



*"How to Optimize Your Mind For
Wealth, Health, and Success!"*

JIM: I want to welcome everybody to the Brain Entrainment webinar. I'm Jim Edwards, and on the phone and on the screen with me, that dapper young man on the right is Mr. Stephen Pierce.

Stephen, welcome to the call.

STEPHEN: Evening, Jim. Hey, everybody.

JIM: Stephen, I appreciate you being with us because I know that you've been traveling, basically all night. And I just want to say thank you because I know it's a big deal for you to be here with us today, because you, basically, less than 10 hours ago, were in California, right?

STEPHEN: Yes sir.

JIM: And you're intimately familiar with the inside of various airplanes, aren't you?

STEPHEN: Yes, very familiar, maybe too much.

JIM: All right. Well, hey, let's just go ahead and just jump right in, okay?

STEPHEN: Yes, sir, let's do it.

JIM: All right, before we get started, I do have a little disclaimer. The attorneys made us do this. And basically it's: the following presentation does not constitute medical, psychological or other advice and is for informational purposes only. Read all disclaimers carefully before ordering and consult your physician as appropriate. We are not doctors, nor do we play them on TV.

So anyway, by way of introduction, I'd just like to spend a couple of minutes, Stephen, if you don't mind, and I want to tell everybody what I know about you, and then I'd like you to give us a little bit on your story, especially on your gang-banger to international man of mastery and influence story, because you are definitely a player on the world stage now. I was marveling at that last night.

But it's interesting, I met Stephen four years ago, five years ago?

STEPHEN: Yeah, just about.

JIM: I think four or five years ago you came out with your book, The Whole Truth About Internet Marketing. And it was funny, we'd never met and I read the book and I was like "Dang, this is a good book!"

So, I called you on the phone. I just called you out of the blue, and I didn't want anything. I was just like, "Hey, I read your book. I think it rocks. You're cool." That's all it was.

And then we just kind of went from there. We ended up meeting about six months later at a conference in Las Vegas. And I have to say that I'm constantly in awe. I think that I'm pretty good at being prolific, as far as producing things and coming up with value, but I bow to you as far as coming up with new and innovative things that are really, really high quality.

And I think I'm prolific. But if I'm prolific, you're prolific times 10.

So, tell me, tell the listeners just a little bit so everybody understands who you are and why we should listen to you.

STEPHEN: Well, as far as my history goes, I don't have a college education. I don't have a high school diploma. I've been bankrupt and I've been homeless for three months. I've been shot. In fact, I still have a bullet in my right leg.

JIM: You've been shot!

STEPHEN: Well, of course, Jim. Who hasn't been shot? Come on. And there's really nothing in my past - unless you're really good at seeing the future, that is - you wouldn't find too much in my past that would suggest that I would have come up and become successful and continue to rapidly become successful at different things that we pursue, although not everything we do works.

But after having gone through all that, I got on the Internet in the early 90s, and by the mid-90s, I was trying to do different things. In the late 90s, I got into the futures and commodities markets and one thing led to another. And that turned out to be a huge business for us, and we pretty much leveraged that into some other things.

And one of those things was writing a nearly 300 page book called The Whole Truth. And that pretty much got us to where we are right now, as far as being able to speak and help other people learn how to market their products and services online, as well.

JIM: Okay. Cool. Well, let's dive right in. I appreciate that. And I also want to say that I know Stephen and his family and I've met a bunch of his family members, and they're just plain good people.

But this is not going to excuse you from me digging in. And you don't really know what I'm going to ask you on all this, which is kind of fun, because that's why the interviews that we do when we grill people are actually good, because they're not scripted and they're not planned out, and you really don't know what's coming. So, ha! Love you. Here we go.

STEPHEN: All right. Let's do it.

JIM: What we'll cover today: 1) The three best times of day to program your mind no matter what techniques you use. 2) We're going to talk about the three primary ways to program your mind for success. 3) We're going to

talk about what mental or brain entrainment is. It's a term that I don't think most people have really heard about until recently. 4) We're also going to talk about specific details on the most powerful of the three ways to program your mind without any effort, which is mental entrainment. 5) We're going to talk about Stephen's personal entrainment story, and then 6) we're going to talk about how you can entrain your brain with, literally, the push of a button.

Now, here's one of the reasons why I love doing webinars, and that is that we can all interact and it lets you know what the heck's going on. It lets you see who else is on the phone. It also allows us to really come as close as we can to actually having a dialogue.

So, what I'm going to do is I'm going to put a poll up on the screen, and the first thing I want to know is how many self-improvement products or programs do you own?

So, everybody should be looking at their screens right now and all I want you to do right now is just select one. Do you own 1-5, 5-10, 10-15, 15-20, or 20+?

I can tell you I went out in the hallway where I have my little library, and I was counting up all the self-improvement things that I own. And there were well over 50 self-improvement products out there.

I think I personally kept Nightingale Conant in business for five years. And it's interesting, but in just a second I'm going to show you how everybody voted. We've got 78% of the votes are in, 79%. This is good. Hey, this is better than the last presidential election, you know.

And so, just go ahead and check one of them and we'll go ahead and close the polls here in 3, 2, 1. Okay, now let me show you the results. Interesting: 36% - 1-5; 21% - 5-10; 7% - 10-15; 7% - 15-20; and 29% - 20+.

So, the second largest percentage has a huge number of these things. Now, Stephen, what does this tell you? What does this make you think about?

STEPHEN: That a lot of people are looking to improve the quality of their lives and they keep moving from one program to the next, probably because some programs they have aren't working, or new programs are promising something bigger.

And then another side is that it can be one of those journeys of ongoing improvement where, kind of like you and like myself, where we're constantly looking for ways to get that edge and keep that edge in our lives.

JIM: Yeah, I think that's interesting. I like what you said there. What I take away from this is that, basically, people are looking on an ongoing basis

for answers, and it's kind of loaded because self-improvement is kind of a broad term.

But the bottom line is kind of like weight loss, most of these things address one certain area. Basically, it's one of those things where you cover the basics. Once you get the basics covered, the reason I keep buying stuff is because I'm always looking for that slight edge, that one idea that can turn everything around.

STEPHEN: Right.

JIM: So, that's interesting. Okay. And one other one, I just kind of want to have a handle on everybody's mindset and see where everybody is on this. I want you to just tell me how much do you agree with this statement? And the statement is: "What happens consistently in the 6-inch space between my ears determines my destiny in life."

So, how much do you actually agree with this statement: "What happens consistently in the 6-inch space between my ears determines my destiny in life?" Strongly agree, agree, neutral, disagree, or strongly disagree?

We've got 58% of the votes in, so if you haven't voted, go ahead and put in your vote. We've got 78%. So, we're well past any presidential election. And we'll give it another couple seconds. We have 88% of the vote in. If you haven't voted yet, go ahead and cast your vote. And we'll go 3, 2, 1, 0. Let's close the poll.

And 76% strongly agree, 16% agree, 1% neutral, 3% disagree, and 4% strongly disagree.

Well, Stephen, let me ask you, what does this say to you?

STEPHEN: Well, I would say that the ones that strongly agree have a much better chance than the other four.

JIM: Okay, why is that?

STEPHEN: Well, because it does determine everything. It's the central point of leadership, of everything in your life: how you think, how you view yourself, what you say to yourself, and the state that you are in. That controls a lot of what goes on when you think about the habitual patterns that we develop.

I ask people, "What do you think happens when habits collide with desires?" Habits win out all the time. And habits are built up over time, and are engrained in these patterns in our minds that are running patterns throughout our entire bodies.

To be anything more than in strong agreement that what goes on in your mind happens, in time, can mean that you don't focus on it and give it the

kind of attention and nurturing that it needs, so that your brain supports what it is that you ultimately want.

And I'm talking about more than just having the sense, a feeling that you can accomplish something. Put it like this: you can get shot in your arm and you can live. You can get shot in your stomach and you can live, you can get shot in your leg and you can live. But if you get shot in your brain, it's game over.

JIM: Yeah, this whole gun and shooting thing is disturbing to me, you know. That's not a good metaphor for me.

STEPHEN: What can I say? It's part of my past.

JIM: That's right. If you get hit in the head with a baseball bat... no, just playing. But, hey, here's my take on this. I'm just going to tell it to you straight. Five years ago this past summer, I was still living in a trailer park. It's not that far in the past. And in five years, everything that I have to show in my life basically has come about because I changed the way that I think.

