

HOW TO MAKE AN EXTRA \$200K OR MORE A YEAR, WITHOUT WORKING MORE HOURS, BY CARING FOR THAT WHICH 90% OF YOUR COMMUNITY SUFFERS

90% of your community suffers from an over stressed brain leading to 90% of all disease. What if you could start a Brain Based Health Solutions Center, in part of your practice or as a whole practice, focused on measuring and improving it?



This Easy To Read, Short, Informative Manual Will Show You How We Are Doing This With Practitioners All Over The World And How We Can Help You Do It Too!

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THE PROBLEM!

Let me start here by laying a foundation.

What coordinates EVERY function in your entire body?

Yes of course your brain. Ask 99 percent of the public this question and they know the answer.

So if the brain coordinates every function in your entire body, could dysfunction of the brain, at a foundational level, actually be the cause of disease?

The answer is a resounding YES, in fact according to the National Institute of Health and various experts in numerous health care fields...90% of all disease is due to the inability for your brain and nervous system to adapt to and recover from stress.

Before we go much further though let's take a little step back first and look at the ultimate purpose and function of the brain.

First we need to understand the brain is first and foremost wired to keep us alive. Over anything the brain wants us to survive. The way it does it is to always be perceiving the environment, it's surroundings, not only your external surroundings but also your internal surroundings. It does this via input from various feedback systems.

For example, your eyes are constantly observing what is going on around you to determine what may be an emergency and what may be deemed safe. Another example may be your ears and what they hear...in fact all your senses are designed to give feedback to the brain so the brain can now coordinate the proper physiologic responses.

From an internal standpoint we now may be talking about your joints and muscles giving feedback to the brain to let it know what it is doing. Your gut, your heart, other organs, your cells ...all are constantly giving

feedback to your brain to let it know what is happening.

Your brain, at every second of every day, is taking in this information and then determining communication back to the body based on its perception of the environment.

If this perception of the environment is accurate then as long as your brain can communicate properly to the body and the body can respond all should be good.

The problem is our brain, and the brain of 90% of the people in your community, are not perceiving the environment properly. These 90% are perceiving the environment as a stressful state. This stressed state is due to the stress load that has been, and is currently being placed on the brain, since they were first conceived, stemming from emotional, chemical and physical stressors. This creates neural pathways that the brain gets stuck in. With more added stress and time this worsens unless something is done to intentionally change the neural pathway. When this pattern persists long enough, this over stressed brain will move into a state of brain exhaustion. Most have no idea this is happening as it happens at a subconscious level 95% of the time and even when the body gives signals that something is wrong the symptoms are usually masked or the foundational cause of poor brain function is never address allowing the process to continue to worsen.

The process by which the brain can no longer handle the stress load being placed upon it is something we refer to as Stressed Brain Syndrome and as you will see is a very serious issue that needs to be corrected.

STRESSED BRAIN SYNDROME.

The research is very clear.

As stated earlier, numerous experts in various health care fields and even the National Institute of Health, have concluded that over 90% of all disease (some state 100% due to what is called transgenerational stress but that is a different book at a different time) is due to STRESS! More specifically it is not the actual stress but rather the stress overload leading to the inability for your brain and nervous system to adapt to and recover from STRESS that is the problem.

So, if we know that the brain coordinates EVERY function in your entire body and we know the inability for the brain and nervous system to adapt to and recover from stress is the cause of over 90% of all disease then why is it that we are not measuring the function of your brain regularly and then caring for it when it is not functioning properly?

Most people get regular check-ups on their heart, their lungs, their blood, their digestive systems, their eyes and more BUT when was the last time they have had the most important organ in their body tested? The one organ that coordinates the function of all these other systems and is in fact the coordinator of EVERY system, organ, and cell in their entire body.

Let me just take a minute to let this sink in. If the brain coordinates the function of EVERY system in the body this must include the following:

- * Your cardiovascular system
- * Your respiratory system
- * Your reproductive system
- * Your digestive system
- * Your musculoskeletal system
- * Your endocrine system

* And YES even your immune system!

Now let me dig even a little deeper just to make sure we are on the same page.

When you go to get your blood pressure checked and it is too high does anyone ever ask if this is indeed a cardiovascular problem OR if it is a brain communication problem?

When you go to the doctor because your child is getting ear infection after ear infection does anyone ever ask if this is an immune system problem or if this is a brain communication problem?

When you go the doctor because you cannot get pregnant does anyone ever ask if this is a reproductive problem or if this is a brain communication problem?

When you go to the doctor because you have chronic pain does anyone ever ask if this is a musculoskeletal problem or if this is a brain communication problem?

I could keep going here but I am guessing you get the idea. At a foundational level...all the above scenarios ARE brain communication problems!

HOW DOES THIS HAPPEN?

Here is how. We can discuss more on this later and we do in our Brain Based Practitioner Blueprint program but for now let's simplify this.

When your brain perceives the environment as a state of high stress it does a number of things. I won't get into all here but we do review this in depth as part of our Brain Based Practitioner Blueprint program. For now, let's summarize. Part of your brain, called the prefrontal cortex (the executive director of your brain) basically goes off line. It does this to allow your survival brain, your amygdala, to take over. The amygdala,

doing what it does best, starts coordinating the function of your body to a fight /flight – survival state.

This completely changes brain body communication and physiologic function. This means that neurotransmitters are going to be released to help you deal with danger. Hormones will be released to help you deal with danger. Muscles will tense up, blood pressure goes up, heart rate and respiration rate go up. You start to perspire, your hand temperature goes down as blood is rerouted to your vital organs and large lifesaving muscles...all the things needed to help you survive.

Now please understand that your brain does not know the difference between the stress of a fire alarm going off or the stress of not having enough money to pay the bills or a relationship issue, or the kids being sick, or for that matter even an imagined stress. It perceives those chemicals you are putting into your body as stressful. It perceives the lack of movement of your body or moving your body the wrong ways as stressful. To the brain it is all just stress! Physical, chemical and emotional stress. When we add all these stressors together since our inception now you can see why most people in our society are suffering from stressed brain syndrome.

So, the brain says..." stress", ok let's deal with it and moves you into a survival state. Over time as your brain continues to deal with stress after stress after stress it never has a chance to move into a relaxed state. The prefrontal cortex never has a chance to take over and so it starts to physically shrink, and your amygdala which is getting all kinds of work starts to increase in size and according to Psychology Today you can actually become addicted to stress.

