


**What we've learned
from over 30,000 sessions**

MAXIMIZE YOUR BRAIN TO MAXIMIZE YOUR LIFE



**A Guide for Entrepreneurs & Athletes
to Maximize Brain Performance**

**By Douglas Cowan, Psy.D, M.S. & Dallas Cowan C.L.C.
CalmWaves Brain Performance Agency**

In honor of Susie, Elle, Grant, Amber, Tim, Etzi, Gideon,
Sawyer, Jane, Oliver.

“Performance = Potential - Interference”

Tim Galloway

The father of mental performance

“When a crisis comes, we don’t ‘rise to the occasion.’

Instead we fall back to the highest level of preparation and training that we’ve already worked on and accomplished.”

Military Concept

“We have no idea what our potential is, or what our limits are, until we actually invest time into training our brains.”

Siegfried Othmer, Ph.D.
Neurofeedback Pioneer

*“You are **not** stuck with the brain you have.”*

Daniel Amen, M.D.

Founder of the Amen Clinic and over 50,000 brain scans

Introduction

This book has been 35 years in the making. It draws on my experience with over 30,000 one-on-one sessions with clients in a variety of settings from my private practice years. I've helped hundreds of people to be more successful in their lives and relationships, from ADHD children to single moms with anxiety disorders, to business leaders burned out with stress.

I've sat across the table from hundreds of people who were going through the most difficult times in their lives – living through their own personal hell – and helped to guide them on their way to a better life and greater success, including accident victims with brutal head injuries, painfully crushing depression, and combat veterans with PTSD. I believe that since this process could help them, that it can help you perform better and improve your life.

Maximize your brain to maximize your life.

I also spent years coaching university level baseball players, running half of a psychiatric hospital, serving as a minister for about a dozen years in my small town, and leading about a dozen marriage retreats or family camps with my wife Susie. I also hosted a weekly radio show for about 20 years.

I look back at my life so far and I am amazed at how many people I have met, coached, and helped to be more successful in their lives, businesses, and especially in their relationships with their families. In this journey I have come to see just how much God loves us and enjoys seeing us thrive and grow, and serve others around us. And I have come to appreciate just how much potential He has given to you and to me to accomplish good and great things.

After 30,000 sessions I can clearly see the value in Tim Galloway's formula that "Your Performance" equals "Your Potential" minus "Interferences in Your Life."

Let's increase your Potential! And let's get rid of the things that hold you back – the Interference – so that you can perform everyday at your highest possible level! It's a long journey, so let's get started!

These years of experiences helping my clients and players to be more successful have led me in developing the CalmWaves Brain Performance Coaching program. And now together with my son Dallas we are bringing to you: Athletes, Entrepreneurs, and Business Leaders.

The better your brain works, the better your life will be.

So go ahead and Maximize Your Brain to Maximize Your Life!

Dr. Doug

Douglas Cowan, Psy.D., M.S.
2022

What you will learn

We are going to show you a proven framework from 30,000 sessions that allows you to:

- identify the interferences that hold you back,
- train, heal, and nurture your brain,
- and improve your brain performance
- so that you can maximize your relationships, your business, and your life in this journey forward.

Section 1: The Foundations

Section 2: Get to Know Your Brain

Section 3: Interferences

Section 4: Maximize Your Brain

Section 1: The Foundations

- 1. Mental performance vs. brain performance**
- 2. Potential minus interference equals your actual performance**

Mental performance vs. brain performance

Brain performance and mental performance are two terms that are often used interchangeably, but they actually refer to two different things. Brain performance and mental performance are both important for overall health and productivity, but understanding the difference between them can help us to better understand how to optimize our cognitive abilities.

Brain performance is the physical ability of the brain to function properly. This includes processing speed, memory, and executive function.

Mental performance, on the other hand, refers to the way that we think and make decisions. It includes our ability to focus, plan, and solve problems.

Brain performance potential is a hot topic in the field of brain science. Researchers are exploring whether it is possible to boost brain performance through neurofeedback, which is a training technique that uses feedback signals to help people learn to control their brain activity. Some studies have shown that neurofeedback can improve brain function and help people achieve better results in tasks such as memory tests and reaction time tests.

Nevertheless, the potential for neurofeedback to enhance brain performance is an exciting area of research that could have important implications for education, health, and workplace productivity.

Potential minus interference equals your actual performance

The really good news is that you are not stuck with the brain you have. Together we can make it better.

Tim Galloway once wrote, "potential minus interference equals performance." Your potential is what you're capable of if nothing gets in your way. And interference are the things that stand between you and your potential. So what is your potential in business, in relationships, in life?

Your potential is increased with every book that you read, every conversation that you have with a mentor, every mile that you run, and every hour spent in the weight room.

What are the things that are holding you back, or interfering with you reaching your God-given potential? Only you can answer those questions. But once you identify your potential and the interference standing in your way, you can begin to take steps to reach your potential and fulfill your God-given purpose.

However, many things can inhibit our performance and prevent us from reaching our potential. For example, interference from others can impact our ability to focus and achieve success. Imagine the coach that talks too much, peers that doubt your dreams to your face, or unsupportive family members creating fear, anxiety, and doubt. And fear and anxiety can cause us to hesitate, miss opportunities, doubt ourselves, and then make mistakes.

Injury is one of the most common impediments to reaching our potential. This is obvious. When we are injured, we are physically unable to perform at the level that we are capable of. Even something as simple as poor nutrition can impede our progress. By understanding the things that can interfere with us reaching our potential, we can be better equipped to overcome them and achieve success.

What kind of injuries can hold entrepreneurs back?

Injuries to the brain. Big events causing big injuries, or lots of small events causing lots of small injuries. Let's look at this more.

Section 2:

Get to know your brain

- 1. Your Brain's Cortex**
- 2. Meet Your Frontal Lobes**
- 3. Stay Alive with your Hippocampus and Amygdala**



Your Brain's Cortex

The cortex is the outermost layer of the brain and plays a vital role in self-regulation, learning, and self-control. The cortex is divided into four main lobes: the frontal lobe, the parietal lobe, the temporal lobe, and the occipital lobe. Each lobe is responsible for different functions. For example, the frontal lobe is responsible for higher cognitive functions such as planning and decision-making, while the temporal lobe is involved in memory and language. The cortex also contains a variety of subcortical structures that help to regulate behavior and emotion. Together, these various regions of the cortex allow us to interact with the world around us in a flexible and adaptable way.

The cortex is constantly active, even when we are at rest. This activity is generated by neurons that are constantly sending and receiving signals. These signals allow us to process information from the world around us and make decisions based on that information.

The cortex is also responsible for our ability to learn new things and remember information. When we learn something new, our cortex creates new connections between neurons. These connections allow us to store information in our memory and recall it when we need it.

The cortex is the outer layer of the brain and plays an important role in self-regulation, learning, and self-control. If the cortex is injured or underactive, these functions may be impaired. For example, a person with a cortex injury may have difficulty controlling their emotions or impulses. They may also have trouble learning new information or skills. In severe cases, a cortex injury can cause coma or paralysis.

Sometimes the cortex is able to heal itself over time, maybe just two or three weeks of rest and quiet. But more often than not the injuries to our brains don't heal, and can inhibit us and interfere with our true potential to perform at a high level for the rest of our lives.

