

# **Intelligence Accelerator**

***Unleash Your Inner Genius***

**Mind Persuasion**

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# Human Brain Organization

Thank you for purchasing this course. Investing in your own skills is one of the best investments you can make. The most lucrative skill you can develop is the skill of consistently increasing and improving your own intelligence, creativity, and memory.

These are the skills that are behind all other skills. The better you are at utilizing your amazing brain, the easier and more profitable everything else in your life will be.

There're two things we need to be clear on up front. One is that human intelligence, creativity, and memory are NOT set in stone. Just like a muscle, if you exercise your brain properly, you will significantly increase how it can work for you. Just like your legs, arms or back, the stronger and more flexible it is the more stuff you'll be able to do.

The biggest myth about "smart people" is that they're lucky, or they've got good DNA, or they were born that way.

It's an easy assumption to make, but consider seeing somebody with a highly developed physique. Do we assume they were born that way? No. We assume they must spend a lot of time at the gym, and they must be VERY careful about what they eat. Because we have our own collection of experiences of our attempts to shape our own body size and shape, we automatically link body shape (ours or somebody else's) to behavior, at least on some level.

But since we've all been through the horribly boring process of formal education (more on that later!), we just assume that some people are smart and other people, not so much.

Again, nothing could be further from the truth. No matter how intelligent you are, you CAN become more intelligent. No matter how good or bad your memory is, it WILL become better. No matter how creative (or un-creative) you may be, you WILL develop the creativity of da Vinci, so long as you do the exercises in this course.

Just like it's IMPOSSIBLE to NOT create a well-defined physique if you eat a diet of chicken breasts and broccoli and spend four hours a day in the gym, it's IMPOSSIBLE to NOT create a genius mind by doing the exercises in this course and regularly listening to the accompanying hypnosis sessions.

That is the FIRST thing you need to accept and believe on a deep level. Your brain is exactly like a muscle. The more you properly exercise it, the stronger it will get.

The second thing is fairly self-evident. The smarter you are, the easier life will be. The more money you'll tend to make. The stronger your sense of self-belief will tend to be. More likely than not, when you enter into an unfamiliar situation, you'll most likely think to yourself, "I got this."

You'll learn to see your mind as a tool, an incredibly wonderful gift that can be the source of everything beautiful in your life.

The exercises and concepts in this course are easy to do, easy to practice, and don't take much time. Unlike needing to spend hours at the gym every day, you WILL easily become a genius in six to twelve months, with only ten to twenty minutes a day of these exercises and listening to the hypnosis sessions whenever you have time.

Please. Stop. Take a deep breath, and read that again.

By doing the exercises in this course, and listening to the accompanying hypnosis sessions, you WILL become a genius. Not one of those stereotypical geniuses on TV who is brilliant in Quantum Physics but couldn't tie a necktie to save his life. You'll be a well-rounded, whole-brained genius that can easily solve any problem that comes your way with creative elegance, which is becoming rarer and rarer nowadays.

What will this mean for you?

Before we continue, imagine life as a genius. Imagine having flashes of brilliance throughout the day. Imagine all the ideas that you can turn into products or services. Imagine all the solutions you'll be able to come up with to problems--your own problems, relationship problems, and yes, even society's problems.

What will life be like when problems stop being sources of frustration and anxiety but instead sources of opportunity and creativity? What will your life be like when you accept the truth of who you really are, that your life is meant to for helping yourself, helping others, and enriching all of those

around you, merely by your presence?

Keep these ideas in mind when going through this course.

In the first part, we'll be going over the nature of your brain, the difference between your conscious and unconscious, and the vast untapped potential sitting right between your ears.

You'll understand some of the common pitfalls to memory, intelligence, and creativity and understand that all of these can easily and systematically be increased throughout the rest of your life.

Finally, we'll get into plenty of specific exercises that will show you exactly what to do on a daily basis to slowly and methodically turn your brain into a problem-solving powerhouse of imagination, creativity, and raw intelligence.

# The Split between the Conscious and Unconscious

Tons of stuff has been written regarding the differences between the conscious and unconscious, so you likely already have a few ideas about it. However, since this is a course based on giving you some real-world skills and understanding so you'll have some specific strategies to increase your brain power in measurable ways, we'll keep this as scientifically grounded as possible.

To begin with, the processes of the conscious and unconscious are not separate. There's not a separate physical area in your brain that is "unconscious" and a physical area of your brain that is "conscious."

In reality, our unconscious is a collection of certain "processes" that don't need our conscious awareness to function. Your brain is an incredible device that records information, does calculations, and comes up with emotional responses based on those calculations.

When we speak of having a good "memory," we mean being able to dig into our "unconscious" with our conscious minds and come back with the required information. When we speak of high "intelligence," we mean being able to consciously understand complicated things and interactions out in the world and using those understandings to accurately predict future events or modifying our behaviors in anticipation of those future events.

Those that have poor memories can't remember where they put their shoes. Those with low intelligence stare at an oncoming tsunami and wonder what to do.

Those with fantastic memories can remember when, where and how they first met their spouse like it was yesterday. Those with high intelligence can "read between the lines" during an important meeting, accurately predict who is going to say what, and mentally prepare themselves with a proper response.



## The Conscious-Unconscious Split

Long ago, humans were lower primates. And like all other mammals, we didn't have very high reasoning skills. We had instincts that were created by evolution.

Those that heard the sound of an approaching tiger quickly felt the feeling of fear and took off in the opposite direction. This didn't require any conscious thought. Only an unconscious response. An instinct.

Despite how advanced humans have become, how rich our language is, the amazing things we've created, from beautiful artwork to advanced medicine to frozen burritos, we are still largely driven by instincts.

Because instincts operate outside of our conscious awareness, they are part of our unconscious processes. Even when we are thinking consciously, we are highly dependent on our unconscious instincts to help us along.

Imagine for a moment that you are hungry. You'd like something to eat. So, you take a few minutes to consider what you'd like. After a few moments, you decide you'd like a pizza. So, you look for that coupon that came in the mail a few days ago. You look at the picture and decide you'd like pepperoni and mushroom. You call, order your pizza, wait for it to be delivered, and eat it.

Which part of this simple activity was conscious, and which

was unconscious? Which part required memory, and which part required intelligence?

Your craving for food was unconscious. You don't need to consciously remember to eat. However, your decision to eat pizza was conscious. It was determined after recalling to mind all the things you've eaten in the past. This required the cooperation of your memory and your unconscious.

Say, you considered briefly eating a cheeseburger. In a flash, your unconscious calculated the last few times you've eaten a cheeseburger, calculated how difficult and expensive it would be to get a cheeseburger, and quickly compared that to your current energy level and even to how much money was in your wallet. However, you don't see this process. When you considered a cheeseburger, you got a "feeling" delivered to your conscious mind from your unconscious.

Your unconscious then did the same thing when considering all other potential meals. Then your unconscious went "meta" and quickly compared all the "feelings" that it calculated based on your past experiences.

Then, when you finally "decided" to order a pizza, you had to remember where you put the coupon. You had to have enough intelligence to work the phone and talk to the person on the other end and give them directions to, or at least an address of, your house.

If you think this is a bit tedious, just to order a pizza, imagine that your unconscious is going through thousands of calculations like this EVERY SECOND.

That is the vast power of your unconscious mind. It is a result of hundreds of thousands of years of "human" evolution, which was incredibly competitive. Only the quick witted, the nimble of mind, could survive and pass on those genes to their offspring.

YOU are the result of that long and vicious competition.

The greatness that lies within you is on the border of your conscious and unconscious. So, how well you can "dip into" your unconscious processes and pull up information, feelings, and ideas will determine how successful you are in life.

The clearer you are with your objectives, the more likely your unconscious will be able to take the information happening around you and give your conscious mind helpful information, ideas, and intuitions on how to behave in order to get what you want.

## Conscious and Unconscious--Differences in Size

The conscious brain can only handle 5 to 10 pieces of information at once. It is easily confused, easily manipulated, and gives up quickly. The unconscious, on the other hand, can handle up to a million bits of information per second.

As a metaphor, consider this. You've got a huge field that is packed with information. The information is written down in text, the same size as you are reading now. The field is about 100 square miles, or ten miles one each side. That is the equivalent of over four BILLION pieces of A4 size paper.

How much can your conscious mind see at any one given time? About three or four short sentences. Max.

How fast is your unconscious mind? To answer that, consider these questions. Notice the process of finding the answer, and notice how long it takes for your vast unconscious to deliver them. Just take the time to read and think about the questions, and notice the process speed.

*What happened on your last birthday?*

*Who was the first person you kissed?*

*When was the last time you ate something red? What was it?*

This gives you just a quick glimpse of the vastness of your unconscious.

Now, you may notice that the first two questions were easy to remember, but the last one might have taken some time.

Why is that?

Your own birthday is very important. As you are experiencing it or living it, you are likely feeling and doing things that you label with great importance. The same with kissing somebody.

But what about the last time you ate something red? Since we don't normally take time to remember the food we eat, it's harder to dig up that information.

This is the first clue on how to more easily remember things. How we put them in will have a huge effect on how well we recall them.

We'll get more into the specific strategies later on, but for now, let's look at one of the unhelpful myths of memory.

## The Magic Box Theory

Most of us say things to ourselves about our poor memories.

"I can't remember names."

"I always do terrible on tests."

"If I don't make a list, I won't remember it."

But think of the last time you met somebody. You said your name, and they gave you theirs. Did you do anything specific to remember their name, or did you simply "hope" that you'd remember it? If you do that (hope that you'll remember), which is what most people do, you likely don't remember names well, which most people don't. But if you learn to put things into your mind with importance, it will be MUCH easier to get them out later. (We'll cover specifics in a later section.)

Since you didn't take any time or specific effort to put any special importance on that particular piece of information, your unconscious didn't think it was very important. Now, you may have WANTED to remember their name, but that's not enough.

Remember, your brain is a physical thing. It operates according to the laws of biology, physiology, and chemistry. Simply wanting something isn't enough.