This whole process then leads to a body that cannot move into a relaxed state where it can heal, leading to inflammation running rampant throughout the body leading to deterioration, disease and eventually

death if not reversed.

The good news...IT CAN BE REVERSED!

So let me just give a real quick overview here of the problem:

1. 90% of your community suffers from a brain and nervous system that is unable to adapt to and recover from stress properly. A term we call Stressed Brain Syndrome.
2. This leads to the brain perceiving its environment as a stressful state most of the time leading to changes in physiologic function. These changes include things like a change in neurotransmitters being released, hormones being released, muscle tension, heart rate, respiration rate etc all leading to inflammation and more.
3. Over time these changes in physiologic function lead to symptoms and ultimately the cause, according to NIH, of over 90% of all disease.
4. The good news is IT CAN BE REVERSED!

THE SOLUTION

So let's see here...if the inability for your brain and nervous system to adapt to and recover from stress changes brain function leading to over 90% of disease, the solution seems pretty logical then doesn't it?

Instead of treating the symptoms. Instead of prescribing a pill, potion, or lotion, why don't we first fix the foundational cause, the inability for the brain and nervous system to adapt to and recover from stress! Now I am not saying that fixing the brain is 100% BUT wouldn't it seem logical that if your brain's dysfunction started the problem, fixing your brain's dysfunction could fix the problem and should be a great starting point?

Again, the answer in many cases is a resounding YES!

In fact, we have seen amazing improvement in patient outcomes by focusing on improving brain and nervous system function. (see patient testimonials later in this book)

Everything from dementia and Crohn's disease to depression and anxiety, to diabetes and kidney disease, autoimmune disorders, hormonal imbalances and yes even chronic pain. The list can go on and on here.

I will share some testimonials here in a minute but first let's consider how this happens.

You have most likely heard the term Neuroplasticity. This is the ability of neural pathways in the brain to change through growth and reorganization. Basically, what has happened during Stressed Brain Syndrome is neural pathways have developed that need to be changed.

How do we change this?

TWO WAYS

1. We must decrease the stress load. (emotional, physical and chemical)
2. We teach the brain to become more adaptable leading to the ability to better deal with the stress load.

Really as simple and as complex as that. The most important part however is this...

WE NEED TO KNOW WHAT PATTERN THEIR BRAIN AND NERVOUS SYSTEM IS STUCK IN NOW AND WE NEED TO KNOW WHAT KIND OF STRESS (ORS) IS/ARE THE CAUSE!

From a patient standpoint it looks like this. Let's go through this step by step.

Step 1: We know based on the thousands and thousands of books and research articles on the subject that their health issue, 90% of the time, is due to brain and nervous system dysfunction. In most cases however the patient does not know this. So first off, we must connect their health issue, from the patient's perspective, to being a brain problem. This is very easy to do and can be done in a 3-minute consult by asking some simple questions to get them to understand this whole process. I call it the Fire Alarm Analogy and it works every time. This is again something we teach in our Brain Based Practitioner Blueprint (BBPB).

Step 2: Prove to the patient that they indeed do have a brain communication issue which can be done numerous ways. I call them lead in assessments and there are many to choose from, but bottom line is they actually get the patient to experience their brain not being able to do what they are telling it to do. Very powerful. Again, this is taught in the BBPB program.

Step 3: Now the most important part. We need to measure their brain and nervous system's ability to adapt to and recover from stress. This is done with an instrument that is one-of-a-kind state of the art technology called the NeuroInfiniti. One aspect of the NeuroInfiniti is to perform an assessment referred to as a Stress Response Evaluation (SRE). More on this in a bit but ultimately the SRE is a measure of the brain (an EEG) as well as the limbic system (HRV, HR, RR, sEMG, Hand Temp and Skin Conductance) patterns during 4 different types of stressors and 4 recovery periods once the stressor is gone. This will allow a practitioner to determine what type of brain and nervous system pattern the patient has which will ultimately determine the type of care that will be needed for that patient. There are 4 types of brain and nervous system patterns in total. Again, all explained in the BBPB program. This assessment will often also tell us what type of stress is the cause of their poor brain function.

Step 4: Develop a care plan directed at this patient's specific patterns. This care plan will address not only how to change the stress load through lifestyle changes, nutrition, supplementation and more specific to that patient but will also include ways to improve the adaptability of the brain and nervous system. All this is taught in the BBPB program.

Step 5: Track and reassess improvement or lack of improvement so that you know if what you are doing is working or if alterations need to be made to the care plan.

Step 6: Once improved, be able to maintain optimum function through continued lifetime care and regular reassessments of the brain and nervous system just like they would with their teeth, blood work, eyes etc.

What does this mean for you , the practitioner?

1. MORE NEW PATIENTS: People know that stress is

causing problems. Today more than EVER people know they are STRESSED! What they don't know is to what extent stress is causing issues and that it is the foundation-
al cause of their illness/ symptoms and what to do about it . Once they find out, not only will they come to see you BUT in addition they will bring their family and refer their friends.

2. **INCREASE IN RETENTION:** People see how poor brain function is effecting their parents or grandparents. Everything from dementia and Parkinson's to anxiety and depression. They do not want to live their lives like that and so not only are they willing to take care of it now, and pay cash for it, but in addition they want to continue to maintain a healthy brain and nervous system for life. This means LIFETIME patients/clients.
3. **MORE INCOME:** People value their brain. They see what is going on when problems start happening with their brain leading to things like dementia, Parkinson's, depression and more. For this reason, they are willing to not only start care but also continue care. From a financial standpoint this means that they spend more money with you. Regardless if you deal with insurance or not, we will teach you in our BBPB program how to make sure you get paid.
4. **MORE OF AN IMPACT:** The most important benefit to you as the practitioner ...**BETTER PATIENT OUTCOMES!** Now instead of just seeing a patient for a symptom until the symptom goes away you are now dealing with the CAUSE of the symptom which is not only helping with that symptom but with their overall **HEALTH AND LIFE!**

THE INSTRUMENTATION

As described a little earlier the instrumentation that we use is a one-of-a-kind, state of the art, technology called the NeuroInfiniti. In fact, at the writing of this, there is nothing else on the market today that measures the adaptability of the brain and nervous system in live time like this does.

