Winning the Game of Money 3.2
Program Information & User’s Manual


Read through this entire manual before starting the program!

This manual outlines the process that we urge you to follow to maximize the benefits of this amazing new brain-training system for shattering your glass ceiling and achieving the success you deserve!

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Welcome to Winning the Game of Money! And, congratulations on taking your first, important step to creating more income and building the wealth of your dreams. This is sure to be an amazing journey for you over the coming months and beyond.

Never before has there been a Brain Retraining System designed specifically to reprogram your brain to win the game of money! You now have in your hands a revolutionary program that employs the latest and most powerful, scientifically proven techniques to develop new beliefs and habits that will make earning more money as instinctive as breathing.

**Your self worth determines your net worth.** This program is designed to improve both. Each level and audio builds cumulatively on the previous tracks. This “stacking” system is like building a tall skyscraper from the foundation all the way up from one level to the next.

Everything in this program is the result of years of research, including John Assaraf’s personal application of these scientifically proven techniques, and feedback from thousands of his students around the world.

The more money you want to make, the more specialized knowledge, skill and application of the right strategies and tactics, in the right order, must be applied. Trust the order of these specific stories, metaphors, affirmations, beliefs, habits and syntax. As each layer builds on the last one, you’ll reap the benefits. Set aside personal preferences and allow the message within the messages to deeply penetrate your subconscious mind.

This manual provides an overview of the Winning the Game of Money program, it explains the science behind its effectiveness, and gives you directions to maximize your results.

Have fun re-training your brain for wealth!
Winning the Game of Money

The Science of **Brain Plasticity**

More than 95% of your financial and life success happens right in your brain. In general, the brain’s ability to absorb new information and emotions within its environment slows dramatically after childhood and mostly ceases by young adulthood, reinforcing the same old programming over and over again for the rest of one’s life.

Brilliant brain researchers like Dr. Michael Merzenich, one of NeuroGym’s expert resources, have discovered the existence of a “Brain Plasticity Switch” that controls how much we can learn, encode and make new connections, or “neural pathways,” throughout our lives. From birth to age 10, this switch is in “Always On” mode, but later turns to “Mostly Off,” which is why we tend to get stuck in old patterns.

The good news is that once you learn how to turn that switch back on, you can create new powerful neural patterns that will have you acting in ways that are more aligned with the goals and dreams you want to achieve. In addition, you can easily learn how to deactivate any of the neural patterns that are holding you back. It’s just like upgrading the software on your phone or your computer.

Studies have shown that:

- The more any new pattern is repeated and emotionalized, the stronger the neural pathway becomes.
- When you repeat a pattern enough, your brain will turn that pattern on autopilot to save time, energy, and focus.

This means that you don’t have to be forever locked into the “Old You.” Winning the Game of Money was developed to help you switch your Brain Plasticity Switch to “On” so you can upgrade your mental and emotional muscles to attract more wealth and create a better life!
About the Brain Retraining Program

This comprehensive, state-of-the-art system integrates a selection of powerful, highly effective components, based on the most advanced neuroscience. It is designed to help you upgrade your thoughts, master your emotions, and transform the knowledge, beliefs and habits that drive your daily actions around money and wealth.

Winning the Game of Money is like a three-legged stool with three important components:

- Brain Retraining Audio (Innercises™)
- Upgrade Your Knowledge & Skills Videos
- VIP Coaching & Support Community

If you are missing one of these legs, you are bound to stumble and fall, which can not only be painful, but can keep you from achieving the results you seek.

Daily Brain Retraining Audio (Innercises™)

Winning the Game of Money integrates 12 cumulative levels that build upon each other for powerful results. Forming the core of the program are the Innercise™ brain re-training audios. There is a specially developed Innercise audio for each of the 12 levels in the program. You must listen to it daily from beginning to end for seven days to gain maximum benefit. Innercising™ is a simple process that only requires you to listen, but not just with your ears—listen with your emotions and take real action to bring the audio to life!

There is a difference between passive listening to meditation/relaxation audios and active participation. Yes, you will relax. Yes, you will feel more positive. But, when it comes to embedding a new behavior into long-term memory, research shows that you have to actively engage in a mental exercise.

Passive listening (or just envisioning a better future) doesn’t stimulate the neurons involved with learning, decision-making, or taking action. You need to intensify the experience. For example: instead of listening to an affirmation, you’ll need to say it repeatedly. This forces new neural connections to be made and it also interrupts old connections tied to unwanted behaviors you are trying to change.

If you only listen to an audio training book, or even read a book, you only stimulate short-term memory. But if you pause the audio and/or put down the book and then review/repeat the important information, you’ll begin to retrain your brain. If you only think about making changes, they are less likely to happen, but if you write down the change you want and a strategy to accomplish a specific goal, and then share this with an accountability partner, you will have ACTIVELY engaged in the learning process. You’ll also have to repeat that action for 4-12 weeks before it will become a habit. You also have to actively interrupt negative thinking and actively
replace it with an optimistic thought and plan. That’s why, when someone in this community asks, “Where’s the money?” John will ask, “What action did you take?”