Imagine you're standing there on the free throw line on a

basketball court. You've been on the team for three years, but you've never played, and you've never practiced. Suddenly, for whatever reason, you're in the game. If you make the shot, your team wins, and you're a hero. If you miss, your team loses and you'll be banished to the edge of town where all failed basketball players go. Sure, you WANT to make the shot. You're sufficiently motivated. But unless you know HOW to shoot, unless you've practiced shooting, you will only make the shot if you are lucky.

This is how most of us treat our minds, like a magic box that sometimes spits out what we want and other times fails us.

But if you never practiced basketball, did the basketball fail you? Did the gods of luck fail you? Did the hoop fail you? Did your arms fail you?

Nope.

Now this may sound harsh, but if you have trouble remembering things, it only means you aren't using your tools in the most effective manner.

Luckily, learning how to use your brain effectively is pretty easy. So easy that once you start using the techniques in this course, your friends, boss, and coworkers will think you're a genius.

And you will be.

## The Perils of Modern Education

Humans did pretty well before schools were invented. One of the reasons that humans became the predominant species on Earth is because of our flexibility. There're not a lot of environments on Earth where humans haven't lived. Extreme cold, extreme heat, extreme elevations, we've figured out how to live there. That means learning is something that we do well. Very well.

However, in modern times, there's a theory that somehow the brain "switches off" when we turn seven or eight. Most people readily agree that kids learn quickly, and adults learn slowly.

But is this really true? Do our brains suddenly decreasing in learning ability? Does something happen?

To be sure, in our modern world, it certainly does. But it wasn't always that way. In fact, up until recently, our human brain was designed to live in an environment and continuously learn about that environment as we got older.

In some of the societies that still live in the "hunter-gatherer" model, the best hunters don't reach their stride until well into their forties. How would this be possible if learning "shut off" at age five or six?

Children are naturally curious. When we were very young, we wanted to know everything. We were natural explorers of our environment.



So what happens? Does our brain go through some chemical and physical transformation when we reach the age of seven or eight, or is something else going on?

The truth is that we are ALL geniuses when we are born. But by the time we finish formal education, we are all de-geniused. Our creativity is killed; our natural curiosity is snuffed out, and we are trained to be obedient workers.

While the political history of our educational system is beyond the scope of this manual, understanding the basics helps us to understand why it does the opposite of what we think it's supposed to do.

Originally, large-scale education was designed as a sorting mechanism rather than a training mechanism. It was designed to sort the elites from the workers and the soldiers. It wasn't designed to "educate" anybody. It was designed to put everybody through a big filter and allow the entities, such as the state and large corporations, to skim the talent from the top. The rest were shuttled into menial jobs, such as factory workers and soldiers.

If you had trouble in school, you're not alone. School wasn't designed to educate you. It wasn't designed to prepare you for the world. It wasn't designed to elicit from you the gifts that will allow you to live a rich and prosperous life. It was designed to sort you.

## Necessary Ingredients for Learning

While it may seem like a self-evident truth, in order to learn something, it helps if you actually want to learn whatever it is you are intending to learn.

This is one of the drawbacks of formal education. There's not a lot of information we learn in school that is even partially interesting to most children. The tragedy is we are forced to withstand the horribly boring educational process, don't do very well at it, and then conclude that we aren't good at learning.

But recall some things, now, that you learned easily. Things you wanted to know or things that you wanted to do. If you were looking for a party where several eager lovers were waiting for you, you likely wouldn't have any trouble recalling the directions. If you wanted to cook something delicious, you likely would only need to go through the process a few times before learning the recipe by heart. If you were excited about going to a foreign country for the first time, you likely learned a few phrases with relative ease.

Compare this to the daily drudgery of learning in a classroom and you'll see a huge difference.

One thing to understand is the difference in motivational systems. Humans are all motivated by a combination of pain and pleasure. We do things to either avoid pain or move closer to pleasure. Usually it's a combination of both. Some

are more highly motivated by moving away from pain. Others are more highly motivated to move toward pleasure.

However, when you think of the internal motivations that are likely triggered in formal education, it's more likely to move away from pain.

Sure, you might feel good by getting good grades, but the entire classroom environment is designed to punish children that don't behave or don't learn. In fact, the bulk of the motivational strategies of most educators today is vague when speaking of moving toward pleasure and very specific when moving toward pain.

What does this mean?

Consider a teacher trying to motivate the students. He or she may say something like, "This test is important to your future," or "You'd better study hard if you want to get into a good college," or "If you want to have a successful life, you'd better study hard." These are all vague promises of a better future in an indeterminate time. Something vague that will happen at some vague time in the future. It would take a lot of concentrated effort on the student's part to turn those vague promises into specific goals.

On the other hand, think of the negatives associated with learning (or not learning, as the case may be) in school. If you don't do well, either on a test or simply by answering incorrectly in class, the pain is immediate and very specific.

Being proven wrong in front of your peers is a horrible

feeling. This is precisely one of the main reasons that children go from outwardly expressive, charismatic and magnetic kids to shy young adults.

And guess what? This is the absolute WORST situation for learning.

The best situation for learning is when you are relaxed, when you feel safe enough to make and learn from your mistakes, and when you are learning something based on your own decision and desire to learn.

Consider a young child learning to walk. They've decided on their own that they want to walk, as they want to copy the adults around them. When they try and fail, they get nothing but support, encouragement, and praise from their parents. They feel completely safe because any time they feel afraid, they parents usually rush in to lend a hand, emotionally and physically. Any success is met with immediate gratification. Any failure is met with immediate support. In fact, when a child is learning to stand up and walk, the very process of trying, failing, and trying again based on previous feedback is enjoyable.

Now, let's compare that to the typical situation in most elementary schools. Failure is usually met with criticism, either overtly from the teacher or as feeling of being embarrassed in front of your peers. Success can come in many forms, but it's crucial to understand how children deal with feedback in school compared to feedback when learning "naturally." If you raise your hand in school and get the "right" answer, you may get praise from the teacher or you

may not. You may get praise from your classmates, but you might get the opposite. If you get a good test score, you may get praise from your teacher, you may not. You may get praise from your classmates or you may not. But a good test score usually comes a certain time after the effort. You study for a couple weeks; you take a test, and then get your grade back a few days later. The result may make you feel like you've accomplished something, or it may feel like you've simply avoided a negative outcome. Even if you felt as if you've accomplished something, it was a goal that was defined by somebody other than you.

Let's compare the two.

### **Childhood Learning**

- Self-motivated and directed
- Failure = instant support and validation
- Success = instant support and validation

### **School Learning**

- Motivated and directed by others
- Failure = potential criticism and rejection
- Success = delayed good feelings or delayed avoidance of bad feelings

Now, as mentioned before, there's a common belief that our brains somehow "switch off" when we turn seven or eight. But I think you can understand what's REALLY going on. Our brains don't switch off. We are taken out of an environment that is safe, supportive, and conducive to learning and put

into an environment that is hostile to learning.

Saying our brains "switch off" when we turn seven or eight is like saying our legs fundamentally change in muscle composition when we stop running downhill and start running uphill.

The good news is that right here, right now your brain is perfectly capable of learning just as easily as when you were a young child learning to walk and talk. All you've got to do is create the right learning environment, and you'll astound even yourself.

In order to fully unleash your super learner within, you've only got to create the following conditions.

### **Self-Directed**

The material you are learning has to be something you've chosen. Or you have to fully understand why you're learning what you're learning, namely because of a goal you've either chosen for yourself or fully accepted.

Now, many of us have jobs where we need to learn things to get ahead. And oftentimes, these are not things that we'd otherwise learn in our free time. What then? Simply determine the reason that you're learning the material, and describe it in a way where you end up getting what you want. If you are learning something for work, think of it as learning in order to make more money, and then imagine the things you'll be able to buy with that extra money. Fully imagine that and bring it into the present as you study the material at

hand. Create a cause-effect relationship in your mind, where learning the material means or will create more money. If it's for a promotion, or more job opportunities in the future, that's fine. Just create a cause-effect relationship with what you are studying to what you eventually will get, based on your own values and desires.

## **Accept Failure as Valid Feedback**

Many people see tests as the final measurement of whether they know the material or not. But in reality, they are only a measurement of how much you know at that current time. They can be invaluable for showing you where you've been successful and where you need to focus more energy.

Imagine you were hiking through the mountains, and you decided to build a small bridge across a stream. When you had it put together, you might "test" it to see if it was ready yet. Would you pack up and go home if it "failed" the first test? Absolutely not! You'd simply do more work where it was needed.

When you were very young, every single time you tried to stand up and walk, you were "testing" yourself. However, even describing this as a "test" is not accurate. You were "measuring your progress."

From now on, see each and every "test," whether they are official tests or self-generated tests, as simply "measurements of progress."

## **Consistent Feedback**

When you do achieve success, be sure to really appreciate it. If you are learning something as part of a larger goal, imagine yourself one step closer to that goal. Really make it bigger in your mind. Take a few minutes each and every time you have even the "smallest" success.

## **See Yourself as Your Own Perfect Parent**

When you were a child, you were surrounded by supportive parents that took care of you and helped you become a functioning adult.

As an adult, you may not have someone looking over your shoulder to give you support when you need it or giving you congratulations when you deserve it. That's fine. Just imagine the support and encouragement you'd like, and simply give this to yourself.

We'll get into many more specific techniques for learning specific details later on, but these three ingredients will lay the foundation for easy learning of any topic you choose.

If you **ONLY** did these three steps when you learned things, you would learn and remember much more easily, and much more quickly than you **EVER** did in school.



## Techniques for Massive Memory

As mentioned before, many people treat their memory as if it is a magic box, instead of as a very useful tool that requires a simple procedure.

For example, somebody tells us their name, and we spend a second or two trying to "remember" it, and usually we don't even repeat it. Then later, when we attempt to recall their name, we are upset and frustrated when it doesn't suddenly show up.

Remember, there are millions of bits of data going into our brains every single second. Unless you take the time to differentiate pieces of information as they are going in, it will be very difficult to later find them.

