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Train Your

Brain

How To Be
More Productive,
Make More Money
and Have More Freedom

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When searching for ways to become more successful in their career or business, many people overlook the greatest, most inexpensive tool that they already have - their brain. Our brains are at the center of everything we do, feel and say. It is the single most powerful tool we use every day to affect our business and professional lives. Yet when people are searching for ways to improve their career, life and relationships, most look outside themselves for the magic pill or solution that will instantly provide the answers.

No matter how old you are, your brain is the most powerful and effective tool you need to increase your success in all areas of your life. It's free, easy to take with us and possesses endless opportunity to advance our profession and personal lives.

Fortunately it is also easy to train it for even greater efficiency and effectiveness. Brainwave entrainment can help you dramatically improve your mental abilities! Recently, professionals in the areas of psychology, neurology, medical health and self-help have begun utilizing the power of brainwave entrainment in their work with patients.

What is "Brainwave Entrainment"?

It is a relatively young but rapidly growing field that involves the study of how altering brainwaves naturally can allow people to easily enter states of increased intelligence, creativity, relaxation, pure energy and more!

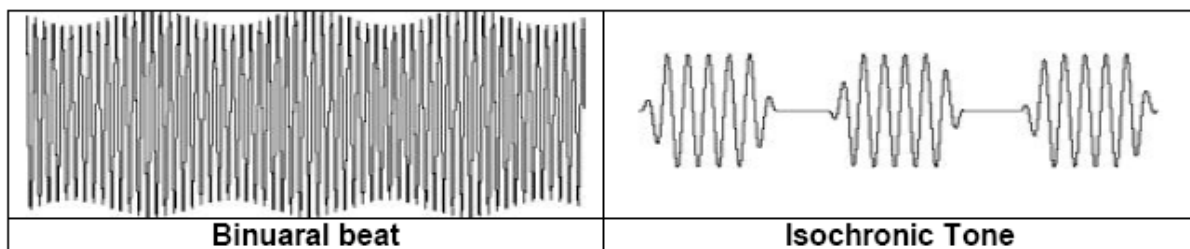
The benefits of brainwave entrainment - the process of enhancing your normal brainwave state - has been known to many scientists and doctors for years. These benefits include, but are not limited to, improvements in the following areas: Temporary Pain Relief, Temporary Stress Reduction, Sleeping Disorders, General Relaxation, and Meditation.

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The History of Brainwave Entrainment

Up until the recent discovery of the more effective Isochronic tones, binaural beats were the most recognized form of brainwave entrainment. Binaural beats were first discovered in 1839 by a German experimenter, H. W. Dove.

The human ability to "hear" binaural beats appears to be the result of evolutionary adaptation. Many evolved species can detect binaural beats because of their brain structure.



In humans, binaural beats can be detected when carrier waves are below approximately 1000 Hz. Here's why: wave lengths below 1000 Hz are longer than the diameter of the human skull. Thus, these wave lengths actually curve around the skull by diffraction and are thus heard by both ears.

As the sound wave passes around the skull, each ear hears a different portion of the wave it's this difference that allows for the accurate location of sounds below 1000 Hz.

How Does This Work?

When the brain is provided with a stimulus, through the ears, eyes or other senses, it emits an electrical charge in response. This is called a Cortical Evoked Response. These electrical responses travel throughout the brain to become what an individual sees and hears.

When the brain is given a consistent, repeating stimulus, such as drum beats or flashes of light, the brain responds by synchronizing, or entraining, its electric cycles to the external rhythm. This is commonly called the Frequency

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Following Response (or FFR), and it can be used to effectively alter the brainwave pattern of the audience.

The Types of Brainwaves That Brainwave Entrainment Influences

The brain is made up of billions of brain cells called neurons, which communicate with each other using electrical signals. All of these neurons sending signals at once produce a large amount of electrical activity commonly called a Brainwave pattern, because of its "wave" or cyclic-like nature.

Researchers and scientists have found that different bands of brainwaves are associated with different mental states. For instance the brainwaves of a sleeping person are much different than the brainwaves of an individual that is wide awake.

The speed of a brainwave is called a frequency; which is measured in Hertz. You can tell a lot about what is going on in a person's head simply by measuring the Hertz value of their brainwaves.

Brainwaves are divided into four predominant speed ranges, or bands. The brain is constantly emitting nearly every type of brainwave. However, based on the strength of certain bands of brainwaves and depending on where the EEG electrodes are placed on the scalp, a person can be said to be "in" a certain brainwave or band.

Here are the common types of brainwaves:

- **Beta (15 - 38Hz)** - In this frequency range, a person is fully awake and generally alert. The low Beta range (15-20 HZ) is associated with an increase in mental abilities, IQ and mental focus. The high Beta range (20-38 HZ) is linked to alertness but may also produce agitation.