In a 12 minute assessment called the Stress Response Evaluation (SRE) the NI will measure 7 areas of function all at the same time during 4 different stressors and 4 different recovery periods.

These areas of measurement include: Brain Waves, Heart Rate Variability, Heart Rate, Respiration Rate, sEMG (muscle tension), Hand Temperature and Skin Conductance (GSR). I will explain the importance of each of these why they are necessary in a minute.

The sequence of stressors and recovery periods happens as follows:

- * Eyes Open Stress (baseline) (light blue line in the report)
- * Eyes Closed Recovery (baseline) (first gray line in the report)
- * Cognitive Stress (green line in the report)
- * Eyes Closed Recovery (second gray line in the report)
- * Emotional Stress (dark blue line in the report)
- * Eyes Closed Recovery (third gray line in the report)
- * Physical Stress (red line in the report)
- * Eyes Closed Recovery (last gray line in the report)

This is a very important part of the test because once we run that evaluation and see the results we can now determine which type of stress is the main issue and address it in the care plan.

Let's discuss each segment of this assessment and the importance of each. Keep in mind that the stress we are talking about here as we take these measurements happens at a subconscious level 95% of the time. Most people have no idea how they are responding to stress and in fact some patients will even come out and say to you "I am not stressed" or "I deal with stress very well". This test will show you and them if this is indeed the case. What we find in 90% of patients, they are not dealing with their stress well at all.

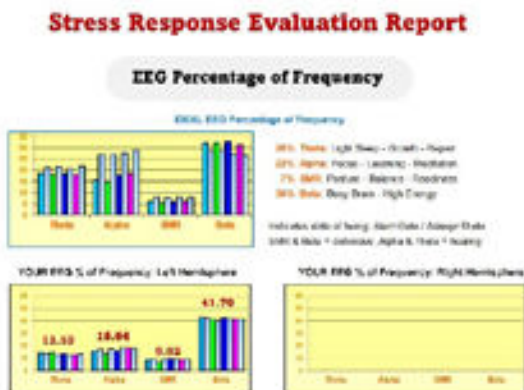
As you will see by the report below this can be very complex, in fact so much so that it is used in research regularly. For those that would like to do research great...for most however this is not the case and so the simple to learn foundations are used to not only assess a patient's brain and nervous system but then also develop care plans specific to that patient and track the progress along the way.

1. Brain Waves: EEG

Probably the most important lead when using the NI is the lead(s) that will show us the % power output of each brain wave. The reason for this is because the way your brain perceives the environment will lead to changes in % power output of each brain wave leading ultimately to how it directs or should direct bodily functions.

Please understand we do not do a full 21 lead EEG. The purpose of our one to two lead EEG is to simply find out the overall average of % power output of each brain wave. We do this by either hooking the lead to the CZ point on the skull which gives us an overall average of the entire brain, or we can also do a 2 lead EEG corresponding to each hemisphere taking the average of each. If you like you can also add additional leads and even a QEEG however most practitioners stay with the 1-2 leads as this gets them the results they want for just

about all cases.



The graph on the top is an ideal EEG. The bottom one is an actual EEG measurement of a patient who is suffering from stressed brain syndrome. Here beta waves should be at 30 but are way too high at 41. In addition, her theta waves should be at 20 but hers are at 13...way too low. Just based on this alone we can see that this patient is perceiving the environment as too stressful (high beta) leading to a lower output than ideal of her healing brain wave (theta). No wonder she is experiencing severe anxiety issues as well as high blood pressure and sleep issues.

2. TRUE Heart Rate Variability

The next measurement we take is what we refer to as TRUE HRV. I will explain why in a minute.

In case you are not familiar with HRV let me just take a minute to explain what this measurement is and what it is measuring. Heart Rate Variability is the measurement of time between each heartbeat. Most people think that your heartbeat should keep the exact rhythm from beat to beat. This is not the case. What should happen is your

heart beat should slow down when you exhale and it should speed up when you inhale. Since this is the case in a person with a good HRV there would be variations in the time between heart beats. This would indicate in this case, an autonomic nervous system that is functioning well. The reason for this is as follows...the brain connects to both your heart and your respiratory system through the vagus nerve. Based on the brain's perception of the environment it will send messages to let vital organs know if they should be acting from a survival state or a healing/relaxed state. This creates a feedback loop system so that your breathing rate now send messages back to your brain to let it know it is either in survival mode (fight/flight) or in healing mode (rest/digest). The brain then takes that information and relays it back to the body to further move into a survival mode state or a healing mode state.

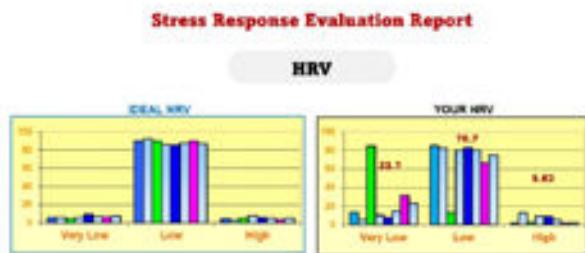
Most HRV units on the market today only use your heart rate to measure your HRV. The issue with this is: how do you know your heartbeat is slowing down during exhalation and speeding up on inhalation IF you are not actually measuring the breathing rate at the same time? Answer is...you don't. You are simply assuming, and in my opinion, assumptions should not be made when dealing with people's health. For this reason, we call it a TRUE HRV.

The second difference in our HRV measurement is we use frequency domain measurements as compared to time domain measurements. The reason this is important is because one of the most important measurements from a practitioner standpoint is the very low frequency. (see image) This is the measurement of the vagus nerve attaching to the heart. It is the start of the heartbeat. Research is clear that when this frequency is too high you are dealing with a patient who as at an increase risk of all-cause mortality, arrhythmic death, systemic inflammation, hormonal issue especially testosterone issues, PTSD, and more. As a practitioner it is my opinion that we need to know this and no other

HRV system on the market today will give you this information.

The third difference in our HRV is the measurement of HRV during various stressors. Most practitioners measure HRV in a static relaxed state. This is not true to life. People encounter stressors during their days. These stressors can change their HRV measurements and so we believe that in order to get a TRUE HRV reading we should be measuring HRV during stress and not just during relaxation. Our results do indeed prove this to be the case as well.