Here's a quick metaphor to help you understand. Imagine you are standing in front of a huge warehouse. I mean really, really huge, about a hundred square miles (ten miles by ten miles) and ten stories tall. You're the manager, and you oversee the receiving section of the warehouse. There are hundreds of new objects entering the warehouse every second carried in by thousands of workers in the front, in a huge assembly, kind of like the old school firefighters who had to pass buckets of water to put out fires. You're standing in front, watching all the incoming equipment flying by.

You see this interesting wooden block, and you take a few moments to look at it as it's coming in. Your workers notice

that you stop and look at it, but you don't give them any special instructions. They just take it and store it in the vast warehouse based on their own internally decided system.

Then an hour later, you ask one of the guys, "Hey, where did you guys put that interesting block I was looking at an hour or so ago?"

He says, "Sorry, boss! I didn't know you thought it was important, so we didn't tag it! I think it's in section 1254b-176a along with all the other square objects. I'll send somebody to go looking for it, but they may not come back for a couple of weeks!"

This is what happens when we see some kind of information that we'd like to remember, but we later can't. We look at it as if it's important, but we don't take any conscious effort to give our unconscious any help in "tagging" so it will be easier to find.

One the simplest ways to dramatically improve your memory is to spend just a few extra moments at the beginning and take some correct effort when "memorizing" something. I say "correct" because oftentimes we put in effort, but it's not usually very helpful.

Consider trying to levitate an object in front of you. You stare at it, strain, focus all of you mental energy, conjure horrible thoughts if you can't move it, conjure up wonderful rewards if you can move it, yet it still doesn't move. Lots of effort, but no results. On the other hand, you could simply walk over and pick it up. A lot less effort (both mental and physical) and a

lot better results.

Oftentimes we put in effort, but unless it's the CORRECT effort, the results will be disappointing. Nowhere is this truer than trying to remember information. Think of all the times you've spent studying or attempting to learn something, only to later find out the results were much poorer than what you'd expected.

The first step in creating a steel trap of a memory is to understand HOW you input information into your brain. It will make all the difference in the world.

### **Three Times Is the Charm**

To adequately remember something, we need to input it three times, in a specific interval.

Think of one piece of information, we'll call that Alpha. You input Alpha into your brain using a helpful technique that you'll learn later. Then a while later, perhaps a day or two, you input Alpha again, using the same method. Then, on the third attempt, you "test" yourself by seeing how easy it is to recall Alpha.

If you input this information correctly, you'll find that this all you need.

Of course, when we study or learn things, they are usually a lot more complex than one simple piece of information.

Our brains are made up of a vast network of interconnected neurons. When you "fire" one neuron, it automatically will fire all the neurons that it's most closely connected to. When remembering things, these are called "associations."

When you think of one thing, you naturally think of others. Sometimes these are kind of strange, such as if we see a lady wearing a red dress and she reminds us of that time when we were kids and the ice cream truck came by. This is simply because of the lattice structure of our brains. For some reason, the neurons storing the "memory" of the lady in a red dress are very near the collection of neurons storing the memory of the ice cream truck.

When we understand this structure, and remember things in congruence with it, it will make recalling them a lot easier.

Consider learning a few pages of text for a test in school. Let's say you're studying history. You read several pages that you'll later need on a test.

The first step is to read and understand the material. The second step is to go through and extract key points, names, and dates. Simply by taking the time to extract this key information from the text, you'll be building associations with that key information and the supporting text.

Then the second step is you take each piece of key information and input it into your brain using a pegging technique that you'll learn below.

The third step is, next day; you look at each piece of this key

information and recall the associated pegging information. Then you notice how easy or how difficult it is to recall the associated information.

The final step is, on the third day, you call up the key information from scratch, based on some already known information (more on that below). That brings up the key information, which brings up the associated information.

The first pass through, on the first day, it may take 30 minutes. You'll need to read five pages of text and write out a summary including the key information. Then you'll need to associate this key information with something you already know.

The next day, you look at the key information and review those associations you've made. This will only take five or ten minutes.

On the third and final day, you will recall the information you already know, which will bring to mind the key information you are inputting into your brain, which will automatically recall the associated material from the surrounding text. This will only take a few minutes.

In total, you've spent no more than 45 minutes inputting the information from five pages of text, which you can later recall very easily.

Say you've got much more text, what then? The process is the same. But instead of reading through all the text at once, you simply break it down into small chunks.

Let's say you've got five "chunks" of information of five pages each. We'll call those A1, A2, and so on. Then let's refer to each of these remembering stages as Stage 1, Stage 2, and Stage 3.

In only 45 minutes per day, over an eight day period, you will know the material like the back of your hand. Meaning you'll be able to stand up, and discuss this material, or write an essay on this material, or easily and quickly pass a test on this material.

It breaks down like this.

Day 1 - 30 minutes

A1 Stage 1

Day 2 - 40 minutes

A2 Stage 1, A1 Stage 2

Day 3 - 45 minutes

A3 Stage 1, A2 Stage 2, A1 Stage 3

Day 4 - 45 minutes

A4 Stage 1, A3 Stage 3, A2 Stage 3

Day 5 - 45 minutes

A5 Stage 1, A4 Stage 2, A2 Stage 3

Day 6 - 10 minutes

A5 Stage 2, A4 Stage 3

Day 7 - 10 minutes  
A5 Stage 3

Day 8 - 10-15 minutes  
Review All Stage 3s

Now, is it absolutely necessary to separate Stage 1, 2 and 3 over the course of separate days? Absolutely not.

The ONLY thing that's required is you give your brain a break between stages, preferably by doing and thinking about something enjoyable and relaxing.

When you're doing Stages 2 and 3, you can actually do this during commercials on TV, or during breaks at school or work, or any time. The ONLY time you'll need to sit down and actually "study" is when doing Stage 1.

Another thing that is absolutely crucial is you break down ALL Stage 1 activities into a MAXIMUM of thirty-minute sessions. Just spend thirty minutes learning and summarizing the material into key points.

If you've got a lot of material to input, then it will make it a lot easier if you alternate stages.

Meaning if you've got a marathon study session planned, you'd do well do study like so:

Stage 1  
Break  
Stage 2, Stage 3

Break  
Stage 1  
Break  
Stage 2, Stage 3  
Break

And so on.

There are two crucial elements of this strategy to understand. One is that you'll need to break up the learning of ANY complex material into three separate stages.

### **Stage One**

Read and go through the material for the first time and summarize it down into small "chunks" of key information that represents the bulk of the material. This is best done in your own words and written by hand. Choose whichever images, phrases, and terminology will automatically recall the information. Once you've got the summarized information, you'll input it into your brain using a technique we'll go through below.

### **Stage Two**

Simply review the associations you've made, using the pegging technique we'll go through below. The original material is NOT needed at this point, but it can be helpful as a reference. Simply recall the associations you've made.

### **Stage Three**



This is when you recall the summarized information, from scratch, and then use that recalled information to recall the original material.

## **The Pegging Process**

This is an incredibly powerful process that has been around for a long, long time. It basically works by connecting something you already know, to something you want to remember.

It's called "pegging" because it's similar to hanging something on a peg on the wall, like your keys or a coat.

Remember the neurons we talked about earlier and how they are all interconnected? The trick is, by using the pegging process, we'll be taking something we want to learn and physically placing it in our brains by creating a neural memory near something we already know. Then, when we want to elicit the new information, we simply call to mind the thing we already know, and it will naturally recall to mind the new information.

Remember the metaphor about the giant warehouse? Imagine the name or the special block of wood that you wanted to find later. Instead of just looking at it, you told your workers to place it somewhere they would remember. Let's say the person's name you wanted to remember was the same name as your coach from little league baseball. And on your little league baseball team, you wore blue hats.

You told this information to your helpful worker, so they put it

in the baseball section under the blue subsection.

Now you know EXACTLY where in your huge warehouse that block of wood is. Now, instead of saying to your workers, "Hey, where's that block of wood?" You can say, "Hey go get me that block of wood. It's in the baseball section, in the blue subsection." And lickity split, you've got your block of wood!

The way you can remember information using the pegging system is precisely the same.

I've taught and shared this method to countless students, friends, coworkers, and the response is ALWAYS the same: "Wow, I never knew remembering stuff was so easy!"

But, there's one more thing that will make it even easier. Instead of just creating a new set of neurons next to something you already know, we're going to input the new neurons, and then connect them with known neurons using an incredibly strong set of connectors.

Think of when the Internet was first invented. Most people had dial-up, 28kbps modems. Really, really slow. The internet was all text, and nobody dreamed that just in a few years we'd be streaming movies online without a second thought.

Think of all the neural connections in your brain like different internet connections. Some are broadband, and some are like dial up modems. But some are much thicker and much FASTER, like futuristic, alien, fiber-optic technology that makes T3 connections look like paper cups connected by dental floss.

That's the kind we'll be building! (Not the paper cup kind, the alien technology kind!)

## **Step-By-Step Pegging Procedure**

The basic idea is to take something you want to know and hook it to something that you already know.

Simple enough, right?

It is, but before we get into some specific examples, you'll need to do a few things first. One is to create a "pegging list" of things you'll need to attach the new information to. It's helpful to have a list because otherwise you won't know what you hooked the information to!

The good news is that there's hundreds or even thousands of things you can hook stuff to. For this particular exercise, we'll use specific body parts. You could also use rooms in your house, stuff in your room, parts of your, the things in your car, or even several pencils or pens.

This last can be particularly helpful if you're taking a test. Just look inside your pencil case, and use each pencil, pen, eraser, and so on, and use those things to recall the information.

OK, we've got the first part, the list of things you know; now we'll need to connect the things we want to remember to that list.

We'll be creating an association of what you already know, in this case your body parts, to something you want to remember.

For this example, we'll be using specific things, or objects, so you can understand the process. But even if you are remembering abstract things, like names, dates, ideas, you'll still easily be able to use the same process.

