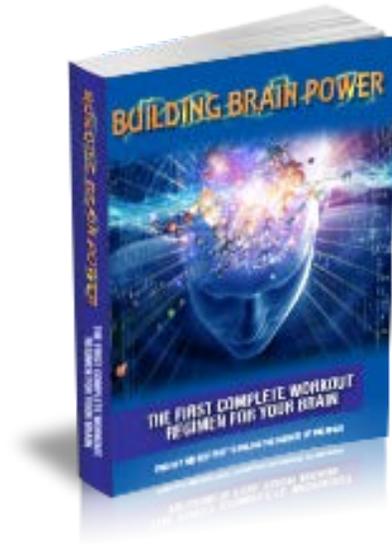


BUILDING BRAIN POWER

The First Complete Workout Regimen for Your Mind

Free Download: Chapter 1



Thanks for downloading the free first chapter of [Building Brain Power!](#) This course is the first ever workout regimen for your mind. Hundreds of cutting edge studies prove that it is possible for anyone to improve their overall intelligence, and Building Brain Power shows you exactly how.

This chapter begins by discussing the latest research into the human brain and how it proves that anyone can improve their intelligence by following the principals laid out in the full Building Brain Power course.

[Visit the Building Brain Power website](#) in order to learn more about how in just 90 days you can improve your memory, ability to focus, mental clarity, problem solving skills, and all other aspects of cognitive performance.

Get Building Brain Power Now!

Chapter 1: It is Possible to Improve Your Intelligence

Section I: The Magnificence and Elegance of the Human Brain

Your brain is by far the most important thing in your life. Essentially, it IS you.

It is estimated the human brain contains between 80 - 120 billion brain cells (neurons). Each neuron, on average, has 50,000 connections with other neurons. This means your brain contains 4 - 6 quadrillion connections (synapses). These numbers typed out are 4,000,000,000,000,000 and 6,000,000,000,000,000. To put this in perspective, there are an estimated 7 billion humans on our planet. You would need roughly 800,000 planet earths to make the human population equal to the number of synapses in a single human brain! **The human brain is, without question, the most magnificent, complex, and elegant arrangement of matter known to mankind!**

Our brain is responsible for regulating every organ, muscle, and physiologic response. It controls our entire body. Nothing happens unless our brain orchestrates it. Every thought we think, word we speak, and movement we make, is controlled by our brain without our realizing it. Our identity, personality, and memories are stored in our brain. If our brain is damaged, our personality would change dramatically. We would become a completely different person with the same name and physical body. **Essentially, our brain IS who we are.**

Our brain's magnificence does not stop with the unfathomably large number of connections it is comprised of, or the enigma of "self" it generates. The human brain is very [plastic](#). Plasticity refers to the brain's ability to alter its connections. Our brain's plasticity is responsible for our ability to learn new concepts, memorize facts, and even alter our personality. This is astounding if you think about it. Computers cannot change their circuiting, rewrite their code, and learn on their own... at least not yet.

I know some of you are thinking. "My brain is inferior to a computer. I certainly cannot do advanced mathematics." This is true, but for good reason. As I mentioned, our brains are responsible for keeping us alive and regulating our entire body's physiology. Also, it is subjected to a constant barrage of information from all five of our senses. Sight, sound, taste, smell, and touch. The amount of information assimilated just from sitting outside on the grass and staring at clouds is unfathomable. If a computer tried to assimilate and process the amount of information the human brain does on a daily basis it would overload.

Additionally, our brains have evolved to perceive abstractions, something computers cannot do well. Abstractions represent commonality across different situations, stripped of all irrelevant information. Speech recognition provides an excellent example. When we listen to someone speak, we filter out background noise and focus on what the person is saying. We pay attention to their tone, inflections, and context. Despite someone's accent, tone of voice, or background noise, you can still comprehend what they are saying. You can tell if someone is being sarcastic simply by their intonations. **This seems so natural to us, but it is an amazing feat which only the human brain can easily achieve.**

Computers struggle to make these distinctions. Consider voice recognition software. You need to be in a quiet area, and enunciate almost perfectly. It certainly cannot tell if someone is sarcastic, angry, humorous, or afraid. Cameras have recently been programmed to recognize human faces. But this technology often misidentifies random objects such as a face, objects a 3 year old child easily comprehends. We may have become adept at programming computers to make the types of distinctions the human brain makes, but computers still fall short. We do not have robotic maids because there is not yet a computer that can distinguish objects which need to be cleaned or picked up from objects that are satisfactory in their present state.

The human brain cannot do advanced math because it evolved to recognize abstractions and has a multitude of other important responsibilities to which it must allocate its processing power. Keep in mind; computers were programmed

to complete their functions by a human brain. Every function a computer has was determined by the human brain through various programming languages. In a way, computers represent an extension of the magnificence of the human brain.