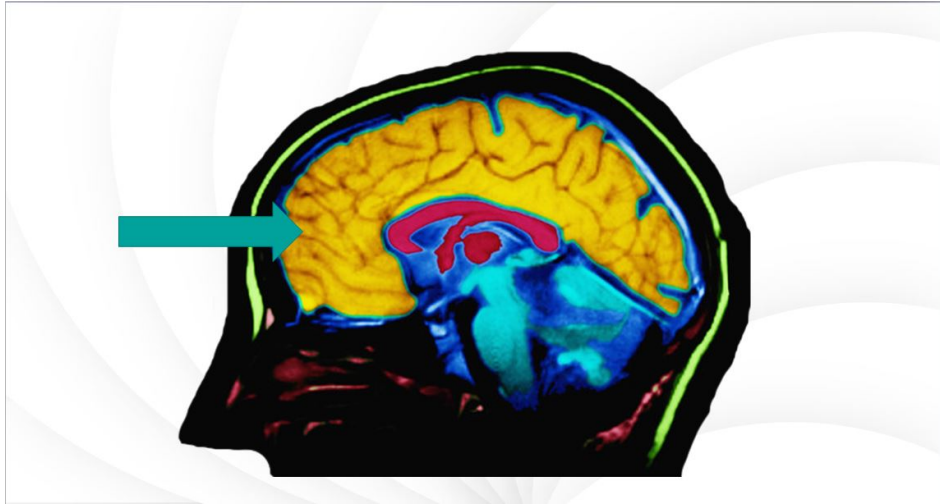
We cannot just talk ourselves into being better. It takes interventions from outside of us to improve brain functioning. We need to take action and use the available resources for help. Fortunately, there are many ways to improve cortex function.

One of the most effective ways to improve your brain function is through the comprehensive CalmWaves brain performance training program. This type of training helps to improve the way the cortex functions by allowing

healing to the injuries, providing needed nutritional support to lay the foundation for healing, and teaching the brain how to better process information and make decisions.

- Brain Coaching and Seminars On-Line Everyday;
- Nutritional Supplements targeted for Brain Healing and Performance from the world's leading experts;
- Daily brain performance exercises, and much more!
- And in our Scottsdale, AZ offices applied neuroscience through powerful neurofeedback training and hyperbaric oxygen chambers are available to our clients.

Meet Your Frontal Lobes



The frontal lobes are a critical part of the brain, responsible for higher-level cognitive functions such as decision-making. The pre-frontal cortex, in particular, is thought to be involved in executive function and self-control. This area of the brain is constantly active, even when we are resting, and it is believed to play a key role in keeping our thoughts and emotions in check.

Damage to the frontal lobes can lead to a wide range of problems, including impaired judgment, impulsivity, and a loss of self-control. In severe cases, it can even lead to personality changes.

Some people completely change their personalities after an injury to the brain. We are seeing these problems playing out everyday now from injuries to football, hockey, lacross, and soccer players who have sustained concussions as well as a collection of small brain injuries that are "just a part of the sport." But we also see serious problems from auto accidents, construction accidents, and drug use causing injury.

Given the importance of the frontal lobes, it is not surprising that they are often referred to as the "brain's CEO". While this analogy is imperfect, it does give some sense of the vital role that these regions of the brain play in our lives.

Your Hippocampus and Amygdala, Keeping You Alive!

Your hippocampus and amygdala are key brain regions for entrepreneurs. The hippocampus is important for learning and memory, while the amygdala is associated with fear and anxiety.

The hippocampus and amygdala are two key regions of the brain that are responsible for our response to fear.

The hippocampus is responsible for encoding and storing memories, while the amygdala is responsible for triggering the fight-or-flight response. When we experience a fear-inducing event, the hippocampus encodes the memory of the event and sends it to the amygdala.

The amygdala then determines whether we should respond with fighting or fleeing. In other words, the hippocampus is the brain's way of ensuring that we remember what scares us, so that we can avoid it in the future. The amygdala is the brain's way of making sure that we are prepared to deal with those threats. It deals with our emotional responses, and controls whether to fire up the “flight or fight” system of the body. Together, the hippocampus and amygdala are

essential for our survival. without them, we would be constantly in danger.

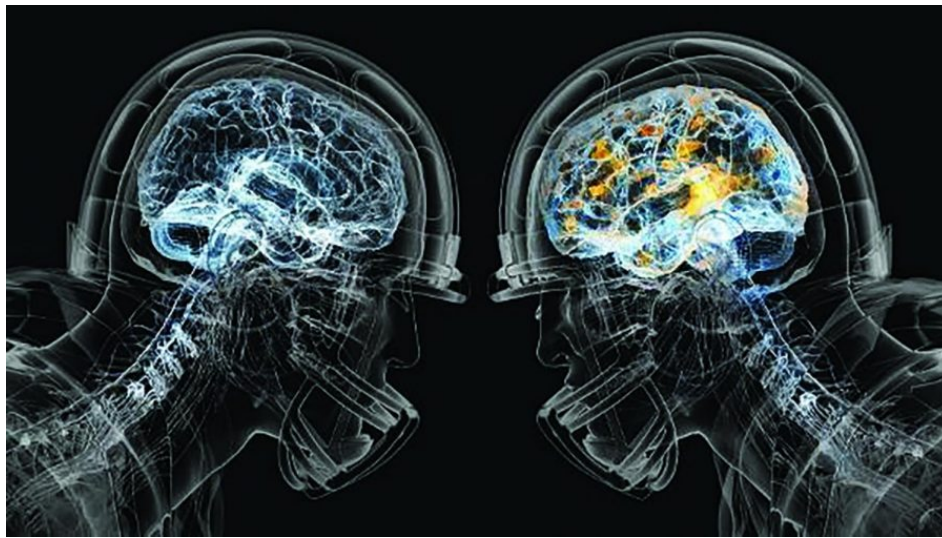
Entrepreneurs need to be able to learn quickly and remember important details. They also need to be able to control their fear and anxiety in order to make decisions under pressure.

The good news is that you can improve the function of your hippocampus and amygdala with mental training. By using techniques like tapping, meditation and mindfulness, or advanced stress management techniques you can increase hippocampal activity and decrease amygdala's activity. This will help you to perform better everyday as an entrepreneur.

Section 3:

Interferences

- 1. Concussions and Head Injuries**
- 2. Anxiety**
- 3. Stress**
- 4. ADHD and Entrepreneurs**



Concussions and Head Injuries



Concussions and other forms of head injuries can have a significant impact on brain performance. Concussions can cause changes in the brain that can lead to problems with thinking, memory, and learning. These changes can affect a person's ability to achieve their fullest potential.

A concussion is a type of brain injury that occurs when the head is hit by an object or when it hits an object.

Concussions can occur during any type of physical activity, but they are most common in contact sports such as football, hockey, and boxing. A concussion can also occur from a fall or from being in a car accident.

Most concussions are mild and resolve on their own within a few days or weeks. However, some concussions can lead to more serious problems, such as bleeding on the brain or a change in the brain's structure. Concussions can also cause problems with thinking, memory, and learning. These problems can last for days, weeks, or even months after the injury.

Concussions can also disrupt the brain's communication systems, which can impact a person's relationships, health, and productivity. As a result, it is important to be aware of the potential consequences of concussions and to seek medical attention if you or someone you know has suffered a concussion or head injury.

Concussions are a serious problem in football, at all levels of the game. In the NFL, there have been a number of high-profile cases of concussions leading to long-term health problems for players. College and high school football programs have also seen an increase in concussions in recent years. While the specifics of each concussion case are different, the underlying issue is the same: football is a physically demanding sport that puts players at risk for head injuries.

Important Note: In 2017 the *Journal of the American Medical Association* published a study of TBI, CTE, and football. The researchers looked at the brains of 202 deceased people who had played football from high school to the NFL. They analyzed their brains for signs of CTE and also spoke with family members about each player's history.

They reported CTE in 110 out of 111 NFL player's brains (99%) and most cases were "severe." And "mild to moderate" levels of CTE were found in 66 out of 99 players (73%) who only played as far as high school level football.

These types of brain injuries cause mood problems such as depression and anxiety, behavior problems often leading to family conflicts or even arrest, and cognitive problems where you can't figure out solutions to problems, or remember simple information.

What sports did you play?

Nick's Story: 1 of the 30,000

I've got to tell you about Nick. His story is so traumatic that it even made it on national news.

