

The Neuroscience of Financial Success

By John Assaraf

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Part 1

For over 20 years I have been studying the human brain and it's effects on earning money and building companies.

Fortunately what I learned helped me break free from a life of being broke and down and out, to a life where I've made millions of dollars for others and myself.

What I am about to share with you is the brain science behind how I did it, and what you **MUST** do if you are serious about growing your business and income. As you will see, knowing about how your brain does what it does, is more important than any strategy, any book you can read or any seminar you can ever go to.

I have been fascinated with why over 95% of people don't take action after a seminar or after reading a book. Thanks to the latest brain research, we now know that there are certain parts of your brain that gathers information, and other parts that drive your perceptions and more importantly, your behavior. Since I am only interested in helping you achieve greater results, I have no interest in giving you any information that you won't understand or use.

At times this may get a bit technical and you may ask, why do I need all this info?

The answer is VERY simple. Do you think that a fighter jet pilot needs to know how every button on his jet functions under every condition?

You and I have never been given an owner's manual for the most sophisticated apparatus known in our entire universe. Master it, and the world becomes your oyster, don't, and you become a victim of circumstance.

As you already know, your brain is responsible for all your emotions, perceptions and actions, which all have a direct correlation to making money.

It's also responsible for maintaining your "Financial Comfort Zone." Why is this so critical to know? I'll share that with you a little later on in the course -- but it's a doozy and it's probably the single biggest reason you are stuck at your current income level.

It seems that almost everyone wants more money and that's the good news.

The bad news is very few people have really studied why the brain is so important in achieving success and in making money. I can tell you with absolute certainty that it's the difference between success and failure, and mastering it will make you rich beyond your wildest dreams.

My goal is to first show you the "inside mental game"

you need to have, and not the business actions you need to take. You already know things that you can be and should be doing to make more money, but you're not doing it. It's not a matter of your desires, it's a matter of your conditioned mind and the power it has over you.

That's where my new "Neural Reconditioning Process™" will come in.

It took me a few years to understand it and perfect teaching it, and now people from all over the world are breaking free and reaching outstanding levels of business and financial success.

So with that said, let's first understand what neuroscience is.

"The study of how the brain and nervous system work. Neuroscience integrates more traditional scientific approaches such as anatomy, physiology, and biochemistry, along with newer fields such as molecular biology and computer science, to understand how the nervous system functions."
(This of course is just one definition.)

The reason I am so into the neuroscience of success is because it is the single most important factor behind why you are stuck at your current income and business level, no matter what that level currently is.

It is the determining "X" factor behind your fears, your actions, your results and being stuck.

So with that out of the way, let's look at a few of the most important parts of your brain that really matter here and the real effects they have on your income.

As you know, you have a conscious part of your brain and you also have your non-conscious brain.

The conscious part of your brain has some pretty amazing functions like deductive and inductive reasoning ability, memory, will and imagination to name a few, but most importantly, it is the only part of your brain that has the ability to accept or reject any idea you choose. Your non-conscious on the other hand, can only accept what you give it to carry out its job. It cannot reject any idea that is impressed into it.

Your conscious mind can go through millions of options before you land on the income or goal you want but that's really where it ends.

It is only responsible for about 17% of your brain's power and ability and unfortunately most people keep using this part of their brain for the wrong function. I hope this will stop for you after this course.

It's like expecting or asking your small toe to drive your car when you have two powerful hands and 10 fingers to use. It just doesn't make sense.

Most people want to make more money but they don't understand that wanting money and setting goals happens at the conscious level and achieving

financial goals does not.

Achieving goals happens at a NON-CONSCIOUS level!

Your conscious mind is very limited in its processing ability and does not control your perceptions and long-term behavior.

Your conscious mind can process about 2,000 bits of information per second vs. the incredible 4 billion bits per second that your non-conscious mind can process.

It's a no brainer as to which part of you is the power center. The Non-conscious and, of course, it's the part of ourselves that no one taught us anything about.

It takes every command for face value and nothing less or nothing more. It will give you just as fast, what you don't want, as it will what you do want. It takes EVERYTHING literally and cannot judge. It's a servant.

Achieving goals happens because the right information is impressed and loaded into the non-conscious part of your brain and the 2 other intricate and super fast non-conscious systems we'll talk about later.

(They are called non-conscious, because you are not aware of them.)

One of these mental systems makes Google's search

engine seem slower than molasses yet it can increase your success a hundred fold when used properly.

It's now time you take control of all your brain's abilities and soar to the next level of financial success.

In part 2 and of this ecourse we'll get into your real power centers and teach you how to take control of them once and for all so you can earn the real money to want.

To You Having It All,

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The Neuroscience of Financial Success – Part 2

Welcome back to part two of:
The Neuroscience of Financial Success.

Ok, so you now understand that there are two sides to your brain, the conscious and non-conscious.

I want you to understand what the non-conscious does and how you can become master and commander of your brain and yourself.

The non-conscious Cerebral Cortex region of your brain contains 83% of your brain's power and operates 7 days a week, 365 days a year, 24 hours a day. It never rests and is your obedient servant only when you understand how to command and lead it.

