2016 SuperHero Brain Conference

New Brain Science Discoveries You Can Use NOW
Notes & Resources

By Bill Harris, Founder, Centerpointe Research Institute

You’re so lucky to be alive today. Why? Because we’re in the middle of the biggest scientific revolution ever – a revolution in brain science. And, few people know about what scientists are discovering, or how to use it.

I’m going to share:

- 3 fundamental paradigm-changing discoveries about the brain
- A fascinating research study that will illustrate everything I want you to understand today
- How you can use the new brain science discoveries to get more of the qualities and abilities you want and eliminate the negative challenges in your life.

Access to your free copy of The New Science of Super Awareness:

https://specials.centerpointe.com/aware
3 fundamental, paradigm-changing brain discoveries:

1) Everything about you begins in your brain:

- Your moods
- Your emotional responses
- Your skills, talents, and superpowers
- Your ability to set and achieve goals
- Your ability to bounce back from failure, loss, and disappointment
- Your happiness
- Your relationship success or failure
- How creative you are
- Your confidence and motivation
- Your ability to focus and concentrate
- How much willpower you have
- Your financial success.
- And much more.
The abilities, qualities, and superpowers you want more of, and the negatives you want to eliminate, all come from your brain.

If you change your brain, you will change your life.

2) Scientists now know what parts of the brain are involved in the problem areas you want to get rid of, and the desirable qualities and abilities you want more of. Most of what you want to improve or get rid of involves just two main parts of the brain (see below).

3) And, scientists also know many ways to change those parts of the brain.

Finally, many who follow this research have used it to create amazing tools and approaches that allow you to develop more of the qualities and super powers you want and get rid of the negative challenges you don’t want.

One of these tools is the Holosync audio technology. Holosync is based on research at the world famous Menninger Clinic and Mt. Sinai Medical Center in New York. Holosync has been used by over 2.2 million people in 193 countries to create amazing brain changes in a short period of time.

Holosync, which is effortless to use, changes the electric patterns in the brain to those of a 30-year veteran meditator, the first and every time you use it, creating the same brain changes and the same benefits as traditional meditation, but 8x faster.

The Marshmallow Test

- Stanford University, late 1960s
- Researcher Walter Mischel
- Preschool children were given a choice between one treat (such as a marshmallow) now, or to wait for 15 minutes in order to get 2 treats.
- A test of willpower and ability to delay gratification
Extraordinary life outcomes for those test subjects who could delay gratification:

- Better grades
- Higher SAT scores (an average increase of 210 points)
- Higher income
- Lower BMI
- More friends, better relationships
- Better cognitive function and intelligence
- More self-control
- Ability to resist temptation
- Less distractibility
- Greater self-reliance
- Trust in their own judgment
- Less easily rattled and disorganized
- Greater resilience and adaptability in the face of setbacks
- Ability to pursue and reach long-term goals
- Less drug use and other addictive behaviors

Those who could not delay gratification experienced problems in the areas listed above.

In 2011 subjects’ brains were scanned using functional magnetic resonance imaging, fMRI. Those who could delay gratification (and who have enjoyed the benefits listed above during their lives) had

a) A strong prefrontal cortex

b) A calm limbic system

Those who could not delay gratification (and who had lifelong problems in the areas listed above) had...

a) A weak prefrontal cortex
b) An overactive limbic system

The war in your brain

There’s a war going on between these two major parts of your brain (the limbic system and the prefrontal cortex).

Which side wins shapes nearly everything in your life.

**The limbic system** – Involved in motivation, emotion, learning, memory, is strongly activated in life-threatening situations

**Two destructive results of an overactive limbic system:**

**Chronic fight or flight stress response**

- Production of cortisol, adrenaline, and other stress hormones
  Creates inflammation leading to many health problems, many of which are life-threatening or accelerate aging
- Blood flows away from the brain to your limbs so you can fight or flee. You lose IQ points, experience brain fog, make bad decisions
- The hippocampus (involved in memory) shrinks
- You experience unpleasant emotions, including anger, fear, anxiety, depression, etc.