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- **SMR (12 - 15Hz)** - SMR (sensorimotor rhythm) is related to body motion and linked to increased focus and improved attentive abilities.
- **Alpha (8 - 12Hz)** - The majority of the population experiences this state just after waking and right before sleep. This range is linked to Relaxation, Stress Relief, Self Hypnosis, stimulation of the Immune System and Accelerated Learning.
- **Theta (3 - 8Hz)** - The majority of the population enters into this state during light sleep or extreme relaxation. Low Theta (3 - 5 Hz) is ideal for Meditation and Sleep Replacement. High Theta (5 - 8 Hz) is ideal for Improved Sleeping Patterns, Treatment of Insomnia and Creative Visualization.
- **Delta (0.2Hz - 3Hz)** - This state is experienced during deep, dreamless, non-REM sleep. While in Delta the body is healing itself and resetting internal clocks. Delta is ideal for Accelerated language retention and stimulating the release of growth hormone.

"Why Binaural Beats Are No Longer the Optimum Brainwave Entrainment Method!"

Binaural beats are probably the most recognized form of brainwave entrainment.

With binaural beats, a slightly different tone is presented into each ear. The tones then combine in the brain to form a pulse or "beat". The pulse heard by the listener is actually the difference between the two tones. For example, if the left ear is given a tone at 20 hertz and the right ear is given a tone of 30 hertz, then the listener will hear a beat of 10 hertz. And the brain will entrain to that rhythm.

For this reason, binaural beats require the listener to wear headphones. However, there are many new brainwave entrainment techniques being developed, such as Isochronic tones, that do not require the use of headphones and that have actually been proven to be two to three times more effective than binaural beats. For example, Isochronic tones are a

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somewhat less well known form of entrainment that is much more effective than binaural beats.

Isochronic entrainment uses a single tone that is manually spaced, turning on and off in a precise pattern. This actually enhances the effectiveness of audio entrainment.

Here are three more reasons why Isochronic tones have replaced binaural beats as the brainwave entrainment technique of the future:

1. Binaural beats require the use of headphones or special speaker assignments. Isochronic tones do not rely on speaker assignments, and therefore can be used without headphones or any special speaker assignments.
2. Binaural beats are incapable of entraining the brain's hemispheres individually (because they require both ears). Binaural beats are a disadvantage because many of the modern entrainment protocols used in clinical work currently requires the use of separate stimulation to each ear. This is useful for deep meditation, depression, ADD treatment and cognitive enhancement.
3. Studies have found that binaural beats are not as effective as isochronic tones due to the way brain processes the beats. Dr. Gerald Oster's, a pioneer in the field of brainwave technology, study of binaural beats concluded that the depth or intensity of the resulting "beat" is only around 3 decibels or 1/10th the volume of a whisper.

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How Can All This Research and Scientific Evidence Benefit You?

It means that you can **"become smarter"** and **improve your memory, mental clarity and focus** by listening to something as simple as the specially designed [OptiMINDzation™ 12 Volume Set](http://www.optimindzation.com) audio!

In the last 10 years, there have been **great advancements** in the field of brainwave entrainment as it relates to cognitive functioning. Studies have shown that the **brains of many people** are actually **functioning at low capacity**.



By **targeting the specific brainwave band that is related to states of intense concentration and strong focus**, scientists have been able to help individuals **improve their academic performance**.

Brain entrainment is completely safe and drug-free. There is no special equipment needed, herbs or other common enhancement techniques or requirements. With a simple click of a button you can get started from virtually anywhere.

Brain entrainment can impact almost every area of your life and career including fatigue, depression, weight gain, physical power and mental clarity and strength. More specifically, there are six areas that brain entrainment can have a dramatic impact on your business and career success.

1. **Optimize Your Mind.** Through brain entrainment you can gain amazing benefits with memory, absorbency, stamina, power, sharpness and wholeness.

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2. **Supercharge Your Ability to Focus.** If you are easily distracted, you can use brain entrainment to stimulate the brain to boost attention and focus.
3. **Improve Your Mood and Mental Health.** Brain entrainment is a proven protocol engineered to stimulate the brainwave patterns to reduce depression and boost emotional stability.
4. **Creative Focus & Innovative Mind.** Brain entrainment can help you optimize your creative thinking for blockbuster brain storming. Your brain waves will be elevated to produce similar brainwave patterns to those in the brains of the world's most creative thinkers.
5. **Increase Your Energy.** Stimulate areas of your brain that create energy and get you massively motivated every day with brain entrainment.
6. **Reduce Stress.** Blow away stress and eliminate anxiety with this proven protocol that can even reduce stress-involved hormones, like cortisol.
7. **Boost Your Immune System.** Based on studies that show brainwave patterns are able to directly stimulate the immune system through brain entrainment you can stimulate your immune system fast.
8. **Eliminate Insomnia and Get Amazing Sleep.** Brain entrainment can help create the most deep, healthy sleep you have ever experienced.
9. **Physical Power & Athletic "Zone".** No more dragging yourself through workouts and daily activities. You will be tuned and locked into the peak performance stated called the "Zone" and ready to rock on demand.

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Consider the **tremendous impact** daily mental entrainment can have on your life. These audios will help you to **quickly and easily unleash your mental powers** and **achieve your dreams**. If you have ever dreamed of realizing your **full potential** and receiving all of benefits of using the most of your mind and abilities, brain entrainment is definitely for you.

Stop searching for outside program, products and tools to boost your success. You have everything you need between your two ears to facilitate massive success and achieve the dreams you desire. Reach for your dreams, [start your brain training today!](#)



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