It is not fair to say computers are superior to the human brain because the human brain engineered computers!

The Human Brain and Intelligence, Nature vs. Nurture

The human brain's unfathomable complexity makes it a mystery. But every year we learn more about how the human brain functions, and more specifically, how intelligence functions. The nature vs. nurture debate on intelligence used to be a huge debate. In other words, do genetics determine our intelligence, or does our environment? Is it a combination of genetics and environment, and if so, to what extent?

Most neuroscientists now agree that both genetics and environmental factors play a role in determining one's intelligence. But what percentage of our intelligence is due to genetics or environment? In other words, how heritable is intelligence? The book, [Intelligence and the Brain, Solving The Mystery of Why People Differ in IQ and How A Child Can Be a Genius](#), by Dennis Garlick, PhD, investigates this question.

This book cites multiple studies which attempted to answer this question. One study concluded that intelligence is 50% heritable, while another concluded 80%. But the book points out a flaw in studies which try to pin point an exact number. We simply cannot pinpoint an exact number.

You can decrease the heritability of any trait by increasing environmental variation. Variance in environmental factors will modify differences in performance, and show the environment has a large effect on the trait being studied. Alternatively, if everyone is subjected to the same environment, the differences in the trait would be attributed to genetics. In short, the heritability of any trait in part depends on environmental variation.

Consider two extreme examples. In the first, 1000 people with different genes are subjected to the exact same environment. In this experiment, genetics would cause the differences in intelligence because the environments are the same. In the second example, 1000 people with the exact same genes are subjected to completely different environments. In this experiment, the environment would cause the differences in intelligence.

We may not know exactly how heritable intelligence is, but we know that our environment and genetics both play an important role. **This means that genetics determine our intellectual potential, and our environment determines whether we reach that potential.**

This relationship between genetics and environment can also be observed in our physical strength. No matter how much time and effort some people devote to building body mass and strength, they will never become a professional body-builder. On the other hand, someone might have the genetic potential to become a professional body-builder, but if they do not work hard to become one, they will never fulfill that potential. The same holds true for intelligence. No matter how hard many people work towards improving their intelligence, they will never have an IQ of 140. But there are also many people who could achieve an IQ of 140 or higher if they put forth the effort.

If someone without a genetic predisposition to become a body builder works hard he will become stronger than similar individuals who do not put forth the effort. Similarly, you might lack the genetics to reach a genius level IQ, but if you work hard, you will become more intelligent and reach your genetic potential. **I would rather be someone with inferior genetics and reach my full potential than have superior genetics and never come close to my potential.**

The Science Behind Improving Intelligence Is Complicated

Every healthy child becomes more intelligent as they age. In fact, they gain intelligence at an extremely fast rate because of a very specific process that takes place in their cerebral cortex. This process is outlined in the book, [Intelligence and the Brain, Solving The Mystery of Why People Differ in IQ and How A Child Can Be a Genius](#), by Dennis Garlick, PhD and I will summarize his description for you.

Our cerebral cortex is a series of wrinkles which surrounds much of our brains. Scientists have used MRI imaging to determine that "thinking" takes place in our cerebral cortex. When a child is born they have an abundance of neurons, but a relatively low number of connections, or synapses, between the neurons. During infancy, these connections become established at an astounding rate. Then, the connections are refined until the child reaches maturity. This usually occurs near the age of 16.

Earlier I mentioned that humans have the ability to differentiate relevant from irrelevant information. Babies and toddlers, however, are not yet able to do this. They are actively building a multitude of synaptic connections based on their sensory input. But as children age, the refinement of synaptic connections allows them to abstract and differentiate important from unimportant information. In other words, synaptic connections associated with irrelevant information are marginalized.

Genetics determine how many neurons a baby is born with and the number of neurons they initially create, but their environment guides the refinement process. You must provide a child with mentally stimulating activities if you want them to reach their intellectual potential.

As an adult, your cerebral cortex is much less plastic than it was when you were a child. For this reason, it is easier to become literate and learn new languages at an early age. This is exactly why following a program such as building brain power is important. **"Building Brain Power" maximizes one's ability to learn and**

understand new things by implementing lifestyle changes, proper diet, mental exercise, and nootropics.

Recent research shows that our brains are like muscles. Our brain with strengthen with regular use.

This program compiles much of the published research on brain building and brain health that has been discovered the past several decades, and this is perhaps the most comprehensive program you will find. Other programs only discuss lifestyle, diet, or mental exercise. Some provide limited information on nootropics. **This program combines lifestyle, diet, physical exercise, mental exercise, and nootropic use.** Presented is a 90 day plan to help you reach your cognitive potential. No other cognitive guide incorporates all five of these factors into a single workout regimen for your brain, and no other guide details mental exercise or nootropic use. For the skeptical, listed below are studies which support one's ability to improve brain power.