**You make “I want it now and I don’t care about the consequences” bad decisions**

- Eating what you resolved not to eat
- Eating more than you should
- Buying things you don’t need with money you don’t have
- Destructive emotional reactions and outbursts you later regret
- Bad habits and addictions
- Blowing off dietary resolutions
- Blowing off exercising
- Blowing off meditation
- Blowing off working on your goals

These bad decisions are all driven by a powerful neurotransmitter, dopamine.

While under the spell of dopamine:
● No consideration of future consequences
● No ability to delay gratification
● Drawn to and captivated by the latest “bright shiny object”

When rats were given a squirt of dopamine for pulling a lever, they did so continuously, without stopping to eat, sleep or have sex.

When researchers required the rats to cross an electrified grid to get to the lever they continued to pull it over and over until their little rat feet were literally burned off.

Humans respond to dopamine in the same way, making one bad dopamine-inspired decision after another until they’ve “burned off” their bank accounts, relationships, arteries, lungs, or any other area of life touched by their bad decisions.

Pretty much every person in prison is there because of an overactive limbic system.

**Calming the limbic system is the answer to most self-created human challenges and problems.**

**The prefrontal cortex** – The source of:

● Executive function
● Rational thinking
● Learning from experience
● Creativity
● Concentration, focus
● Impulse control
● Forethought, goal setting, persistence
● Organization
● Problem solving
● Ability to feel and express emotions
● Empathy

If strong enough, the prefrontal cortex oversees the limbic system (overriding stupid limbic system decisions)

**The big solution:**
- Calm the limbic system
- Enhance the prefrontal cortex

**Calming the limbic system**

**Supplements**
- GABA
- L-theanine
- 5-HTP
- L-tryptophan
- Tyrosine
- D-phenylalanine
- B-Complex vitamins
- Omega 3 fatty acids

**Breathing**
- Slow breathing calms the limbic system
- Even better: breathe in for four counts, breathe out for 16 counts. Can be done while you read, drive, or watch TV. It also lowers blood pressure.

**Exercise**
- Research shows that short 1-4 minute bursts followed by a rest period, repeated several times, are more effective than longer periods of less intense exercise.

**Avoid stress**
- Stress causes the limbic system to become overactive

**Nutrition**
- High protein, low carb, high “good fat” (coconut oil, avocado, butter, Omega 3s, Extra Virgin Olive oil)
- Those who give brain-healthy dietary guidelines based on the latest research include Dr. Daniel Amen, Dr. Mark Hyman, Dave Asprey, Dr. Jonny Bowden.

**Sleep (7-8 hours/night)**
- Meditation – Much research shows that meditation is the most powerful method for calming the limbic system.
The problem with meditation: Few actually follow through and do it regularly; it takes a long time to see significant results; there is a long learning curve

Holosync – Holosync uses combinations of pure sine wave audio tones, delivered to the brain through stereo headphones so as to discretely target specific tones to the right and left brain hemisphere, create the brainwave patterns of an experienced 30-year meditator.

- Eliminates the long learning curve required for traditional meditation.
- Creates the same brain changes (calming the limbic system, enhancing the prefrontal cortex, creating coherence between the left and right brain hemispheres) 8x faster than traditional meditation.
- Effortless – All you do is listen.
- May be used during the last hour of sleep, so as to take zero time from your day.
- Used by over 2.2 million people in 193 countries.
- Endorsed by hundreds of prominent personal growth teachers
- Calms the limbic system

Enhancing the prefrontal cortex

Supplements
- Acetyl-L-carnitine
- Alpha-lipoic acid
- Omega 3 fish oil
- Phosphatidylinerine
- Super multiple vitamin with high-dose B vitamins
- Vitamin E (mixed tocopherols)
- Vitamin C - 250 mg twice a day

Nutrition
- High protein, low carb, high “good fat” (coconut oil, avocado, butter, Omega 3s, Extra Virgin Olive oil)
Those who give brain-healthy dietary guidelines based on the latest research include Dr. Daniel Amen, Dr. Mark Hyman, Dave Asprey, Dr. Jonny Bowden.

