



THE MEDITATION GUIDE FOR PEOPLE WHO THINK THEY CAN'T MEDITATE

Why you aren't too busy, you don't have to clear your mind,
and how to (finally) make it a daily habit

ZIVAMEDITATION.COM/ONLINE

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IF YOU THINK YOU'RE TOO BUSY TO MEDITATE, START HERE

When people say, "I don't have time to meditate!" our favorite response is, **"Do you have time to feel like crap?"**
The harsh reality is **stress makes you stupid, slow and sick.**

We all know we **should** be meditating. So why aren't we?

1. Being "too busy" is the #1 lie we tell ourselves.

Be real. How many minutes did you waste today scrolling through Instagram? If you want to get really honest with yourself, we recommend tracking your phone usage with the app Moment.

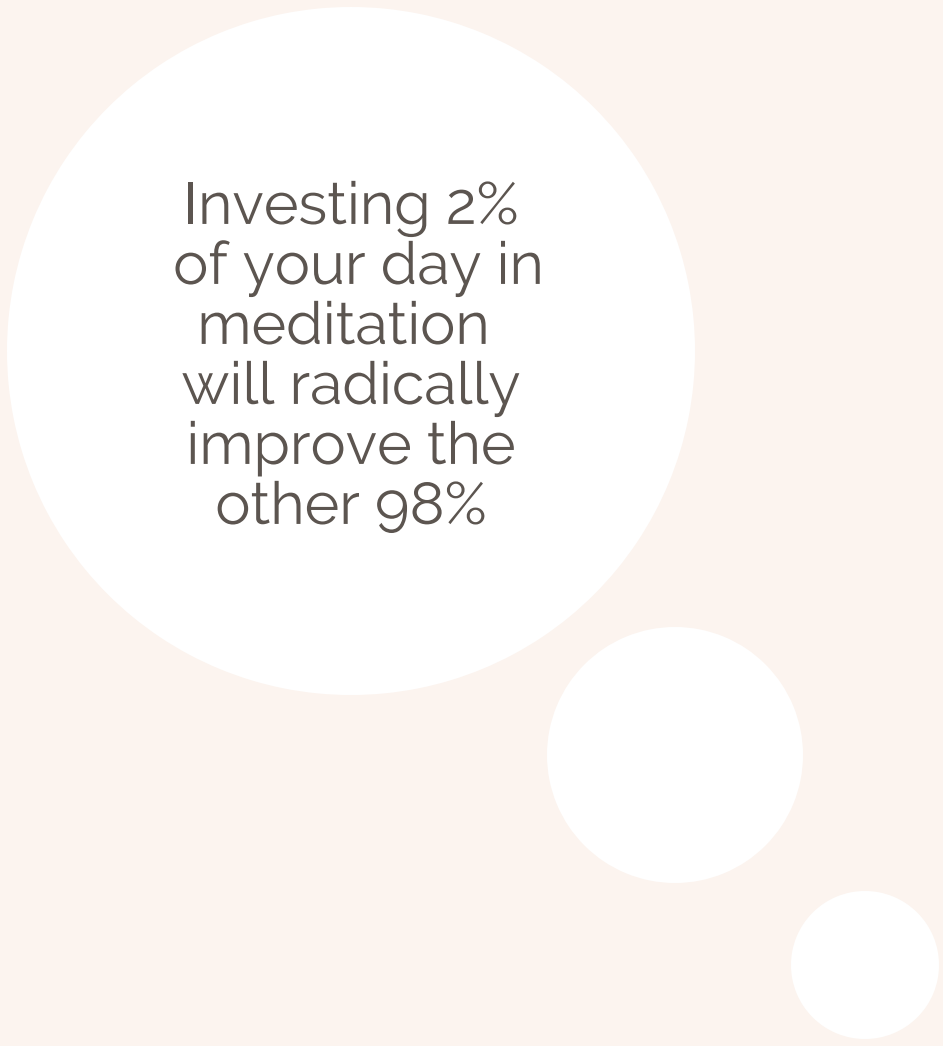
2. If Oprah has time to meditate, you have time to meditate.

And Oprah is just one of a fast-growing list of CEOs, professional athletes and celebrities who swear by meditation. Ray Dalio, one of the most successful hedge fund managers in the world, attributes much of his success to meditation. The Superbowl-winning Seattle Seahawks meditate. So do Oscar, Grammy, Tony, Emmy and Golden Globe Award-winning Ziva graduates.

They're not meditating because they have tons of free time.... they're meditating because they know the less stress they have in their body, the clearer their decisions are and the faster they accomplish their goals.

