoking information in this book—and in the other free content—I'll also be telling you about some of the products and tools I've created. These products and tools have improved millions of lives, and they can change your life, too. If you resonate with what I have to say I hope you'll give them a try. That, of course, is entirely up to you.

Here's something else I want you to know about me: I'm a lifelong learner. I certainly don't have all the answers. What's more, I learn the most from the people I help. Whether you like or dislike, agree or disagree, with what I'm sharing here, I'd love to hear from you. I want to get to know you better, find out what you learned, and learn from you, too.

To begin that interaction, I'd be honored if you'd post a picture or video on our facebook wall and comment on this book at [www.Facebook.com/HolosyncMeditationByCenterpointe](http://www.Facebook.com/HolosyncMeditationByCenterpointe).

The best way to begin your relationship with me, though, is to click the links at the end of each chapter, watch the free training videos and then post your comments. I'll see it, and I'll do my best to respond.

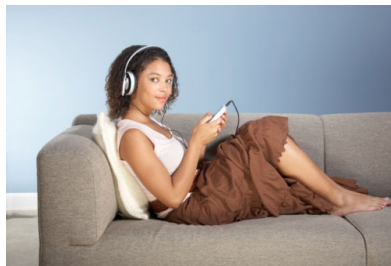
I look forward to our new friendship.

Be well.

Bill

[Click here to see my bio.](#)

**Get a FREE audio book copy of *The New Science of Super-Awareness*.**



[Just click this link to download it.](#)

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Find out why over two million people love Holosync**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



## Chapter One

# My Promise

**I want to start with a confession.** I'm all about transforming people's lives. I started out, though, just wanting to transform my own life. Actually, that's not totally accurate. I was so lost and unhappy, I NEEDED to transform my life. I had no choice.

Over a long time, and through many mistakes and dead ends, I did transform my life—and I'll tell you more about how I did it (and how you can do it, too) as we go along. As I began to change my life, I also began to share what I'd learned, and eventually I found myself teaching it...

...to over two million people in 193 countries.

No one was more surprised by this development than I was. I certainly didn't start out thinking that I had anything to share. It turned out, though, that I did.

So, in this book, I'll share what I believe to be some of the most amazing, fascinating, and practical information you'll ever encounter about how you can change your life—emotionally, mentally, spiritually, and even physically.

I'll draw on cutting edge information from contemporary brain science and modern cognitive psychology, my own experience, and what I've learned from...

...some of the most accomplished, most  
aware meditators in the world.

What we now know about the brain and how to improve its function is truly astounding. My good friend Dr. Daniel Amen published a book many years ago called *Change Your Brain, Change Your Life*.

Daniel was absolutely right. When you change your brain you WILL change your life, and in this book I'll show you a number of cutting edge methods for changing your brain (including an amazing tool I've created) that will give you tremendous clarity of mind, more creativity, greater learning ability, calming emotional equanimity, and...

...many other highly sought-after  
abilities and qualities.

I'll show you how your emotions and other internal states *could be* a choice—allowing you to choose more happiness, confidence, motivation, persistence, peace of mind, joy, courage,

compassion, resilience, ability to focus, and many other positive states—while experiencing less sadness, anger, anxiety, fear, confusion, depression, procrastination, and other negative states and emotions.

Sound good? Believe me, this *is* possible.

With the information and tools I'll share, you can end addictions, bad habits, procrastination, and other similar problems. Spiritually, you'll learn how changes in your brain can create more connection to others, put you more in touch with who you really are, allow you to feel a greater sense of well being, and feel more comfortable inside your own skin.

As a result, you'll deal much more easily with the stream of problems and challenges that are...

...an unavoidable part  
of being human.

Finally, I'll show you how changes in your brain can lower your stress level, increase your threshold for what you can handle in your life, improve your physical health, and help eliminate many chronic health problems.

These changes typically lead to other significant quality-of-life improvements: better relationships, more self confidence, greater self-esteem, healing of past emotional trauma, and an ability to stop sabotaging yourself...

...and finally take the steps  
that lead to success.

If you've had trouble with procrastination, lack of persistence, self-defeating beliefs, or unconscious self-sabotage of any kind—if you've ever studied success principles but then found it difficult to get yourself to actually take action to implement them—what I'll share in this book (and in the other free material I'll give you) will help you make some huge positive changes in your life.

Too good to be true?

Yes, I know I'm making big promises—and that they probably do *sound* “too good to be true.” But consider this: I've been sharing this information and these tools for nearly 30 years, and over two million people in 193 countries have already used what I'll share here to completely change their lives. So I'm not making this promise out of thin air.

You've probably heard that humans use only a small percentage of their available brain-power. What I'm going to share will dramatically increase that percentage for you, and also allow the two hemispheres of your brain to work together in a new way, creating something scientists call *whole-brain thinking*.

As that happens, you'll see dramatic improvements in virtually every area of your life. No matter what you've done before, no matter what your current situation, you *can* take charge of your mind, and your life, and get much, much more of what you want.

And, if your life is already fantastic, what I'll share will improve it even more.

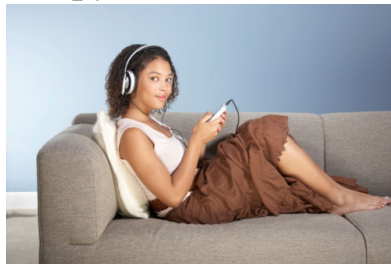
In my own process of learning this information and using the tools I'll share with you, I have to confess that I've made a lot of side trips and made a lot of mistakes. I'm still learning. But what I've learned so far has allowed me to master many aspects of life I used to think were completely outside my control. Believe me, you can do the same.

I certainly don't want this book to be about me. I'm just an ordinary person who stumbled on some powerful information and research—and then figured out practical (and extremely popular) ways to use that information to change lives.

I do think, however, that hearing my story—how miserable and ineffective I was, and how the tools and information I'll share in this book totally transformed my life—will help you understand the incredible power of awareness, and see the practical possibilities for you and your own life.

Please turn the page and we'll get started...

**Get a FREE audio book copy of *The New Science of Super-Awareness*.**



[Just click this link to download it.](#)

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Find out why over two million people love Holosync**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



**[2 video course: How Holosync Creates Super-Awareness—and Much More](#)**  
**[The Full Story About Holosync](#)**





## Chapter Two

# My Lack of Awareness

And what I did about it...

**For the first thirty-plus years of my life**, I felt hemmed-in by circumstances. Most of my life didn't feel even remotely intentional. I certainly had no choice over my feelings. Anger and depression frequently descended upon me, seemingly out of the blue.

These and other feelings pushed people away and derailed my plans.

My behavior was sometimes intentional—for a while. Then I'd do something utterly stupid, get myself into a mess, ruin a relationship, or sabotage an opportunity. At other times I'd fail to act just when I needed to, or fail to follow through and finish something I'd started.

I also didn't seem to have any choice about the people who drifted into my life. Over and over I became involved with people who lacked maturity, ethics, or emotional intelligence, people I had trouble getting along with—and people who didn't seem to care much about me.

How did I keep attracting the same person,  
I wondered, but in a different body?

I was frustrated and confused—lost, and going nowhere fast. I had no idea of how to approach my life. I wanted more choice...

...but I didn't know how to create it.

Today, I've come to believe that choice is *the* most important ingredient in a well-lived life. In fact, I've spent the second thirty years of my life learning about choice and how to create the maximum amount of it.

I've also learned that choice isn't really what most people think it is, and it isn't created in the way most people think.

Now, to make sure you really get this, and to make sure it really sinks in—in other words, to make sure you can really *use* what I'm going to share here—I want to start with a more big-picture view of the human condition, which will give the rest of what I'll share some important context.

In fact, here's what I've found: When people fail to get the results they want, it's often because...

...they don't have this bigger  
perspective, this context.

Quite frankly, I consider this overview of the fundamentals *crucial* to mastering your life. Many people—in fact, most people—try to solve their problems at the level of the problem itself, which is impossible. You've probably heard the famous quote from Albert Einstein, "Problems can't be solved at the same level of thinking that created the problem."

Once you understand and master these fundamentals, though, everything falls into place. These fundamentals ARE the level at which you can solve the problems of your life—at least those that have a solution. Some don't. (As I said, we'll talk about that in a moment.)

So this context I'm referring to, these fundamentals, *are* crucial, and I think this will really open your eyes. Then, we'll dive into the nuts and bolts and bit by bit it will all make a lot more sense.

Before I share these fundamentals, though, let's take a quick look at a list of 15 things that I believe everyone wants.

If you had a choice, I'm betting that you'd choose these 15 things. And, part of my promise to you is that you *can* have them—if you do certain things I'll share with you. In fact, it's going to be easier than you think.

So here are 15 things everyone wants:

1. To feel better...
2. To behave better...
3. To have more closeness, more love...
4. To have more mental clarity, to make better decisions...
5. To have more happiness...
6. To feel more security, more inner peace...
7. To be healthier, to live longer...
8. To have financial security, to make more money...

9. To have a labor of love...
10. To have doable challenges...
11. To understand people better...
12. To be understood by others...
13. To be more persuasive...
14. To make a difference...
15. To experience a sense of spiritual connection

When I made this list, I realized that I started out having almost none of them. As a result of practicing what I'm going to share with you, though, I now have them all.

I'm not saying that I don't have problems anymore—I have plenty of them, just as you probably do. My ability to handle these problems, though, has completely changed, and, of course, many of the things on this list, once you have them, help minimize or compensate for the many human problems we can't do anything about.

### Why you should listen to me (my story)...

Now you might be wondering why I'm qualified to teach you anything. First, over the last 35+ years, I've become well-known for teaching information in a way that makes it easy to understand and easy to learn—and that, certainly, is to your advantage.

I think you'll agree as we get into this that I have a way of triggering ah-ha's that make otherwise difficult ideas easy to grasp.

Second, my own personal struggles—and I've had a lot of them—allow me to see things from your perspective, because I've been there—plus, I know what it's like to climb out of difficulties and create a life that really works.

Believe me, I started with no special advantages. I grew up in a broken home. My parents divorced when I was quite young—and then my step-father died of cancer when I was in the fifth grade. I grew up with a distant and critical father and a quite crazy, often hysterical mother.

As a child I was shamed, humiliated, punished physically, and frequently criticized. I experienced very little nurturing and physical love. To get at least some attention and positive feedback, I became an overachiever and a perfectionist.

And, I became quite angry. In fact, my anger drove many people out of my life. My report cards in grade school were filled with teacher comments like these:

“Billy is too aggressive.” “Billy doesn’t play well with others.” “Billy is often critical and abrasive toward others.” “Billy frequently disrupts the class.”

Over the first several decades of my life, I created continuing abandonment. I was very unhappy. I was often depressed. As I grew into adulthood, I was capable and intelligent, but few people wanted to work with me because I was so abrasive, angry, and self-absorbed.

At age 17 I started taking drugs. In fact, I was high for at least a part of every day from age 17 until I finally stopped when I was 34. When I was 33 my wife left me, taking with her the last few thousand dollars I had.

What’s more, I’d quit my commission sales job a few months before. The country was in a recession and I wasn’t making any sales. I thought I might just as well stay home and do something I wanted to do while making nothing.

In other words, I hit bottom. I spent hours at a time sitting in a chair staring at the wall, totally depressed.

There was, however, a silver lining:

I finally admitted that my problems were MY  
fault, not the fault of everyone else—which had  
been my brilliant theory up to that point.

That was a turning point for me—taking responsibility for my situation instead of blaming everyone else.

In fact, I’ve found that this realization is the necessary turning point for *anyone* experiencing a difficult life.

I started reading self help books. I attended seminars. I visited spiritual teachers. I found a therapist—in fact, over the years I went to at least a dozen therapists. This was in the 1980s, when a lot of wacky personal growth stuff was going on—so I also tried firewalking, weird diets, NLP, bodywork (and several things I’d rather not even admit).

I even attended a seminar once where everyone took off all their clothes and the whole seminar was done naked—though I hasten to add that I had no idea this was going to happen when my girlfriend signed us up.

Even with all these attempts to get my life together, I was still unhappy. But I kept going because I didn't feel like I had a choice.

**It was either keep going, give up and  
live in misery, or just end it all.**

Maybe your life has been, in some ways, similar to mine. Perhaps not. I don't know. Even if your life has been pretty good so far, and you've enjoyed a fair amount of success and happiness, what I'll share will still transform your life, I promise.

But if, like me, you want to get rid of your unhappiness, get past your confusion about what to do and how to do it, stop repeating the same mistakes over and over again, stop procrastinating and start taking action toward what you want, stop getting involved with the same people who mistreat you and let you down, and feel happier and more peaceful inside, this book (along with the other free information I'm going to share with you)...

**...will be a real turning point in your life.**

At any rate, finally, in 1985, when I was 35 years old, I stumbled on the research that led to my creation of a tool that creates incredible changes in the brain—leading to significant mental, emotional, spiritual, and even physical changes.

This was the rocket fuel that finally caused everything to come together for me. I'll tell you more about this tool (it's called Holosync® audio technology) later, after I've shared the fundamentals I've mentioned, along with some other quite interesting research and information. (HINT: Holosync creates the same changes in the brain as traditional meditation, but many times faster.)

As I used Holosync and the other principles and approaches I'll tell you about, my anger began to diminish. For the first time in my life, I stopped being depressed.

**People began to like me—and I stopped  
unconsciously pushing them away.**

What's more, my mind became clearer. I began to have more creative ideas. And, I began to feel much better about myself. I also began to feel more motivated, and that led to finally starting my company, Centerpointe Research Institute, in 1989, so I could share Holosync and the other tools I'd discovered.

Over the years, as I've already mentioned, what we do at Centerpointe has helped over two million people and certainly has changed my life. I know I wouldn't have been able to create Centerpointe and make it into such a success, and you wouldn't be reading this right now, if it weren't for the tools and information I'm about to share with you.

What really drove this process, especially in the beginning, was my own investigation for myself. For instance, when I tried to control my mind, think positive thoughts, and so forth, in the way other people were teaching, I found out—as you probably have—that it isn't that easy.

Why can't I do this, I wondered?

Then someone would cross my path—and some of these people were quite famous personal growth teachers and thought leaders you've heard of—and that person would provide a hint, sometimes without even knowing they were providing it...

...and I'd get another piece of the puzzle.

When I tried to do something about my emotional reactivity and the negative emotions I frequently had, I found that whatever was generating all of this was way beyond my ability to control. The same thing happened with my many bad habits and my addictive personality.

This was very discouraging. I wondered if there was anything I could do to gain more control over myself, to have more choice about how I was feeling and behaving.

I'm telling you this because I want you to know that I had no special advantages, and if I can create a great life, anyone can, and that includes you.

What you do with what I'll share with you will depend on who you are, what you want, and how motivated you are.

But just to give you an idea of what's possible, even for a miserable, unhappy, ineffective, totally lost soul, here are some of the things I've been able to do because of what I've learned, and what I'll share with you:

- I was asked to be a founding member of Jack Canfield's *Transformational Leadership Council*, an elite group of well-known personal growth teachers.
- I was invited to be an inaugural member of the great philosopher Ken Wilber's *Integral Institute*.

- I've shared the stage with the Dalai Lama, billionaire Sir Richard Branson, Jack Canfield, Stephen Covey (author of *7 Habits of Highly Effective People*), Dr. Daniel Amen, Ken Wilber, and many other thought leaders and high-profile people.
- I've spoken at the United Nations.
- I've created one of the world's leading personal growth companies.
- I've made well over \$150,000,000.00.
- I've given millions to charities helping inner city kids, built schools in Africa, and received awards for my philanthropy.
- I've become a nationally known jazz musician.
- I have over a million books in print and I've written more than 400 articles.
- I'm friends with amazing people and many well-known celebrities.
- I have several "labors of love".
- I'm an accomplished pilot.
- I'm highly respected for my expertise in psychology, spiritual growth, history, economics, finance, marketing, writing, music, and business.
- Most important, I'm happy now. I have a deep inner peace, an ability to understand people, and most important, I have faith that I can do anything I set my mind to.

Please don't think I'm trying to brag. I'm really an ordinary person, and no one was more surprised by how things turned out than I was. It's just that those who are super-aware *make things happen*.

I list these accomplishments only to show you that...

...success and happiness are possible for *anyone*.

You just need enough awareness—and, of course, the desire to do something with your life.

Believe me, when I started I was NOT on track to do any of this. When I hit bottom I was making about \$3000 a month, was quite repellent as a person, and drove most people away. I have to admit, though, that what I'll share here was 100% responsible for the huge changes I made and the new life I created. You can change your life in the same way, I promise.

One more thing, and then I'll share the  
important fundamentals I promised.

Lots of teachers tell you that mastering your life is easy. Well, it isn't. At this point, though, after helping many other people make these sorts of changes, I'm confident that I can make it as easy for you as it can possibly be.

I just need to show you the tools and key principles that allowed me to change my life and then motivate you to actually use them for yourself. All of this starts in your brain, which can be changed. The process used to be long and difficult, but now there's an easier, faster way, and that's what I'll share with you in this book.

If you're willing to follow the same process I followed, your life will change in remarkable ways, too. In fact, you'll quite likely make these changes faster and more easily than I did, because...

...I'll take you the direct way, not  
the winding way I traveled.

This process isn't effortless—there *is* a price to pay—but it certainly does work, and it's the most interesting journey you'll ever make because *it's about you and how you create your life*.

You don't necessarily have to be smart, or have any money, or have all kinds of amazing personal qualities. If you have these advantages, great. If not, this will still work. Some of my best students had no advantages when they started and seemed least likely to succeed.

Next, I want to share one of my biggest insights: *the one fundamental that underlies every positive change*. Without it, everything is difficult; with it, life becomes easy.

Let's take a look...



**Want to go deeper?**  
**Additional resources to help you learn more:**

**Find out why over two million people love Holosync**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



-----  
**[Free 5 Video Course: Harnessing the Power of Awareness™](#)**

Awareness creates 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. Without this key, life can be a struggle. With it, life is easy. This Video Training Course includes:

- Video 1: The Amazing Power of Awareness
- Video 2: Choice, Meditation, and Your Brain
- Video 3: The Power of Brain Synchronization and Neuroplasticity
- Video 4: The Fast, Modern Way to Become Super-Aware
- Video 5: Your Amazing Internal Map of Reality



## Chapter 3

# Master This and Life Becomes Easy

**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.

You may have tried in many ways to get those 15 things I showed you in Chapter Two.

And, probably some of what you've done has helped. I know 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.

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 (and the opportunity to have those 15 things), I think you'll agree that this 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, I think, 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 of 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 though 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 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 turn the page and we'll continue...

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Find out why over two million people love Holosync**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



-----  
**[Free 5 Video Course: Harnessing the Power of Awareness™](#)**

Awareness creates 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. Without this key, life can be a struggle. With it, life is easy. This Video Training Course includes:

- Video 1: The Amazing Power of Awareness
- Video 2: Choice, Meditation, and Your Brain
- Video 3: The Power of Brain Synchronization and Neuroplasticity
- Video 4: The Fast, Modern Way to Become Super-Aware
- Video 5: Your Amazing Internal Map of Reality



## Chapter Four

# The Four Things You *Could* Have a Choice About

**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. (In another chapter we’ll look at the parts of the brain involved in awareness, and how you can enhance them and in doing so create tremendous awareness.)

**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.

Later in this book we’ll look at the prefrontal cortex in more detail—and, I’ll show you the latest research on how to enhance its abilities and turn over more “brain real estate” to its self-regulating abilities.

And, I'll also tell you about the super-effective tool I've created based on this research, so you can have much more awareness—and much more choice...

...but without spending decades to get it!

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, though, 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 at 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, though, 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, though, 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 degree 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? Turn the page and we'll take a look at this intriguing choice...

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



-----  
**[Free 5 Video Course: Harnessing the Power of Awareness™](#)**

Awareness creates 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. Without this key, life can be a struggle. With it, life is easy. This Video Training Course includes:

- Video 1: The Amazing Power of Awareness
- Video 2: Choice, Meditation, and Your Brain
- Video 3: The Power of Brain Synchronization and Neuroplasticity
- Video 4: The Fast, Modern Way to Become Super-Aware
- Video 5: Your Amazing Internal Map of Reality



## Chapter Five

# Autopilot or Awareness?

(How To Drop What Isn't Working)

**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

Though 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-that-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 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, though, 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.

Would you like to know how I found out exactly how this works—and how it completely changed my life?

I’m about to tell you...



**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



**[This video is Part 1 of a 3-Part series, A Mystery, A Shadow, and an Amazing Game. The “mystery” is how you create your experience of life—and how you can create it with choice.](#)**



## What Awareness Did For Me

(And One Tiny Little Problem)

**When I first started teaching seminars in 1983 I wrote down this goal:** To have an income of \$350,000 a year.

This would have increased my income by more than ten times—which seemed, at the time...

...beyond ridiculous.

I'd been told to set a goal that was *a stretch*, yet doable (“doable” based on the fact that others were doing it), and I was complying!

Quite frankly, I couldn't even imagine making that much money. As I typed the words I actually started to shake. Then came this thought...

“Boy will I look stupid when I can't do this.”

Obviously, this sentence (and the accompanying internal pictures) were not resourceful internal representations.

And, as always is the case when you focus on what you don't want, these internal representations created bad feelings and self-sabotaging behaviors.

Instead of getting to work creating my seminar and filling it with students...

...I procrastinated.

I played office. I had business cards printed. I pondered what my logo and stationery should look like. I organized by desk. I creatively found many non-productive ways to spend my time.

Then, to make matters worse, I unconsciously attracted a partner who later—after we actually had taught some seminars and made some money—cleaned out the company bank account, leaving me with nothing.

These are the sorts of unwanted outcomes you unintentionally and unconsciously create...

...when you live your life without awareness!

As the years passed, though, and I learned the strategies I'll share in this book, *things began to change*. Finally, something else happened—something that accelerated everything, and totally changed my life:

Based on research I stumbled on from the world-famous Menninger Clinic and Mt. Sinai Medical Center in New York, I create a tool (Holosync® audio technology)...

...that increased my awareness *exponentially*.

As it will yours, too, when you try it. (See the link at the end of this chapter to try a sample of Holosync.)

I began to *see myself* making certain pictures in my head, along with the accompanying thoughts. More important, I began to see that it was what I was doing inside my head that was generated my fearful feelings, my lack of confidence, my procrastination, and...

...the less-than-resourceful outcomes I was experiencing.

It wasn't my environment, or the people around me, or some other external cause. *I* was creating these negative feelings and outcomes!

And it wasn't that I *knew* I was doing this—I *saw myself doing it*, with awareness.

I'd always assumed that my fears were caused by external, fear-inducing situations. Now, I was stunned to realize that the real culprit was...

...what I did inside my head *in response* to those situations.

And, unbelievably, with this awareness the fearful thoughts (and the behaviors they generated) evaporated!

It also became obvious to me that focusing on what I didn't want was an automatic, unconscious response *that didn't serve me*. As I observed this process, with awareness, as it happened, it became impossible to keep creating those feelings.

I didn't *decide* to stop creating the feelings—they just naturally fell away because...

...they didn't serve me.

And, because I was watching myself create them, with awareness.

**Again, this is the rule:** Awareness creates choice, and once you have a choice you'll always choose what serves you—and drop what doesn't.

As time passed (and I continued to use Holosync and the other tools and strategies I'll share with you later), my ability to watch in this way increased, and many other dysfunctional feelings and behaviors fell away.

What's more, I stopped attracting the wrong people. Instead, I began to attract high-quality friends and partners: for instance, Jack Canfield, co-author of the *Chicken Soup for the Soul*® books; Stephen Covey, author of *7 Habits of Highly Effective People*; philosopher and bestselling author Ken Wilber; and many others.

In short, as my awareness increased, *everything changed*.

Ultimately (and to my utter surprise) I created an internationally successful company with over \$150,000,000 in sales (so far), spoke at the United Nations, shared the stage with the Dalai Lama and many other famous people, wrote two books and over 400 articles, and had many other successes, both in business and in my personal life.

I'm telling you, friend-to-friend: awareness really does create choice. When you approach your life with awareness, you stop sabotaging yourself and...

...all kinds of previously hidden options  
and opportunities appear!

And with this book in your hand, and the other resources I'm making available to you, now *you* have the opportunity to create the awareness that will change *your* life.

There's one tiny little problem, though, with all this talk about awareness:

Most people, unfortunately, don't have that much of it!

On one hand, human beings have more awareness than any other living creature. Few of them, though—certainly less than 1%—have enough awareness to see how they're creating those four things I listed earlier:

- 1) How you feel
- 2) How you behave
- 3) Which people and situations you attract or become attracted to, and...
- 4) What meanings you assign to what happens.

And, those who *do* have this kind of awareness are people who've meditated for 30 or 40 years.

So, we have two rather big challenges:

- 1) How to create enough awareness, and..
- 2) Where to direct that awareness

If you solved both challenges, what would that mean to you? Let's find out...

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



**[This video is Part 1 of a 3-Part series, A Mystery, A Shadow, and an Amazing Game. The “mystery” is how you create your experience of life—and how you can create it with choice.](#)**



## Chapter Seven

# If You Had Enough Awareness...

**If you had enough awareness, and you knew how and where to direct it** (so you could see yourself creating those four things, as you create them) they would become a choice.

Remember, the four things are 1) how you feel, 2) how you behave, 3) which people and situations you attract or become attracted to, and 4) what meanings you assign to what happens.

**What would it would be like if your feelings and other internal states were a choice?** How often would you choose to feel bad? How often would you choose to feel afraid, or angry, or confused?

Perhaps sometimes it would serve you to feel bad in some way. Grieving over a loss is normal, but in this case it would be *a choice*, not an automatic response, and when the grief process had run its course...

...you'd stop.

**What about your behavior?** If that were a choice, how often would you choose to procrastinate instead of going after what you want? With more awareness you'd take action toward your goals, without self-sabotaging thoughts and feelings, and...

...without second-guessing or  
doubting yourself.

I'll let you in on a little secret. In the personal growth business, it's legendary that people purchase information about how to succeed, become excited and motivated (for a while), and then never take action.

How many people buy exercise bicycles and then use them to hang their clothes on? How many people buy courses and then never do the lessons? And if they do, how many take the action steps suggested in the lessons?

Unfortunately, the statistics show that only 2% of people actually take action on what they want to do. Isn't that amazing? That's the price you pay...

...for not having enough awareness!

Once your behavior is a choice, though, you'll stop unconsciously sabotaging yourself. And, you'll easily take purposeful action to create what you want.

Wouldn't that be a big change?

If your behavior was a choice, how often would you act in a way that you later regret? Would you eat those extra donuts, yell at your spouse, or watch "Keeping Up With the Kardashians" instead of working toward your goals?

The more awareness you have, the more everything becomes a choice—instead of an automatic reaction.

**What would it be like**, then, to have a choice about which people or situations you attract or become attracted to? How often do you find yourself in substantially the same unpleasant situation, or with substantially the same (wrong) people?

Once upon a time, I met an attractive woman. There was plenty of chemistry, and we seemed to have plenty in common. So, we began dating.

Though I hadn't figured this out at the time, I'd always seemed to attract women with histrionic personalities, and who ended up blaming me for their feelings and other problems. Over two or three years things would become increasingly contentious, leading to...

...a final Gotterdammerung-style  
crash-and-burn conclusion.

When the next woman would come along, she would seem to be (thankfully, I thought) completely different from my previous girlfriend. But after several months it would begin to dawn on me that I was once again with the same woman.

She was just in a different body this time.

How did I do this? How, out of all the women in the world, did I repeatedly attract and become attracted to women with the issues that so tragically dovetailed with mine? (I hasten to add that in those days I was no prize, either!)



Unfortunately, knowing *why*—though interesting—turns out *not to be* very helpful—at least in terms of ending the pattern.

What *is* helpful, though, is seeing yourself  
create the attraction, as you do it.

One evening, my lady friend and I were on our way to a symphony concert. During the car ride things became contentious (about what I no longer remember) and I had a sudden realization that our relationship was a replay of a dynamic I'd always had with my mother.

As part of me argued with her and another part watched what was happening from the sidelines, I saw how I was creating my attraction to her, and clearly saw that it wasn't serving me at all.

At the time, this was quite a soul-searing revelation.

The moment this insight flashed through my mind, my entire motivation to be with her (or anyone like her) dissolved. Instead of being completely absorbed in the argument, a part of me was watching with awareness and curiosity.

From that perspective I clearly saw how (not why) I was creating my attraction to her. That the whole relationship was a dysfunctional echo of my stormy relationship with my mother suddenly hit me...

...and the entire dysfunctional  
attraction *dissolved*.

**Here's the best part, though:**

From that point on I became attracted to *a completely different kind of woman*. I began to notice (and become attracted to) women I'd never noticed before—and they somehow spotted me, too.

I'd been doing things—totally without awareness—that had caused me to see and be drawn to *one* particular type of women. All other women had been essentially invisible or uninteresting to me! Seeing the pattern with awareness freed me of it, and my whole relationship dynamic changed.

This same sort of thing is at work when you keep attracting the same unreliable, dishonest, or difficult-to-get-along-with business partners, bosses, employees, friends, or any other type of person.

You are *doing* something outside your awareness that causes you to become attracted, and also giving off social cues that cause the other person to be attracted to you—and the whole thing is happening on autopilot.

Watch the process with awareness, and  
unless it serves you, it will fall away.

With enough awareness, you'll stop attracting people who take advantage of you, treat you poorly, annoy you, fail to respect you, cheat you, or in some other way make your life more difficult. As happened to me with my symphony lady, the unconscious motives and attractions that drew you together will dissolve.

There are all kinds of people out there, and believe me, you're unconsciously attracting a certain segment of them. You could, though, attract people who like you more, who want to support what you're doing, and who are easier to get along with.

**Finally, with enough awareness, the meanings you assign to what happens also become a choice.** You may have never thought about this, but you're constantly assigning meanings to what happens around you. None of these events, though, have any *intrinsic* meaning.

All meaning is added from the outside.

Quite often the meanings we assign aren't true (though we assume they are). As with all meanings, however, those that assume a negative outcome, a lack of ability, or a likelihood of failure—*become self-fulfilling prophecies*.

“That setback means I'm not smart enough.” “This response from another person means no one cares about me.” “This mistake means I'll never succeed financially.” And so on.

The premises underlying the meanings we assign to events can be resourceful—or harmful. In truth, nothing means anything...

...until *you* supply the meaning.

When we assign meanings unconsciously and automatically they seem to be intrinsic to the situation, and “true”. Then, we suffer the consequences. If the meanings are non-resourceful and self-limiting, the outcomes they create will not serve us.

Let's say one of these situations happens to you:

You become attracted to someone, but they aren't interested in you. You start a business, but you run out of money and have to close it down. You apply for a vacant position at work, but someone else gets it.

If, as a result, you conclude, "This means I'll never find love," or "This means I'll never be a success," or "This means things are rigged against me," your mind will find a way, by unconsciously attracting certain people and situations, to make sure these meanings come true.

With enough awareness, though, you'd assign meanings to what happens in a different and more resourceful way. The meanings you'd assign to what happens...

...would become a choice—and, you'd naturally choose what serves you.

Any way you look at it, increasing your awareness changes your life in significant and positive ways. I hope by now you can see why this is so.

### My Elevator Speech

Now that you understand the huge power of awareness, I'd like to share my "elevator speech" with you. An elevator speech, in case you don't know, is an explanation of what you do that's so succinct you can describe it during a short elevator ride. So when someone asks me what we do at Centerpointe, here's what I say:

I have a tool—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.

Once you've increased your awareness, I then show you where to direct it so as to create the greatest amount of choice in the only areas of life about which you actually can have a choice.

What you do outside your awareness happens automatically. What you do *with* awareness becomes a choice. If your results, right now, aren't what you want, it's because you're creating your feelings, behaviors, attractions, and meanings OUTSIDE your awareness.

That's why you're experiencing feelings you don't want, behaving in ways you don't want, failing to act when you know you should, attracting people and situations you don't want, and assigning self-sabotaging meanings to what's happening.

You can only do this if you do it outside your awareness. Gain enough awareness and use that awareness to observe what you're creating, as you do it, and...

...it will become impossible to keep  
doing what doesn't serve you.

And you won't have to push it away, or summon up superhuman willpower to change it. It will fall away all by itself.

A lack of awareness, and not knowing where to direct it, is the reason why you may have been spinning your wheels, why you may have read many good books, taken many good courses, learned many valuable things, but still haven't created the happiness, the inner peace...

...and the success you'd like to have.

**Fundamentals *are* important**—in fact, they're crucial. And nothing is more fundamental than awareness. With enough awareness, everything falls into place.

And, by the way, once you have enough awareness the “how-to” you've learned from all those books and courses becomes easy to put into practice.

And if you haven't yet read the books and taken the courses, when you finally do dive into them—with awareness—you'll soak up the knowledge so easily, and put it into practice so effortlessly...

...that you'll hardly believe you could have  
spent so many years spinning your wheels.

So, let's do a quick review, and then I'll show you how to create all the awareness you need to transform your life.

This is where it really gets good...

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



**[This video is Part 1 of a 3-Part series, A Mystery, A Shadow, and an Amazing Game. The “mystery” is how you create your experience of life—and how you can create it with choice.](#)**



## Chapter Eight

# It's As Simple As That

**So, before we go on to Part 2**—where we'll look at the brain changes that create more awareness, and how you can make those same changes in your own brain—let's quickly summarize what we know so far:

- (1) Life is all about increasing the amount of choice you have.
- (2) There are three “choice categories”: 1) things you have no choice about, 2) things you can influence, and 3) things you could have a choice about.
- (3) You only have a choice about what YOU create.
- (4) You also have to have enough awareness to see yourself create it, as you do it.
- (5) You create four things: 1) how you feel, 2) how you behave, 3) what you attract or become attracted to, 4) the meanings you assign to what happens.
- (6) Once you have a choice you'll always choose what serves you and drop what doesn't.
- (7) There are two challenges to gaining choice: 1) Creating enough awareness, and 2) Knowing where to direct that awareness.

I hope you've noticed how utterly logical this is.

**First**, you only have a choice about those things you actually create. That makes sense, doesn't it?

**Second**, choice (including choice about how we move, where we direct our attention, and what we think about) requires awareness. With enough additional awareness you can have a choice about aspects of life that usually happen on autopilot.

I hope I've convinced you that awareness does indeed create choice, but you may have to experience it yourself before you're really convinced. Don't worry—I've created a simple way for you to do just that.

To have more choice, you need more awareness.

It's as simple as that.

**So, now that you've realized how crucial awareness is, what's the next question?**

That's right. I *knew* you'd think of it. You're becoming more aware already!

The next question is:  
Who has this kind of awareness?

(Also, as long as we're asking: How did they become so aware? And how can *you* do it, too?)

**These are the questions we'll answer in Part 2.** We'll start by looking at how the brain creates awareness, and how, by changing your brain, you can create more of it. And, in the process, create more choice.

Big picture, these changes involve:

- More happiness
- More inner peace
- Fewer negative emotions
- Greater resiliency
- More willpower
- A clearer mind, with better problem solving and decision making abilities
- More creativity
- A better memory
- A greater sense of well being
- Better health

- Less stress
- Greater feelings of connection with others.

And, with more awareness you'll more easily know what you want and...

...take the steps to make it happen.

In Part 2 we'll look at those rare human beings who have the kind of super-awareness I've been describing—and discover the method they used to create it.

Then we can steal their method!

After that, though—and I'm sorry to do this—I'm going to pull the rug out from under you, because unfortunately, as powerful as this method is, *it has one substantial drawback*.

Despite that drawback, this method is well worth studying.

We'll also look at what's happening in the brain of a super-aware human being, and how you can create the same changes in your brain.

Then, in Part 3 I'll share a most elegant modern technological solution to the drawback I mentioned above—allowing you to create all the awareness you need (and all the benefits it brings)...

...in a fraction of the time.

I can't wait to show you how the world's most aware humans did it. Please turn the page right now so we can get started...



**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



-----  
**[2 video course: How Holosync Creates Super-Awareness—and Much More  
The Full Story About Holosync](#)**



## Part Two:

### How to Get All the Awareness You Need

## Chapter Nine

# Meditation: From Weird to Wonderful

Pop Culture, Scientific Studies, Remarkable  
Benefits, Brainwave Patterns, and More

**Not many people understand** the incredible power of awareness—and the almost limitless possibilities it provides. Now, though, *you do*.

This gives you a huge advantage.

Now it's time to find out how the super-aware got that way.

At the end of Part One, I listed two challenges to gaining choice: 1) Creating enough awareness, and 2) Knowing where to direct that awareness. This book is about the first challenge—how to create the super-awareness you need to make the four aspects of life I've been talking about into a choice.

Please believe me. You can become  
one of the “Super-Aware”.

I've done it, and so have many other people who've used the awareness-producing tools I've created, along with the other strategies I'm sharing in this book.

We ended Part 1 with this burning question:

Who has this kind of super-awareness—and how did they get it?

And, while we're at it, let's also ask *this* question:

What changes in the brain create super-awareness?

And finally, of course, you'll want to know how you can create those changes in yourself—so *you*, too, can become one of the super-aware.

As you'll see, it's much easier than you might think—especially when you use the tools and strategies I'll share with you.

As you gain awareness, you'll increasingly 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 the events of your life.