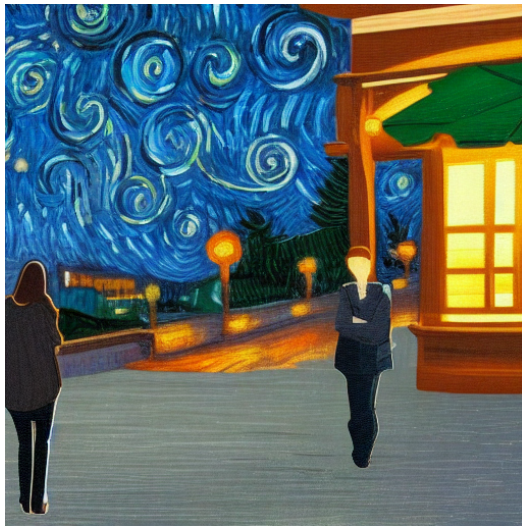
Nick was a 22 year old college baseball player, tall, athletic, handsome. He was playing for a D1 university in the Midwest. He was a star with a bright future ahead of him. And then he had a really bad week. He broke up with his girlfriend. He went to a party on the weekend and drank heavily.

Driving home out in the middle of farmland he hit a patch of ice, rolled his truck, was ejected out through the front windshield, and landed in a field of snow where he lay frozen for eight hours until a farmer found him in the field the next morning. ***Yes it was the freezing that saved his life.*** He was airlifted to the nearest hospital where the doctors did what they could. They worked to stabilize him, they put him into an induced coma, and then they put him on a ventilator. And they called his parents told him they needed to fly out from California immediately.

When mom and dad got there they were told that he was in a very fragile situation medically, and that if he did continue to live he would continue to live on a ventilator, and with very bad brain function. Mom and dad spent the rest of the day in prayer asking God to restore their son's life.

After a few weeks they had Nick transferred back to California for continued treatment, and so they could be close to him. Mom was a nurse and very much his advocate in the hospital. And as time went on he got stronger and his brain continued to heal a little everyday. He began to respond to people in the room. And then he opened his eyes and began to interact with them.

By the time mom called me for help, headed in about a year since his accident. He looked pretty normal. ***He just had trouble remembering people, places, or things. He had great difficulty reading, and often caused him headaches, and he couldn't remember anything that he read.*** He couldn't write anything but his name. But when I asked Nick his hopes for the future, he said that he wanted to return to college and finish his bachelors degree. We can do a lot of amazing things in our brain performance center. We can help a human brain to work better and better until it is working at elite levels. ***But this would be an impossible request.*** And the way we figure it is doing the impossible simply takes a little bit longer.



So we started work with Nick. I met with him face-to-face three times a week. He started our nutritional suggestions for brain performance, and was a great patient working on getting better day after day. We began to see improvement as his brain continue to heal at a faster pace.

Within a month he was starting to write again, although his work had a long way to go to be at a college level. His headaches stopped. After three months he felt like he could return to school. He took one course add a local junior college, but just couldn't do the work yet and had to drop out. Two more months of work went by, and at this point he felt like he was ready for a part-time job as well as a college class. And he did pass this college class, and he did get a part-time job.

In celebration he and his family went on a fishing trip up to the Pacific Northwest. The location was so beautiful, and the entire family enjoyed it so much, that they came home and put their house up for sale. Within a month I had moved up to the town where they went fishing. They just loved it. Since Nick's mom was a nurse, I was able to provide her with a high-performance Neurofeedback system and she worked with her son four days a week. He continued to heal, get stronger, and think more clearly. You continue taking college courses and after another year he graduated with his bachelors degree! That was about four years ago. And I just noticed on Facebook that Nick got married last week. His life, His dreams, his hopes for the future has been restored. We wish him well. His story is amazing, and he is an amazing young man.



Anxiety

Anxiety is a common mental health disorder that can have a significant impact on adults. According to the National Institute of Mental Health, anxiety disorders are the most common type of mental illness in the United States, affecting more than 18% of adults.

The most common type of anxiety disorder is generalized anxiety disorder, which is characterized by persistent anxiety and worry about a variety of topics, including work, relationships, and health.

People with anxiety disorders may also experience panic attacks, which are sudden episodes of intense fear or anxiety. Panic attacks can cause physical symptoms such as a rapid heart rate and sweating. Anxiety can also lead to avoidance behaviors, such as avoiding social situations or driving.

When left untreated, anxiety can interfere with work, school, and personal relationships. Fortunately, there are effective treatments available for anxiety that can help people manage their symptoms and improve their quality of life.

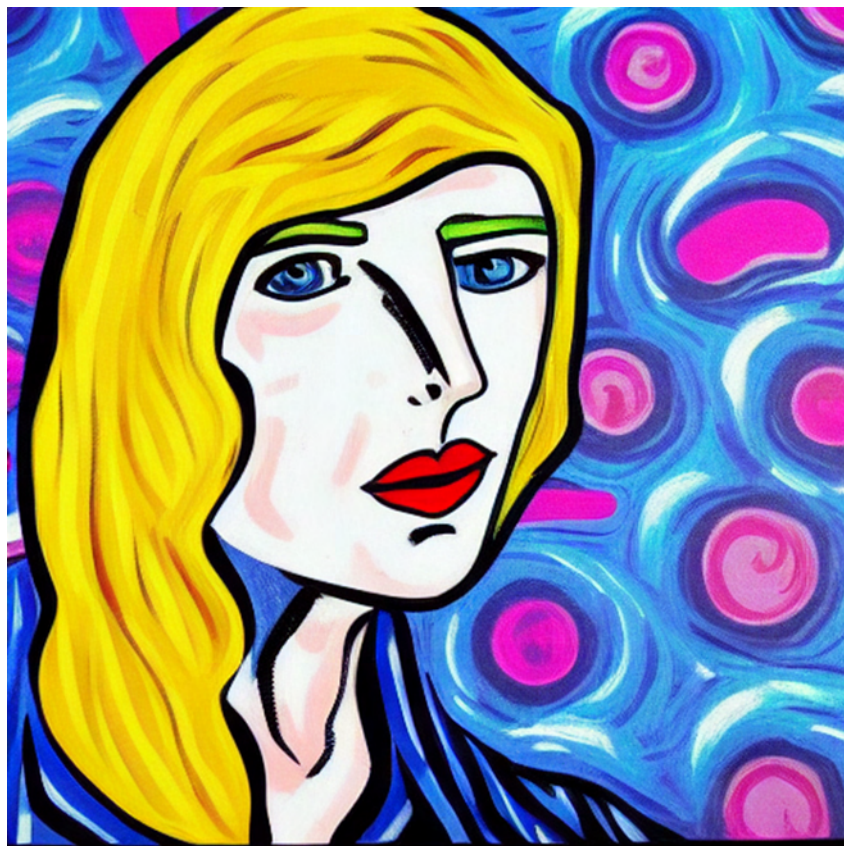
Story of Hope: 1 of the 30,000

When she first called me for an appointment this 33 year old mother of two children was very distressed and wanted to get into see me right away. But my calendar was very full, and I wouldn't be able to see her for a couple of weeks. Then about two hours later I received a phone call from her father back in New Jersey. He pleaded with me to see his daughter, and explain to me just how distraught she was and how serious and fragile the situation was. So I sat down with his father on the phone and figured it out.

Generalized anxiety disorder (GAD) is a mental health condition characterized by feelings of worry, stress, and anxiousness. People with GAD may often feel like they are in a state of constant worry or fear, and this can lead to physical symptoms such as heart palpitations, chest pain, and difficulty breathing.

Panic attacks are one type of anxiety attack that can often be experienced by those with GAD. During a panic attack, a person may feel a sudden onset of fear or anxiety, along with physical symptoms such as increased heart rate, shortness of breath, and dizziness. While panic attacks can

be terrifying, it is important to remember that they are not harmful and do not last long. If you or someone you know is struggling with GAD or panic attacks, there is help



available.

I met with his daughter the next night and learned about her story. She had been experiencing moderate to severe anxiety every single day of her life. Since she was four years old. That's when her mother had been diagnosed with terminal cancer. She grew up without her mother, and barely with her father who is a traveling salesman. And every day in her life her constant companion with her anxiety. And so now here she was in my office at age 33 years old.

She was married to a man in The Air Force, and she had two kids at home. Her husband worked at Edwards Air Force Base, and like so many stationed at Edwards he had a job he couldn't talk about, and would often just come home and pack a duffel bag and leave for a month at a time. When he got home he couldn't talk about what he did, because everything he did was secret. This was her life and she was at the absolute breaking point. She couldn't do enough coloring books to calm herself down, she hated living near Edward Air Force Base in the Desert, she saw no hope for her future.