Let's take the first thing on your body parts list as your feet, and the thing you want to remember is a package of frozen burritos. So, what do you do? Imagine a pack of frozen burritos on your feet? Well, that image is easy to create, but it's pretty boring, so you'll likely forget it. So, how do we improve it?

Whenever you associate something you'd like to know with something you already know, three things will make it very effective, what I'll call: action, pain, and sex.

## **Action**

The first thing we'll need to do to that image is make it an active image, rather than a passive image. And not just simple moving around, but big, wild, cartoonish action. Remember, the only person who is going to be thinking about this image is YOU, so make it as crazy and silly as you can.

## **Pain**

Remember when we talked about thick connections in the brain vs. thin connections, or an alien T3 connector vs. a dial

up modem? One thing that quickly makes THICK connections is any idea of pain.

I remember once when I was a kid, I actually stuck my finger in a light socket. I'm not sure if I saw it on a cartoon or if I just wanted to see if my head would light up like a light bulb, but I'll NEVER do that again. That electrical pain that shot up through my finger quickly laid down a THICK neural connection in my brain so I'd NEVER make that mistake again.

Maybe you've had a similar experience?

When you create pain in your image (in this case a case of frozen burritos and your foot) you will be MUCH more likely to remember it.

We're not done yet!

## **Sex**

All humans are motivated to move away from pain and toward pleasure. The worst pain is, well, physical pain, so when you imagine pain, your brain will lay down a thick neural connection.

What's the best pleasure? Yep, sex! Well, there might be better pleasures, like watching your child walk or talk for the first time, but on a deep animal level, sex is where it's at. It's easy to imagine, and when you imagine sex, it will create powerful associations in your brain. This is why, incidentally, advertisers use sex. You will automatically associate that

product with the sexual images. You simply can't avoid it.

## **Putting Them Together**

OK, here we go. We want to remember a pack of burritos, and we are going to do so by attaching it to our feet. We need to imagine a huge, goofy, active image that includes sex and pain. And plenty of both.

So, how about a huge, really super-sexy burrito (that's VERY well endowed, just like you like 'em) is whispering into your ear in a very sultry voice, but at the same time, that big huge burritos is smashing the crap out of your feet with its iron burrito fist, and blood and bone is flying everywhere.

Try to actually FEEL the pain as well as FEEL the sexual desire. I promise, this is totally messed up, but you'll NEVER forget that pack of burritos again when you go to the store!

OK, so we got a sack of burritos on our feet. Next we want to attach a carton of whipped cream to our knees. Remember, crazy picture, sex, and pain.

How about being dipped slowly into a giant vat of whipped cream, and our legs are tied behind us so our knees go in first. Except the vat of whipped cream is filled with piranhas, and they start chewing away at your poor knees as you are dipped lower and lower into the vat. While they are doing so, one jumps up and bites you right in the. . . . (Do you get the picture?)

Next, how about your belly button and some Salsa, a jar of

extra hot salsa.

Let's see. You're on a desert island tied up naked with your arms and legs spread. Surrounding you are gorgeous island girls (or guys) in tiger-skin bikinis like in those old B-movies. They have a jar of salsa, and they open it up and hot lava pours out on your belly button, melting right through you and dripping on the ground.

Next, we'll attach some peanut butter to your shoulders.

Let's say you're getting a nice massage on your shoulders from an ultra-sexy guy or girl. But they push you face down into a puddle of peanut butter and push your face down into the peanut butter while pulling your shoulders out of their socket. (I know, this is messed up!) Imagine smelling the peanut butter while you feel your shoulder joints pop out. Ouch!

Finally, we'll put some strawberries on your neck.

Some gorgeous guy or girl is beckoning you, and as you walk towards them, they give you that sexy look you love so much. But then a noose comes down, made out of, you guessed it, strawberries, and yanks you up off your feet. As you're getting pulled up by the strawberry noose, the girl or guy looks at you and starts rubbing your you-know-what!

OK, let's check. You're at the store and you think of, feet, knees, belly button, shoulders and neck. Without reading the previous section, can you remember all the stuff?

Of course, everybody is different, so you'll need to come up with your own crazy, sexual-pain pictures that mean the most to you on your own. But hopefully this has shown you that, with just a little bit of effort on the front end, recalling things is easy on the back end.

## **Non-List Memorizing**

Now, if you're not remembering things on a list, you can still use this method.

Just simply take the thing you want to remember and find out something that you can hook it to in your brain. Depending on the situation and what you're trying to remember, you may or may not need to include all the crazy, psychotic, sexual, painful images.

Let's look at some more examples.

Imagine you're in Japan. You're watching the Beatles play a concert. Godzilla is in the background, so you know you're in Japan. You get closer to the stage, only to see something horrifying. Instead of Ringo Starr on the drums, you see a big, fat, green apple with these evil eyes just jamming away.

Huh? How do you say "apple" in Japanese? "Ringo," that's how! Now you'll never forget it.

Let's say you're at a picnic. It's in Nebraska. You know it's Nebraska because there're rows and rows of corn everywhere, including those creepy kids from "Children Of The Corn." You sit down at a big picnic table in the middle of



the cornfield, and somebody has put out a pretty big spread. You pick up a big salted and buttered corn on the cob, and sitting directly across from you is Abraham Lincoln. He swats the corn out of your hand and hits you over the head with it. Then he takes off his clothes, gets up on the table, and starts to recite the Gettysburg Address.

What's the capital of Nebraska? Lincoln, that's what! Think you'll ever forget that?

How about this number: 18763141212

Got it? Can you memorize it? Maybe, maybe not.

But consider this. You're at the 100-year anniversary of the signing of the Declaration of Independence. You know it's the 100-year anniversary because all those famous dudes (Jefferson, Franklin, Washington, etc.) are all standing around with big gold 100s around their necks, like pimps or something. Then Ben Franklin walks up (flying his kite behind him) and starts throwing pies in everybody's face. (Cherry pie from the tree that Washington chopped down.) You're standing there watching, thinking, "WTF...?" Then suddenly Franklin's hands turn into two twelve packs of beer. He walks over and smashes you on either side of the head, and the bottles all smash and you can feel the beer running down your chest.

What was that number again? 1876 (hundred years after the signing), 314 (the first three numbers of pi), and 1212 (two twelve packs).

Got it? OK, maybe that was a bit of a stretch, as you may not be familiar with American History, but you get the idea.

Just think of something you want to remember; then think of ANYTHING it can remind you of, and create a really crazy, really insane picture involving as much pain and sex as possible.

Here's the funny thing. Once you take the three or four minutes it will take, you'll have ZERO trouble recalling it.

I was bragging to a friend of mine in Vegas one night after we had spent considerable time gambling (losing) and drinking. We were in the middle of mowing through a stack of \$1.99 steak and egg specials at about 3 AM. I challenged him to give me any number and then write it down. He told me the number and was ASTONISHED that I came up with it the next morning. It only took me about a minute or two to come up with some crazy picture, and associate that crazy picture to the memory.

Because I was sitting there with him while I was coming up with the crazy picture, I was ALSO associating the number, the picture, WITH HIM, so when he asked me about it the next morning, it quickly came flooding back without ANY effort on my part.

It really is that easy!

Now, this may seem a bit strange at first, but once you get the hang of it, it is pretty easy, and pretty quick.

Remember before when we were talking about that three-step process? Let's review that part again so you can see how this all works together.

Step One is when you take a lot of information and condense it down into a few simple points, or ideas.

Step Two is when you "hook" those points or ideas into your memory, using the above method.

Step Three is when you review your associations you've made between the new information, and the information you are hooking it to.

In actuality, you are creating a new "cluster" of information in your brain and hooking that new cluster to information you already know. When you recall any part of that cluster--which will include all the associations, the synthesized bits of information, as well as the totality of the new information--it WILL all come rushing back.

By combining the three-step process with this pegging technique, you will dramatically increase the ease with which you can study and memorize large amounts of information.

This works with information you need on a test, information you'll need to remember for an important meeting, or information you need for a speech, either for the speech itself or any information that you'll need to recall during a question and answer period.

To see how useful and easy this system is, consider a 500-

page textbook for a history class. If you took only five pages per day, using this three-step system, you could easily memorize the entire textbook in 100 days, in only 30 to 45 minutes a day. This means you could take any college level class, and master all the material throughout the course itself.

This is great, but what about remembering other things? Well, let's take a look!

One of the pieces of "evidence" that pops up that "proves" we all have poor memories is our inability to remember names. But remember, our ability to remember anything is directly correlated with how well we input the data in the first place.

If somebody tells us their name and we don't take any effort to remember it, of course we'll forget it!

The structure of remembering names is slightly different than remembering a grocery list or remembering things for a test, but the concept is the same. Attach what you know to what you want to know using some crazy, nonsense picture, using sexual and painful imagery to dramatically help the process.

It's absolutely crucial to understand that this is all an internal process. Many people are uncomfortable with this, as it requires you to think of other people in non-flattering terms. But always keep in mind that the purpose of this is to remember their names, which IS incredibly flattering. Also keep in mind that you never, ever share your "visualizations" with anybody, for reasons you'll see in a moment.

The first thing you'll want to do is take a look at the person whose name you'd like to remember. This means being proactive and actually looking around to people you might actually meet. Hopefully by now you're starting to realize that memory is a VERY proactive process.

Anyhow, you see the person. Take a look at them. What pops up? What's the FIRST thing you notice about them? Remember, this is NOT the time to be polite or politically correct. This is ONLY an internal picture or idea. You're not going to laugh to yourself as you think about this. This is just to help you remember their name. (Which, by the way, is the sweetest thing they'll ever hear!)

Let's say they've got a big nose. Remember, this is to help you help them. Just think to yourself, "Wow, they've got a big nose." DON'T laugh out loud or point, or have a conversation with yourself. The point is to QUICKLY think of this person as "Big Nose." Actually take a split second and imagine that their nose is twice as big, or even ten times as big as it really is.

Then when you meet them and hear their name, repeat it to yourself. Then quickly find whatever object, preferably a proper noun or an actual thing you can touch hold and feel, that their name reminds you of. Then simply associate that thing, with their nose. And do so creating those big, crazy pictures we've been practicing with.