And so, like Stephen said, if you don't understand and agree and feel in your gut that what's going on between your ears is what is directing your path in life and what is causing you to manifest results, then you need to rethink what you're thinking, because, I don't want to get into spiritual and religious and stuff like that, but a lot of people will say, "It's in God's hands." And in a lot of ways, it is. But God gave you the brain and gave you the power to use it. So, that's as far as we're going to go with that.

STEPHEN: In response to that, I truly believe when people say, "It's in God's hands," I say, "Yeah, and God gave *you* two hands to do something."

JIM: Ha, ha, ha. Okay. Well, I'm sure we've torqued off 10% of the audience already, so here we go. All right, guys, let's just jump right in. We kind of know where everybody is.

We'll just keep on going. Let's talk for a minute, Stephen, about the three best times to program your brain and why. And we'll just go through these step by step. Now, you told me that it's just before bed. Why is that? That's one of the times. Is that the best time?

STEPHEN: Well, I would say, especially when you're doing learning and you're programming yourself, it probably is the single best time because it allows your mind to process information while you're sleeping uninterrupted.

And rapid eye movement, REM and all these different things that the scientists are discovering about what happens with the brain during sleep, leads to the idea that all the different things we learn and we assimilate during the day actually start to take form while we're sleeping.

So, that's why having good sleep and healthy sleep is really important. And if you time it well, if you do mental entrainment and mental programming exercises right before bed, especially if it has to do with information, you really give yourself an edge. And I've always challenged people to do that. I have yet to hear anybody that hasn't had an illuminating experience after doing that on a regular basis, programming themselves right before they go to bed.

JIM: You know, it's interesting, and I'm not sure where I picked this up over time, but I have developed the mental habit of during the day when I know that there's something I have to get done and it's not something I can get done today, I will say to myself, "Okay, well I'll just work on that tonight while I'm sleeping. I'll let my subconscious cook on that tonight when I'm sleeping." And it's like, throughout the day, I give my brain assignments to do while I'm sleeping, and those are always the first things I do in the morning.

You know, like if I had to do a Power Point or something, I'll say, "Okay, I need to work on that Power Point with Stephen, the one I'm doing tonight with him at 7:00 o'clock for my subscribers." And so, you know, "I know we're going to cover this, this, this and this. So, figure out what it's going to look like, what we're going to cover, and then in the morning, I'll knock it out."

I do that so much that I take it for granted, but it's one of the most powerful things you can do. And that is one form of programming your mind - giving yourself some assignments before you go to bed.

STEPHEN: Right, and then everybody, Jim, can just think back to the times where they're laying up in bed watching television before they go to sleep and the impact of what it was they were watching last on television had on their dreams throughout the night and how they feel when they get up the next morning.

JIM: That's true. That's very true. You're getting chased by Mafia guys if you watch that Sopranos thing.

STEPHEN: Right. So, if we think back to that, you can really see that there's a huge link to what it is we allow to go into our minds right before we go ahead and fall asleep.

JIM: Okay. Now, the next one is just after waking up. Why is that?

STEPHEN: Well, when you wake up, your brain waves are at an extremely low point and they're dominated by alpha waves. Alpha wave states are very good wave states to be in when you're programming yourself. So, since you're already at that low point, it makes it much easier to relax and allow yourself to start doing some programming sessions in the morning.

JIM: Okay. So, your brain's not filled up with all of the gunk that comes in over the course of the day.

STEPHEN: Right.

JIM: Okay. And then the third time is right after exercising. Now, this is not something that I have really ever tried. I mean, I've listened to tapes while I was exercising, but I've never heard about doing it after exercising. What's up with that?

STEPHEN: Well, the whole thing about doing it after exercising is that it's much easier to get your body to relax after doing strenuous exercise. Think about the times when you've been to the gym. You're working out, whether you're doing cardio or you're lifting weights, and then after you get out of the shower, you remember that feeling. You're feeling really relaxed and you're ready to just take it easy for a minute. Maybe you jump into the hot tub or you kick back on the couch or you sit back at your desk.

At that point in time, because your body is starting to recuperate from those strenuous exercises, it's an ideal time to get your body into a further relaxed state to do some programming.

JIM: Right. So, those three times are your best times to do anything that you want to do, as far as programming your brain or trying to absorb information.

STEPHEN: Right.

JIM: Okay. Does all this stuff apply no matter which techniques you're using? We're going to talk about three techniques in just a minute, but I mean all of this applies no matter what you're doing, basically?

STEPHEN: Right. And it applies to everything. Except when you're doing brainwave training, when it comes to just before going to bed or just waking up, you don't want to do a theta session.

JIM: Do a what session?

STEPHEN: A theta session, t-h-e-t-a. There are different brainwave states. You have what's called "beta," "SMR," which is a sensor motor rhythm. You have "alpha." You have "theta," which is ideal for meditation and sleep replacement, and then you have "delta."

The reason you don't want to do a theta session just before going to bed is because you can end up suffering from insomnia. And the reason why is because they've found that if you do a 30-minute theta session, it's equivalent to replacing four hours of real-time sleep. And they've tested this every which way they could.

JIM: Okay. Hang on. You're starting to sound like an encyclopedia. Let me just kind of simplify this, because I think we could spend an hour on this.

STEPHEN: Right.

JIM: For purposes of what we're talking about or what people that are listening are going to be interested in, things like increased retention, increased creativity, increased memory, things like that, the most important brainwaves to stimulate are things like beta, b-e-t-a. Is that correct?

STEPHEN: Right. Beta is really important to increase your mental abilities, your IQ, your focus, your concentration, and things of that nature. Alpha is really, really good for self-programming, stress relief, accelerated learning, creativity. But I think you find some strong creativity happening when you allow yourself to get into the theta range, the high theta range area.

JIM: Okay, all right. You kind of got into this, but how can people use these times to their advantage? So, let's go through what kind of things should people be doing right before they go to bed.

STEPHEN: I would say doing goal programming, reflecting on what it is you want, not what it is you don't want, but reflecting on what it is you want.

JIM: Right.

STEPHEN: Visualizing what tomorrow's going to actually look like, and things like that, and even visualizing the successes of the day, allowing yourself to go to sleep with the right information in your mind. If you have your own affirmations that you use, say those to yourself with a deep amount of feeling, and see the words and see the different images that represent the words in your mind, and take that with you as you go to sleep. That's extremely powerful.

JIM: I agree. I agree a million percent. Let me just add to that. If there's something you feel like you need to accomplish the next day, get a picture of it fully accomplished in your mind, and then tell your brain, "Hey, just work on this tonight and I'll spit it out in the morning."

STEPHEN: Right.

JIM: And, literally, I say that to myself: "Hey, work on this tonight, spit it out in the morning, I'm going to bed."

Okay, what about just after waking up? What kind of stuff should people be doing?

STEPHEN: One thing I like to do is to see myself extremely motivated and being productive and having a day of accomplishments. And that doesn't necessarily mean running through some kind of to-do list. But I understand what the day is going to ultimately mean and the impact it's going to have, and all that kind of stuff. And so, I really visualize a high-impact, fun day. I visualize myself having fun doing the work that's going to get done. I visualize myself having fun playing some video games, and I actually look forward to doing all that.

JIM: Yeah, dog.

STEPHEN: So the thing is, you really, really pop out of the bed, and when your feet hit the floor, I mean you hit the ground, you start running. You're not dragging and you don't feel as if you're sluggish or anything. You just really hit the ground excited, motivated, extremely charged up and ready to go.

JIM: Okay. I agree with that one million percent. I try and visualize myself just accomplishing all the things that I gave my brain to do the night before.

STEPHEN: Right.

JIM: And I should work on visualizing myself doing it a lot more cheerfully and being nicer to the people in my office, so I can stop having the reputation of being a crabby person before noon.

Okay, what about right after exercising? What kinds of things should you be programming in?

STEPHEN: I think you can do all of them. You can do goal programming and you can do visualization. However, if you're just starting an exercise program, I think it's really good to get in touch with the good feeling that you have after you work out.

Everybody doesn't necessarily like working out when they first get started, but the feeling afterwards, there's just something about that sensation. After you've hit the gym and you've done your workout, you've done your cardio and you've done your weight lifting, I think you should allow yourself to enjoy that moment and allow that to become a part of you.