Here is an example of a 54 year old female who in a relaxed state has a perfect HRV score. BUT in the very low frequency area (this is the start of the heart beat) you can see the green line move up to 80 when it should be at 10. The green bar represents what happened to the start of her heart beat when she was under a cognitive stress. This woman is at risk for cardiac arrest and a regular relaxed state HRV does not show that. We need to know this!



Please note that high green bar in the very low frequency. This is a cognitive stress that is adversely affecting her heartbeat. This is vitally important for a health care practitioner to know as this woman is at risk of cardiac arrest and a relaxed state HRV measurement would NOT show this.

3. Heart Rate

This lead very simply measures heart rate. The instrument will provide

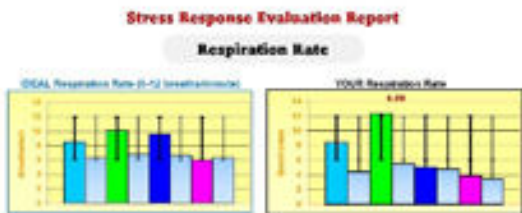
not only the average heart rate over the 12-minute assessment but then also the ability for the heart to speed up with stress and slow down during relaxation. This is very easy for patients to understand by simply asking what should happen to your heart rate when under stress? What should happen to your heart rate when you close your eyes and relax. We all know this. What happens however in about 50-60% of patients is their heartbeat speeds up when they are closing their eyes to relax. This is a BIG problem and patients know this! Now you can relate their brain's inability to coordinate their heart beat to not being able to coordinate their other functions related to their symptoms/illness.



Please note the ideal on the left. The colored bars (stressors) represent the heart beating faster and then the gray bars (relax and close your eyes) represent the heart beat slowing down. The graph on the right is a 54-year-old female. You can see when she closes her eyes the first time (first gray bar) her heart rate actually goes up when it should be going down compared to the blue bar before it when she had her eyes open. This is a problem. Then, without moving her body, her heart rate jumped from 74 to 90 BPM in 90 second because of a math test. This indicates that a cognitive stress is causing her some serious issues, not only with her heart but also other parts of her body as well. So now we can determine that cognitive stress is an issue for her and include this in our care plan.

4. Respiration Rate

This lead very simply measures respiration rate. The instrument will provide not only the average respiration rate over the 12-minute assessment but then also the breathing rate to speed up with stress and slow down during relaxation. This is very easy for patients to understand by simply asking what should happen to your breathing rate when under stress? What should happen to your breathing rate when you close your eyes and relax. We all know this. What happens however in about 50-60% of patients is their breathing rate speeds up when they are closing their eyes to relax. This is a BIG problem and patients know this! Now you can relate their brain's inability to coordinate their breathing rate to not being able to coordinate their other functions related to their symptoms/illness.



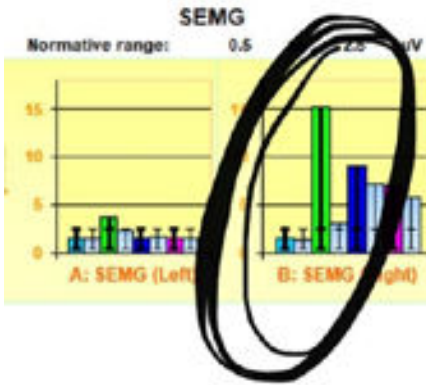
Please note the ideal on the left. Breathing rate increases during stress (colored bars) and slows down during recovery/eyes closed (gray bars). Please note that her breath rate, while still sitting in a chair, goes from 4 breaths per minute (first gray bar) to 12 breaths per minute during the cognitive stress. This jump is way too high. Again an indication of the type of stress that is causing her issues and something we need to address.

5. sEMG

Muscle tension. Everyone knows your muscles should tense up during stress and should relax when the stress goes away. Question is do they? In this test we place the leads on each trap. The reason for this is the trapezius muscle is one of the tensest muscles when a person is under

stress. In times when the brain perceives a stress it automatically raises the shoulders to try to help protect the neck and head areas.

Not adapting to stress properly in this area not only shows us they are stuck in survival mode but also will increase the risk of things like shoulder, neck and trap pain as well as headaches and more. It will also reveal if the patient is a shoulder/upper chest breather or a belly breather, very important in the care plan aspect of this process.



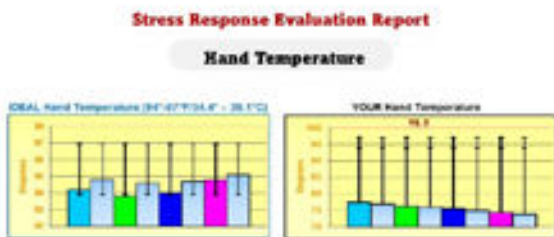
Once again look at the side that is circled. The cognitive stress jumps to 10 when it should be no higher than 2. This indicates that when she is under cognitive stress her right trap muscle is very tense. This woman is experiencing pain in her right neck and trap. A practitioner can do all the work they want on that trap and neck area but if they do not fix her ability to adapt to and recover from a cognitive stress the symptoms will always come back.

6. Hand Temperature

This lead measures hand temperature. When your brain moves into survival mode it will redirect blood flow to your vital organs and big muscles. This means less blood will flow to your extremities, in this case your fingers. This means your hand temperature will drop. Once

the stress goes away the blood will now return to your fingers and hand temperature will go back up.

Anyone who has chronically cold hands suffers from chronic stress. This pattern along with the inability to warm hands during relaxation is a huge red flag. Hand temperature, along with skin conductance, is one of the most sensitive areas to brain and nervous system adaptation giving us an early indication of nervous system exhaustion.