3. The time you invest in meditation will come back to you exponentially, in the form of...

- Better, deeper sleep (so you'll need less of it)
- More energy. Like, way more.
- Increased productivity (no more leaving work feeling like you've accomplished nothing)
- Sharper decision-making ability (you'll stop wasting time making mistakes — like searching for your keys when they are in your hand)



Investing 2%
of your day in
meditation
will radically
improve the
other 98%

So let go of the idea that you
don't have time to meditate.
Think of it instead as a **reboot for your brain.**



The year I learned to meditate, I worked only 20 hours a week and made more money than I ever have. And I had a newborn baby. "Busy" is just an excuse.

TODD HERMAN
TOP PERFORMANCE COACH FOR ATHLETES

HOW STRESS MAKES YOU STUPID, SLOW AND SICK

Before we dive into what meditation is and how it works, it's important to understand how dangerous (and counterproductive) it is for us to live with as much stress as we do. Doctors are calling stress The Black Plague of our century — and we don't think that's an over exaggeration.



STUPID

Stress inhibits our emotional intelligence and creativity. Meditation actually grows the gray matter in parts of the brain that control those things.¹



SLOW

Employees at Aetna who took meditation classes gained 62 minutes of productivity per week — a savings of \$3,000 per employee per year.² Research clearly shows the destructive link between high levels of stress and reduced productivity — especially in the workplace.



SICK

Harvard researches estimate that 80% of doctor's visits are stress-related.³ (80-freakin-%!)

References

¹ <https://www.sciencedirect.com/science/article/pii/S1053811909000044>

² <https://www.forbes.com/sites/karenhigginbottom/2014/09/11/workplace-stress-leads-to-less-productive-employees/#27e3fb9a31d1>

³ <https://www.stress.org/americas-1-health-problem/> "

Stress is linked to the following illnesses:

heart attacks, hypertension, diabetes, asthma, chronic pain, insomnia, allergies, headaches, backaches, skins disorders, cancer, accidents, suicide, depression, suppressed immune function, auto-immune conditions, irritable bowel syndrome

Don't like hospitals?

In a recent study, meditators showed decreased hospitalization rates compared with non-meditators:

- 87% less for heart disease
- 55% less for tumors
- 30% less for infectious diseases
- 50% less for out-patient doctor visits¹

Have trouble sleeping? Meditators report getting to sleep and staying asleep more easily. In a meditation study at Stanford Medical, the insomnia group fell asleep got to sleep twice as quickly as before. At the end of the study, approximately 60% of the participants no longer qualified as insomniacs. In a follow up study 12 months later, they found the majority of benefits had remained. We have a **90% success rate** with insomnia at Ziva.

Want to learn more about the science of meditation? We've collected some of our favorite articles and research in **this post**.

Meditation does wonders for productivity, helping you do less and accomplish more. Research has shown that meditation has been found to increase focus & attention, and improve multitasking ability. It has also been shown to **improve memory, enhance creativity** and out-of-the-box thinking. ²

Companies like Apple, Google, Nike and HBO have all incorporated meditation into the workplace.