If you don't, you will forever be at the mercy of your old programming and, possibly, your not so powerfully conditioned mind.

This by the way, your internal non-conscious conditioning, is due to the information that your caregivers instilled in you and as a result of the experiences you had as a child and certainly not your true potential. You have unlimited potential!

At a very early age we become conditioned about money and I am here to let you know that in my parents' household, the lack of money was a big issue.

I heard things like "what do you think: money grows

on trees?", "We can't afford that," "It's too expensive", "Only rich people take those types of trips", "Money is the root of all evil", "You're not smart enough or good enough or you won't amount to much" are things kids hear everyday and the consequences are devastating.

I don't know about you, but listening to this kind of inaccurate information conditioned me to believe things that just aren't conducive to making and keeping a lot of money. It caused me to have a low self-esteem of myself and really affected my view on life and my results early on.

I had to take control of my own mind and recondition it myself to believe different and more empowering ideas. It was hard at first but I can sure tell you, I am glad I did.

When the non-conscious is programmed properly, it follows instruction perfectly and CANNOT choose whether or not to do so, like your conscious mind can.

It DOES NOT have the ability to accept or reject an idea. It just follows any command that is, or has been, impressed upon it over time.

The more an idea is impressed onto this part of your brain the more it becomes "fixed" and the easier it is for neurotransmitters to send signals down the neural pathway automatically.

This is what causes your automatic day-to-day perceptions and behavior and ultimately your results. If the "programming" is good so are the results.

If you want to know what is currently "programmed" about money at the non-conscious level of your brain right now, just look at your current income and financial situation.

If you don't like the results or want more, I suggest you take this seriously and look to understand how to change from the inside at a neurological level. It's the only thing that makes sense and the only thing that will last.

Almost everyone I know just tries harder by using his or her conscious efforts. Will power and persistence are not formidable allies when you are dealing with fighting against your non-conscious mind. It is way to powerful as you now know. Just try breaking a habit. The reason it's so hard is because 17% of your brain's power - (conscious mind) is fighting the 83% of you.

It's like a 200-pound man having a fight with a 34-lb baby. Stop the fight and start getting your power center under your own control.

There's a little voice in your head that holds you back not because of your potential, but because once you are conditioned to reach a certain income level, it becomes automatic to expect and produce the same.

Your conditioned mind and habits are 10,000 times more powerful than any desire you will ever have.

Trying harder will only get you incremental gains at best. And it's a recipe that can kill.

Reconditioning the brain's power center will produce

consistent long-term positive results and that is what I know works without fail for me and for my clients.

Short-term solutions are ok when the heat is on, but if you want to make serious money all the time, retrain the power center now.

In the next issue we'll discuss one of my favorite formulas for understanding how we get mentally conditioned.

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The Neuroscience of Financial Success – Part 3

Welcome back to part three of:
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Think of this formula for a minute.

$I + E \times R = \text{Beliefs}$

$B + E \times R = \text{Habits}$

$H + E \times R = \text{Conviction}$

Habits cause automatic perception, behaviors, expectations and RESULTS, when you get to the conviction level, you will kill just to be right.

Ok, so what is this magical formula?

Information + Experiences x Repetition = Beliefs

Beliefs + Experiences x Repetition = Habits

Your habits cause you to do and see only that which supports the "Internal Beliefs and Habits" you currently have.

Our internal neural pathways seek out patterns and information that are the same and match up in the physical world. It looks to "match up" what is in our head with what is "out there." This is what keeps us sane. The outside world or environment matching our internal image is our comfort zone.

What this means is that your internal mental picture,

your current conditioned mind, will not see or allow you to behave for too long, in ways that support your new desired financial goals unless you change the inside belief and habit first.

So the biggest problem people face is that everyone tries to alter behavior instead of altering the cause of behavior, which is our internal beliefs and "mental thermostat."

If you do not alter your internal belief about money and about your ability to earn more, your internal mental systems will not allow you to consistently see or act in accordance with what you want to achieve. They will force you to consistently achieve the same income year in and year out.

All this happens at lightning speeds through the nervous system and again, you are unaware of it. Days and months go by and nothing changes. It's just more of the same and the vicious cycle continues.

There are two more systems that you must master and command before You start your "Neural Reconditioning Process".

One is called your Psycho-Cybernetic trigger or mechanism and the other is known as your reticular activation system. Both are critical to your financial success.

Lets start with your Psycho-Cybernetic trigger.

Lets assume you have your thermostat at home set to a comfortable 70 degrees.

Now, if someone was to open the door and very cold air came in, your thermostat's sensor would pick up a deviation from the 70-degree setting and it would send a message via the electrical system to the furnace and command it to turn up the heat, right?

The opposite would be true if hotter air came in, and the temperature got unbearably hot. The air conditioning would kick in because of the same process.

Remember earlier in part one I mentioned that this "Financial Comfort Zone" issue would come up again?

Well, you and I have a cybernetic trigger mechanism that does exactly the same thing as the thermostat and furnace.