So, let's answer our question: Who has this kind of awareness?

Those who've meditated faithfully for many decades, usually for several hours, every day.

If your mind is screaming “Impractical!” believe me, I understand. The huge time investment involved is obviously a drawback for most people. After all, you want to live a normal life, not be a meditation recluse—which, of course, is why so few people have this kind of awareness.

You don't have to be a recluse, though, or devote your life to mediation, to become one of the super-aware. I've created a faster way—one I found almost by accident—that uses modern science to create the same changes in the brain, leading to the same increase in awareness...

...but in a fraction of the time.

First, though, I want you to understand the slow and steady traditional meditation method, how it works, what scientists have learned about the benefits, and especially...

...how meditation changes the brain.

Perhaps you already meditate. Maybe you've tried meditation but found it too difficult and gave up. Or, perhaps you've never meditated in your life and you really don't want to.

Whatever your situation—including having no interest in meditation—I think you'll find what I'm about to share both interesting and valuable.

In fact, I think it will really open your eyes about certain possibilities in your life, some of which you may have already thought about, and...

...other possibilities you might not have considered.

I started meditating when I was nineteen during my freshman year in college because someone told me it might help with my huge anger problem and my frequent bouts of depression.

In those days—back in 1969—most people thought meditation was weird and airy-fairy. Strange people in far-away places meditated (for reasons that weren't quite clear), but not “normal” people in Western countries.

Then, in the 1960s, The Beatles became interested in meditation when they met Maharishi Mahesh Yogi, the originator of Transcendental Meditation, which became a huge pop culture phenomenon. Maharishi himself became a pop icon, even appearing regularly on afternoon TV talk shows in the United States.

Hollywood stars like Clint Eastwood and film director David Lynch took up meditation, as did many professional athletes and Fortune 500 CEOs.

All the pop culture buzz about meditation aroused the curiosity of a whole generation of young people who were already in rebellion against conventional culture. Later many of them became the scientists who studied meditation, or the journalists who wrote about it.

As a result, what was weird became increasingly mainstream. Major magazines devoted entire issues to meditation. *Time Magazine*, for instance, devoted its cover to meditation in August of 2003.

Then...

- In August of 2010 *Time* reported that meditation improves concentration.
- In June of 2012 *Time* reported that mediation was linked with positive brain changes.
- In August of 2012 another *Time* article asked the question, “Can Meditation Make You Smarter?”
- And in November of 2012 *Time* ran an article titled “Strongest Study Yet Shows Meditation Can Lower Risk of Heart Attack and Stroke”.

Just for fun I googled “*Time Magazine* and mediation” and found 4,880,000 entries. “Meditation and *Newsweek Magazine*” yielded another 1,390,000. And a search for “meditation and the *The New York Times*” yielded another 2,020,000 entries.

## Obviously people are at least interested in *reading* about meditation!

Meditation isn't weird anymore, partly because of its coverage in pop culture, but also because scientists at respected universities and research facilities have been studying its remarkable effects on the brain—and the resulting mental, emotional, and spiritual benefits—for several decades now.

And for good reason. It turns out there's a lot going on when you meditate.

Meditators' brains have been monitored with electroencephalographs and spied on with an alphabet soup of brain scanning devices such as fMRI, SPECT, PET, and others. In doing so, scientists discovered that meditation has a number of impressive benefits.

In reviews of the literature published in 2006 and 2009, writers concluded that there are at least three substantiated neurophysiological effects of meditation:

- Increases in alpha and theta brain wave activity
- Changes in the prefrontal cortex (PFC) and the anterior cingulate cortex
- Changes in brain areas related to attention

Andrew Newberg, M.D., who has conducted brain scans on Tibetan Buddhist monks and Franciscan nuns during prayer found that the frontal part of the brain, usually involved in focused attention and concentration, is more active during meditation.

Another study of Japanese monks practicing two similar meditation methods—repeating a mantra and reciting a Buddhist sutra—showed increased activity in the cerebral cortex, though in different folds of the cerebral brain matter for each method.

Let's take a quick survey of other meditation research findings:

### Meditation improves physical health

A few research findings:

- Regular meditation lowers blood pressure.

This is quite significant, given that high blood pressure is often referred to as “the silent killer”.

- Meditation also lowers insulin resistance.

Insulin resistance refers to a group of metabolic problems that increase the risk of heart and artery disease, stroke, pre-diabetes, diabetes, and type 2 diabetes.

Dr. Marc Hyman, chairman of the Institute for Functional Medicine, often refers to this group of metabolic disorders as “diabesity”—a combination of type 2 diabetes and obesity. According to Dr. Hyman these problems are at epidemic proportions (an estimated 35% of Americans have diabesity, and millions die each year from this group of problems).

According to scientists, though, one way to mitigate these problems...

...is regular meditation.

- Regular meditation also reduces the risk of heart and artery disease and stroke.
- Meditators also show “a more stable functioning of the autonomic nervous system”, which regulates the “fight or flight” and “rest and relaxation” responses.

Experiencing too much “fight or flight”, too often, creates serious health problems. Many doctors believe that most human health problems are either caused by stress, or made worse by it.

Regular meditation, however, turns down an overactive *sympathetic nervous system* (SNS)—the source of the “fight or flight” response—while enhancing the *parasympathetic nervous system* (PNS)...

...the source of what Harvard researcher Dr. Herbert Benson called “the relaxation response”.

Dr. Benson’s research demonstrated the effectiveness of meditation in improving health. His book, *The Relaxation Response*, topped the bestseller lists in the 1970s. He and his associates showed that meditation is an antidote to stress, and that when stressed the nervous system activates the “fight or flight” response.

Fight or flight increases the activity of the sympathetic nervous system, which then increases heart and respiration rate, elevates blood pressure, and increases oxygen consumption. Though fight or flight is an important survival response that allows us to fight or run in the face of danger, this response, if activated repeatedly...

...can be quite harmful.

Benson's early research demonstrated that meditation fosters a response opposing the fight or flight response, which he termed the *relaxation response*. Meditation, he found, reduces heart rate, slows respiration, decreases blood pressure, lowers oxygen consumption, and decreases muscle tension.

Benson also noticed that 25% of those he taught to experience the relaxation response through meditation also reported feeling "more spiritual". Plus, the 25% who felt more spiritual also experienced fewer medical symptoms than those who reported no increase in spirituality.

Other studies show that meditation:

- Reduces chronic pain
- Lowers levels of bad cholesterol
- Decreases the frequency of doctor visits
- Lowers blood levels of harmful stress hormones
- Alleviates symptoms of rheumatoid arthritis
- Decreases substance abuse
- Improves sleep patterns
- Lowers levels of blood lactate (which is associated with anxiety)

Pretty impressive, don't you think? Bottom line, meditation has a powerful positive effect on health.

### Meditation also dramatically improves emotional health

- Studies show that meditation "creates the will power and consciousness to be in control of one's life"—which sounds a lot like the awareness I've been describing, doesn't it?



- Research also shows that regular meditation has a powerful effect on depression, with meditators experiencing 67% fewer mood disturbances than non-meditators.
- Other studies show that meditation “alleviates loneliness, hopelessness, and despair”.

Scientists now know that these results have a neurochemical basis. In one study meditation was shown to increase serotonin production. Serotonin is a neurotransmitter that influences mood and behavior. Many drugs used to treat depression, called *serotonin re-uptake inhibitors*, work by increasing the amount of available serotonin in the brain.

Low levels of serotonin have been linked to depression, obesity, insomnia, narcolepsy, sleep apnea, migraine headaches, premenstrual syndrome, and fibromyalgia.

Other studies have linked meditation with increased melatonin availability. Melatonin is another important neurotransmitter that influences mood and behavior, has been linked to sleep regulation, and is a powerful antioxidant.

I’ve been telling you that meditation creates awareness, and that awareness creates choice. The mental health effects of regular meditation are examples of how this works. With the awareness created by regular meditation...

...people actually *choose* to feel better...

...instead of automatically and unintentionally causing themselves to feel bad.

- Meditators also show more electrical activity in the frontal part of the brain associated with lower anxiety and a more positive emotional state.
- Meditation decreases the incidence of substance abuse.
- Meditation reduces post traumatic stress disorder (PTSD).
- And, meditation lowers levels of stress hormones.

Without question, meditation has a dramatic and positive effect on mental and emotional health!

What? You want *more* evidence that meditation (and the awareness it creates) can change your life?

Okay, then, how about this:

Meditation also improves mental abilities—in fact, dramatically so.

- Meditation enhances the ability to think clearly.
- Meditators also learn faster than non-meditators.
- Meditators are better at solving problems.
- And, they're more creative and more intelligent.

And, these mental improvements...

...continue well into old age!

Neuroscientist Richard Davidson of the University of Wisconsin-Madison, a top meditation researcher, notes that these and other changes are a result of the fact that “meditation actually changes the circuitry of the brain.”

Here's an interesting example:

Let's say that we need to pay attention to a rapid stream of information. When we spot one of the bits of information we're looking for, something called an *attentional blink* causes most people to fail to notice a second bit if it happens a very short time after the first bit.

Let's face it, there's a limit to how much we can take in at any given time.

Here's why: A person with average “normal” awareness uses so much attention to spot the first bit that there's not enough mental bandwidth to spot the second one if it comes too soon after the first.

Before the second bit can be noticed, the part of the brain supplying our “paying attention” neurotransmitter (norepinephrine)...

...needs a tiny moment to “reload”.

In other words, when we focus closely on one thing we often miss what comes immediately after. Dr. Davidson and his colleagues, though, found that meditation increases the ability to pay attention to a rapid stream of information, In other words...

...meditation increases our awareness.

Dr. Davidson asked study subjects to spot two numbers embedded in a series of flashing letters that were going by at a rate of several images per second. Most people spotted the first number, but nearly all missed the second, which was presented about a half a second later.

Some of the subjects then underwent several months of intensive meditation training (12 hours a day for 3 months!) and then repeated the intentional blink test, as did a second control group who had not received the meditation training.

There was no change in the results of those who hadn't meditated, but every subject who had undergone the meditation training was able to notice both blinks.

Your brain has limited resources for paying attention. Each time it focuses on something new, a gap occurs, lasting about a half a second. Brain scans before the training showed that so much epinephrine was used up in paying attention to the first number that...

...there wasn't enough left over to notice the second number.

After the meditation training, however, brain scans showed that much less attention (in other words, epinephrine) was needed to notice the *first* number, leaving enough attention to allow the meditators to easily spot the second number.

The brains of these meditators had become more efficient. Meditation training had *changed their brains*, increasing their ability to pay attention and process more information, more quickly.

This is a great example of how super-awareness can be developed—and, of the possibilities of the exciting new field of *neuroplasticity*. Until the 1970s, scientists thought the brain could no longer change after early developmental changes were complete. It was assumed that once we reach adulthood we're stuck with the brain we have.

Today scientists know that your brain is continually changing all the time in response to experience, movement, sensory impressions, learning and, in fact, any repeated stimulus.

**Meditation just happens to be  
a hugely beneficial stimulus!**

We'll look more closely at neuroplasticity later. It's a fascinating subject—and an important part of your tool box for improving your life.

For now, though, just realize that the stimulation provided by regular meditation causes your brain to *turn over more neural real estate* to learning, memory, focus and concentration, creativity, pattern recognition, effective decision-making, enhanced problem solving...

...and other “mental superpowers”.

Regular meditators, for instance, show increased thickness in brain areas related to sensory, auditory, visual, and internal perception. When you meditate, your brain turns over more neurons and more neural connections to your ability to better perform certain abilities.

Which, of course, leads to many positive changes in virtually every area of your life.

Finally, keep this in mind: In the most fundamental way, these meditation-induced brain changes *increase your awareness*, which leads to...

...increased choice, and more “executive control” over your life.

Believe me, by changing your brain you, too, can have this kind of increased awareness, and it's well worth having. Increased awareness has certainly changed my life in remarkable ways, and I've seen it do the same for hundreds of thousands of other people all over the world.

I've mentioned that meditation inhibits, or calms, the sympathetic nervous system, the part of the brain responsible for the “fight or flight” stress response, while enhancing the parasympathetic nervous system, the part of the brain responsible for...

...the opposing “relaxation response”.

In this “relaxation response” state, mental abilities, decision making abilities, and creativity automatically improve, while the “fight or flight” response actually causes the intelligence centers of the brain to *shrink!*

When you're in fight or flight mode, blood flows *away* from the brain to your extremities, preparing you to run or fight. In relaxation response mode, though, blood flows to your brain, allowing you to be more intelligent and...

...much more aware.

Still other studies show that meditation slows the typical age-related thinning of the frontal cortex, preventing the supposedly “normal” decline in awareness and mental abilities we’ve been told to expect as we age.

I’m assuming that you’d like to avoid this unnecessary loss of awareness and thinking power as you get older—and, in fact, that you’d welcome an *increase* in awareness and thinking ability.

Why not? It’s possible.

These are exciting possibilities, don’t you think? (And we haven’t even looked at the famous spiritual benefits of meditation, including feeling more connected to others, feeling more comfortable in your own skin, feeling more compassion, and experiencing a greater sense of purpose in your life.)

Also, we still need to look at three other newly-discovered benefits of meditation. These are so significant, and so interesting, that we’ll devote one or more chapters to each of them:

- The ability to easily access “flow states”, where you’re totally absorbed in what you’re doing, you’re performing at the top of your game, and everything seems easy...
- The effect of meditation on willpower, deferred gratification, and what scientists call “executive control”...
- The effects of meditation on what scientists call “heart rate variability”, a fascinating measure of health and emotional resilience.

And, we’ll also take a much closer look at brain plasticity.

Believe me, I could list additional research results for many more pages—but I think you get the idea:

Meditation is *highly* beneficial.

**All we have to do, then, is solve this stubborn problem:** What do we do about the fact that meditation is difficult to master and takes a long time to learn? Do we really want to wait twenty or thirty years to get the benefits of super-awareness?

Luckily, we don't need to. But before I explain my high-tech solution to this problem, there's more I'd like you to know. So next we're going to look at the electrical patterns in your brain and the amazing effect they have on your awareness, and your life.

This, I promise, is one of the most fascinating things you'll ever learn.

Let's dive right in...

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



**[This video surveys the amazing scientific research about meditation—and how you can use these discoveries to change your life.](#)**



## Chapter Ten

# Brain Waves 101

**Though there are many kinds of meditation**, most involve focusing your attention on something—your breath, a repeated prayer, word, or mantra, or something visual, such as a candle flame or a mandala.

You can also focus on a part of your body, such as your heart, or what the Japanese call your hara, just below your navel.

Scientists have found, however, that it really doesn't matter what you focus on. Highly respected Harvard cardiologist and meditation researcher Dr. Herbert Benson (who, you'll remember, coined the term "the relaxation response", in contrast with the fight or flight response) found that meditators who silently repeated the word "One" showed the same brain changes, and received the same benefits...

...as those who used more traditional methods.

If you've ever attempted this kind of focusing—and I know many of you have—you know that at first it's quite difficult to keep your attention on one particular thing. Thoughts, sounds, physical sensations, and other distractions repeatedly grab your attention.

With lots of practice, though, focusing your mind becomes easier. This is because of something I mentioned in the last chapter: brain plasticity, the brain's ability to change in response to repeated stimuli, movement, or thoughts. We'll talk about brain plasticity in more detail in just a bit, because it's important that you know about it.

One important but rarely discussed result of focusing your mind is a slowing of the electrical patterns in your brain. It turns out that these electrical patterns are extremely important and have a lot to do with your life, and...

...how much awareness you have.

Which I hope by now you've become quite interested in!

Twenty-four hours a day, as nerve cells in your brain communicate with each other, they generate electrical impulses that fluctuate rhythmically in patterns called brain wave patterns.



These patterns are closely correlated with your thoughts and your ability to think clearly, your emotions and your ability to feel good, the healthy functioning of the various systems of your body, your stress level, and, really...

...the entire quality of your life.

And, as I said, these brain wave patterns have a lot to do with the amount of awareness you have, which, as I've said, is THE most fundamental ingredient to creating and exercising *choice*.

There are four major categories of brain wave patterns (plus a special fifth brain wave pattern we'll also look at that really surprised researchers when they found out what highly-prized human characteristic it's correlated with).

Using electroencephalography (EEG), scientists have noticed a significant difference in brain wave patterns between meditators and non-meditators. Meditation, for instance, increases alpha and theta waves. In a moment you'll see why that's significant.

#### Beta waves: From Focus...to Anxiety

The most rapid pattern is called a *beta* brain wave pattern, the pattern of normal waking consciousness. Beta waves are those that fluctuate between 12 and 30 times per second. This means that the wave-form goes up and down between 12 and 30 times in each second.

You're probably making mostly beta waves right now. Beta is associated with concentration, arousal, alertness, and cognition. It's your normal, daily, going-about-your-business brain wave pattern.

At its highest, most rapid level, though, beta waves are associated with anxiety, disharmony, and dis-ease. Perhaps slowing yourself down from these faster beta waves—which is what happens in meditation—might be beneficial to you.

That meditation slows brain waves is one reason why meditators are generally less stressed, have fewer physical symptoms of stress, and fewer stress-induced medical problems.

#### Alpha waves: Superlearning, Flow States, and Joy

As you become more relaxed your brain waves slow into an *alpha* brain wave pattern. Alpha waves fluctuate between 8 and 12 times per second. The slowest alpha is a state of deep relaxation sometimes called the twilight state between sleep and waking, that place where...

...you're not quite asleep, but also  
not quite awake, either.

At the higher end of alpha you're in a more focused yet still very relaxed state. When you're absorbed in a good book (or a television show) and you're so caught up in what you're doing that you've blocked out awareness of your surroundings, you're probably making a lot of alpha waves.

This absorption is one aspect of what some people call a *flow state*, something we'll look at in more detail later. (As we'll see, a flow state involves an interesting combination of several brain wave patterns and a fascinating combination of enhancement and suppression of different parts of the brain.)

Alpha brain waves are also associated with what Bulgarian educator and psychiatrist Georgi Lozanov called *superlearning*—the ability to learn, process, store and recall...

...large amounts of information  
quickly and efficiently.

My good friend Dr. James Hardt, a leading authority on brain wave biofeedback, reports that alpha brain waves are also associated with joy, inner peace, and happiness, and several other positive emotional states.

Alpha is the primary brain wave pattern of meditation. Meditators make more alpha than non-meditators, even when they're not meditating. This is one reason why meditators are generally healthier, feel a greater sense of well-being, experience less stress and more inner peace, and are more focused than non-meditators.

And though creative “ah-ha” moments happen when we make theta waves (see below), alpha waves create what scientists call “the readiness state” that allows creativity to happen. When the brain is stuck in beta, though, creativity is difficult.

Of course, a little later I'm going to show you the easy way to make more alpha waves, and get all these benefits for yourself.

## Theta waves: Creativity, “Integrative Experiences”, and Relief from Trauma

Slower still are *theta* brain waves and, yes, meditators also make more theta waves than non-meditators. Theta waves fluctuate between 4 and 8 times per second, and are best known as the brain wave pattern of dreaming sleep. When you’re dreaming at night, you’re making theta waves—or, if you’re having visionary experiences while meditating.

Theta waves are associated with a number of extremely beneficial states (states of super-awareness more easily accessed by long-time meditators). One is increased creativity. Researchers have noted that the more theta waves you make...

...the more creative you are.

When you have a sudden insight—an “ah-ha” moment, where you suddenly figure something out, find a solution to a problem, have a creative idea, or see a connection you didn’t see before—you’re making bursts of theta waves in your brain.

And, if you learn to make more theta (which, if you use Holosync, will happen), *you’ll be more creative*—which will lead to all kinds of other benefits in your life, whether at work, with your kids or your spouse, and in many other situations requiring creative solutions.

Have you ever known someone who seemed to have lots of creative ideas? That person is making more theta waves than other people. (Below we’ll see how another amazing brain wave pattern, gamma waves, also plays a role in creativity.)

Theta is also associated with some types of superlearning, as well as with increased memory abilities, especially the ability to move information from short term to long term memory.

Researcher Dr. Thomas Budzinski has said that when making theta waves, your brain has “an uncritical acceptance of verbal material, or almost any material it can process.”

In other words...

...in theta, you become a sponge,  
*easily* soaking up information.

So another benefit of super-awareness is the ability to learn better, remember more, and put what you know together in more creative ways.

Wouldn't that change your life? It certainly has changed mine.

Dr. James McGaugh of the University of California at Irvine was the first to show a connection between memory and theta. He noted that the more theta waves subjects made, the better their memory.

If, through meditation—or, in some other way (or instance, Holosync)—you can learn to make more theta waves, your memory, learning ability, and creativity will improve. These abilities are aspects, results, symptoms, of super-awareness.

When you learn to access these brain states—and I'm going to show you the easy way to do that—you'll be more aware. You'll see more than you see now, which, as I've said, will give you...

...more choice.

The enhanced awareness you experience when you make more theta brain waves also increases problem solving abilities.

Perhaps you don't have many problems, but I do, and the ability to easily come up with creative solutions—with difficult people, in your work, with your finances, in your marriage, or in any other situation—will significantly changes your life, I promise.

With the additional awareness you'll experience while making more theta waves, you'll see a problem *in a different way*. As a result, you'll come up with...

...creative, outside the box solutions.

And, by the way (this is something I just just learned) spending time in theta rebalances your brain's potassium and sodium ratio.

Why is this important? When this ratio is out of balance your neurons have trouble communicating, creating that brain fog that makes it difficult to think clearly, solve problems, learn, or focus your attention. Theta restores this balance.

Another ability associated with theta and increased awareness—are what are called *integrative experiences*, where we suddenly see ourselves, other people, or a certain life situation, in an entirely new and more resourceful way.

When you have an integrative experience, you realize that *you have a choice you didn't see before*. You see options you previously didn't have enough awareness to see.

In other words, *you have more choice*.

And, as I said in Part One, once you have a choice...

...you'll naturally choose what best serves you.

Unfortunately, most people make little or no theta waves, other than during dreaming sleep. The average non-meditator makes mostly beta waves plus some delta waves (which we haven't discussed yet) associated with certain unconscious autonomic processes.

The average person, though, makes only a minor amount of alpha and theta.

Long-time meditators, though, make lots of alpha waves, with occasional excursions into theta (and, the more they meditate, the more easily they create theta waves in situations where they would be useful).

The ability to create alpha and theta waves is one reason why meditators are more aware, happier, more peaceful, less stressed, sharper mentally, and are better decision-makers.

These slower brain wave patterns are the brain wave patterns of increased awareness. Those who have more awareness, instead of responding automatically, see choices the less aware don't see, and they easily and naturally choose what serves them in any particular situation.

Believe me, gaining the ability to make these slower brain wave patterns will change your life...

..and in ways you can't imagine until  
you experience it for yourself.

Without the extra awareness meditation creates, your internal cognitive processes (which determine much of your experience of life) will continue to operate on autopilot.

These processes were meant to operate automatically, which is fine when they create what you want. But in those areas of life where you frequently feel bad feelings, behave in ways you later regret, fail to take action when you should, attract or become attracted to the "wrong" people or situations, or assign self-sabotaging meanings to what happens...

...your automatic (i.e., unaware)  
processes are *hurting you*.

In these less-than-resourceful areas of life, more awareness will change everything! With more awareness, you clearly see yourself creating outcomes you don't want, and because awareness creates choice, you'll naturally stop sabotaging yourself.

In short, the ability to access slower alpha and theta brain states will dramatically increase your effectiveness—and, increase the amount of choice you have.

This added awareness allows you to drop bad habits, recover from addictive patterns, and recover from emotional problems (even if therapy has failed to help you). Meditation creates improvements in all these areas because meditation creates awareness, and...

...awareness creates choice.

Research shows that meditation also allows you to make better decisions, be more creative, feel more connected to other people, and feel a sense of purpose in your life.

**And, there are still more benefits of theta waves!**

Theta is also a state of tremendous stress relief. In theta the brain makes lots of relaxing endorphins, which lowers stress. Spending time in theta also reduces the amount of cortisol you make (cortisol is the major stress hormone, and we'll look at it more closely in a later chapter).

Here's another reason why theta relieves stress: When you're making theta waves your parasympathetic nervous system (the source of Herbert Benson's "relaxation response") is enhanced, while the sympathetic nervous system (the source of "fight or flight")...

...is calmed.

The awareness gained in theta also provides relief from past emotional traumas. Researchers have found that subjects who remembered traumatic events while making theta waves quite often experienced a resolution of the trauma.

After such an "integrative experience" subjects commented that the past trauma seems "as if it happened to someone else".

They *remembered* the trauma, but  
the emotional charge was gone.

I've had this experience myself while using Holosync, and many other long-time meditators and Holosync users have told me of similar experiences.

When we're traumatized, we naturally guard against a repeat of a similar trauma. We see the trauma as a danger to be avoided. If something reminds us (often outside our awareness) of that trauma, we unconsciously recreate the same fear and anxiety and the same avoidance behaviors as those we experienced during the original trauma...

...even if there's no real danger.

Those who've been traumatized feel bad whenever something reminds them of this “danger”—whether the perceived danger is authority figures, men, women, taking a risk, failure, being the center of attention, asking for what you want, saying no, being ignored, being sexual, being criticized, or anything else.

These “dangers” were probably quite real when you were small and powerless, but often aren't dangers now that you're grown up and have more personal power and more internal resources.

They still *feel* like dangers, though, because your automatic internal processes create fear, anger, confusion, anxiety, guilt, or some other self-sabotaging state...

...whenever something triggers them.

Many years ago, I was at an outdoor potluck lunch. As I was getting my food a woman asked me if I would like a piece of cake. I *did* want a piece of cake. Despite that, I experienced a wave of anxiety and said no thanks, I didn't.

Why? Though I didn't realize it at the time (I wasn't yet aware enough), it felt too dangerous and too vulnerable to admit that I wanted something—a result of hundreds of instances of negative reinforcement from my mother during my childhood.

This sounds a bit crazy, but many people have such feelings, and as they experience them they alter their behavior in similar ways. Today, all of the “dangers” of my childhood seems, as I described above...

...as if they happened to someone else.

Awareness releases you from these old traumas because awareness creates choice. Then, you naturally choose not to re-experience the bad feelings and less-that-resourceful behaviors that don't serve you.

Finally, theta is also associated with ecstatic, oceanic, mystical experiences—in other words, feelings of “oneness” and connection to everything. Those who've had such experiences report that they are life-changing, expanding your awareness in a spiritual sense.

### Delta Waves: Leadership, Persuasion, Achievement, Oneness

Slowest of all are *delta* brain waves. Delta waves fluctuate between 0.1 and 4 cycles per second and are generally associated with dreamless sleep. It's possible, however, to remain alert in this state—a very deep, trance-like, non-physical state. Making delta waves during meditation is a quite advance ability.

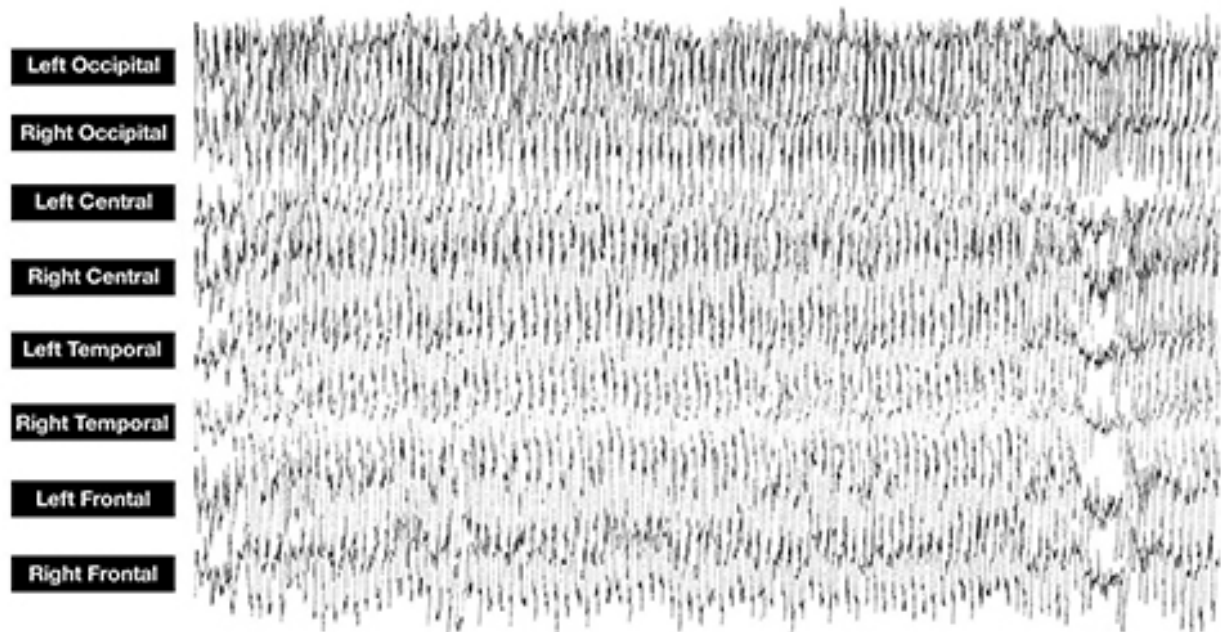
Brain wave biofeedback expert Dr. James Hardt, says that in his experience those who can make large amounts of waking delta generally have greater leadership abilities, are highly persuasive, and are often high achievers.

And, for you serious meditation fans, Dr. Hardt has also identified delta as the brain wave pattern of what Eastern meditation systems call a *kundalini awakening*.

Finally, here's one more interesting fact about delta waves:

In certain delta frequencies the brain releases many highly beneficial substances, including human growth hormone





(See above) EEG tracings of high amplitude delta brain wave spindles

These brain wave tracings of Bill Harris's brain were made during a 5-day brain wave biofeedback training conducted by Dr. James Hardt, PhD. According to Dr. Hardt, such delta spindles are correlated with high levels of persuasiveness, leadership, and high achievement performance, and also with what are called kundalini awakenings in Eastern philosophy.

The top two horizontal lines record activity in the left and right occipital areas (back of the head), the next two record the left and right central areas, the next two the left and right temporal areas, and the bottom two the left and right frontal areas.

The higher the wave form peaks (the amplitude), the greater the power of the waves (these delta waves are of very high amplitude). The number of peaks and troughs per second determines the type of brain wave. Delta waves are those with a frequency of 4 cycles (peaks) per second..

We make less human growth hormone as we get older, resulting in many aging symptoms: loss of muscle tone, increased weight gain, loss of stamina, and many diseases linked to aging. Spending time in delta quite possibly slows the aging process and keeps you young.

## Compassion and Loving Kindness

We've talked about beta waves, alpha waves, theta waves, and delta waves. There's one more brain wave pattern, however, that researchers are quite excited about:

...gamma brain waves.

Gamma waves are *faster* than beta waves—between 30 and 50 cycles per second. Since the high end of beta waves is associated with anxiety and dis-ease, you'd think that gamma waves would be something unpleasant.

Instead, the opposite is true. Gamma waves are associated with a remarkable state:

**Compassion and loving kindness!**

How this was discovered is a fascinating story:

In 2006 the *Wall Street Journal* published an article about the research of a prominent meditation researcher, Dr. Richard Davidson (we looked at his research about *attentional blink* and how meditation increases the ability to pay attention in Chapter 9). Dr. Davidson had monitored the brain waves of experienced Tibetan Buddhist monks who were associated with the Dalai Lama.

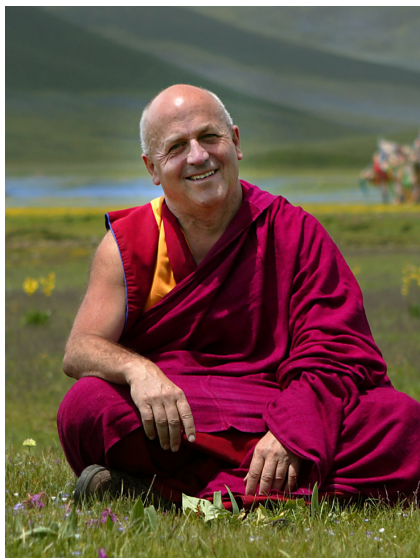
To begin with, the brain waves of these monks showed levels of brain activation far beyond that achieved by ordinary non-meditators—again, a sign of the increased awareness I've been speaking of.

But these monks were also doing something else quite unusual. They were making high amounts of gamma brain waves—the result, it was later determined, of up to 50,000 hours of a Tibetan Buddhist meditation practice designed to increase compassion—a feeling of loving kindness for all living things.

One monk described this feeling as...

...“a total readiness to act to help others.”

More recently I've seen news stories claiming that one of these monks, Matthieu Ricard, is reputedly “the world's happiest man”. Here is a picture of him.



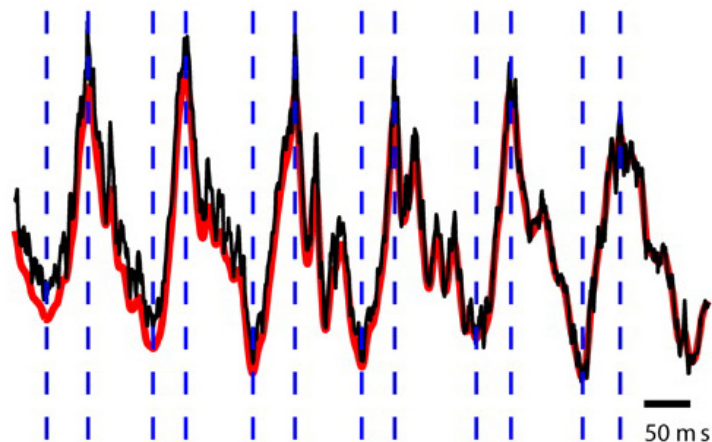
Now I don't know if Matthieu Ricard is really the world's happiest man, but I'll bet he's in the running, and he has the brain waves to prove it. Anyway, this research is very exciting, and I'll talk more about Matthieu Ricard in a later chapter—and how you, too, can learn to make all five types of brain waves, and have all the benefits I've mentioned in this chapter.

And, while you're at it, you'll also have the opportunity to actually put yourself...

...on the short-list of the world's happiest people.

I mentioned earlier that gamma waves also play a role in creativity. In fact, it turns out that alpha, theta, and gamma all play a role. First, making alpha waves readies the brain. (It's difficult to have creative insights without transitioning from the linear thinking mode associated with beta waves.)

Then, thirty milliseconds (three one-hundredths of a second) before the intuitive, creative moment, the brain makes a burst of ultrafast gamma waves. This “gamma spike”, however, happens *inside* theta waves—the two waves are coupled together.



This same phenomenon, as we'll see later, plays a quite interesting role in flow states, too.

Being in alpha sets the table for creativity. It allows easier access to theta. Then, in theta, you begin to process and make connections between some number of seemingly unrelated stimuli. As your brain connects these bits of information in a new way—in that creative moment—you make bursts of gamma waves.

And, by the way, this is also what happens when you have an integrative experience, where you suddenly see yourself, a problem, or your life, from an entirely new perspective.

Here's the bottom line about brain wave patterns: When you experience the entire range of brain wave patterns on a daily basis, your brain gets better at creating them, in the same way that practicing the piano enhances the parts of the brain that create musical ability.

Then, when you need to learn, remember, be creative, calm down, be more focused, enter a flow state, have more willpower, or whatever it might be, you'll have access to the brain wave patterns that allow you to do so. This is just another way to describe the super-awareness that's available to you...

...if you want it!

You do want it, don't you? I knew you did!

Next, we'll look at a quality of your brain that makes all of this possible: neuroplasticity—your brain's ability to change in response to repeated stimulation, experience, learning, movement, and and thinking.

I can't wait to tell you about this, so turn the page!...

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



**[This video surveys the amazing scientific research about meditation—and how you can use these discoveries to change your life.](#)**



## Chapter Eleven

# Your Wonderful, Changeable Brain

Brain synchronization, neuroplasticity...  
...and your new Super-Awareness

**When brain waves slow, something quite interesting happens in the brain:** The two sides of the brain begin to communicate more, a result of something called *brain synchronization*, or *brain coherence*.

In brain synchronization, the two hemispheres of the brain become more balanced, creating what some call *whole brain thinking* or *whole brain functioning*.

Whole brain functioning is using both sides of the brain to think or function in a more coherent way. You might say it's like...

...thinking in stereo.

Whole brain functioning gives you a kind of meta-awareness, a new perspective—a view from a higher spot on the mountain. This is, of course, an aspect of the increased awareness I've been describing.

Whole-brain functioning is associated with many of the things we've been talking about: increased creativity, insight, learning ability, problem solving ability, memory, integrative experiences, and even what some people call...

...vision!

This type of brain function has been associated with geniuses—the Einsteins and Mozarts of the world. Quite frankly, I suspect it also describes the brain functioning of, say, Stephen Covey, Walt Disney, Stephen Hawking, Steve Jobs, and other creative, high-performance individuals like them.

One scientist said that brain synchronization creates “a higher level of psychological integration, including increased mental powers and an unmistakable reorientation toward life”. Sounds a lot like the very changes associated with increased awareness (and, the integrative experiences we looked at earlier), doesn't it?

This is the kind of brain function long-time meditators tap into. The only question is whether you're willing to put in the time...

...and go through the learning curve required  
to develop this kind of awareness.