The first time I tried this, I met a guy named "Mike," who actually had a big nose. And he also had quite a bit of nose hair.

So I imagined him with an ULTRA big nose, but instead of nose hair, there were plenty of microphones, connected with cables up inside his nose. Every time he moved his head, I imagined the microphones (mics) swinging around and bashing into everything.

I NEVER forgot this guy's name!

Now, this will take a while the first few times you do this, so it will help to practice. Simply find a source where you have plenty of pictures of people and their names are near their pictures. Newspapers, magazines, or any kind of high school yearbook you find online will be perfect.

This is so easy and so powerful that the biggest problem will simply be remembering to do it. But if you do take some practice with this and remember to do it, you'll be AMAZED how easy this is.

Not only that, but once people realize that YOU are somebody that remembers their name, they'll think of you on a completely different level than everybody else they deal with.

Let's go through some examples so you can see how this works.

Let's say you see a girl, and she's wearing a red sweater. So you start thinking "red, red, red . . . strawberry!" So before you introduce yourselves to each other, you think of her as "Strawberry Girl." Then she tells you her name is Pam. Now, when I say "Pam" to myself, the first thing I think is Pamela Anderson from the old TV show "Baywatch." Pamela

Anderson, if you don't know, was famous for having really big, really fake boobs.

Now obviously, you're idea will be different, but we'll go with Pam Anderson to see how it works. Now I've got to link "Pam Anderson" to "Strawberry."

Easy!

I imagine Pam Anderson walking up to me (naked, of course) except instead of two boobs, she's got two giant strawberries there instead. And then she swings her body around so one of the strawberries hits me in the face and knocks me on the ground. So when I see that girl later on, I think "Strawberry . . . Pamela Anderson . . . Pam!"

Now, on paper, this may seem like it takes a long time. But in reality, after you do it only a few times, it will only takes a second or two. Then once you've spent that second or two coming up with a visual image, it will come flashing back in less than a second when you need it again.

But what about seeing her again when she DOESN'T have the red sweater? It still works. If you take the time to create the association, the picture, the name, and think about that while talking to her, you'll also be associating ALL OF THAT with the girl herself.

Remember, we're building these huge clusters of related information in our brains, and any ONE THING will set off the whole structure. So, even if somebody mentions her, just recalling her face in your mind will set off the whole structure

because in your mind, she's wearing the red sweater and is associated with everything you created along with it.

Let's look at a couple more. (Keep in mind these are examples based on my own imagination. Yours will be much different and much more effective for you, since they'll be yours.) How about somebody with big ears whose name is Harry? I don't know about you, but when I think of big ears, I think of Dumbo the Elephant. Harry? Dirty Harry, the old Clint Eastwood movies. So I'll just imagine an evil elephant flying around, being ridden by Dirty Harry with his huge 44 Magnum, shooting everybody in sight, including me!

How about a really tall guy named Alfredo? When I think tall, I think Wilt Chamberlain, or "Wilt the Stilt." Stilts are long, wooden things you walk on. Alfredo? I immediately think of Alfredo pasta sauce, a white, creamy, cheese-based sauce. So now I've got an image of a giant pot of boiling white pasta sauce being stirred by these giant stilts; only, the pot tips over and hot pasta sauce spills all over me.

How about a bald guy, whose name is Derrick? When I think of a bald guy, I think of Captain Picard from Star Trek. The first thing that comes to mind with the name Derrick is an oil derrick. So, now I've got an image of the Starship Enterprise crashing into the ocean, into an oil derrick that's shooting up burning flames of oil everywhere.

Get the picture?

In order to effectively practice this so it becomes second nature simply practice looking at people, anywhere you are,



and "name them" based on their appearance. Then you'll need to spend some time looking at a list of names (any list of baby names is perfect), and just practice turning those names into things.

If the name doesn't conjure up any pictures right away, that's fine. Just keep repeating the name to yourself, and use whatever object or picture comes. You'll be surprised how easy it is.

In fact, it's so easy you can use it for something else besides names.

## Learning Languages

In any language, you'd be surprised how little you actually need to learn before you gain proficiency. While English has over a million words, in everyday conversation most people rely on only 500 or fewer words. How long would it take to learn 500 words of a foreign language? A lot less than you'd think, or maybe not depending how well you're doing with this material!

The strategy is the same. See the word in English, and then see the word in the target language. Then simply repeat the new word and use whatever image pops into your head. Then just associate that image with the English word, and you're good to go!

If you followed the three-step process, you could EASILY memorize 500 words in ANY language in 100 days, in only 45 minutes a day or less.

Step One, of course, would be to make the association with five new words and their meanings.

Step Two would be to recall those two associations.

Step Three would be to simply practice those associations.

Because creating associations between five known words, and five unknown words will really only take ten to fifteen minutes once you get the hang of it, you can simply use the other

fifteen minutes for a few more exercises.

For example, you could have flash cards with the known word written on one side and the unknown word written phonetically on the other side. Then as you move through your new vocabulary, you'll simply separate the collections of flashcards based on how well you know them.

I once took a trip to Thailand, and it was going to be the first time I was going to a non-English-speaking country.

I used this method to remember a couple hundred words in a few weeks. When I got there, I not only wowed the natives, but I was frequently asked if I worked in Thailand, as people assumed I was fluent in the language. Not only that, but as I learned new words through conversations, it was pretty easy to quickly create associations on the fly, so I actually built up my vocabulary while I was there.

Trust me, I'm no super genius. I barely scraped by in school using old methods, but remembering things with these tricks was incredibly easy. If it was easy for me, it will definitely be easy for you!

Just imagine what your life would be like if you could leisurely learn a few hundred words in a new language every few months!

Of course, this doesn't just work with foreign languages. This same method can be used if you are studying a vocabulary-rich subject like law, medicine, physiology, or any other linguistically dense subject.

The truth about your memory is that by learning how to properly input the information in your brain, you will easily be able to recall it.

## **Pegging Lists**

One way to help you remember a series of information in a particular order is with a pegging list, or a specific list of things in a specific order you can use again and again.

One popular one is a list of body parts. Think of all your major joints, starting with the "knuckles" on your feet, your ankles, knees, hips, shoulders, elbows, wrists and neck. You could also use the rooms in your house or the dashboard of your car. Another common method is to create a list of items associated with a list of numbers.

If you've ever seen those memory experts where they take a random list of items and quickly remember them, this is how they do it.

First, you'll need to construct a list and associate that with each number. For example, you might associate the number one with one of those big Styrofoam fingers people use at sporting events. You might associate the number two with a pair of shoes. Three could be a wooden stool with three legs. Four could be a pet dog or cat if you have one (four legs) or your car (four wheels) or anything that first pops into mind with the number four. Five could be a glove (five fingers) or a beehive (rhymes with five). Once you take some time so that

the number one is ALWAYS associated with that big Styrofoam finger and two is ALWAYS those pair of shoes, it's easy.

Just take the first thing on your list, or in your speech, or whatever it is you need to remember, and associate it with that big Styrofoam finger using a crazy, sexual, painful picture.

Again, this may seem cumbersome and clunky at first, but with just a little bit of practice, you'll be able to do some amazing party tricks! Tell your friends to give you twenty or thirty things to memorize, and you'll be able to easily remember them without any discernable effort. People will think you're a genius! Because you are.

Now, developing an iron trap of a memory is pretty cool. But it's only just scratching the surface when it comes to your brain. In the next section, we'll be talking about how you can significantly increase your creativity and problem-solving ability.

# Creativity

Being able to remember things easily is fantastic. It's not only helpful in remembering names, shopping lists, or easily getting A's on tests, but it's also a pretty cool party trick.

But the secrets of your intelligence go far beyond just remembering data. Don't get me wrong, most people have trouble remembering even simple things, so when you practice the techniques in the previous section, you'll far ahead of everybody else.

But your incredible mind is much, much more than a simple storage device, no matter how powerful that storage device is. Your brain is capable of looking out into your environment and calculating the best way to achieve your goals based on the information presented to you.

Expanding your creativity just a little bit will give you incredible depth of understanding of the world around you. You'll turn into a true operator, able to solve problems, create solutions, and generate ideas and plans that will literally skyrocket your income and get you a life filled with more prosperity than most people can even dream of.

Let's take a look at the amazing power of your brain. Your conscious mind is capable of handling about 40 bits of information per second. This is all the data hitting you from all around you in the form of sights, smells, sounds, and so on. As far as thinking, your conscious mind can hold about

five to ten ideas or thoughts at once.

Most people go through life playing checkers. But when you start to enhance your creativity, you'll turn into a master chess player, capable of beating several world-class opponents at once.

How does creativity work? It's a way to think "outside the box," to see things in a way that most people don't see them.

The process of creativity has been a subject of philosophical study from time immemorial. Great thinkers have looked at the same problems and systems, but have somehow come up with solutions and ideas that common people simply can't fathom.

Sure, it seems logical after the fact, but the trick is coming up with solutions and ideas seemingly spontaneously.

Even the simplest ideas are nearly impossible to think of yet make an incredible difference. For example, for several hundred years of ancient warfare, soldiers rode horses without stirrups. Then somebody decided it might be easier if they had little straps attached to the saddles that would make it easier to ride. This of course gave the riders much more balance, which allowed them to be much more accurate with weapons, such as bows and arrows. Considering that horses were first thought to be domesticated around 4000 BC, yet stirrups weren't first "invented" until about 700 BC means, that means, for over 3000 years, people rode horses without anybody coming up with the idea.

There's a theory that the introduction of the simple stirrup into Europe had vast social and governmental implications and led to the introduction of Feudalism. Whether or not that's true is beyond the scope of this course, but you can see how one simple idea, that nobody had thought of for over 3000 years can easily change the shape of history.

Will the next society-changing idea be yours?

One way that creativity works is by taking things that are seemingly obvious in one area of "reality," and then translating them into another area of reality. For example, many forms of martial arts are styled after insects, such as the Northern Praying Mantis style of Kung Fu. Now, consider how something like this comes about. It's likely that somebody was watching insects, and then got the idea of applying their movements to fighting. It's not very likely that a martial artist wanted to learn some new moves and decided to study animals and insects for inspiration.