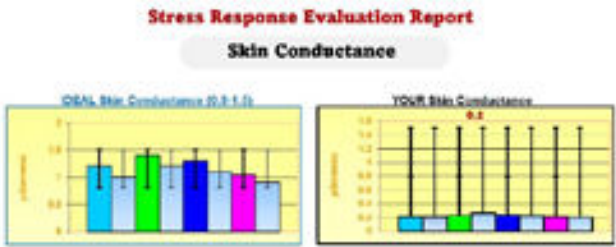
Ideal is on the left. Notice the hand temp goes down during stress (colored bars) and rises during relaxation (gray bars). The reason this happens is the brain reroutes the blood from the fingers and toes to life saving organs and large lifesaving muscles when under a stress to help us survive. Then during relaxation (gray bars) the blood returns to the fingers and the hands warm up. The patient's results are on the right. Notice her hand temp should be between 94-97 and hers are at 75 way to low and a sign of a chronic stress pattern. In addition, there is no engagement disengagement, no adaptability. This is what we call a flatline and it is early sign that the nervous system is nearing an exhausted state. Both of these are signs that this is a chronic stress pattern and she is suffering from Stressed Brain Syndrome.

7. Skin Conductance (GSR)

This is the measure of moisture on the skin and is a very sensitive indicator of the adaptability of the brain and nervous system when it

comes to stress. When a person is under stress they should produce more moisture on the skin. This allows for gripping to be able to survive an emergency situation. When the stress is gone the skin should become a little dryer.

In acute stress responses the hands would be very wet. When these acute stressors become chronic this will usually lead to very dry skin as the galvanic response is usually one of the first signs that the brain and nervous system either has or is moving into an exhausted state. This takes years to get to and again is a sign of a chronic stress pattern.



Ideal is on the left and the patient's measurement is on the right. With skin conductance your skin should moisten when under stress to help you grip. Then during relaxation, they should dry up a little. Please note that the patient's measurements not only show dry hands but also a flat line (early sign of nervous system exhaustion). Again, both of these are signs of a severely chronic stress pattern and that this woman is suffering from Stressed Brain Syndrome. This is also a sign that she is moving into a state of nervous system exhaustion.

THE BRAINSORE REPORT



In addition to the above report, there is an additional section made for patients that calculates, based on all the measurements, what we call a BrainScore. This score combines not only the averages of each score, based on ideals, but also the adaptability of the brain and nervous system. Each measurement is weighted based on highest priority and then calculated using the latest research leading to the final score.

Using this score, you can now track this back to how well their brain and nervous system is functioning and their health issues. Our own research demonstrates that the more improvement in a person's Brain-Score, the more improvement we see in their health.

This patient portion of the report will demonstrate to the patient areas that need improvement and help track progress which is so vital when it comes to patient compliance and retention.

IMPLEMENTATION (THE BRAIN BASED PRACTITIONER BLUEPRINT)

I am guessing that if you made it to this point you are interested in learning more. Obviously, a lot to teach you but bottom line is, since you are still with me, this could be HUGE for your practice, your life, your families lives and of course your patients' lives!

All of this is awesome BUT if you cannot implement it then what is the point. For that reason, we have put together an easy to follow, extensive program that allows you to very easily either add a brain based component to your already existing practice, transform your entire practice if you want or if you are just starting out start a brain based practice.

Below are the details of what is included in this program.

THE BRAIN BASED PRACTICE BLUEPRINT

The step-by-step system that is helping health care practitioners all over the world grow their practices and SAVE MORE LIVES!

Here is a list of everything that is included as part of your investment into our Brain Based Practice Blueprint

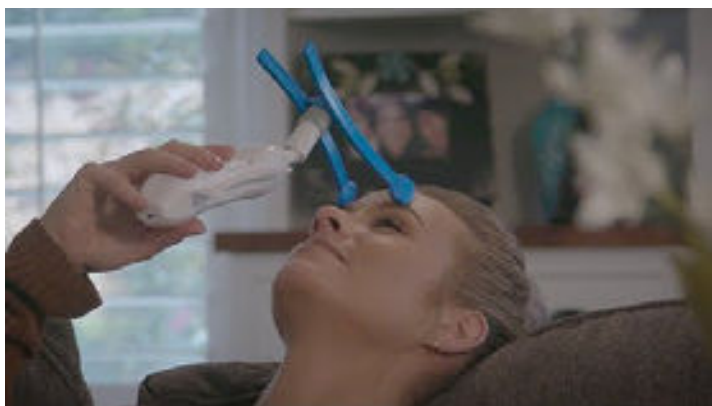
- 1.** State of the art one of a kind, NeuroInfinniti Hardware and Software (package includes everything needed to assess brain and nervous system function during stress and recovery. In addition, the software can be used as part of your care by including biofeedback and neurofeedback should you choose to include those in your care plans)



- 2.** The NeuroDynamic HRV and Wireless Biofeedback EVU/TPS Hardware and Software (wireless finger device used for re assessments of the limbic system ie HRV, HR, RR, GSC and Hand Temp) and can also be used for brain enhancement using biofeedback.)



3. Rezzimax Brain Tuner: perfect for use in the office following care or as the main treatment to reset the pathway to the brain from any location from a survival mode pathway to a healing mode pathway. The vibrational frequency is the same frequency as the vagus nerve therefore moving the body into a healing state. Can be used on its own or as an add-on. Can be used at a specific location or as a whole body therapy. PATIENTS LOVE THIS!



In addition:

- 5.** The Pain (Symptom) To Brain Quick Start Guide
- 6.** Your Brain Based Day 1, Report of Findings and Care Plan Training
- 7.** The 21st Century Technology Training: Complete Training of The NI, EVU, Brain Tuner and more
- 8.** Automated Patient Retention Email, Text and Social Media Posting Program (12 months included)
- 9.** Your Brain Score EHR System (12 months included)
- 10.** Direct Access Brain Based Marketing Training and Content
- 11.** Getting Paid Training: Your Financial Packages
- 12.** Brain Based Lifestyle Digital Instruction for Patients (12 months included)
- 13.** The Brain Based Alliance Membership (12 months included)

BONUSES:

- 1.** The Mental Mindset Program
- 2.** Vision and Goalsetting Workshop
- 3.** 3. Social Media 101 Training
- 4.** 4. Advanced Biofeedback and Neurofeedback Training
- 5.** 5. Brain Based Certification Training
- 6.** 15. Downloads, Forms, resources and Done For You Templates

PLUS

- 1.** 6 Months of Coaching With Dr. Clint
- 2.** 12 Months of Tech Training with DeDe
- 3.** 2 Brain Based Workshops of your choice LIVE Hands On

In addition we include specific best practice protocols and marketing for the following conditions with more being added regularly:

- 1.** The Dementia Protocol
- 2.** The Anxiety Protocol
- 3.** The Depression Protocol
- 4.** The PTSD Protocol
- 5.** The TBI/Concussion Protocol
- 6.** Plus more....