I started her on the direct high-performance Neurofeedback right away, and it changed her life. In just a few minutes her anxiety decreased rapidly and significantly. When I asked her, "how do you feel" She replied has she didn't feel any anxiety at all, anywhere. "Do you like it?" And she said, "I don't know. I have never not felt anxiety." I told her that she would get used to it and learn to enjoy it. After a day or two the anxiety return as predicted with the Neurofeedback, as the first session with the high-performance Neuro feedback usually lasts 24 to 36 hours and then rolls back to the starting point, but it's never really as severe as one person started out. We also started our work with our brain performance coaching.

Then again another Neurofeedback session and no anxiety for two days another session no anxiety for three days and so on this progressed. After just a dozen sessions over a two month period of time for anxiety had completely resolved after a lifetime of



Stress

Stress is a natural response to any sort of demand placed on the body or mind. It can come from work stress, relationship stress, or any other number of sources. The stress response is designed to help us deal with difficult situations by increasing our heart rate and releasing stress hormones like adrenaline and cortisol.

While stress can be beneficial in short bursts, it can also have negative effects if it becomes chronic. Chronic stress

can lead to anxiety, depression, sleep problems, and a host of other health issues. That's why it's important to find healthy ways to manage stress. Exercise, relaxation techniques, and spending time with friends and family are all great ways to reduce stress levels.

Stress is a common issue that many adults face. stress can come from a variety of sources, such as work, relationships, and day-to-day life. stress can impact every aspect of an adult's life, from their work performance to their personal relationships. When left unchecked, stress can lead to serious health problems, such as anxiety and depression. However, there are ways to manage stress and minimize its impact on your

Story of Hope: 1 of the 30,000

She was now a college student, and had to do a lot of her work as a communications major in small groups. This was a huge challenge to her as she had grown up with social anxiety disorder. She was homeschooled as she grew up, and she did really well in that kind of an educational situation. She didn't have to worry about strangers or groups or large gatherings except when she went to church, and then she just sat in the back row kind of away from people. She would leave early and be the first one to her car. But she simply couldn't avoid it when she went off to college.

Social anxiety disorder is a mental health condition that causes intense fear and worry in social situations. People with social anxiety disorder may avoid social situations, or they may endure them with extreme discomfort. The condition can have a profound effect on everyday life. Adults with social anxiety disorder may have difficulty working, going to school, or socializing with friends and family. They may feel isolated and alone.

She had to be able to go to the classes, and be able to work settings. Social anxiety disorder is the result of one little bitty part of the brain not maturing as it should. When we are two, three, or four years old stranger danger is totally appropriate in some situation. As we grow up though that part of the brain matures and while we keep our good senses about us in regard to strangers, we grow out of a deep neurological fear of strangers and replace it with good judgment and Street Smarts. But here she was as a college student with the same intensity of stranger danger she had at two or three or four years old.

She worked with our brain performance program including neurofeedback sessions for about four months to get that part of the brain to mature, and normalize. The good news is within about 4 1/2 months she had a completely new outlook on group situations, and a higher performing brain. She successfully graduated college, and about a year and a half ago she got married and moved up to the Pacific Northwest. Her life truly went from one where she just wanted to isolate in her home all day long to a life where she now has a career, a family, and deep fulfillment. She has a high performing brain and the high performance life.



ADHD and Entrepreneurs

Many entrepreneurs as adults struggle with symptoms of ADHD on a daily basis. While the exact cause of ADHD is unknown, it is believed to be a combination of genetic and environmental factors. Common symptoms of ADHD in adults include difficulty focusing, impulsivity, and restlessness. This can make it difficult to succeed in work and personal relationships.

There are a few things that you can do to help manage your symptoms and live a successful life despite having ADHD. First, it is important to find an activity that helps you focus and stay on task. This could be something as simple as going for a walk or working on a puzzle. You might also want to try a more structured activity such as yoga or meditation.

In addition to finding ways to help you focus, it is also important to make sure that you are staying organized. This may mean keeping a planner or using a to-do list app on your phone. Taking the time to write out what you need to do each day can help you stay on track and avoid feeling overwhelmed.

It is also important to set realistic goals for yourself. Trying to do too much at once can be overwhelming and lead to frustration. Start with small goals that you can easily accomplish and work your way up to bigger ones. Finally, don't forget to take breaks when you need them.

Thankfully, there are programs available that can help manage the symptoms of ADHD and allow adults to lead successful lives. With the right support, you can reach your goals and overcome any challenges that come your way.

Long-Haul Covid Brain Fog

It was just our second week visiting our new church in Scottsdale. The pastor of the church is named rowdy, and he is one of the kindest, happiest, and most energetic people I have never met in my life. After that church service had ended pastor rowdy sauce and ran up to us to greet us and meet us. He politely asked where we were from and where we were living, and of course what I did for a living.

We explained to him about our brain performance work that we were doing here in Scottsdale with athletes and entrepreneurs, and he got very excited. He went on to tell us the story that he had caught COVID three times in the past year, and each time it had impacted his life differently. The first time it made him sick. The second time it made him depressed, and unable to feel any emotions. And the third time he caught it it took away a lot of his short term memory ability. In fact it was so bad he said that his wife had just two days beforehand told him he needed to go see somebody about how badly his brain was performing. So he was very excited that there I was standing right there in front of him.

It's been over two years since the pandemic started, and many people who have had covid are still struggling with long-term effects. One of the most common complaints is "covid brain fog." This cognitive impairment can cause problems with memory, concentration, and focus. For some people, the fog is so dense that it's hard to think clearly or follow a conversation. In extreme cases, it can lead to hallucinations and delusions. The good news is that, for most people, the fog lifts eventually. But for some long-haulers, it can linger for months or even years. Scientists don't yet understand why some people experience brain fog after covid while others don't. However, they believe that it may be caused by inflammation in the brain.

He asked if the work that we did might help him and I told him that I didn't really know, because nobody really knows what this long haul COVID brain fog is all about, but I told him that I'd be glad to try working with him. We set up our first session and went to work with him. In about 30 minutes he felt completely different and was very excited about the results. We continue to work with him for another six weeks, and today he would tell you or anyone else that

this was life changing for him. In fact just last Sunday he mentioned it in church again from the pulpit.

Then after church a lady came up to me and asked if I was the brain guy. She told me her long COVID story and how it had impacted her memory, her organizational abilities, and her energy. She said that she ran a sales organization that netted her about \$90,000 a month a year ago, but that after her bout of COVID she was barely able to generate about \$20,000 a month. She said that it was very difficult getting her work done, organizing her sales team, and being productive. Her long haul COVID symptoms were costing her a lot of money every month, and she wanted to know if we could fix it. And yes, I think we can and I am looking forward to getting started working with her this week. Have you noticed anything like this in your own experience with COVID?

Section 5:

Maximize your brain

1. The brain performance training difference
2. 21 of the most important things from the last 35 years
3. Invite you to move forward, take action, join us

Brain performance is a different category than mental performance. Brain performance is about making the actual organ in your body - the brain - perform more optimally for peak-performance.

Do you ever feel like you're not thinking as clearly as you could be? Like there's a business idea on the tip of your tongue, but you just can't seem to reach it? Or that you're capable of so much more, but you can't seem to push yourself to the next level? If so, you may benefit from neurofeedback training.

Neurofeedback is a type of brain training that helps you increase blood flow to the frontal lobes, improving executive functions like decision-making and focus, and can bring healing to past concussions or traumas. In addition, neurofeedback can also help to increase creativity and problem-solving skills. If you're looking to take your business to the next level, neurofeedback training may be just what you need to give you the edge you need to succeed.

Brain Performance training is designed to help you improve your mindset and mental toughness, and also your actual brain performance that can even be measured by neurocognitive testing.

You will learn about the latest scientific research on how the brain works, and how you can use this knowledge to achieve greater success in your work and personal life.