Those who are creative describe ideas coming to them in "flashes." Mozart remarked that his musical ideas seemed to be delivered to him out of the air while he was out walking.

Sometimes we can trace back our creative ideas. We may see or hear a character say something on TV or a movie, and then a few days or even weeks later we're in a completely different situation, and that statement pops in our heads. Suddenly that short statement has given us an idea that turns into something magnificent.

Dreams have also been a source of creative magic. August



Kekule, the European chemist, unlocked the secret of Benzene after having a dream of a snake eating its tale.

James Watson, the co-discoverer of the structure of DNA, had a dream of a double staircase.

Elias Howe had a dream in which he was about to be eaten by cannibals, and they were dancing around with spears that had holes in the front of them. The next day he finalized his invention of the simple sewing machine, which of course helped to transform the world alongside the Industrial Revolution.

Other times creative ideas just come to us and we have no idea how we thought of them.

What you are about to learn is incredibly powerful. Not only will you be able to strengthen your creative muscle, so that you'll be naturally coming up with more and more brilliant ideas, but you'll also learn a few proven techniques to mine your brain for creative ideas.

You'll be able to think of a problem or a goal you'd like to achieve and do any one of the exercises you're about to learn. And just like the magnificent machine it is, your brain will spit out creative idea after creative idea, any one of which can easily change the world and make you incredibly rich beyond your wildest dreams.

Would you like that?

Most of us know the difference between "right brain" vs. "left

brain" thinking. We are taught, or it's believed, that we are either one or the other. This is false. Sure, some of us have stronger right brains or we are more creative than logical, and some people are clearly more logical than creative, but what if you could be creatively logical? Or logically creative?

You can.

## **Image Streaming**

What is likely one of the most powerful intelligence- and creativity-building exercises you can do is something called Image Streaming. It was created by Dr. Win Wenger of the Renaissance Institute. Dr. Wenger has spent his life discovering ways to increase intelligence, and this is the easiest, most powerful way around.

The process is simple. Close your eyes and see whatever you see. Then simply describe, out loud, what you see in as much detail and as quickly as you possibly can.

That's it.

Studies have shown that for every hour you image stream, you'll increase your I.Q. by one full point.

At first, it may seem uncomfortable, and you may be hard pressed to do it for more than a couple of minutes, but it's incredibly powerful.

It's best to simply let the images change on their own, rather

than try and "force" them, but any way is correct. There's really no wrong way to do this. However, there are various ways to utilize this as a "creativity mining exercise."

But for now, just close your eyes, see whatever you see, however you see it, and describe it as quickly and with as much detail as you can.

It can help if you do this with another person, so they can keep you "on track," so you don't wander or start using non-descriptive words ("Man, I'm looking at this thing, and it's like, wow, it's pretty cool. . . .")

If you don't have a partner, you can use a recording device, or you can simply do it on your own.

Think of it as exercise for your brain. You can hire a trainer, go the gym with a partner, or just exercise any way you can.

The reason this increases your creativity and intelligence (as well as your speaking ability, since you'll be getting really good at describing abstract concepts) is because it literally joins both halves of your brain. Since one side is responsible for creating images and the other side is responsible for creating verbal language, you'll be using one side to describe out loud what is being created visually by the other side. This will build more and more neural connections BETWEEN the hemispheres of your brain.

Einstein has long been known as one of the smartest guys who ever lived, so naturally, they wanted to take a look at his brain when he was finished using it. And guess what? They

found TONS of extra connections BETWEEN the hemispheres.

Simply by doing Image Streaming for only a few minutes a day, you'll build just as many connectors, if not more, than Mr. Relativity himself!

## **Lateral Thinking Practice**

Another way to significantly increase the number of connections in your brain (thereby increasing the number of "ideas" that are sparked by other "ideas") is a very simple but surprisingly difficult exercise.

This is done with eyes open, anywhere it's safe to speak out loud. Simply look at objects, and give them a different name than what they are.

The only "rules" are that it can't be the same class of object (that is, you can't look at a car and say "truck"). Second, the current new "name" for the object can't be the same class as the last new "name." And third, each successive object should be of a different class, meaning, for example, don't keep looking at vehicles, or food, or people.

So, let's say you first look at a banana and say, "shoe"; and then you look at a chair and say, "dress." This is good, but since "shoe" and "dress" are both pieces of clothing, it's not quite as good as it could be, meaning you won't be working your brain as much as you could be.

Here's a better example. Let's say you're look at a banana,

then a chair, and then a pencil. When you look at the banana, you say, "shoe"; then you look at the chair, and say, "airplane"; then you look at the pencil and say, "Elephant." Each real object is of a different class, and each new "name" is of a different class.

This seems like it would be easy, but it's tough to do for more than ten or fifteen objects without needing to take a break. Think of image streaming as going jogging, and this exercise is like doing bench presses with as much weight as you can.

Do this in conjunction with image streaming on a daily basis, and you'll be a genius in no time.

## **Cross Crawling**

This is a great exercise to do before you are going into a situation where you know you'll need your creative power. It's not so much for building creative power on its own, but it's perfect for firing up your existing creative engine, so you'll get the most out of it.

Simply stand up (it's not really crawling, so don't worry!) and touch your left knee with your right hand, and your right knee with your left hand. Then touch your left elbow with your right hand, and then touch your right elbow with your left hand. Then lift up your left foot and touch the bottom of it with your right hand, and then lift up your right foot and touch the bottom with your left hand.

What this does is fire up the connections between your brain.

The left side of the body is controlled by the right side of the brain, and vice versa. So by doing this for a couple minutes, you'll "juice up" all the connections between your brain, as you'll be using both halves of your body at once with fine-tuned movements.

This is great to do before tests, before speeches, and before any time you need to be at the top of your game.

## **Creativity - Mining For Ideas**

All right, we've covered some powerful exercises to build up your creative muscle so that fantastic ideas will suddenly pop into your head with a lot more frequency, but what about when you need to be creative on the spot? What about those times when you need to be creative, and you need to be creative right now?

In this section we'll talk about several creativity-mining exercises, which will allow you to dig into the vast expanses of your inner genius and come up with breathtaking ideas on the spot.

In fact, if you do this out loud, like in a meeting, people will think of you as some kind of crazy genius that mumbles a bunch of seemingly unconnected words and sentences and ends up with a genius idea that will save the company or create the next million-dollar product.

The first of these ideas is something called an "ABC List." This will create connections between seemingly random concepts

in your mind. This is precisely what creativity is. Ideas or concepts that are suddenly seen in a new light and in a new situation.

This particular exercise will take some time to set up, maybe five minutes a day for a couple of weeks, but once it's set up and ready to go, you'll be able to pull genius ideas out of seemingly thin air at a moment's notice.

It's best to set this up in a spreadsheet format, on your PC or other device, so you can refer to it when you need it.

Basically it involves coming up with a list of items on an ABC list according to a specific category. For example, let's say the category is "food." For A you may have "Apple." For B you might have "Banana," C may give you, "Cake," and so on.

Keep doing down the list until it's all filled in. When you get stuck, you can "cheat"--you can use the particular letter on your ABC as the first or second letter in your item, or the first letter of the second word. For example, if you can't think of anything for Y, you might use "Yellow banana," for example. Or if you can't think of anything for X, you might use something like "Xtra large chocolate shake from McDonalds." Or if you're stuck on Z, you might use something like "Aunt Zelda's Cheesecake."

As you'll see in a minute, the important part is to simply put something down as close to the letter as you can, however you can.

So you've got an ABC list for food. Now think up another ABC

list for a completely different topic, like World Cities.

A is Albuquerque

B is Boston

C is Chicago

D is Denmark's Capital (Or Denver or Detroit)

E is Earlton, Canada

And so on.

Now, it may be tempting to use Google to come up with names for each of these, but it's crucial that they come from your own memory bank. That will make it much more likely they'll work for you later.

OK, let's take a look at once more category. How about . . .

Sports

A is archery

B is basketball

C is cage fighting

D is dancing

E is elephant racing (lol)

Now we've got three lists of three different categories. So, how do you use these to come up with genius ideas?

First, think of one word to describe the problem or the issue you'd like to solve, or the goal you'd like to fulfill with your idea. Let's say you've got a small business that does marketing and consulting, and you are starting to be



overtaken by the competition. You could use either of the words in, "Beat Competition" as your seed. Looking at our list, for B we have, "banana, Boston, and basketball." Thinking of the issue, you simply start saying everything that comes to mind with those three words.

Now, on paper, this looks ridiculous. Just staring at those words, nothing's likely to pop out, but as you start speaking and just start saying EVERYTHING that those three words reminds you of, all the while keeping the main issue in the back of your mind, you'll be sending your conscious awareness to places in your brain that you never would have thought to look.

Think of it this way. Banana may make you think of a monkey, which make you think of the zoo, which may make you think of politicians, which may make you think of guys in suits, which may make you think of some commercial you saw on TV for a clothing store, which may make you think of where you bought your TV, and so on and so on.

Now, this all stems from the first word, Banana. But when you think of those three words together, along with the issue at hand, your conscious brain is going to be pretty full. So, every time you think of another word or idea that any of those three words reminds you of, your brain is going to go in a completely different direction.

Of course, the first few times you do this, it WILL feel strange; you WILL have to do this speaking out loud, just saying all the words and ideas that pop into your mind WITHOUT knowing where you are going.

But you'll suddenly start feeling a strange feeling of euphoria as you start getting closer and closer to an idea that will help. And you'll start saying things faster and faster, and in five minutes or less, you'll have TONS of new ideas that will help you.

It's crucial to put all skepticism aside when you do this. This requires that YOU actively go looking through YOUR brain and keep talking out loud, even though it doesn't make any sense. Believe it or not, this is much harder than it seems. Even if you're all alone when you do this exercise, you WILL feel silly. You WILL feel like you're wasting your time, and you WILL imagine what horrible things people will think about you if they were to catch you doing this.