Active and action begin with the word act. Don’t passively listen or read anything that will help you change. Instead, create an activity to do while you work. Think about the lesson you are learning. Turn it into an active affirmation. Repeat it and practice it throughout the day. That’s how you turn a wish into an accomplishment.

Every Innercise™ audio integrates layers of several different advanced technologies, scientifically proven techniques, and powerful practices that produce an exponential and synergistic effect. The general format, after centering and the introduction, is:

- Guided Hypnosis Session
- Precision Affirmations Session
- Visualization Session
- Meditation Session
- Subliminal Affirmations (barely audible)

**Note about Subliminals:** In certain audio tracks, you may notice the narration fading in and out. This is normal, and it is essential for proper delivery of the subliminal messaging.

- Proprietary Brain Entrainment Sequencing (our secret recipe)

**Weekly Upgrade Your Knowledge & Skills Videos**
If you only do the brain retraining, you are doing yourself a disservice—you may improve your mindset, but you won’t have new strategies or tactics to move yourself forward. In addition to the audios, the program contains an abundance of valuable videos that you should view. Every level begins with a Knowledge & Skills video that features a different expert sharing the latest skills, strategies, and knowledge you can apply to tell a new money story, shatter your financial glass ceiling, and live an exceptional life. You may choose to watch the videos more than once to ground the learning and support your optimum results. There is also bonus video material that unlocks throughout the program.

**Continuous VIP Coaching & Support Community**
The knowledge and learning that you receive in a group environment is the crucial third leg of this program, in the form of our dynamic VIP Coaching and Support Community on Facebook. This is a closed, private group where you can connect with, share and learn from over thousands of other members. John Assaraf, Mark Waldman, the Community Manager, and the Community Ambassadors visit the community daily to answer your questions. You’ll receive daily inspirational posts, proven tips for achieving your goals, and support when you hit resistance. Remember, it is a confidential forum where you can share your wins and struggles, learn from your peers’ experiences, network, and ask for help advice.
Here’s the incredible news: The use and benefits from this Brain Retraining System require minimal work on your part! With the careful, precise design and technologies used in this program, the work has been done for you. All you need to do is listen, and allow this program to take you on a new, exciting journey that will expand your money consciousness. The following instructions suggest tried-and-true ways to enhance this simple process so you can achieve incredible results and create the financial wealth you deserve!

**All you need to begin:**

- Your computer or mobile device
- Headphones (recommended) or earbuds
- Journal and pen (or use the program’s online journal)
- Commitment to do this program every day for at least 12 weeks.

**FIRST,** you will begin on our Getting Started level. This level takes you through an assessment that helps us determine your most pressing financial and personal needs.

Next, your answers on your assessment will allow us to personalize your program so that you focus on your most important financial needs and obstacles standing in your way right out of the gate. On the getting started level you will receive a collection of videos that will address your needs, and you will set smart achievable goals to kick start you on the path to shattering your financial glass ceiling.

Log into [Members.MyNeuroGym.com](http://Members.MyNeuroGym.com) with your username and password.
Begin each level by watching the Knowledge & Skills video for that week. Additional video material will automatically unlock at designated levels, which you can find in the Bonus Content section of the website. This supplementary content enhances the brain re-training program and adds another dimension to your process.

**Bonus Content**

All of your bonus content will be located inside the Million Dollar Success Training Library and will unlock as you progress through the program. After completing level 12 the entire library will be unlocked for you! The 5 Pillars of Financial Success (Level 6), is one of our favorite bonus programs. You will learn the mindset and strategies and tactics needed to get out of debt, earn more, manage, invest and protect your wealth with this program.

Another one of the key bonus videos you’ll want to watch as soon as it is unlocked is How to Get More Done in Less Time (Level 7), to assist you in focusing on your highest impact and income-producing activities; this is also where you can download the incredible Daily Results Planner.

**Listen to each level’s daily Innercise audio for 7 days in a row** with headphones for maximum benefit. We recommend listening upon waking, as it is important to stay awake for the entire audio. For best results, only listen to these audios a maximum of twice per day, not to exceed two hours. Each track is 30-45 minutes long, making it very easy to do daily. If you feel uncomfortable or irritable while listening, reduce the frequency and/or duration of use. The use of new, powerful technological enhancements have made this program even easier to adjust to.

Those who are hard of hearing or more visually oriented can follow along with the audio while reading the transcripts that are provided in the Additional Resources section for each level.
Listening to the audio files can affect your state of consciousness, even if you are not immediately aware of these changes. This technology may affect your ability to focus, so DO NOT drive a vehicle or operate any equipment or machinery while listening to these audio files.

As a simple reminder, insert the Brain Retraining System in your daily schedule and let the audios guide you to your new level of success. After a short period of time, you will be in the habit of following the system, but it is still a good idea to schedule this program on your daily calendar so you can set yourself up for success and develop your new Innercise™ habit. Following the progressive formula precisely will help create your ultimate results.

If you are already doing your own visualization sessions, please continue with them. If you’re currently using affirmations, you may continue to do them if you desire, however, it is not necessary because there are powerful affirmations built into this program.

Write in the private online journal to record your learnings and track your progress.