References

¹ Orme-Johnson, 1987, Psychosomatic Medicine

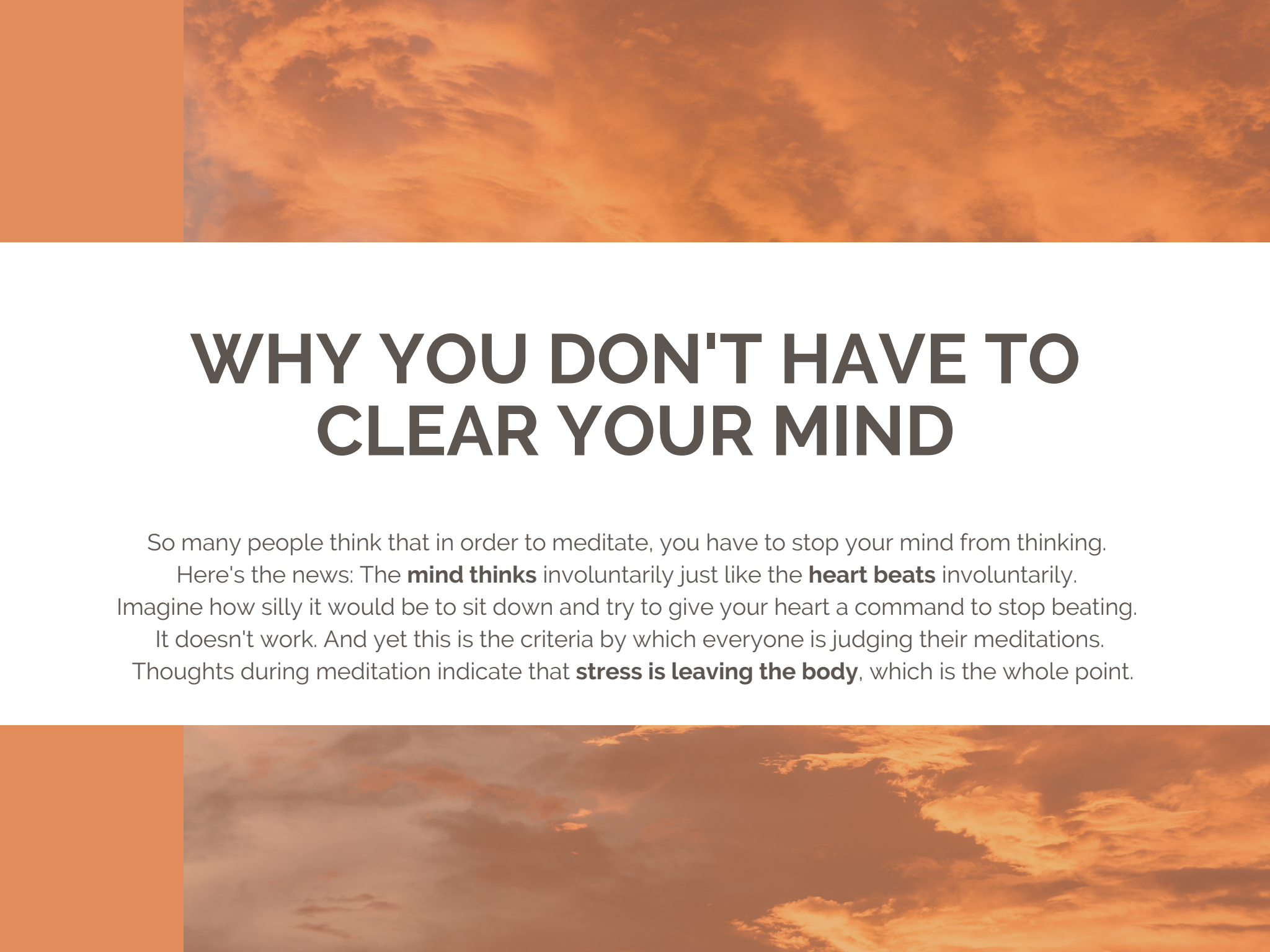
² Psychology Today, 9.11.13, "Twenty Scientific Reasons to Start Meditating"

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Stress-related ailments cost US business
\$300 billion annually.

That's more than 2x the \$147 billion in
medical costs of obesity.

AMERICAN INSTITUTE OF STRESS



WHY YOU DON'T HAVE TO CLEAR YOUR MIND

So many people think that in order to meditate, you have to stop your mind from thinking.

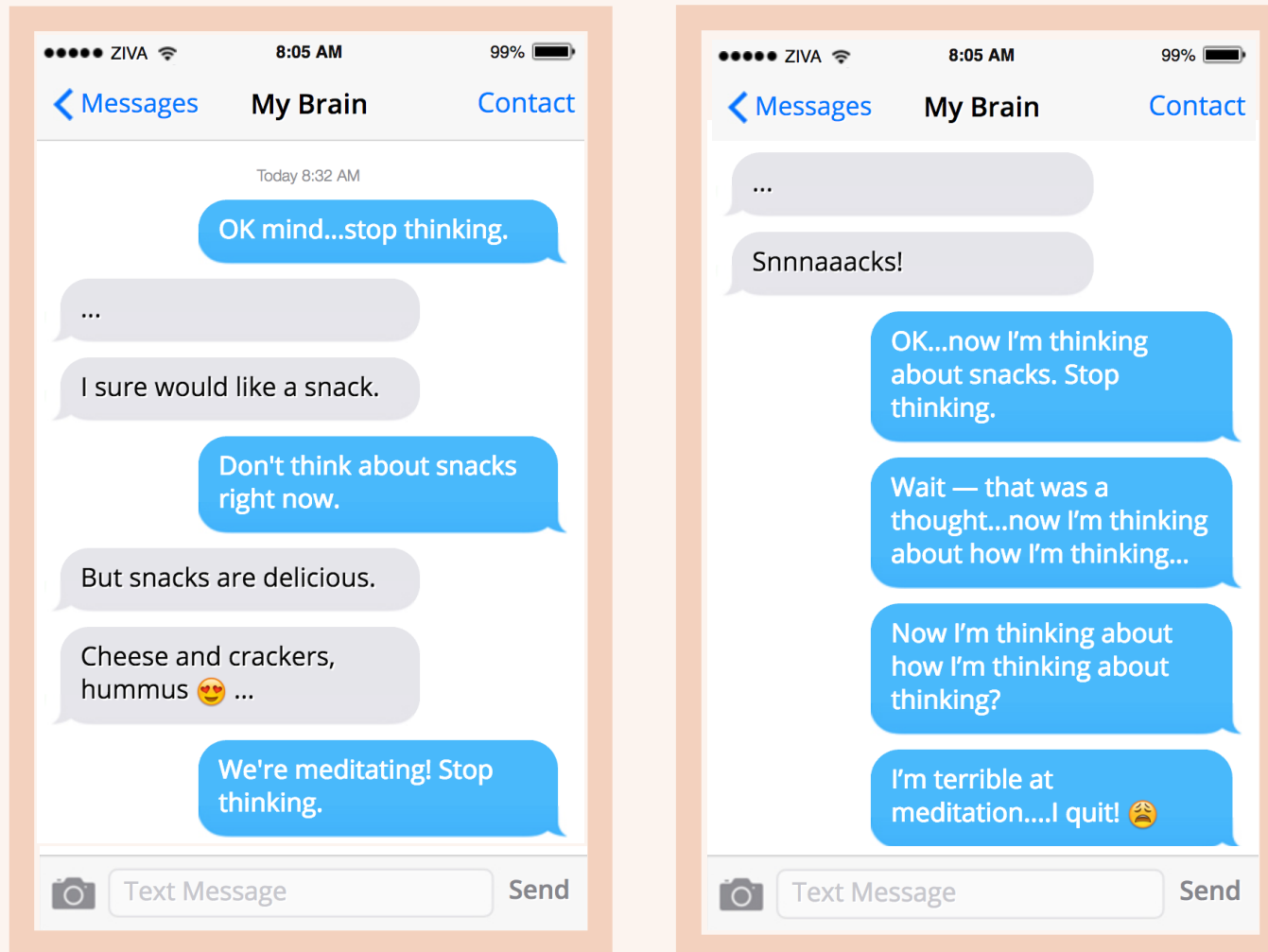
Here's the news: The **mind thinks** involuntarily just like the **heart beats** involuntarily.