Rehearsal/practice
BrainHQ (love these brain trainings – the “Gold Standard” – created by Dr. Michael Merzenich, “Grandfather of Neuroplasticity”), Dr. Daniel Amen’s Brain Warrior, Kwik Learning

Exercise
Research shows that short 1-4 minute bursts followed by a rest period, and then repeating several times is more effective than longer periods of less intense exercise.

Avoid stress
Stress causes the prefrontal cortex to shrink

Sleep (7-8 hours/night)

Meditation
Much research shows that meditation is the most powerful method for calming the limbic system.

The problem with meditation: Few actually follow through and do it regularly; it takes a long time to see significant results; long learning curve

Holosync meditation – Combinations of pure sine wave audio tones delivered to the brain through stereo headphones, so as to target some tones to the right brain hemisphere and others to the left brain hemisphere, create the brainwave patterns of an experienced 30-year meditator.

- Eliminates the long learning curve required for traditional meditation.
- Creates the same brain changes (calming the limbic system, enhancing the prefrontal cortex, creating coherence between the left and right brain hemispheres) 8x faster than traditional meditation. Technology accelerates results!
- Effortless – All you do is listen.
- May be used during the last hour of sleep, so you take zero time from your day.
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**Resources**

- Free copy of *The New Science of Super Awareness* by Bill Harris

https://specials.centerpointe.com/aware

Please feel free to share this link with friends or family.

**Praise For The New Science of Super-Awareness**

“The New Science of Super-Awareness is power packed with practical neuroscience tools to quickly have a better brain and a better life. I highly recommend it.” — Daniel G. Amen, MD, Founder, Amen Clinics, Bestseller author of Change Your Brain, Change Your Life

“I've taught millions of people how to have a 'millionaire mind'. Now, Bill Harris has written a book describing the brain changes that support the creation of a millionaire mind. Calm the parts of the brain that lead you astray and strengthen those that create confidence, motivation, creativity, and good decisions, and you'll be on your way! The New Science of Super Awareness is an innovative and scientific look at the brain fundamentals that underlie your success.” — T. Harv Eker, NY Times No. 1 Bestselling Author of Secrets of the Millionaire Mind™

“The New Science of Super-Awareness is a must-read! The scientific research and technology that Bill reveals here have completely changed my life, even helped save it. Your life is simply a compilation of choices that (contrary to what we’re led to believe) are indeed fully in your control! I love this book and would highly recommend it to everyone!” — Anik Singal

“The New Science of Super-Awareness is like a chocolate ice cream cone on a hot summer day. You won't want it to end, and what you'll learn about your brain will help you create more happiness, more focus, more productivity, and more success. Terrific
cutting edge information everyone needs to know.” — Bob Proctor, Star of the movie The Secret, Bestselling author of You Were Born Rich

“For centuries, monks and sages have been exploring human consciousness and pushing our potential. Bill Harris is a modern monk armed with potent technology and an incessant drive to help people. His first book was amazing. The New Science of Super-Awareness is even better.” — Dr. Pedram Shojai, President, Well.org, Producer of the hit documentary movies Origins and Vitality

“A few farsighted people are using the latest brain research to create extraordinary personal qualities once thought to be rare or even impossible. The New Science of Super-Awareness shows you how you can be one of them. A 21st Century “must read” for anyone who wants to craft a better life.” — Jeff Radich, Vice President and Co-Founder Natural Health Sherpa

“The newest brain research has opened up a whole world of possibilities for us “normal” human beings—most of which were science fiction just a few years ago. Cutting-edge tools based on these discoveries can increase creativity, focus, happiness, emotional health, productivity, and a lot more. The New Science of Super-Awareness will open your eyes to amazing new possibilities. Get it, read it—and then do what it says! — Glen Ledwell, Founder of Mind Movies and Flight Club

“As we enter a new age of awareness Bill’s book comes along at the perfect time. His explanation of why it is essential to become Super-Aware is simply excellent. Knowledge has always been considered the crown jewels. Today we’re surrounded by knowledge, yet awareness is in very short supply. As you learn to turn on your awareness, life’s secrets are revealed. Learn and apply what Bill teaches here and your reality will change, just as it has for the millions of people Bill has already helped.” — Andy Shaw, Bestselling author of A Bug Free Mind