Engage daily or as often as possible with the VIP Coaching and Support Community on Facebook to network, share wins and challenges, and receive coaching from John and the NeuroGym team! Much of the information you will hear about is not included in your course material, but will be posted in this Community. For that reason, we encourage you to spend at least 10-15 minutes a day in the Community, as described in the next section.

The Additional Resources section, shown right, is where you’ll find audio transcripts, key learning points for your current level, as well as any other relevant documents based on where you are in the program.

Please note: You must click the “Level Complete Button” when finished with each level. The Level Complete button will only work after 7 days has been spent on the level. If you miss a day, be sure to make it up before continuing to the next level.
Winning the Game of Money

How to Use the VIP Coaching & Support Community

Remember, you are far more likely to be successful when you engage with others, rather than trying to do it by yourself—so we strongly encourage you to participate actively in NeuroGym’s online, interactive Achievers Community to receive peer support, valuable resources, and VIP coaching!

- Click on the Facebook icon in levels 1-12 or on step 3 on the welcome page of your program.
- Learn more about the Community, and when you are ready to join follow the instructions at the bottom of the page.
- Once approved, introduce yourself with a post and share your goals
- Read through the posts of other members
- Find an Accountability Partner
- Check in with the community daily
- Share stories, ask questions, seek advice

Posting guidelines:

Start each post with a headline or statement of purpose, then write in short blocks of text to ensure that people will read it. You may want to tag specific people to foster engagement, using the @ symbol followed by their name. (examples: @YourName @JohnAssaraf @MarkWaldman)

Any promotional links or sales-related posts will be removed, including self-promotions of your business.

To maintain the safe, comfortable environment of this group, please be positive, respectful, and supportive at all times.

Most of all, have fun and enjoy interacting with your peers!

See you in the Community!
NeuroGym is committed to developing programs on the cutting edge of brain science and technology. Here is an explanation of the state-of-the-art processes incorporated into our Winning the Game of Money system, and some of the research behind them.

**Innercises™**
Each level spans a 7-day cycle, guiding you through your conscious and subconscious mind using multiple audio tracks and our precision success programming process. The written support in this manual is intended to support your understanding of and consistency with the program to achieve maximum benefits as you create and reinforce new neural patterns.

**Cognitive Priming**
Priming is an effect that occurs when an exposure to an initial stimulus influences an individual’s response to subsequent stimuli. In other words, the verbal, visual and auditory cues that are sent to the brain elicit a change or an improvement in memory recall and emotional regulation. This means that people can undergo behavioral changes without being completely aware of the stimuli driving those changes.

There are several forms of cognitive priming: repetition, conceptual, semantic, and associative. Numerous research studies have examined the effects priming has on one’s memory and subconscious state of mind. The precuneus, a cortical region hidden in the posteromedial parietal cortex, has been found to activate through certain cognitive processes such as visuospatial imagery, episodic memory retrieval and self-processing. It is also hypothesized to be involved in a network of regions responsible for the self-conscious state [6]. One study observed that the precuneus was activated during the recall of highly imaginable words as well as abstract words; this in turn stimulates the distributed brain regions involved in episodic associative memory retrieval [16].

Episodic memory allows us to recall details of an event through three stages of memory processing: encoding, consolidation/storage and retrieval. The prefrontal cortex plays a huge role in the retrieval of episodic memories; research studies have found greater Position Emission Tomography (PET) measurements of regional cerebral blood flow in the prefrontal cortex as the subjects were engaged in memory retrieval tasks [15].

Another experiment observed activation of the inferior frontal cortex in participants when they were scanned with functional Magnetic Resonance Imaging (fMRI) while performing tasks associated with cognitive priming in musical sequences [32]. Scientific experiments have found the prefrontal cortex to be responsible for executive functions, such as the prioritization of tasks and decision-making that considers multiple sources of information and reward values [17]. When an individual partakes in an activity associated with cognitive priming, his/her precuneus and
prefrontal cortex get activated; this in turn may result in better decision-making skills consciously and subconsciously.

Numerous aspects of behavior, from social interaction to accurate perception of surroundings, can be altered due to priming. Although there was initially skepticism about the effectiveness of semantic priming, research has shown that this can not only induce positive behavioral changes, but can potentially affect impression formation and social behavior. A comprehensive meta-analysis of 167 studies using multiple methodologies and settings [14] found that sequential priming tasks are significantly linked to behavioral measures (where the coefficient $r = .28$). Another study that looked into correlations between food advertising and obesity found that advertisements may trigger snacking behavior in children, who consumed 45% more food when exposed to food advertising than those who were not exposed [5].

You can see that cognitive priming plays a huge role in our lives, affecting our thought processes and behaviors directly and indirectly. NeuroGym’s techniques incorporating cognitive priming help you to stay in the present moment, let go of habituated biases and improve your behavior.

Success Meditation
Originally an Eastern spiritual practice, meditation has rapidly been gaining popularity worldwide, due to the increasing evidence-based research suggesting its benefits. Because of the physiological and neuropsychological effects meditation instills within the brain, it is now often considered an alternative way to reduce stress and anxiety, stimulate positive feelings and maintain concentration.