ANY deviation from your current income level plus or minus a few grand, will cause your internal system to force you to revert back to your current

"FINANCIAL COMFORT ZONE."

It's not what you want, but it's what the system is conditioned to expect and accept whether you like it or not! It happens faster than your electrical system at home.

Just as you have a better month or week, you'll start to make excuses, you'll sleep in, you'll start to rationalize why you can't or why you don't want to do this or that.

This all happens at a non-conscious level behind the surface, and it will ALWAYS win unless you recondition your mind at the right level and set up the right neurological systems so they work for you, not against you. It's the self-talk that never ends that can be your best friend or your worst nightmare.

The next lesson will deal with a system that makes Google(tm) seem slow like molasses.

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The Neuroscience of Financial Success – Part 4

Welcome to part four of:
The Neuroscience of Financial Success

Ok, now you are becoming a pro at understanding your brain better and the internal systems that control it.

It's time you learn about an absolutely incredible part of you that is pure magic. It's called your Reticular Activation System.

Think of how Google's search engines search the Internet for whatever you ask it to. You enter a subject, a name, a topic and wham in seconds you have hundreds if not thousands of options to choose from on the topic you entered.

Well, that's pretty impressive right? I don't think so.

Your Reticular Activation System is a network-like group of non-conscious brain cells that that can pick up the information you want and need at speeds that are 800 times faster than what you can consciously see or hear. These non-conscious impulses travel at over 100,000 mph. That is mind-boggling!

You have over 100 billion brain cells and these in particular, can be trained to do work for you like a slave, 24/7 without you even knowing about it. Once they know what you deem important, your non-conscious will send you a message to look left or to

pick up on a conversation someone 20 feet away is having about the thing that's important to you. We're not talking science fiction here, we are talking about the latest and greatest brain research.

When you learn how to "upload" your "most important goals and desires" into this part of your brain, get out of the way and watch what it finds for you and how fast.

It will absolutely amaze you how this works and you'll wonder why they don't teach this to every human alive. Very few people have really studied this whole neurological process and its effects until recently.

That is why I created my Neural Reconditioning Process (tm). It works on the very areas of the brain that require true understanding and immediate retraining.

I hope this short ecourse gave you a clear understanding of the real reason behind financial success. Some people are "programmed" or "conditioned" with great information while they are growing up and they are what we call "unconsciously competent".

They do not know why they do what they do or why they get their results. They just do it. I on the other hand, had to go from being...

"consciously incompetent" (didn't know what I didn't know) to...

"consciously competent" (trying hard) to...

unconsciously being competent at making money.
(It's now part of my nature.)

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Bonus Section

This is just a way I like to look at my clients and my work schedule and use of time. I hope it helps.

How much do you need to earn per hour to achieve your yearly financial goals?

Have you ever asked yourself what your highest income producing activity is?

If you're like most people you probably go about your day-to-day business never really thinking about the moment-to-moment activities that consume your day. I'd like to walk you through an exercise that has helped me and my clients really stay focused on earning their highest possible revenue per hour.

Let's assume that we each start with 365 days in a year. If we take away the following:

Weekends- 104 days

5 major USA holidays

2 weeks of vacation

Personal religious holidays - (average 3)

That leaves each one of us with approximately 238 days in order to earn the income we desire. Of course we can add or delete days based on our own schedule and desires. If you multiply these 238 days times an average of 10 working hours per day, you are dealing with 2,380 hours of real work time for the year. So let's do some math. If your yearly income goals are

as follows:

\$25k = you must be earning an average of \$10.50 every hour of work.

\$50K = \$21 per hour

\$100k = \$42 per hour

\$250k = \$105 per hour

\$1 M = \$420 per hour

\$5 M = \$2100 per hour

\$10 M = \$4200 per hour

In order to earn the income per year that you really want, you absolutely must be doing activities every hour that line up with this chart. If you catch yourself doing anything that isn't your absolute highest producing income activity all the time, you are in effect making it much harder to achieve your desired financial goals:

What activity or activities generate your highest producing income?

What are you spending your time doing? Are you focused on the real money makers or the real time wasters? Are you making it easy for yourself to be a high-income earner or are you doing the things that can be done by someone whose income goal or ability is less than yours?

I can tell you that when you start to look at each hour this way, you'll stop doing the small stuff and you'll start doing the real high producing stuff that yields results. Just look at your most recent 3-5 days and count the number of hours you spent really making the big bucks vs. all the stuff that creeps up on all of us. What you discover will amaze you.

People often asked me what the next step would be if they wanted to achieve more income so here are just a few thoughts for you to ponder.

If you are wondering how to move your income into the next level of income per hour all you need to ask yourself are these questions.

1-What skills must I now learn in order to command that income per hour? Please be brutally honest with yourself.

2- How long will that take?

3- Am I committed to doing that?

4- What beliefs about myself must I have in order to achieve a higher income?

5- Am I committed to changing my internal beliefs?

6- Am I prepared to take action now?

7- Who can guide me the fastest to reach my desired income/revenue?

The secret is putting it all in the right order and right sequence now!

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