Luckily (as I've been saying) there *is* a faster and easier way to get the same results. And though I know I've been teasing you about this for some time now, there's a bit more I want you to understand about the brain before we look at "The Holosync® Solution".

Then, when I finally describe Holosync and how it works, you'll have the background to fully understand and appreciate what an elegant solution is really is. So, onward:

I've already mentioned one of the premises underlying your ability to create super-awareness:

**Your brain is changeable.**

If how you feel, think, or act isn't creating the results you want, and how you feel, think, and act are controlled by your brain (which they are) then those responses can be changed. This hopeful news comes from a relatively new field I've already mentioned: neuroplasticity.

During most of the twentieth century it was thought that the structure of your brain was relatively unchangeable after a certain critical period during childhood. Once you reached adulthood, it was thought, you're stuck with the brain you have.

But in what may be one of the biggest "Wow, were we wrong" moments in scientific history, neuroplasticity researchers have discovered that the brain isn't hard-wired and unchangeable. Recent research shows that your brain can and does change in response to stimulation, experience, learning, movement, and even thinking.

Because of your brain's plasticity, you can make fundamental changes in your brain, and these changes can substantially...

...change your experience of life  
and the results you create.

However—and this is important—brain plasticity works both ways. Yes, by changing your brain you can change the set ways of being that have held you back. But brain plasticity is also what created those habitual patterns of thinking and behaving in the first place!

In 2005 I interview Dr. Norman Doidge, a member of the faculty at the University of Toronto's Department of Psychiatry, and a member of the Research Faculty at Columbia University's Center for Psychoanalytic Training and Research.

Dr. Doidge is also one of the most noted experts on neuroplasticity. I'd read enough about neuroplasticity that I was *interested*. Then, at about the same time that Dr. Doidge's book about neuroplasticity (*The Brain That Changes Itself*) was published, someone introduced us, and he agreed to an interview. (Dr. Doidge also has a new book, *The Brain's Way of Healing*.)

Plasticity, he told me, gives us the option to be more flexible, to create changes and do things in a different way—but ironically this same plasticity is also the source of the self-sabotaging behaviors, bad habits, negative feelings, and non-resourceful ways of thinking we want to get rid of—the automatic, outside-our-awareness ways of doing things...

...that keep us from being happy and successful.

Neuroplasticity, he said, is like a ski slope. On the first run after a new layer of snow has fallen, the snow is pliable and plastic and you have a choice (there's that word again!) of many different paths down the hill. You have to go around the rocks and trees, of course, just as your early brain development was shaped by your circumstances and experiences when you were growing up.

Still, though, you have a lot of freedom about where you can go.

And, if you have a good first run, you'll probably take a similar path down the hill the second, third, and fourth time. Because the snow is pliable and plastic, though, you'll start to make tracks...

...which eventually become ruts!

Once this happens, it's hard to get out of them and take a different path down the hill. So in the beginning you have a lot of choice, but as you develop these ruts it seems as if you have less choice.

In the same way, the brain creates habits and other automatic ways of doing things. When you were growing up, you figured out ways of thinking, feeling, and acting that helped you deal with the situations you confronted, and become the person your parents want you to be.



These ways of feeling, thinking, acting, and being created certain neural connections and pathways in your brain, which then became habitual and automatic mental ruts—so automatic, in fact, that...

...they happen *outside* your awareness.

These automatic ways of thinking and behaving might involve, for instance, not expressing certain forbidden feelings, or behaving in certain ways while avoiding others. They might involve adopting certain beliefs about yourself, about other people, or about the world.

They also might include seeing certain things as important and other things as less important, or even undesirable.

Whatever these ways of feeling, thinking, and acting turned out to be for you, nearly all of it happened (and continues to happen) outside your awareness.

Once those ruts are set we don't even know (or consider) that they're ruts, and we don't know that there might be another more resourceful way of thinking and doing things.

Then we wonder why we can't get or achieve what we want.

Some of these automatic responses, as I've said, work pretty well. They more often than not create outcomes you want.

Others, though, aren't so good for you: anxiety, depression, confusion, lack of motivation, or beliefs that keep you from acting to get what you want, or cause you to quit when you have a setback.

Because all of this happens outside our awareness, we assume that this way of being is "who we are" rather than merely the mental ruts created by our early life experiences. Those that work? Great, leave them alone.

But those that don't work *can be changed!*

But that's just the beginning. In addition to getting rid of the various ways your mental programming might be sabotaging you, you can take the next step, and enhance your awareness, increasing your ability to feel, behave, and create to unheard of levels!

## Because of the neuroplasticity of your brain, all of this is possible!

Your brain is very, very good at creating automatic processes and responses. During childhood your brain *was* a lot like virgin snow. As you had different experiences, though, your brain assigned more brain real estate to particular ways of feeling, behaving, believing, and thinking.

As these “ruts” became deeper—or, you might say, as these neural pathways became stronger—you began to think, feel, act, and believe in automatic ways. The choices you had when your brain was like virgin snow diminished and you began to operate more and more...

...within the boundaries of those ruts in your brain.

Then it begins to look as if how you feel, think, behave, and respond can't be changed, or at least that changing them would be quite difficult. You begin to say to yourself, “Well, that's the way I am. That's *who* I am.” Once you believe this—and everyone does this to some extent—you actually begin to *look for more evidence that you're “right” about whatever you believe is (or isn't) possible.*

Anything you do over and over, anything you practice repeatedly, or any stimulus to which you're repeatedly exposed, causes a change in your brain. More neural real estate is turned over to doing it, thinking it, believing it, feeling it, or being it.

As a result, a *new* neural network is created.

In the early days of brain plasticity research, researchers made monkeys push a lever over and over for many hours a day. When they later looked at the brains of these monkeys they found that comparatively large amounts of brain real estate—lots and lots of neurons—had been assigned to lever-pushing.

If you were able to examine the brain of a concert violinist you'd find that the parts of the brain related to the various aspects of playing the violin—finger movements, hearing the sound, reading music, feeling the rhythm, coordinating playing with the orchestra, and so on—would be greatly expanded compared to the same parts in the brains of people who don't play the violin eight hours every day.

Think back to Brain Waves 101 now and the amazing qualities associated with alpha, theta, delta, and gamma brain waves. Because of neuroplasticity, repeatedly experiencing these more resourceful brain wave patterns—by meditating (or, more easily, by using Holosync) causes you to get better at creating them...

...and to get better at creating the amazing qualities associated with these brain wave patterns.

This involves much more than just creating new mental ruts, new neural pathways. Because these new pathways are involved in the most fundamental human ability—awareness—you're not just creating new ruts. You're creating the super-awareness that allows you to *see how your brain creates your experience of life*.

And, because awareness creates choice, you're creating choice about that experience of life!

The most fundamental benefit, then, of repeated meditation is a huge expansion, a huge increase, in awareness—which, you'll remember, allows you to see (and have choice about) your (previously) automatic responses.

As a result, you *choose* to step out of the ruts that don't serve you. Once these old patterns become a choice (trust me about this) you'll naturally *choose* to stop following the automatic patterns that don't work. Instead, you'll choose to do, feel, think, and be what *does* serve you, what's most resourceful for you.

Here's one more nugget about brain plasticity, a stunning discovery made by Eric Kandel, winner of the 2000 Nobel Prize for Medicine. Kandel discovered that when an animal learns something over a period of several hours, that learning process causes signals to be transmitted...

...into the DNA of the nerve cells.

These signals, Kandel found, turn certain genes on and other genes off. Think about that. You can repeat a thought or action over and over—or create slower, more coherent brain waves day after day—and some of your genes are turned on to make new proteins inside your brain cells.

This genetic change alters the structure of that cell and changes the number of connections that cell has with other cells in your brain...

...which leads to more awareness, and more resourceful ways of thinking, acting, feeling, and being.

Kandel showed—contrary to what had long been believed—that *even our genes can change*. Not only can our brains change, we're also not necessarily stuck with the genes we inherited or the personal characteristics created by those genes. Is this "gene plasticity"?

Our thinking, behavior, and the way we stimulate our brain can actually influence the aspect of the gene that causes it to turn on or off certain proteins—some of which drive our level of awareness, what we believe is possible, our emotional reactions...

...and how much motivation, creativity, and happiness we have.

You now know a number of things that very few people know. You know that awareness is the fundamental that drives your experience of life. You also know that meditation can increase that awareness (though I've created a faster way).

You know that your brain will change in response to any repeated stimuli—and that you could, in fact, set out to intentionally change it. You just need to take the reins and feed it the stimuli that will create the changes you want.

Over the last twenty-five years, I've found that Holosync is by far the fastest and easiest way to create these changes. But before I tell you all about Holosync, I have even more super-aware capabilities I want to tell you about.

Next I want to tell you about one of my favorites: flow states. Flow is an optimal state of consciousness, a peak state where you feel your best and perform at your best. When in flow, everything seems effortless, you know just what to do, and you're "firing on all cylinders".

In fact, psychologists say that those have the most flow in their lives...

...are the happiest people on earth!

Turn the page and let's see how you can become one of them...

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



---

**[My interview with Dr. Norman Doidge, world-famous neuroplasticity expert and author of \*The Brain that Changes Itself\*](#)**



## Chapter Twelve

# The Wonderful World of Flow

**Perhaps you've experienced what scientists call a flow state**—where you're totally absorbed in what you're doing, enjoying every moment, and everything seems easy. Time seems to stand still, and no matter what you're doing you have the feeling that...

...you could enjoyably do it for hours.

Some people easily slip into a flow state, no matter what they're doing, while for others the daily tasks of life seem boring, too difficult, or even anxiety-producing.

I remember working for my father's company when I was a teenager, transferring daily sales and expense numbers (from the gasoline stations he owned) from paper invoices into a bookkeeping ledger. This was in the 1960s, long before computers made such things easy and idiot-proof. I had to do it by hand, it had to be 100% accurate...

...and it was pure drudgery.

In fact, it was one of the most boring things I'd ever done. Just hearing me describe it is probably boring. After entering everything, I had to balance the ledger to make sure I'd entered everything accurately.

Embarrassingly, the ledger almost never balanced—adding anxiety to the already crappy feeling of boredom.

Yet many people report entering flow states while performing similarly mundane tasks. There are even stories about assembly line workers entering flow states while repeatedly adding a single part to a product passing by on an assembly line...

...over and over, all day.

My horrible bookkeeping days ended almost 50 years ago. Today, I often enter flow states—when speaking, writing, playing music, and at other times. You can learn to experience this example of super-awareness, too, I promise.

Mihalyi Csikszentmihályi (*cheek-sent-me-high*), the Hungarian psychologist most closely associated with flow states, has said that people are happiest when they're in a state of *flow*—a state of being completely absorbed in the task at hand. In a flow state, you're...

...so absorbed that nothing else seems to matter.

In flow you're totally motivated to do (and keep doing) whatever your current activity happens to be—not for a future reward (though there may be one), but for the sake of the activity itself. You might have begun the activity a goal in mind, but while you're in a flow state...

...the activity itself is the only motivation necessary.

In an interview with *Wired* magazine, Csíkszentmihályi described flow as...

...being completely involved in an activity for its own sake. The ego falls away. Time flies. Every action, movement, and thought follows inevitably from the previous one, like playing jazz. Your whole being is involved, and you're using your skills to the utmost.

I've been interested in flow states for decades, learning about flow and how to experience it—what some call “hacking flow states”.

As an accomplished jazz musician, I've experience flow while performing, where creative ideas seem to come through me in an almost automatic way...

...without thought, effort, or pre-planning.

I've also experienced flow while flying an airplane (and especially during two aeronautical brushes with mortality, one of which I'll describe in the next chapter).

In fact, life-threatening situations often create such immediate flow that much of what we know about flow was learned from studying “extreme” athletes who risk their lives skiing off cliffs, performing crazy skateboarding tricks, rock-climbing without equipment...

...or surfing 80-foot waves.

I've also experience flow when speaking in front of an audience, and even, at times, while writing an article. I also experienced flow in my athletic days as a springboard diver and a long distance runner.

Flow is one of the most wonderful of human experiences. In flow everything seems to happen in slow motion, and somehow you know just what to do. You can't be in a flow state all the time—for reasons I'll describe later—but being in flow as often as possible is a great aspiration, and I'm hoping that what I'll share here will start you on the same search I've been on...

...so you can experience flow more often, too.

Flow is a state of super-awareness and, yes, you can change your brain in a way that makes it easier to experience flow.

Mihalyi Csikszentmihalyi became interested flow in 1975 after interviewing a number of artists. He became fascinated by how these artists became so lost and absorbed as they worked that...

...they forgot about food, water, and even sleep.

Because of Csikszentmihalyi's research and his popular books about flow, the idea of "flow states" became a part of popular culture—and, a subject for further scientific study.

The idea of flow pre-dates 1975, though. Flow is referred to in Buddhist literature as "the action of inaction", "doing with no doer", and by several other names.

Taoists call it "wu wei", or (echoing the Buddhists) "doing without doing". Descriptions of flow also appear in Hindu and Advaita philosophies.

It's said that Michelangelo painted the ceiling of the Vatican's Sistine Chapel in a flow state. We at least know from the historical record that he painted for days at a time and was so absorbed in his work that he often didn't stop for food or sleep for long periods...

...sometimes reaching the point where he passed out.

Then, when he awakened, he'd immediately start again, quickly entering a state of total absorption.

According to scientists, there are six characteristics that make up a flow state:

- 1) Intense and focused concentration on the present moment
- 2) Merging of action and awareness
- 3) Loss of reflective self-consciousness
- 4) A sense of personal control or agency over the situation or activity
- 5) Time distortion
- 6) An experience of the task at hand being intrinsically rewarding—what's called an autotelic experience. The activity, rather than the potential outcome, is the reward.

And, though it's possible to experience one or more of these factors independently of the others, to experience flow they must all happen simultaneously.

Let's take a deeper look at each of them, and then we'll talk about how one might facilitate getting into a flow state.



## Flow Characteristic #1:

### Intense and focused concentration on the present moment

The first characteristic of a flow state is an intense and focused concentration on the present moment. How, then, does that happen?

It's long been assumed that the prefrontal cortex (PFC) was the part of the brain most involved in creating flow. This turned out to be true, but not in the way scientists originally assumed.

As the source of what many call *executive control*, the PFC has many interconnected functions: data collection, problem solving, pattern recognition, planning, risk/reward assessment, thought analysis, willpower, urge suppression, evaluation and benefiting from experience, and making moral decisions.

In flow, however, all these functions aren't available. Some are turned off, freeing mental bandwidth for...

...a much more laser-like, one-pointed focus.

In a finding that surprised many scientists, in flow many of the ordinary tasks of the PFC are deactivated, creating what scientists call *transient hypofrontality* (hypo- means slow, or decreased; its opposite, hyper-, means fast, or increased).

To create the super-focused one-pointed attention of a flow state, the other parts of your PFC must be *temporarily* deactivated (which is why it's called *transient* hypofrontality). This is a fancy way of saying that in flow you enter a state where distractions are completely shut out so that all your focus and attention can flow into...

...just one thing.

As a result, your mind instantly finds creative solutions to problems and responds instantly to fast-flowing situations. Solutions often come so quickly and are so startlingly creative that even while you effortlessly create and experience them, you're simultaneously in awe of the process.

This type of focus makes it effortlessly easy to stick with a task until it's completed—instead of drifting off into other thoughts or distractions. That's because there *are* no other thoughts or distractions!

## Flow Characteristic #2:

### Merging of action and awareness

A flow state requires immediate feedback regarding the success or failure of whatever you're doing. That flow of feedback is instantaneously translated into precise adjustments in behavior.

In a flow state you choose, without thought, second guessing, or hesitation...

...the most resourceful course of  
action in each micro-moment.

This instantaneous, ongoing course-correction allows to action of each moment to effortlessly, seamlessly, and successfully lead to the next.

As I've said many times now, awareness creates choice. A merging of action and awareness, then, implies the ability to effortlessly *choose*, based on immediate and ongoing feedback...

...the most resourceful course of action in each moment.

As with intense and focused present-moment concentration (the first flow characteristic), the merging of action and awareness is a byproduct of transient hypofrontality. All possible distractions—all possible ways that your attention could be co-opted for other tasks and abilities...

...are turned off.

All your focus is reserved for monitoring feedback and adjusting behavior related to the task at hand. When your awareness is finely tuned in this way, it becomes incredibly powerful!

Scientists have identified two distinct systems used for information processing. The *explicit system* is verbally expressed, logical, linear, rule-based, and a function of conscious awareness.

You think things over and figure them out.

The *implicit system* is more intuitive. It operates outside conscious awareness, accessing experience and skills in a non-verbal, non-linear, and non-logical way.

And, for the implicit system to operate (especially at full throttle), the logical, linear thinking explicit system needs to be sidelined—which frees up a LOT of computing power.

All available awareness can then be channeled in one direction, allowing seemingly insoluble problems, or situations that require super-fast processing...

...to be easily handled.

When Csikszentmihalyi studied flow states as experienced by chess masters, he found little activity in their explicit systems. After years of practice and experience they had internalized so many possible combinations of moves and board positions that they didn't need their conscious mind to think through each option. They looked at the situation on the chessboard...

...and their implicit system  
knew just what to do.

Jazz improvisation offers an even more complex problem. When playing jazz, the musician has no time to think of the next note or next phrase. There are way too many possibilities, and the music is going by way too fast. There's no time to think things over. If the musician has put in the practice, he's able to turn over these decisions to the implicit system, which computes the possibilities and executes them...

...in the blink of an eye!

The same could be said of Olympic gymnasts, or extreme athletes, or other top performers in many other endeavors. By turning down the explicit system and turning things over to the implicit system, action and awareness are merged, and the seemingly impossible becomes possible.

Remember also that this type of super-awareness is the result of actual neurophysiological changes in the brain which, because of neuroplasticity...

...can be learned—by you!

When action and awareness are merged, complexity disappears, decisions are easy and automatic, you know just what to do, and one action naturally leads to the next in the most resourceful way.

### Flow Characteristic #3:

#### A loss of reflective self-consciousness

When people lose themselves in a task, a part of the brain called the *superior frontal gyrus* begins to deactivate. The *superior frontal gyrus* helps us create our sense of being a discrete and separate self, including helping us locate ourselves in space in relation to everything else.

Being lost in a task also deactivates another part of the brain: the *dorsolateral prefrontal cortex*. Among its many duties, this part of the brain is responsible for self-monitoring and impulse control.

When our sense of self is turned down through the deactivation of the *superior frontal gyrus*, and our tendency to self-monitor is also offline, through the deactivation of the *dorsolateral prefrontal cortex*, we stop doubting and second-guessing.

**We act without hesitation.**

Then, creativity takes over. If we also have the expertise and skills to act resourcefully, and the transient hypofrontality needed for laser-beam focus on the task at hand, *every impediment is out of the way* and we...

**...fire on all cylinders!**

You must, of course, have put in the practice to train your brain to perform the task. You won't play the saxophone like John Coltrane or skate like an Olympic champion just because you're in a flow state.

If you have the skills, though, and can turn down certain parts of your brain, you'll get out of your own way and amazing things are possible. You won't be thinking about thinking, worrying about whether or not you're "doing it right", or trying to think your way through the next move.

**Your implicit system will take over  
and it will know just what to do.**

What to do will "flow" through you, without thought, without anxiety or lack of confidence or any other form of hesitation.

For years I've been teaching that *awareness isn't the same as "knowing"*. Awareness isn't intellectual. In a flow state—a state of enhanced awareness—you're not acting from knowledge, but rather from awareness.

The more the implicit system takes over, the more you forget yourself. As such times it feels as if the activity is *doing itself*, and you disappear...

**...into the easy bliss of flow.**

Again, Buddhists, Hindus, and Taoists noticed this same "loss of self" in the midst of activity many centuries before Western scientists studied it. In these traditions the main method for entering flow is meditation.

As a practicing Zen Buddhist who experienced flow long before learning about it in an intellectual sense, I find it intriguing that Western scientists have now linked these transcendent meditative states to flow.

In one study, the brains of twelve long term meditators were scanned as they meditated, using functional magnetic resonance imaging, or fMRI, a procedure that detects what brain areas are activated or deactivated by tracking changes in blood flow (and therefore oxygen uptake) in the brain.

The researchers were surprised to find that meditation didn't activate any particular brain area, but that it did deactivate the *posterior cingulate cortex*, the part of the brain responsible for what scientists call the default network—the source of...

...daydreaming, self-reflection, and  
the “wandering mind”.

When you're wondering whether you're doing an activity correctly, or worrying about the outcome—in other words, when you're acting while thinking about what might go wrong—the default network is active. When you're in a flow state, though...

...the default network is offline.

Neuroimaging has identified the brain regions involved in the default network. These areas activate when we rest wakefully but shut down when we resume normal activity. Interestingly, Zen meditation, though known to be a “waking resting state”, seems to involve less “stream of consciousness” thinking. Imaging studies show what's called “a shorter duration of response” in the default network.

This has caused researchers to propose that “meditation training may foster the ability to control the automatic cascade of semantic associations triggered by a stimulus and, by extension, to voluntarily regulate the flow of spontaneous mentation.”

I think they meant to say that meditation quiets your mind and creates more choice over your thinking process!

Other researchers, in a separate study, found similar results: long-term meditators were able to dial down the activity of the posterior cingulate cortex to a much greater degree than non-meditators.

This brings us back to the “sense of self” I mentioned above. While this sense of being a separate self isn't located in one single spot in the brain, the posterior cingulate cortex is a vital part of the neural network that generates a sense of self. The more activity in the posterior cingulate cortex, the more “ego” we experience, and...

...the more we evaluate or  
second-guess ourselves.

When this part of the brain calms, though, and we stop monitoring whether or not we're "doing it right", a flow state is possible. And, when we stop worrying about whether we're doing it right we become absorbed. We become lost in the activity.

#### Flow Characteristic #4:

A sense of personal control or agency  
over the situation or activity

I've repeatedly stressed the principle that awareness creates choice. One characteristic of this awareness-induced ability to choose is a strong sense of personal control or agency regarding whatever you're doing.

As you act, you feel a sense of personal power. You *know* that you have choice. Ironically, though, you also feel as if you're *not* the doer, that you're merely a conduit for whatever is happening.

Whatever is happening seems to be happening  
*through* you, rather than because of you.

This is another symptom of the implicit system having taken control. You're mastering the moment largely because your awareness has narrowed to a laser-beam intensity, allowing you to instantly turn the feedback you receive into the instantaneous actions that follow.

And, you're easily and fully utilizing skills you've gained from past practice. which is structured in your brain because of your brain's neuroplasticity.

You feel complete mastery during the task (while simultaneously feelings as if there's no "you" involved)—and emerge from your flow experience with a feeling of competence and efficacy.

#### Flow Characteristic #5:

Time distortion

In a flow state, you lose track of time. Though there are other variations, time generally seems to either stand still or move quickly. Time flies when you're having fun, as they say. You're totally "in the moment"—a common result of enhanced awareness.

Given that there's actually no moment other than the present...

...being in the moment is the essence of  
being—and feeling—alive.

There are many examples of this in sports, from Babe Ruth's statement that he could "see the seams on the baseball as it approach home plate" (in what seemed like slow motion), to Michael Jordan's descriptions of time standing still as he made the winning play in a split second...

...that seemed (to him) like an eternity.

Neuroscientist David Eagleman says that this characteristic of flow is also a product of our old friend hypofrontality.

As our sense of self fades, our sense of time is also distorted. As various parts of the prefrontal cortex go offline...

...our ability to compute the passage  
of time is interrupted.

As with the other effects of hypofrontality, this allows an enhancement of efficiency. It allows us to experience a heightened, super-focused awareness. The brain stops multitasking and reallocates all the saved energy to taking in and processing more data per second and...

...devoting it to one discrete task.

One side-effect of this focused super-awareness is a perceived stretching of the current moment. The more data we're processing in that moment the higher the quality of the data we have to work with, and the longer the moment seems to last.

As a result, we seem to have super-human abilities: instantaneous creative insights, automatic (and brilliant) decisions, remarkable physical coordination, and...

...flawless, split-second timing.

### Flow Characteristic #6:

Whatever you're doing is *intrinsically* rewarding

This sixth characteristic of flow is, I think, my favorite. When in a flow state, you experience whatever you're doing as being incredibly rewarding, for its own sake.

Though the activity may have a purpose—and you may have been focused on a long term reward when you started the activity—by the time you're fully in flow...

...you're doing the activity solely for its own sake.

In a higher more existential sense you might also say that whatever you're doing *has intrinsic meaning* for you—no matter what it is. The doing, the being there, in that situation, is *meaningful*.

This is what people who are depressed or feel hopeless lack. They don't see any meaning in life.

Can you see how cool this is? Many times we fail to act toward the outcomes we want—whether to better our own situation, or to help someone else...

...because we can't quite feel the significance.

Without that feeling of meaning or significance, there's no motivation.

But once you have that feeling of intrinsic reward regarding whatever you're doing—even without thinking of potential future rewards—you become fully absorbed, and...

...you stop blocking yourself from going for it.

Isn't this what you want?

What, then, determines your ability to enter a flow state? Certainly by now you're wondering, aren't you? Let's take a look...



**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



**[In this video I'll tell you about flow states, where you're completely absorbed and engaged, totally in the moment, totally fulfilled—and how you can experience them, too.](#)**



## Chapter Thirteen

# Flow, Flow, Flow Your Boat...

**Before we look at the conditions that allow flow to happen**, and what you can do to experience flow, I want to remind you of something.

This book is not designed to entertain you, or to impart knowledge. Hopefully it will do those things anyway, but my real goal is to help *you* become one of the super-aware.

So at this point I want to remind you that...

...this is possible—for YOU.

This book, then, is about *doing*. If you take certain steps, you *can* create super-awareness, and with it a whole constellation of abilities and qualities that will make your life much richer, much easier, much more rewarding...

...and much more fun.

Becoming super-aware is worth the effort, I promise.

**Okay, then, onward...**

I want to tell you about one particular time I experienced a flow state. Quite frankly, though, I could have done without it...

....since it almost killed me.

One sunny spring day I was flying my Socata TBM 850 turbine airplane, all by myself, over the Rocky Mountains. I was on my way to a speaking engagement in Denver and I was enjoying the panoramic view, the solitude, and the feeling of mastery of flying a complex airplane.

The TBM is a *real* airplane, made by a French company (the same company that makes the Airbus). I'd purchased it at their factory at Tarbes, France and flew it back to the United States via Iceland, Greenland, and northern Canada (another story for another time).

But back to my flight to Denver. I was almost across the Rockies on that beautiful sunny day when Air Traffic Control told me to descend from 27,000 feet to 11,000 feet. I put the new altitude into the computer, pulled back the throttle, and began the descent.

There was a strong tailwind, about 80 knots (92 mph). Not unusual, nor a big deal. In fact, a tail wind gets you there faster.

Sometimes in such conditions the wind from behind is pushed up the side of the mountain and, as it flows over the crest of the mountain, a chaotic up and down wave-like pattern is created called *mountain wave turbulence*.

I was about to find out why you don't want this to happen. As I flew into this violent turbulence, my airplane became like...

...a leaf in the wind!

Powerful forces were trying to push and pull the plane in a dozen different directions at the same time. In a split second, the left wing was pointing toward the ground, which is not a good thing. A fraction of a second after that, it was pointing at the sky and the right wing was pointed toward the ground.

The nose was also flailing up and down and from side to side. In fact, I felt like I was in the middle of a tornado (in a way, I was).

Sometimes airplanes can't withstand these stresses and are torn apart, which is of course a *very bad* thing. If this happens the airplane can no longer fly. Instead...

...it falls!

What's more, if the airspeed falls below what's called the stall speed (which can happen in such violently turbulent conditions)...

...the airplane also loses  
it's ability to fly.

Obviously this is something, as a pilot, you want to avoid. I, however, wasn't thinking about any of this. In fact, I wasn't thinking at all. I just reacted. Instantly. To save my life.

You may remember that a great deal of flow research has centered on extreme athletes who were thrown into a flow state while risking their lives doing dangerously "impossible" tricks.

Believe me, realizing that you might die in the next few seconds focuses your mind in an extraordinary and instantaneous way, creating that same hypofrontality we've been discussing.

This turns off everything in your brain that isn't essential and channels every available mental and physical resource into...

...one super-powerful, highly-tuned focus.

I don't really know how long the airplane was pitching up, down, and sideways like a twig going over a waterfall. It may have been as little as ten seconds, it might have been as long as thirty seconds.

It seemed like an eternity.

Time did stand still, believe me. Somehow, though, in all the chaos, I knew just what to do, and I did it.

In the ten or twenty or thirty seconds the airplane was pitching wildly I alternately relaxed the yoke (the airplane equivalent of a steering wheel), turned it to the left, or turned it to the right, as needed, many times, one movement after another in rapid succession.

None of this involved thinking—though I may have, during the first half-second, said to myself “Oh, shit!” If I’d stopped to use my explicit (linear, rational) system to think through what to do, I’m sure I would have died.

Instead, I was thrown into a flow state. My explicit system went off-line, every unnecessary brain function was blocked, and my implicit system figured everything out for me...

...microsecond by microsecond.

Then, as suddenly as it had started, the turbulence ended. Once again the plane was level, still flying, and in one piece.

Whew! (I think I might have said, “Oh, shit!” again.) And, once I again became aware of my body, I realized that I was...

...higher than a kite (no pun intended).

All the wonderful brain chemicals of flow and superfocus were flooding through my body. It was, in many ways, a mystical experience. Though I was relieved, my predominant feeling was one of detachment from what had just happened.

The cabin, meanwhile, was a mess. My lapboard, charts, lunch, and everything else that wasn’t nailed down were scattered all over the place. My headset had been torn off. I collected it, put it back on, and as calmly as possible told air traffic control what had happened.

All of this happened at lightning speed. None of my reactions involved *any* thought or planning. They were automatic responses carried out by my implicit system, resulting from years of training in controlling an airplane (though there’s no way to practice what I’d just been through).

And it was all made possible because...

....I’d been thrown into a hyper-aware state of flow.

In those moments, time stood still. Each movement seemed obvious, and one response flowed into the next. The feedback, and my response to it, happened much too fast for the conscious mind to follow.

And, though I probably should have been afraid, I wasn't. I was just watching myself respond and I seemed to have plenty of time to make each adjustment. Once it was over I *was* afraid...

...but not while it was happening.

Now, with that little story in mind, let's look at the conditions that allow flow to happen. There are three such conditions:

**First**, the activity must have *a clear goal, a purpose*. When the airplane suddenly started trying to fly in six directions at the same time, I definitely had a goal: to keep the airplane flying and keep it from going upside-down and crashing into a mountain!

**Second**, there must be *clear and immediate feedback*, allowing adjustment and improvement of performance moment by moment.

The airplane was giving me constant feedback in each microsecond, and because of my training (and especially because I was thrown into a flow state) I was able to take note of that feedback and make appropriate responses, without thinking about it (there was certainly no time for thinking).

Had I not entered a flow state there would have been way too much information to process.

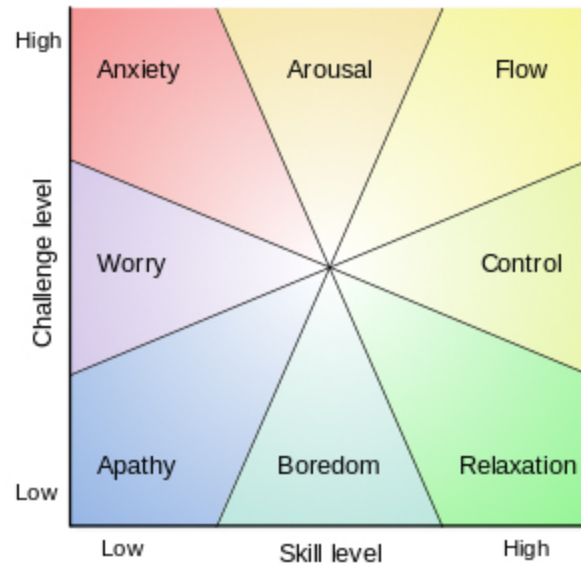
**Third**—and this has become one of the most studied aspects of flow states—there must be *a balance between the perceived challenges involved in the activity and your perceived skill level* in meeting those challenges.

I have to say that my skill level was barely enough to meet the challenge—but it was enough (or you wouldn't be reading this right now).

So let's take a closer look at these three conditions, which are obviously interrelated.

We'll start by assuming that there is a goal, and that there is continual feedback, and direct our focus to the relationship between challenge level and skill level.

Here, then, is a graph Csikszentmihályi published in 1997 describing this relationship.



From left to right along the bottom is the perceived skill level, from low to high. From bottom to top along the left side you can see perceived challenge level, from low to high.

The center of the graph is the point where both challenge and skill level are average.

Looking at the section marked “flow”, you can see that flow begins when both the amount of challenge involved, and the amount of skill available to meet that challenge, begin to exceed the average. As challenge and skill increase together, you move toward the upper right hand corner of the chart.

You can also see that the greatest amount of flow happens...

**...when the highest level of challenge is  
matched by a similarly high skill level.**

Also notice that if challenge is higher than average, but the skill level isn't high enough, you'd experience arousal instead of flow. To experience flow you'd need a higher skill level.

In other words, the brain-changes that turn off the linear-thinking explicit system, and allow the more automatic, intuitive implicit system to take over, can't happen if your mind is busy...

**...trying to meet the challenge  
with insufficient skills.**

If your skill was even lower (but with the same amount of challenge) you'd feel anxious. There would be a lot more second guessing and hesitation—and less absorption.

If the situation were reversed (the challenge level was lower, perhaps just a bit above or below average, but your skill level was high) you'd experience a sense of control, but not a flow state.

## You'd need more challenge to push you into flow.

With that same level of challenge, but with a lower skill level, you'd feel worried. And with high skill and a lower than average challenge level, you experience relaxation. The task would be a bit too easy.

With low challenge and a closer-to-average skill level, you'd feel bored. And, finally, with an even lower skill level you'd feel apathy.

My wild flying event threw me into flow because...

- 1) The situation was extremely challenging in a way that only a life-threatening situation can be, and...
- 2) I fortunately had the skill level required to meet that challenge (otherwise I would have become quite anxious, or even panicky).

Without the flow state, I wouldn't have been able to process the rush of feedback and respond in time to save myself. Because of the flow state, and the super-awareness it created, I was able to keep up with the feedback and do what needed to be done.

### There's one trouble with this diagram, though.

It doesn't allow for the fact that when a *low* skill level is balanced with a *low* level of challenge it is possible to enter a flow state. That's why Csíkszentmihályi used the terms *perceived* skill and *perceived* challenge.

When learning the fundamentals of a new task, and your skill level is low, you could still experience a flow state as long as the learning challenge matches the skill required.

Let's say you're learning keyboard skills by doing simple typing exercises. If challenge and skill are balanced, you *could* enter a flow state. You could become completely absorbed, lose track of time, find meaning in the activity for its own sake, feel a sense of personal control, and get lost in the activity.

Of course the greater the challenge and the greater the skill level required to meet the challenge...

...the deeper and more profound  
the flow state would be.

So though the diagram doesn't represent the challenge/skill relationship perfectly, it does emphasize the importance of challenge and skill level in influencing your ability to enter a flow state.

It's pretty obvious that a too-difficult challenge could frustrate and create anxiety, and that with more skill, focus and arousal would increase. Also, that if your skill level was greater than the challenge...

**...you'd be able to relax as you performed the activity.**

And, if the task was too easy, you'd be bored. So you can see that the balance between skill and challenge is an important key to accessing a flow state, and when out of balance you experience one of these other states.

**Daydreaming, focus, flow, and depression.**

Let's take a look at another state of mind, daydreaming. Daydreaming is an interesting state, especially as it relates to flow. Since there's no challenge or skill involved in daydreaming, it doesn't fit anywhere on Csikszentmihályi's diagram.

When you're daydreaming your mind *isn't* focused.

Instead, it's wandering, caught up in stream of conscious fantasies, fears, self-reflection, desires, and other thoughts, with no particular goal in mind. (Remember that to create flow there must be a purpose.)

I've already mentioned the default network, or default state, where the *posterior cingulate cortex* has been deactivated. Daydreaming happens when you're in this default mode. Interestingly, scientists have found that people are least happy in this state (in fact, it's been linked to anxiety and depression). On the other hand,...

**...those in a flow state are supremely happy.**

The default state, however has its benefits, which some flow state fans fail to acknowledge. Repeated focus, including the extreme focus found in flow states, eventually uses up the "neurochemical fuel" necessary for flow and its accompanying good feelings.

Just as you can't exercise forever because your body eventually runs out of fuel, you can't remain in a flow state forever, either. So, you return to the default mode to renew the necessary neurochemicals. That's why we need sleep, and feel renewed after a power nap.

There's also an interesting relationship between the default mode and addictive cravings. Addicts who develop lesions in the *posterior cingulate cortex*—so that it fails to work properly...

**...lose their cravings!**

Scientists wondered, then, if addictions could be controlled or ended by deactivating the *posterior cingulate cortex*.

I mentioned earlier that meditation deactivates the *posterior cingulate cortex*. And, in fact, addicts who learn to meditate recover from their addiction much more easily...



...than those who don't meditate.