INVESTMENT/VALUE VS COST

I am sure at this point you are starting to think about how much this is going to “cost”. We will discuss more in the next section about COI (cost of inaction) but let me take a minute to discuss this misnomer about cost.

The reason I want to have this discussion right now is because in my experience in dealing with not only health care practitioners but just about everyone, is they almost always look at the cost of something instead of the VALUE of something. There are some exceptions like when buying a house or paying for an education but outside of those two areas rarely do most look at the value of something before they choose to invest. I have even had accountants tell people “you can’t afford that because it is not in your budget”.

What so many fail to think about is the amount of money that “thing” will return to you. What will that “cost of the thing” return to you. When that “cost” is less than what that “thing” will return to you then it is no longer a cost, but it now becomes an investment. HUGE DIFFERENCE!

I bring this up now as now is the time to start asking the question...” will this bring me a return?” The answer to that is YES!!!! And oh, btw we are not talking about a small return. We are talking a rather substantial return. What if I told you that we have practitioners who are seeing a return on their money around 20X-40X PER MONTH! Yes, you read that correctly 20X- 40X per month. Just to simplify, that is the same as you giving me \$10 and me giving you in return \$200-\$400. How many times would you continue to give me \$10?

When I hear accountants say to someone “you cannot afford that because it is not in your budget” my answer is always well what if we

doubled or tripled the budget?

YOUR ROI (RETURN ON INVESTMENT) AND COI (COST OF INACTION)

Before we get into this too much, I would like to ask you a question. A serious question that I would really like you to answer before reading any further. For some reason you have read up to this point. This is not a coincidence that you are now reading this book. The way I know this is because you are searching for a solution to a problem you are having. The problem may not even be in your conscious mind right now. Your wanting of the solution to this problem, even at a subconscious level, has drawn the solution to you...ie this book. Regardless if you know what the problem is or not what I would like to do is bring a little more clarity to the problem you are trying to solve.

So here we go...why are you reading this right now? Why have you taken time out of your busy schedule to read this? If you think about your life right now I am sure there is something you want to improve. This is ALWAYS the case because as humans it is our nature to want to grow, evolve, want more. So as you look at your life now what is it you want to experience that you are not experiencing now.

The answer to this question is different for everyone. For some it is ... maybe this can help me make more money? For others it may be maybe this can help free up some of my time. Maybe it's ...this can help me grow my practice. How about this can help me make more of an impact.

These are all fine answers BUT what I want you to do is take this to a deeper level. You see we don't want to make more money just so we can have more money. We don't want more time just so we can have more time. We don't want to make more of an impact just to make more

of an impact. We want these things because of how they will make us FEEL! We want the experience!

Right now there is something in your life that you want to change. If you want to make more money...perhaps it is because you feel like you are not a good spouse or parent because you are not providing well enough for those you love. Maybe you just want to buy a nicer care to make you feel more important. If it is about growing your practice, maybe it is because everyone thought you would fail and you want to show them they were wrong. Maybe you want more time so you can spend it with your parents who are growing older and you fear they may not be around much longer. Maybe you want to spend more time with your kids who will be going off to college soon. If it is around making more of an impact maybe it is because that helps you make you feel like your life means something more. Who knows what the answer is BUT what I would like to do is ask the question again but this time I want you to answer based on the feeling you believe this program will give to you.

What experience/feeling are you missing out on in your life that you want to change?

Now I don't know the answer for you but what I do know is this... The reason this book, this program, this opportunity has come into your life right now is because it is the answer to that question. It is the answer to what you want to feel that you are not feeling right now. It is the answer to what you are missing in your life right now. I know this very simply because if it were not...**IT WOULD NOT HAVE SHOWN UP AND YOU WOULD NOT BE READING THIS RIGHT NOW!**

With all that said let's get into the ROI and COI discussion.

To start this off let's imagine where you are going to be 3 years from now. There are basically 4 pathways you can take between now and then. The choice is yours, right now in this moment what path you will take.

1. **The 10X Path:** First path is where you will see unbelievable growth. Not only in yourself and your practice but in your income and relationships and more. I call this the 10X path.

2. **The 2X Path:** The next path is one that will be just a little bit better than where you are now. Nothing major, you are doing what you are doing to get by, and the results are showing it. This path as well as the -2X path usually intermingle here. I call this the 2x path.

3. **The -2X Path:** This path is the one that will be just a little less than where you are at now. As mentioned in the 2X path, this is intermingled depending on the season, the weather, the economy etc. Some months you will be on 2X and some months on -2X. I call this path -2x.

(The 2X and -2X paths are the worse paths to be on as they are the comfort zone paths. This is where most people are, and this is where most people stay. This is the rut. The danger with the rut is it is just a few feet away from being deep enough to be a grave. People on these paths have it just good enough to get by or just not good enough to make improve things just a little bit to get back to just getting by).

4. **The -10X Path:** The last path is disaster Some may already be here, and you are looking to get out. This is the path where the only way out is to make changes...the path where the fear of change does not even compare to the fear of where you are at now, so you make the change. The only problem with this is usually most in this position only move back up to 2X or -2X and rarely to the 10X path. I call this path -10x.

Now let's go back to that feeling that you are missing out on in your life. Will the 2X, -2X or -10X paths get you to the point of experiencing

that feeling that you are missing out on in your life? What is the only path that will get you to that feeling?

Yes ...the 10x path. In fact not only will path 1 get you to that feeling but it will get you to that feeling not in 3 years but in 6-12 months.

This is exactly what we are doing with practitioners all over the world right now. We are taking them down the 10X path in 6-12 months.

One of the reasons I call path number one the 10X path is because your ROI on this will be 10X in just one year. Yes, you read that right. 10X in just one year. Then on top of that you will again 10X return in year 2, year 3, year 4, 5, 6, 7, 8, 9 etc. So, in actuality your ROI will be 100x or more.

Now while I like looking at ROI. My opinion is that COI is more important.

The reason I say that is because COI is that “feeling” that you are missing out on. COI is the reason you are reading this right now.