“As from one of the most renowned experts in ‘changing your life by changing your brain’ comes a powerful life-changing book. Bill shares the most astonishing insights—things you can apply RIGHT NOW—to create a leap into creativity, presence, focus, clarity, achievement, and just plain happiness. This book is the ticket to the next level of a life fulfilled. What are you waiting for, read it right now.” — Jennifer McLean, Host of Healing With The Masters, Creator- Living Success Signature Business

“As someone who’s new to meditation, I love how Bill takes it from weird to wonderful & explains it in a way that’s easy to understand. Whether you’re new to meditation or a seasoned pro, I highly recommend checking out this book!” — Chandler Bolt, Self-Publishing School
“The New Science of Super Awareness is truly a must read for anyone who wants to change anything in his or her life. If you want to create ‘having it all’, read this book. Bill Harris truly is a master teacher and his new book truly is a gift.” — Christy Whitman, New York Times Bestselling author

“Bill Harris was an ordinary Joe who figured out the secrets to being happy and successful in life. In this highly prescriptive and engaging book he shares his simple and effective steps to an extraordinary life. This is the book I wish I had read forty years ago!” — Arielle Ford, Author, The Soulmate Secret

“The New Science of Super-Awareness gives you a practical solution to the problems of day to day living. Hundreds of thousands of Bill’s clients have already shown that it works, and from my own personal experience, I agree. Shelve the other books and read Bill’s. It’s based on his 30 years working with hundreds of thousands of clients. He’s a master. Learn from him.” — Pete Bissonette, President, Learning Strategies Corporation

“If you think you’re stuck or want to get to the next level of happiness, success and potential, this book is for you. Bill inspires and shows you the science and the ‘how to’ that will allow you to be the best you possible! A must read for anyone seeking a richer life.” — Tami Meraglia, M.D., Bestselling author of The Hormone Secret

“Bill, thank you for your advice. I must tell you that this subject has always fascinated me and I feel so grateful to you for sharing this information as a gift to humanity, Thank you so much. I appreciate your hard work and studies over the years. My deep regards.” — Don Miguel Ruiz

Author of The Four Agreements and other books “Take a ride inside your brain with an explorer who knows the territory. You’ll improve your willpower, happiness, creativity, motivation, learn how to get into flow states, improve your emotional resilience, and a lot more. Get The New Science of Super Awareness and read it. You won’t be disappointed.” — Mike Koenigs, 8-time #1 bestselling author and CEO of Mixiv.com

“Bill is living breathing proof of what you can achieve when you join the top 1% of the super-aware. The New Science of Super Awareness will stretch your mind far past anything you believe you’re capable of. It’s the “how to” of happiness, flow, and abundance…and a shortcut to your limitless potential.” — Alexandra Cattoni, Online entrepreneur

“Bill Harris brilliantly reveals a new science that empowers us with the ability to create the reality we choose . This truly is a powerful book. If you want more choice about how you feel, behave, and what you create, I highly recommend that you read this truly
powerful book.” — Cynthia Kersey, Founder and CEO, Unstoppable Foundation, Best-selling author of Unstoppable and Unstoppable Women

“Scientists have verified that meditation positively affects how you feel, how you behave, who and what you attract, and how you feel about what happens to you. This book will show you how to get those benefits in a fraction of the time! Bill takes scientific data and crunches it down in an engaging, conversational way. You’ll enjoy yourself as you learn to improve your life in a more ways than you can count. Want an unfair advantage? Buy and read this book today!” — David Gonzalez, Founder of Simply The Coolest Joint Venture and Affiliate Management Agency and The Internet Marketing Party™

“Your brain shapes your awareness, moods, emotions, relationships, energy level, mental abilities, resilience, and many other human qualities. Thank goodness for people like Bill Harris who comb the research and then explain how it can be used to improve human lives in ways once thought to be impossible. I loved this book, and you will, too.” — Jack Canfield, New York Times bestselling co-author of the Chicken Soup for the Soul book series, The Success Principles, The Aladdin Factor, and many other books, and founder and chairman of the Canfield Training Group