Study: [You Can Grow Your Brain](#)¹

"New research shows that the brain is like a muscle - it changes and grows stronger with use. Scientists have shown that the brain grows and strengthens when we learn."

Study: [Increasing Fluid Intelligence is Possible After All](#)²

"This study examines fluid intelligence (IQ), its relation to working memory, and the extent to which your IQ (fluid intelligence) is trainable."

Study: [Improving Fluid Intelligence With Training on Working Memory](#) ³

“Analyses of the training functions revealed that all four training groups improved in their performance on the working memory task comparably- What interests us most, however, is the dramatic improvement on the test of fluid intelligence in the trained groups. In sum, these data indicate that the transfer effect on fluid intelligence scores goes beyond an increase in working memory capacity alone.”

Study: [Aerobic Exercise and Neurocognitive Performance: A Meta-Analytic Review of Randomized Controlled Trials.](#) ⁴

“Aerobic exercise training is associated with modest improvements in attention and processing speed, executive function, and memory, although the effects of exercise on working memory are less consistent.”

Article: [Forget Brain Age: Researchers Develop Software That Makes You Smarter](#) ⁵

“Initially, the test subjects scored an average of 10 questions correctly on the IQ test. But after the group trained on the n-back task for 25 minutes a day for 19 days, they averaged 14.7 correct answers, an increase of more than 40 percent. (A control group that was not trained showed only a very slight performance increase.) “

Study: [Improving Cognition by Adherence to Physical or Mental Exercise](#) ⁶

“Older healthy women can improve episodic and working memory through spending time on a challenging physical or mental activity.”

Study: [Effect of Cognitive Training Interventions With Older Adults](#) ⁷

“Results support the effectiveness and durability of the cognitive training interventions in improving targeted cognitive abilities.”

This cognitive enhancement regimen equates building intelligence to building muscle mass and research shows this to be an accurate comparison. Consider increasing muscle mass. Our daily life greatly effects how strong we are. People who work in cubicles are generally weaker than those who engage in physical labor. People who watch TV all day are generally less intelligent than people who occupationally challenge their minds. However, people who work in cubicles can become physically stronger by going to the gym and exercising their muscles, and people who watch TV all day can become more intelligent by exercising their brains.

Let us examine muscle building on a deeper level. Challenging muscles with weight resistance increases muscle mass. If you go to the gym and perform random exercises, will you get stronger? Sure, but your results will be limited. You might only develop one or two muscle groups, and fail to develop the most important or desired muscles. To do this, you need to know which exercises target specific muscles. **You need a well thought out, structured regimen.** Enhancing intelligence is no different. You need to target the most important areas of cognitive function, and know which mental exercises target specific areas. Most people play completely random brain games and this will not give you the most favorable results. You might only improve your focus, or perhaps spatial reasoning. To achieve the best outcome, you need to engage in mental exercises that simulate different areas of the brain. **The chapter on mental exercises will explain which areas of cognitive function are most important, and how you can properly enhance them.**

To improve your strength, you need to constantly challenge your muscles. Lifting the same weight will not build strength; you need to push your boundaries. Mental exercise is no different. **You will not see improvement if you do not challenge your brain.** The chapter on mental exercises will explain how to best challenge your brain, and why it is important.

Consider professional body-builders. Besides adhering to a very structured workout regimen, what else do they do? The most obvious answer is dietary supplements. There are many safe and dangerous supplements you can take to more quickly build muscle mass. Protein, vitamin supplements, and steroids help many people build muscle strength and mass. **Similarly, there are supplements which enhance the process of improving cognitive abilities, and they are called nootropics.** Most are safe and can be purchased online. Some nootropics "loosen up" your brain, and allow you to build intelligence more quickly. These nootropics are called "core nootropics". Other nootropics provide a temporary boost to one or more areas of cognitive function and I refer to these nootropics as "situational nootropics". Some could be considered both "core" and "situational" nootropics.

Most people do not distinguish between the two categories. They believe nootropics will magically make them more intelligent. If they use their brain at work, or recreationally, nootropics will help. **But taking "core nootropics", and not engaging in mental exercise, is comparable to taking protein shakes and not going to the gym.** The benefit you realize will be limited. The nootropics chapter will explain the difference between core and situational nootropics. You will learn which core nootropics can be taken daily to supplement your mental exercises and which nootropics are best suited for specific situations.