Imagine how silly it would be to sit down and try to give your heart a command to stop beating.

It doesn't work. And yet this is the criteria by which everyone is judging their meditations.

Thoughts during meditation indicate that **stress is leaving the body**, which is the whole point.

If you are **judging your meditation** based on how good you are at giving your mind a command to shut up, then your meditation may look a little something like this:



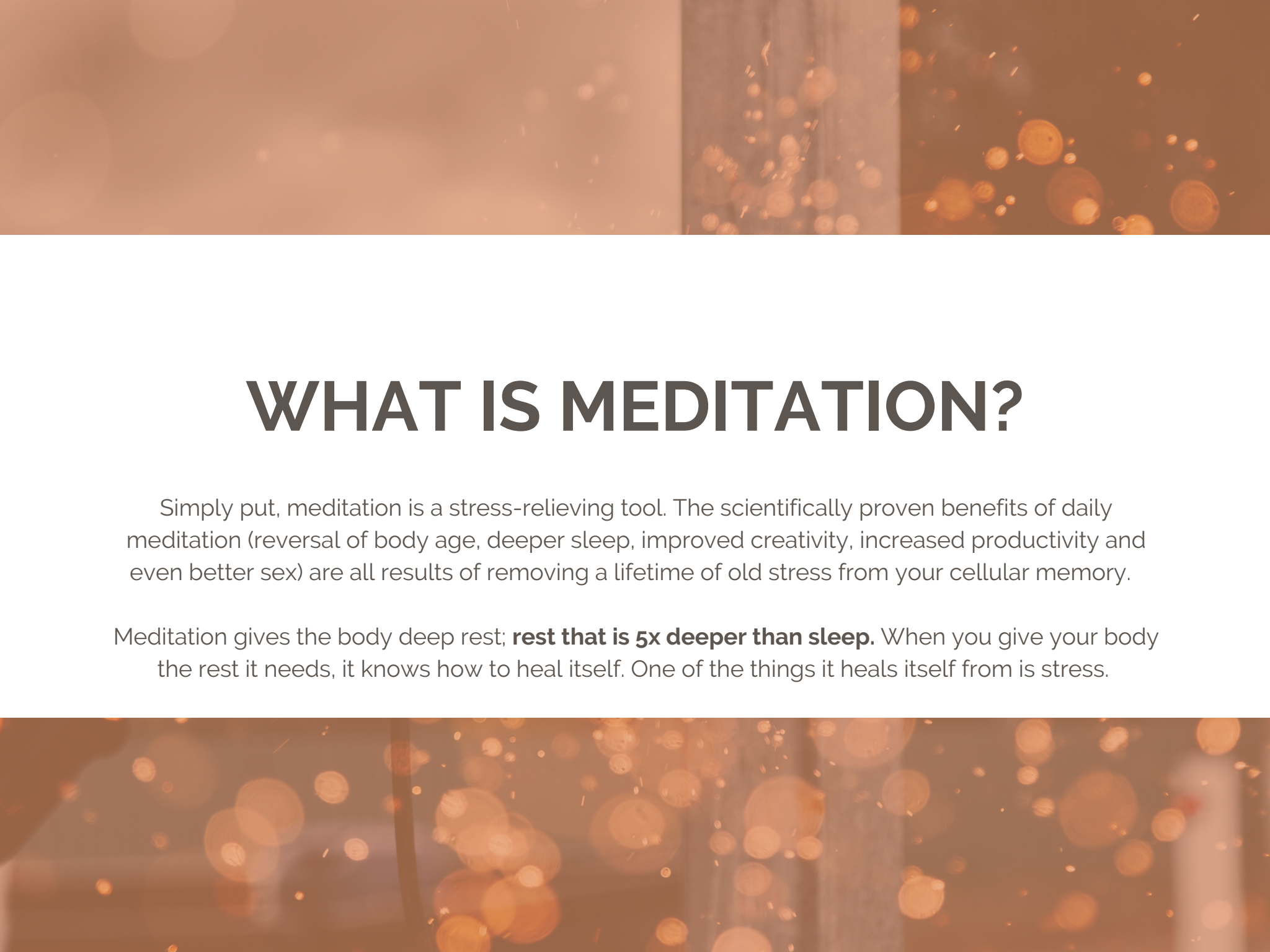
And that's usually the beginning and end of many people's meditation careers. It makes us sad because people have potentially robbed themselves of a lifetime of bliss and fulfillment because they are judging themselves based on misinformation.