So, what you start to do is you start to look forward to that post exercise moment of relaxation, as opposed to trying to avoid whatever the pain is you feel about the process of exercising itself.

JIM: Yeah, and when you're in the moment of relaxation, that's when some of the most powerful programming can take place, isn't it?

STEPHEN: Absolutely.

JIM: Okay.

STEPHEN: And all of this, Jim, says that we have control over how we feel at any given moment. And if we understand timing, like before going to bed, waking up in the morning and after exercising as just three real nice opportunities to program ourselves, we can really take control over how we're feeling at any given moment.

JIM: You're right. And there are other things, and we can't get into them now, but I know when I'm most creative. I know the times of day when I'm most

creative and I need to get stuff done by that time or I know it's not going to get done that day. Same for mechanical stuff and the way you organize your day, but anyway, let's keep going.

STEPHEN: Okay.

JIM: That's some really good stuff, by the way. Let's talk about what are the three primary methods to program your mind for success. And method number one, of course, is self-suggestions and scripts. What's up with that? I mean, explain what that is and give us some advantages and disadvantages.

STEPHEN: In fact, that's really a part of what's called self-talk therapy, or talk therapy.

JIM: Right.

STEPHEN: And what it is, is making suggestions, which are statements and remarks in a language that your brain or your subconscious mind, or whatever, can understand and can embrace. And within it you kind of have two types of suggestions. You have the self-talk and then the regular talk.

The suggestions are what come externally. Maybe you're working with a therapist or a psychologist, or you put some stuff onto a recording, or you're listening to somebody else's recordings and you're using that to feed your brain and you're doing it in an alpha state.

JIM: Right. What is an alpha state? What is that? You just threw that in there. What does that mean, "You're doing this in an alpha state"? What does that mean?

STEPHEN: Okay, an alpha state is the part where you allow your body to become extremely, extremely relaxed. It's the state where hypnotists try to give you self-suggestions, where people like to get you to the point where they want to stimulate your immune system.

And here's another thing that's really critical that people may not understand. That's one of the ideal states to learn in, like right now we're talking, we're in a beta state now. Some people are more beta than others. I mean, they're more alert; they're more focused; they have heightened mental abilities; their IQ is much stronger; they have a greater degree of focus. But we'll talk about how people can improve that.

But believe it or not, one of the best ways to learn, one of the best states to be in when you're studying and you're trying to memorize stuff is in an alpha relaxed state, meaning you allow yourself to slow your brainwaves down, and then you start to read, then you start to memorize, and then you start to do these auto-suggestions, whether you're trying to memorize certain things for a presentation or for self-learning, or you're just trying to program yourself.

JIM: Okay. That sounds good.

STEPHEN: Okay.

JIM: Are there any disadvantages to this?

STEPHEN: Well, the other one, real quick, is auto-suggestion. That's where you're doing it yourself. It's not on a recorder. It's you saying it to yourself, meaning you've allowed yourself to get relaxed or you're using a brainwave CD that gets you into that state automatically, and you are in real time saying things, either out loud verbally or running the scripts in your head. But you're saying it all to yourself.

JIM: Right. Now, one of the things you've said, though, are that you've got to change your brainwaves. You've got to slow your brainwaves down or speed your brainwaves based on what you want to accomplish.

STEPHEN: Right.

JIM: Very few programs out there in the world teach you how to do this. And there's one in particular that doesn't do this, that I bought and I tried to follow forever and ever. And I got it from Nightingale Conant.

I'm not going to say which program it was, but, basically, the whole tape was about all you had to do was just say over and over, "I like myself, I like myself, I like myself, I like myself, I like myself, I like myself," like over and over and over and over and over and over.

And allegedly, this person was telling you, well, not just allegedly. They were telling you, "This will change your life by just saying it over and over and over and over." And the only thing that happened to me was I got bored.

STEPHEN: Wow.

JIM: And then I found out about brainwave and changing your brainwaves and then doing that. That's when the stuff is going to work. Now, eventually your brain might say, "Well, dang, I'll like myself if you'll just shut up and stop saying that over and over and over." But to me, it just got boring and I stopped doing it. So, I don't know, I'm going to find out in a minute. I mean, that was such a strong thing for me. I'm going to find out in a minute if anyone that's on the webinar actually experienced that.

Okay, so, method number two is visualization and mental techniques. And I am a huge proponent of visualization, but visualization in a specific way. But this is me grilling you and not you grilling me, so you tell me. What is visualization and mental techniques? What are the advantages and disadvantages?

STEPHEN: Right before I say that, I want to say that, while self suggestions and scripts are extremely powerful and I believe they can really help a person

to deal with emotional issues, whether they're doing it by themselves or they're doing it with a therapist or psychologist, one of the disadvantages is that very few people know how to use the proper language.

For example, if a person overeats and they're trying to stop overeating so they can lose weight, they may say stuff to themselves like, "I do not overeat," or something like that, versus "I eat healthy, balanced, small meals."

JIM: Right, and see, the brain cannot focus on the opposite of an idea. So, if say, "I don't overeat," in order to visualize that, what do you have to visualize yourself doing?

STEPHEN: Overeating.

JIM: Overeating, and your subconscious doesn't communicate like that. All it says is, "Ooh, let's keep eating. All we're going to do is just keep eating. I don't want to be fat anymore. Ah, we're going to keep being a chubby."

STEPHEN: Right, so getting to the visualization and the mental techniques. Visualizing, I think we pretty much all know what that is. But it's imagining something that you want to have happen, or imagining and picturing something the way you would like for it to be. You know, going back to the whole weight thing, it's about visualizing where it is you want to be versus where it is that you don't want to be.

JIM: Right.

STEPHEN: You don't visualize yourself not wanting to be fat. You visualize yourself being 20 pounds slimmer. And here's another thing that's really important also. Visualization is more than just images, because I think they sit back and they try to get this picture in their mind, but that's only a fraction of it.

Visualization is really using all of your senses to experience the event: being able to smell it; being able to taste it; being able to touch it; getting all those sensations and really living in the moment, so that when you actually come out of your visualization session, it's almost like you just had it.

JIM: Right.

STEPHEN: I mean, you feel so connected with it. There's no disconnect. There's not you with this picture on the screen of your brain, but it's you in this picture and this event become one. And when you wake up, it's like, "Man!" I mean, you really felt as if it was there, and that starts to simmer and marinate throughout the cells of your body. And it's highly effective at materializing what it is you're visualizing in your life.

JIM: And the more powerfully you can create emotion in yourself while you're doing that, the faster you can bring it about.

STEPHEN: Right.

JIM: So, the problem is that people are really, really good at doing this already, but they do it with nasty stuff. Let me ask you a question. Do you ever catch yourself visualizing some past hurt or some past wrong that somebody's done to you and really in your gut feeling pissed off? I mean, I'm asking the people on the webinar.

STEPHEN: Yeah.

JIM: I mean I catch myself doing it sometimes, too. That is the wrong use of the most powerful technique. Very few people will sit down and visualize what they want and stir up positive emotion. But at least once or twice a day, they're doing it with negative, and all that does is attract negative stuff.

STEPHEN: Right. And they do it with black holes, where there's missing information. Somebody was supposed to do something. Somebody was supposed to call, or somebody was supposed to be somewhere, and you don't hear from them or it doesn't get done. And you don't have an explanation, so you're given this black hole. And the brain has a tendency to go negative, so you start to think more and more negative thoughts and you start to get more and more ticked off.

JIM: Right.

STEPHEN: And you may explode on this person when you talk to them and not even give them an opportunity to let you know that there was a really, really good explanation, and they really apologized for the event that happened.

JIM: Right. Excellent. And method three, which is our main topic that we're talking about today, is brain entrainment.

But before we get into that, I just want to ask everybody, which of these statements best describes your experience with self-suggestion or repeated mantras? Anybody that's ever been exposed to the "I like myself, I like myself, I like myself," or the "You've got to believe to achieve," and all that other stuff, just repeating stuff over and over again, I just really want to know people's reaction.

You've never tried doing mantras or anything like that, or you tried it for a while and you got bored. You tried it for a while but forgot to keep doing it. I'm somewhere in between those two. "I think it works if you work it," or "It changed my life for the better."

So, I'm just curious, because different things work for different people, different strokes for different folks, you know. But I just really want to know what anybody's experience is. And if you've never tried it, then check "never tried it."