By the end of a course, you will have a greater understanding of how to optimize your brain's performance and achieve your goals.

It is obvious but should be said that we only get one brain and it has to last us for our entire lifetime. We have to protect it from injury, care for it, feed and nurture it. A healthy brain is essential for maximizing your life. It helps you to think clearly, make good decisions, and remember important information. Additionally, a healthy brain can help to improve your mood and boost your energy levels.

Here are some of the most important things that I have learned over the past 35 of helping people to be more successful, happy, and fulfilled. Read them carefully and begin to apply them to your own life!

1. Take Personal Responsibility for the results that you achieve in your life.

LOCUS of CONTROL. There are many approaches to life. Some people see everything about their current situation in life as the result of what other people have done to them, good or bad. Some people act as if they are helpless to change or better their circumstances even when they actually have control over their situation or the power to change their circumstances. They see that the “locus of control” of their life is entirely outside of them, outside of their control. They are victims of circumstances, and always will be. Nothing is their fault.

But to improve your current situation, and become more successful than you are today, you must adopt a personal philosophy of an “internal locus of control.” You must adopt the personal philosophy that you are 100% responsible for the results that you achieve in life. You.

This philosophy of personal responsibility is what drives ambition, planning, striving, working harder than others are willing to, creating new habits of success, and taking risks.

We are not like the animals who only live by instinct, and only live in the “now.” We can create new ideas, new goals, better strategies, and more meaningful philosophies of life for today and for our futures.

Your life will get better when YOU get better.

2. Imagine your Bigger and Better Future.

What does it look like? What are you doing, or no longer doing? What are your relationships like? What is your business like? Keep looking into the Bigger and Better Future.

When people can use their powerful imaginations to “see” or “picture” this Bigger and Better Future it gives us energy, creativity, and a reason to get up each morning rather than just drag ourselves out of bed. It calls us to map out a strategy to get from “here” to “there,” set goals and dates to accomplish those goals, and then execute the plan. Step by step we move forward into that exciting future.

But on the other hand, when people cannot see a Bigger and Better Future, but rather a smaller and more dangerous future – or when people confess that their past is better than their future will ever be – that is when people get depressed, grieve, and begin to die slowly.

The future is not yet written, so you be the author and write an amazing story with your Bigger and Better Future!

Get rid of the negativity in your life. Don't be afraid to seize opportunity. Learn to enjoy the journey, not just the destination. Appreciate the people who support you along the way. Stay positive and keep moving forward. Negativity breeds more negativity, so it's important to get rid of anything that's dragging you down. This includes toxic people, negative thoughts, and anything else that isn't serving you.

3. Give yourself permission to be happy and successful.

A lot of people sabotage their own happiness because they feel like they don't deserve it. Give yourself a break and allow yourself to be happy and successful. You deserve it! Most people will lie to themselves and tell themselves that they cannot do what they want to do, or that they will never accomplish it, or that they are not worthy of succeeding in life. These are lies. They come from somewhere in our past, and they can haunt us all through our lifetime. But our greatest success will always come when we live in the truth, and we live in the present. One of our most important qualities is to be able to know the difference between the truth and a lie. Live in the truth.

A healthy brain is essential for a happy and successful life. Yet, so many of us go through life without giving ourselves permission to be happy and successful. We allow our brains to get bogged down with negativity and stress, which can lead to all sorts of health problems. It's time to give yourself permission to be happy and successful. Start by taking care of your brain. eat healthy foods, get plenty of exercise, and get enough sleep. Also, make sure to spend time with positive people and do things that make you happy. When you take care of your brain, you'll find that

you're happier and more successful in all areas of life. So give yourself permission to be happy and successful today!

4. Stop comparing yourself to others.

It's easy to fall into the trap of comparing ourselves to others, but it's not productive or healthy. Instead, focus on your own journey and celebrating your own successes.



Comparing ourselves to others is a surefire way to breed dissatisfaction and unhappiness. It's important to remember that everyone's journey is different and that we all have our own unique talents and gifts. Comparison is a thief of joy. No matter how successful or accomplished you are, there will always be someone who seems to have it all. It's easy to look at other people and think that they have something you don't, but comparison only leads to envy and resentment.

Instead of comparing yourself to others, focus on your own accomplishments and goals. comparison breeds dissatisfaction, so make an effort to appreciate what you have instead of coveting what someone else has. When you stop comparing yourself to others, you'll be surprised at how much happier you are. Keep your world small, and just keep moving forward in your own life.

5. Take action towards your goals.

It's not enough to just sit around and dream about what you want to achieve. You have to take action and put in the hard work to make your dreams a reality.

No matter how big or small your goals may be, it's important to take action towards them. This means setting aside time each day to work on your goals, whether it's researching, planning, or taking steps to achieve them. It takes dedication and hard work to achieve anything worthwhile, so don't give up! Keep taking action and moving closer to your goals. You can do it!

Il too often, people get caught up in the planning stage and never actually get around to taking any steps towards their goals. This is a recipe for failure. If you're serious about achieving something, you need to act. Put together a plan of action and start working towards your goals. It won't be easy, but it's worth it. Commit to the work and see it through to the end. Only then will you be able to achieve your goals.

Whenever you set a goal you want to have a “done by“ date. It is OK to put pressure on yourself to achieve your own goals. Set a date to complete the next step. Remember that whenever you set a goal it is for the benefit

of your future self. Who do you want to be in the future? How do you want to live in the future? This is what your goals are for! To change your own destiny and your own future.

The goals that you set for 10 years, five years, two years, three months from now, should all be about your own bigger and better future. This is for the sake of your future family life, your relationships, and your future self. This is about your future. What will interfere with you moving forward our distractions that come up every day. It is essential that we know the difference between what is urgent and what is truly important. Yes we have to deal with the urgent things that come up, but if they are going to get in the way of us working on the truly important things we should just hire somebody to deal with the urgent matters so that we have the time available to work on the truly important things.

6. Learn from your mistakes.

Everyone makes mistakes, but it's important to learn from them so you don't make the same ones again.

We all make mistakes, it's part of being human. What's important is that we learn from our mistakes so that we don't make them again in the future. When you screw up, take a step back and examine what went wrong. What could you have done differently? How can you prevent the same thing from happening again? It's not easy to face our mistakes, but it's essential if we want to learn and grow.

And really in this day and age we can fail at something very quickly, and regroup so that we can move toward success just as quickly. This is why we do “A” “B” testing

with every email or text that we send out, or with every website page that we build. One will always be more success than the other, so we keep that one and throw out the other. In these ways “failure” or “mistakes” is a better teacher than easy success will ever be.

But outside of internet marketing or on-line sales, “failure” that is repeated can become crushing and change the course of our lives. Here are the great Jim Rohn’s definitions of failure and success for a life-time, the brackets are ours:

FAILURE: [a few] [errors in judgement] [repeated everyday] [for years.]

Look down the road. What will the errors in my judgement that I repeat everyday add up to if given enough time?
“Accumulated Disaster” takes time.

SUCCESS: [a few] [simple disciplines] [practiced everyday] [for years.]

“Accumulated Success” takes time to build up as well. It’s like compounded interest. Better thinking and better habits are needed for a bigger and better future!

7. Find a balance between work and play.

It's important to find a balance between work and play, so you don't burn out.

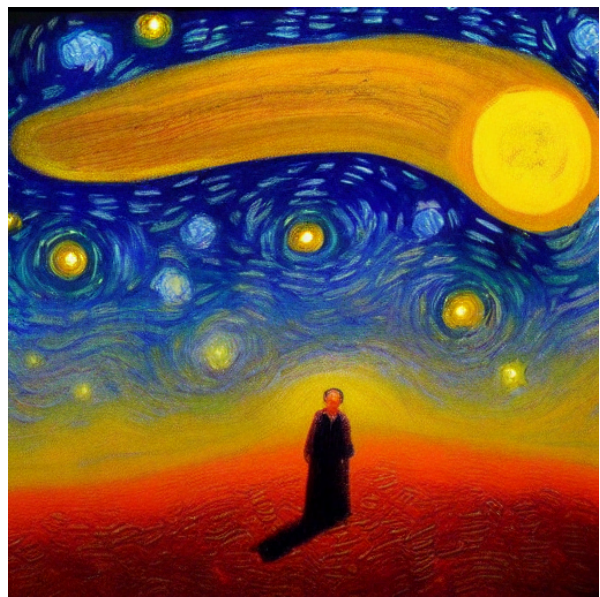
We all need to work to live, but it's important to find a balance between work and play. If you're working all the time, you're going to burn out eventually. Make sure to schedule some time for fun and relaxation into your week. Whether it's going for a walk, spending time with friends, or watching a movie, taking some time for yourself is

essential. You need to recharge your batteries so you can keep going.