What else do professional body builders do? They eat right, and engage in lifestyle habits that foster physical health and muscle growth. Individuals who are serious and resolute body builders do not indulge in unhealthy food every day and do not drink alcohol excessively. They get a proper amount of sleep and engage in lifestyle habits that foster muscle growth. Building brain power is no different. **Diet, lifestyle choices, and physical exercise can either foster or inhibit the process of improving cognitive function.** The chapters on lifestyle and diet set the stage for the 90 day regimen. If you do not make changes to your diet and lifestyle the 90-day regimen will improve your cognitive abilities, but you will not achieve your maximum potential.

Section II: The Three Driving Forces Behind Our Brain's Processing Power and Fluid Intelligence

We can improve our intelligence by making healthy lifestyle and dietary changes, and supplementing these changes with nootropics. How do these factors improve our brain's processing power? In other words, what occurs in your brain when you engage in these habits and activities? **They affect three important drivers of our brain's processing power, and all cognitive abilities.** Everything recommended in this guide is linked to one of these drivers.

Drivers of the Brain's Processing Power & Cognitive Abilities

- 1) Increasing the number of brain cells (neurons) we possess by a process called [neurogenesis](#)
- 2) Increasing the number and strength of the connections (synapses) between your neurons. ([synaptic plasticity](#))
- 3) Increasing the efficiency neurons communicate with one another through their synaptic connections. ([neurotransmitters](#))

These three drivers are the key to enhancing cognitive abilities. **When you improve all three of these drivers, there is a profound synergistic effect.** You will be astounded by what you can accomplish. Tasks that once seemed draining and difficult will now seem trivial. Your brain will function at its maximum potential. Few people in life actually reach this potential.

Can you increase the number of neurons in your brain?

Many people are under the false impression humans cannot create new brain cells. This is a myth. In 1986, Stanley Cohen and Rita Levi-Montalcini [won the Nobel Prize](#) in Physiology for discovering nerve growth factor (NGF). You can read

the lecture Stanley Cohen gave [here](#). Nerve growth factor stimulates the creation of new neurons by a process called neurogenesis.

Neurons are the core component of our nervous system. They are the driving force behind everything that happens in our brain. Having more neurons leads to a healthier, more functional brain. There are numerous things you can do to improve NGF production. Proper nutrition, regular physical and mental exercise, and even nootropic supplements all contribute to an increase in levels of NGF.

Study: [A Functional Hypothesis for Adult Hippocampal Neurogenesis](#) ⁸

"Old neurons are plastic rather stable and preserve an optimal encoding learned for new environments while new neurons are plastic to adapt to those features that are qualitatively new in an environment."

At the very center of every cell lies the nucleus. In the nucleus lies the blueprint for that cell, what we call DNA. DNA acts as biological instructions for every facet of our physiology. What color our hair is, how tall we become, is stored in DNA. DNA is packed into unbelievable tight coils. How unbelievably tight? It turns out there is over 6 feet of DNA in each cell. This means each human body contains enough DNA to stretch to the Sun and back 300 times. That is over 270 trillion feet. The arrangement of these incredibly complex coils determines the function of the cell. Depending on how you twist the DNA you could get a liver cell or a nerve cell.

Established neurons are stable and have assumed a role in the brain. New neurons are plastic and have not yet been assigned a role. In order to learn new concepts, our brain needs new neurons. Think of the brain as a spider web of neurons. When we need to solve a novel problem, the relevant areas of this web become active. A "ripple effect" ensues and neurons are activated. Activation of these neurons allows you to think of ideas and concepts, which you then apply to

solving the problem at hand. The larger the web, the more information you can access to solve a problem.

There are specific places in the web where neurons are created. These places are called the sub ventricular and sub granular zones. Neurons are then moved to areas where the web can be expanded. Faster creation of neurons allows faster expansion of this web. People with a larger neural web generally have higher levels of cognitive function.

You might think there is only so much space for the neural web to expand, but in reality, there is virtually an infinite amount of space. This spider web of neurons is not two dimensional, but rather three dimensional and it takes the shape of your brain. The web does not expand outward. It is expanded to areas between existing "silk lines". The web expands in size by becoming more crowded.

Different areas of the web are dedicated to different cognitive functions. The web is not uniformly crowded. One area is assigned to spatial reasoning, while another may be assigned to social abilities. Someone with superior spatial reasoning will have a densely crowded web in that area, but could have a sparsely crowded web in the area assigned to social abilities. Dependent on specific mental exercises, new neurons will be connected to different areas in the web. Our goal is to strengthen the most important areas in this "neural web".

An example of this idea in action was observed in the brains of taxi drivers. Brain scans of taxi drivers revealed the areas of their brains associated with navigation were unusually large. Because the taxi drivers were spending so much time navigating city streets, their new brain cells were being preferentially used to improve their ability to navigate. This increase in "grey matter" (part of the brain containing neurons) involved their posterior hippocampus. Additionally, the posterior hippocampuses of veteran taxi drivers were larger compared to those who had been driving for a shorter period.