We've got about half the people responding. But I think it's interesting. Sometimes, especially with soft things like this, self-improvement, changing your thinking, stinking-thinking, sick and tired of being sick and tired, stuff like that, I think a lot of times we feel like we're alone and no one else thinks that way, or no one else has felt that way, and it's interesting to see that the majority of people actually do feel the same way.

STEPHEN: Right.

JIM: And so, we'll give it about two more, three more seconds: 3, 2, 1, 0. Okay, close the poll. Let's take a look. Okay, 12% never tried it. Well, over 70%, that 37% and 37% either tried it and got bored and stopped or forgot to keep doing it. And then about 13% said it would either work if you work it, or it changed your life for the better.

And I honestly believe, for that 10%, it changed your life for the better, I believe you, because if that's what works best with your brain, that's what works best with your brain.

But the issues I take with that, for changing the way you're thinking, the problem is that it doesn't work for the majority of people. Yet, that is the main thing, in a lot of this traditional self-improvement stuff, that's the thing that is touted as what's going to help you.

STEPHEN: There are two things on there, Jim, the two that were even at 37%.

JIM: Yeah.

STEPHEN: Those two reasons are one reason why brainwave entrainment is extremely powerful. One, where it says, "I tried it for a while and I got bored and I stopped." Well, for many people, when they do those self-suggestions, they're doing them in kind of like a beta state.

Like you and I are talking right now. First, it could be like, "Man, I'm motivated, I'm excited and I'm successful. I'm motivated, I'm excited and I'm successful." But if you're trying to program your mind, a beta state is not the way to get those auto-suggestions in there to stick.

JIM: Right.

STEPHEN: So, you have to get down into an alpha brainwave state. Another one is "I tried it for a while but I forgot to keep doing it." That's one of the drawbacks to the self-suggestions and even to the visualization. While they're important and they're extremely powerful, it takes a lot of work to sit there and visualize this stuff and then understand and know if you're visualizing it the right way, and then to verbalize these things.

Some people feel as if, you know, it's just a waste of their time and they're not getting the kind of results fast enough that they want to see, so they kind of forget about it and give it up. And I think these two are kind of tied.

The reason some people forget about it and they stop doing it is because they kind of got bored.

JIM: Yeah.

STEPHEN: So, those are kind of tied together, because they didn't necessarily see the results or experience any kind of stimuli that would let them know that this whole thing was working for them.

JIM: Sure, and everybody wants to see some results before they keep going.

STEPHEN: Right.

JIM: Okay so, let's get down to it. What is brain entrainment? Talk to us here. I've got some discussion points. Let's talk about this. What is it?

STEPHEN: Well, brainwave entrainment, here's the thing I want to say: I came across brainwave entrainment because I felt like I was at a learning disadvantage. I was extremely frustrated. And I don't want to get into what my story is, but I want everybody to know that you don't have to be an expert in this stuff, per se, like a neurotherapist or something to understand the power of brainwave entrainment.

In fact, it's considered brainwave intervention. And the reason why it's called that is because you actually get to the source of the brainwaves, because everything we do in life is associated with some kind of brain state. And we kind of went over those brain states briefly.

If you understand that for you to hit a point of great creativity to unlock that creative power of your mind, you need to be somewhere in an alpha state or in a theta state, or to be able to learn more and to learn better it's good to be in an alpha state. But if you try to do it all in a theta state, then you'll find yourself...

JIM: Okay, hang on. What you're saying is that we're trying to make changes in the wrong state of mind, yes?

STEPHEN: Right.

JIM: Okay, now let me clarify, because, man, sometimes you're like an encyclopedia. I love you, man, but I just want to break it down so people can understand.

We're trying to make changes when we're too hyped up and when we've got too many things going on.

STEPHEN: Right.

JIM: And so, we've got to use tools. We've got to either learn how to do it ourselves, or use tools to help us get in the right vibration of mind, literally, which is an alpha state, correct?

STEPHEN: Right.

JIM: Okay, keep going.

STEPHEN: Okay, and to help everybody to understand brainwave entrainment, many people on here are probably already familiar with neurofeedback, which is also considered EEG biofeedback. And what that is, is a technique that presents the user that's in with the therapist real-time feedback on their brainwave activity, that's measured by these electrodes that are put onto the scalp.

And you can certify this stuff. It's a highly effective practice, and it continues to blow away the scientific community as well as the medical establishment because of how effective it is, okay?

And the whole aim of it is to allow the client or the patient to consciously control their brainwave activity. And each time, because they're getting this feedback through the EEG scans, each time the person changes the brainwave activity in the direction that the therapist desired, they're given a reward. So, they're given this reward as positive feedback to that individual so that they will continue to produce those brainwave levels so that change can take place.

They've tested this with a ton of different groups, and one of the groups that they've been extremely popular with - there's a lot of documentation on it - are people that suffer from ADD, which is Attention Deficit Disorder, which is now considered ADHD.

And what they found was that in the brains of people that have ADD or ADHD, there are extremely low levels of beta wave activity. And we know that beta is associated with concentration and focus, but there's an extremely high level of theta wave activity.

They would go in with neurofeedback and they would get the patients to engage in activities that were stimulating the beta brainwaves in bringing about balance. And the documentation on this is absolutely phenomenal.

Now here's the difference. So that everybody knows, neurofeedback or biofeedback, however you want to reference it, is still internationally recognized as an effective means for treating epilepsy, learning disabilities, cocaine and alcohol addiction, depression, and tons of other stuff that continues to amaze the scientific community.

Now, where brainwave entrainment comes in, the way that we present it, is that you don't have to try to deliberately yourself, by focusing on certain things, to create or produce those particular brainwave responses that you're looking to produce. The CDs and the technology that are on the CDs actually do all of that for you.

JIM: Okay. So, instead of you having to learn how to do it yourself, you can pop in a CD and it'll basically do it for you, or get you in that frame of mind, get you in the right vibration to be able to do better absorption, better concentration, things of that nature. Yes?

STEPHEN: Right. And to help people to kind of understand, what happens is that the brain has a bunch of different frequencies. And what happens is as frequencies increase during any particular brainwave entrainment session that you're doing, the brain is activated, if you will, and more blood flow than usual starts to stream to that area of the brain that's being entrained.

So, the idea behind it is that the nutrients in the blood may be actually strengthening or reorganizing those existing connections that are in the brain, which increases the brain cells ability to self-regulate that state.

So, the idea is that if the brain spends more time in frequency than it has trouble generating on its own, the brain learns to function there all by itself. So, if you have a hard time concentrating and focusing because of some deficits with beta wave activities, or what have you, the more you do brainwave entrainment, the more entrained the brain comes, and it can stay there all by itself. That's why we tell people that the more you use it, the less you need it.

JIM: Okay, so, basically the two primary methods of mental entrainment, then, is basically you trying to do it internally, or using something that helps you do it externally.

STEPHEN: Right.

JIM: So, you can either hook up to a biofeedback machine and learn how to create these states and hold them through effort, and I've messed with those before and it sometimes can be a very frustrating effort. Or what you do is you just kind of sit there and listen to the CD.

STEPHEN: Right. And here's the thing that's amazing. The science on this goes back to the 1930s and they've done it with rats, they've done it with people. And one of the earliest things was called electronic stimulation of the brain, or also known as ESB. And if you read the histories on this, I mean, it's funny.

They actually took mice and rats and stuff and they found what was called the pleasure center of their brain.

JIM: Uh-huh.

STEPHEN: And they had these things connected to the brain and they had this little push button that the mouse could jump on whenever it wanted to stimulate that pleasure center of the brain. And they found that when they first did it, every hour the mouse was jumping on it, I think, like 10 times an hour. And as they continued to move the electrodes closer to that

pleasure center of the brain, they hit this sweet spot and the mice were actually jumping on it 5,000 times per hour.

JIM: So, it turned them into the energizer bunny.

STEPHEN: Right. And here's the thing that's really interesting. They took a group of people and did the exact same thing, human beings, and they hooked up their brain and they were stimulating the brain. And they found the sweet spot. Oh and also with the mice, mice that were starved of food, when given the opportunity to eat or jump on the knob to stimulate that pleasure center, despite the fact it hadn't eaten, it decided not to eat the food. It decided just to stimulate the brain.

JIM: Wow!

STEPHEN: Now here's the thing. They did it with people and the people were given the opportunity to push this button to stimulate those pleasures that are of the brain that they identify. And this is funny. People would actually do it to the point where their body would go into convulsions, that they loved it that much.