Meditation has also been shown to affect levels of neurotransmitters within the brain, specifically GABA (gamma-aminobutyric acid), norepinephrine, and serotonin [18]. Research studies have found a decrease in GABA in individuals with anxiety [2, 18, 19], decrease in serotonin in individuals with depression and an increase in norepinephrine in rats as they responded to fear inducing stimuli [27].

Correspondingly, there are several studies that observed an increase in GABA [8, 13], an increase in serotonin [4] and a decrease in Norepinephrine in individuals who practice meditation [18].

A recent meta-analytic study added that mindfulness-and acceptance-based interventions have phenomenal benefits when treating anxiety [33]. Moreover, more than 20 studies have reported that mindfulness can enhance weight loss and lower symptoms related to binge eating, emotional eating and overeating [12, 23].
NeuroGym’s guided meditations focus on increasing self-esteem, engendering positive thoughts and improving personal growth. This technique is backed by correlational findings that associate meditation with positive personality characteristics. In a study that compared non-meditators, beginners, short-term and long-term meditators, it was found that the longer one meditates, the greater the significant increase in positive personality growth [31].

Mindful meditation supports you to relax while non-judgmentally observing yourself, noticing the flow of thoughts and emotions that rise and fall in the mind. An increased control over attention can lead to lowered anxiety as attention is shifted away from negative triggers and stimuli. This will result in becoming more aware and focused on positive self-growth and less fixated on negative thoughts that hold you back.

**Visualizations**
Guided imagery is a bio-behavioral intervention that engages all the senses and may elicit responses similar to that of an actual stimulus [20], consequently affecting an individual’s behavior and physical responses. Guided imagery can relieve stress and anxiety levels, ease chronic pain conditions and improve physical function. Additionally, visualizations may also help alter any unpleasant memories that are present. One research experiment has shown that negative emotional memories from childhood can be “undone” by re-scripting the event and imagining a different outcome or solution (1).

Imagery-based protocols and programs have been found to reduce depression and anxiety, and grow a sense of empowerment [9, 10]. Visualizing a combination of relaxing and energetic images has been shown to relieve fatigue scores. A longitudinal, controlled clinical trial researched the effects of a 6-week intervention of guided imagery on pain level, functioning status and self-efficacy in people with fibromyalgia, a disorder that results in sleep problems, fatigue and chronic muscle pain. While the control group received conventional care, the other group of participants received three guided imagery scripts on audiotape every day for 6 weeks, reporting weekly frequency. The study determined that guided imagery helped improve functional status and sense of self-efficacy when managing pain [21].

NeuroGym offers numerous, effective visualization techniques designed to alleviate stress and anxiety, remain goal-oriented and reach financial, emotional and personal success.
Guided Hypnotherapy and Subliminal Programming

Hypnosis is a tool that has been shown to be effective both on its own as well as in concert with other methods of treatment. NeuroGym guides our clients to use self-hypnotic induction procedures and deepening techniques, which allow them to relax their mind, body and soul. During hypnosis, the mind is in a state of focused concentration and physical relaxation. In this state, the unconscious mind may be able to adopt new beliefs and habits, and overcome any unwanted behaviors, fears and destructive habits.

Apart from assisting with memory recall, hypnosis has several other benefits. Various research studies have shown the efficacy of hypnotic therapy. Brain structures associated with the regulation of consciousness are activated by hypnotherapeutic intervention. One research study observed that the cortical areas associated with regulating states of consciousness, self-monitoring and self-regulating were activated during hypnosis, based on results from Positron Emission Tomography (PET) scans; it also found an increase in mental relaxation and absorption [25]. Another research experiment illustrated that a combination of hypnosis and Cognitive Behavioral Therapy (CBT) results in a faster reduction of reiterated symptoms of acute stress disorder (ASD) initially after treatments; muscle relaxation tends to be another symptom of hypnosis, which can also decrease anxiety levels [3].

Subliminal programming involves subliminal stimuli that fall into the subconscious, a mental state in which an individual is not aware of the information he or she is processing. The application of subliminal stimuli has been shown to affect individual responses and stimulate mild emotions; it tends to trigger specific actions rather than instill entire new ideas. Used properly, however, it can boost learning abilities, increase memory, and help change long-term habits. An experiment that examined the subliminal effects of verbal stimuli found that the differences in definitions between words (“Happy” or “Angry”) influenced the associated conscious thought in drawings of an expressionless face; the participants felt more pleasant with the happy pairings, when compared to the angry pairings [30]. A group of women who received auditory subliminal messages as brief as 4 milliseconds lost more weight than their counterparts who did not. Over a period of time, the difference in weight continued to increase [29].

NeuroGym’s subliminal programming methods focus on retraining neural networks, so you will subconsciously be tuned to thinking positive thoughts and working on your goals of success without any doubts, stress, anxiety or fear.
Behavioral Modification

Behavioral modification can be achieved a plethora of ways, and NeuroGym incorporates several highly effective techniques to induce or eliminate certain behaviors. Behavior modification relies on both positive and negative reinforcement as well as punishment to progressively shape the targeted behavior and guide it into the desired direction. There are various principles involved, which are implemented depending on whether a behavior is being maintained, negated, or changed.