Article: [Taxi drivers' brains grow on the job](#) ⁹

"The posterior hippocampus was also more developed in taxi drivers who had been in the career for 40 years than in those who had been driving for a shorter period."

This example is important because it highlights the importance of correct mental exercise. Everything in this program will make your brain more receptive to change. Rest assured, had those taxi drivers been following this program, their posterior hippocampuses would be even more developed. But you do not want to become an expert at navigation; you want to improve your intelligence. The mental exercise chapter will explain how.

Neurons must form connections (synapses) with other neurons for communication to occur.

The connections between neurons are referred to as synapses (synaptic connections). These connections allow your mind to navigate the neural "spider web". Neurons communicate by sending and receiving electrochemical signals through synaptic connections. Synaptic connections are continuously being created, strengthened, weakened, and destroyed. The brain's ability to do this is called synaptic plasticity. The more plastic a brain is, the more easily it weakens or eliminates obsolete connections and creates or strengthens new necessary connections.

You may be wondering how a new synaptic connection is created. Almost constantly the ends of synaptic connections are swelling up like balloons. Then, the terminal ends of neurons split right down the middle, leaving you with two synaptic connections instead of one. This process was discovered by [Eric Kandel, and he received a Nobel Prize for it in 2000](#). His research showed that acquiring any piece of new information requires alteration of synaptic connections, and

when people learn, they literally change their brain's wiring. While you have been reading this introduction, your brain actually engaged in this rewiring process.

If new synapses are not strengthened, they will not last long, and new memories will be forgotten. This happens easily and is why you cannot remember the beginning of this book word for word. Our ability to strengthen new connections (synaptic plasticity) plays an important role in not just memory formation and retention, but also the ability to learn. In theory, if you were unable to create new synaptic connections, you would be unable to memorize or learn anything new.

With the formation of more synaptic connections, your neural spider web becomes larger and more complex. When neurons are activated, the "ripple" that ensues activates other neurons multiple times by means of a greater number of connections. Think of each neuron as a room which contains information you might need to solve a problem. Creating more synaptic connections to a neuron is like installing more doors to that room. This gives you greater access to the information in that room. As long as you are installing doors on rooms containing important information, which is the goal of mental exercise, you are improving your ability to problem solve.

Once the brain matures, parts lose much of their plasticity, especially in the cerebral cortex where "thinking" takes place. This is why following all the advice in this regimen is important. Much of the advice presented aims to make the brain more plastic. The more plastic a brain is, the more receptive it is to mental exercise.

Article: [Synaptic Plasticity and Learning](#) ¹⁰

"synaptic plasticity is not constant, it can change over time as a result of activity or other events in the nervous system, and that's referred to as neuronal plasticity or synaptic plasticity"

Study: [Synaptic Plasticity and Learning - 15 Years of Progress](#) ¹¹

"Much has been learned over the past 15 years about the mechanisms of synaptic plasticity and their relationships to learning and memory processes. Some of the questions raised 15 years ago have been answered while others still remain elusive."

Neurons communicate via synaptic connections by use of neurotransmitters.

Neurotransmitters are what light up the neural spider web when it is in use. This happens every moment of life. There are an untold number of neurotransmitters, and each one plays a unique function in the brain. One neurotransmitter many people are familiar with is dopamine. Dopamine plays an important role in the brain's reward system, ability to stay motivated, and working memory. Different drugs can affect the way our brain produces, and uses neurotransmitters.

One drug that has a powerful effect on the brain's dopamine system is cocaine. Cocaine floods synapses in specific areas of the neural web with dopamine. This makes you alert, confident, motivated, and focused. Because dopamine acts upon the brain's reward system, cocaine becomes very addicting. Recent research has identified dopamine as the "give me more" neurotransmitter. This means when you engage in an action that releases dopamine into your synapses, your brain actively seeks to re-engage in that action.

Article: [Novelty and Testing: When the Brain Learns and Why It Forgets](#) ¹²

"synaptic plasticity is not constant, it can change over time as a result of activity or other events in the nervous system, and that's referred to as neuronal plasticity or synaptic plasticity"

There are numerous available drugs that alter brain function by affecting neurotransmitters. Some can be dangerous, like cocaine, but others are safe, like caffeine. Nootropics target different neurotransmitters that are involved in

learning, memory, synaptic plasticity, and even neurogenesis. The nootropics section will explain their varied and precise workings, as well as how to best utilize different nootropics to enhance cognition.

Neurotransmitter functionality is only one of the drivers behind cognitive performance. This cognitive enhancement regimen aims to improve all three. Improving all three drivers creates a strong synergistic effect. Creating neurons faster allows the neuronal web to expand faster. Improving synaptic plasticity thickens the web's silk lines and facilitates the addition of new, important lines. Improving the functionality of neurotransmitters allows our mind to use the web more efficiently. Each driver is dependent upon and influences each other.