And, since deactivating the default mode is one of the ingredients to entering a flow state, flow states may be helpful in addiction recovery (which would probably include addictions to foods you know aren't good for you, or even people you know aren't good for you!).

And, as you'll see later when we discuss Holosync in detail, the Holosync stimulus will also make changes in the brain that will turn down cravings, while also making it...

...easier to enter a flow state.

Flow states not only feel good, they also increase happiness. And, they allow you to work, focus, and create *effortlessly*.

**So how can you experience flow more often?**

Csikszentmihályi hypothesized that certain personality traits make it easier to achieve flow. Those who by nature are curious, persistent, other-centered, and likely to engage in and enjoy activities for their own sake have an easier time entering flow states.

Such people are said to have an *autotelic personality*. They prefer high-action, high-opportunity situations. They seek challenges that stimulate them and cause them to grow and improve.

I found this description quite intriguing when I first encountered it because much of my life has been about seeking challenge and putting myself in challenging situations. I've always felt an urge to tackle difficult-to-master abilities and situations, or almost anything that seemed to be...

...outside my reach.

This search led me to work toward learning to play jazz, flying a complex airplane, being a public speaker, becoming a skilled writer, and several other endeavors. Over and over I've put myself in challenging situations where I had to rise to the occasion. You might call this...

...a sink-or-swim mentality.

When I met *Chicken Soup for the Soul* co-author Jack Canfield many years ago I told him I wanted to speak at one of his seminars. "You've done this before, I assume," he asked me. I'd spoken before small groups several times, but never to groups as large as those who attended his seminars.

"Of course," I said. "No problem."

A couple of months later, there I was in front of 800 people, with my reputation on the line, with Jack and with the audience. Just as extreme athletes are thrown into flow states by the intensity of the situations they've willingly put themselves into, my speaking to that group...

**...threw me into a flow state.**

Being in that super-focused state somehow caused me to draw on resources I wouldn't ordinarily have tapped into. Somehow, I knew just what to say. Stories to illustrate the points I was making occurred to me just as I needed them, as did humorous observations that made the talk more fun, for me and for the audience.

And, because I was in flow, I easily accessed and communicated the deep passion I had for the subject (flow state expert Steven Kottler once said that most people spend their lives paying money to watch other people who are in a flow state).

When I finished Jack came onto the stage to thank me. As he hugged me he whispered in my ear, "Wow. You're good."

That I was "good", though, isn't the point. Being in a flow state...

**...brought out the best in me.**

While I was speaking, it didn't feel like I was doing anything. It felt like something was happening *through* me.

Putting myself in a sink-or-swim situation threw me into a flow state, which allowed me to...

- 1) Become intensely focused, blocking out all distractions...
- 2) Easily receive feedback (from my own voice and from the audience) as I spoke and use that feedback to instantly generate just the right words, stories, jokes, and the emotional state that would best communicate my message...
- 3) Lose my sense of self, so as not to hesitate or second-guess myself...
- 4) Feel a sense of effortless control over the situation...
- 5) Experience time as standing still, so that everything seemed to be happening in slow motion, giving me plenty of time to know just what to say and how to say it...
- 6) Experience my communication with the audience as rewarding for its own sake rather than because of a particular outcome I might have been hoping for when I began the speech.

**Here's another important ingredient:**

Leading up to this talk I spent a lot of time rehearsing, considering what I wanted to say and how to say it, and mentally seeing myself giving the talk. Even though the talk itself didn't go "as rehearsed", this practicing was an important part of my ability to go into a flow state onstage.

And, in the ten or so years prior to the talk I'd spoken to many smaller groups, learning the ropes of being on stage, connecting with an audience, and communicating effectively.

This is an important point. *To access a flow state you must be prepared.* That usually means slowly and repeatedly practicing the fundamentals of the skill or activity you want to master until those fundamentals are second nature.

And, to get through the tedium of this process, you must...

**...enjoy the process of rehearsing and practicing.**

To create the high skill level needed for challenging situations you must practice until the fundamental are second nature. My previous practice and training are a big reason why mountain wave turbulence over the Rocky Mountains didn't kill me. Without that training...

**...I probably wouldn't have entered a flow state.**

Luckily, you don't have to look death in the eye to create flow. You just need to stretch beyond your comfort zone. Approaching that attractive stranger you see across the room, or accepting that promotion you know you have to grow into just might be enough.

And, wouldn't you know it, an even safer way to develop the ability to enter flow states is...

**...meditation.**

A wandering mind (remember the default state?) is incompatible with flow, and meditation quiets the mind. As you bring your mind to one-pointed focus, you create new neural pathways in the brain, and...

**...turn over more brain real estate  
to being super-focused.**

I'm sure you remember that your brain changes in response to any repeated stimulus or anything you practice repeatedly. Practice focusing and your brain will devote more neurons and more new neural connections to...

**...being more focused.**

As you meditate, you'll learn to deactivate the *posterior cingulate cortex* whenever you need to be more focused. If you learn to do this, and are willing to practice the fundamentals of the skill you want to master, in addition to practicing being curious, persistent, and a seeker of challenges...

**...your ability to enter a flow state  
will steadily improve.**

And, of course, as I've said, there's one big problem with meditation. It's difficult to learn, and it takes time and persistence to master. Most people don't stick with it long enough to get the results they want.

My life's work has centered around developing a way to create the brain wave patterns of meditation, but without the long learning curve. Those who use my Holosync audio technology get the same benefits of meditation...

**...but in one eighth the time.**

I know I keep teasing you, but I have still more to tell you before we explore Holosync. Next I want to tell you about another aspect of super-awareness: the new science of Self-Regulation. If you'd like to learn how you can dramatically improve your self-control and willpower, you're going to love what's coming next.

Turn the page and let's get started. This, you're going to love, I promise.

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



**[In this video I'll tell you about flow states, where you're completely absorbed and engaged, totally in the moment, totally fulfilled—and how you can experience them, too.](#)**



## Chapter Fourteen

# “Betcha can’t eat just one!”

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

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, though, was dead last.**

When asked about their greatest personal failings, though, “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. What’s more, it’s one of the most important qualities of the super-aware.

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 our old friend...

...the prefrontal cortex!

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

And, as we've already discussed, the prefrontal cortex plays a major role in the super-awareness we're looking for.

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 in Chapter One, *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, though, actually provide a reward. It doesn't make you happy or satisfied. It does, though, create *tremendous arousal*. 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 felt 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, though, 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? In other words, how do "high delayers" delay immediate gratification for longer-term rewards?

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

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



-----

**[This video is about Self-Regulation, the greatest determiner of life success, and how you can have more of it.](#)**



-----

**[Actual video of children taking the Marshmallow Test. Priceless!](#)**



## Chapter Fifteen

# Foiling the Dopamine Devil on Your Shoulder

Delayed gratification, “Hot vs.  
Cool”, Stress, and more...

**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. Though 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 they’re 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!

As you know by now, awareness creates choice. With enough awareness you'll naturally choose what serves you and drop what doesn't serve you because you'll clearly see the consequences (and, that creating those consequences *is* a choice).

The bad choices of your limbic system tend to happen on autopilot, without awareness. Increased awareness takes non-resourceful choices off autopilot, foiling the Dopamine Devil on your shoulder.

More awareness means cultivating a more highly developed prefrontal cortex. Perhaps you should increase the power of your PFC by meditating...

...or, better yet, by using Holosync.

But let's get back to our children. These young marshmallow-cravers also used what the researchers termed *abstraction strategies*.

For instance, when exposed to pictures of the treats (instead of the real thing) the children were able to wait twice as long—and average delay time of 18 minutes. One child, when asked why seeing a picture instead of the actual treat made it easier to wait, explained that “You can't eat a picture.”

“Hot” vs “Cool”

The treats, the researchers realized, could be thought of in two ways. The children could think of the hot, arousing, motivating qualities (i.e., make internal representations of the most tempting aspects)...

...which triggered their limbic system  
to make more dopamine.

Or, they could make internal representations of qualities that were cooler, less emotional, and more abstractly descriptive—a more cognitive way of thinking about the treats, with less “hot” sensory involvement.

The marshmallows, for instance, could be seen as sweet and chewy—making them more tempting. Or, they could be seen as white, round, small, soft, and puffy. This “cool” way of seeing the treats was more abstract, and...

...much less tempting.

When the children were prompted to focus on a treat’s hot, arousing qualities they were able to wait only half as long as when they were asked to focus on the cool, non-emotional, and more abstract qualities.

The hotter the representation of the reward, the more the limbic system was involved and...

...the more difficult it was to delay gratification.

The hot system, by the way, is merely another way to describe the “fight or flight” response of the *sympathetic nervous system*. And, the cool system is another way of describing “the relaxation response” of the *parasympathetic nervous system*.

The researchers also found a similar relationship between happy and sad thoughts. Children asked to think about something sad gave in to temptation as quickly as if they’d focused on the hot, desirable qualities.

Those who thought about fun things, though...

...waited three times as long.

It’s more difficult to delay gratification when you’re sad. At such times you’re more likely to give in to temptation, eat junk food, say something you’ll later regret, or behave in a way that

creates an undesirable outcome. You're in at least a *mild* version of fight or flight when you're sad.

This is why the jilted woman in all those chick-flicks stays home and inhales an entire quart of Ben and Jerry's when her boyfriend falls for another woman. When we're sad our limbic system causes us to say, "What the hell."

The researchers also found a difference between a temptation viewed from an associated perspective versus the same temptation when viewed...

...from a dissociated point of view.

An associated point of view is one where we're seeing and feeling the situation from our own perspective, whereas in a dissociated perspective we're seeing or feeling the situation from someone else's point of view.

When the children were asked "What would an intelligent person do?" when faced with the same temptation—a dissociated point of view—the children said that an intelligent person would wait.

When asked what they were going to do, right now, with the treats in front of them, they said...

..."I want to eat the treat right now".

Seeing a decision as if it's happening to someone else creates distance, decreases the emotional component, and allows a cooler appraisal—helping to foil that Dopamine Devil on your shoulder.

All of these examples point to one general rule: The power isn't in the stimulus itself, but rather in...

...how we represent it.

Learning to intentionally change how you represent a stimulus to yourself, then, *creates self-control*. Self control, of course, is another name for *choice*. And, as you know, *awareness* creates choice.

We have two systems for evaluating temptations, then: a hot emotional system and a cool, more cognitive, more reflective system. The hot system is ruled by the limbic part of your brain; the cool system by the prefrontal cortex.



Let's look more closely at each of these systems.

## Your Hot System

When you make hot, I-want-it-now decisions, the limbic system is in control. The limbic system is an evolutionarily older, more primitive part of your brain responsible for regulating the basic drives and emotions necessary for survival (fear, anger, hunger, sex, marshmallows, facebook, etc), though it fulfills other roles unrelated to our current discussion.

The amygdala, a small almond-shaped organ, is an especially important part of the limbic system. It plays a key role in sexual and desire-driven behavior, mobilizing the body to act. However, it has...

...no ability whatsoever to reflect  
on long term consequences.

It does, however, have an important and positive role to play:

- It allows us to make quick responses to strong, emotion-arousing stimuli.
- It gives life an emotional juice and zest. Impulsive, consumptive actions can be fun and often give us a feeling of being alive.

Focusing on the hot features of a stimulus easily triggers the amygdala's "go get it now" behavior, powered by dopamine.

This is great when "go get it now" applies to something that will make your life better—saving for the future, practicing a skill you need, sticking with your exercise resolutions, eating a healthy diet, and so forth. Of course, most of us don't associate "hot" internal representations with these things (though we could).

And, obviously, the unadulterated urge to get it now, without any consideration for the long-term consequences (provided by your prefrontal cortex) can create problems when your decision has...

...potentially negative consequences.

Another important finding: stress activates the hot system and makes the cool system more difficult to access. 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.**

And guess what? Meditation is one of the greatest stress-reducers ever discovered (and, in my opinion, Holosync is the greatest *way* to meditate).

Your hot system is great for survival situations, but it’s not good at all for managing and attaining the long range outcomes you want. It’s no good for planning, rational thinking, delaying gratification, or staying cool and calm in a challenging situation.

### **Your Cool System**

Your cool system is more complex. It’s rational, cognitive, reflective, and slower to activate. It’s also controlled by the most recently-evolved part of the brain, the prefrontal cortex...

**...the seat of self-regulation and willpower.**

The cool system is great for future-oriented decisions and self-control. High stress, though, dampens the cool system—which is why whatever we can do to relieve stress (and activate Herbert Benson’s “relaxation response”)...

**...increases the cool system’s ability  
to operate effectively.**

The cool system allows us to better regulate our thoughts, actions, and emotions. When activated, it can evaluate and overrule the hot system’s “get it now” impulses, inhibiting actions that would interfere with our goals.

The cool system is also the source of creativity and imagination. It allows you to redirect your attention so as to flexibly change strategies, as needed, to help you get what you want. It’s the source of...

**...rational, reflective, strategic behaviors.**

The cool system and the prefrontal cortex don’t fully mature until your early-to-mid 20s. No wonder you did so many dumb, risky things when you were young!

These hot and cool systems are polar opposites: As one becomes more active the other becomes less active. Obviously, for your own sake, you want to learn how to enhance your cool system so it can more effectively supervise the hot system.

Luckily, this isn't difficult. Meditation not only enhances the prefrontal cortex, it also creates more neural connections between the limbic system and the prefrontal cortex...

...allowing that supervision to work better.

And (you knew I'd say this) Holosync meditation dramatically speeds up this process and saves you from enduring the long learning curve needed to master meditation.

Long-term stress is particularly damaging to 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.

Since we know that creativity is a function of theta wave creation, it's probable that stress reduces the ability to create theta waves (along with all its other debilitating consequences).

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.

We've seen that meditation, and especially Holosync meditation, rewires the brain and enhances the prefrontal cortex. Chronic stress also rewires the brain, but in a negative way. For instance, chronic stress causes the prefrontal cortex, and a part of the brain called the *hippocampus* (important for memory), to atrophy...

...while the amygdala increases in size!

Obviously, as seekers of super-awareness, we want to limit stress and increase awareness. Luckily, meditation does both.

Next I want to discuss something many people haven't even heard of—heart rate variability, or HRV. This amazing little measurement of how your heart beats has a huge effect on emotional resilience—and your ability to deal effectively with the ups and downs of life.

As you'll see, HRV is connected to almost everything we've already talked about. Understanding HRV is quite important to those of us who seek super-awareness.

Turn the page and I'll tell you all about it...

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



**[Check out this interview with Marshmallow Test researcher Walter Mischel](#)**



## Chapter Sixteen

# “Zing Went the Strings of My Heart”

### Getting to the heart of resilience

#### **A regular heart beat is a good thing, right?**

Well, yes—up to a point.

Here’s something that surprised me: Right before a person has a heart attack, his or her heart beat becomes as regular as a ticking clock.

And then they die.

Well, not *always*.

Apparently, you’re better off if the time between heart beats varies—what’s called *heart rate variability*, or HRV.

Though you may have never heard of HRV, it’s *incredibly* important—to your health, to your stress level, and to your ability to be *resilient*...

...when life hands you the short straw.

Which, from time to time, as you know, it surely will.

Here’s an interesting way to think about how we deal with the stresses of life. Every person has an *emotional threshold*. When life pushes you beyond that threshold, you feel uneasy, uncomfortable—perhaps even overwhelmed.

Most people respond to being over their threshold with one or more coping mechanisms: anxiety, anger, depression, sadness, addictive behaviors (overeating, drugs, alcohol, etc.), and many others.

Imagine you're in a sinking boat (the boat is being overwhelmed with water). What would you do? Some people bail like crazy. Bailers frantically try to push the chaos they feel out of their system. They get angry, cry, yell, exercise compulsively, have sex (etc).

Others try to plug the hole in the bottom of the boat. They hope to block additional overwhelming input, buying time to dissipate the chaos. They isolate, shut down, get depressed. They even breathe less, constrict the pupils of their eyes so as to take in less light, eat less, and so on.

When you successfully use one of these methods (they do work), what happens? That's right.

*You save the system from falling apart. Bravo!*

*It's still the same system, though.* The next time it's stimulated in the same way, it again becomes overwhelmed. Rinse and repeat. Most people repeat this cycle for their entire life: overwhelm... save the system... temporarily feel better—until the next time.

But what if you didn't respond by trying to save the system? What if, instead, you took steps to raise your threshold for what you can handle? Then you'd have a new system, a new threshold—one that can handle more.

With a higher threshold, it takes a lot more before you either...

...freak out or shut down.

Wouldn't that be better? Of course it would.

You may have noticed that the coping mechanisms I mentioned above (and there are many more I didn't mention) are manifestations of our old nemesis...

...the fight or flight response.

Effective emotional regulation (i.e., a higher threshold) depends on your ability to flexibly adjust your physiological response to a changing environment. You now know that this involves several things:

- Relaxing your sympathetic nervous system (the source of fight or flight, stimulated by the limbic system)
- Enhancing your parasympathetic nervous system (the source of the "relaxation response", a calmed limbic system, and more awareness/oversight from the prefrontal cortex).

This resilient emotional flexibility can be measured via your HRV.

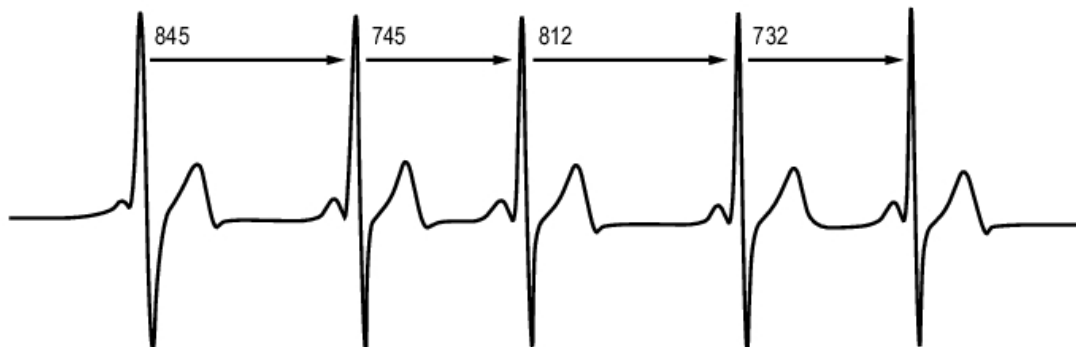
So what exactly is HRV?

Heart rate variability is the naturally occurring *irregularity* in heart beat intervals. For example, when you inhale, your heart rate *increases*. When you exhale it *decreases*. A healthy heart, it turns out, does *not* beat like a metronome.

No. A healthy heart has lots of...

...beat-to-beat *variability*.

The image below shows a healthy irregularity between heart beats (measured in thousandths of a beat per second). The distance between beats in this example is .845 seconds, .745 seconds, .812 seconds, and .732 seconds. In an unhealthy heart, the time between beats would much more regular.



This variability is a result of a continuous interplay between the sympathetic (“fight or flight”) branch of the autonomic nervous system, which speeds the heart up, and the parasympathetic (“relaxation response”) branch...

...which slows the heart down.

The interplay of these two nervous system branches creates either *autonomic flexibility*—or a lack of it. In other words, heart rate variability measures...



...your capacity for regulating  
your emotional response.

Or, you could say that HRV reflects *the degree to which you're able to resourcefully respond to and recover from life events.*

Every person experiences some degree of trauma in their life. Trauma experienced during childhood generally has a more powerful effect because children are small and powerless, and have fewer resources for interpreting or dealing with traumatic events.

In Chapter Three I mentioned three aspects of life over which we have no control: the physical forces of the universe (gravity, weather, earthquakes, etc), the agendas of others (which are often at cross-purposes with our own), and the fact that everything in the universe is...

...impermanent.

Eventually, anything we become attached to changes, ends, goes away, or falls apart.

Because we lack choice over these three things, we all suffer losses and experience outcomes we don't want. And even when we *do* get what we want, it doesn't last forever. In other words...

...everyone, to some degree, experiences suffering.

Then, to make matters worse, we often increase our suffering by resisting those times when we don't get what we want. Instead, we often respond to what can't be changed by going into fight or flight.

This is another reason why *awareness* is so powerful—it allows us to *choose* whether or not we resist.

In an unfortunate and self-perpetuating cycle the more trauma we experience, the lower our threshold will be—and the more easily we're pushed over that threshold...

...by life circumstances and events.

Humans respond to stress in three stages, each mediated by different parts of the nervous system. At first we try to relieve our stress through social engagement. We seek support from others.

If we're unsuccessful—if, for instance, we have abusive, absent, or unresponsive parents or caregivers...

...we shift into “fight or flight”.

Finally, if this doesn't work—if we're not fast enough to flee or strong enough to fight—we shift to a shutdown response. (The “bailers” in my boat metaphor above were experiencing fight or flight. The hole-pluggers were experiencing the shutdown response.)

These learned responses from childhood often follow us into adulthood. Because of the plasticity of our brains, they become unaware automatic responses to our losses, our setbacks, and...

...our failures to get what we want.

Instead of flowing with the ups and downs of life, we cling to the ups, and strongly resist the downs, which, ironically, further lowers our emotional threshold.

The close relationship between HRV and stress has been researched extensively by the National Institutes of Health and the American Heart Association. One hopeful finding is that those with a higher threshold for stress...

...also have high levels of HRV.

Those who quickly respond with “fight or flight” or the shutdown response, however, have low HRV. In other words, HRV is an accurate and objective measure of one's emotional threshold.

Here's the good news:

You can raise your threshold (i.e., raise your HRV, calm your sympathetic nervous system, enhance your parasympathetic nervous system, increase the effectiveness of your prefrontal cortex, and create more communication between your prefrontal cortex and your limbic system—in other words, increase your awareness)...

...by meditating!

And, as I keep saying, the easier, faster, and more effective way to do that is to *use Holosync*.

At the end of this chapter I'll give you a link to a wonderful app called *SweetBeat Life* that will allow you to measure your HRV, so you can measure your progress as you increase your awareness!

Holosync (or traditional mediation, though more slowly) increases activity of the parasympathetic nervous system, while calming the sympathetic nervous system—which increases HRV.

Holosync also enhances the functioning of your prefrontal cortex (allowing it, among other things, to more easily regulate the impulses of your limbic system).

HRV varies greatly depending on health and fitness level. The healthier and more fit you are, the higher your HRV. HRV also varies throughout the day. Each person tends to have his or her own HRV range (which, if you follow the advice in this book, will improve).

Many elite athletes have HRV levels that are many orders of magnitude higher than non-athletes, and many of them use HRV to guide their training.

Though I've known about HRV for many years, I didn't realize that Holosync had such a powerful positive effect on HRV until recently. How I found out is an interesting story:

In November of 2014 I was asked to give a keynote speech at the *Bulletproof Biohacking Conference* in Pasadena.

Biohackers are a group of people who are searching for ways to increase human performance—focus, concentration, intelligence, creativity, endurance, physical strength, agility, emotional resilience, energy level, health, longevity, the ability to enter flow states, and so on...

...through any and every means available.

I'd been invited to speak because many people consider Holosync to be a powerful "biohack".

At the event there were many different "biohacking" tools available for attendees to try. One was the *SweetBeat Life* HRV app I mentioned earlier (created by a company called *Sweetwater Health*).

The SweetWater people had emailed me a few days before the event, asking if I would use their app during the conference to measure my HRV. So, I stopped by their booth when I arrived, and they hooked me up with a little portable heart monitor and their app.

Just between you and me, I was a little bit worried. What if their app show me to be a less than exemplary example of heart rate remarkableness, health, and resilience? I'd been telling people for years that Holosync increased one's threshold.

Would I (and Holosync) be unmasked?

Wouldn't *that* be embarrassing?

At the end of the conference, they sat me down to show me my readings. Their opening comment?

"These readings are quite unusual."

"Uh, oh," I thought. Busted.

It turned out, though, that the only other readings they'd seen like mine were those of elite athletes, many of whom have extraordinarily high HRV readings!

I thought they were kidding. I'm in pretty good shape, but I'm 65—and I'm certainly NOT an elite athlete.

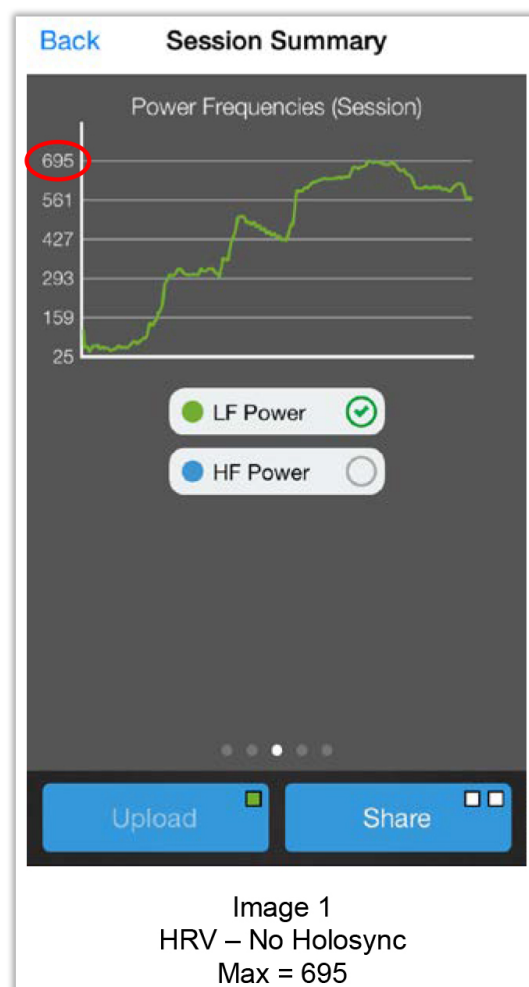
Then the owner of Sweetwater Health, Rhonda Collier, told me that the very best reading she'd ever had was *while she was listening to Holosync*.

What I hadn't known was that Rhonda has been a Holosync user for many years, which was why...

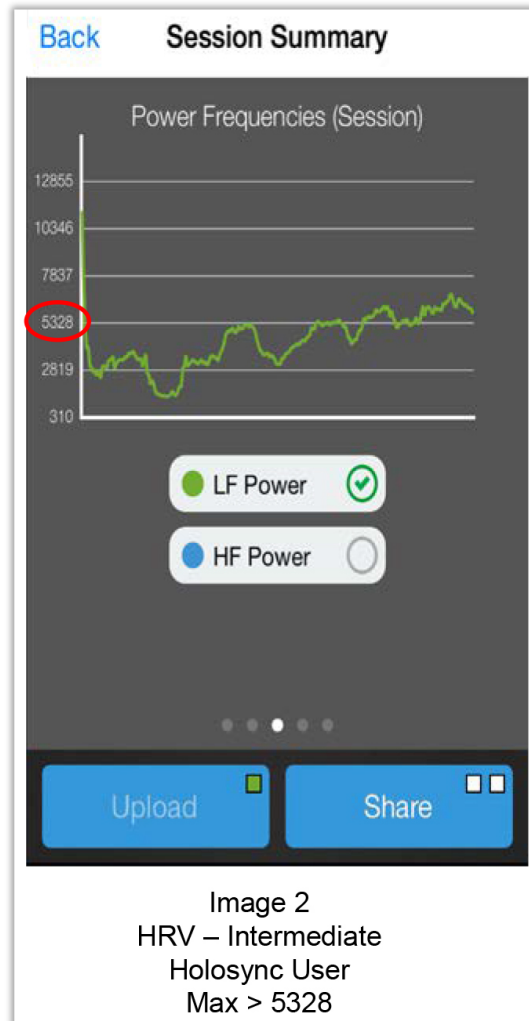
....they were so eager to measure my HRV.

They already knew that Holosync had a positive effect on HRV. They had proof that Holosync does indeed increase one's threshold. (Boy, was I relieved.)

Here are three images from the SweetBeat Life app. The first is from an individual who'd never used Holosync, meditating using a traditional method.



Notice that the HRV reading maxes out at around 695 (the scores are circled in all three images).  
The next image is that of an intermediate Holosync user while listening to Holosync.



As you can see, during this session HRV was more than 5400, almost eight times higher (a sign of a higher emotional threshold).

The last image is of my own HRV while listening to Holosync.



As you can see, HRV maxed out at 12,430—nearly 18 times higher than the traditional meditator, This showed a very high level of resilience and a healthy nervous system.

What a relief! My reputation (at least for now) is safe.

The only thing I can take credit for, though, is my persistence in using Holosync regularly. Holosync truly does allow one to navigate life’s challenges with more flow and happiness, and there’s nothing stopping you from gaining this same level of resilience and super-awareness.

[Sidebar]

### In a Nutshell

- Every person has an emotional threshold
- When that threshold is reached or exceeded, we engage in dysfunctional coping mechanisms

- Chronic stress can lead to serious health problems: heart disease, high blood pressure, anxiety, depression, and other illnesses
- HRV is associated with emotional resilience and nervous system flexibility
- High HRV is an indication of a healthy, resilient nervous system—one that can cope with a wide variety of situations
- Meditation has been scientifically proven to reduce stress, anxiety and emotional well-being
- Holosync dramatically accelerates the benefits of meditation

[end sidebar]

Now, finally, I'm ready to tell you the full story about Holosync—how I discovered it, why and how it works, the research studies that have been done on Holosync, why it's such an amazing breakthrough, and how you can use it to create the super-awareness...

...that really will transform your life.

This *is* exciting! Let's not wait another minute. Turn the page and I'll tell you all about it...

[Get the SweetWater Health App](#)

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



**[Video: How improving your Heart Rate Variability can lower your stress level and improve your health](#)**





## Part Three:

# Your Super Highway to Super-Awareness

## Chapter Seventeen

# The World's Happiest Man

**We've come a long way, haven't we?** At this point you know quite a bit about the brain and how it creates your life—and, the possibility of creating brain changes that can...

...dramatically improve your life.

My good friend Dr. Daniel Amen wasn't kidding when he said, "Change your brain, change your life." The good news is that you *can* change your brain—and, with modern technology...

...it isn't that difficult.

I hope you can see now that super-awareness *is* possible. You really can...

- Increase your awareness, creativity, focus and concentration, pattern recognition, learning ability, memory, and your ability to solve problems and make better decisions...
- Slow the aging process...
- Raise your stress threshold, be more resilient and, as a result, be calmer and healthier...
- Have more willpower and a greatly enhanced ability to self-regulate (giving you all those great benefits the Marshmallow Test high-delayers enjoyed)...
- Enjoy improved mental health (in other words, be *happier* a lot more often), with less anxiety, anger, sadness, depression, frustration, and emotional reactivity, while enjoying a much greater sense of wellbeing ...
- Recover from past emotional trauma...
- End bad habits and addictive behaviors...
- Have more energy and be more productive.

Bottom Line: with the proper stimulation and practice...

...your brain *can* change.

And, it's not that difficult.

Before I (finally) tell you the full story about Holosync, a quick review.

First we looked at awareness and how awareness creates choice. Without additional awareness, you'll create what you feel and how you behave automatically, outside your awareness. This is a good thing...

...except when it isn't.

Our internal processes are designed to run on automatic. Otherwise we'd have to think through every movement before we make it, pre-frame every sentence before we say it, and re-learn how to open a door every time we use one.

When we suffer traumatic losses, setbacks, disappointments, frightening experiences, etc., our automatic internal processes can become dysfunctional, causing us to focus our attention on potential danger, even if there is none.

Anticipating potential danger throws us into a fight or flight response, which changes our otherwise effective automatic processes, leading to feelings, behaviors, and other outcomes we don't want.

Seeing these dysfunctional internal processes with awareness, as they happen, takes them off autopilot and...

...creates choice.

But even when there's been no trauma, and everything is working pretty well, awareness improves results.

Awareness is the most basic fundamental of life—the key to creating positive changes in physical health, stress level, emotional health, the motivation to act toward your goals, your ability to get along with and understand people, and much, much more.

With enough awareness, you can:

1. Feel better...

2. Behave better...
3. Have more closeness and more love...
4. Have more mental clarity and make better decisions...
5. Be happier...
6. Feel more secure and have more inner peace...
7. Be healthier, live longer...
8. Create more financial security, make more money...
9. Have a labor of love...
10. Have doable challenges...
11. Understand people better...
12. Be understood by others...
13. Be more persuasive...
14. Make a difference...
15. Experience a greater sense of spiritual connection

Next, we looked at those aspects of being a human being that aren't a choice—and those that, with enough awareness, *could be a choice*. You also learned that you can only have a choice about something *you create*. If it doesn't come from you, it can't be a choice.

We looked at the four areas of life that you do create—those which (with enough awareness) you could have a choice about:

- How you feel
- How you behave
- Which people and situations you attract or become attracted to
- What meanings you assign to what happens

I also told you my story—how I was unhappy, angry, depressed and repellant, and how, as I became increasingly aware, I became a different person...

...living a completely different life.

To demonstrate how increasing your awareness has already created many choices for you, I walked you through how, during childhood, awareness allowed you to choose what you looked at, how you moved, and what you thought about.

Finally, I made a key point about awareness and choice:

Once you have a choice, you'll naturally and easily choose what serves you—and drop what doesn't.

Our two challenges, then, are: 1) how to create enough awareness, and 2) knowing where to direct that awareness so as to create the greatest amount of choice.

To answer the first question, we asked who might already have the kind of awareness we're seeking—and how did they get it?

The answer: Those who've meditated several hours a day for many decades. Meditation is the age-old, tried-and-true method...

...for increasing awareness.

We then reviewed the research about meditation—and how by creating changes in the brain meditation improves physical health, mental abilities, and emotional health.

We also looked at how meditation increases the size of the prefrontal cortex...

...the seat of self-regulation and willpower.

We looked at how meditation calms the parts of the brain associated with anxiety, how it lowers levels of stress hormones and increases levels of certain hormones related to health and longevity, and how it decreases substance abuse.

We also looked at research showing that meditation creates greater perceptive abilities, increasing the thickness of brain areas associated with learning, memory, focus, creativity, as well as sensory, auditory, visual, and internal perception.

Meditation also calms the sympathetic nervous system, the source of “fight or flight”—and stimulates the parasympathetic nervous system, the source of the “relaxation response”.

Next we looked at alpha, theta, delta, and gamma brain wave patterns and the mental abilities and emotional qualities associated with them, including:

- Increased creativity
- Greater learning ability

- Increased focus and concentration
- Emotional resilience
- Peace of mind
- Leadership abilities
- Confidence
- The motivation to act and create what you want
- A stronger desire to serve and help others.

Next we looked at brain plasticity—the brain’s ability to change in response to stimulation, experience, learning, thinking, and physical movement.

Your brain’s natural neuroplasticity underlies all the changes we’re seeking to make. Your brain creates your entire experience of life: moods, emotions, stress response, mental abilities, behavior—and even the meanings you assign to the experiences you have.

Because your brain is plastic and changes in response to repeated stimulation, the possibilities for changing your life are enormous...

*...if you’re willing to stimulate your brain in a way  
that creates the changes you want.*

We also looked at several remarkable and highly desirable brain states:

- **Flow states**, where you’re firing on all cylinders and everything seems easy...
- **Willpower and self-regulation**, allowing you to make better choices, stick with your lifestyle resolutions, and stop allowing momentary temptations to create problems for you...
- **Heart-rate variability**, a measurement of emotional resilience and nervous system health.

We peeked behind the curtain to see what happens in the brain during a flow state, and investigated the qualities (and brain capabilities) that allow you to enter one.

We learned about dopamine and the limbic system, and how it causes you to crave what might not be good for you—and how, with more awareness, your prefrontal cortex could overrule these potentially bad decisions.

We investigated strategies for cooling short term temptations that aren't good for us, and for transferring that desire to actions and qualities more likely to lead to the long term consequences we want.

And, we looked at how, by increasing our heart-rate variability we could raise our stress threshold, create a healthier, more robust nervous system, and...

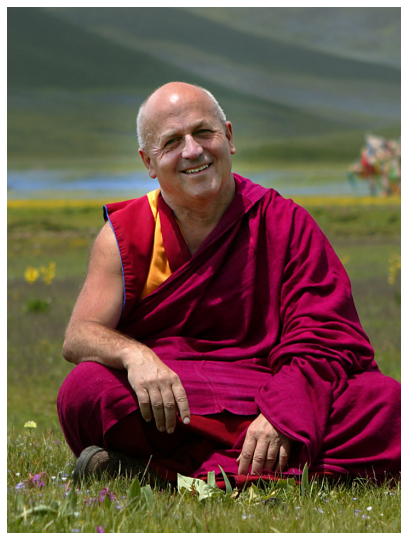
...recover more quickly and easily from setbacks and negative life events.

And, because meditation enhances the prefrontal cortex, calms the limbic system, and increases communication between these parts of the brain, it has historically been the most effective method for enhancing all of these “super-awareness” qualities and abilities.

Unfortunately, meditation isn't the most practical way to create super-awareness—at least in terms of time. Though any amount of meditation is certainly beneficial, results we want require...

...decades of devotion to meditation practice.

In Chapter Ten you met Matthieu Ricard, the Tibetan Buddhist monk often touted as “The World's Happiest Man”, based on his brain scans.



How did Matthieu Ricard create such an amazing brain, and the super-awareness, equanimity, happiness, focus, emotional resilience, and loving kindness that comes with it?

**By meditating for over 50,000 hours!**

When I first heard this figure, I wondered how long this might have taken. Let's say, for instance, that he logged his 50,000 hours over thirty years. How many hours per day, on average, would that be?