One of NeuroGym’s most effective behavior-modifying techniques is the use of affirmations. As you develop your personal affirmations and start repeating them in the correct brain wave state, you will be able to modify your behavior accordingly by increasingly believing in the affirmations and experiencing them as if they are already true. Self-affirmations play a significant role in lowering anxiety and encouraging work productivity. There are several studies that support the effectiveness of reframing any problem or worry into a self-affirming statement such as, “I can do this” and “I will succeed.” A recent research study reported that participants who wrote about a particular stressful event with more self-affirming words and details about the event had lower stress levels and less anxiety symptoms when compared to the other group who utilized more negative affect words [22].

In 1916, French therapist Emile Coue suggested that his patients repeat the following affirmation 20 times, twice a day: “Every day in every way, I’m getting better and better.” He presented in a Psychological Congress, that his patients would attain better health by following his recommendation to repeat the affirmations; he would use this for patients suffering several disorders [7, 24]. In another study, one group of participants was told to repeat self-affirming statements of three reasons why their most important value was essential for them, and an example proving the importance; the other group had to mention three reasons why their least important value might be important to someone else, and an example when the importance was demonstrated. The former group of subjects reported eating more fruits and vegetables at follow-ups after 7 days and 3 months, when compared to the latter group, which acted as a control [14]. The self-affirmation manipulation successfully increased a health-promoting behavior.

For references, please see the Endnotes on the last page.
Precautions & Disclaimer

Although these audios are gentle enough to be used by most people, there are a number of factors you need to be aware of when listening to these audios. Please read the following carefully.

Listening to the audio files can affect your state of consciousness, even if you are not immediately aware of these changes. This technology may impede your ability to focus, so do not use while driving a vehicle or operating any equipment or machinery.

You should consult with your doctor before using these programs if you have or are prone to, or at risk for any of the following:
- Stroke
- Epilepsy
- Seizures of any kind
- Heart Condition (specifically, using a pacemaker)
- Traumatic Brain Injury
- Sleep Apnea (see special note below)
- Neurological and psychiatric disorders

Special Note about Sleep Apnea:
You can gain the benefits of this program while complying with your sleep apnea treatment. If you want to use this program at bedtime, please be sure your machine or any other device is turned on. Be careful not to fall asleep without your CPAP machine or mouthpiece. If you are unsure, please consult a qualified medical practitioner before listening to these audios.

Notice of Emotional Effects:
The technology and neuro-psychology combinations in these audios are extremely powerful. In our experience, some clients will experience anxiety, sadness, headaches and uneasiness at times. This is caused by old neural networks and patterns being stimulated and is usually a great source of the issues you must be aware of and address to get to the deepest parts of your past conditioning. Remember that what we want you to learn is how to recognize what is holding you back, how to reframe it and then release it. This leads to clearing the mental or emotional blockages you may have.

If any of these symptoms persist or become too much to endure, please reduce your daily time to 15 minutes a day or every other day. For most people, these symptoms simply represent a healing crisis of sorts and they get through it easily by following these instructions.

Ask For Assistance
We encourage you to follow your intuition and feelings—but always remember that you can communicate with our staff in the membership area and ask us for assistance if you need support! Together we can help you have an amazing experience like most of our clients report. If serious emotional issues arise, it may be due to a chemical imbalance or an undiagnosed psychological disorder. We urge you to discuss this with your primary care physician and with us in the community for guidance.

Disclaimer
By downloading, listening to, watching, reading and using this technology, you agree that you are fully responsible for your own actions. In no way are John Assaraf and NeuroGym, their affiliates, partners or associates responsible (financially or otherwise) for any physical or non-physical damages or “side effects” imagined, perceived or otherwise, whether intended or unintended, as a result of listening to any of the audios, watching any of the videos, using any of the content contained on his Brain Retraining programs, his websites, or any other related content.

Winning the Game of Money and other programs by John Assaraf and NeuroGym are not considered to be a form of or replacement for medical attention. If you are experiencing a severe physical, mental or emotional crisis, please contact your medical provider or call 911 for emergency response.

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Once you begin Winning the Game of Money, we understand that concerns may arise. NeuroGym’s community NeuroCoach Mark Waldman compiled responses to 15 of the top questions that we hear from users. (This content is also available as a download in the Resources area of the website, and in the Files section of the Facebook Achievers group.) Client Care is also available to you as a resource if you have any questions or are encountering any of these or other issues.

1. I’m doing one of the NeuroGym programs and was feeling great! Suddenly all kinds of negative thoughts and feelings are rising up. What’s happening? Am I doing something wrong?

This is one of the most common concerns people have when they begin to change their habits, beliefs, and mindsets, especially about money. As we begin to build more optimism and confidence, our old negative beliefs are often “released,” rushing into consciousness. When retraining your brain to be positive, peaceful, and optimistic, it’s normal, natural, and healthy to suddenly experience a lot of worry and negativity that you have carried around inside for years, even decades.