Having a greater number of neurons allows more synaptic connections to form. Having more synaptic connections amplifies the effect of neurotransmitter functionality. Amplified neurotransmitter functionality allows the brain to create new neurons and new synaptic connections more easily. An improvement in one area creates a ripple that improves the others. **Improvements in all three areas create huge ripples which produces a profound synergistic effect.**

Section III: Reasons to Follow This Regimen, and Fuel for Motivation

You must stay motivated!

When it comes to changing any aspect of your life, motivation can be a problem. Whether you are trying to hit the gym, change your diet, quit smoking, or improve your mental health, you must be motivated. If you truly believe and stay motivated, there is no limit to what you can accomplish.

If you think you are not intelligent enough to get the job you want, a high GPA, or that next promotion at work, you are wrong. If you believe you do not have what it takes to accomplish the things you dream about because your intelligence is

fixed and determined at birth, you are wrong. **No matter what your age, you can improve your cognitive abilities and mental health more than you thought possible.**

The remainder of this introduction is designed to motivate. I want you to believe that these changes will be life-changing, because they will be.

The following is part of an interview from the book titled, ["The Sharp Brain's Guide to Brain Fitness"](#)

Interview: Dr. Larry McCleary, the former acting Chief of Pediatric Neurosurgery at Denver's Children's Hospital and author of the book ["The Brain Trust Program"](#) answered the following question:

Q: What is the single most important brain-related idea or concept that you would like every person on this planet to fully understand?

*A: The most important take home message about brain health is that we now know that **no matter what your brain status or age, there is much you can do to significantly improve brain functions and slow brain aging.***

For students:

If you are a student, your primary goal is to learn and excel academically. Will a grade on one test or in one course dramatically change the rest of your life? Probably not, but the cumulative effect of the marks you receive in all your courses certainly can. The job market is especially difficult right now. Enrollment in universities has increased 38% between the years 1999 to 2009. This is a [nominal increase of 5.6 million students](#).

Unfortunately, the job market for college graduates is not growing nearly as fast. An article published in the New York Times in May, 2011 titled, "[Many With New](#)

[College Degree Find the Job Market Humbling](#)" sheds some light on the situation. Below is a list of some trends mentioned in the article:

- ❖ Median starting salary for college graduates dropped 10% from 2009-2010 alone.
- ❖ In 2007, 90% of graduates held a job by the spring after graduation, in 2010, that number had dropped by to 56%.
- ❖ The amount of college graduates aged 25 -34, that are employed in food service, restaurants, and bars has increased by 17% from 2008 to 2009 alone.
- ❖ The median student loan debt for students who attended college from 2006-2010 is \$20,000

The data is bleak; it is becoming increasingly difficult for a college student to find a job after graduation. So what is the best way to ensure you do not end up \$20,000 in debt waiting tables in your home town? You need to distinguish yourself from other college graduates and the simplest way to do so is to excel academically. You will have an easier time obtaining a job if your GPA is a 3.8 instead of a 2.8. It does make a difference. Academic excellence compels a prospective employer to seriously consider you for an open position. They will assume you are intelligent, motivated, and that you will excel at the position they are trying to fill.

But of course, earning good grades is not easy. It takes motivation, hard study, and time. That is where this cognitive enhancement regimen comes in. If you commit yourself to this regimen you will improve your intelligence, focus, and memory, and achieve overall higher levels of mental clarity. When you have a greater number of neurons, with more synaptic connections, that communicate more efficiently your cognitive abilities will be greatly enhanced. Tasks which were difficult before become easier. Your ability to memorize new information

and retain existing knowledge will increase. **As a consequence of your enhanced cognitive efficiency you will become more motivated.**

As an example, let's pretend that someone says "I will give you \$1,000 to solve 100 complex math problems". Sounds like a good deal, ten bucks a problem! I'd say, "Hand that sheet over!" Then you get to the first problem. It was difficult, and took nearly an hour for you to complete. How motivated do you now feel to solve the next 99 problems? Probably not very. What if the first problem was easy, took only 10 minutes to complete, and was not the least bit challenging. That's only 16 hours of work. Feel motivated to do the math problems now?

Increased motivation is but one benefit of following this regimen and improving your cognitive abilities. As you become more intelligent, and struggle less with assigned tasks, you become more motivated. The smarter you are, the greater the rewards and outcomes you will enjoy from the same amount of work and effort.