So, I divided 50,000 hours by thirty years. Hmm, I thought. That's 1,667 hours per year, which is...4.56 hours per day, or...

**...4 hours and 34 minutes per day, day  
in and day out, for 30 years!**

But what if someone was in a hurry and wanted to spend just 20 years creating all those wonderful super-awareness qualities? This more impatient person would have to meditate for 6 hours and 51 minutes per day, for twenty years.

Whew! That doesn't leave much time to grab a movie or run the kids to soccer, does it? Are you willing to do this? Probably not.

To meditate that much you'd have to devote your life to meditation, something few people are willing to do. Matthieu Ricard gave up a promising career in molecular genetics to focus on meditation, and I admire him for it. And, I'm sure he's quite happy with his choice (he is, after all, the world's happiest man).

What he did, though...

**...isn't very practical for the rest of us.**

There are probably others on the short list of the world's happiest people who may have meditated for "only" 20,000 hours, or perhaps a mere 15,000.

Most people, though, have trouble sticking to meditating for 30 minutes a day for a month! (By the way, if you meditate for 30 minutes a day you'll hit 50,000 hours in just under 274 years. If you're okay with 15,000 hours, at 30 minutes a day you could do it in a little over 82 years.)



This is why Holosync is such a breakthrough. Besides being easier (for one thing you skip the long learning curve), our observations of the more than two million Holosync users over the last 25 years tell us that an hour of Holosync is approximately equal to...

...eight hours of traditional meditation.

Prior to Holosync only a tiny number of human beings could ever hope to gain the super-awareness I've been describing. Now, however, this kind of enhanced awareness—and all the benefits associated with it—are available to anyone, and without decades of meditation practice.

So, at long last, let's take a close look at Holosync. I'll start by telling you how I created it, how and why it works, and how it can greatly accelerate all the wonderful positive changes I've been describing.

Turn the page right now so we can keep going...

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



-----  
**[2 video course: How Holosync Creates Super-Awareness—and Much More  
The Full Story About Holosync](#)**



## Chapter Eighteen

# Modern Technology to the Rescue!

I told you earlier how I slogged through sixteen years of traditional meditation. Perhaps “slogged” is an unfair description, though. Actually, I enjoyed most of it. I’m glad I did it...

...and it did help.

At the end of those sixteen years, though, I still hadn’t made it even to page 1,000 of the list of the world’s happiest humans.

All I had was an honorable mention...

...on the list of those who were  
struggling and unhappy.

Then, one sunny Spring day in 1985 (I was 35 years old) I was in San Francisco visiting a friend I’d met at a meditation retreat. I was just about to head to the airport to fly home when my friend handed me a cassette tape (this was before CDs were commercially popular) and said to me...

...”You should listen to this.”

This cassette, he told me, contained a short ten-minute soundtrack that used an audio technology that (supposedly) would change my brain wave patterns to those of meditation.

I was skeptical. I figured that if it was a legitimate way to meditate one of the many popular “meditation gurus” of the day would already have been touting it.

Out of politeness to my friend I put the cassette in my jacket pocket and promptly forgot about it. Many weeks later I put on the same jacket, and put my hands in the pockets. I felt the cassette and said to myself...

“What’s this? Oh, it’s that cassette that supposedly  
creates the brain waves of meditation.”

What the heck, I thought. I grabbed some headphones (I'd been told that headphones were required), popped the cassette in my Walkman (remember those?), closed my eyes and started to listen.

What happened, I have to admit, was a complete surprise. Even though it was only ten minutes long, when I finished listening I felt more peaceful than I usually did, on a really good day, after 45 minutes of meditation—calm, centered, mentally sharper, and somehow more in touch with myself.

And, this feeling lingered for hours!

I was intrigued, to say the least.

I contacted the company that had made the cassette. Disappointingly, they didn't seem to know much about the what or why of how it worked. I did, though, learn enough to start a search through the card catalog at the library (that's how we did research back in the stone age, before Al Gore invented the internet).

Skipping the tedious research process I went through, here's what I discovered:

In the 1970s scientists determined that during meditation the electrical patterns in the brain slowed from the beta brain wave pattern of normal, everyday alertness and cognition to a more relaxed alpha pattern—and, in some cases, to...

...an even slower theta brain wave pattern.

Later studies showed that in rare cases more advanced meditators were able to make delta waves and gamma waves, as we discussed in Chapter Ten.

Much of this early research was done at the world-famous Menninger Clinic, though some research was also done by the Transcendental Meditation organization of Maharishi Mahesh Yogi, and in several universities.

Bottom line: by the 1970s, scientists were aware of the brain wave patterns associated with meditation.

Next, I learned how brain waves could be changed using certain precise combinations of sounds, when delivered to the brain through stereo headphones (a process called *brain entrainment*).

A little background: In 1839 a Prussian physicist and meteorologist named Heinrich Wilhelm Dove discovered that slightly different frequencies played separately into each ear produced a perception of what are called...

...*interference beats*.

(Completely unrelated trivia: Dove was the first to observe that hurricanes in the Northern Hemisphere rotate counterclockwise, while those in the Southern Hemisphere rotate clockwise. And, the Dove Crater on the moon is named after him.)

But let's get back to interference beats. You've heard such beats if you've listened to two clarinetists tuning up before a concert. When the clarinetists are out of tune with each other you can hear a kind of "wah-wah-wah" sound as they try to play the same note, created by the fact that the two slightly different sound waves...

...interfere with each other as they collide in the air.

When our clarinetists finally find the same "in-tune" pitch, there's no interference, and the beats disappear.

Dove's discovery, though, was little more than a scientific curiosity until 134 years later when Dr. Gerald Oster, a researcher at Mt. Sinai Medical Center in New York, published a paper titled "Auditory Beats in the Brain" in the October 1973 issue of *Scientific American* (today *Scientific American* is a pop-psychology magazine, but it used to be a respected scientific journal).

Oster's article described what happens when "auditory beats" are created in the brain, rather than in the air (as with our clarinetists). These internally perceived beats are created by pure sine wave tones, heard through stereo headphones and perceived by two organelles located on each side of the brain called the *olivary nuclei*.

The result is a standing auditory wave (not in the air but in the brain) called a *beat pattern*, to which the electrical patterns in the brain "move toward"—a process called...

...*brain entrainment*.

Put in simpler terms, Oster was describing a method for changing brain wave patterns (though he mentions no practical uses for this phenomenon in his article).

When I read Oster's article my heart skipped a beat. Wow, I said to myself. We know the brain wave patterns of meditation, and this fellow is describing a method for changing brain wave patterns.

Could we, I wondered, use this method to...

...change brain waves to  
those of meditation?

And if we did, would we have the same experience—and get the same results? I had to find out, but I wasn't sure how to go about it.

A few days later, though, I had an idea. At that point in my life I was a graduate student at the University of Portland, studying music composition. So I went to the head of the engineering department and talked him into lending me several pieces of equipment that, quite frankly, I had no idea how to operate.

Then I found a few other things I needed in, of all places...

...a catalog for television repairmen.

Then, like a little mad scientist, I set up all this stuff in my basement and began recording different combinations of pure sign waves tones onto cassette tapes, based on what I'd learned from Dr. Oster's paper, trying to find those that worked the best.

Then, two meditator friends and I got together to try them out.

What happened blew us away. When the tape ended on that first day, we opened our eyes and looked at each other for about thirty seconds without saying anything. Finally, one of my friends said...

..."Are you feeling what I'm feeling?"

"I'm feeling great," I said. "Calm and kind of high. What about you?" "Same here." We didn't know it then, but we were high on our own feel-good neurochemicals—endorphins, serotonin, GABA (the "anti-anxiety" molecule), and several others..

We were amazed that we could meditate so deeply just by listening to sounds on a cassette tape. And, that we could so easily.....

...become deeply centered and calm.

We started listening to this proto-Holosync every day, and comparing notes about what happened.

Perhaps you've read books about meditation and what's supposed to happen when you meditate. Then, motivated by what you've read, you try to meditate—and all you experience is:

“My leg itches”... “What's that noise?”...  
“This is boring—has it been 30 minutes yet?”

Then you forget about meditating and start thinking about what you need to get at the store later, what you should have said this morning to your friend, what you forgot to put on your to-do list, and so on...

...but no mystical experiences.

Being experienced meditators, we actually had experienced some of what we'd read about in the books, but only for fleeting moments, once in a while.

But to our surprise—and delight—after several days of listening to this new technological method of meditating, we started having some of the experiences we'd read about in those books.

We had internal visions, and moments of pure ecstasy. We had times where an entire hour seemed to fly by in five minutes. We had creative ideas and insights about our lives. Solutions to longstanding problems came to us, seemingly out of the blue. And so forth.

But it was the long-term effects that really impressed me. As weeks passed I noticed that I just plain felt more comfortable in my own skin. I was calmer, more cordial toward people, less angry, less reactive. I stopped being depressed.

When something I didn't like happened, I could let it go...

...instead being reactive and pissed off.

My mind seemed clearer. I could think better. I could also see what was going on inside myself better, in addition to being more aware of what was going on on the outside.

I also noticed things about other people—how I was affecting them, what they were feeling, and that sort of thing. I'd always been so self-absorbed that I hadn't noticed or cared about any of this before.

Now, my emotional intelligence was improving.

I didn't know this at the time, but this is what happens when your prefrontal cortex becomes stronger and can more easily overrule the reactivity of your limbic system.

It's what happens when your sympathetic (fight or flight) nervous system is calmed and your parasympathetic (relaxation response) nervous system is enhanced.

During the first few years I was using Holosync, I was the conductor of the University of Portland Orchestra—part of my grad student duties. One day I was in a deli getting a sandwich to eat in the car because I was late for a rehearsal.

In fact, I had so many balls in the air that I was zooming from one thing to the next all day...

...and feeling pretty overwhelmed.

I saw someone in the deli whom I hadn't seen for a few years. We started talking and after a few minutes he said, "Wow. You seem so mellow. What have you been doing?"

I seemed *mellow* to my old friend—and on a day when I was hurrying and stressed!

Believe me, no one had *ever* described me as mellow before. Intense, yes. Angry, yes. Occasionally charming, yes. Mellow, no. So I knew something was changing. For one thing, for the first time since I was very small...

...I felt good most of the time.

Looking back, I now know that my brain was changing. New neural pathways were being created between the two sides of my brain. And my prefrontal cortex—the part of the brain responsible for awareness and, yes, mellowness, and creativity, and all the things we discussed in previous chapters—was grabbing more and more brain real estate...

...and using it to create all those qualities and abilities I've been describing to you.



And as the months went by, and I continued to use Holosync, the changes I experienced continued to increase. My mind became more and more focused. My mental health improved, and then improved again. I learned things more quickly.

In fact, my mind became a sponge.

I'd read a book, for instance, flip back through it to remind myself of what it said, and then the next day I'd be talking to someone and I'd summarize the whole book off the top of my head!

I started to make better decisions. I attracted fewer annoying people. Instead, I began to attract people who were successful, and who, to my amazement, almost always wanted to help me. People started to listen to what I had to say, and treat me as someone worthy of respect.

My health improved, too. I stopped having neck problems and tight muscles—something I'd struggled with for years. I stopped grinding my teeth.

I even stopped getting colds.

And, my friends who were using Holosync were having similar experiences. In fact, before long we had about 150 people scattered across the United States and even a few in Europe who were also using these little cassette tapes I'd made in my basement...

...and experiencing their own version  
of the same amazing changes.

As we compared notes about what we were experiencing, we were all pretty blown away by the whole thing.

Then, in 1989, four years and about four months after first listening to that ten minute cassette, several of these informal Holosync users said, "You really should create a structured way to use this and offer it for sale." So, a partner and I started doing that.

As others outside our circle began to use Holosync, I heard similar stories from them. People wrote us letters saying things such as...

"You saved my life"... "You saved my wife's life"... "I stopped being anxious all the time"... "My depression is gone"... "I stopped eating when I was anxious and lost 40 pounds"... "This is the best thing I've ever done"... "This is working better than 11 years of therapy"...

...and so on.

I also received letters from people who said they'd stopped procrastinating and begun taking action, how they'd stopped sabotaging themselves, how they were now more hopeful about life.

Since this was before the internet, these were real letters that someone took the trouble to write, put in an envelope, lick a stamp, and send by mail. I collected them until there were so many I didn't know what to do with them all.

Now I wish I'd kept all of them, since piling them all in one place would be pretty impressive.

Later, when most of them were sent by email, I did start collecting them again, and if you want to read them, there's a link to hundreds of pages of them at the end of this chapter. They describe a wide range of problems solved by increased awareness, and I think you'll find them to be not just interesting, but also...

...quite moving emotionally.

Now, looking back over the last 30 years, it's quite clear to me that Holosync definitely creates all the benefits of traditional meditation. In fact, as I looked at what I've shared with you in the last several chapters I was reminded of...

...what I've been seeing in Holosync users for decades.

The other thing I learned from the feedback of hundreds of thousands of Holosync users is that Holosync creates the benefits of meditation much faster. As I said earlier, based on all the feedback we've received, we estimate that an hour of Holosync is the equivalent of about...

...8 hours of traditional meditation.

Plus, because every time you listen you experience the brain wave patterns of deeper meditation, you skip the long period of learning HOW to meditate—and start getting the benefits right away.

Half seriously, and half tongue in cheek, we started saying that Holosync was “Instant Meditation”, or that “Holosync meditates you”.

Remembering Matthieu Ricard's 50,000 hours of meditation, and my estimate that one hour of Holosync is worth about eight hours of traditional meditation, a Holosync meditator meditating one hour a day can accomplish the equivalent of 50,000 hours in...

...about 17 years, instead of 30.

That's if you meditate one hour a day. I admit that this is still a long time. Actually, though, many Holosync users become so enthused about their results that they meditate two hours a day, sometimes longer. At two hours a day, you and Matthieu Ricard could be comparing notes in about eight years!

Of course you don't need to equal the world's happiest man to dramatically change your life. Some of the other monks whose brains were scanned in the University of Wisconsin-Madison study, had only 10,000 hours under their belt...

...and they were pretty happy, too.

And, of course, they were probably also exhibiting the many other qualities of super-awareness we've been discussing here.

At any rate, with an hour of Holosync per day you'll hit the equivalent of 10,000 hours in just 3 years and 5 months. And, during that time you'll be experiencing improvements in awareness every day.

Now, personally, I don't really think some raw number of hours is the most important criteria, but it is an interesting way to illustrate how dramatically Holosync accelerates the process of increasing awareness, and experiencing the associated benefits.

People who use Holosync do get all these benefits, and much more quickly than with traditional meditation. (You can read three interviews with long-time Holosync users in Appendix One.) Though everyone's different, many people report dramatic improvements in just weeks or months.

Did I have a big business in mind in these early days? Hardly. My vision was microscopic. I remember saying to Wes, my partner, "Wow. If I could just make another \$30,000 a year, that would double my income. That would be amazing."

I had no idea that Holosync would become a worldwide phenomenon, eventually being endorsed by big names like Jack Canfield, co-author of the *Chicken Soup for the Soul* books and Stephen Covey, author of *7 Habits of Highly Effective People*...

...and hundreds upon hundreds of other teachers, celebrities, and doctors.

We even have Zen masters using and recommending Holosync. Therapists at the Veteran's administration have used it to treat Post Traumatic Stress. It's been used for addiction recovery, and by support groups for soldiers returning from war.

Because of the notoriety and popularity of Holosync, I was even asked (in 2003) to address the United Nations Values Caucus, and in 2009 I shared the stage with His Holiness, the Dalai Lama.

And, of course, Holosync has been used by millions of people, just like you, who want the super-awareness qualities we've been discussing in this book—or who just want to be happier and have a better life.

All I knew in those early days was that I was excited about Holosync and what it had done for me, and that I was passionate about sharing it with others.

Now, let's take a closer look at the technology itself and how it works...

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



**[Check out this PDF containing thousands of letters from actual Holosync users over the last 25 years. Touching letters!](#)**



## Chapter Nineteen

# How Holosync Works

**The Holosync stimulus “entrains” your brain**—causing your brain waves to fall into step with a “beat” matching the frequency of the brain wave pattern we want to create.

Even if you’ve never heard of entrainment, you’ve experienced it when you’ve tapped your foot to the beat of a song, or lost yourself in dancing. When we hear a “beat”, we (and our brain) are drawn to fall into step with it, creating a trance-like state.

For thousands of years native shamans have used the entrainment of drum beats to create trance-like spiritual states. The Greek mathematician Ptolomy created entrainment in the second century A.D. by filtering sunlight through a spinning wheel, creating a stroboscopic effect.

Unfortunately, for some people, flickering  
lights can cause seizures. Oops!

With Holosync we’re creating a beat pattern *inside your brain* by stimulating the two olivary nuclei (in the brainstem) with pure sine wave auditory tones delivered to each side of the brain through stereo headphones.

In this type of entrainment, two tones of slightly differing frequencies (just as with our two clarinetists from the last chapter) interfere with each other, in this case, inside the brain rather than in the air. This creates an *internal* beat pattern at a frequency...

...equal to the difference in frequency of the two tones.

For instance, if we want to entrain a 10 Hz alpha brain wave pattern (Hz is shorthand for “cycles per second”) we need two tones, one in each ear, with a frequency difference of 10 Hz—for instance, 200 Hz and 210 Hz.

(There will not be a test, and you don’t have to remember this. I just thought you might like to know.)

As you hear these tones in each ear, neither ear by itself hears the beat being produced. Each ear hears the steady pure sine wave tone going into that ear. The beat is created inside your head...

...in the auditory processing center of your brain.

Only when both tones are heard at the same time (again, inside your head) is the beat heard and experienced. Then, your brain waves entrain to, or move toward, that beat frequency.

Though creating entrainment is a precise and scientific process, there's also an art to doing it in the most effective way. First, you must create the desired beat pattern. For any particular beat pattern, though, there are an infinite number of frequency combination that will do the trick...

...but they don't all affect the brain in the same way.

It took me thousands of hours of trial and error, over several years, to find those that worked the best. (Luckily, I had a huge laboratory of Holosync users, from 193 countries all around the world, who gave us continuous feedback.)

Next, for best results, the brain wave patterns must be changed at a certain rate. If we want to create a slower brain wave pattern, we must begin by entraining something reasonably close to the listener's current brain waves, and then gradually slow that pattern until we reach the one we're targeting.

If the frequency of the listener's brain waves are too far away from the desired beat pattern...

...entrainment won't happen.

To solve this problem we begin by entraining a brain wave pattern close to the listener's typical "everyday" brain wave pattern (generally a beta brain wave pattern), and then gradually slow the brain waves to the target brain wave pattern, whatever that might be.

Again, without belaboring the details, there are an infinite number of ways we could do this. It could be done quickly or slowly. It could be done at a steady rate, or the rate of change could be varied. We had to learn what worked best...

...through considerable experimentation.

(I have to confess that a pet peeve of mine are the numerous Holosync knock-offs created by companies who haven't done this experimentation and refinement. Because almost any combination of tones creates *something* you can "feel" when you listen, users of these knock-offs assume that they're getting the results experienced by Holosync users—until they don't.)

Let's me explain a few more reasons why Holosync is so unique (and effective).

I've already mentioned the role of the Menninger Foundation in early meditation research. In the early 1970s researchers at the Menninger Clinic studied a famous Indian Yogi, Swami Rama. Using various instruments they measured his control over supposedly unconscious (and therefore not controllable) mental and physical functions.

These studies gave researchers the first peek at...

...the electrical brain wave patterns of meditation.

Shortly thereafter, the Transcendental Meditation movement of Maharishi Mahesh Yogi approached Harvard's Dr. Herbert Benson, who conducted studies that, among other things, also demonstrated the brain wave patterns of meditative states. By the mid-1970s, the scientific community had a pretty good idea of the brain wave patterns associated with meditation.

At about the same time (but completely independently and most likely without awareness of ongoing meditation research), Dr. Gerald Oster published the paper I've already mentioned, describing his approximately twenty years of research into...

...the effect of sound waves on brain wave patterns.

As already mentioned, Oster had discovered a method, using sound, that could be used to create any desired electrical pattern in the brain, including those of meditation (though no practical use was mentioned in his paper).

A small field sprang up around this and other entrainment technologies. Those in this field focused (mistakenly, in my opinion) on what I would describe as...

...the *symptoms* of exposure to these brain-altering technologies.

They were mostly interested in unusual states and experiences created by changing brain waves—and, in some cases, by improvements in mental abilities associated with certain brain waves.

They would say, for instance...

"We'll put you in an alpha brain wave pattern and you'll experience superlearning."

Or...



"We'll put you in a theta state and you'll have an out-of-body experience."

Or whatever.

Earlier I outlines a number of mental abilities associated with certain brain wave patterns, including enhanced learning abilities, improved memory, greater creativity, and a few others. And, out-of-body experiences are, I suppose, not only novel and entertaining but also can cause those who experience them to...

...change their perspective on life.

My view of what happens when we expose ourselves to brain entrainment encompasses something much more significant than merely enhancing mental abilities or having groovy experiences, though.

What's most important, as I've endeavored to demonstrate in this book, is the *overall increase in awareness* created by...

...repeatedly experiencing meditative brain wave patterns.

The entrainment method Oster describes (especially with the refinements we've added at Centerpointe) creates large fluctuations in electrical brain wave activity. As one moves from the beta brain wave pattern of normal waking consciousness, to the slower alpha brain wave pattern, then deeper into theta, and finally to the deepest delta...

...the electrical fluctuations in the brain are *increasing*.

These fluctuations are greater than those normally experienced in the brain, and give the nervous system a stimulus it can't quite handle—at least the way it's currently structured.

To handle the fluctuations created by this very precise sound stimulus, the nervous system is pushed to change, to reorganize at a higher, more complex level of functioning. This is not unlike the way exercise pushes our bodies to change physically, increasing our physical capabilities.

In the same way, when the brain is stimulated by Holosync, it's pushed to create a new structure that *can* handle...

...what the previous brain structure could not.

As the brain is repeatedly stimulated, its own natural neuroplasticity causes the creation of new neural pathways and new neural networks that, in general, increase awareness, and more specifically, enable you to learn better, have a better memory, be more creative, make better decisions, better regulate your emotional responses, enter flow states, be calmer and happier...

...and experience all the other benefits of  
increase awareness we've discussed.

How complex systems (such as the brain) can change—becoming more ordered in response to environmental stimuli (which, in the case of the brain, means becoming more *aware*)—is elegantly described by a theory based on the work of scientist Ilya Prigogine.

This theory is often called *chaos theory*, and I have to say that this theory is one of the most fascinating subjects I've ever encountered. It explains how most of the processes that underlie the universe work—including our goal of creating increased awareness.

I can't wait to share this with you. More than anything else in this book, this will blow your mind. Turn the page and we'll dive in...

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



**[2 video course: How Holosync Creates Super-Awareness—and Much More](#)**  
**[The Full Story About Holosync](#)**



## Chapter Twenty

# “Breaking Up is Hard to Do”

### The grim truth about chaos

**Do you ever feel overwhelmed?** Does your life ever feel chaotic?

Of course it does. Mine, too. Everyone feels this way at times. Is this just bad luck? Crappy planning on the part of the universe?

Or does overwhelm—that feeling that you might fall apart—play a positive role in life? And, more specifically, could your internal chaos somehow play a positive role in your quest to create super-awareness?

(Here’s a hint: yes.)

To answer that question we’re going to take a bit of a detour before we get back to Holosync. It will, though, be a fun and interesting detour, and it will help you better understand everything we’ve been discussing.

So let’s take a look at a key idea that has helped me understand the profound effect Holosync has on the brain: the Principle of Chaos and Reorganization—a description of how complex systems (including human beings—and their brains) develop and change.

As we’ll see, Chaos Theory applies to many forces in the universe: how stars and galaxies are created; how a seed germinates; how schools of fish, hives of bees, and other social groups behave; how cells divide; how a corporation grows and changes; and a lot more.

In fact, this theory describes the workings of any complex system...

...including YOU.

It explains how you're able to adapt to changing conditions—and why you stress yourself when things don't work out the way you want.

This principle, in fact, describes nothing less than the main guiding force of the universe, whether you call that force God, natural law, karma, or something else.

### Is that grandiose enough for you?

Let me give you an example. You've probably heard the bible story of Saul of Tarsus on the road to Damascus—a great example of chaos leading to a complete transformation (the first person to use this story as an example of chaos and reorganization, as far as I know, was my now-deceased friend Michael Hutchinson, author of *MegaBrain*).

Saul was the Roman equivalent of a bounty hunter. He detested the Nazarenes, the early Christians. After Jesus' death, Saul devoted himself to hunting down Nazarenes so they could be put to death. When he ran out of prospects, he asked if he could go outside Palestine, his usually territory, to Damascus.

On the road to Damascus, though, Saul was struck by a light (however such a thing happens) so bright that he was blinded. At that moment he heard...

...what he claimed was the voice of God.

His companion helped him to Damascus, where he sat in a stupor, blinded, for three days. Then, a Nazarene appears, claiming that he was sent by God, and calls him Brother Saul. Saul's eyesight instantly returns, and as a result of these strange and mind-blowing events Saul decides to become a Nazarene. He becomes the most influential and charismatic of the Nazarene preachers, St. Paul.

Though probably not in such an intense and dramatic way, we've all experienced situations where a problem spontaneously solves itself, something we're wrestling with suddenly falls into place or, by hitting bottom, we experience...

...a dramatic transformation in how we see our life.

These are called "ah-ha" moments, or Eureka events, based on the story of Archimedes. The king asked Archimedes to figure out the amount of gold in a crown without melting it down. Failing to solve the problem, Archimedes became quite frustrated.

One day, however, while taking a bath, Archimedes noticed that his body caused the bathwater to rise. He suddenly realized that he could figure out the amount of gold in the crown by finding out how much water it displaced.

Absorbed in this ah-ha moment, he ran naked down the street shouting...

...“Eureka! I’ve found it!”

His wife, I suspect, was not amused.

Whether you call this a sudden insight, a flash of creativity, a brainstorm, suddenly seeing the light, or just, "Well, duh," it’s a feeling that somehow something has been rearranged, that something new has been born.

In these moments the brain changes. Brain waves are altered (you may remember, for instance, that in creative moments you make bursts of theta waves). The number and shape of the dendrites and synapses connecting the neurons are changed. In fact, the entire neural network changes, creating new patterns of message transmission...

...and new states of mind.

You could also say that in these moments awareness increases. In a more mundane sense, it’s called *learning*.

When you learn, something new is born. Prior to new learning, everything pretty much makes sense. Often, though, the new information, conditions, or situations involved in what we want to learn conflicts with our previous understanding and point of view. Our old way of understanding can’t explain or make sense of the new information. In such a case...

...things begin to NOT make sense.

This doesn’t feel good. We feel uneasy, anxious. This is, in fact, a “fight or flight” moment, sometimes small, sometimes large.

Then, finally, after the ah-ha moment—after the shift, the insight, the reorganization, or whatever you want to call it—things make sense again, but...

...in a new way that we never could have imagined before.

Again, I’m describing an increase in awareness.

What, then, causes these sudden shifts in awareness or knowing? Why do some stimuli have no significant effect, then suddenly another stimulus changes everything? And why does a particular stimulus...

...affect different people in different ways?

Here's another example from author Michael Hutchison: Three people drive by a red neon sign. The first person sees red out of the corner of his eye. He drives on and the red light has little, if any, effect.

The second person is an astrophysicist studying a problem about the size and age of the universe. The red light reminds him of a phenomenon called the red shift. It suddenly hits him that the expansion of the universe could be determined by measuring shifts in light frequencies, and he suddenly has...

...a brilliant solution to a long-standing problem.

The red light reminds a third person of the dress of the lover who just left him and he falls into a months-long depression.

Why does a stimulus lead to a higher level of order and complexity for one person, and to disorder and destruction for another? And why does the brain need an external stimuli to experience new ideas or ah-ha moments?

More important to our quest for increased awareness...

...could we intentionally trigger ah-ha moments?

Though I suspect he wasn't searching for answers to these intriguing questions, theoretical chemist Ilya Prigogine made a discovery that ultimately provided the answers. And, as a result, he also won the 1977 Nobel Prize for Chemistry.

Prigogine was studying thermodynamics, an area most people wouldn't think of when considering personal growth or how to increase awareness. But as you'll see, there's an intimate connection between thermodynamics and your life.

(Please don't let the word "thermodynamics" scare you. This is going to be easy to understand, and quite interesting.)

Thermodynamics is the study of the relationship between mechanical energy, or work, and heat. Scientists began studying thermodynamics in the early stages of the industrial revolution, after the invention of the steam engine.

It was found that heat and work can be converted into each other. If your big brother ever gave you what Bill Murray calls a “noogy” you know what I mean. Work can be transformed into heat. In fact, chemical, mechanical, thermal, and electrical energy...

...can all be converted into each other.

Try to contain your excitement about this. I haven't gotten to the good part yet, but I assure you, I will—and it will be worth the wait. I haven't disappointed you yet, have I?

Scientists noticed something significant: when one form of energy is converted into another, *the process never yields as much energy as it consumes!*

I know what you're thinking: Bummer.

It's true, though. Whenever work is done, some energy is irretrievably lost. In a steam engine, for instance, coal is burned to boil water. The expanding steam turns a turbine, which then turns the wheels of a locomotive..

Some of the coal's energy, though, isn't converted into work. Instead, it becomes heat, light, and friction.

**In every energy exchange, some energy is lost.**

This might seem only mildly exciting to you—or perhaps not exciting at all. I assure you, though, that this little detail has a lot to do with many of your life's problems—and the increased awareness that will solve them. So stay with me.

Scientists noticed something else: A machine, in transforming energy into work, becomes increasingly disordered. Friction causes the engine's parts to wear out. The connections come loose. The engine starts to clank as the bolts come loose and the parts stretch.

Unless energy is added—an overhaul, new parts, etc.—the machine eventually becomes a bucket of bolts (which reminds me of a car I had many years ago).



In Chapter Four I described several things over which we have no choice, One of them was that everything in the universe is impermanent and eventually ends or falls apart. The process I've been describing explains how (and why) that happens, and why there's no escape from impermanence.

All machines, all systems—unless energy is added—eventually wear down and fall apart, whether it's your car, your cell phone, your toaster, the company you work for, or you.

**Unless energy is added, chaos takes over.**

This idea is called the Second Law of Thermodynamics. It applies to all energy exchanges. I'm sorry to be the one to tell you this, but because of this law...

**...the universe is moving irrevocably toward  
increased decay and disorder.**

This law of nature is sometimes called the Law of Increasing Entropy. Entropy is the amount of randomness or chaos in a system. The more order, the less entropy. (And, by the way, increased awareness implies *more* complexity, *more* orderliness, and *less* randomness.)

The grim truth (my role often seems to be one of imparting grim truths) is that the amount of entropy (chaos) in the universe is always, irrevocably, increasing. There's no dispute about this. It's one of the most basic laws of the universe.

**Here, though, is an interesting question:**

How, in a universe irrevocably moving toward increased disorder, did something as complex and organized as life, the biosphere, and your marvelous brain develop? And what about galaxies and solar systems?

**Why do some things become *more* ordered?**

This is the \$64,000 question, and I promise that the answer will surprise you. Turn the page, and I'll tell you all about it...

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



## Chapter Twenty-one

# Order Out of Chaos

**In the last chapter, I left you with a cliffhanger.** Why, in a universe irrevocably moving toward increased disorder, do some pretty darned amazing examples of orderliness arise?

How, indeed. This is an incredibly important question. You wouldn't be here if SOMETHING hadn't happened to counteract all that entropy. In that case, increasing your awareness would be...

...little more than a pipe dream.

Thankfully—despite the evil Mr. Entropy and the Second Law of Thermodynamics—each of the following has happened, beginning eons ago:

Atoms became molecules, which became amino acids, which became proteins, which became single celled organisms, which became more complex organisms such as plants, animals and, eventually, human beings...

...who then created social systems and even more complex ways of ordering things, such as art, creativity, and cities. (Does Twitter count?)

How could this possibly happen if entropy is always increasing?

Scientists swept this question under the rug for over a hundred years after the laws of thermodynamics were formulated. They just didn't have the mathematical and scientific ability to deal with the infinite number of variables involved in complex systems.

But Ilya Prigogine and other scientists, using probability theory and the new field of chaos theory, finally answered this intriguing question. And, the answer turned out to be a real stunner!

Here is Prigogine's "Ah-ha!":

Order arises *because* of chaos, not in spite of it.

Now what in the heck does *that* mean?

Prigogine realized that the Second Law applies only to *closed systems*. Closed systems are self-contained and already at equilibrium. They can't exchange energy or matter with their environment. Examples would include a brick, a pile of sand, a piece of plastic.

Living systems, however, are *open systems*. Open systems freely exchange energy and matter with their environment. For instance, we take in heat, light, food, air, information, and other things, and give off carbon dioxide, waste, heat, art, taxes, and so on.

Open systems are far from equilibrium. They're constantly in motion, adapting, changing, adjusting to unpredictable stimuli. (Can you say "neuroplasticity?") They grow and change in unexpected ways. They reproduce. They fix themselves.

**And, they adapt if part of the system is lost or altered.**

An open system is a flow of energy and matter—like a whirlpool. Water is constantly entering the top of a whirlpool and exiting at the bottom. In fact, the whirlpool *is* the water coming in and going out.

In the same way, you're like a whirlpool, though your whirlpool is moving more slowly. Matter and energy enter and exit, constantly. And, like the whirlpool, you aren't just a container with something flowing through it.

**You're the flow itself.**

Open systems adapt. Every day you deal with different sights, sounds, people, happenings. The weather changes, you eat different foods, you're confronted with new situations and new information. Most of the time you "go with the flow" and easily deal with what happens.

Once in a while, though, it's just too much. You feel the chaos. And, sometimes, if conditions are right, you're transformed by it.

**We'll see why in just a moment.**

Prigogine was studying a chemical process called the Belousov-Zhabotinsky reaction, where four chemicals in a shallow dish at a specific temperature amazingly self-organize into concentric, spiraling waves, spreading and pulsing with clock-like regularity and changing colors at precise intervals (this will not be on the test).

This seemed to contradict the Second Law by spontaneously *decreasing* entropy and increasing order.

Ultimately, though, the second law *was* obeyed, though in a surprising way: this reaction became more ordered...

...by *exporting* entropy to the surrounding environment!

In other words, open systems can become more ordered by increasing their ability to *export* entropy.

Prigogine called these systems *dissipative structures* because they dissipate entropy. This should be of personal interest to you, because YOU are a dissipative structure.

All open systems, including living systems, are matter and energy whirlpools—they maintain their structure by constantly taking in matter and energy and exporting the resulting entropy (which, you'll remember, is created by the resulting energy exchanges involved).

A brick can't export entropy. When energy or matter affects a brick, it's either worn down or it shatters. A dissipative structure, however, can dissipate enough entropy to maintain its structure. In this way, it deals with input and change.

**Here's the key point, though:** If the system can't get rid of the entropy, it builds up, and if it continues to build up, the system eventually...

...falls apart.

That's why you go into fight or flight when you're pushed over your threshold. As the entropy builds up, you think you're going to fall apart!

The more complex an open system is, the more fragile it is (and, the more dynamic). And, the more entropy it must dissipate to maintain its structure.

A Ferrari is more complex than a Honda Civic. It's also more fragile and spends more time in the shop. It's also much more dynamic and can handle a more varied environment. It corners better, accelerates better, and so on. It thrives in far-from equilibrium, high-energy, unstable driving environments.

And, the more aware *you* become...

...the more you'll thrive in challenging environments!

So, you're an open system, a flow of energy. To continue to exist (much less thrive), you need continuous food, air, water, and so on. And, you must continually get rid of a corresponding amount of entropy, by exhaling, excreting, moving, giving off heat, and so on.

If you don't, the entropy builds up inside—and we all know how that feels.

Each open system has a threshold: a point where what's coming in...

...exceeds the system's ability to dissipate the necessary entropy.

Up to that point, you easily deal with change. Your spouse won't do what you want, you're out of eggs, you miss your bus, the power goes out, you lose your keys, the boss yells at you, whatever. You deal with it.

Dealing with the events of your day (as well as all your biological processes) creates entropy, but you're usually able to dissipate it and maintain your equilibrium. When you reach your threshold, though, the input is too much. Why? Because you've reached the point where...

...you can't get rid of the entropy fast enough.

As it builds up you become (and feel) more chaotic, less ordered. Hopefully, after a while the excess input slows a bit, giving you time to dissipate the buildup.

Sometimes, though, the entropy just keeps building up (I'm sure you know what I mean). If this continues, eventually the system (you) becomes quite unstable, perhaps even reaching a critical stage, where one additional small fluctuation...

...causes the system to fly apart.

Do you remember the scene in Monty Python's *The Meaning of Life*, where Mr. Creosote is offered "just one thin mint" by the supercilious French waiter after eating almost everything in the restaurant, at which point he explodes? Well, maybe that's not the best example. Never mind.

This moment of truth, though, where the chaos becomes so great that the system can't sustain itself any longer, is called a *bifurcation point*. It's a fork in the road, a point of no return, and, as we'll see...