You don’t have to battle them. Instead, deepen your relaxation and observe them without judgment. If you write them down as you relax, the emotional impact begins to fade. Nearly all of these negative feelings and thoughts are just memories from the past, but they make you “feel” like you aren't progressing. That's your unconscious critical self-sabotaging you. Keep doing the program, contact Client Care or take a day's break if you want to.

Negative feelings, when you watch them from as relaxed state of neutrality, will often fade away in a matter of minutes, slowly decreasing over the next few days. When old negative feelings flood into consciousness, take a moment and yawn about 10 times. This is one of the fastest ways to lower neurological stress. Then SLOWLY stretch as you become aware of any tension you feel in your face, jaw, neck, shoulders, back, belly, and legs. Consciously relax each part of your body. You should notice that most of the negativity has been reduced.

If you want to let go of deeper negative feelings and memories, take 60 seconds to reflect on your deepest inner values, your deepest work values, and your deepest personal values. Find a single word for each value (peace, trust, integrity, love, confidence, truth, god, family, etc.) and write those words down on a piece of paper. Repeat them over and over and you'll immediately feel your anxiety lessen. Research shows that this actually turns on 1200 stress-reducing genes!

You can also recall a pleasant memory (visualizing someone you love or an event that brought you joy). Notice how good that image makes you feel! You can always use your imagination to produce feelings of wellness, but the better you feel, the less you need to suppress old negative feelings and thoughts, so be prepared to do these exercises often as you retrain your brain to embrace happiness and wealth.
Frequently Asked Questions (continued)

If you’ve experienced trauma or abuse in the past, these memories can also come to the surface as you build greater optimism and self-esteem. In that case, you should consult with an expert therapist to help you safely release traumatic memories.

2. I’m getting weird body sensations (headaches, nausea, pain). Is this being caused by the sound technology?

Extensive research on each element of the sound and visualization technologies used in some of the NeuroGym programs have shown no negative side effects (you can check this for yourself by going to pubmed.gov, the national database of scientific articles in the National Library of Medicine).

Whenever you begin to change old habits and beliefs about money, work, desires, or self-image the brain naturally resists. Why? You spent years building these old behaviors, and even though they may not be optimal, it takes a lot of neural energy to build more efficient circuits to help you achieve what you want. Also, the more you relax (an essential step in brain retraining) the more aware you become of body tensions. If you yawn, slowly stretch, and breathe gently into the discomfort, it will slowly dissipate.

3. I’ve been doing one of the NeuroGym programs for a few weeks and I still don’t see positive change. What am I doing wrong?

We all have an unconscious tendency to “rush” toward change and transformation. It’s easy to imagine being instantly happy and rich, but it takes many weeks to build new neural circuits of desire and motivation. But once you’re motivated, you have to take action. Here’s a simple way to begin: identify a small goal that you know you can achieve in the next week and then write down three things you will do to reach that goal. If you stay focused on the pleasure of achieving that goal, and the reward you will receive, that will stimulate the motivation centers of your brain to take action and will make the “hard” work feel easy.

4. I’m at the end of the program and feel upset and depressed. Why?

You’ve reached the point where you must now apply the inner changes you’ve made to the outer world. You took action by buying the program. You took action listening to it. But did you take action each day applying what you were learning or experiencing to your daily work and life? Do you have an action plan: a step-by-step strategy to make your goal/wish/dream come true? Did you access all of the other NeuroGym materials available to you? Did you find an accountability partner to help you identify and work through unconscious blocks, or to assist you in building the skills needed to achieve your specific goal? These are just a few of the inner roadblocks we all
Frequently Asked Questions (continued)

encounter when we make our dreams come true. Take action and do whatever it takes to succeed!
There is a link under the FILES tab in the community called “Finding an accountability partner” if you do not have one, you may also contact Client Care to help you get on track with the program.

5. Why do I keep procrastinating?

Procrastination is a psychological and neurological state of indecision. Some procrastination is just an anxiety based on past unrelated events (i.e., memories), but other forms of procrastination is your brain telling you that you need more information before making a wise decision. When we procrastinate, we are consciously or unconsciously experiencing confusion, uncertainty, self-doubt, or fear. Business psychologists have found that if you have good time management skills, and good business skills, “active” procrastination makes you more successful. It gives you time to access the situation and gather more information before you make an important decision. Research shows that excessive procrastination interferes with memory, and it tends to sour your personality.
Procrastinators often have low esteem and tend to exaggerate their accomplishments as a way of covering up anxiety and self-doubt.
When you catch yourself procrastinating, take out a sheet of paper and write down, as briefly as possible, what you are uncertain about. List all the reasons for not taking action, and then ask yourself "Are any of these reasons valid?" Most won't be, but some may be true. Next, write down three small strategies that would lead to the resolution of your hesitancy. Then take action. But remember: you can never have “enough” information to guarantee 100% success. So trust your intuition, use your wisdom and skills, and make a leap of faith.
There’s also a powerful connection between perfectionism and procrastination. For the perfectionist, it’s never good enough, which means that a perfectionist has low self-esteem. Are you procrastinating because you don’t trust yourself? If so, just ask yourself this question: “Am I good enough to make a decision? The answer is usually YES! If not, consider some personal Praxis NeuroCoaching. It’s easy, with the help of an expert, to know how and when to take action on nearly everything.
If you are struggling with procrastination, please contact Client Care and a representative can assist you with techniques to implement.