If you follow the advice offered in this regimen, study and homework will come easier and be less tedious. You will retain more information from class, and complete exams more quickly and with greater confidence. As your grades improve, you will become more motivated and work even harder. This motivation, combined with your improved cognitive abilities, will allow you to get the grades you want. **Getting the grades you want will help you get the job you want. Getting the job you want will help you live the life you want.**

For the employed:

The foremost objective of most college graduates is establishing a career. I mentioned earlier that the average starting salary for college graduates has been falling for years. This is why it is important to produce quality work. You must be able to advance your career and compensation. When most people start a career, they are afraid they will be unable to advance. Few would be content with no prospects of promotion.

"What does one have to do to get promoted?" Of course this can vary greatly depending on your occupation, but usually two factors are in play.

- ❖ The quality of your work
- ❖ Your relationship with your boss(es)

Let's assume two candidates are being considered for a promotion. Candidate 1 produces the best work, and works the hardest, but not by much. Even though Candidate 1's work is the best, Candidate 2 thinks that his work is just as good, if not better. Neither candidate stands out to anyone in the office. Now let's make things interesting. Candidate 2 has become friends with the boss. Even though Candidate 1 and the boss get along, saying they are friends is a stretch. They usually only talk business. Even if the boss recognizes Candidate 1's work to be better, who do you think will get the promotion? As long as the boss can justify promoting Candidate 2, he will.

So how can you solve this problem? How can you make sure that no matter what your relationship with your boss is like, you get the promotion? Simple. **You must work hard enough and good enough so that everyone takes notice.** In order to do this, you have to be smarter and more motivated than the other candidates.

This course and the accompanying neuro-regimen can help you achieve that. You will become smarter and your memory and focus will improve. You will work more efficiently, become more productive, and motivated. You will not find yourself staring blankly at a computer screen day-dreaming, or browsing the internet. Instead, you will find yourself thinking, working, approaching problems from new angles, and producing better work in less time. You will get the promotion you have been looking for.

Motivation where you might not expect it:

You most likely have not considered the best reason to follow this neuro-regimen. It is the reason I originally become interested in the subject of cognitive health and improvement. I read the [following two statistics](#).

- ❖ One in ten people over the age of 65 suffer from Alzheimer's disease.
- ❖ Fifty percent of people over the age of 85 suffer from Alzheimer's disease.

If you live to be 85 years old, whether you will get Alzheimer's disease is a flip of the coin. Take a moment to reflect on these startling statistics and what they could mean to you years down the road.

In case you are unaware what Alzheimer's disease entails, let me paint a disturbingly realistic picture of what may happen to you:

Alzheimer's is a disease of gradual mental deterioration. At first you might forget where you placed your car keys, that you have a meal cooking in the oven, or what you were about to say. All of these things happen to healthy people from time to time, but when you suffer from Alzheimer's disease they occur with increasing frequency and predictability.

Initially you will be dismissive. You will tell yourself that you are just getting old, despite the fact that you ruined two meals and almost burnt down the house because you left the stove on last week. In fact you are not just getting old; your mind is beginning to deteriorate.

As you become increasingly forgetful, suspicions will arise. You will forget something important. Maybe you will forget you were meeting your son for dinner a particular night. Maybe you will be on your way home from the grocery store, only to forget where you are going, and where you are coming from. When this happens to you, and if you have Alzheimer's disease it will, you will panic.

Alzheimer's disease involves more than just memory loss. Changes in mood and personality will occur. You will eventually experience rapid mood swings, often for no apparent reason. Suppose you spot the groceries in your car and regain your bearing on the world. You make it home, sit down, and watch TV. There is a commercial break and you cannot even remember the program you were watching. You break down in tears. You know you should be concerned about what is happening, but not this upset. Something is wrong.

After an hour of intense displeasure, you finally recompose yourself. You reflect on your life. You've lived long and accomplished much. Maybe you are getting old. Maybe more is going on. Either way, you tell yourself everything is going to be ok. Everyone dies eventually. Maybe you find peace in that. You decide to schedule an appointment with your doctor. If there is something wrong, you want treatment, and treatment is all you can get as there is no cure for Alzheimer's.

You see your doctor and he runs a variety of tests. He tells you he will call you with the results when he knows. After a week of obsession and reflection you get a call from your doctor. Deep down you know what he is going to say, but you are still hopeful. As his words echo in your ear, your remaining hope dissolves. At this point you are not even listening to what he is saying. You are completely frozen. You have just been told that you are well into Stage 3 of Alzheimer's disease.

There is little that can be done. The FDA has currently approved only four drugs for the treatment of Alzheimer's disease, but all these drugs can do is temporarily relieve some of the symptoms. They provide little relief to the progressive deterioration taking place in your mind. Your emotions are spiraling out of control. You feel angry, depressed, afraid, and confused all at the same time. You ask yourself, "What is going to happen?" "How will I take care of myself?" "What will the financial burden be?" "How will my family react?" "Am I going to have to go to a nursing home?"