Just remember, creative genius REQUIRES that you do things that feel silly. Many of the great ideas since the dawn of time have only been discovered when previous ideas were tried and were found to be useless.

Edison tried over ten thousand different configurations for his light bulb before he found the right one. Successful writers write tons more words than ever get published. Successful musicians try many, many more melodies than they EVER share with others.

I'm a big fan of the Rolling Stones. One of my favorite songs is "Sympathy For The Devil." I once watched a documentary of how that song came to be. It was the Rolling Stones, their support staff, and singers all spending tons of time in the studio trying various different melodies, lyrics, backup singing

configurations, until they finally decided on the basic pattern, which they then spent a LOT more time perfecting.

Your genius is the same. When you start this exercise, give yourself plenty of time. Don't be afraid to speak gibberish. Don't be afraid to feel like you're wasting your time.

The secret of success is simply not giving up. Invention is one percent inspiration and 99 percent perspiration. When you're sitting alone in your home, rambling along with seeming nonsense, that's the perspiration part. Doing something where the outcome is far from certain. But keep at it. Before long you'll stumble on some genius ideas, ideas you NEVER would have come up with otherwise.

Now, to make this even better, consider making as many ABC lists as you can. Twenty, thirty, even fifty to a hundred. This will give you twenty or more seed words to start digging for genius. When you consider that each keyword is connected to hundreds if not thousands of ideas in the neural structure of your mind and each one of THOSE is connected to thousand MORE ideas, every single extra seed words can give you access to MILLIONS of additional neural clusters in your brain, any ONE of which can lead to a life-transforming idea.

And if you practice doing this for just a couple weeks, something truly amazing will happen that few people will EVER experience. You'll create maybe ten ABC lists and then practice at least once a day, brainstorming with your ABC list.

Then lightning will strike.

I remember once I was in Hawaii, on the big island, driving across the island from one end to the other. I came across a lookout point on a dormant volcano. From the parking lot, it looked like I would just walk up this small hill. There didn't seem to be anything there. But once I got to the lookout point, the inside of the volcano was MASSIVE. I had no idea they were that big. I went from semi-bored, thinking I'd check it out, take a few photos, and then be on my way, to flabbergasted when I saw the size and the depth of it.

And so will you when you fully experience the sheer VASTNESS of your brain, and the incredible amount of information inside. Remember, our conscious brains can only see a small fraction of what's inside at any given time.

What you'll be doing will be mapping out several points of reference in a relatively short time, so you'll have in your conscious memory the vast experience of your mind. And once you get more and more confident in how much stuff you've got in your brain, you'll be able to explore it with a much higher expectation of success.

As I mentioned above, when you start doing this, it will feel clumsy, strange, and goofy. But after just a couple of weeks, you'll get a lot better AND a lot quicker so much so that most of the process will take place in a fraction of the time with only a couple of keywords.

You'll be sitting in a meeting or talking to your friends, and somebody will mention a problem or an idea, like maybe what to do on Friday night.

Then you'll say, kind of to yourself, kind of out loud, something like this: "Hmm, Friday night. Frankfurt, Finland, sixth grade, left-handed store at the mall. Hey, I heard there's a band playing at the new club downtown; let's check that out!"

And your friends will say, "Hey that's a great idea . . . but wait, what's the left-handed store at mall got anything to do with it?"

You'll just smile at your new reputation as a creative, "out there" genius.

## **Other Creative Methods**

The ABC method is powerful once you first set it up and then use it, but there are other methods that can work just as well without requiring any previous set up.

### **Free-Noting**

This is one I personally LOVE doing. You just get a notebook, a pen, a table, and an hour or so. Then just write down what you're trying to accomplish at the top, and then start writing. Don't try to be organized, and don't even worry about writing legibly. The idea is just to start writing whatever comes to mind. As soon as you take the time to think a thought and take the effort to physically write it down on paper, your unconscious gets the message loud and clear that it's important.

Pretty soon you'll be halfway through writing out one idea, and a couple more will pop in your mind. Just keep writing for ten or twenty minutes. Then take another clean sheet of paper and write down (this time more clearly so you can read them later) the BEST ideas.

## **Imaginary Conversations**

This is one that Napoleon Hill, author of Think and Grow Rich used quite often. Just imagine that you are having a conversation with some pretty smart people. Whomever you imagine is an authority on what you are trying to create; just imagine you're talking to them. Actually speak out loud; ask them questions, and imagine they are answering you. You'll be amazed at what happens.

This is one of those things you'll have to try a few times before you start getting some real benefit, but once you get over how "weird" it feels, it's pretty powerful.

You can also combine this with Free-Noting, as described above. Instead, when Free-Noting, imagine that your "Expert" is standing behind you and giving you plenty of ideas.

## **Get Out Of Your Head**

One of the biggest roadblocks to creativity is staying stuck in the same mindset that created or first observed the problem. Getting another viewpoint can be crucial.

In NLP, they talk about something called "second person" and "third person" perspectives. Second person perspective refers

to seeing yourself from the perspective of somebody that you are currently talking to. Third person perspective refers to seeing yourself as you are talking to another person, from a non-involved, third-party perspective. When people speak of "walking in somebody else's shoes" this is exactly what they mean.

How can you use this to come up with on-the-spot, creative solutions? One way is to imagine that you are walking up behind somebody whom you imagine would have an easy time solving your problem. Close your eyes; see yourself walk up behind them, and then fully merge into them. Then while you are inside of them, start speaking out loud, as if you really were them.

It can help if you speak into a recording device so you can later play it back.

Another way to do this that won't feel so goofy is to write out their thoughts. This is similar to imagining them sitting beside you and telling you ideas that you will actually write down, but it goes a step further. Simply sit there at a desk or table at your favorite coffee shop. Then imagine that they merge into you, and fully allow them to take over your consciousness. Actually imagine that you are now them, for the time being, and write down, or Free-Note, as quickly as you can, as if you were really them. Imagine you've got their whole history, intelligence, and experience as you write. Write for as long as it feels comfortable. Then when you switch back to the real you, re-read what was just written, and take notes from it as if you are seeing it for the first time.

## **Focused Image Streaming**

As mentioned before, Image Streaming is a fantastic way to increase intelligence, problem-solving skills, as well as verbal dexterity, but it's also great to find specific answers to specific problems.

The mind often speaks to us in images, and it's up to us to determine what those images mean. In order to use image streaming as a creative or problem-solving tool, simply state the intention of finding the solution to a problem while image streaming.

Actually say out loud before you start, "I'd like to solve problem X," or "I'd like to figure out how I can Y," or something similar. Then spend a few minutes image streaming on whatever images come up. Don't worry if you don't know how to interpret the images that come up.

Then after a few minutes, you can do any number of things. One is to Free-Note anything that comes to mind with regards to the problem. Another is to use the ABC list exercise, as now your brain will be fully charged and your creativity will be raised to heightened levels. Another you can do is set a timer for one minute. Then state your intention before image streaming, and image stream for one minute. Then when the timer goes off, set it again and Free-Note for one minute. Then do another round of image streaming for one minute, and then Free-Note for another minute.

You'll find this to be incredibly powerful, and there's really no problem you can't solve with this method.



## Mind Mapping

Mind mapping is a technique that was created by Tony Buzan and is extremely useful in synthesizing ideas out on paper.

Simply write down the main concept in the center of the paper and put a circle around it. Then for any subtopic that comes to mind, draw a line from the main topic to the subtopic, and put a circle around that.

You can easily do this for hours, as each subtopic can lead to tens or even hundreds of more topics, all of which will lead to hundreds more.

To get the most out of this, try not to restrict your thinking to any ideas that have to make sense. The tendency when doing things like this is that we think we need to understand ideas that come to us through these types of creative exercises. However, the real magic comes when you allow simply every idea to be as valid as the next one. You may get two or three seemingly nonsensical ideas or thoughts that pop out, and you may be tempted to discount them as meaningless. Don't do this because those three ideas, when imagined together in a way you haven't discovered yet, may be the golden ticket to success.

Creative ideas are always works in progress. Imagine Mozart sitting down to write a masterpiece. They never come pre-packaged, ready to use. There's always creative work interspersed with trial and effort. And for many of the world's greatest geniuses (like Mozart, Beethoven, Van Gogh, etc.)

that frustration sometimes led to incredible feelings of depression. I'm not saying that you need to feel depressed or suicidal to have magnificent strokes of genius, but you do need to be patient with that feeling of "not knowing."

## **Sentence Completion**

Sentence completion exercises were first made popular by psychologist and self-esteem expert Nathaniel Brandon, but they are incredibly powerful as a creative exercise.

Take the main problem or the solution you'd like to have, and write it as a "sentence stem" at the top of a piece of paper or at the top of a document on your computer or device. For example, if you needed some fast cash, you might write the stem: "The best way for me to get money now is . . ." And then simply write down as many answers as you can possibly think of. Don't stop and question each idea, and don't hesitate. Write down anything that pops into your mind.

Do this until you think you can't come up with any more ideas, and then do it some more. The first ten or twenty answers you come up with might seem obvious. Then you'll strain to come up with a few more, but once you work through these, that's when the magic starts to happen.

You'll naturally come up with ideas that you never would have otherwise come up with.

## Secrets of Increasing Creativity

Since it's very difficult to systematize being creative, do these exercises in any order and in any combination. If you're not having any luck with one, try another. Or try all of them.

However, the more you do these, the better you'll get at coming up with ideas. Pretty soon genius-level ideas WILL start popping into your when you least expect them.

Most of us have been programmed by formal education to be input/output devices with very little creative thought.

However, because you are a natural-born genius, you DO have the capability to reawaken your inner genius. While these particular exercises will seem clunky and unnatural and even mentally challenging at first, they will yield magnificent results.

A good way to encourage your mind to consistently give you ideas throughout the day is to always carry around a small notepad or pen and paper, or use your device to record any ideas you have, and then later transcribe them.