6. As I was listening to the program, I started to feel anxious. How can I release this feeling?

It’s normal to feel anxiety when you retrain your brain to be more positive and confident. First, ask yourself what exactly are you feeling anxious about? There’s always an area in your brain that
worries about vague things, but the moment you identify what you are actually anxious about, you can begin to write down strategies to solve the problem. If the anxiety feels vague – a normal response when you are unconsciously letting go of old habits and building new ones – try this technique: in very slow motion, begin to stroke your palms and arms with your fingertips. If this feels comfortable and pleasurable, try massaging other parts of your body. The pleasurable sensations release dopamine, and the dopamine turns off the worry centers in your brain. Self nurturing (something every mammal and bird will do regularly) is one of the most overlooked strategies for maintaining a healthy brain!

7. How do I permanently get rid of my negative thoughts – my worries, fears, and doubts that I would succeed?

You can’t, nor should you! Part of your brain (your right prefrontal cortex) is designed to worry and imagine negative scenarios. It’s a creative process and a survival mechanism, and it protects you from making naïve or dangerous decisions. Also, many negative thoughts and feelings are memories from the past, and they are encoded into specific neural circuits. They’re always there, but when you train your mind to remain optimistic, these circuits barely get stimulated, and when they do, you’ll observe them and heed their advice if there’s a real threat. Otherwise, you’ll ignore them. The successful business person – or anyone, for that matter - observes both the positive and negative voices (it’s neural process called inner speech) and then evaluates the best action to take.

8. How many days does it take to form a new habit?

A new habit can be formed in 60 seconds, or it can take years, but according to the extensive research of psychologist John Norcross, a new healthy behavior takes about 90 days to become a habit. A new habit has to override old habits, and if the old ones are pleasurable, addictive, or formed out of fear or trauma, it will take longer to weaken the neural circuits that control them as you repeatedly habituate yourself to automatically using a newer and more positive strategy. The more “important” it is for your survival, the faster you’ll form a new habit, and business habits are easier to change than personal ones, because good work-related habits brings more money that you can use to create health, security, and happiness. To form a new habit you need to practice, rehearse, and repeat that behavior many times. Keep repeating the behavior or attitude in novel ways – this keeps your brain interested and motivated. Take daily action, interrupt temptations, and persist until the behavior begins to feel natural. Keep reminding yourself of the benefits the new habit will bring.
9. I started doing the program diligently, and now I'm noticing that I wake up and just don’t want to do it. Why is this happening?

This is the brain’s way of saying “I don't wanna do more work!” Very normal, natural, and irritating especially when you know you are committed! It’s also a basic neurological response to any repetitive activity and is the main reason why many people fail to complete programs they sign up for. Don't give into the temptation. The discipline to “stick with it” is an essential brain-training tool. The “normal” default process of the brain is to use old habits and behaviors to repeat the same tasks over and over, but if you want something “more” (more money, deeper love, greater wisdom, more happiness), you have to do extra work to overcome the brain’s laziness to do the least it possibly can to survive. When you feel that resistance, slightly change your learning behavior. Change your body position. Change the time of day you engage in the training activity. But most important, mindfully notice the resistant thought, “I don't wanna!” and then write down 3 reasons why you don't want to do the work, and 6 reasons why you do. Then focus on your deepest desire that caused you to commit to this program. Push through and your motivation will soon return. If you continue to feel resistance please reach out to your accountability partner and also to the community, or contact Client Care for advice and guidance.

10. How do I stop sabotaging myself?

The first step is to identify HOW you are sabotaging your goals and plans (WHY you are sabotaging is a different matter and actually less important when it comes to goal achievement). Try this simple strategy: Each morning, on a sheet of paper, write down one simple, achievable goal for that day. Next, briefly write down several ways you might sabotage your goal, and then briefly write down several counter-strategies. Post your list near your work station and at the end of the day, evaluate the effectiveness of your counter-strategies.

11. In the community, and in some of the training videos, there are suggestions to write down my fears, worries, doubts, and weaknesses, but I'm afraid that if I do this I'll attract negative energy to me. Is this true?

The opposite is true. The technique of making a list of all your negative thoughts and feelings has been used by cognitive therapists for over 30 years, with extraordinary success. The newest brain scan research shows that when you write down negative thoughts and feelings (it's called creating a Crap Board), the brain begins to disconnect from the words on the paper. Then, you deeply relax and then gaze at the sheet of paper without judging your words, the emotional power of those thoughts and feelings weaken. This practice is called “mindfulness” and it’s the most effective brain-training strategy to disempower negative feelings and thoughts. Save your Crap Board and
add to it when new worries, fears and doubts pop up. If you throw the paper away, your mind starts to ruminate on the negativity, but if you keep it handy, your mind “knows” where all your crap is and can now devote itself to seeking goals with stronger optimism and confidence.