Good news! The **mind thinks** involuntarily just like the **heart beats** involuntarily.

One more time for a dramatic effect: trying to give your mind a command to stop thinking is as effective as trying to give your heart a command to stop beating. It doesn't work.

This is really good news if you have ever felt frustrated with how fast or crazy your brain is when you try to meditate. But there's an easier way.

At Ziva, we're all about ease and effortlessness. It is possible to have a thought-filled meditation and still get the performance-enhancing benefits, it just takes a practice that's designed for you and some solid training.

The background of the slide features a warm, orange-toned bokeh effect with out-of-focus light circles and small particles, creating a soft, ethereal atmosphere.

WHAT IS MEDITATION?

Simply put, meditation is a stress-relieving tool. The scientifically proven benefits of daily meditation (reversal of body age, deeper sleep, improved creativity, increased productivity and even better sex) are all results of removing a lifetime of old stress from your cellular memory.

Meditation gives the body deep rest; **rest that is 5x deeper than sleep**. When you give your body the rest it needs, it knows how to heal itself. One of the things it heals itself from is stress.

WHAT'S THE DIFFERENCE BETWEEN MINDFULNESS AND MEDITATION?

Many people are using the terms Mindfulness and Meditation as synonyms, but **they're not the same thing.**

Mindfulness

Mindfulness is a directed focus mental technique and can include:

- Focusing on or counting your breath
- Walking "meditation"
- Guided visualization
- Focusing on a flame

Most of the free meditation apps, drop-in studios and guided audios out there are shades of mindfulness.

Mindfulness is the art of bringing your awareness into the present moment.

Mindfulness is very effective at getting rid of your stress in the right now.

Meditation

Meditation gives you rest that is 5x deeper than sleep and feels like a super-charged power nap (without the sleep hangover).

At Ziva, you'll be given a mantra that helps induce that deep rest and access a verifiable 4th state of consciousness, different than waking, sleeping or dreaming.

Once you learn, you'll be self-sufficient. Meaning you can do it on a bus, a plane, or at your office.

Meditation gets rid of the stress from your past that has been stored in the body.



My stress level has significantly decreased
and I actually have more time
every day for me. I can't believe it.
Meditation has been a life-changer.
Truly. I'll never stop.

LISA TROTTER, ZIVA GRADUATE AND
FINANCIAL ADVISOR

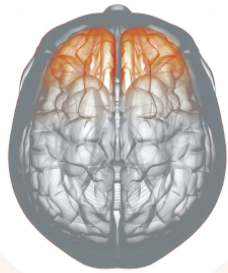
WHAT'S THE ZIVA TECHNIQUE?

A powerful trifecta of:



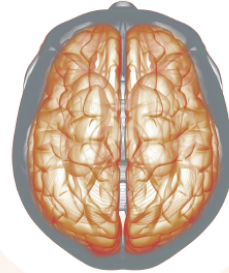
How The Ziva Technique Changes Your Brain

We incorporate 3 tools to **increase your neuroplasticity** (the brain's ability to change itself) & **improve neurogenesis** (the brain's ability to generate new brain cells).



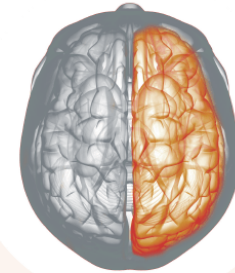
Mindfulness

Mindfulness helps deal with stress in the present moment. In it you are directing your focus which lights up a small part of the brain (the Prefrontal cortex). Over time this can improve your clarity and focus.