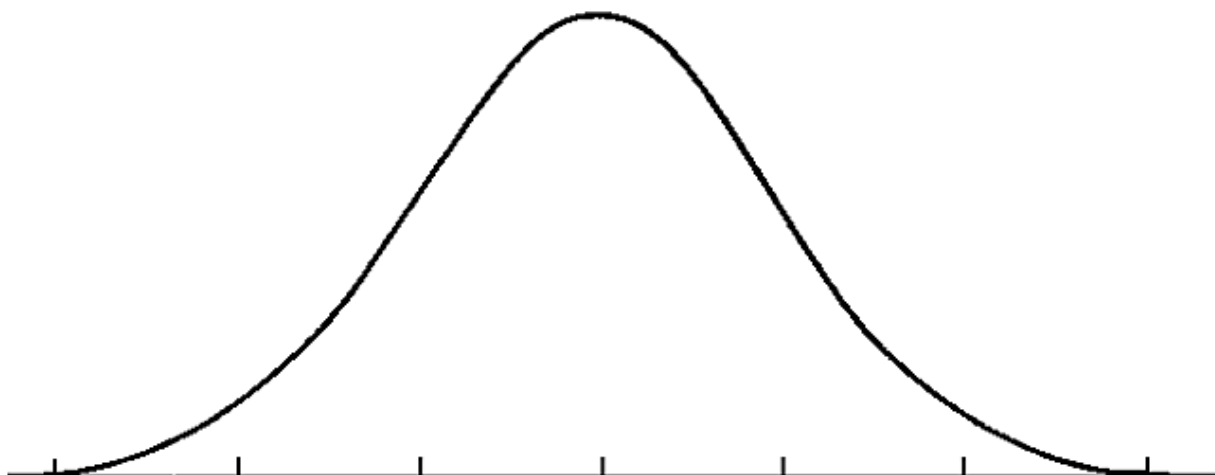
...a leap into the unknown.

What happens next? No one knows—until it happens. Why? Because there are an infinite number of possible outcomes. When enough entropy builds up, the system might come to a crashing halt and cease to exist as a viable system. However, there are an infinite number of other possible outcomes--which, I think you'll agree...

...is a lot.

These possibilities are arranged in a bell curve, with the most probable outcomes in the center and the least probable at the edges. *One* of those infinite number of outcomes is the death of the system, but all the others involve...

...the system reorganizing in a new way, at a higher, more complex level.



What are the characteristics of this new structure (remember, this is *you* we're talking about)?

First of all, it's more complex. Second, it can handle input that the old system couldn't handle, because it can dissipate more entropy. It's better at getting rid of chaos.

And, if we're talking about your brain...

...it now has a greater capacity for awareness!

Which means more creativity, better decisions, more choice about feelings and behaviors, a higher threshold for stress, more willpower, and more prefrontal cortex supervision of your emotionally reactive limbic system—and, a lot more.

This chaos and reorganization process applies to all open systems: a seed germinating, a highway system, a society, a living thing, an ecosystem, or a galaxy.

A seed can remain a seed, and deal with changes in moisture, temperature, and so forth, up to a point. Eventually, though, a seed can't dissipate enough entropy to remain a seed. It goes into chaos, temporarily...

...and then bursts into a seedling.

A cell in your body takes in water, nutrients, heat, and so on, while it gives off waste products and in other ways dissipates entropy. If it can't dissipate enough entropy to stay a single cell, though, it either dies or reorganizes at a higher level by going through mitosis (cell division), becoming two cells.

You may remember from high school biology that during cell division the cell nucleus goes into chaos temporarily, followed by the division of the cell into two cells—a perfect example of reorganizing at a higher level of complexity..

Consider the evolution of scientific thought. The prevailing theories of science maintain their structure, even as new information is discovered. At a certain point, though, enough new information comes to light that the old theories are thrown into doubt. Human thinking temporarily goes through a period of chaos.

At some point, though, it suddenly reorganizes in a new way...

...integrating the new information, and creating a new paradigm.

When Galileo and Copernicus said that the earth revolved around the sun instead of the other way around, the church fought these new ideas for a long time. But as more and more evidence came to light, the church's position became increasingly untenable.

Finally a point came where thinking on this subject became increasingly chaotic, until the old way of seeing things broke down...

...and was replaced by a new perspective.



This has happened countless times, in science, medicine, technology, philosophy, and in every other area of life. Today, we're experiencing a new paradigm regarding the brain, how it changes, and what's possible in terms of increasing human awareness and resourceful human functioning.

This process has also happened for you, personally, over and over. During your life how you see and deal with the world has changed many times, each new perspective involving greater awareness and more resourceful ways of seeing things. Each of these approaches to life worked pretty well—until they didn't.

At such times, you experienced a period of chaos, where things didn't make sense in the same way they once had—until, finally, a new way of making sense of things replaced the old way.

This happens when we learned to talk, when we start school, when we go off to college, when we set out to live on your own, when we first realize we're getting old...

...and at many other stages of life.

This process is accelerated as you use Holosync. The Holosync stimulus pushes you past your ability to export the necessary entropy. It builds up. Then, at some point, your brain reorganizes in a new way. As this happens, your view of yourself and how to deal with life also reorganizes...

...at a higher, more complex, more functional—and more aware—level.

Out of chaos, a transformed system emerges.

Scientists call such a process *saltatory*: *characterized by a series of leaps and bounds, or quantum leaps*, instead of happening gradually. And, each new system, each new perspective, involves a true death and rebirth, and truly is new.

This process describes how cells transform food into energy, how an audience breaks into applause, the growth of plants, the organization of society, human culture, stock market patterns, altered states of consciousness, the interaction of nerve cells, the origin and development of cancer cells, behavioral changes, and artistic expression.

All change in the universe happens in this way.

Personally, I find this awe-inspiring.

In the next chapter, I'll finish this tale of chaos and reorganization by describing why you fight against this process (the answer will surprise you), why this fight is not only unnecessary but in fact a cause of most of your suffering. And, what you can do instead.

Until then, try to hold yourself together. Or, turn the page and we'll keep going...

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



## Chapter Twenty-two

# So What's Really Falling Apart?

**When we left off in our story of chaos and reorganization**, I'd just revealed the exciting answer to this question:

In a universe that is irrevocably becoming more disordered, why do some things (including you) become more complex, more ordered? How, in such a universe, could something as complex as life develop?

We looked at dissipative structures—open systems that grow and evolve in response to their environment. This was so fascinating that you stayed up until 3 a.m. to finish the chapter.

Now I want to explain something closer to home: How all of this affects your life...

...at the most practical level.

So here's another Big Question: Why do we fight this process of chaos and reorganization? (You do, you know.) Is this fight necessary?

Next, does it really cause most of your suffering? (Yes, it does.) And finally, what can you do instead of resisting this process?

Here's why I became interested in dissipative structures in the first place: I noticed that Holosync users often experienced periods of chaos, followed by significant shifts in perspective where everything seemed new and different. (You'll hear some long-time Holosync users describe this process in Appendix One.)

After these shifts people more easily handled...

...what had previously triggered or overwhelmed them.

In other words, Holosync increased their mental and emotional threshold—one of the many side effects of increased awareness.

In understanding how and why this happened, Prigogine's theory of dissipative structures was a revelation to me. It described exactly what I saw happening with Holosync—in myself and in others. First, things generally make sense. Then, they feel chaotic—and they don't make sense anymore.

Finally, a shift in perspective takes place where you see yourself, other people, and your life, in an entirely new way. Your perspective about life reorganizes at a higher level. Things make sense again, but in a whole new way that you never would have imagined before.

**And, your ability to functionally deal with life also improves—a lot.**

Since chaos ultimately leads to positive change, you'd think we'd welcome it. Instead, we almost always resist. We fight to save the old system from breaking down, despite the fact that the limitations of that system *are the source of our problems*.

I've already mentioned why saving the system is, at best, a temporary solution: once the system returns to equilibrium, it's still the same system, with the same threshold, still subject to becoming overwhelmed again (and again).

If, however, you get out of the way and let the system reach a bifurcation point, it will reorganize at a higher level—and the problem is solved. A new system is born, with a greater ability to dissipate entropy and an increased ability...

**...to handle what was previously overwhelming.**

So why do we fight to hang on to the very thing that causes our problem? Here's the surprising answer:

When the system that makes up who you are goes into chaos, you think *you're* going into chaos, and that *you're* falling apart. Strictly speaking, though, that's not true.

What's really falling apart is what I call your Internal Map of Reality—your ideas and concepts of who you are, what the world is...

**...and how to navigate your way through it.**

You aren't falling apart at all, so you have nothing to worry about. In fact, you should be shouting from the rooftops...

...“Hallelujah! A new perspective is coming, one that will work better!”

If you think your idea of who you are IS who you are, and that *idea* starts to fall apart, you’ll frantically try to save it.

But if you know that it's just a *map*, a navigational tool—and, in this case, one that isn't working all that well—you can just...

...stand aside and watch the process.

As I've suggested many times, the solution to all human problems that have a solution is awareness—the ability to watch yourself create your life.

And, you already know how to increase your awareness. The fastest way I know of is to use Holosync, though traditional meditation works, too (it just takes a lot longer). Then, you need to *do something* with your increased awareness. You need to practice watching...

...so you can see what YOU DO to create your life.

In terms of the chaos and reorganization process, it would be good for you to notice when you’re approaching your threshold. You might say to yourself, “Ah, I can tell that I’m moving toward my threshold, I can feel the internal chaos.”

Next, notice what you *do* when you approach your threshold. Do you push energy out? Or do you block more from coming in? Do you distract yourself?

Watch. Find out. With enough awareness you’ll be able to do that.

Then, instead of automatically doing whatever you’ve been doing, pay attention. Instead of being immersed in your reactions, step back and watch with curiosity. If you’re going to push energy out or block more from coming in...

...at least do it with awareness.

When you watch with awareness, your resistance will become a choice, and once it’s a choice you’ll naturally choose what serves you and drop what doesn’t. Since resisting doesn’t serve you, it will become impossible to keep doing it.

So when you feel the overwhelm building, step back and say to yourself, “Ah ha. My current perspective can’t handle what’s happening. If I just watch with curiosity instead of trying to save the old system, it will probably reorganize in a new way, and many of the problems of my old way of seeing things will be solved.”

Let's face facts. As I've said, you don't have control over many aspects of life. You could, though, have choice about four things:

- 1) How you feel
- 2) How you behave,
- 3) Which people and situations you attract or become attracted to
- 4) What meanings you assign to what happens

To do this, though, you need awareness. That’s why I’m suggesting that you use Holosync.

If you find it difficult to direct that awareness to how you create those four things, consider taking my Life Principles Integration Process online course where I teach you how to do it, step by step. There’s a link at the end of this chapter where you can listen to a free preview lesson.

The process of change—of chaos, breakdown, and reorganization at a higher level—is the most natural thing in the universe. It’s the heartbeat of life, the dance of the universe, the way God unfolds the whole show.

Of course, some people would contend that the whole show is who you *really* are.

Next I’m going to tell you about what I think is the most important technical innovation I made as I was figuring out the most effective way to use Holosync.

I’m convinced that this innovation is the main reason why Holosync is so effective, and why it allows you to create such incredible levels of awareness. As a matter of fact, this innovation is the reason I used the term “*super-awareness*” in the title of this book.

This is another fascinating topic, so turn the page and let’s take a look...

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



**[2 video course: How Holosync Creates Super-Awareness—and Much More  
The Full Story About Holosync](#)**



**[Click here to listen to a free preview lesson of my Life Principles  
Integration Process online course.](#)**





## Chapter Twenty-three

# The Holosync Secret Sauce

**A few chapters ago I described the basics of brain entrainment**, at least the way we do it at Centerpointe.

Neurophysiologically, stimulating the brain in this way creates new neural pathways, resulting in communication between parts of the brain that previously were not communicating, or were communicating only a minor amount.

We've already discussed two of them: first, the synchronization between the two hemispheres of the brain, increasing the ability of the two sides of the brain to work together, and second, an increase in communication between the prefrontal cortex and the limbic system, creating increased...

...willpower and self-regulation.

This increased communication between brain hemispheres leads, over time, to what scientists call *whole brain thinking*, fostering improvements in learning ability, creativity, intuition, mental clarity, intelligence, and self-regulation.

The stronger your prefrontal cortex, the greater your ability to regulate fear, anger, anxiety, sadness, limiting beliefs, and other limbic system responses, allowing you to overrule reactions out of proportion to the situation.

In this chapter I'd like to look at what I think is the most important innovation we've made at Centerpointe regarding brain entrainment—something called *carrier frequency*. Carrier frequency is the “secret sauce” that allows us to accelerate the process of increasing awareness.

The Holosync stimulus causes your brain to change. To handle the Holosync stimulus, your brain creates new neural pathways, enhancing your prefrontal cortex and other areas of the brain associated with awareness. Your brain experiences the chaos and reorganization process I've described in the last few chapters.

Eventually, though, the brain finishes making all the changes it needs to make to handle the Holosync stimulus. At that point the brain easily dissipates the necessary entropy to maintain its structure.

This is similar to what happens with a runner who's been running five miles a day, week after week, until a five mile run is easy. Five miles no longer pushes the runner's body...

...to get in better physical condition.

Holosync users, at this point, begin to say, "This Holosync soundtrack used to really push me, but now it doesn't feel as strong." Holosync feels "powerful" in the beginning, but as the brain makes the necessary changes, it easily dissipates the necessary entropy. The chaos doesn't build up, so the brain is no longer pushed to change.

When we reached this point while experimenting with our early proto-Holosync...

...we were disappointed.

"So much has happened," we said, "and we've had so many amazing changes. It's a shame we're not being pushed to change anymore."

But as they say, necessity is the mother of invention. At this crucial point, I asked a question that opened the doorway to making Holosync much more effective, allowing us to create...

...much greater levels of awareness.

Here's the question I asked:

"Is there something we haven't noticed yet that would allow us to increase the stimulation to the brain, allowing us to continue this process and create even more awareness and more positive physical, mental, and emotional changes?"

It was in answering this question that I began to look at carrier frequency.

I've already explained that to entrain brain waves we place a tone of a certain frequency into one ear (which affects the opposite side of the brain) and a tone of a slightly different frequency into the other ear, and that your electrical brain wave patterns then resonate to...

...the frequency difference between these two tones.

Tones with a difference of ten cycles-per-second, for instance, would create a ten cycle per second alpha brain wave pattern. (There's more to it than this, but you get this idea.)

Notice, though, that there are an infinite number of pairs of tones we could use to induce a ten-cycle-per-second alpha pattern (or any brain wave pattern). As long as the difference between the tones is ten cycles per second, it doesn't matter what the tones are...

...your brain will experience a ten cycle per second alpha pattern.

The *effect* of that ten cycle per second alpha pattern, though, is not the same with every pair of tones. It seemed intuitively obvious to me, however, that the lower the two tones were—in other words, the lower the *carrier frequency*...

...the more powerful the effect would be.

To find out, we experimented, and it turned out that my intuition was correct. The lower the carrier frequency, the more powerful the Holosync stimulus became, just as running farther is more challenging physically.

Once we learned this we naturally wanted to find out just how low we could go. So, being young and reckless, we made ourselves some ultra low carrier frequency soundtracks (entraining the same alpha, theta, and delta brain wave patterns) and started listening to them.

This turned out to be like diving off the 100 foot bridge when we'd been using the one-meter diving board. At first we were euphoric (the lower carrier frequency caused the brain to make even more of the feel-good neurochemicals I discussed earlier). Within four or five days, though, we were...

...freaking out!

Why we were freaking out brings up another important aspect of increased awareness we haven't discussed yet.

Many people, when they think of increasing their awareness, are after the spiritual awareness they've read about in books about meditation—“oneness with everything”, having a quiet mind, increased compassion, greater calmness, behaving in a more spiritual, saintly manner, and so forth.

These are of course wonderful and desirable outcomes. There's something else that happens as you become more aware, however, and at first it *seems* to be a negative.

This seeming negative, however, turns out to be the biggest gift of all. What is it? It's an awareness of the various "bad" or "inappropriate" aspects of being human...

...that we've disowned or repressed.

All societies and families teach their children that certain personal qualities and aspects of being human are bad or inappropriate. When children exhibit these qualities they receive some sort of negative reinforcement—in some cases mild, and in others quite punitive, even abusive.

We're all forced to repress some aspects of being human.

Selfishness is a good example. We all go through an early developmental period where we're naturally selfish. If we receive enough negative reinforcement about our natural selfishness during this period, we're forced to repress it. We conclude that selfishness is...

...bad, inappropriate, even evil.

And, to receive the positive regard of our caregivers, and in some cases to avoid punishment, we're forced to repress it.

Once we've done this, a number of undesirable things happen. First, we continue to act in selfish ways. Repressing human qualities doesn't really work. In fact, because it's repressed, our selfishness doesn't go through a natural maturation into positive self-regard, then self-love, and finally love for others.

Instead, we stay stuck in the most immature stage of selfishness. Everyone else can see that we're selfish even though we can't. We've pushed our own selfishness out of our awareness, so we don't see it. After all, we detest selfishness. So, because we've prevented it from maturing, we express our selfishness in an immature and dysfunctional way.

But there's another drawback to disowning a normal human quality. When selfishness is disowned, we become overly focused on avoiding selfishness. As a result, we see selfish people everywhere. They stand out for us in a way they don't for other people.

And, they *really* bother us. We detest selfish people. Ironically, we seem to attract lots of them, and dealing with them becomes *the* problem of our life.

Other people, who weren't forced to repress selfishness (allowing it to mature in a normal way) also notice the selfish people they encounter—and, they see these selfish people for what they are. They aren't, however...

...triggered by these selfish people.

Psychologists often call such repressed human qualities *shadows*, and (unconsciously, outside our awareness) these shadows create suffering—both for us and for those around us.

If some human quality really triggers you, it's probably a shadow, a sign that you were forced to disown or repress that quality when you were small.

Almost anything could be a shadow: selfishness, anger, sadness, happiness, being the center of attention, standing up for yourself, asking for what you want, feeling or acting in a sexual way, being angry—and thousands of other normal human qualities.

We give the immature version of these qualities a bad name, not realizing that they're all normal human qualities, and that...

...they could mature into positive qualities.

That is, unless we're forced to repress or disown them.

So, to finally get back to my point: When you do something to enhance and expand awareness, you become aware of and experience the “positive” benefits of awareness, but you also become more aware of...

...those qualities you were forced to repress.

Since we have a strong aversion to these qualities, when we become aware of them, we resist them. This resistance pushes us into fight or flight. And, it feels bad. In fact, whenever you resist something, you suffer.

Life is full of disappointments, losses, and situations where we don't get what we want. In each case we experience certain consequences. We make things worse, though, if we emotionally resist whatever has happened.

Buddhists call these losses and disappointments “the first dart”. “First darts” are an inevitable part of being human—those things over which we have no choice.

The “second dart” is our resistance to what we’ve experienced. And while first darts are built into life, we do have choice about second darts—that is, if we’re aware enough.

Fortunately, when you see your shadows with the enhanced awareness, you “re-own” them. As a result, they mature into positive qualities as I described above. As this happens, mental and emotional troubles clear up, as if by magic.

This is, in fact, another way to describe the “integrative experiences” we discussed many chapters ago.

Long-time anxiety, depression, anger, addictive behaviors, and many other dysfunctional feelings and behaviors simply...

...fall away.

This re-owning process (accepting the human qualities you’ve repressed) can either happen with a lot of resistance, in which case it can be cathartic, intense, slow, and uncomfortable; or it can happen in an easier and more relaxed way.

This is accomplished by standing aside and watching the process with mental and emotional detachment and curiosity (instead of being immersed or lost in the feelings).

Let’s go back, then, to what happened in those early days when we (rashly) decided to listen to Holosync soundtracks with extremely low carrier frequencies.

As I said, after several days of euphoria caused by our own feel-good brain chemicals, we began to freak out. Now you understand why. We were becoming aware of more repressed shadow material...

...than we could handle at one time.

And, because we didn’t yet understand the process, we were resisting it, which created suffering.

Anything you resist—from losing your keys to experiencing the death of a loved one—causes suffering. Resist an event or outcome and that resistance compounds the other consequences already built into the situation.

(By the way, I'm not saying that you "shouldn't" resist—which would be resisting resistance. It's "normal" to grieve, to some extent, the disappointments and losses of life. I'm just pointing out that to the degree that you resist, you suffer.)

At any rate, in listening to these low-carrier-frequency Holosync soundtracks, we'd overwhelmed ourselves with our resistance to our emerging shadow material. Today, we know how to help Holosync users through this process. In those early days, though...

...we hadn't yet figured this out.

We also know that experiencing this shadow material while in a meditative state allows it to mature into the desirable qualities we all want.

From this early uncomfortable experience I realized that we needed to lower the carrier frequency gradually, at a rate that was challenging to the nervous system, and caused it to reorganize at a higher, more aware level of functioning...

..but without overwhelming the listener.

Then, when the nervous system finished making the changes it needed to make to handle that particular Holosync carrier frequency (which, we found, took anywhere from six months to a year in most cases), we'd lower the carrier frequency again, which made the Holosync still stronger, creating...

...even more awareness.

When we did this we noticed, first of all, that the soundtracks felt powerful again. What's more, with each lower carrier frequency we experienced a deepening of our awareness, and...

...a whole new set of positive changes.

Then, after six months or so with this lower carrier frequency, the nervous system would once again come to the point where it had finished making the changes needed to handle the stronger carrier frequency. Then we'd lower it again.

This process was repeated over and over until, though a number of stages, we'd lowered the carrier frequency as low as we could possibly go—always, of course, creating the same alpha, theta, and delta brain wave patterns. In each of these stages we were further improving our physical health and well-being, our mental abilities, and our emotional health—all the result of...

...incredible increases in awareness.

There are two ways, then, to stimulate the nervous system to create more awareness. The first is to slow the brain wave patterns from beta to alpha to theta, to delta—each deeper brain wave pattern creating greater fluctuations in the brain and pushing it to create new neural pathways and new connections.

And, by experiencing this full range of brain waves over and over, increasing amounts of “brain real estate” are allocated to the ability to create these brain wave patterns...

...and the various abilities and qualities associated with them.

The second way to change the brain is to lower the carrier frequency we use to create the alpha, theta, delta brain wave patterns.

Both are necessary. Without the unique ability of Holosync to create cross-hemispheric communication and brain synchronization, we couldn't create new neural connections in the brain.

A strong stimulus isn't enough, though—if it were, we'd just bang on pots and pans to create brain evolution. The stimulus needs to be of a certain kind, and through nearly three decades of experimentation with over two million Holosync users, we've found the exact stimulus that creates...

...the maximum amount of positive change.

As I outlined in Chapters Nine and Ten, a tremendous amount of research confirms the extraordinary benefits of meditation—with more coming every day.

Using the approach I learned from Dr. Gerald Oster I was able to create a way to get the same benefits, but in a fraction of the time, and while bypassing the long learning curve associated with traditional meditation.

Over the years, though, we've been approached by researchers who wanted to study Holosync directly, and in the next chapter I'll tell you what they discovered. I think you'll find this quite interesting.

Let's take a look...



**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



**[Get Holosync Now! \(Click here or scan the QR code\)](#)**



## Chapter Twenty-four

# Holosync Research

**Many people ask me if research has been done on Holosync itself.** The answer is yes, and in this chapter I'd like to review that research, as well as describing the other ways we've satisfied skeptics over the last 25 years. Some of this involves research, and some of it doesn't.

First, I'd like to mention a few things that aren't research-based, and then we'll look at the research.

In evaluating Holosync I've always thought that the most important criteria is the user experience and the benefits they gain. When you use Holosync and your life changes for the better, you know it works.

So first, we've always offered a free Holosync demo soundtrack, and a one-year money-back guarantee. This allows you to try the demo and find out what it feels like to listen to Holosync. The demo makes it obvious that Holosync does changes your state in a positive way, and that...

...when you listen *something* is certainly happening.

Most people feel much more relaxed and more focused after listening to the demo. Many listeners write expressing surprise that this feeling stayed with them throughout the entire day. And of course you're free to listen again, if you want, until you finally decide to give the full program a try.

The one-year guarantee takes this "try before you buy" philosophy ever further. It allows you to complete the entire first program level (Awakening Prologue)—and still get a refund...

...if you don't agree that Holosync does everything we've promised.

And, despite this unusually long guarantee period, we have one the lowest refund rates (possibly THE lowest) in the personal growth field.

Second, the scientific research about the benefits of meditation (only a small amount of which I've described in this book—see Chapter Nine)...

...is voluminous and indisputable.

So is the research showing that 1) Oster's method for changing brain waves works, and 2) that we can, indeed, create the brain waves of meditation using his method (which allows you to skip the long meditation learning curve and meditate deeply right away).

And, believe me, I've greatly refined Oster's method over the years.

We also have the testimony of hundreds of thousands of Holosync users over the past 25 years regarding the changes they've experienced. These people describe the same changes experienced by multi-decade meditators.

In Appendix One you can read transcripts of my conversations with three long-term Holosync users who at the time of the interview were close to completing all the program levels. I think you'll find what they have to say quite interesting.

In Appendix Two you'll find a long list of physicians, therapists, health experts personal growth teachers, and spiritual growth teachers who've used and endorsed Holosync to their patients, clients, and customers.

In Appendix Three you'll find a link to over 300 pages of unsolicited letters and excerpts of letters from Holosync users...

...gratefully describing the many ways Holosync has changed their lives.

So, as you can see, we haven't needed studies to convince people to use Holosync, and once they use it the benefits are obvious.

Still, we do have studies involving Holosync. It's unfortunate that scientific studies (especially those that are reliable and able to pass peer review) are so expensive. I can think of many things I'd like to study. Luckily, though, several researchers have approached us wanting to test certain things about Holosync.

Though these studies are quite impressive, in my opinion, there is one problem with them. Holosync isn't a "30-day miracle". Yes, it greatly accelerates the meditation process, but the changes I've described still don't happen overnight. They take time to unfold. Studies that follow study participants for many years, or even many months, are both expensive and difficult to administrate.

For that reason most studies on meditation, binaural beats, or Holosync are relatively short-term. Quite frankly, I'm amazed at the amount of positive change shown in these studies, given how

short the time periods are. In one of the studies below, subjects listened to Holosync *once*, for 30 minutes! Still, these subjects experienced statistically significant changes!

Imagine a study on the benefits of exercise where the subjects exercised once, or for a few weeks. Certainly something can be learned from such studies, but to really appreciate the value of exercise, subjects need to be monitored for several years. The same is true of meditation, or of Holosync.

Still, I think these results will impress you. Let's take a look:

### **Study #1: Holosync and three bio-markers associated with health and longevity (study by Dr. Vincent Giampapa)**

In 1998 I was approached by Dr. Vincent Giampapa, Past President of the American Board of Anti-Aging Medicine, and (at the time) Vice President of the American Association of Anti-Aging Medicine (often referred to as A4M).

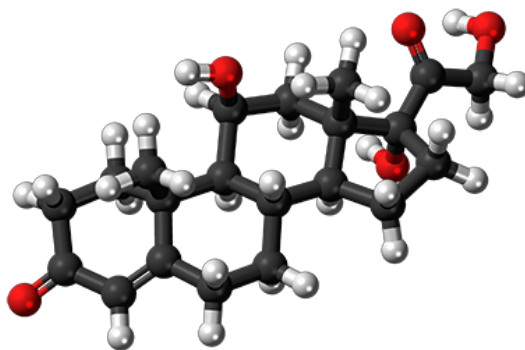
Dr. Giampapa is a big deal in anti-aging circles. He recently received a Nobel Prize nomination for his groundbreaking stem cell research, and he was also awarded the A4M Science & Technology award for his development of the BioMarker Matrix Profile, the first computer program to measure aging.

Dr. Giampapa contacted me because he suspected that brain entrainment technologies might positively affect several biomarkers related to health and longevity, and he'd heard of our work with Holosync.

To learn more about Holosync, he accepted my invitation to attend a Centerpointe retreat, and suggested that we measure three key anti-aging bio-markers, cortisol, DHEA, and melatonin at the beginning and the end of the retreat.

Before I tell you the results, let's take a closer look at these three important substances.

Cortisol is a hormone produced by the adrenal glands. Though it plays a necessary role in human health, the stresses of modern life have caused many of us to make unhealthy amounts of cortisol—and to have trouble turning off the cortisol-producing stress response.



Chronic stress increases cortisol levels, which can create serious health problems.

According to Dr. Giampapa, cortisol is *the* major age-accelerating hormone. Cortisol weakens immune function, reduces bone formation, reduces calcium absorption, and creates a loss of collagen (which weakens support in muscles, tendons, and joints—as well as increasing wrinkles!).

High cortisol levels slow wound healing by an average of 40%. Cortisol also counteracts insulin, contributing to high blood sugar. Cortisol also damages cells in the hippocampus, which negatively affects learning and memory. In a nutshell...

**...cortisol is bad news for your health and your well-being.**

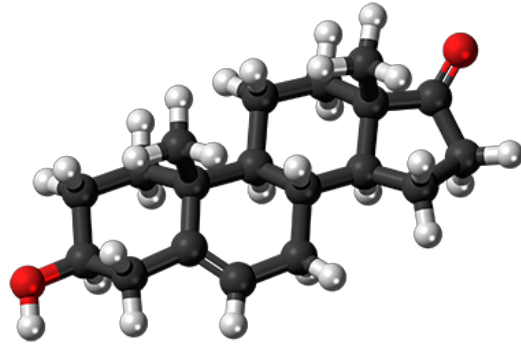
Cortisol is often referred to as “the stress hormone.” The more of it you have, the more stressed you feel, the more susceptible you are to disease...

**...and the faster you age!**

DHEA, another hormone produced by your adrenal glands, is a precursor, or source ingredient, to virtually every hormone your body needs. DHEA levels are a key determinant of physiological age and resistance to disease. When levels are low, you’re more susceptible to aging and disease; when they’re high, your body is at its peak—vibrant, healthy...

**...and able to combat disease effectively.**

DHEA acts as a buffer against stress-related hormones (such as cortisol), which is why as you get older and make less DHEA you’re more susceptible to stress and disease.



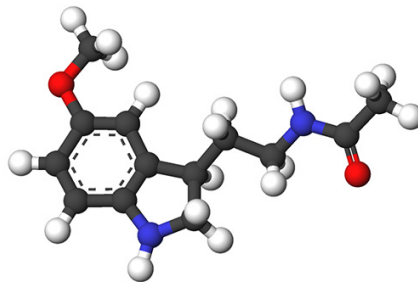
How important is DHEA?

A study published in the *New England Journal of Medicine* (December 11, 1986) found that a 100 microgram per deciliter increase in DHEA blood levels corresponded to a 48% reduction in mortality due to cardiovascular disease...

...and a 36% reduction in mortality for any reason!

DHEA is also important for memory formation. DHEA is very important!

A third hormone, melatonin, helps create restful sleep. We make less melatonin as we age, and since it's during sleep that many important rejuvenating substances are created in the brain, the inability to sleep soundly can dramatically decrease the quality of your life—and greatly accelerate the aging process.



Melatonin isn't just "the sleep hormone", though—it's also a powerful antioxidant and "free-radical scavenger" that...

...improves the effectiveness of other antioxidants.

Free radicals are atoms or molecules inside cells that have a single unpaired electron in their outer shell. This allows them to attract and steal electrons from other atoms or molecules, which damages them and keeps them from functioning properly. This in turn damages the cell itself.

In a kind of chain reaction, the damaged molecule then often becomes a free radical itself, damaging still other molecules, leading to many serious health problems including cancer, arthritis, atherosclerosis, Alzheimer's disease, and diabetes.

According to what scientists call the *free radical theory of aging*, organisms **age** because cells...

...accumulate free radical damage over time.

Maintaining high levels of such a powerful free radical scavenger can play a key role in preventing disease and maintaining health. For instance, in a clinical trial of 643 cancer patients, those using melatonin experienced a significantly reduced incidence of death.

Melatonin also has powerful anti-inflammatory effects (many diseases of aging are triggered by increased inflammation), and also helps regulate circadian rhythms connected to sleep timing and blood pressure regulation.

And if that weren't enough, melatonin has also been used as a preventative treatment for migraines and cluster headaches. Other studies indicate that melatonin can be beneficial in the treatment of tinnitus, and it has been successfully used to treat jet lag.

Finally, because of its powerful abilities as a free radical scavenger, melatonin has even been found to provide...

...protection from radiation!

You can see that these three bio-markers play an important role in your health. How, then, did Holosync affect these three substances?

Dr. Giampapa tested cortisol, DHEA, and melatonin levels at the beginning and end of the retreat in 19 Holosync users. Here's what he found:

- In just three days, over 68% had increases in DHEA—with an average increase of 43.77%.

- Cortisol, on the other hand, was down an average of 46.47%.
- Melatonin levels increased by a stunning average of 97.77%!

When Dr. Giampapa shared this data with me, he confessed that he was stunned. “These are extremely significant changes,” he told me. “I’ve never seen anything change these three hormones to this degree.”

What does this mean to you? High cortisol is a bio-marker for stress, health problems, and accelerated aging. Lowering cortisol levels lowers stress, increases longevity, and protects against stress-related health problems.

Increased levels of DHEA are correlated with reduced chances of heart disease and overall mortality, increased vitality, more robust health, protection against possible cortisol damage, and better memory function.

Finally, huge increases in melatonin create better sleep and the creation of more rejuvenating substances during sleep, more antioxidant protection against free radicals, and a slowing of the aging process.

I’m guessing that you’d like to have all of these benefits.

### **Study #2: Effects of Holosync on Chronic Fatigue Syndrome (University of Western Australia in Perth)**

In 2009 a study involving Holosync was done at the University of Western Australia in Perth. The study compared the effectiveness of two different forms of relaxation training on the symptoms of chronic fatigue syndrome (CFS)—though as you’ll see, the study conclusions also tell us something very interesting...

...about Holosync and awareness.

As described in the study, “standard autogenic relaxation with diaphragmatic breathing was compared with neuro-audio relaxation training.”

The neuro-audio training was a 30-minute Holosync soundtrack, The Dive, which is part of Awakening Prologue, the initial level of Holosync. The “standard autogenic relaxation” method was a breathing exercise commonly used to create relaxation.



A third of the study participants used the breathing exercise to relax, a third listened to Holosync, and a third were used as a control group, who did nothing.

From the cover letter accompanying the study when it was sent to me:

It was hypothesized that both forms of relaxation training would enhance a sense of control and protect against the debilitating effects of everyday stress on symptoms of CFS. However, since the autogenic relaxation and diaphragmatic breathing techniques would be easier to apply in stressful situations than neuro-audio relaxation, it was hypothesized that benefits for CFS sufferers would be greater for the standard relaxation approach.

In other words, the researchers assumed that the breathing exercises would work better than Holosync.

The actual results, though, showed that Holosync worked better! From the study conclusions (with my emphasis added):

The results indicated that 'the dive' [i.e., the Holosync] did *significantly* reduce perceived stress, and symptom severity (emotional distress, cognitive difficulty, fatigue and somatic symptoms), and while both the autogenic-breathing relaxation condition and the neuro-audio condition evidenced improvement - **it was the neuro-audio tape [the Holosync] that showed greater overall improvement**. Further, while 'significance levels' were not evidenced for coping-effort behaviour (focusing on symptoms, accommodation, information seeking and maintaining activity) the reported ratings from pre-intervention to post-intervention showed positive mean-change.

In other words, those listening to Holosync showed greater improvements in how much emotional distress they experienced, how much difficulty they had thinking clearly, how fatigued they felt, and whether they experienced unpleasant bodily symptoms.

Study participants were also less focused on their symptoms after listening to Holosync, but the change didn't reach the level of "statistical significance". In other words, there wasn't enough information to tell for sure whether these improvements were due to Holosync or just random chance. (Perhaps a study lasting longer than 14 days would have shown even better results.)

(You probably know what I think, though.)

Here's another comment by one of the researchers in the cover letter I mentioned above (again I have added my own emphasis):

I supported all the research findings and interpretations in the study with current research - not only in psychology, but also in the areas of endocrinology, immunology and neurology. I proposed that **[Holosync] binaural-tapes are effective because they fundamentally modify neurotransmitter bidirectional communication, thereby interrupting the established psychophysiological habitual responding** (which often manifests as intensified somatic symptoms and emotional distress (for chronic fatigue syndrome): thus, the stress-mood-immune function triad is directly targeted.

Translation: Greater neurotransmitter communication and the interruption of habitual responding is precisely how the greater awareness I've been describing happens! Instead of automatic reactions, the brain is communicating with itself in a way that creates more choice!

### Study #3: Holosync and Pre-Operative Anxiety (Royal Sunderland Hospital, Great Britain)

In 2003 I was contacted by David Laws, a research at Royal Sunderland Hospital in Great Britain. He and two colleagues wanted to test Holosync against two other commonly used methods of alleviating pre-operative anxiety.

I sent him some Holosync soundtracks to use, but didn't hear from him again until August of 2005. Here's the letter I received:

City Hospitals Sunderland   
NHS Trust

Private & Confidential: For Mr Bill Harris only

2 August 2005

Consultant Anaesthetist  
Anaesthetics Department  
Sunderland Royal Hospital  
City Hospitals Sunderland NHS Foundation Trust  
Kayll Road  
Sunderland  
Tyne & Wear  
SR4 7TP  
Tel. 0044191 5656256 Ext 42446  
Fax. 0044191 5699217

Dear Bill,

You may recall my request for some Compact discs over two years ago to help me conduct a study examining the use of Holosync in allaying anxiety prior to 'day case' surgery.