COI stands for the cost of inaction. As you read this book you have an opportunity to act. With that said it would stand to reason then that not acting is going to cost you.

This cost is not only from a financial standpoint but more. Sure, it will cost you tens of thousands, if not hundreds of thousands of dollars per year, of LOST INCOME. Sure, you will lose out on the dozens of extra hours you will have each month to spend doing what you want. Sure, you will miss out on making more of an impact. But at the core...you will miss out on being the hero to your family, you will miss out on the time you could enjoy going on vacations with your family, your parents, or siblings, you will miss out on feeling like your life means something because now you are helping people with so much more than just covering up a symptom. Whatever that feeling is for you...

that is the cost of inaction, missing out on that experience. To me that is much more precious than anything else.

You have a choice right now. You have a chance to move from what you are missing out in life now to making it happen in the next 6-12 months. You have a chance to make 20X-40X your investment. You have a chance to decrease your hours in the office to spend how you want while making more money? You have the chance now to make more of an impact. You have a chance to experience that experience you are missing out on. The choice is yours.

What are you going to choose?

WHO IS THIS FOR AND NOT FOR

This is not for everyone and that is ok.

Who is this NOT for

Not for you if you cannot commit.

Not for you if you are looking for a get rich quick scheme.

Not for you if you are not willing to put in the work/ or hire someone to put in the work.

Not for you if you are not willing to evolve as a person and as a business.

Not for you if you do not have the courage to bridge the gap from where you are not to where you want to be.

Not for you if you are ok being on the 2X, -2X or even the -10X path.

Not for you if you are satisfied being stuck where are.

Not for you if you are focused on what you need to get by instead of what you want for your life.

Who is this for...

For you if you want to make a foundational life changing difference in people's lives.

For you if you are willing to commit.

For you if you are willing to do the work or hire someone to do the work.

For you if you want to see a dramatic increase in income.

For you if you want to see a new stream of people coming to see you.

For you if you want to stop worrying about new patients.

For you if you want to increase retention.

For you if you want to be able to take time off without worrying about losing patients.

For you if you have the courage to take the step to bridge that gap from where you are not to where you want to be.

For you if you are ready to get onto the 10X path.

For you if you are ready to enjoy the FREEDOM and JOY life has to give.

For you if you are ready to give go for what you TRULY want in life instead of what you need to get by.

PATIENT TESTIMONIALS

The following are actual patients' testimonials taken from various Brain Based Health Solutions clinics around the world. There are many, many more obviously but here are a handful. You, following this program, can get the same results.

DEMENTIA REVERSED!



Alice entered her Brain Based Health Solutions office with the help of her husband. Alice was experiencing high blood pressure, anxiety, depression and joint pain and on top of that she was diagnosed with dementia. Her Stress Response Evaluation showed a poor BrainScore indicating she was suffering from Stressed Brain Syndrome.

Within 3 months of starting care she noticed a difference. At the 6 month mark her husband came in and gave her BBHS practitioner a hug and said “thank you for giving me my wife back.”

Today at the age of 82 Alice is enjoying a full life with no joint pain, an ideal blood pressure, no more depression, no more anxiety and no more dementia all thanks to brain-based care.

This is the power of a properly functioning brain!

NO MORE DIABETES



Jamie had just been diagnosed with diabetes by her MD and told nothing could be done because it was genetic and both her father and grandfather had it.

When her Brain Based Health Solutions practitioner told her this was not the case and it could be reversed Jamie was all in. Her stress response evaluation revealed a low BrainScore indicating she was suffering from Stressed Brain Syndrome. A specific care plan was instituted and followed based on her specific brain and nervous system patterns and 3 months later her diabetes gone.

This is the power of a properly functioning brain.

IBS REVERSED!



Carol had been suffering from low back pain, sciatica, low energy, and IBS since she was a teenager. No treatment had worked, and she was now on 2 medications.

Carol decided to try the brain-based approach. Her stress response evaluation revealed a low BrainScore indicating she was suffering from Stressed Brain Syndrome. Within just a few months of correcting her poorly functioning brain her back pain, sciatica and IBS all went away plus she has more energy and no more medications.

This is the power of a properly functioning brain!

BLADDER INCONTINANCE GONE!



Renee had been suffering for years with low back pain, numbness in her legs and bladder issues. She tried various treatments, but nothing seemed to work.

She decided to contact a Brain Based Health Solutions practitioner. Her stress response evaluation revealed a low BrainScore indicating she was suffering from Stressed Brain Syndrome. A few months later after applying a specific brain-based care plan specific to her needs: back pain, numbness and bladder incontinence all gone.

This is the power of a properly functioning brain!

NO MORE MIGRAINES And FATIGUE IS GONE TOO!



Shelby was suffering from migraine headaches, neck pain, fatigue and low energy. Her stress response evaluation revealed a low BrainScore indicating she suffers from Stressed Brain Syndrome. After a few months of specific to her brain-based care, Shelby reports significant improvements in all areas!

“Over my course of brain-based care, I’ve arrived at new heights of wellness, my posture is much improved, my low back pain has decreased, and my neck pain is almost completely gone. My energy levels are high and steady throughout the day, my general mood is much improved, and I no longer get migraine headaches! I’m grateful to enjoy such a high quality of life now! Thanks!”

FIBROMYALGIA HEALED!



This is the power of a properly functioning brain!

Lori was suffering with severe pain in her neck, shoulders, back and legs. She had been diagnosed with **Fibromyalgia**. She was being treated with anesthesia shots and anti-inflammatories, which were just masking her pain. Her stress response evaluation revealed a low BrainScore indicating she was suffering from Stressed Brain Syndrome.

After just a few months of brain-based care specific to her brain and nervous system patterns at her Brain Based Health Solutions office, Lori feels awesome and hasn't had a shot or any drugs in over 8 months.

This is the power of a properly functioning brain!

NO MORE CROHN'S DISEASE!



At the age of 21 Kalyn had already been living a few years suffering from Crohn's disease. Her stress response evaluation revealed a low BrainScore indicating she was suffering from Stressed Brain Syndrome.

Within just a few months of starting specific to her brain based care at her Brain Based Health Solutions center Kalyn and her doctor both noticed changes. Her ulcers went away, and her lab work was coming back into ideal ranges. She was told by her MD it went into "spontaneous remission" but Kalyn knows it was due to the work she had done thanks to BBHS.