JIM: Man!

STEPHEN: Okay, this was early on. This was the electronic stimulation of the brain, and a whole lot of different things evolved from that. But scientists just become hugely fascinated by the frequencies of the brain and how these different frequencies govern the brain, to the point that as time went on they came up with something that's called neuroplasticity.

And the whole idea behind that is that the brain is not static, but that the brain is capable, when given the right stimulation, of dramatically creating long-term change. And believe it or not, that's accepted widely as scientific fact.

JIM: So, once you make a change, it will stick.

STEPHEN: Right.

JIM: Okay.

STEPHEN: I want to give you an example of a lady. Her name was Mary Fairbanks. She had epilepsy. And for those that don't know what epilepsy is, your body goes into convulsions and you have seizures, and it's extremely dangerous sometimes, and they try to control it with drugs.

So, what they did was they wanted to do neurofeedback on her to try to get her to control her brainwaves to prevent these seizures from happening. We're talking about massive seizures two or more times every single month. She would go into violent shaking and she would be passing out. They tried to give her all these different drugs to control it, but none of the drugs could control it.

And while she was going through all this, she kept extremely meticulous logs on all the seizures she had. And here's the interesting thing. NIH, and for those that don't know what NIH is, that's the National Institute of Health, they kept detailed records on her as well because they were trying to figure out how they could help her. And also some medical researchers at the University of Wisconsin kept detailed records as well.

So, to make a long story short, in 1972 she started doing brainwave training through neurofeedback, and she was doing it for an hour a day, twice per week for three months. And to condense this whole story, she ultimately went seizure-free for three months. And this was considered unprecedented. The scientific community was completely amazed at the results that she was getting from the brainwave entrainment.

If you know about epilepsy, you know you cannot get a drivers license if you have epilepsy. But after her training to learn how to train her brainwaves so that she could prevent this from happening, she ultimately ended up getting her drivers license.

JIM: Wow. That's pretty powerful stuff. Well let's keep going because we're getting a little short on time.

STEPHEN: Okay.

JIM: We got some questions from people when I did that endorsement last week of your CD set.

STEPHEN: Okay.

JIM: I got a lot of feedback and I knew I would. And we're going to get to your personal story in just a second, but we got a bunch of questions. One was, "Is this a one-time thing or do you have to do it forever?"

STEPHEN: It's neither one. You don't do it one time. Just like you don't go to the gym one time and think that you're going to be in awesome shape.

JIM: Right.

STEPHEN: And you don't necessarily have to hit the gym as hard as you did initially, doing it forever. I mean, you get yourself into a certain condition and then you put yourself on a maintenance program. You don't just start going hardcore, where it's like you're in shape so you down a whole cheesecake, all these other things.

You don't do that. But what happens is that we say the more you use it, the less you need it. You set yourself up with a protocol. And in our CDs, I actually share with everybody what my actual daily regimen and protocol is, and you do it on a regular basis.

JIM: Right. It's conditioning.

STEPHEN: And you're going to see the results. You're going to experience results. And then you can back off of it, and then you go into a maintenance program.

JIM: Okay. All right, that makes sense. Another question we got was, "Can you get 'addicted' to it or dependent on it where you can't think correctly without it?" I thought that was a really interesting question.

STEPHEN: Here's the thing. The answer is yes and no. It's yes to the first part of the question, no to the second part. Can you get addicted to it? Yeah, because it creates a high. I mean, efficient thinking, the ability to focus when you're reading, the ability to retain information, to learn faster, retain more, be more creative, that would be addictive to anybody.

So, when you get that stimulation to the brain, the feeling that it gives you, it's unlike anything that I can really describe. So, could you get addicted to that? Yeah, but not addicted in a negative way.

Now, can you get dependant on it where you can't think correctly without it? Absolutely not! In fact, you will start to see that you are more efficient in your thinking and more efficient overall in your life without it, but it contributes to it.

JIM: Okay, excellent. That makes sense. I mean I can tell you my own personal story with using brain entrainment. I was exposed to the first generation of this technology by Stephen a little over a year ago. We were doing a workshop and I asked him, it was during a break, I was like, "Dude, how do you get so much done? How do you absorb all this stuff? How do you do all the stuff that you do?"

And you were like, "Oh, Dude, brain entrainment. I've been listening to these CDs and I listen to this one when I want to be creative and I listen to this one when I want to learn stuff. And oh, and don't listen to that one if you want to go to sleep." And I'm like, "What?"

And he said, "Dude, just get them." And I got them and I started listening to them, and the biggest thing for me was an increase in my ability to concentrate.

STEPHEN: Right.

JIM: That's the biggest thing, that the ability to focus, because I've got so many things going on, but that's how I can do more in four hours in the morning than most people can get done in 10 hours. And the biggest thing for me was focus. Now, for other people it could be something else, but that's the biggest reason why we're here is because I've used this technology and it works. And when you sent me that next generation CD that cut out the music and it was just like, "Dude, here it is," and within 10 minutes of when I was listening to that thing I was like "Woe, this works." I mean it was so strong that I was just like, man, just so laser focused.

Addicted is an interesting word. I think this person was like, is this going to become like mental heroin. But I can tell you that I have this stuff loaded on my iPod now, and I literally say, "Okay, it's time for me to flip into a very, very focused state. Let me pop this in, let me get this happening."

And you even told me I'm not even using it right. I mean, I'm using it while I'm doing the stuff and you're like, "No, no, no." But I mean, I think it helps you get in the state. And again, we're not doctors.

Okay, another question, "Why don't our brains do this naturally, or do they?"

STEPHEN: Well, the brain has the ability to do it naturally, but unless you're challenged, people that are challenged to be creative, they learn to get into creative states; people that are challenged constantly to focus and concentrate, and they don't have a lot of distractions like cell phones and television and multiple people calling you where you become distracted and you don't allow your brain to learn how to get into those focused and highly concentrated states, it will become very hard for you to do it naturally.

I think as the generations have gone by, as we become more distracted and all these demands have been placed on us, and now we have all these things that we're able to get instantly so we don't have to be patient. I mean, there's just a huge amount of things that come in that can overwhelm the senses that we don't actually allow ourselves to bring us the kind of brain states on a regular basis that can improve the overall quality of our life.

JIM: I think it's also interesting, something you said. And I want to say this because, once you learn how to put yourself into a certain state of mind, it gets easier and easier to literally turn the switch in your own mind and put yourself in that state.

STEPHEN: Right.

JIM: And I do that. I know you do that.

STEPHEN: Right.

JIM: And it becomes second nature. But until you learn how to recognize that state, how that state feels, how it feels inside your head, inside your gut, inside your mind, it's hard to do but once you learn, "Oh, that's what that feels like. I need to be creative now. Bam, I'm going to be creative."

STEPHEN: Right.

JIM: And I know that using this technology helps me do that.

STEPHEN: It's amazing.

JIM: Okay, so, are there any downsides to this, or is this dangerous in any way? I had some people asking that. They're like, "Is this like taking a razor blade to my brain or something?"

STEPHEN: No, you know what? There have been no known downsides to neurofeedback or EEG biofeedback or to mental entrainment. I think it's a valid question. However, there have been no known negative feedbacks to the way we use mental entrainment at all.

Now, I know some people, when they try to get stuff programmed themselves, or they try to find equipment to come up with stuff and mess around with different frequencies, they can take themselves dangerously low coming up with stuff. But that's not what we deal with.

If some people try to experiment with their brainwaves, you know, like if they experiment with drugs, you've got to remember that drugs alter your brainwave state. You know what I mean? I mean, that's what it is they do. It's a chemical induced state change. But that's what happens.

So, some people will try to use brainwave entrainment programs where they can try to program themselves, themselves to create these near out-of-body experiences, for lack of a better phrase. And let me tell you something, it happens.

I mean, people can get really wild-eyed if they were messing around with their brainwave states. But we put together programs and protocols that are designed to accelerate your performance and allow you to be the best that you can be by allowing you to tap into your brain's full potential.

JIM: Okay. But yours doesn't do any wild woo-woo stuff?