By taking regular breaks, we can recharge our batteries and come back to our work with fresh energy and perspective. Similarly, recreation and relaxation are essential for maintaining our mental and physical well-being. When we give ourselves time to relax and have fun, we're better able to cope with the stresses of daily life. Finally, reflection is important for understanding our experiences and discovering what's most important to us. By taking the time to reflect on our lives, we can learn from our mistakes and make choices that will lead to a more balanced and fulfilling life.

8. Let go of the past and live in the present moment.

The past is in the past for a reason. It's important to let go of any negative experiences and live in the present moment. This doesn't mean you have to forget about what happened, but it does mean that you need to focus on the here and now. Let go of any grudges or resentments you may be holding onto and move on with your life. Life is too short to dwell on the past.



In my 30,000 sessions with clients I came to see the power of Moses' creation account in Genesis for my clients and my own life. There are powerful lessons in Genesis chapter one. First, God speaks Light into Darkness. Then He separates them into the past and the present. Next he

separates the dry land – the place where life can thrive – from the chaos of the oceans.

What do those actions speak to in your own life?

Where would you like to have Light come and drive out Darkness in your own thinking, relationships, the choices of your own life? And where would you like to have an environment where life can grow and thrive rather than chaos? Take a minute to think about these questions.

It can be difficult to let go of the past, especially if we have experienced pain or trauma. However, it is important to remember that the past is in the past for a reason. We cannot change what has already happened, but we can control how we react to it. Instead of dwelling on the past, we should focus on the present moment and make the most of our lives.

How do i forgive? The answer is not always easy; however, it is always worth it. When we forgive people who have hurt us, we free ourselves from the bitterness and resentment that unforgiveness can breed. We also open ourselves up to the possibility of receiving forgiveness from others.

Forgiveness is an act of self-love and compassion. It does not mean condoning hurtful behavior or excusing someone for their actions. Rather, forgiveness is a Powerful act that can lead to healing and peace. It is like speaking Light into Darkness, and pushing back the chaos of the oceans in your life.

If you are struggling to forgive someone, try reaching out to a trusted friend, minister, or therapist for support. You may also find it helpful to meditate on forgiveness or write about your forgiveness in a journal. Stanford University has a program that studies the benefits of forgiveness for our bodies, minds, brains that is helpful. Once upon a time I wrote an ebook on forgiveness for my clients because it is such an important thing for us all to deal with. Remember, forgiveness is a journey; take your time and be gentle with yourself.

9. Learn to accept yourself for who you are.

We all have flaws and imperfections, and we also have incredible strengths and skills that we can use in blessing others and making their lives better. By accepting ourselves, we can learn to love ourselves and appreciate our own unique abilities.

Do you see yourself as a “sinner” or a “saint”? This is a question that I have asked hundreds of my clients over the many years of helping people. Easily 90% have started the journey working together with me seeing themselves as “sinners.” And it is very hard to be successful in life when we see ourselves as unworthy, incompetent losers.

But this is not the picture of the human race that we see in the ancient scriptures, nor it is God’s opinion of you – or anyone else. You are competent. You can make good decisions. You can improve daily, become stronger, smarter, and have more Wisdom everyday! This is growth! Keep moving forward!

Spend time with positive, supportive people. It is said that we become like the five most influential people in our lives. If we want to be positive and successful, it is important to spend time with people who will support us

and help us grow. Find friends, family members, or mentors who will encourage you and help you reach your goals. These people will lift you up when you're feeling down and help you stay motivated on your journey.

People are a constant source of inspiration and motivation in our lives. They encourage us to pursue our dreams, inspire us to be better versions of ourselves, and influence our behavior in both positive and negative ways. Each person that we encounter leaves their mark on us, shaping who we are and who we will become. Some people cross our path for only a brief moment, but their impact can be profound. Others remain in our lives for much longer, but their influence may not be as great. It is important to be mindful of the people that we allow into our lives and the impact that they have on us. Surround yourself with those who encourage and inspire you to be your best self. These are the people who will help you to achieve your goals and reach your full potential.

We all need someone in our lives who inspire us to be better. A mentor is someone who can show us the way, offer guidance and support, and help us to achieve our goals. A friend is someone who knows us well, believes in us, and is always there for us, cheering us on. Both mentors and friends can play an important role in helping us to reach our potential. Mentors can introduce us to new ideas and help us to see things in a different light. They can also provide valuable feedback and advice. Friends provide encouragement and unconditional support. They remind us of our strengths and remind us why we're doing what we're doing. We all need people in our lives who inspire us to be better.

10. Take care of your body and mind.

Assuming good health, we should all encourage, inspire, and influence others to exercise and eat a nutritious diet. A sound mind and body are the best tools we have to meet the challenges of daily living. Unfortunately, poor diet and lack of exercise are leading causes of preventable chronic diseases such as heart disease, stroke, diabetes, and cancer. These conditions not only shorten our lives but also reduce the quality of our lives - impacting our ability to work, play, and enjoy time with family and friends.

Eating a healthy diet and being physically active can help prevent or manage many chronic diseases. It is never too late to start taking care of your body and mind! Talk to your health coach or physical trainer about ways that you can improve your diet and increase your physical activity. They can offer guidance and support as you work to improve your health.

11. The daily practice of Gratitude.

Be grateful for what you have, who you are, and for who loves you. One of the best ways to enjoy life is to be grateful for what you have. Too often, we focus on what we don't have and what we wish we had. This can lead to feelings of dissatisfaction and discontentment. Instead, take a moment each day to reflect on the things that you are thankful for. Be grateful for your health, your family and friends, your talents and abilities, your home, your job, and all of the other good things in your life. When you focus on the positive, you will be amazed at how much better you feel. Gratitude is a powerful emotion that can change your outlook on life and help you to enjoy each day more fully.

Gratitude is the practice of counting your blessings and being thankful for what you have. It can be easy to take the good things in life for granted, but when you make gratitude a daily habit, you'll start to appreciate all the little things that make life worth living. Even on tough days, taking a few moments to reflect on what you're grateful for can help boost your mood and give you a more positive outlook. Gratitude has also been linked with better physical health, as it can help reduce stress levels. So if you're looking for a way to improve your performance, try starting each day with the practice of gratitude.

I recommend that you start every single day with a pad of paper and a pen in a quiet place in your home. Think about 5 people, places, or things for which you are truly grateful and write them down. Take a minute to reflect on how much each one of those things that you wrote down mean to you. Take your time and enjoy that each of these people, places, or things are in your life now. Thank God for each one of them. Take your time and enjoy it. As you do this your brain becomes much more active right across the top and center of your brain. Your brain comes alive with the practice of gratitude, and it sets you up for greater success through the rest of your day.

12. Visualize your success.

When you have a clear vision of what you want to achieve, you are more likely to reach your goals. Take some time to think about what you want to accomplish in the coming year. What do you want to achieve professionally? What kind of impact do you want to make in your community? What do you want to accomplish personally?

Once you have a clear vision of what you want to achieve, set a "done by" date, and start taking steps to make it a reality. Set goals, make plans, and take action. When you

visualize your success and take concrete steps to achieve your goals, you will be amazed at what you can accomplish.

As you prepare for your day, take a moment to visualize your success. See yourself accomplishing your goals and taking care of business. Picture yourself crossing items off of your to-do list and meeting deadlines with ease. By visualizing your success, you are setting the stage for a productive day. You are programing your mind for success, which will help you to take the necessary actions to make your vision a reality. So take a few moments each morning to visualize your success and watch as your preparation pays off throughout the day.