12. I keep visualizing my wish, goal, and dream, but it’s not materializing. What am I doing wrong?

Visualizing your desire is the first step, and is often overlooked in the research concerning goal achievement. The newest research, spearheaded by the psychologist Gabrielle Oettingen, shows that you must do 4 types of visualization: Wish, Outcome, Obstacle, Plan. She calls this WOOP and you need to do each visualization in the following order. 1. First visualize your goal or desire in great detail. This is essential. 2. Visualize in great detail all of the benefits you’d get if you achieved that wish/desire/goal. If you can’t do this, you may have picked the wrong desire. 3. Visualize and write down all of the obstacles that are stopping you from attaining that goal. This is the most essential step that many people ignore or avoid. If you can’t clearly see all of the obstacles and problems involved in achieving a new and bigger desire, you’ll never find a solution. If the obstacle is too big, and you can’t build the skills to overcome them (or hire someone else to help you), then your wish is unrealistic and needs to be changed. Or break your big desire into smaller steps (example: you want a million dollars; what do you need to do to make the first hundred dollars?!). Now you can do Step 4: Plan a strategy that will move you toward your goal. If you can’t come up with one, ask for help, learn new skills, or change your wish. To appreciate the power of this simple technique, do it 2-3 times a day with small desires. But don’t forget to take action and persevere. Your dreams won’t magically materialize!

13. My spouse/family doesn’t support me in doing this work. It really bothers me that they don’t support me.

As your confidence and self-esteem grows, it will be reflected in your body language and behavior. Seeing is believing, and when they see you applying this program to your life, they will be thrilled. If not, practice some kindness and forgiveness meditations, for yourself and others. Some people are chronically negative, but that doesn’t mean you have to please them. Please yourself!

14. I’m feeling overwhelmed. There seems to be so much to take in, so many resources in the community and the library. What should I do? Keep pushing through or slow down?

Whenever we are stressed, it’s easy to feel overwhelmed by the tiniest problem. Here’s some surprising brain science that will help reduce those feelings. First, your brain RARELY gets
overwhelmed! It can process a million times more information than you'll ever be aware of. Neurological overwhelm only happens when you are lacking sleep, in traumatic situations, having a stroke, experiencing a powerful psychedelic drug, or in a situation where you are out of control of your body. But 99% of the time, when you “feel” overwhelmed, it’s just your conscious mind trying to take in too much information. The solution is simple. The moment you begin to feel stress, TAKE A 60-SECOND PLEASURE BREAK. Yawn a few times, slowly stretch, wash your hands and face, run in place for a few moments...do anything that feels pleasurable and relaxing. Search online for a mindfulness bell or clock or app and put it on your computer or phone. Set it to ring 2-3 times an hour, a reminder to pause 10 seconds to relax and reflect on today's lessons and your deepest values. Then throw yourself into work. If you still feel overwhelmed, use your intuition to tailor the program to your needs. You can take a break for a few days, and then resume it.

15. I have trouble falling asleep at night. Is this normal when doing these programs?

Yes, especially if you listen to a NeuroGym program before sleep. When you begin to make positive changes in your life, it's easy to feel so excited that dozens of arousing neurochemicals and hormones are released in your brain and body. Listen to the program as early in the day as you can (this allows your brain to incorporate the lessons into your work day), and then, before you go to sleep, do these two exercises. First, write down 2-3 things you did well that day, and then write down 2-3 things you feel grateful for. Substantial research shows that if you do this for just seven days, your self-esteem continues to increase for three months! If you still can’t fall asleep, or wake up at night, find a single word that feels relaxing and meaningful, and keep repeating it. Example words: love, peace, god, etc.; even repeating the word “sleep” will help you doze off more quickly. If you still can’t sleep give yourself a gentle massage. This releases dopamine and turns off the unconscious worries that may be keeping you awake. Still can’t sleep? Write down any thoughts you are ruminating on. Now your brain “knows” that its problems are being safely stored away to deal with tomorrow.
Still Need Help? If our FAQs didn’t answer your question, there are numerous other resources to find the support you need, so you can get back to changing your brain and achieving your goals:

1) **Online Help Center:** At the top of the NeuroGym website page, click on the Support tab to access our Knowledge Base. Web Address: Support.MyNeuroGym.com

2) **VIP Coaching and Support Community on Facebook:** Ask a question in the community, or visit the FILES tab of our for helpful documents, search for keyword terms to find related posts on your topic, or post a question in the group, as concisely as possible.

3) **Client Care Team:** If you have a question, need one-on-one support, have a technical, billing, or personal challenge with one of our programs, our highly skilled team is here to help you succeed.

**Client Care Hours:**
Monday-Friday 7:00 am to 7:00 pm and Saturday-Sunday 10:00am-7:00pm Pacific Time

**Telephone:**
(858) 227-4971 (Press 1 to speak to our live agents)

**Email:**
CustomerService@MyNeuroGym.com
Winning the Game of Money

Endnotes


Contact us.

**Online Help Center:** Support.MyNeuroGym.com

**Email:** CustomerService@MyNeuroGym.com

**Phone:** (858) 227-4971

**Hours:** Monday-Friday 7:00 am to 7:00 pm and Saturday-Sunday 10:00am-7:00pm Pacific Time