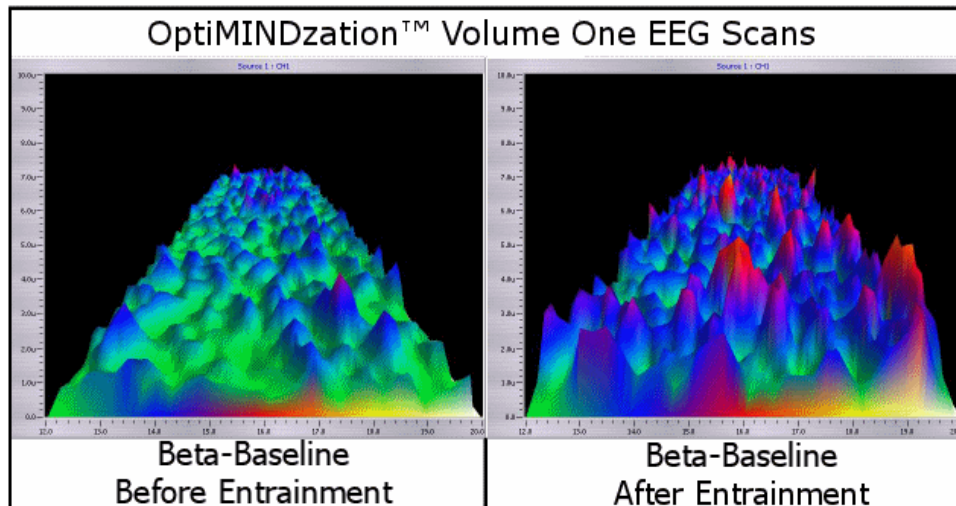
STEPHEN: No, not at all.

JIM: All right. Let's talk about these pictures. I slurped these off your website. They're interesting. What are these pictures? Where did they come from? What do they mean?

STEPHEN: Okay. The organization that we use is one of the leading companies in the entire world that develops and tests mental entrainment programs. And what we had them to do is independently get somebody that is not aware of what's happening. We just want them to do two things. We want to take their baseline beta wave, and then we want them to listen to something for about 20 minutes and we want to gauge their beta wave states again.

So, they have no idea what it is we're doing. And this is an example of one of the brains using OptiMINDzation Volume One. Every single CD we get is produced with high standards and it's tested before we actually release it.

So, the left picture you see is the beta baseline before they listened to OptiMINDzation Volume One. Now, the actual after entrainment baseline



would have been much higher if they would have listened to the CD for like 60 minutes. But they only listened to the CD for 20 minutes.

And what you have now on the right side is the capture EEG of the brainwaves after listening to OptiMINDzation Volume One for just 20 minutes. And this is an independent person done independently with EEG equipment.

JIM: Okay. So, basically summarize what they mean. It means that basically what you say when this particular CD was designed to raise somebody's beta wave rate, this EEG is showing that that's what taking place in this individual. Your results may vary.

STEPHEN: Right. That's correct. This person is experiencing an increased mental ability, is on track to boost their IQ, increase their mental focus and their concentration, all those things that are associated with that low beta state of the 15 to 20 hertz, which is what Volume One OptiMINDzation is designed to do.

JIM: Okay. All right. So, this is just a visual representation of the feeling that I described earlier.

STEPHEN: Right. And here's the thing. Neurofeedback, EEG biofeedback, this is what they look at. When they're helping people to guide their brainwave states, the feedback comes from looking at EEG scans like this.

They see the deficit in the brainwave and they guide them through activities to boost the brainwave. Like, for example, if this was a person engaged in neurofeedback and the practitioner saw the screen on the left, they would engage them to do something to increase the beta waves. And when they see what's on the right side, they give them a reward so that the person knows, “Okay, this is the right thing to do, let me do it

more often." And then they develop this ability in the brain to start producing those brainwaves automatically.

What the CDs allow you to do is to bypass trying to do it yourself because it is actually engaging your brainwaves directly. That's why we call it brainwave intervention. You're getting to the brainwave level as you're using science and technology to immediately engage your brainwaves and bring them up into that heightened level so you can accelerate performance.

JIM: Sure, and that's what you want to do. Okay.

STEPHEN: Right.

JIM: More questions, Dude. I get to be the proxy for everyone. "How does somebody know if 'brain entrainment' will actually 'work' for them?"

STEPHEN: If you're alive, then you have electricity going on in your brain. You have frequencies of your brain, and your brain deals with all the frequencies that everybody else's brain deals with.

The only thing is, you may not necessarily be as efficient in those different brainwave states. You may not be able to move amongst them quickly.

Because if you strengthen your ability to concentrate, you strengthen your mental abilities in beta, and you also strengthen your alpha and your theta, you train your brain to be able to quickly move from each one. You'll be able to go from highly alert and concentrated all the way down to being able to relax and be creative, or relax and learn quickly, because you have not trained your brain in these different brainwave states to move amongst them.

Everybody has brainwave states. Everybody has these frequencies. And because you have these frequencies and this science is designed to do it, this is not about believing the science. This isn't about "I believe it will work, I believe it will work." This is about you can go to the top of a building and think to yourself all day long, "I don't believe in gravity, I don't believe in gravity." But the moment you jump, you're going to believe in gravity. You know what I mean?

So, the thing is because that's just the law of gravity. And this right here is the law of mind. It's the law of frequencies that deal with the mind. This is pure science. Engage those frequencies in your mind so that it can help guide you into those accelerated brain states, so that you can get the benefit from those brain states.

JIM: Okay. So, if we were cars, then we'd all have an engine?

STEPHEN: Right.

JIM: Is this like hypnosis? Are you going to be able to call me on the phone and it'll be like the China syndrome or something, and Stephen Pierce can give me strange commands from beyond?

STEPHEN: No. This is not like hypnosis. However, when you get our alpha CDs, you can reprogram yourself using self-suggestions, or something like this, but this is far different than hypnosis.

In hypnosis, they try to talk you down and step you down into a relaxed alpha state and then give you these suggestions either externally from the hypnotherapist or internally from yourself, where you try to do self-hypnosis and you're still trying to regulate the brainwave state.

This right here automatically goes to the brainwave. Again, it's called brainwave intervention. We go immediately to the brainwaves and work at it from a frequency level, as opposed to a verbal level.

JIM: Okay, all right. Now, let me ask you this. We did have somebody ask this question, "Can you entrain your brain for a specific purpose, i.e., creativity, versus focus, versus study and comprehension?"

STEPHEN: Right. And that's one of the amazing things they found out about brainwave entrainment is that you actually can entrain your brain for different states. That's why we have the 12 different CDs, because that I really don't believe that one CD, or even a set of two or three CDs fits all. Because how can you entrain the brain to be extremely relaxed for creativity or accelerated learning when the CD is a beta CD? I mean, it's just not able to do that.

And instead of having this CD that takes you from beta, that steps you down to SMR, then alpha, then beta, and all that kind of stuff, trying to accomplish one thing in one CD, we concentrate on different areas and different brainwave states and different frequencies to really hammer it home and allow you to build that strength in those particular frequencies and brainwaves.

So, yes, the answer is yes. You actually can do that. And our CDs in the series are designed to focus and concentrate on those different areas.

JIM: Okay. "How long does it last once you've done it?"

STEPHEN: Well, really it's something that really lasts a lifetime with maintenance. I mean, you can become in great shape, but if you start to eat bad and slouch, you're going to lose that certain level of fitness that you've developed.

JIM: Well, I think you answered that before when you said, basically, it's conditioning. It might take more up front.

STEPHEN: Right.

JIM: But then, once you've got it, then you've got it and you just condition it.

STEPHEN: Just like when you go to the gym and you get a good workout, you're able to feel the sensation of being in that gym, and even in the gym and working out you know you're on your way. From the very first moment you listen to an OptiMINDzation CD, you will know this stuff works. Now you have to just allow yourself the time to use it on a regular basis as part of your lifestyle to get the full benefits from it. But there's no question you're going to know this thing is working on your brain.

JIM: Okay. And what are the short-term and long-term benefits of doing brain entrainment, whether people get your program or not, okay? What are the short- and long-term benefits of understanding this technology, as opposed to the traditional self-improvement stuff?

STEPHEN: Well, it's the difference between cutting weeds out of your garden or pulling the weeds out of the ground in the garden, because you can deal with all the symptoms in your life that could be symptoms of bad brainwave frequencies; the lack of ability to get into the kind of brainwave states you should be in to optimize your performance, or you can go right to the source of what helps to drive that performance in your life. And that's the brainwave state, you know understanding the frequencies.