Meditation

Meditation gives the body deep, healing rest to get rid of stress from the past. The technique is one of surrender which lights up the whole brain, but not as brightly as mindfulness. Over time, meditation strengthens the corpus callosum, which can increase creativity.



Manifesting

Manifesting helps you create and achieve your goals for the future. This practice helps you clarify your goals and activates the creative center of the brain, also known as the right brain.

WHAT CHRONIC STRESS IS DOING TO YOUR BODY

First, let us take you back in time about 10,000 years...

Say you're hunting and gathering in the woods and a saber tooth tiger jumps out at you.

- Your body will launch into a series of chemical reactions, also known as **"fight or flight"**:
- Your body will **flood with acid** to **shut down digestion** because you need the digestive energy to fight off the tiger.
- That same **acid will seep onto your skin** so that if you get bitten, you won't taste very good.
- Your **bladder and bowels will evacuate** so you can be light on your feet to fight or flee. (This is why we all get the nervous poos before a big event.)
- Your **cortisol and adrenaline levels will go through the roof** to give you superhuman powers to fight the predator.
- Your immune system will go to the back burner, because who cares if you're gonna get cancer if you're about to be **eaten by a tiger**?

This was all super useful back in the day when stress was brought on by saber tooth tigers.

But with today's demands — kids, bosses, emails, travel — it's become maladaptive.

Think about it: when you have a tense meeting or get stuck in traffic, your body is reacting in the same way it would have when you were about to become tiger snacks. Today's demands on us are constant — so the chemical reactions above (slow digestion, high levels of acid, suppressed immune function) are constant, as well, and they build up over time.



"It's not bad for you to **get stressed**. It is terrible for you to **stay stressed**."

- Emily Fletcher
Founder of Ziva Meditation

When we stay stressed for long periods of time (like most of us do), the body ages more quickly, our sleep quality decreases, our brains begin to atrophy, and we're more susceptible to sickness and depression.

Chronic stress is like dumping acid into your body all day every day. It creates inflammation, and keeps you from reaching your full performance capabilities.

CHRONIC STRESS IN DAILY LIFE

Let's start with some **new vocabulary**:

Ad·ap·ta·tion en·er·gy /noun/ — your ability to handle a change of expectation.

De·mands /noun/ — the artist formerly known as stress. A.k.a. anything that burns up adaptation energy. Work deadlines, traffic, or even your nosy mother-in-law. These are all demands.

Stress /noun/ - an involuntary fight-or-flight body reaction. Stress is not what happens to you. Stress is your reaction to what happens to you.

When you're low on **adaptation energy** and you have to handle a **big demand**, the body will launch involuntarily into a **flight-or-fight stress reaction**. Here's an example of how **meditation can change this**:

Please meet Susie Stressbox and Peggy Performer.

Two women who have an identical day.

The same demands — a young daughter, a cranky boss, crazy deadlines.

The only difference? Peggy meditates.

Susie Stressbox

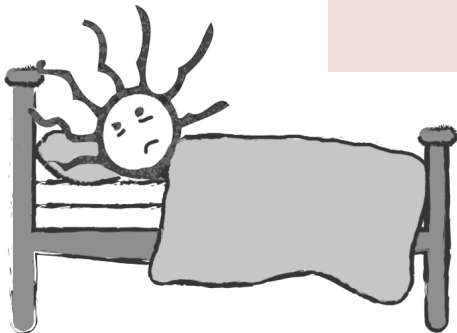


Peggy Performer

Susie Stressbox

Peggy Performer

6:00a	Exhausted from the day before, Suzie snoozes her alarm til 6:45a.	Peggy wakes up before her alarm, brushes her teeth and settles in for her 15 min meditation.
8:00a	Frantic because she overslept, Suzie races to drop her child at school. They are late and she doesn't have time to grab a coffee or breakfast — which she desperately needs.	Peggy packs herself a healthy lunch, gets her 7-year-old dressed, fed and off to school on time. She arrives at work a few minutes early.
11:00a	Suzie's boss changes the due date on a big project. Panicked because she's already behind, Suzie works through lunch to get it done.	Peggy's boss also moves up a due date on a project. She remains calm and uses creative problem-solving to get the job done in 90 minutes. She pauses her work to eat her lunch and enjoys a few moments outside.
3:00p	Barely squeaking in before the deadline, Suzie turns in her project. Not having eaten, and now behind on the day's work, Suzie runs to Starbucks for coffee and a slice of banana bread.	Peggy uses a spare conference room for her afternoon meditation. Having filled up on adaptation energy and feeling refreshed, she dives into work for the rest of the work day.
6:00p	Headache pounding & hungry, Suzie hits traffic on the way home and angrily honks at the cars in front of her.	Sitting in traffic on her way home from work, Peggy listens to a favorite podcast and enjoys her extra alone time.
8:00p	Suzie and her husband have a difficult conversation about his aging mother. She breaks down in tears — it feels like too much to handle after a tough day..	Peggy and her husband discuss the health of his aging mother. She listens compassionately, then they calmly work together to problem-solve this difficult situation.
8:30p	Suzie's daughter interrupts. With no patience left, Suzie snaps and yells and her daughter to get in bed and go to sleep. They don't have a chance to reconcile until the next day.	Peggy's daughter interrupts. Peggy scoops her up, grateful for the joy she brings to their life. Peggy reads her daughter a book before bed and kisses her goodnight.
10:00p	Suzie is mentally fried, but stays up late working because she's frustrated with how little she accomplished today. She hopes tomorrow will be better.	Peggy puts down her Kindle and reflects on how much there is to be grateful for. She feels proud of how she handled the high demand day and looks forward to tomorrow.