After you finish talking to the doctor you tell your wife. You are sobbing as you explain it to her. She is just as devastated as you are. Eventually you tell your children. Over the next several months things worsen, despite treatment. At first you cherished the time spent with your wife and family as it kept you going. But now you have reached the point you cannot form new memories. You cannot remember what you did during the day, and more of your past memories quickly slip away. You are at the end of a road that is burning behind you. You do not have the motivation or ability to do anything for yourself. Your emotions are nothing but a constant mix of confusion, anger, and sorrow. You are no longer living but merely existing.

You must be taken to a nursing home. You are in stage 6 of Alzheimer's disease. You recognize your wife's face, but the memory of your life with her is a blur. You do not know when you met, how long you were married, or even that you have children. You cannot put your shirt on or go to the bathroom without help. Sometimes you are not even sure what your name is. You cannot even comprehend the idea of Alzheimer's disease, much less being diagnosed with it. Your identity has almost completely vanished.

Your wife comes to visit you and you only feel fear and confusion. You do not know who this woman is. You ask yourself why she is claiming to know so many things about your life. You do not know where you are, or why you are there. You are constantly scared and confused. You lash out at your wife and the nurses taking care of you. They are completely alien to you and you are afraid of them. The concept of what a "nurse" is doesn't even exist in your mind. When you speak, you are incoherent. Your brain has deteriorated to the point where you cannot even sit up straight or swallow correctly.

You are now literally living in the moment. You cannot remember what occurred just moments ago. When you look into a mirror, a stranger stares back at you.

Imagine the fear, anxiety, and panic someone going through that must feel. The world you once knew has been ripped from your mind piece by piece like pages being torn from a book, and now, there are no pages left, merely the binding that once held them. Your actions are no longer based on experience and knowledge but stem from the most basic of human instincts.

That is how it will end for you, death without dignity. You will not die reflecting upon your life and cherishing fond memories. You are barely human. You will die in a painful state of loneliness and confusion. Many consider death at this point a blessing, a relief from suffering. Death, however, does not come quick. Your sense of reality and being has been slipping away as if it were sand in an hour-glass. Even though you just physically died, "you" have been dead for quite some time. Your memory, your personality, the essence of your identity was destroyed little by little by Alzheimer's disease. It is hard to imagine many fates that are worse.

Let's go over the [Alzheimer's statistics](#) one more time.

- ❖ One in ten people over the age of 65 suffer from Alzheimer's disease.
- ❖ Fifty percent of people over the age of 85 suffer from Alzheimer's disease.

Wouldn't you want to do everything possible to prevent this from happening? The last thing you want is for your personality and identity to be slowly eaten away by an invisible assailant. By following this Building Brain Power Regimen you will not just increase your cognitive abilities. **You will also keep your brain healthy, slow its aging process, and reduce your chances of experiencing symptoms related to Alzheimer's disease.**

Curiosity didn't kill the cat, it made the cat smarter.

In addition to reducing your risk for Alzheimer's disease, improving your academic and work performance, why else should you commit to this regimen? The primary

reason I designed and followed this regimen was **intellectual curiosity**. I wanted to know how my brain functions and how I could enhance it. But more importantly, **I wanted to discover how I could achieve my full potential.**

That is what this regimen is about, achieving your full potential. I have spent years studying ways to improve your mind's health and cognitive abilities. It is true that genetics dictate your starting point for intelligence. **But you do not have to settle for that starting point if you don't want to!** You can improve your intelligence more than you thought possible.

See what you can accomplish when your mind is operating at its full potential.

Maybe you will be a CEO someday or start your own business. Maybe you will just live a happier, more productive life. The only way to find out is to seriously commit to what is offered in this regimen. It was a life changing experience for me and I believe it will be for you as well.

Start Getting Smarter Today!

[Building Brain Power](#) is the **only complete cognitive enhancement regimen currently available**. It uses the latest research into neuroscience to show you exactly how to improve your cognitive performance and mental health.

In the full course you'll learn...

- The three pillars of intelligence, and how they are directly responsible for your mental performance.
- **How to use the latest smart drugs and supplements to push your brain into overdrive.**
- Why your brain needs exercise just as much as your body, and what the easiest ways to get it are.
- **What common medications are actually making you dumber**
- Why your mind deteriorates as you age, and what you can do to keep it healthy even into old age
- **How to improve your memory, achieve a razor sharp focus, and hone other specific aspects of mental performance**
- Simple ways to create new synapses at an astounding rate
- **How some simple lifestyle changes can radically improve your intellect**
- What the biggest risk factors for Alzheimer's disease and dementia are and how you can cut your chances of developing them in half.
- **...and MUCH, MUCH MORE**

[Visit our website](#) to learn more about Building Brain Power, and take the first step to reaching your full potential.

Get Building Brain Power Now!

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