Even if you don't fully understand the science and the technology, just like you may not fully understand the mechanics of a car, you know that all you have to do is put the key in and turn it on and just work the pedals and the different knobs in there, and it's going to get you to where it is you want to go. Just understand that brainwave technology has over 70 years of history and a huge proven track record and that it will work for you, then embrace it and allow yourself, for the short-term and the long-term, to build your central nervous system, your brain to operate in an optimized level.

And that's going to have a ripple effect throughout everything it is you do in your life, whether it's personal or business.

JIM: Okay. Now, I have to compliment you because, honestly, you've forgotten more about this than most of us will ever know, but here's the question on everybody's mind, okay? "Okay, Stephen, it all sounds good, but who are you to be handing out information on how to make my brain work better? I don't see any MD after your name."

STEPHEN: And you know what, that's really good. In fact, the fact that I'm not a doctor and I don't have an MD after my name, and I've been able to get these results, and I'm a high school dropout and I don't have a college education, that right there should be more impressive than me being a doctor, because I've come from a position where I don't understand the whole science behind this.

I just wanted something that was going to improve my focus. I would sit down and read a book and I couldn't remember what it was I read on the

last page. I would sit, and while I'm going through pages, I'm thinking about ten different things at one time.

The night before the next day, I would have my day all planned out. I would sit at my desk and then all of a sudden I'm bum rushed with all these different things and then I become extremely paralyzed. I couldn't focus. I didn't have the best ideas. I mean, I was just a mess. I was literally all over the place.

And while I never had an official diagnosis of having ADD or low creativity or something, I knew there was something seriously, seriously wrong with me, because my ability to read, focus, concentrate, create, and all that kind of stuff, I have a huge deficit. And I was frustrated to like the nth degree.

So, I constantly searched for tons of stuff. And I found hypnosis stuff, I found the self-programming stuff, and I did the binaural beats, I did the nature sounds. And I did stuff like Bill Harris holosync type stuff. And I was a huge proponent of subliminals, had the stuff flashing on my computer screens and speaking the affirmations. I tried to do everything I possibly could to feel better, think better, focus, and all that kind of stuff.

While certain music and certain nature sounds had me to be relaxed, and I would be really calm, I wasn't getting the focus. And I found out that you can be relaxed, but that's alpha. Focus is the beta. So, you can have all these programs that tell you they're going to get you relaxed, relaxed, relaxed, relaxed because that's easy to do.

But getting to the level of high concentration, higher levels of focus, and all that kind of stuff, that's beta and it takes a really special kind of program that's going to be able to produce that. And then I came across what's called isochronic tones.

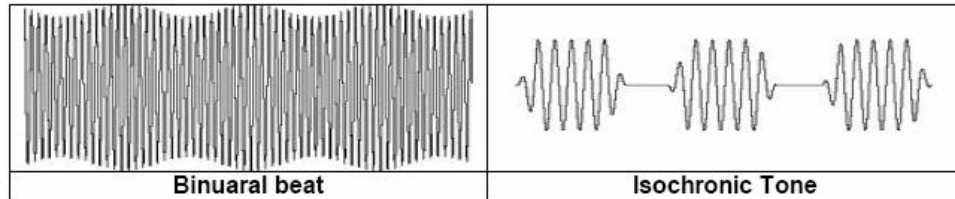
And when I came across isochronic tones...

JIM: I love the way you say that too, because I have absolutely no idea what that is. “Then I came across isochronic tones.” And I'm like, “Wow, that sounds great.” I have no idea what that is, but it sounds good, so tell me about it, Stephen.

STEPHEN: You want me to tell you something? I still couldn't tell you the details about isochronic tones, but I can tell you this, though, that the ability for any kind of sound to entrain your brain is dependent upon the cortical evoke response, what's called CER. We don't have to get into the technical aspect, but it's the way it creates imprints on your brain, okay?

JIM: Okay.

STEPHEN: And if you look at that picture you have up there right now, you can see the difference between the peaks and valleys of the binaural beats and the peaks and valleys of the isochronic tones.



So, what they found in actual studies is that binaural beats are not nearly as effective as isochronic tones due to the way the brain processes the different feeds. And I believe the doctor's name was Dr. Gerald Oster, or something like that. There's a lot of information you can find on him on the Internet. But he was a pioneer in the whole field of brainwave technology, and in his study of the binaural beats, he concluded that the depth or the intensity of the resulting beat is only around three decibels, or one-tenth of the volume of a whisper.

And the difference between peaks in the wave pattern is what determines the strength of the CER that we talked about, which is the Cortical Evoked Response, determines the power of the brainwave entrainment.

JIM: Okay, hang on a sec because you're starting to sound like an encyclopedia again. I love you. Tell me in third grader terms, looking at these two pictures, what does it mean to me, Mr. Pierce?

STEPHEN: Okay. Binaural beats or music, although music can be hypnotic, or different nature sounds are harder to detect in entrainment, and it leaves only a minor electrical imprint on the brain because it does not have deep enough peaks and valleys.

JIM: So, you could listen to this stuff over and over and over again and, yes, you will get some benefit, but it's a pretty light benefit. And if you're distracted at all and if you're not really listening in, you're going to miss most of it.

STEPHEN: Yeah, you'll pretty much miss most of it, yes. But the isochronic tones are so deep, the imprints are huge and they're noticeable and they're things that you can feel. So, right now isochronic tones are considered the leading technology to use for mentally entraining your brain.

JIM: Okay. That's what I needed to know. Okay. And what's up with your mission to help others? Why is it now your mission to help people to use science to their mental advantage?

STEPHEN: Right. Well, it's difficult to keep a good thing to yourself. I see over the long term, because I've been doing it for like two and a half years the impact that it's had on my life. So, this is not a thing I came across last week and said, "Oh, my God, this would be something really good to market, so let's put together this stuff."

I mean, you were a witness. I gave you a CD like over a year ago, and I have all kinds of stuff. I mean, I even do "faulty training," which is actually called "faulty driving," where you use light glasses and stuff like that.

I understand the impact that this has. I understand what it is people are looking for. I understand that if a person can increase their focus, increase their concentration, raise their IQ, increase their mental abilities, their creativity and all these things, the overall quality of their life is going to be improved. Their ability to develop relationships that are successful, develop businesses that are successful, be better marketers or better traders or better trainers or whatever, it's going to all increase, because you're dealing with the central part of who you are, which is your brain.

And if you understand that by improving your brain you improve the overall quality of your life in every single area, you will focus on that.

So, I'm on a mission to let people know that, listen, you may be under performing in your life, not because you want to, but because you're just not able to, by conditioning itself, to get yourself in the necessary brainwave state with a high level of intensity so that you can perform.

JIM: So, if you can change what's going on between your two ears, you can change your life.

STEPHEN: Absolutely.

JIM: That's the bottom line. And you're talking about showing people how to get to the core of it, how to understand how you're wired up and to make changes at a fundamental level. Not "I like myself, I like myself, I like myself, I like myself, I like myself, and I like myself."

Yeah, okay, we just saw that works for 10% of the people on this call. So, for the other 90%, you've got to try something else. If all of those feel good, talk-to-yourself motivational rah, rah courses worked as we saw from the beginning of the call, everybody would have a million dollars and a Ferrari, okay?

If you want to make change, you've got to learn how to push your own buttons, literally, and how to make changes at a core level inside your body.

So, we're going to talk now for a minute about how you **entrain your brain with the push of a button**. Can it really be that simple? Stephen, I want you to tell us just a little bit about, we'll run down these bullets, tell use a little bit about your OptiMINDzation CD Series.



STEPHEN: You asked a good question and I hope I've got a good answer to that. It's like, can it really be that simple? You know, a while ago somebody said, "I can have dinner ready for you in a minute and a half. All I'm going to do is put this in this box and I'm going to hit a button, watch what happens." And somebody said, "Come on, you can't be serious. Can it be that simple?" But yes, it was - it was called microwave ovens.

JIM: Yep.

STEPHEN: You know what I mean? And that's where science and technology is advancing so fast. So, yes it's really a push of a button. And we found the most advanced and respected programmers who will remain anonymous to work with us.

We engage them on a regular basis. We tested their stuff on a regular basis. I mean, they lead this industry and we hooked up with them and we actually licensed their technology to produce the series. In fact, we have them meticulously producing each CD and testing each CD according to best practices in giving to us the results.