Take risks and follow your dreams. Too often, we play it safe, afraid to fail or make mistakes. But if you never take risks, you will never know what you can achieve. Life is too short to play it safe all the time. So take a chance, step out of

13. Give back to others.

There is something special about giving back to others. When we bless other people with our time and money, we are not only helping them in a practical way, but we are also making a difference in their lives. In a world where so many people are focused on themselves, generosity is a breath of fresh air. It shows that we care about others and that we are willing to put their needs above our own. When we give back to others, we bless them and bless ourselves. We receive the joy that comes from knowing that we have made a difference in someone else's life. So next time you have the opportunity, be generous and give back to those who have blessed you.

Jesus said that "it is more blessed to give than to receive." When we give back to others, we are blessed in more ways than one. We receive the joy of knowing that we have made a difference in someone else's life. We also receive the satisfaction of knowing that we have put our own needs aside and focused on helping someone else. So next time you have the opportunity, be generous and give back to those who have blessed you. You will be blessed in more ways than you can imagine.

Laugh often and enjoy life! One of the best pieces of advice I've ever received is to laugh often and enjoy life. It's so important to take time out of our busy schedules to enjoy the little things in life. Spend time with family and friends, go on vacations, and make memories. Life is too short to

work all the time and not enjoy ourselves. Of course, it's important to work hard and provide for our families, but we also need to take time to play hard. Balance is key in life. Too much work and no play makes for a very dull life. Find what brings you joy and do more of it! Live each day to the fullest and enjoy all that life has to offer.

14. Be positive and optimistic.

One of the most important things we can do for ourselves is to stay positive and optimistic. No matter what life throws our way, we can choose to see the glass half full instead of half empty. When we focus on the good in our lives, we open ourselves up to more happiness and success. Positivity is contagious, so spread it around! And when you find yourself in a negative situation, choose to see the silver lining. There is always something good that can come out of bad situations. So keep your head up and your heart open, and good things will come your way.

Be grateful for what you have. One of the quickest ways to improve your mental performance is to focus on gratitude. When we are grateful for what we have, our minds are filled with positive thoughts and emotions. This allows us to see the good in our lives and appreciate all that we have been given. Gratitude also helps us attract more good into our lives. The more we focus on what we are thankful for, the more we open ourselves up to receiving even more blessings. So take a few minutes each day to think about all the things you are grateful for. You may be surprised at how much better you feel!

Meditate or do some form of relaxation every day. In our fast-paced world, it's more important than ever to take time out for ourselves and relax. Meditation and relaxation help to calm our minds and bodies, and they have been shown to improve mental performance. When we are relaxed, our

minds are better able to focus and we are able to think more clearly. We are also better able to handle stress and anxiety. So take some time each day to meditate or do some form of relaxation, and you will see a difference in your mental performance.

Relaxation, meditation, reflection, and dreaming about the future are all important part of living a well balanced life. Relaxation helps to ease tension in the body and mind, while meditation can help to focus and calm the mind. Reflection allows us to look back on our day and learn from our experiences, while dreaming about the future helps us to set goals and visualize our success. All of these activities are important for maintaining a healthy balance in our lives.

15. Jump into cold water a few times each week and let the cold water teach you how to breathe deeply, and how to overcome the fears that hold us back.

Jumping into a cold plunge can be a daunting experience. After all, the water is cold, and the unknown can be scary. However, taking the plunge can also be incredibly empowering. Breathing is key in overcoming fears, and it can help to focus on the present moment. In the cold water, you will likely feel your heart racing and your body tense up. However, by focusing on your breath, you can help to calm your mind and body. The cold water can also help to reduce inflammation and relieve muscle pain. So, next time you're feeling anxious or stressed, consider taking a cold plunge. It just might be the boost you need to overcome your fears. Check out Wim Hoff's videos on YouTube to learn more about all of the amazing benefits of taking a cold water plunge!

Mental performance is important for entrepreneurs because we are constantly facing new challenges and obstacles. Our

ability to think clearly, focus, and stay positive can mean the difference between success and failure.

16. Connect with nature regularly.

We love the beauty of Sedona and the majesty of Zion National Park as great places to get connected with God, nature, and ourselves. Zion National Park and Sedona are two beautiful locations in the United States that offer opportunities to connect with nature.

Zion National Park is located in the southwestern region of the United States and is one of the most popular nature destinations in the country. The park spans over 229 square miles and includes a variety of landscapes, including canyons, mountains, rivers, and forests. Zion National Park was established in 1919 and has since been a popular destination for nature lovers and outdoor enthusiasts. The park is home to a diverse range of plant and animal life, as well as a number of iconic landmarks, such as Angel's Landing and the Great White Throne. In recent years, the park has also become increasingly popular with photographers and filmmakers, thanks to its stunning scenery. With its rich history and varied landscape, Zion National Park is truly a place like no other. Be sure to rent an electric bike when you visit, it's the best way to enjoy the beauty!

Sedona, meanwhile, is located in northern Arizona and is known for its red rocks and desert landscapes. Sedona is a small town located in the midst of red rock mountains in Arizona. The town is famous for its Sedona vortex, which is said to be a place where positive energy radiates from the earth. While there is no scientific evidence to support these claims, they add to the town's mystique. Sedona's history is steeped in legends and folklore, making it an intriguing place to visit. Whether you're looking for positive energy or

simply stunning scenery, Sedona is definitely worth a visit.

Both locations offer visitors the opportunity to enjoy hiking, camping, and other outdoor activities. In addition, both Zion National Park and Sedona are considered to be sacred places by many Native American tribes. As such, they provide a unique opportunity to connect with the natural world and learn about different cultures.

Visiting these locations on a regular basis, or even making a pilgrimage to them once in a while, can do wonders for our mental and spiritual wellbeing. Being in nature has been shown to reduce stress, improve moods, and promote relaxation. It is also a great way to get some exercise and fresh air. By regularly spending time in nature, we can improve our physical and mental health while also gaining a greater understanding of the world around us.

17. Pursue your passions.

Entrepreneurship is all about pursuing your passions. It's about finding something you're passionate about and turning it into a business. Doing what you love is one of the best ways to find success as an entrepreneur. When you're passionate about something, you're more likely to stick with it and persevere.



So often in life, we are faced with difficult choices. Should we do what we love, even if it means making sacrifices? Or should we do what is practical, even if it isn't our passion? The answer, of course, is both. It is essential to do what you love. But it is also important to do hard things. Because the truth is, the things that are worth doing are often the things that are most difficult. They require us to push ourselves, to step outside of our comfort zones. And they test our resolve. But if we can overcome these challenges, if we can do the hard things, then we will be rewarded with a sense of fulfillment and satisfaction that comes from knowing we have done something worthwhile. And that is why it is so important to know your "why." Why do you want to do this thing? What is your motivation? If you can answer these questions, then you will be more likely to succeed. Because

you will have a clear purpose, and you will be driven by a desire to achieve your goals. So ask yourself: why do you want to do this? What are you willing to sacrifice in order to achieve your dreams? And then go out there and do it. Do what you love, and do the hard things. That is how you will find success and happiness in life.

18. Get enough sleep.

Sleep is essential for our physical and mental health. When we don't get enough sleep, we are more likely to get sick, feel tired and sluggish, and have difficulty concentrating. In addition, sleep deprivation can lead to weight gain, depression, anxiety, and irritability.

Most people know that they should get eight or nine hours of sleep each night, but many still don't get enough. Sleep is important for recovery and preparation for the next day. Without enough sleep, you may not be able to perform at your best. You may also be more likely to get sick. Getting enough sleep is especially important as you prepare for a big day or important event. During sleep, your body recovers from the stresses of the day and gets ready for the next day. If you don't get enough sleep, your body doesn't have a chance to fully recover, which can lead to fatigue and injuries. So if you're looking to improve your performance, make sure you're getting enough sleep!