Think of it this way. Once awakened, your unconscious genius will be more than happy to give you plenty of ideas. But if you don't take the effort to actually write them down and take action, your unconscious won't think you're serious. After all, if you were traveling with a friend and you kept giving him or her ideas and they never listened, you'd likely stop giving

them ideas.

Think of your unconscious as your most trusted adviser. Pay attention to him or her, and he or she will be more than happy to continue to support you.

## **The "What If" Frame**

It's important to understand the difference between your conscious and unconscious understanding of the reality around you.

Imagine you are standing on a football or soccer field. On the field itself is tons of information written down on small slips of paper about the size of a fortune that comes out of a fortune cookie. Each slip of paper has a piece of information. Any million-dollar idea will take four or five pieces of paper combined together. However, the pieces of paper are strewn across the field in pretty random order. And they are right next to each other, so there are millions of them. To make matters worse, it's dark, and all you have is a small flashlight that only illuminates a circle about six inches across.

The small circle represents how much your conscious mind can understand. Naturally, since the pieces of paper are strewn about the field in a totally haphazard method, you'll NEVER be able to piece together a million-dollar idea using ONLY your conscious mind.

You'd see something written on a slip of paper and maybe pick it up. You'd read it, think it didn't make much sense,

then keep that one piece of information in mind while looking a few other pieces of paper with your tiny little flashlight. Eventually you might see another piece of paper with some information on it that would seem to match the one you've got in your hand.

But remember, the whole idea takes six pieces of paper. (Also keep in mind that this is a metaphor to help understand the conscious-unconscious split, nothing more, so don't get too hung up on details.) So, you might get to a point where you've got two pieces of paper, but how long would you keep looking for a third, or a fourth? Remember, you can only see a six-inch circle at once, and you're standing on a huge soccer field at night!

How likely would it be for you to simply give up in frustration and start over?

## **Enter the Unconscious**

While your conscious can only see a small bit at a time, your unconscious can see EVERYTHING. Not only that, it doesn't even need a flashlight.

If you've ever watched "Star Trek, The Next Generation," there was a character that was blind, but he had these pretty cool implants that allowed him to see way beyond the usual spectrum visible to the human eye. This guy could see all the radio waves, X-rays, EVERYTHING.

Our conscious minds are stumbling around in the dark, and can only see six inches at a time. But our unconscious can

see, understand, and interpret much, much more.

So let's say you've got a goal in mind of coming up with a new business idea. You look around, and you've suddenly got an idea to look down. (Still playing with the football field metaphor here.) You find a piece of paper, and you see something interesting written on it. You pick it up, and you're pretty intrigued. You stand up and start looking around. You get an instinct to walk kind of to the left, every once and a while you look down with your light. Something catches your attention; you lean down, and pick it up. What's written on the second piece of paper doesn't make much sense, but you ask yourself, "Hmm, maybe this will turn into something." So you hang on to it, and keep walking. Suddenly you get an urge to look to the left a little bit, you look down, and see another piece of paper, still the three of them don't make much sense, but you have a "feeling" that you're on to something.

The three pieces of paper say:

*Chicken Pieces*

*1974 Ford Mustang*

*Roller Skates*

Now, you have no idea what these mean, but that "feeling" keeps you moving forward.

Finally, you decide to look down below you, and see another piece of paper that says, "Wilbur Fernandez." Suddenly, a

memory comes rushing in. You remember your best friend Wilbur as a kid; you used to go to that restaurant that was an old-fashioned 50s type where you parked outside and the waitresses came up on roller skates. They had a picture of a 1974 Ford Mustang on the wall inside. (I know the year of the car doesn't match with the year of the type of restaurant, but this your creativity we're talking about!)

You pull out your phone, call your buddy Wilbur; the two of you start talking, and you both remember that, as kids, you vowed to start a music shop together when you got older. One thing leads to another, and you find out that each of you know enough people with enough skills and investment clout to put together a music shop. You open your shop a few months later and are wildly successful.

Far-fetched? Sure. But think of all the really amazing things you've done in your life. Did they happen purely by chance? Did they happen completely randomly? Or did they happen because you had a clear idea of what you wanted, and you were open enough to "try on" opportunities as they arrived?

The unconscious can't speak to us with pure, easy-to-understand language. It can only speak to us via images, feelings, dreams, and instincts.

The depth of your genius lies within your unconscious. The path to fully tap your genius lies in the border between your conscious and unconscious mind.

If you expect a fully prepared solution in a step-by-step format, you're going to be waiting a long time. But by fully

opening up your mind to possibility and allowing yourself to accept the ideas, images, and feelings that are CONSTANTLY being presented to you by your unconscious, you WILL come up with genius ideas that are worth MILLIONS on a day-to-day basis.

Keeping an open, "What If..." frame is crucial for this to happen.

You can greatly foster this by keeping notebook with you at all times and by writing down ANY ideas that pop up. They'll come to you like those slips of paper in the imaginary metaphor above.

On their own, they might not be worth much. But when you combine them, look at them with open creativity, and take action, you WILL product magnificent results.

## **Dream Interpretation**

Dreams have always been the source of philosophical and scientific debate. Regardless of why we dream, it's clear that our dreams can be used as a source of inspiration and direction.

A way to effectively maximize the creativity from your dreams is to write down any images that stick out when you wake up in the morning. Simply keeping a notebook and pen next to your bed when you sleep will make it easier to remember your dreams. Just writing down any insights or images as you wake up will help you gain insight into your vast unconscious.



When you combine dream notation with daily note taking based on your impulses and ideas, you will consistently be creating wonderfully creative ideas.

## Conclusion and Final Words

Your brain is a muscle. The more you exercise it, the better it will get. Because the quality of your life is directly proportional to the quality of your thinking, the more you improve your thinking muscle, the more you'll improve your life.

What's the best way to use this material?

For starters, take some time increasing your skills in memory. You'll find that once you've got the basic structure down, remembering things will simply become easier and easier. Learning these memory skills is like learning to ride a bike. Once you've got it, you've got it.

Create a few lists to peg things to, and take the time to build those lists so you know them like the back of your hand. The effort you put in at the beginning will make it much easier later on.

Think of it this way. Once you've got several lists in mind (be they lists of numbers, rooms, body parts, etc.), you'll easily be able to peg items to this list in real time, meaning you'll be talking to somebody, and something will come up that requires a good memory. Without even moving a muscle, you'll be able to accept the information and easily recall it later.

This will give you an incredible amount of personal power and

some real status with your friends and colleagues.

Similarly, take some time practicing coming up with your name-recognition skills. Take a few moments every day, wherever you are, and look at the people around you. Practice coming up with your own "names" for these people that you could effectively use as pegs to hang their real names on.

This will seem clumsy and even rude at first, but remember, you're building an incredible skill that will help you remember their name. And we all know that hearing our own name is the best sound ever (unless it's from the police!).

As far as the creativity exercises, think of them the same way you'd think of physical exercises. Nobody goes to the gym and thinks they need to use every single machine and sign up for every single class. Most people go the gym, try out a few machines that resonate with them, and get into a routine. Think of these creativity exercises the same way. Try each of them a few times, at the very least, and simply continue with the ones that resonate with you the most.

It will also help if you are developing your creative thinking with a specific goal in mind. Just as you would train differently for a marathon compared to a cage fighting match, knowing what you'll be using your brain for in the future will give you some insight into the proper mental training to best prepare you.

When doing creative exercises to simply improve your intelligence and brainpower, the image streaming is likely the

best bet. The other techniques can and should be used with specific purposes.

Your brain is your most valuable resource. If you commit to spending just a few minutes per day improving your thinking skills, you will be in the top one percent on planet Earth.

Think of it this way. When Dr. Wenger first created Image Streaming, there were some studies that suggested that every hour of image streaming increased IQ by one point. So let's assume you commit to doing five minutes a day. Nothing else. No memory work, no ABC list generation, no free noting, no dream understanding, and no imaginary character interaction. Only five minutes a day of Image Streaming.

What would that get you?

Let's further assume that the study overstated the IQ improvement by 100%, and you ONLY get a half a point increase with every hour. Doing image streaming for 5 minutes a day means you'd be doing one hour every 12 days. Let's say you take a day off every week or so, so you end up doing two hours a month. That would give you an IQ increase of one point per month, at the very minimum, in ONLY five minutes a day.

Now, that may not seem like a lot. But what if you committed to doing five minutes, every day, FOR LIFE? You'd be slowly and consistently increasing your IQ by 1 point per month, or 12 points per year. In five years, your IQ would be 60 points higher. In ten years, your IQ would be 120 points higher. In twenty years, your IQ would be 240 points higher. If you're

starting point is average (about 100) that means in twenty years, you would have an IQ that is higher than anybody on Earth.

This means by spending only five minutes a day, within your lifetime you could become the smartest person who ever lived.

You.

What would that get you? How many ideas would you have contributed to society by then? How long would you be remembered for? How much better off would society be for generations to come simply because you decided to commit to doing five minutes a day of mental exercise?

Think about the implications of that.

Without doing anything else, not even listening to the hypnosis sessions in this course nor changing your daily activities, by ONLY choosing to spend five minutes a day of image streaming, you and you alone can transform the planet.

Are you willing to that? Are you willing to spend the time to improve your thinking, improve your ideas, and improve the world in immeasurable ways that will be remembered for generations to come?

That is the power that exists within you. As you are reading these words now and thinking about what you are really capable of. Why not make a commitment?

Right here, right now.

Just between you and you, are you willing to commit to spend at least five minutes a day, for the rest of your life, to improve your thinking power?

Because you've read this far, you KNOW you are capable of that and so much more. Few people ever take the time and effort to improve their lives.

You can be an inspiration. No matter who you are or what you've achieved, you are destined for greatness.

You didn't stumble across this course by accident. There is a reason for this. You are reading these words right now so you can discover your true gifts and share them with the world.

Just get started, and do what comes naturally. The wonderful thing about your brain is that the more you learn, the more you'll want to learn. The better you get at learning, the more things you'll be able to learn.

All you've got to do is get started, and the rest will come naturally.