So, everything is away from our hands when it comes to the development of the technology, but we get to see the development of it and approve the development of it and be able to look at the different results of it so it meets our standards before we actually release it to the public.

JIM: So, this isn't just you saying, "Listen to this CD and it's going to make you smart?"

STEPHEN: Absolutely not.

JIM: Okay, and what is this EEG testing for each CD?

STEPHEN: Right. EEG is literally the best driving practice of how to read brainwaves to understand the electrical changes that are taking place in the brain; whether a person is using brainwave entrainment or not, you can look at it.

And when you can think about it, why do people try to get you to say these different affirmations? They're trying to change how you're feeling emotionally. They're trying to change the energy and the frequencies that are going on in the brain, which can ultimately change how you move and how you breathe, and all these different things. Or maybe vise versa, to try to get you to move your body a different way, which can send different signals to your brain and change the brainwave states, and all that kind of stuff.

NLP, you know, there's a lot of stuff in NLP that's based on brainwave state. But to answer the question, EEG scans actually read and get prints and blueprints of what is actually happening in the brain, the different changes in the brain, like the changes in the brain in the brain when I kid is playing a video game versus when a kid is reading.

And by seeing this you're able to see the effects of the OptiMINDzation CDs from a brain that's not using it and a brain that is actually using the CDs.

JIM: Okay.

STEPHEN: It's literally the hallmark and the best practice of reading what is going on, signature wise, on the brainwaves in people's brains.

JIM: And basically, different brainwaves for different results, so, that's why you have different CDs.

STEPHEN: Absolutely.

JIM: Okay. What kind of money back guarantee does this thing come with?

STEPHEN: Well, on the very first CD we give everybody a 365-day, money-back guarantee, which is one full year to take the CD to task. But we're so convinced that after you start using the first CD, you won't really need a deeper money-back guarantee than that. So, each subsequent CD comes with a 30-day money-back guarantee.



But here's our huge guarantee, because we know it produces the results. We challenge you to get the CD. You can go to any place that offers EEG scans and do a before scan and then listen to the CD for 20 minutes and do an after scan, and if the CD does not boost the beta waves as it relates to Volume One or any other waves on any other, we will give you double your money back, double your money back.

And the reason we can do that is because we know that it actually produces the brainwave states that we're talking about because it's already been tested. The evidence is the brainwave EEG scans that we actually have on the website and that you showed here on the webinar.

JIM: Okay, excellent. Now keep going.

STEPHEN: You can order online. We get it out to you extremely quickly. You just use one CD. I put in there what's called my mental maneuvers blueprint, which discusses with you what to expect.

For example, some people can experience slight headaches or maybe large headaches initially because of the rush of blood that's going to the brain. And your brain is a muscle and it's really getting a workout.

Some people can't listen to it for 60 minutes at first because that's like a huge workout on the brain and you kind of build your way up to that. But it's really easy to use the CD. I mean, you order it, we get you the first one, and we ship you a new CD every single month.

And the reason we do that is because we want you to use one CD for a straight 30 days. So, we feel as if 30 days using one CD, the way we have it mapped out, you're going to be so impressed and so happy with the results, but yet, you're not distracted by having 12 CDs sitting in front of you and you're bouncing around all over the place.

So, it's like forced discipline. We can't make you use the CD. But if you only have one CD in front of you, then that's the only CD you have to use. And by the time you get your next CD, you can probably end up going onto a maintenance program with the first CD and then start aggressively using the next CD for 30 days.

But it's fun, it's easy to use, and you will be talking to people about your results. I mean, because from Armand to John Reese to Stu McLaren, to all these different people that are getting this CD and using it, I mean, it's undeniably an impact and an effect that you can feel and that over the long term will work because it's just pure science.

JIM:

So, if you want to get more information about Stephen Pierce's OptiMINDzation CD Series, I can't recommend it enough. Go to <http://www.optimindzation.com/breakthrough.php#01> and you can get all the information. And when you get your copy of the CD, we will send you within the next week the information on how to download that "Do I Have To Go Broke Before I Get Rich?" MP3, as well as the transcript.

So, Stephen, any final thoughts for us?

STEPHEN:

At the level we priced this at, at just \$29.95 per CD, just about everybody on this phone call, they're going to spend more than that on some kind of CD or technology or software program or marketing program that's not going to have nearly the kind of impact that this entrainment will have.

I think everybody, every single person, 100% of you owe it to yourselves to put me to the test. Put what I'm saying to you to the test and see for yourself how effective this is and how powerful it is, because I believe that the low cost for this, but the huge impact that it has, it's just amazing.



And after you get it, you'll find out that it's one of the best things that you've ever done and you'll be thanking Jim for a long time for having tested himself and being a personal testimony, and then affording you the opportunity to get access to this.

JIM: Yeah, I think it's interesting that you bring up the price, because I didn't even really think about that, though if you think about it, this is the kind of thing that people would be trying to whack you \$100 a month for and keep you in the game.

STEPHEN: Right.

JIM: But \$30, I mean, that's normal. That's a really reasonable price for what you're getting. And like Stephen said, if you get it, try it out; if you don't like it, send it back. I personally think you're going to love it and you're going to look forward to getting the next one each month.

And the only reason that we're doing this webinar is because I believe in what Stephen's doing. I understand this. I know that by changing your thinking that's how you really change your life. I mean, I'm living proof of that, changing your thinking and changing your life, and that's why we're doing this. I believe in this.

We're not doctors, but I know from my own personal experience that this works and it works for me, and I want you to test it out. And if it doesn't work for you, then it doesn't work for you. But I think it will and that's why we're talking about this.

So, Stephen, I really, really want to thank you for making the time for this, and I hope everybody got a lot of good value out of this: understanding how your brain works; how you automatically program your brain; the best times to program your brain, and all the other information that we went over.

You learned about some things you didn't know about before: binaural beats versus isochronic beats, all kinds of stuff that, just an understanding of beta waves and alpha waves and how different states of mind affect your abilities in different ways.

I know you're down in Florida right now and I really, really appreciate you making time for us and bringing this information.

Check it out at <http://www.optimindzation.com/breakthrough.php#01>. You will not be disappointed with this product. I think you will be thrilled and delighted and you'll start seeing really exciting results, and I want to hear from you the kind of results you're getting from this program.

So, Stephen, thank you very much.

STEPHEN: Thank you, Jim. And thank everybody for being here. And today is the beginning of a whole new life for you. And I mean that because I'm a

“How to Optimize Your Mind For Wealth, Health, and Success!”

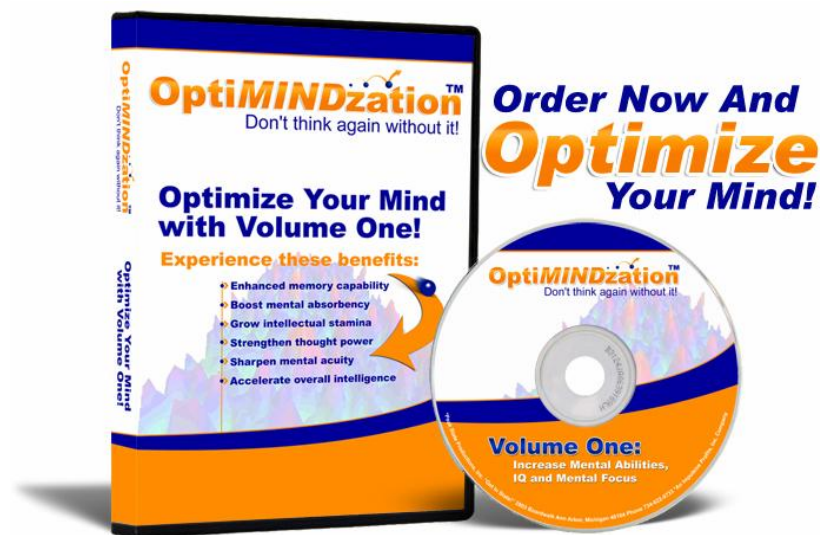
personal testimony to it. And I know that may sound like a lot of one CD, but you really have to put this to the test. You will be amazed.

JIM: Check it out, <http://www.optimindzation.com/breakthrough.php#01>, and, Stephen, I will talk to you soon.

STEPHEN: Thank you, I appreciate it, Jim.

JIM: Everybody have a great night. Bye-bye.

STEPHEN: Bye.



<http://www.optimindzation.com/breakthrough.php#01>