It's with great pleasure that I can inform you that the study manuscript has been accepted for publication in *Anaesthesia* - a UK journal respected throughout the world for anaesthesia-related research. I enclose a copy of the 'early-online' version of the manuscript.

We were selected to present our findings at the 6th International Congress on Ambulatory Surgery in Seville, Spain, which produced much positive feedback.

In addition to the formal acknowledgements made at the presentation and in the published manuscript, may I personally thank you for your contribution without which the study could not have occurred.

I understand that one of your ambitions was to become a doctor (from LPIP Course 1 Q&A) - I hope the appearance of your name in a respected medical journal will act as some form of surrogate achievement in the world of medicine, although I would imagine that you've probably helped more people than most doctors do in their lifetime.

I am planning to look more closely at the impact of Holosync on anaesthetic drug requirements next.

Yours sincerely



Dave Laws



Neurophysiology Department  
Sunderland Eye Infirmary  
Day Case Unit



Chairman: David P Graham JP DL

Here's a short description of the study:

Over a six-month period, 108 patients receiving surgery at Royal Sunderland Hospital were divided into three groups. Prior to surgery, all groups completed a testing instrument commonly used to measure anxiety, *The State-Trait Anxiety Inventory*.

State anxiety is situational anxiety related to a specific event. Trait anxiety is a more generalized, chronic feeling of anxiety, fear, and worry across many situations. Trait-anxious people quite often also experience state anxiety in situations in which most people would not feel anxious, and are often overly focused on what seem to be potentially threatening stimuli.

After completing the anxiety testing instrument, and about 45-60 minutes before the operation, each group was given a task in preparation for their surgery.

One group listened to a Holosync soundtrack (The Dive, part of our initial Holosync level, Awakening Prologue), the second group listened to an identical-sounding soundtrack but without the Holosync tones, and the third group (the control group) received no intervention and instead read or watched television prior to their surgery.

At the end of the 30-minute listening period (or reading/television watching period), participants completed The State-Trait Anxiety Inventory a second time. The idea was to see if anxiety levels changed as a result of listening to Holosync, listening to the identical-sounding soundtracks with the Holosync removed, or watching television or reading.

Here's what the researchers found:

The mean decrease in state anxiety in the Holosync group was 26.3%. (Remember, this was after a single listening to a 30-minute soundtrack.) The group that listened to an identical sounding soundtrack, but without the Holosync, showed an 11.1% decrease in anxiety, while the control group showed a 3.8% decrease.

The researchers described the Holosync users' decrease in anxiety as being "statistically significant" (in other words, according to a statistical analysis, it was not the result of chance).

The researchers also said (my emphasis added):

Our results were consistent with the finding that **acute anxiety is approximately halved using appropriate binaural beat audio [i.e, the Holosync soundtrack].**

In the discussion section of the study the researchers referred to another published study, making what I thought was a quite interesting comment (again, my emphasis added):

Le Scouarnec et al. [the authors of the other study] reported a decrease in acute anxiety from a mean of 41.1% to 21.2% in chronic anxiety sufferers **listening to audio rich in delta-wave entrainment**.

We've emphasized delta wave entrainment in our Holosync soundtracks for the last 25 years, and have found that delta wave entrainment creates powerful positive changes in the brain. The track the subjects listened to in this study, however, utilized delta for the last ten minutes only.

Perhaps the results from this study would have been even more impressive had the subjects spent additional time in delta (as do Holosync listeners in our regular program).

And wouldn't you know it, later in the discussion section the researchers made a similar comment (again, my emphasis added):

Our experimental version of binaural beat audio [i.e., Holosync] lasted for 30 min. The commercial version [the soundtracks Holosync users listen to in our program] has a 60-min duration **maintaining entrainment of delta brain waves for a total of 40 min**, providing greater flexibility regarding the timing of application and its cessation. For example, **highly anxious individuals could listen to binaural beat audio [Holosync] for up to 1 h until immediately before induction of anaesthesia**.

Finally, the authors graciously added this comment in their acknowledgement section of the paper: "The authors also thank Mr Bill Harris, Managing Director, Centerpointe Research Institute, Beaverton, OR, USA, for providing the compact disc soundtracks."

This study is titled (in case you were wondering), "A prospective, randomised, controlled study examining binaural beat audio and pre-operative anxiety in patients undergoing general anaesthesia for day case surgery". It was published in *Anaesthesia*, a respected medical journal, in 2005.

The findings were subsequently presented (as noted in the cover letter above) at the *6th International Congress on Ambulatory Surgery* in Seville, Spain, producing "much positive feedback".

As you can see, research confirms that Holosync does, indeed, decrease anxiety.

I've described in previous chapters why this happens: Holosync (and traditional meditation, though not as powerfully) calms the sympathetic nervous system which, when overactive, drives the limbic system to create anxiety, a form of fight or flight.

At the same time, Holosync also enhances the parasympathetic nervous system, the source of the counterbalancing and calming “relaxation response”, while also increasing the ability of the prefrontal cortex to exercise oversight, so to speak, over the limbic system.

The next study provides still more confirmation:

#### **Study #4: *Journal of Alternative and Complementary Medicine* Holosync Study**

In February of 2005 I spoke at a symposium hosted at the National College of Natural Medicine (I spoke about the chaos theory information I shared in Chapters 12 and 13). I was quite flattered to discover that the other speakers were medical doctors and researchers from Oregon Health Sciences University.

After my talk, researchers at the Helfgott Research Institute (part of the National College of Natural Medicine in Portland, Oregon) proposed a study assessing the psychological and physiological effects of Holosync.

Eight healthy adults participated in the study, listening to The Dive from Awakening Prologue each day for 14 days, followed by 46 days of daily listening to The Dive followed by another Holosync soundtrack, Immersion, holding the listener in the delta brain wave pattern achieved during the last ten minutes of The Dive.

Amazingly, the daily listening compliance was 94%—showing, one might assume, that the participants enjoyed listening to the soundtrack.

When the data from various blood tests, saliva tests, and several psychological profiling instruments were examined, the participants showed significant positive changes in five areas: 1) trait anxiety, 2) quality of life, 3) levels of mood disturbance, 4) levels of a hormone called IGF-1, and 5) levels of our old friend dopamine.

Let's look at each of these more closely. First, participants showed a significant decrease in trait anxiety.

As I described above in my discussion of the Royal Sunderland Hospital study, trait anxiety is a generalized, chronic feeling of anxiety, fear, and worry experienced across many situations and

involving an over-focus on potentially threatening stimuli, while state anxiety is situational anxiety related to a specific anxiety-producing event.

The researchers described the decreases in anxiety scores in this way: “A decrease in trait anxiety occurred, reflecting an improvement in the participant’s perceived reaction and ability to cope with stress and anxiety in general.”

State anxiety did not change, probably because it measured the participants’ anxiety level at the time of completing the questionnaire, which was done in a relatively low-stress environment.

The researchers also noted that the reduction in anxiety was corroborated by results from other studies of binaural beat entrainment.

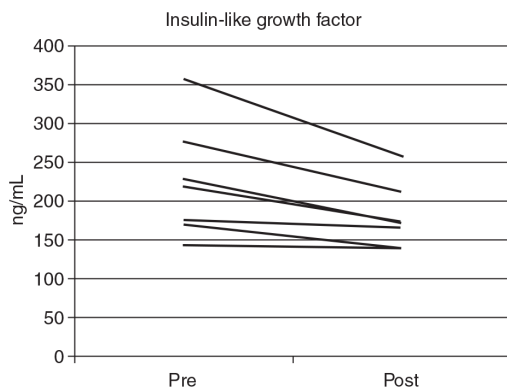
Second, the Holosync users showed an improvement in quality of life scores as measured by the *World Health Organization-Quality of Life Brief* scale.

This scale measures quality of life in the areas of physical health, psychological health, social relationships, and quality of environment. It has been extensively field-tested, and asks questions about a wide range of topic including fatigue, pain, sleep problems, worry, fear, ability to concentrate, sadness, feelings of safety and security, financial difficulties, levels of social support, feeling of acceptance or alienation, and so forth.

The researchers noted that the Holosync users demonstrated “significant improvement” in their quality of life scores.

The third area was an improvement in mood, as measured by the Profile of Mood States testing instrument. This test showed a decrease in total mood disturbance, and decreases in tension and anxiety, confusion, and fatigue.

The fourth area of improvement was related to decreased levels of a hormone called IGF-1.



Recent research has linked lower levels of IGF-1 to a slowing of the aging process. For instance, mutations that reduce levels of IGF-1 have been shown to slow degenerative aging and extend lifespan in a wide range of organisms.

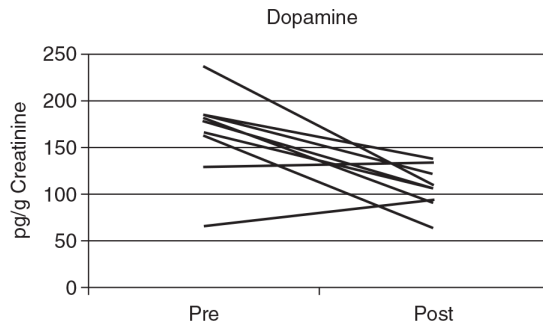
Reduced IGF-1 is also thought to contribute to the "anti-aging" effects of calorie restriction (it is now

widely accepted that high levels of IGF-1 significantly accelerate biological aging, though this has not yet been proven in mammals).

Other studies have shown that lowered levels of IGF-1 decrease the growth of existing cancer cells.

That Holosync decreases IGF-1, and that lower IGF-1 levels increase health and longevity, is particularly significant when you recall that Dr. Vincent Giampapa discovered that Holosync has a significant effect on three other longevity-related biomarkers, cortisol, DHEA, and melatonin.

The fifth positive change measured in Holosync users was a decrease in dopamine levels. Dopamine, as I said in Chapters Fourteen and Fifteen, is an excitatory neurotransmitter related to craving and desire. Craving and desire tend toward the fight or flight side of the fight or flight/relaxation response scale, so it makes sense that lower levels of dopamine would accompany lower levels of anxiety.



In their comments the researchers said, “The reduction in dopamine supports the observation of reduced anxiety, and the two measures had a weak [statistical] correlation. Other studies have also associated dopamine reduction with anxiety improvements.”

Overall, participants showed improvements over the course of the study in the following:

<ul style="list-style-type: none"> <li>● Depression</li> <li>● Trait anxiety</li> <li>● Mood disturbance</li> <li>● Tension/anxiety</li> <li>● Vigor</li> <li>● Fatigue</li> <li>● Confusion</li> <li>● Anger/hostility</li> </ul>	<ul style="list-style-type: none"> <li>● Nervous outcomes</li> <li>● Total absorption</li> <li>● Response to stimuli</li> <li>● Enhanced awareness (!)</li> <li>● Quality of life</li> <li>● DHEA levels (slight increase)</li> <li>● IGF-1 levels (lower)</li> <li>● Dopamine levels (lower)</li> </ul>
--	--



And all of this was after 60 days of listening! Imagine what happens after longer meditation practice with Holosync.

Next, in our last chapter, I'll share some final thoughts and tell you how you can get involved with the Holosync Solution program, what's included, how we support you as you use it, what the costs are, and even what the drawbacks might be.

Then, after that final chapter, I've added three Appendices I think you'll really enjoy.

The first Appendix consists of three conversations with longtime Holosync users, so you can hear, straight from the horse's mouth, what it's like to use Holosync over an extended time. The second lists the many doctors, therapists, teachers, and spiritual leaders who've used and endorsed Holosync, and the third will link you to literally thousands of letters and emails from Holosync users raving about their results.

Turn the page now for my concluding remarks.

**Want to go deeper?**  
Additional resources to help you learn more:

**Still haven't experienced Holosync?**  
[Just click here or scan this code to listen to a demo of Holosync right now!](#)



-----  
[Get Holosync Now! \(Click here or scan the QR code\)](#)



## How to Be One of the Super-Aware

**I told you in the introduction that although I'm a teacher and curator of information, I'm also a businessman—and that I'd also be telling you about some tools and products I've created. I've already told you quite a bit about Holosync as this story of super-awareness has unfolded.**

At the end of this chapter there's a link to information allowing you to find out the specifics of our Holosync Solution® program: what you get, how you use Holosync, how we support you as you use it, and what the costs are. I hope by now I've convinced you that Holosync is supported by real science and that...

...the potential rewards are enormous.

I promise you that they are.

We've covered a lot of ground since you first opened this book. We've talked about awareness, and how fundamental it is to everything else in your life. We've talked about how awareness creates choice in four key areas of life:

- How you feel
- How you behave
- Which people and situations you attract or become attracted to
- What meanings you assign to what happens.

The difference in your life when you create these four things with awareness is...

...staggering.

We talked about how meditation increases awareness. We reviewed the brain wave patterns associated with awareness, and described their mental and emotional benefits. We looked at meditation research and the mental, emotional, and even physical benefits associated with meditation.

We talked about neuroplasticity—that your brain can change in response to stimuli, opening up incredible possibilities for who you can be, how you can feel, and what you can accomplish.

We talked about flow states, self-regulation, and willpower. We talked about heart rate variability as a measure of emotional resilience and nervous system health, and how meditation (and especially Holosync) can drive your resilience...

...sky-high!

We talked about the world's happiest man, and how long he had to meditate to get that way—and why, despite the enormous benefits, so few people *successfully* meditate.

Finally, we looked at Holosync, how it works, and how it dramatically accelerates the meditation process. I explained beat frequencies and brain entrainment, and my new discovery of carrier frequency. I also described the process of chaos and reorganization—how complex systems (including your brain) evolve and grow...

...if they receive the right stimulation.

Finally, we looked at several research studies specifically about Holosync, which I hope provided the cherry on top for you in terms of understanding how you can, indeed, become super-aware, and in terms of trusting that Holosync really is everything I've said it is.

The only thing left for you to do is to decide to give Holosync a try and find out for yourself what it will do for you. I hope by now you've listened to the Holosync demo, so you've at least had a taste of what Holosync feels like. I also hope you watched the videos I've provided at the end of these chapters to help...

...deepen your understanding of the topics we've covered.

To help you get all these benefits we've been discussing here, we've created a comprehensive program called The Holosync Solution. I hope you'll give it a try. I know you'll be thrilled with the results.

Also, please see the Appendices following this chapter for more information about exactly what it's like to be a Holosync user.

I have one final message for you:

As I said in the beginning of this book, I didn't start out to create a company or be a businessman. I just wanted to share a tool that had dramatically changed my own life. As a result, I became a kind of "Holosync evangelist". I was a lot like the person who reads a great book or sees a great movie and, in their enthusiasm...

..has to tell everyone they meet about it.

Since then, tens of thousands of other Holosync evangelists have appeared, telling their friends and family members that *they must* use Holosync.

When this happens, it's a sure sign that something works!

Since you've made it this far, something about Holosync and increasing your awareness has sparked your interest. My hope is that you'll not only use Holosync yourself, but that you'll tell others about it, too. The world needs more people with super-awareness, more people who aren't merely reacting...

...from an overwhelmed limbic system.

Consider the effect the Dalai Lama has had on the world. Though you may never become a world leader, you could have a similar effect, even if it's just within your own family, or with the people in your workplace and other social groups. Though there are many personal benefits to becoming more aware, the positive effect you'll have on others is equally important.

Please join us in helping to create a more aware world. We certainly need one.

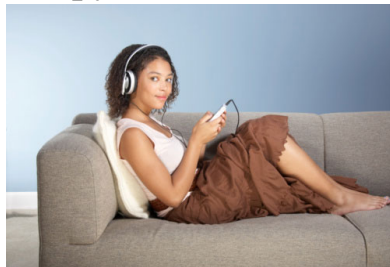
Finally, thank you for your interest in this information. I certainly enjoyed gathering it together to share with you. And, I sincerely mean it when I say that I'd like to meet you in person someday. Until then, we can certainly stay in touch in other ways, especially if you decide to use Holosync, since we send a continuing stream of new information to Holosync users.

I'd love it if you'd post your comments about this book on our Facebook page:  
[www.Facebook.com/HolosyncMeditationByCenterpointe](http://www.Facebook.com/HolosyncMeditationByCenterpointe)

I hope what I've shared here has been helpful to you. Even more, I hope you have enough "awareness envy" to use Holosync so you, too, can become one of the "Super-Aware".

Until the next time we're together, be well.

**Get a FREE audio book copy of *The New Science of Super-Awareness*.**



[Just click this link to download it.](#)

**Want to go deeper?**  
**Additional resources to help you learn more:**

**Still haven't experienced Holosync?**  
**[Just click here or scan this code to listen to a demo of Holosync right now!](#)**



---

**[2 video course: How Holosync Creates Super-Awareness—and Much More  
The Full Story About Holosync](#)**



---

**[This is Part 2 of a 3-Part series, A Mystery, A Shadow, and an Amazing Game. We humans have a way of pushing certain things out of our awareness because we think they're wrong or inappropriate. This video is about the amazing positive changes that come from seeing these shadows with awareness.](#)**



---

**[Get Holosync Now! \(Click here or scan the QR code\)](#)**



## Appendix One

# Meet Three Long-time Holosync Users

## Deirdre

Recorded June 14, 2010

BILL HARRIS: Deirdre, how are you doing?

DEIDRE: I am fine, thank you. It's nice to be here.

BH: Why don't you start off by telling me what level of Holosync you're using and about how long you have been using Holosync?

D: I'm at the third Flowering level [the 12th of 13 Holosync levels] and I was trying to figure out how long I have been using it. At least 10 years, maybe 11 years; 10 years at least, and I'm finding as I get to the higher levels that I'm really dragging it out as long as I can because I don't really want it to end.

When it's so much part of your life and such a precious part of your life, you just can't imagine not having it. I don't know about other people, but for me meditation is really important to me now, and this just makes it so easy. It really goes fast.

I would sooner go without brushing my teeth in the morning than without meditating. Even when I have to take an early flight or something, I manage at least to get a partial session in because it is just really the way the day starts for me.

BH: Do you remember what motivated you to start using Holosync? Were there problems you had that you wanted to deal with? What was your motivation?

D: Well, I did have problems, but that wasn't the actual motivation. I'd already tried to meditate numerous times and when I was in a group it would be okay, but to keep it as a daily habit seemed to be, well, a kind of torture. I always felt guilty because I was never able to sustain

daily meditation, day in and day out, the way I wanted to. I was motivated when I first saw the literature from Holosync about the things it had done for other people, and was pretty sure it would be good for me. The question was how to do it without it being a burden, you know? First time I heard the demo, I said, “Wow! This is for me.” I just really loved the sound and I knew that they would help me. I didn’t have any idea how much, but I knew they would help.

BH: So, what were some of the first things that happened as you started to use Holosync that told you something positive was going on?

D: I have to say that I didn’t start following the directions to the letter, Like a lot of people I thought, “I’ll never find another hour in the day,” so I just said, “Well, I’ll wake up 15 minutes earlier and listen to half of the tape still in my bed, which I did for a few days. Then I wanted to hear the other half, and I found myself sitting up and doing it.

Within a couple of months, I was at the point where I didn’t want to miss it. At the time I was in a very stressful job situation. I felt like I didn’t have any time for myself. I was drinking a little more wine than is advisable to manage all of this stress. It seemed like I was surrounded by stressful people.

The first change that I noticed was that the time I spent meditating felt like time I really owned, the one moment in the day that belonged to me. So, initially, it was feeling good in that moment. But over time that moment spreads out to the rest of your day, you know, and it affects how you react to things.

Gradually the stress diminished, stressful people disappeared, my living habits got better and better, and it all happened in a really natural way. I have to say that from the beginning I didn’t do it out of any sense of obligation. I did it because it felt good to do it. It felt good while I was doing it, and the rest of the day started feeling better.

And I realized, too, that although you think that it’s a lot of time, an hour, you can save yourself months of time by making better decisions, which is one of the things that happened.

You know, you’re calmer. You make fewer mistakes. You don’t waste time in the sense that, when you’re going down the wrong alley you end up losing a lot of time. That ends up happening a lot less because you’re just more in tune, I guess, with yourself and everything around you. In the end, you end up saving time. I think I saw that fairly early in the process, too.

BH: So, it sounds like Holosync increased in your well-being to the point where it was something you didn’t want to miss.



D: Yeah, I just couldn't believe that within a matter of months I was doing the full hour every day and doing it with pleasure, and it's just gone on like that ever since.

BH: You mentioned that before Holosync you were using wine to reduce your stress level. How did that play out?

D: Well, I knew the wine wasn't good. Not that I was drinking a huge amount, but it was an everyday kind of thing, and I knew it wasn't going in the right direction. But at the time I didn't know how to get a handle on the stress.

I think meditation with Holosync has given me a greater capacity to tune things out. You know that person is there, you know that job is there, but you're not dealing with those things in this moment and you learn to focus more on whatever you *are* dealing with in that moment.

Of course, the worst stresses are usually imaginary. I've noticed that almost everything I felt anxiety about worked out fine, and anything that wasn't fine was stuff I couldn't have predicted anyway. Initially what meditation with Holosync gave me was that little bubble around me, when I needed it, to conjure it up and feel protected from stressful situations.

Not too long after that I found out that my cholesterol was going up. I was able to just change my lifestyle (and especially what I was eating). It wasn't that much of a problem. It wasn't a matter of willpower, it was a matter of focus and I think that the greater focus is a huge benefit of this kind of meditation.

It is really powerful. So many things work so much faster, and when you're living in a focused way things are a lot less stressful because focus means you're really into the present moment, you know, in a deep way. So all of the imaginary stuff isn't present for you at that time.

For me, this was a huge gain because before Holosync I was a very anxious person, especially regarding any kind of job responsibility, anything concerning other people and obligations to other people. I'm just not that person any more.

BH: It sounds like you were doing what a lot of people do: worry about the future and look back in the past and regret things that are already over, and that as you used Holosync you did less of that, and now you're more in the present moment, and more easily focused on what you need to do right now.

D: It was mostly the future, the imminent future—that was really a big problem for me. The level of anxiety I was living with constantly looks absolutely unbearable from a present perspective. What’s amazing are all the internal changes that Holosync meditation can bring you.

I didn’t do anything specifically to make my life less stressful. I just became less stressed, but along with that I noticed that there were people who dropped out of my life, and that was a very good thing, you know. Not having them was a lot less stress. And there was no animosity, no showdown, no nothing. This just kind of happened as I became different on the inside.

BH: What’s that like to have all of that anxiety, and all of those people, gone from your life?

D: It’s really nice because it leaves me a lot of time for what I want to do. It means that my quality of life is much higher than that of many people around me, and it’s something that honestly I haven’t quite grasped.

It affects me a lot to see so many people suffering so much and you can’t just sit them down and tell them what to do. You try to carry something with you that gives something to them. Actually, I’ve learned not to try to help people too much. This is one of those things I’ve realized in recent years. There has to be that resonance, I guess. But, I do try to bring something positive and sometimes people ask about it, you know.

BH: What kind of feedback have you gotten from family and friends? Have other people noticed the change in you?

D: Yeah. People notice that I’m not rattled easily, that I handle stress well when other people are freaking out, that I don’t seem as stressed or burdened as I did before. My hairdresser said that even my hair is different. He said that it was thicker—even though I’m 10 years older! Thicker and more curly and more life to it.

BH: Well, you’re giving me an idea for a new product.

D: Okay. Curls your hair. I think I don’t come across as scared of the world anymore. I think, to some extent, I did before. You know, another thing—I don’t talk a lot about this kind of thing with people unless they ask, but people seem to know that I have something going on at a more spiritual level and often friends say, “Well, I would like to have some kind of spiritual practice or something” and it’s kind of funny because I don’t bring this stuff up normally. People bring it up to me and that’s kind of interesting. I try to share what I can.

BH: Can you say more about how these changes happened? Were there moments where there were more changes than others, or was it steady? How did it unfold?

D: Well, it's hard to say because the meditation is there and at the same time there are life events that happen that also have an effect. There are initial changes you notice right away, like better focus, lower stress level, and so on. But, then there's stuff that evolves more over time—becoming a much more joyful person, with a level of personal well-being that you didn't know before.

There are also dramatic moments that happen in the meditation itself. Everybody's experience is different, and having visions or other extraordinary experiences seems to have its own rhythm. I didn't have that so much for the first three years, but after awhile it started happening more often.

I would say, too, that Holosync changes the rest of your life more and more because each change leads to other changes and to new people that fit better with who you are now.

Starting four years ago I was suddenly experiencing a lot of mortality around me, involving my parents and my ex-husband, whom I was very close to, and some other people that I was quite close to—a whole lot, all of a sudden. Not for a minute did I stop meditating. By then I had some balance, you know.

The meditation was like an anchorage in difficult times. You weather those times, and of course they change us all, but having meditation established by then was so important. I have to say that there were some very, very hard periods.

My ex-husband was in palliative care for months and when you're with somebody who's dying for an extended period, it's very, very exhausting, but I had more to give because of all I'd acquired through Holosync and it helped me a lot. I often meditated in his room and he knew I was meditating, and so I was really glad to have it then.

I think the program stages, like Purification and Flowering, are well-named because I'm in a stage where I feel like there is a kind of flowering happening. I'm living in a place that fits me much better than where I was living before. I have a work life that's a dream come true. I have a huge amount of research money to spend, I have fabulous people that I'm working with, people I love and respect, and I have a whole life framework that has evolved.

It's actually been within the last few months that I've been able to really savor it. My mother and my ex-husband died in May '08 and then I had a year of coming to terms with all of that.

And then, I moved a year ago. Now I'm in this place with all of this research money and with this great research team, and it's just amazing.

BH: It sounds like you attribute a lot of this to Holosync.

D: It would not have happened without it. That I can tell you flatly because there have been other good things in my life, but I don't think that those things would have been as effective if I weren't doing this Holosync meditation. You know, really and truly, although it's not the only really good thing in my life, I think it gives a basis for all of the rest and that is why I don't plan to stop meditating.

BH: Has this journey been anything like you thought it would be?

D: It has been a million times better because when your life is kind of an emotional merry-go-round and you're running on adrenaline and stress, I don't think you can imagine the calm, assured, and happy feeling that's possible to have much of the time. Honestly, I could not have imagined this inner state and certainly wouldn't have imagined it as mine. I find myself in roles and doing things and feeling day-to-day in ways that I couldn't have imagined. I couldn't have imagined surviving the death of the three most important people in my life in a relatively short time and being able to say, as I can finally say now, that my life is very full and complete.

Never mind not having a boyfriend, which happens to be the case right now, but it's like a sense of completeness that I could not have imagined before. I have to tell you that initially I thought that Holosync was a huge investment. Aside from a computer this was about the most expensive thing I've ever purchased, and that was on sale, too. But I have to say that it was by far the best investment I've ever made.

I didn't realize how long the series would last, you know. You think it's a lot of money, but I went for the whole series all at once [purchased all the Holosync levels in advance, at a discount, by joining the Centerpointe Inner Circle] because I knew that I wanted to do the entire program and I knew I would. I didn't realize that this was going to be keeping me going for at least 15 years, and frankly, I think I'm just going to keep using Holosync, even when I finish all the levels.

This is where it must be difficult for you, Bill, to explain to people how good they can feel when they maybe never have felt it before. I know that I have this sense of being in tune with myself, having my intuition high and close to the surface so that I can use it, feeling touched by other people, and feeling like I bring something to people.

All of those things are new in the sense that it wasn't really my way of operating before. It wasn't where I was when I started this. I was somebody who had explored a few things and who was spiritually somewhat awakened, but my life was messy basically, a constant roller coaster of emotions. I like intense emotions, but you have to have another basis in your life. At the time I was pretty much just running from one intense emotion to another and often intense anxiety, hurt, etc.

Now, I'd say that I'm living something that has so much more potential, you know. There's so much more I can do because of the inner state I have 99.9% of the time now.

I don't know how to describe it for people. I try to think of describing it to myself the way I was before Holosync and I think my reaction would have been, 'No, this isn't you.' I think I had a diminished view of myself and perhaps in a subtle way a big part of this experience has been to have an enhanced view of myself and of what human beings are capable of.

BH: Well, I have to say, that's what Holosync did for me. If somebody had told me in the beginning what it would be like I wouldn't have believed them or wouldn't have been able to comprehend it, anymore than you could tell an 8-year-old what it's like to be 50 or what it's like to have sex.

How do you feel about being near the end of the program?

D: Not good (laughter). I don't want it to end and I'm plotting my strategies. I'm thinking, well, I haven't listened to the Gamma Compassion soundtrack so much [a Holosync soundtracks creating the gamma brain waves exhibited by Matthieu Ricard and the other monks associated with the Dalai Lama] and I could go back a few levels and use more of the Gamma Compassion soundtrack, which I also like. I use it occasionally now.

But I think, for me, these soundtracks have become so essential in my life, so much a part of it, that I'm not quite sure what I'm concretely going to do, but I know that I'm going to continue meditating with Holosync for an hour a day. It's so precious in my day that I'm going to go on because, basically, I don't want it to end. So, that's where I am now.

BH: Do you remember where in the program you began to get this really solid feeling of "I'm okay, other people are okay, the world is okay, everything is fine"? Do you remember about where you were?

D: Yeah, when I started the Purification levels [the 6th through 9th levels]. Somewhere in the Purification levels things really changed a lot and by the end of Purification I was much more

into this more solid feeling, sense of self, the universe, and so on. I remember vaguely a change from the initial Awakening levels [the first 5 levels] to the Purification levels, which corresponded to cleaning up my life, basically, and by the end of the Purification levels I was much more into this sort of well-being thing. I was initially preoccupied with cleaning a bunch of things up, then it was kind of okay.

BH: A lot of people listening to this are probably in the first few levels of the program and they may be wondering if it's worth it to spend the money on Holosync, or the time.

D: Well, I can only speak for myself, but I can say that it has *saved* me a huge amount of money because my thinking processes are more clear and more intuitive at the same time. I was able to save big money on things involving real estate, for example, so that what I spent for the course pales in comparison.

As for the time commitment, I was very busy at the beginning and I'm still very busy, but now I know too that time, as they say, is relative, that you save time, you save an enormous amount of time, if you stick with this because you're doing things in a better way, a more efficient way. When you have that focus in everything that you do you've just gained an enormous amount of time. So, on both of those levels it more than pays for itself.

BH: I really appreciate you taking the time to share all of this. You're very articulate and you've painted a really clear picture of what it's been like for you. So, maybe we'll run into each other in person some time and I can thank you in person. I'm sure you've helped a lot of people who are listening to this to better understand what Holosync is all about. So, any last words before we sign off?

D: I just encourage people to give it a serious try. I think that they'll be very, very happily surprised by all of the good that it can do them. So, thank you so much.

BH: Well, thank you, Deirdre. It's been really fun to talk to you. Take care of yourself.

## Terry

Recorded May 26, 2010

Bill Harris: Today I'm with Terry, who right now is using one the last levels of the Holosync program. Terry, what level are you using?

Terry: I'm in the second-to-last level, Flowering Level 3. I started in April of 2004.

BH: When you were starting, when did you first notice that something positive seemed to be happening?

T: Almost immediately. I'd been meditating with TM since 1972, a couple of hours a day. I felt like I'd reached a plateau with my with TM and tried a few other things in terms of meditation programs. I just wasn't getting the results that I wanted. I wasn't feeling like I was going anywhere any more.

I also have some physical problems. I have two major illnesses, polio and Crohn's, and they were both getting worse. I felt like my life was just spiraling down into a "day by day sitting here waiting to die, I don't know what to do" thing.

BH: That doesn't sound good.

T: No, I was not in good shape at all. Most of my life I'd been a fairly lively, energetic person, but I didn't care anymore. I wasn't suicidal, but it was just "live this out, finish it off, and be done with it."

But, after starting with Holosync, it did stir up some things that I needed to deal with immediately. Eventually I started reaching those deeper levels again and finding that peace and joy and quietness inside and I felt that I was getting my life back.

BH: So, you said that pretty immediately you saw something. What did you see?

T: I was having deeper meditations with Holosync, quieter meditations, and just getting much better rest from my meditations, and they just were much more pleasant than they had been before. When I first started, I immediately felt, "Wow! I'm taking off again. Oh boy, this is going to work," and then all of a sudden - Wham! - things would change. Then it was, "Oh no! There's still a lot of stuff there. I haven't worked through it all yet."

BH: You know, that's an interesting observation. As I went through these levels myself, I was amazed at how many layers and layers and layers of stuff there were. I've had so many people come to us who'd been meditating for a long time, two or three decades sometimes, and who'd done lots of personal growth work and were pretty together. They told me in the beginning, "I've handled all of my emotional stuff" but then found out that there was a lot more that they see when the additional awareness from Holosync kicks in.

T: Exactly! I'm still finding that out, even at the level I'm at. Stuff is still coming out and I'm going, "Ah ha! I hadn't seen it that way" or, I'm still getting my ah-ha moments happening now. I figure that may be a lifelong thing. I don't know. I don't know if that ever stops or not.

BH: There are a lot of things about being human that you can't do anything about, and those things sometimes look like unresolved stuff when really you're just experiencing your resistance to something you can't control.

T: In my case that was a huge, huge lesson to learn because I do have these physical things that I really can't do anything about. I do as much as I can medically, but basically there's no cure, and you've got to deal with whatever effects they have. Like, the polio has me in a wheelchair, so I'm immobile. The Crohn's works in the intestines and bothers your eating patterns and your digestive patterns, so I just have to deal with that. But one of the things that Holosync has done is allow me to accept that and say, "Okay, I just have to deal with that." That is not a good thing, not a bad thing, it's just something I have to deal with.

So that's where I've gotten to, at least partly, that I'll get up in the morning and maybe feel really rotten, for physical reasons, mental, whatever, and I can focus inward and just take a look around, and I don't judge anything. I look at what I'm thinking. I look at what I'm saying to myself. I look at the pictures I'm making in my mind. I look at how I'm processing things that are coming in. I don't actively try to make any changes at first. I just take a look at what happens.

BH: That's excellent. You need to be aware of these internal processes and when you can see yourself doing them and see the consequences of the way you're doing them, they become a choice. A simple example would be, you see yourself making an internal picture of something you don't want and you see that when you do that you feel some sort of unpleasant feeling.

That feeling can lead to certain behaviors and other consequences, too, but just to make it simple, let's say that you see, with awareness, as you're doing it, that you're making that picture and that it instantly creates this bad feeling. So, a part of you decides not to keep doing that. If you do it with awareness, as soon as you see yourself creating an internal state that doesn't work, you just can't keep doing it. It falls away all by itself.

T: That's been the case with me. I can catch myself if something bad happens and it makes me angry or makes me disgusted or puts me some mood that I don't want to be in. I just look inward and just look around and usually I can fix that within a matter of five to ten minutes, just by looking around inside and changing a few things.



It's a wonderful, wonderful thing to know that you can do that. It seems as if we're sort prisoners of whatever happens outside of us, and we don't realize how much control we have in how we process all of this stuff.

BH: Right. In fact, I like to use the word choice more than control, because control implies forcing a little bit or using willpower or something. But if you're aware, you have choice.

T: And awareness is just a key, of course. If somebody tells you, "Oh, just change your thinking", that doesn't do anything. You need the awareness to go with it so that you're aware of what's happening and you can make those changes that need to be made.

BH: Right. "Change your thinking" is sort of a superficial thing. In fact, most people think that thinking means internal dialog, but it also includes all of those pictures you make in your head and the sounds that you hear in your head. All of these help generate how you feel, how you behave, which people and situations you end up in or you attract or become attracted to, and what meanings you assign to what's going on around you. What meanings you assign to what's going on around you is pretty darned important. I would imagine that before Holosync the meanings that you assigned to your physical condition were different than they are now.

T: Quite different. In fact, way back when we had early computers, I would go on the computer blogs with the Crohn's people and we would do little exercises like, make an image of what your Crohn's looks like to you inside and what it's doing. These images were almost all negative. Nobody saw their condition as being positive. One thing that's happened is that I can actually see some positive things that have come out of my physical condition. And that's just a wonderful thing because otherwise, if you're living in a state where you hate your body and you hate your situation, life isn't very much fun!

BH: So, what are some of the benefits you've experienced from having polio and Crohn's?

T: Well, for one, it's given me a lot of time to sit. I'm on disability so I have lots of time where I'm alone to sit and think. It's also given me time to find out about myself and what I have control over and what I don't. We think we control a lot of things, but as you said, there's a lot of things that come our way that we may not want, but it's going to come our way anyway. We might as well accept it.

My physical roadblocks have given me another level of acceptance. I try to work with what I've got. I think it's made me a better person. You use the term threshold quite a bit, and I think it has raised my threshold a lot. I can tolerate a lot more regarding my physical situation.

BH: You mentioned that Holosync stirred up some stuff for you. What were some of the things it stirred up?

T: Well, there were some surprises. I thought I was dealing with my physical situation just fine but I've found that there was a lot of negativity there. I really didn't like where I was and I wanted to change it. I wanted it to change, but I couldn't and it was frustrating.

BH: Yeah. That sounds normal.

T: Now I don't even think about changing it. You get up during the day and this is your day, you know. If it's different, well that's fine. If I get better, that's fine, but if I don't get better, that's fine too. That doesn't matter.