Today Kalyn enjoys running marathons and competing in fitness competitions all thanks to a better brain.

The power of a properly functioning brain!

HIGH BLOOD PRESSURE, SLEEP ISSUES AND GERD ALL GONE!



Mike entered his Brain Based Health Solutions office experiencing GERD, sleep issues and high blood pressure. He was on multiple medications. His stress response evaluation revealed a low BrainScore indicating he was suffering from Stressed Brain Syndrome.

Within just a few weeks of brain-based care specific to Mike's own brain and nervous system patterns his sleeping issues vanished and not too long after that his GERD and HBP were gone as well. Today Mike is medication free and loving his new improved health and life!

The power of a properly functioning brain!

SINUSITIS AND BLADDER INFECTIONS GONE!



Helen had been suffering with chronic bladder infections as well as low energy and sinusitis. Her stress response evaluation revealed a low BrainScore indicating she was suffering from Stressed Brain Syndrome. She decided to give brain-based care a try. Within just a few weeks of starting a very specific to her brain based care plan at her Brain Based Health Solutions center she noticed her energy levels had improved. As time went on, she also noticed that her regular bouts of sinusitis and bladder infections had not been occurring.

The power of a properly functioning brain!

NO MORE STREP THROAT!



Tina was skeptical at first but after seeing the results with her family she knew there was something to this brain-based care. Her Stress Response Evaluation revealed a low BrainScore indicating she was suffering from Stressed Brain Syndrome and began brain-based care that was very specific to her own brain and nervous system patterns.

At the time of this writing Tina has not experienced strep throat in several years all thanks to the care she received at her Brain Based Health Solutions office.

This is the power of a properly functioning brain!

DEMENTIA REVERSED!



Lauris entered her Brain Based Health Solutions center having lost 30 lbs in just over a month but not intentionally. She was nauseous and could not keep any food down. In addition, she was starting to lose her memory and had been diagnosed with early onset dementia.

After a full assessment Lauris showed a very low BrainScore indicating she was suffering from Stressed Brain Syndrome. A specific to her brain based care plan was instituted and followed. She quickly gained her weight back and her Montreal Cognitive Assessment had improved immensely all thanks to brain-based care.

This is the power of a properly functioning brain!

PRACTITIONER TESTIMONIALS



200% Increase In Income In 1 year Thanks To The
NeuroInfiniti and Brain Based Model of Chiropractic.

THANK YOU!

Dr. Matt Lyon (No Staff) | Longmont, CO



"Best decision I ever made!" In talking about investing in the
NeuroInfiniti and moving his practice from a pain focus to a
brain/nervous system focus.

Dr. Tony Jones



My practice income has

TRIPLED

since I started using the NeuroInfiniti!

Dr. Laura Hanson | Sandy Springs, GA



I started right out of college, day 1 with the NeuroInfiniti. Within 2 months I was covering my overhead and within 12 months my PVA hit triple digits ...all cash and all referrals.

Dr. Ella Coffren | Jay, ME

NEXT STEPS: TWO OPTIONS

1. You can throw this out and or set it aside never to look at it again. BUT if this is your choice please think about your COI (cost of inaction). By setting this aside or throwing it in the trash how will you bridge the gap from where you are now and where you want to be? How will you make more money? Be the hero to your family? Travel more? Make more of an impact? Help more people? Whatever it is you want...how will you get there?

2. You can act. If there is one thing I know for sure it is this, success comes to those who ACT. If this is you, if you are a doer, if you want to take the next step and be the hero to your family, make more of n impact in your community , create the kind of income you deserve then here are a couple of things you can do right now! (I would suggest pulling out your phone and doing them right now)

a. Schedule a free 30 minute discovery call with Dr. Clint Steele Directly, or DeDe Van Riper our Neuroinfiniti Sales Manager using one of the QR Codes below.

Dr. Clint Steele



DeDe Van Riper



b. You can register and attend (or watch the recorded replay if you cannot make it live) an upcoming Brain Based Health Solutions Webinar For Practitioners. These are hosted at various times throughout the week. They usually last around 60 minutes and will break down all the details as well as answer many questions you may have.

To sign up for an upcoming webinar scan the QR code below.



c. You can also watch this 5-minute video sharing more information about the instrumentation.





Dr. Clint Steele is a brain and nervous system specialist who has taught thousands of people over the last 30 years how to improve their brain and nervous system function so that it adapts to and recovers from stress better leading to not only prevention of disease but also reversal of over 90% of all diseases.

He began his first practice in 1993 but at the time most of his community sought him out for neck and back pain. After 17 years of practice, knowing that he could help with so much more, he decided to walk away. He just could not figure out how to get people to understand that the cause of disease was the inability for the brain and nervous system to function properly. After starting and failing at a couple of other businesses he found himself broke and he started selling Kirby vacuum cleaners door to door to make ends meet. It was at this time he received a letter from his grandmother telling him she was ashamed of him and he should be as well for not living to his potential. It was at

that moment he decided to get back into practice but this time with a 100% focus on the brain and nervous system.

Completely broke with no credit and only \$1000 to start his new practice, he began practicing in a 700 sq ft office 100% cash. He began sharing the TRUTH of brain and nervous system health with his community and very quickly built a practice from 0-500 patients visits a week in 6 months. People started coming in and getting great results with things like dementia, IBS, depression, anxiety, high blood pressure, autoimmune disorders and so much more. Today he enjoys a low stress, low overhead practice with patients that continue to come in for care on a weekly basis because they know it is good for the health of their brain and nervous system ...not because of symptoms.

Shortly after getting back into practice and sharing the TRUTH, he quickly realized that he needed to help other practitioners share the TRUTH with their communities and enjoy the benefits he was experiencing. So, with his beautiful wife Tina (who holds a Masters Degree in higher education and helped educate their community while building the practice) they decided to start a business that was focused on educating the public all over the world about the TRUTH and the power of a healthy brain and nervous system.

Today they help practitioners of all kinds, all over the world, grow their practices and make more of an impact by helping improve their patients' lives by improving their brain function. Clint and Tina live in Maine and enjoy an amazing life spending time with their 6 kids, boating, traveling and more.