19. Exercise regularly.

Exercise is not only good for our physical health, but also for our mental health. Regular exercise has been shown to reduce stress, improve moods, and promote relaxation. It is also a great way to get some exercise and fresh air.

Exercise regularly to become stronger, increase awareness and focus, and release endorphins to feel good. These are all excellent reasons to exercise, and there are many ways to get started. Weightlifting is a great way to build strength, and walking or running are terrific cardiovascular exercises. Both strength training and cardiovascular exercise are essential for overall health and fitness. And don't forget the endorphins! Exercise releases these feel-good chemicals in the brain, giving you an instant mood boost. So what are you waiting for? Get moving and start feeling your best today!

Research shows that walking like you are late for work for 40 minutes, four times a week, has as much or more benefits in the treatment of depression as does the antidepressant Zoloft. I'm not recommending this for anyone's mental health treatment, but just pointing out how much benefit our brain performance can get from a simple exercise like walking.

20. Listen to your intuition and trust your gut instincts.

Our intuition is a powerful tool that can help us make decisions, solve problems, and find direction in life. But many of us don't trust our intuition because we think it's just a feeling or hunch. Intuition is more than just a feeling. It's a knowing that comes from within. Our intuition is our internal guidance system that can help us make decisions, large and small. Intuition is often called "gut instinct" because it is based on our subconscious mind, which is full of the knowledge and experience we have acquired over our lifetime. When we tap into our intuition, we are able to access this wealth of knowledge and make better decisions.

In business, as in life, we are constantly faced with choices and decisions. Sometimes, we may feel like we need to know everything before we can make a decision. However,

this is not always the case. Instead of getting caught up in needing to know everything, listen to your intuition and trust your gut instincts. Your experiences, expertise, and education have all contributed to shaping your judgement. As a result, you are more than capable of making a good decision without knowing everything. So next time you're feeling uncertain, take a step back and trust your instincts - you'll be surprised at how often they lead you in the right direction.

21. Simplify your life and live with less stress.

One of the best ways to reduce stress is to simplify your life. This means reducing the number of commitments, obligations, and responsibilities you have. It also means saying "no" more often and setting boundaries with others. When you simplify your life, you make room for the things that are truly important to you. This can lead to a more fulfilling and stress-free life.

There are many ways to simplify your life. You can start by decluttering your home and getting rid of anything you don't need or use. You can also streamline your schedule by setting aside time each day for the things that are most important to you. And finally, you can simplify your relationships by spending more time with the people who matter most to you. When you simplify your life, you make room for what's really important, and you'll be surprised at how much better you feel as a result.

A great way to simplify your life and reduce stress is to live with less stuff. When you have fewer things, there is less to clean, organize, and maintain. This frees up time that can be better spent on activities that are more productive and enjoyable. Additionally, owning less stuff can save money

on storage costs and repair bills. For example, if you have a business, you can focus on growing your business instead of worrying about fixing a broken printer or storing extra inventory. By living a simple lifestyle with fewer possessions, you can reduce stress, save money, and live a more fulfilling life.

This was a big challenge for my wife Susie and I, but we did it. We have acquired a lot of things to sit on, lie down on, put clothes into, cook with, or let sit in the garage over the 32 years that we lived in a small town in the mountains of California. But when we moved to Arizona we gave it all away and decided to live in a one bedroom apartment with very few things. We actually did it. We minimized our lives and home and simplified our lives.

22. Be organized and efficient.

This can help you in all areas of your life. When you're organized, you know where things are and you can find them when you need them. This saves time and energy, both of which are valuable commodities. Being efficient means doing things in the most effective way possible. This includes using your time wisely and working smarter.

I once told my children that I knew in my heart I was going to live at least seven years longer than my father had lived. And I told them that I really believed I was going to spend all seven of those years looking for things that had not been put away in the garage. This organization, not putting things back where you got them from, not remembering where you put your car keys, not being able to find important documents, are all big time wasters. They are distractions, and they keep us from accomplishing our goals in life and moving forward toward our bigger and better futures.

In business, time is money. The more efficiently you can manage your time, the more productive you will be, and the more successful your business will be. One of the most important ways to be efficient is to be organized. Having a place for everything and keeping track of where things are will save you time in the long run. It may take some time to get everything organized, but it will be worth it in the end.

Efficiency is also important when it comes to business tasks. Make sure you are using your time wisely by prioritizing tasks and taking care of business first. These tips will help you be a great manager of your time and be more successful in business.



23. Work hard to be the best person that you can possibly be.

No one knows what the limits of their accomplishments will be until they train and push themselves. What are your

limits as an athlete, a student, or an entrepreneur? What are the limits of your mind's brain power? No one will know until you work hard and find out for yourself.

As an entrepreneur, it's important to always be pushing yourself to reach new limits. You never know what you're capable of until you try, and the only way to find out is to work hard and never give up. The business world is constantly changing, so it's important to always be learning and adapting. The same goes for your brain power - you never know how much you can achieve until you push yourself. So, what are your limits? As an entrepreneur, it's up to you to find out. Work hard, never give up, and see how far you can go.

Your life will get better when YOU get better.

Bring more value to the marketplace. The greater value that you bring to the greater number of people, the greater your reward will be. And this success will positively reinforce your good habits and your cycle of success, bringing even more success. Success fuels ambition, that leads to working on the good habits, that leads to more success.

24. Life is about growth.

All life is about growth. Whether in plants, animals, or humans – the essence of life is growth. So everyday do the very best that you can, build the best that you can, earn the most that you can. Everyday work the hardest that you can, be the strongest and smartest that you possibly can.

Ironically, humans are the only living things that will do less than they were created to do, and settle for less than they were meant to accomplish. People have been given “the dignity of choice,” and many will choose to only be a

fraction of what they could be – what they were meant to be. We have this choice too.

One road leads to success and fulfillment. The other leads to the couch and eating pizza everyday. It's the 1% or the 99% choice. Who do you want to be?

Stop reading this. Go right now and get some paper and a pen. Put into writing your goals, your plans, and your action steps with completion dates. And then, everyday, put into writing what you actually accomplished of your action steps toward achieving your goals. Start today!

25. Invest time and energy into building stronger relationships with the ones you love.

It's no secret that relationships can be hard work. From managing day-to-day disagreements to dealing with long-term conflict, it's easy to feel like you're always one step away from disaster. But what if there was a way to imagine better relationships - ones that were more fulfilling, more stable, and more satisfying?

Marriage counselors often suggest imagining your ideal relationship. What would it look like? How would you and your spouse interact? What kind of family life would you have? Taking the time to really visualize what you want can be a powerful first step in making it a reality.

What does a Bigger and Better Future for each of your important relationships look like? If you can visualize it you can work to make it a reality.

Of course, imagining better relationships is only half the battle. You also need to be willing to put in the hard work to make them happen. But if you can imagine a better future for yourself and your family, it's worth doing whatever it takes to make it a reality.

If you're struggling in your relationship, or if you're just looking for ways to make it better, consider imagining a better future. It might be the first step in making your relationship everything you've ever wanted it to be.

Success in any field requires dedication, persistence, and hard work. If you want to be a successful entrepreneur, you need to put in the time and effort required to make your business succeed.

We Invite You To Schedule A Free Call and Discover More Details on How To Maximize Your Brain to Maximize Your Life.

There is an art and science to maximizing your brain performance.

Learning what does not work is just as valuable as learning what does.

There's a framework that can work for you.

Questions for you...

What if you could maximize your brain?

What if you could start right now even if you are just curious?

How confident would you be if my team and I walked you through every single step of the process?

If you're interested I'm going to show you how we are going to maximize your brain from start to finish together and when we're done you're going to have all the tools you need to thrive. Going from where you are now, to where you want to be will take a team with the knowledge, energy, technology, and processes to move you forward for good things to happen.

So if you're...

Tired of not reaching your potential

Have interference in your life holding you back

And want to learn how to build a framework that
maximizes your brain and your life...

You're invited to a book a free strategy call with my team
to all the details.

Ready to start?

Book your free call today

Go to www.CalmWaves.com or email dallas@calmwaves.com