BH: It sounds like you became aware of where you were resisting, and that there was no point in resisting.

T: Right. And it carries over. I don't want to say that this is just for my physical stuff, it carries over into the rest of my life, my relationships, and what I'm doing with other people. I'm basically a very happy, laughing, good sense of humor, nice person to be around most of the time, and a lot of people, just because of the physical things, find that a little strange. They think I should be grumpy, or whatever. Again, it's the acceptance thing and the awareness thing. I'll go over here and put my attention and awareness over here where maybe I can do something with it, maybe be creative.

I've created a number of stories and poems, essays, etc., about my Crohn's and polio. That's where I put some of my energy, in writing. I used to do theater and when I got to the point where I couldn't walk anymore with the polio and was in the wheelchair, I could no longer perform, so I wrote two little sketches, comedy sketches that had a wheelchair person in them, so that I could perform them on stage. Written just for me. I incorporate what I have into my life and just use it. I don't see it as a bad thing by any means. I just have to be creative enough to find how to use it in a sense that somebody else might find entertaining or enjoy.

BH: So you realize that there was negativity and resistance and that maybe you were doing your best to put on a happy face about it. You realized that you didn't really feel that way, so you were able to see the negativity with awareness and then suddenly it became a choice. When you have these kinds of choices you always choose what serves you better, so you chose to reduce that resistance.

T: Yes, and it wasn't something where I was even aware I was making that choice. It's automatic when you start gaining awareness.

BH: Absolutely. That's exactly what happens. If you said, "someone told me I need to not resist" and you tried to use willpower to do it, it doesn't work. The change you experienced is something that follows from seeing something with awareness. You were seeing, with awareness, something that, for most people, is happening unconsciously outside their awareness. To me, that's the real bottom-line benefit of Holosync—it makes you more aware. You become aware of a lot of things that are driving your experience of life, but that you didn't know were driving your experience of life. Once you become aware of them they become choices. That's what changes your life.

T: I would fully agree that. I guess I used the word control before and choice is a better word and the choice comes from the awareness. I feel like I have more choices and more awareness now, even though I have less mobility and I can do fewer things physically, but I have more choices because I have more awareness.

BH: Right, exactly. Many Holosync users say that around Purification Level 1 or 2 they begin to say to themselves, "Life is okay. I'm okay. Other people are okay. The world is okay." It's not that they don't have problems, it's just that they aren't fighting against their problems anymore. Did you experience that shift, and was it at about that same point?

T: Yes. I'd say somewhere around there. You can't pinpoint it exactly, but somewhere around there I wrote somewhere that I no longer worried about getting to this enlightened place or whatever. I just live life and enjoy the journey right now. You're not fighting what's going on around you anymore. You see it in a whole different way. It's hard to describe to someone who hasn't experienced it.

BH: That's the problem with trying to tell someone what it's like to be more aware. It's like telling someone what it's like in Mexico if they've never been to Mexico. There's no substitute for experiencing something for yourself, but luckily there's a fairly easy way for people to experience increased awareness: use Holosync, as you've done, and stick with it.

T: For me, it was sort of a reawakening. I'd always been a seeker. You know, doing TM and all of the other workshops, trying to find myself and that peace. Of course, I didn't. I got to a point where I got frustrated. For a while I thought I was making good progress and I thought that I was on the right road and life is going to be good, and then things went sour on me. But, when I got to that place again, it was like a reawakening for me: "Oh! Hey! This is going to work, but at a

different level.” Actually, it’s not a different level, it’s a different type of awareness than I had before.

BH: Yeah, you were embodying the feeling of it being okay instead of just knowing it intellectually.

T: Yes. That was a lot of it. Before, it was intellectual. I was plastering the happy face on top of things. Now I can say, “Oh, this awareness goes all the way down. This is it. This is okay.”

BH: Tell me about some of the more difficult times that you had as you were using Holosync.

T: Well, I’m a driven person. Polio people, survivors of polio are known to be very type-A personality and forceful in things. So when I started using Holosync and something pushed me over my threshold and made me uncomfortable, I would resist with every ounce of being I had because I did not want that change.

I was also, because of my illnesses, seeking safety. To use your term, I’d created an internal map of reality that made me feel safe. When I started Holosync that map didn’t work anymore. That bothered me to no end because I wanted to feel safe. I didn’t feel safe. I was nervous. I was anxious. I was afraid. It got to the point where I didn’t want to meditate because I knew it was going to push me more and I didn’t want to be pushed anymore.

In the end, of course, I knew somewhere deep down that it was good for me. I was reading all of your wonderful - by the way, I must throw this in - all of your wonderful support materials which people need to look at and read and use, because I never would have gotten through this without all of that wonderful material.

BH: One of the problems is that people read the support material and if something I discuss in there hasn’t happened to them yet, it really doesn’t register. Then, if it later happens, they aren’t likely to remember that I did talk about it. Because, if you go back, and I’m sure you’ll probably agree with this, if you go back later and reread the support letters, you say, “I don’t remember this being in the support letters.”

T: Actually, everything you need is in the support letters in some way. But like you say, if we haven’t had those things come up yet you just gloss over it and move on to something else and forget about it. You figure, “Well, I read the support letter for this one, so I’m done with that one so I’ll move on to the next one.” That isn’t the way that it works at all.

BH: Yeah. That’s a very good point.

T: I happen to be a person who likes reading that sort of stuff and I also love reading your stuff, by the way. I really appreciate what you put out. It always makes me think and feel things and become aware of things in a different way. So I'll go back and reread some of your earlier things and say, "Oh! He said that way back then, but I didn't realize what he was saying at that point."

I find it interesting and encouraging that you continue to have the ah-ha's, that those things don't just stop somewhere along the line. That's part of life. The awareness grows and we learn more about ourselves and learn more about how we can do things, and we learn more about how we can choose to do things. That I can continue to grow is an exciting thing for me.

BH: Holosync creates a momentum in your growth that continues long after you stop. It certainly is continuing for me. A lot of people are concerned that you become dependent on Holosync and if you stop doing it that somehow something is going to go away. The changes are permanent and the increases in awareness just keep happening.

T: I feel that now. When I first started I was determined to finish this program. I immediately became a member of the Inner Circle [purchasing all the levels in advance at a discount] and I was going to finish this program. At that point, I was not feeling very well and it was going to be sort of a race: "I'm going to finish this program or I'm going to die first, but either way I'm going to see what's going to happen here. I don't care. I want to see what happens."

As I went along, by the time I got down to the more advanced levels that has dropped away and I don't care whether or not I finish this program at this point. I mean I will probably, but it has given me a lot of awareness now and I know that it will continue to. I know that awareness will continue to grow anyway, whether I use Holosync or not.

BH: Exactly. So Terry, if you were going to give some advice to someone in the early part of this program who's wondering if it's worth it to do the whole program, what would you say to them?

T: Well, I'd say that it's definitely worth going through the program. But at the early levels be sure to make use of all of the information and the help that you guys provide. There probably are people who go through the program who don't have resistance, but you're going to have some spots where it's going to get difficult, and don't give up. It will get better. It will get better in such a way that you can't imagine. Your life will be so much better for putting in the time, effort, or whatever it takes. Holosync literally, like I said, saved my life. It's definitely worth putting in the time and going through the experiences to gain the awareness you need to live a much fuller life.

BH: Well, thanks a million and take care of yourself.

T: Okay, thank you Bill.

## Valerie

Recorded June 1, 2010

Bill: I'm here today with Valerie Wilkinson who's using one of the last levels of the Holosync Solution program and we're going to chat about what that's like and see what happens. So how are you Valerie?

Valerie: I'm very fine today. I'm living my bliss.

Bill: Well, that sounds positive.

Valerie: Thank you, Holosync!

Bill: Yeah, so what level of the program are you using, or have you finished?

Valerie: No, in fact I just purchased Flowering Level 2 yesterday, so I'm really in Flowering 1 right now.

Bill: I see, I see, so that's the 10<sup>th</sup> level of the program, counting Awakening Prologue, so you've been doing this for quite a while.

Valerie: Yeah I think since about 2002.

Bill: So about eight years. So you haven't been hurrying through it.

Valerie: No, I've been pacing myself. A lot of the levels I listen to longer than the minimal time you recommend. I figure it cannot hurt.

Bill: I like to hear that, rather than somebody rushing through it thinking that if you get to the finish line faster that's better. That would be sort of like the orchestra trying to play the music really fast because the idea was to get to the last note as quickly as possible.

Valerie: Exactly. That is a perfect explanation.

Bill: So what led you to use Holosync in the first place?

Valerie: Well, I was looking around. I knew I needed help. I had a lot of unresolved issues in my life, a lot of stress, and I believe in the power of the brain and I believe in mind over matter and what appealed to me about Holosync was that we were using brain waves and we were going to hard-wire the changes in my brain.

Bill: Uh-huh.

Valerie: I believed that if this didn't work then nothing would. I really trusted in your words. I trusted in all your writings. I just knew it was going to happen. I believed it was going to happen from day one and it did.

Bill: Well thank you for trusting in Holosync. So what wasn't going right in your life prior to Holosync?

Valerie: It took me many, many years to even figure this out, but I came out of a dysfunctional family. I had a negative Catholic upbringing, number one, so naturally I was "bad" and I viewed the world negatively. My father was mentally abusive. My mother was overprotective, but she had bouts of depression so there were periods where she lapsed in taking care of us and I felt like I was floundering.

I grew up not feeling I had everything I needed to make it in this world, and sure enough as I got older and different things that I couldn't control started setting in, I'd have these panic attacks. I didn't even know what I was having, Bill. It was just so ingrained in the way I lived my life that I just went on living it until in some of my relationships people would point things out to me about myself.

For so long I thought I could do it on my own. Then we got this really bad boss at work and I thought to myself, I can't handle this. If I have to work more years under this woman I will not make it, and that was the turning point that made me look for help.

Bill: Well that sounds, except for the Catholic part, a lot like my life before Holosync too. So when you started using Holosync, what was your initial reaction?

Valerie: That it was like a drug. It was like somebody shot something into my arm and make me be alive. I had feelings that would go up. I was in a roller coaster. Exuberant feelings, then I would have all this junk coming out of me, all unresolved issues mostly, for me, about control. I discovered I needed to control things. If I could not control things then I was whacked out, you know.

Bill: And as we all know there are lots of things we can't control.

Valerie: Well, I know that now. It's so wonderful to know that you don't have to control everything. You can just look at a situation neutrally. One of the things I love is that whole idea of stepping out of yourself, being a witness, looking at the situation as if you were a director in a movie set, as you've said in some of your support pieces, and just seeing how stupid and foolish you look getting anxious or upset or panicked about things that you can't even control and aren't big things, anyway.

Bill: A lot of times those things remind us of something that happened when we were small and powerless, and then that same powerless feeling comes over us. We don't realize that as adults we do have a lot more choice and a lot more power than we did as kids. As long as we're unaware and reacting automatically then it seems like it's "just happening". Then our feelings and behavior are automatic and we don't have a choice. Once you have the awareness to step back and do that "witness thing" you were talking about, you see how you're creating whatever is happening and then you just naturally choose to do something more resourceful.

Valerie: Exactly. What I learned is that resistance causes pain. You might have said that too somewhere along the line. I would go to work and that would be my mantra. I would tell everybody "Come on now you guys, we're just going to get through the day because resistance causes pain."

Bill: So in the beginning then it sounds like you had a fair amount of upheaval.

Valerie: Oh yeah.

Bill: Which is the result of resistance. All the stuff we've pushed out of our awareness comes into our awareness and then, since we don't like it—which is why we repressed it in the first place—we then resist it, which doesn't feel good. So how long did that go on?



Valerie: Well, Awakening Prologue put me in a real high. I felt my brain was alive. I was reading more. I was reading scientific things, getting into geology and archeology, things I'd never done before. My brain was craving knowledge. I guess neurons were just creating all kinds of new connections, you know. Then in Awakening Level 1 and 2 more of the junk started coming up.

Valerie: Because your support pieces were so good I knew this could happen, so I said, well, let's see where this will go. This whole process became automatic. It was like brushing my teeth. I put the headphones on just like I brush my teeth everyday, so whatever happens happens and, like you said, let anything be okay. When you follow that method even the upheaval doesn't seem so bad. Even if you have a crying jag and don't even know why you're crying, or maybe one day you feel depressed, I knew it was all part of the process and I knew eventually it would pass and I'd feel wonderful. And sure enough, there would come a day when, though it might happen in the middle of the day or when I woke up, all of a sudden this peacefulness came upon me and I felt one step better, if that makes sense.

Bill: I remember going through that exact same thing, where I would feel better than I'd ever felt before. Then more upheaval would happen and then again it would shift and I'd feel still better. It's that chaos and reorganization that I talk about in the support material. When things reorganize everything feels completely new and different, and way, way better. I'd say to myself, "Oh yes, thank goodness".

Then I might be in that "everything is wonderful" place for a week, or two weeks, or a month, and then more stuff would come up, but I learned after a few of those rounds that every time things reorganized everything was better than it had ever been before. So if something started to surface, instead of resisting I'd wonder, "Hmmm. Where's this going to go?" because I knew it would lead to feeling calmer, happier, more clear-minded, and all of that. I saw the upheaval as part of the process of getting to that better place. Which is what happened.

Valerie: Absolutely. Like I said, every night I put the headphones on saying to myself, I can't wait to see what tonight's listening is going to do tomorrow or the next day or the next day. I totally believe in the whole theory of entropy, where systems will build up all this junk and then collapse and reorganize at a higher level. I believe that. The brain can only handle so much and then when it releases all this bad junk, and it's like, "AHHH, I'm free".

Another thing I noticed is that before Holosync I would almost have to meditate all day long to keep from being upset by things that would happen. If I meditated in the morning it would last through the afternoon. By evening if something upset me I needed to meditate again and I just felt that it was not hardwiring my brain. Holosync, though, is really changing the way I think

about things. The right brain/left brain synchronization is changing me. If everybody in the world could have a right/left brain synchronization like this I think we'd have a much better world.

Bill: Well, I'm sure that's true. So, you had a lot of upheaval through Awakening Level 1 and 2. Did that change when you got into Awakening Level 3?

Valerie: Yeah, Awakening Level 3 and 4 were, I don't want to say uneventful, but I just did it every day and didn't think about the things that are happening. What I notice afterwards, though, was that I'd gained an even more peaceful nature. People were coming up to me and saying, "You've really changed. That knot that used to be in your forehead is no longer there and you just seem to be able to go with the flow more. You seem more compassionate now." All of this happening in the last couple of Awakening levels. It was subtle, but these were the fruits of it. Even my husband said to me "You know what? You don't yell at me anymore. You don't pick about all the little stuff. It's great. I love it!"

Bill: Yeah, we hear a lot of feedback from spouses who really like the fact that their wife or their husband is using Holosync and ironically some of them won't use it, but they sure like it that their partner is.

Valerie: Yeah, I can't get my man to put the headphones on. You know, he says "It's Hocus Pocus. If it works for you it's great!"

Bill: So, how did your response to stressful situations change over the years?

Valerie: I used to just get so stressed out and then I'd take Xanax or something like that. Now I just don't let things stress me. My job was eliminated this past August and if this had happened before Holosync, who knows where I'd be. I probably would have committed suicide, but now I was able to look at things and I realized this job is not where I need to be anymore anyway. It's not what I love to do, so this is probably the best for the company and for myself. I got through that very, very easily Bill. Everybody, even my ex-boss, who was sad to see me go, said "I can't believe how well you are handling this."

I think somewhere in a support letter you said that we might outgrow some of our friends, or that some of the things you used to like to do you might not like anymore because new horizons will open up for you, and that's kind of what happened for me. I'm more involved now in things that I love. I love ancient Egypt and archaeology and I got active in a lot of the different foundations right now and I enjoy doing that. I thank Holosync and Centerpointe every day for getting me through that stressful situation.

Bill: Well, that sounds great. Many people have told me that right around Purification 1 or 2 [the 6th and 7th levels] they began to say to themselves. “Everything is okay, I’m okay, the world is okay, other people are okay.” Not that they were blind to the problems in the world, but just that there was a sense of things being okay. When did you come to that kind of feeling?

Valerie: I think it was probably at the end of the Awakening levels where I actually started feeling that everything is okay. I emailed somebody in your support department and asked, “What am I supposed to expect from Purification?” and they said “A little fine tuning.” It is fine tuning. I was feeling more centered and closer to others, the whole humanity thing. I’m in it with everybody else, so if you’re bad, so am I. We are the world, we are the children. That’s what I got in Purification. I think it started at the end of Awakening, though.

Bill: Have you had changes in mental abilities? Your ability to be focused and things like that?

Valerie: Absolutely. If you know go back to 2002 at my job I was getting mediocre reviews and people were saying I just wasn’t a team player, blah, blah, blah. A couple years after Holosync, my God, my reviews went up. I was a team player. They were saying, “Val what happened to you? It’s like night and day”. Holosync also changed my cognitive abilities, my writing ability, my reading. I can read faster. I can listen to music and hear the complex themes in classical music. It’s wonderful. My hearing, my reading, everything has just been heightened.

Bill: Um-hmm.

Valerie: That’s why I want to continue.

Bill: Were the changes in how you look at things what you expected?

Valerie: Beyond my expectations Bill, beyond my expectations. I would say that the money that I spent on Holosync is probably the best money I have ever spent in my entire life. Bar none, bar none. I’m grateful to have connected because I found you through a search engine, you know? And just clicked into it because of the brainwave concept and I felt because I had MS and I knew that maybe my brain was going to atrophy and that this could be one way I would stop that from happening, and my brain is definitely not atrophying at all.

Bill: So how has this affected your MS?

Valerie: Well, I haven’t had any issues with MS at all and I’m not on any drugs. I live a lifestyle where I get enough sleep, I eat very well, I followed the suggestions in your Management of Evolutionary Change book. I have read that five or six times too.

Bill: I don't know that much about MS. Is your experience with it different from that of other people that have it? Do you have a doctor that you see about this?

Valerie: It's different for different people. There are certain people that go right downhill. I have what's called a relapsing and remitting type, so I get episodes. The first episode I thought I had a stroke. I could not talk well. I was like garbling. Then a year later I had another episode where the right side of my body just died. It was like a dead weight and I didn't know what I was going to do. Well, at that time they pumped me up with steroids and then within six weeks I got back the use of my arm and my leg on the right side, and then they wanted to put me on drugs and I didn't want to. That was about 2001 and that's when I started knowing that if I didn't reduce my stress levels I was going to have another MS attack and I didn't want that to happen.

Bill: But they had diagnosed it at that point as being MS?

Valerie: Oh yeah, it was. It was. And I knew from all the reading I had done, that cognitive processes are going to go. I've had three MRI's and after the third one the doctor told me "Yeah we see a little more inflammation and we want you to get on these drugs". I said, what does inflammation mean and he says, "That's where if you lose your axons then you're going to lose something the brain controls. That could either be language, your learning abilities, or it could be your motor skills".

I just didn't want to go on those drugs because they have so many bad side effects. That's another reason why I started looking for Holosync. I should have mentioned that way in the beginning. It wasn't only the bad boss but also my MS.

Bill: So is there anyway to tell whether Holosync has had a positive effect on the MS, or could you have stayed in this remission state anyway?

Valerie: Well, everybody is flabbergasted because I haven't had an episode since 1997.

Bill: Wow.

Valerie: I don't know if I would have gone downhill and had more episodes if I hadn't started using Holosync. And these neurologists don't want to get into this with you. I'd love to go and talk to my neurologist about Holosync, but all they want to do is treat the symptoms and give you a drug.

Bill: Well, if MS progresses more if you are stressed, then I would think that because Holosync does really raise your threshold for stress pretty significantly, that might be one way that it would help to keep it from getting worse.

Valerie: Exactly, exactly.

Bill: Well, it sounds like you have turned into a pretty happy person as a result of doing this.

Valerie: Like I said, I'm living my bliss. I do not have a job, but now I am retired. I say I am retired, you know. But I am doing what I love. The world is beautiful. All is right with the world and I have to thank Holosync for that because I don't get into these pity parties any more in my brain, you know that negative talk. I'm not going to say it is 100% gone, but it is almost all gone.

Bill: Well, Valerie, as we wrap this up is there anything you'd say to someone who's in the early levels of Holosync and wondering whether it's worth it to stick with it?

Valerie: The end reward is going to justify the means and don't stop now because you don't even know how good it's going to get. It's just been a wonderful ride and you will not regret it. Right in the beginning, Bill, you said that this is not an overnight miracle. This takes commitment, but you'll see change if you stick with it. The changes in me are just so dramatic.

I don't have a lot of money, so for me to put the money aside to buy Holosync has been a bit of a commitment, but it was the best money I ever spent in my life. If anybody feels they really need some help they should stick with Holosync and continue it through to the end because it just gets better. It just gets better as they keep going.

Bill: Valerie, thank you so much for being willing to spend this time talking about this. I'm sure this will be helpful to people and hopefully we'll run into each other in person at some point.

Valerie: I hope so, but you know Bill I think that if you ever want to put someone in touch with me I'd be willing to talk to them one on one. That's how much I feel this program is worth.

Bill: I appreciate that. Well, thank you so much for taking the time and hopefully our paths will cross again.

**Want to go deeper?**  
**Additional resources to help you learn more:**

**[Get Holosync Now! \(Click here or scan the QR code\)](#)**



## Appendix Two

# Many, many Holosync endorsers

### Who has used and endorsed Holosync?

**Jack Canfield**, co-author, *Chicken Soup for the Soul* book series, motivational speaker, success trainer, founder of Transformational Leadership Council, canfieldtrainings.com

**Genpo Roshi**, Soto School Zen Master, author, creator of Big Mind Big Heart

**Brendon Burchard**, New York Time Bestselling Author, success trainer

**Bob Proctor**, esteemed success teacher

**Dr. Daniel Amen**, “The Brain Doctor”, noted psychiatrist and brain scanning expert, author of *Change Your Brain Change Your Life* and many other books, star of many PBS programs

**Dr. Mark Hyman**, physician, New York Times bestselling author, founder and medical director of the UltraWellness Center, columnist for The Huffington Post, regular contributor to the Katie Couric Show.

**Karen Simmons**, autism expert, author, AutismToday.com

**Stephen Covey**, New York Time Bestselling Author of *7 Habits of Highly Effective People*

**Ken Wilber**, noted author, philosopher, and founder of *Integral Institute*

**Louise Hay**, personal growth icon, bestselling author, creator of Hay House Publishing

**Alex Allman**, RevolutionarySex.com

**Nick Ortner**, The Tapping Solution

**Alexis Neely**, *Eyes Wide Open Life*

**Alvin Huang**, SuccessVantage.com

**Andrea Albright-Benson**, health and fitness expert

**Andy Shaw**, author of *A Bug Free Mind*

**Anik Singal**, online marketing expert, creator of Profit Academy

**Anthony Alayon**, fitness expert

**Arielle Ford**, author, speaker, Huffington Post columnist, EvolvingWisdom.com

**Barry McDonagh**, creator of Panic Away

**Bill Phillips**, fitness expert and bestselling author of *Body for Life*

**Bob Doyle**, featured teacher in *The Secret*, WealthBeyondReason.com

**Brad Howard**, fitness and weight loss expert

**Brian Tracy**, CEO, Brian Tracy International, business, sales, and success expert, author of over 45 books, creator of over 300 audio and video training programs

**Brian Vaszily**, public speaker, columnist, and author of *The 9 Intense Experiences*

**Buck Rizvi**, founder of Real Dose Nutrition, founder of SurvivalDad.com, business development expert, public speaker

**Carol Soares**, entrepreneurial coaching expert, author of *Magnificent Mompreneur Mind*

**Chris and Janet Attwood**, co-authors of the New York Times bestseller, *The Passion Test*

**Chris Cade**, transformational teacher, creator of “The Inner Critic Recovery Program”, Liberate Your Life TV

**Chris Guerriero**, bestselling author, corporate keynote speaker, seminar leader



**Christy Whitman**, founder, Quantum Success Coaching Academy

**Craig Ballantyne**, fitness expert, author, editor of *Early To Rise*, Training Advisory Board for Maximum Fitness and Oxygen magazine

**Craig Hamilton**, IntegralEnlightenment.com, founding member of Integral Institute

**Dan Long**, fitness expert, SuspensionRevolution.com

**Dan Robey**, bestselling author, *The Power of Positive Habits*

**Dana Wilde**, author, *Train Your Brain: How to Build a Million Dollar Business in Record Time*

**Dave Asprey**, CEO and founder of Bulletproof, author of *The Bulletproof Diet*, creator of Bulletproof Coffee, host of the #1 health podcast, Bulletproof Radio, “biohacking” expert

**David Wolfe**, health and nutrition expert, author of *Eating for Beauty*, *Superfoods: The Food and Medicine of the Future* and other books, co-founder of TheBestDayEver.com online health magazine

**Dawson Church**, health writer and researcher, author of *The Genie in Your Genes*, founder of the National Institute for Integrative Healthcare

**Derek Rydall**, relationship and communications coach, screenwriter, author of *Emergence: Seven Steps for Radical Life Change* and other books

**Doctors Health Press**, publishers of monthly health newsletters for alternative and natural health topics

**Don Miguel Ruiz**, bestselling author of *The Four Agreements* and other books

**Dr. Al Sears**, specialist in anti-aging and integrative medicine, author of *The Doctor’s Heart Cure* and other books

**Dr. Alexander Schuster**, health expert, creator of Natural Health Summit

**Dr. Alex Loyd**, neuro-immune expert, author of *The Healing Code*

**Dr. Isaac Jones**, author of *How To Maximize Your Health in the 21st Century*

**Dr. James Hardt**, world-renowned brain wave biofeedback expert, President and Founder, Biocybernaut Institute, author of over 60 professional papers and presentations, author of *The Art of Smart Thinking*

**Dr. Joel Kahn**, cardiologist, author of *The Whole Heart Solution*

**Dr. Joe Rubino**, self-esteem expert, author of *The Self-Esteem Book*, *The Success Code*, and other books

**Dr. Jonny Bowden**, nationally known expert on weight loss, nutrition, and health, author of *The Great Cholesterol Myth*, *The 150 Healthiest Foods on Earth*, *Living Low Carb*, and other books, frequent guest expert on Fox News, CNN, ABC, NBC, CBS, past member of the Editorial Advisory Board for Men's Health magazine

**Dr. Pedram Shojai**, noted author, filmmaker ("Vitality", "Origins"), health expert, and lecturer, Taoist monk, QiGong master, founder of Well.Org, founder of BeMore magazine

**Dr. Robert Anthony**, psychotherapist, author of *Beyond Positive Thinking*, *The Ultimate Secrets of Total Self-Confidence*, *Think Big*, and other books

**Dr. Ruth Buczynski**, Director of the National Institute for the Clinical Application of Behavioral Medicine

**Dr. Sara Gottfried**, Harvard-trained M.D., Director of the Gottfried Institute, author of New York Time bestselling book, *The Hormone Cure*

**Dr. Scott Lewis**, clinical hypnotherapist, licensed chiropractor, author of *The Hypnosis Treatment Option*

**Dr. Steve G. Jones**, clinical hypnotherapist, author of 22 books on hypnotherapy

**Dr. Tami Meraglia**, Medical Director, Longevity and Anti-aging Medical Clinic, Seattle, Washington, radio host, speaker

**Dr. Vivian Goldschmidt**, bone health specialist, SaveOurBones.com

**Dr. Joe Vitale**, author of *The Attractor Factor* and other books, featured teacher in *The Secret*, guest on many national television shows including Oprah! and Larry King Live.

**Eben Pagan**, noted business and success trainer and speaker

**Ellie Drake**, founder of BraveHeartWomen.com and Brave Heart TV, teacher of entrepreneurship to women, speaker

**Erai Beckmann**, health and wellness expert, creator of The Future of Health Now

**Focus@Will**, creators of music optimized to create concentration and focus

**Jean Houston**, author, human potential movement icon, author of numerous books

**Chad Tackett**, fitness expert, owner, Fast Track to Fat Loss, FitFreeze, and Global Health & Fitness

**Kim Lyons**, athlete, personal trainer, nutritionist, fitness model, star of The Biggest Loser, author of *Kim Lyons: Your Body, Your Life*

**Frank Mangano**, author, researcher, health advocate, author of *The 60 Day Prescription Free Cholesterol Cure* and other books.

**Garrett Gunderson**, entrepreneur and business coach, creator of Freedom FastTrack

**Gaiam, Inc.**, leading producer and marketer of lifestyle media and health and fitness accessories, creators of Gaiam TV, and Gaiam Life

**Gary Ryan Blair**, goal achievement expert, speaker, coach, President of The Goals Guy, author of *Everything Counts!*

**Gay and Kathlyn Hendricks**, PhDs, relationship experts and teachers, authors of 35 books including bestseller *Conscious Loving*, founder of Spiritual Cinema Circle, frequent guests on Oprah!, CNN, CNBC, 48 Hours, and others.

**Glen and Natalie Ledwell**, MindMovies.com

**Global Health & Fitness**, online fitness programs

**GP Walsh**, speaker, personal growth teacher, blogger, creator of Master Heart Institute

**Guy Finley**, self-realization teacher, author of *The Seeker*, *The Search*, *The Sacred*, *Breaking Dependency*, and other books

**Hale Dwoskin**, creator of The Sedona Method, author of the New York Times Bestseller, *The Sedona Method*, featured teacher in *The Secret*, faculty member at Esalen and The Omega Institute.

**T. Harv Eker**, motivational speaker, success teacher, seminar leader, New York Times bestselling author of *The Millionaire Mind* and *SpeedWealth*

**Harrison Klein**, trainer, speaker, creator of Alignment Factor, Effortless Abundance, and other courses

### **Health Resources - True Health**

**Jade Koyle**, co-founder, Flow Publishing (helping experts, speakers, and authors develop new content and take it to market)

**Jaki Ives**, relationship expert, author of *Make Him Fall Madly in Love*

**Jeff Walker**, creator of Product Launch Formula, author of the #1 New York Times Bestseller, *Launch: An Internet Millionaire's Secret Formula To Sell Almost Anything Online, Build a Business You Love, and Live the Life of Your Dreams*

**Jason Ferrugia**, fitness trainer and personal development guru, founder of Renegade Fitness

**Jason Gracia**, author, "Six-Figure Expert", creator of the Empire Group

**Jennifer McLean**, personal growth teacher, creator of Healing With the Masters series

**Jesse Cannone**, fitness expert, co-founder of The Healthy Back Institute, author of *The 7-Day Back Pain Cure*

**Jim Katsoulis**, Master Hypnotist, Master Practitioner of NLP, blogger

**Jim Kwik**, memory, speed reading, and accelerated learning expert, founder of Kwik Learning, founder and curator of “SuperheroYou: Change Your Brain, Change Your World” learning conference

**JJ Virgin**, celebrity nutrition and fitness expert, author of *The Virgin Diet*, *The Sugar Impact*, and other books.

**Joel Chue**, feng shui expert, author of *Feng Sui Secrets*

**Joel Marion**, fitness coach, personal trainer, Certified Sports Nutritionist, creator of Body Transformation Insider, contributor to Men’s Fitness, Muscle Media, Woman’s day, SELF, Muscle & Fitness Hers, MuscleMag International, Oxygen, and T-Nation.

**John Assaraf**, personal growth teacher, featured teacher in *The Secret*, CEO of Praxis Now, author of *Having It All* and *The Answer*, guest on Larry King Live, Anderson Cooper 360, and The Ellen Degeneres Show.

**Jon Benson**, fitness expert, creator of the the Video Sales Letter Formula

**Josh Bezoni**, nutritionist, fitness and supplement expert, CEO of BioTrust Nutrition

**Karim Hajee**, personal growth teacher, creator of the Creating Power System and Creating Wealth

**Keith Scott-Mumby**, allergy expert “The World’s Number One Allergy Detective”

**Ken Druck**, speaker, coach, consultant, internationally recognized authority on resilience, author of *The Real Rules of Life* and other books

**Kevin Gianni**, health expert, RenegadeHealth.com, Renegade Radio

**Kevin Thompson**, creator of Automatic Income business creation system

**Kristen Howe**, personal growth teacher, Law of Attraction coach

**Lily Jensen**, founder of Path to Abundance and JustBeWellness.com

**Mind Valley**, sellers of personal growth products

**Larry Ostrovsky**, personal growth teacher, author, manager of Halcyon Publishing

**Lee Euler**, health writer, creator of Cancer Defeated newsletter

**Lewis Howes**, author, entrepreneur, former professional football player, host of popular podcast, The School of Greatness

**Lisa Garr**, host of The Aware Show

**Lisa Nichols**, personal growth teacher, author of *No Matter What!*, guest on Oprah, Extra, Larry King Live, Starting Over, The Today Show, Steve Harvey Show, CEO of Motivating the Masses, founding member of Transformational Leadership Council

**Loral Langemeier**, money expert, speaker, best-selling author, guest on CNN, CNBC, The Street TV, Fox News, The Dr. Phil Show, The View

**Marci Shimoff**, bestselling author, *Happy For No Reason*, founding member of Transformational Leadership Council

**Margaret Lynch**, speaker, wealth coach, author of *Tapping Into Wealth*

**Mary Morrissey**, life coach, motivational speaker, author of *No Less Than Greatness* and *Building Your Field of Dreams*, creator of The Dream Builder Program

**Matt Monarch**, raw food expert, TheRawFoodWorld.com

**Michael Hyatt**, business expert, author of *Platform: Get Noticed in a Noisy World*, featured in New York Times, Wall Street Journal, USA Today. “Top 10 Online Marketing Experts to Follow”

**Mike Geary**, fitness trainer, Certified Nutrition Specialist, author of *Flat Belly Kitchen*

**Mike Koenigs**, entrepreneur, internet marketer, creator of Instant Customer and Traffic Geyser, author of seven #1 bestselling books including *Publish and Profit*

**Mike Litman**, author of Amazon.com #1 bestseller *Conversation With Millionaires*, creator of Unleash The Greatness LIVE

**Matt Clarkson and Mind-Body Training Company**, holistic practices for health, happiness and abundance

**Mohit Tahiliani**, author of *Living the Secret*

**MyHealingKitchen.com**, website about “super healing foods”

**Naomi Mizrahi**, yoga expert

**Natural Awakenings**, health and fitness magazine

**Natural Health Dossier**, network of independent health researchers

**Nightingale-Conant Corporation**, success, personal growth, self-development courses

**Pamela Bruner**, success coach

**Panache Desai**, spiritual teacher, Oprah guest, author of *Discover Your Soul Signature*

**Dr. Paul Sheele**, co-founder of Learning Strategies Corporation, developer of PhotoReading, Natural Brilliance, Genius Code, Abundance for Life, and other programs, Certified Trainer of NLP

**Raymond Aaron**, personal growth and success teacher, featured teacher in *The Secret*, author of eight bestselling books including *Branding Small Business for Dummies*, and *Double Your Income Doing What You Love*, and two *Chicken Soup for the Soul* books (with Jack Canfield)

**Revolutioniz.com**

**Ric Thompson**, HealthyWealthynWise.com

**Rob Poulos**, fitness expert, owner of Zero Fitness

**Russell Brunson**, author, speaker, internet marketer

**Ryan Deiss**, success teacher, digital marketer.com, creator of Funnel Blueprint, Native Ad Academy, and other courses

**Sam Crowley**, best-selling author, speaker, business coach, [EveryDayIsSaturday.com](http://EveryDayIsSaturday.com)

**Shaun Hadsall**, fitness expert, 1st Runner-up Grand Champion 1998 Body for LIFE transformation contest, owner of one of the top 10 personal training studios in the world, voted America's "Most Fit" Health and Fitness Pro by Club Solutions Magazine.

**Nick Pineault**, nutrition expert, [nickpineault.com](http://nickpineault.com)

**Sonia Ricotti**, speaker, seminar leader, bestselling author of *Unsinkable: How to Bounce Back Quickly When Life Knocks You Down* and *The Law of Attraction Plain and Simple*

**SweetWater Health**, heart rate variability experts and makers of SweetBeat app to measure HRV

**Tami Simon and Sounds True**, independent media company disseminating products about spiritual wisdom

**Tara Marino**, owner of [ElegantFemme.com](http://ElegantFemme.com)

**Tellman Knudson**, Certified Hypnotherapist, founder of The New Hypnotists

**The Renegade Health Show**, [RenegadeHealth.com](http://RenegadeHealth.com)

**Integral Institute and Ken Wilber**, [IntegralLife.com](http://IntegralLife.com)

**Ty Loomis**, volleyball star, [tyloomis.com](http://tyloomis.com)

**Underground Health Reporter**, health information website

**Vic Johnson**, motivational speaker, goal achievement expert, [vicjohnson.com](http://vicjohnson.com)



**Want to go deeper?**  
**Additional resources to help you learn more:**

[Get Holosync Now! \(Click here or scan the QR code\)](#)



## Appendix Three

# Lots of letters

[Please enjoy this compilation of unsolicited letters from real Holosync users... \(Click here or scan the QR code\)](#)



**Get a FREE audio book copy of *The New Science of Super-Awareness*.**



[Just click this link to download it.](#)

**Want to go deeper?**

**Additional resources to help you learn more:**

[Get Holosync Now! \(Click here or scan the QR code\)](#)