What's the **key difference** in Peggy and Suzie's day?

Peggy **invested her valuable time in meditation.**

Now, meditation is not magic. It's not going to take away your demands. There will still be traffic. Your boss will still ask you for too much. But meditation lets you handle all of life's demands a lot more elegantly because you'll be filling up your tank **every day, twice a day.**

Suzie doesn't like honking at people on the road, she doesn't like breaking down and crying when important decisions have to be made and she definitely doesn't like yelling at her daughter.
But her body isn't giving her a choice.

She is reacting to demands vs. responding to them.

She's weighed down by a lifetime of stress and by the end of the day, she's **out of adaptation energy.**

“

After interviewing 140 people at the top of their fields,
Tim Ferriss discovered that **90% of them share the same
habit... meditation.**

BUSINESS INSIDER



HOW WILL I KNOW IF THE MEDITATION IS WORKING?

There is one very simple way to know if the meditation is working: **unmistakeable improvement in performance**. We call it up-leveling your life. Maybe your insomnia goes away, you might be kicking butt at work, perhaps your digestive issues, anxiety or acne are gone.

In the Ziva course, on Day 1 you fill out a quick survey about what your current challenges are. We do this so that over time you can go back and remember just how far you've come. The change in your answers is how you know it's working.

Plus, you'll notice an **expansion of consciousness**. How? Glad you asked...



3 ATTRIBUTES OF HIGHER STATES OF CONSCIOUSNESS

It may sound a little hippie-dippie or esoteric, but we **define consciousness** as **the animating force inside of you**. It is the thing that makes you alive.

HOLDING MANY THINGS IN ONE AWARENESS

This is essentially multitasking. Can you drive your car, follow your navigation, check on your baby in the backseat, drink your coffee and adjust the radio at the same time? Or are you overwhelmed by the combination of tasks at hand?

This skill is extremely valuable no matter what your job is. Whether you're running your own company, a stay-at-home mom or a NYC taxi driver, you better be able to hold many things in one awareness.

DETECTING THEMES

What's a theme? It's a pattern. The trick is, most of us are good at discovering other people's themes. We're all an expert when it comes to our roommate, or boyfriend, or our mom.

But what's more useful is being able to detect your own themes and patterns. It's like seeing the whole forest instead of just the one stressy tree in front of your face. This frees you up to put your time and your attention on the creative, constructive themes in your life, and take it away from the destructive themes in your life.

DETECTING SUBTLETY

No two things are the same. No two potential jobs. No two potential relationships. No two potential grapefruits at the grocery store. Life is giving us a constant stream of decisions to make, and detecting subtle differences is going to keep you from making mistakes — little ones like accidentally taking the wrong train and big ones like marrying the wrong person.





You can not solve a problem
at the same level of consciousness
with which it was created.

ALBERT EINSTEIN



IS MEDITATION IN CONFLICT WITH MY RELIGION?

The Ziva Technique is a stress reducing tool.
Meditation has nothing to do with your beliefs or faith.
It has everything to do with giving you the tools to help you act in
accordance with what you already know to be true .
We've had priests and rabbis take the Ziva Meditation course —
and they, like us, think of it as a hardware vs. software upgrade.

Imagine your brain is a computer —
the hardware.

When we meditate we de-excite the nervous system in a way that helps the body to heal itself from many things, but most of all stress.

We like to think of this as defragging the computer, or upgrading the hardware.

Religion, self-help books, and life coaches, on the other hand, are all examples of **the software** we can run on our bright and shiny brain machine.

ABOUT EMILY

Emily Fletcher is the founder of Ziva Meditation and the creator of zivaONLINE, a 15-day training in mindfulness, meditation and manifesting. Ziva's mission is to make meditation attractive, accessible and easy to adopt into modern life.

Recently featured in The New York Times, named top 100 women in wellness to watch and regarded as one of the leading experts in meditation for performance, Emily has been invited by companies like Google, Barclays Bank & sweetgreen to help improve company performance through meditation.

Emily began her ten years of training in Rishikesh, India and was inspired to teach after experiencing the profound physical and mental benefits meditation provided her during her 10-year career on Broadway, which included roles in Chicago, The Producers & A Chorus Line.

Emily has been invited to speak at Google, Harvard Business School, The Cleveland Clinic, Bulletproof Conference, Wanderlust, and the Omega Institute. So far, she has taught over 7,000 people to become self-sufficient meditators with the Ziva Technique to take with them for life.

ABOUT ZIVA

Ziva is a school for high performance. We are all about giving high performers tools to perform at the top of their personal and professional game. Over 2,000 students have learned to meditate with us in person and over 5,000 people have learned around the world from our online courses. All of them have graduated with a powerful meditation practice to take with them for life. The Ziva technique is a trifecta of meditation, mindfulness and manifesting (aka making your dreams your reality.) We are also partnering with some of the world's leading neuroscientists and body tracking technology to make ancient tools easy to adopt into your fast paced life.

Graduates include Oscar, Grammy, Emmy and Tony award winners as well as CEOs, NBA players, and full time moms.

Ziva is based in New York City, where we offer our in person training once a month. We teach in LA several times per year. We also offer corporate and private courses. We have had the pleasure of sharing meditation with Google, Viacom, Barclays Bank and sweetgreen. If you are looking for a practice with the potential to revolutionize how you work and how you chill you are in the right place.

HEAR FROM ZIVA GRADUATES

"The busier you are, the more you need Ziva Meditation is. And I love seeing myself being less impulsive, thinking more clearly, being more alert and acting with intent."

- **Stacy London**, Fashion Expert, What Not to Wear & The View

"My quality of life has improved and my relationships with family and friends have been better than ever. In general, I'm less irritated. OH! and my skin is glowing :)"

- **Sara Grover**, Marketing Consultant

"I am more efficient in my clinic. Before Ziva I wasn't able to see 8 patients a day without bringing work home. Now I'm seeing 14 patients a day with higher speed, address all their issues, and I come home free of work. That's a giant step in my career."

-**Shahrokh Poormehr**, MD, Family Physician

"When I started meditating, I stopped spinning my wheels and started making 6-figures while doing way, way, way less. I can't believe how much better my marriage, career, family relationships and overall sense of peace and connectedness is."

- **Daniella Rabanni**, Actress

HEAR FROM ZIVA GRADUATES

"When I'm in high level stress situations, although I still feel the stress, the edge is taken off. It gives me less panic and allows me to be more thoughtful in making the right decision."

- **Paul Stephens**, Lawyer

"Definitely seeing increased energy levels. Plus, my sleep is better — no more tossing and turning. I have also noticed that my ability to put things into perspective and handle stressful situations has improved dramatically!"

- **Whitney Winfield**, Real Estate Agent

"I feel like I have more mental "space" – instead of simply reacting to my life, I feel like I have more of a choice, and am more in control of how I act, think and even feel. This has led to huge, concrete changes in my life & career."

- **Olivia Perkins**, Stylist

"Before I started meditating I was working 60-70 hours a week selling Real Estate. This year I only worked 40-50 hour weeks. I sold so much more real estate this year, I had to check my numbers twice!"

-**Christie Orros**, Real Estate Agent

HOW TO START A DAILY PRACTICE

First of all, don't assume that you should already know how to meditate.

Meditation is like any other skill.

**It takes training, a technique that is designed for you
(and not a monk) and a bit of practice.**

The best thing to do is find a style of meditation that makes sense with your life and a teacher who you trust.

Emily Fletcher, founder of Ziva Meditation and creator of zivaONLINE, has taught over 20,000 people to meditate.

You are invited to test drive our online training, **zivaONLINE.**

Get unlimited access to the first three days of our flagship meditation training!



ZIVAMEDITATION.COM/ONLINE

WHAT IS ZIVAONLINE?

Choose your own start date, then after only 20 min a day for 15 days, you will graduate from **zivaONLINE** totally self sufficient in 3 of the most powerful mental techniques available:
Mindfulness, Meditation and Manifesting.



What does zivaONLINE include?

- 15 days of training in The Ziva Technique: Mindfulness, Meditation and Manifesting
- Guided meditation audio downloads you can use for real life situations like jet lag, sleep, performance and stress release.
- Monthly Coaching Calls with Emily
- 6 months of exclusive access to a private online community where you can interact with Emily and meditators

around the globe

- An 30-day money-back guarantee, so you can be sure this program is a great fit
- A customer support team of caring, experienced Ziva meditators available to help, so you know you are always taken care of

WHAT YOU SEEK IS IN YOU.

