

Give This Man 30 Minutes Of Your Time, And You'll Have The Most Powerful Brain Around

Hi, it's Michael Senoff with [HardToFindSeminars.com](http://www.HardToFindSeminars.com). I've got an amazing interview for you right now, and the title of this interview is called Give This Man 30 Minutes Of Your Time, And You'll Have The Most Powerful Brain Around. I'm telling you, if you're like most people, you probably think a lot of your problems are just naturally occurring because you're getting older. Insomnia, tip of the tongue memory problems, foggy brain syndrome, and concentration issues. They happen as we age, right?

The truth is they don't have to. According to the founder of Whole Brain Power Coaching, Michael J. Lavery, activating the right side of your brain will get your brain to think faster, it will give you clarity and focus, will help you quickly recover from injuries, give you more strength, improve your golf swing, help you remember names and where you put your car keys, and much, more. In this powerful audio interview, you'll hear all about the amazing things that can happen, and the simple exercises that will get you there.

You'll also learn an almost unknown way you can use your hands to grow your brain. You'll hear about the science behind Whole Brain Power Coaching, what happens as we age, and how Michael's program works to counteract that. You'll hear the one brain trick that you'll want to teach your kids as soon as you're done listening to this audio interview. You'll hear the real truth about Alzheimer's and the simple exercise that may help you prevent it.

You'll hear exactly what you need to know about passive stress, why it's so critically important to balance it with active stress, and exactly how to do that. You'll hear the little known ways Home Depot can help you think faster. You'll hear the scary side of computer keyboards and using the word "Okay". Believe it or not, seemingly harmless things could be dumbing down your brain. You'll hear about the surprising reason London cabbie drivers have some of the strongest brains around, and how you can get one, too.

The brain is the Final Frontier that science is just starting to scratch the surface of. Its abilities can be amazing, and they don't have to decrease with your age. The fact is, you'll never know what your brain is capable of until you let it show you, and in this audio interview you'll hear how to do that in as little as 30 minutes per day. Get ready; this is a crazy, wild interview. Let's get going.

Michael S: So you're going to coach me, and you're going to share with me some of the stuff you've learned.

Michael L: I can assure you this, Michael, that your rotator injury could possibly completely disappear. When you meet me in person, you're going to be blown away by how strong I am. I am literally on steroids that I manufacture from my brain. So you can understand the mechanics of steroidal genesis, synapto-genesis, and miro-genesis, and you're going to actually physically change your brain.

You're going to feel younger, more alertness, more focused, more motivation. A greater well-being, because you're going to change the chemistry of your brain and your body. My suggestion to you is that you would have some clinical evidence that you would see, in terms of having your blood serum analyzed and then, say in 90 days from now, you're going to see a major change in it.

There's a gentleman that's working my program, and he is a personal trainer. He lost 10 pounds of body fat by not going to the gym whatsoever or doing excessive amounts of running or sprinting. I helped him to rev up his brain power so that the brain started clearing excess sugar.

Michael S: Did he change his diet?

Michael L: No, he did not.

Michael S: Man. This stuff, if that can occur, I could lose 20 pounds easy.

Michael L: Michael, I can help you do that.

Michael S: I'd love it. Let's do it. I'm ready.

Michael L: So this is how we are going to initiate this. You have to have certain memory exercises that you need to do every day, and when we speak on the phone I can tell if you've been doing the exercises. Number two, you're going to have to go out and get yourself some hammers from Home Depot or Lowe's, and start doing the hammer drills that are recommended in the book.

Michael S: I will do that.

Michael L: You're going to have to learn how to write with either hand, and take that sloppy handwriting that you claim to have and make it beautiful.

Michael S: I'd love it.

Michael L: Then as a consequence, I'm also going to stay after you in terms of what we discussed yesterday. I want you to think your thoughts and produce articulate, grammatically correct English. So when you're getting lazy and you're saying, "Okay," you don't burn the sugar as well as when you say, "Michael, I appreciate your recommendations, so can we please continue?" That takes more energy.

Michael S: By repeating the thought clearly, I'm using energy in the brain to articulate the words and the thought, burning sugar?

Michael L: Essentially what you're doing is you're firing up your prefrontal cortex in your brain, your parietal lobes, your temporal lobes, and your frontal lobes, more so than just being lazy about a response that says, "Yeah, okay".

Michael S: How many calories is the brain actually burning in a given day?

Michael L: It can take up to 30% of the blood supply and sugar supply. Think about it for a second. If a person weighs 200 pounds, and their brain's only three pounds, their brain's taking 30%. That means 197 pounds of that person is taking the 70%. That's pretty hungry, isn't it?

Michael S: Well, what do you mean, it's taking it?

Michael L: The brain has so much blood volume going into it. That's why when you get a cut in the head, a person will bleed profusely from the head, because the brain has so much blood in it. The head has so much blood in it. You have 400 miles of capillary systems and veins and arteries in your brain. Are you aware of that?

Michael S: I did listen to that. You mentioned that in the interview that I listened to on the guitar subject.

Michael L: You have enough axon sheaf laid end to end to wrap around the world.

Michael S: So in a given day, you're saying the brain is burning 30% of the. . .

Michael L: It's 30%, but in a lazy brain might be burning 10%.

Michael S: What increases the burn rate of sugar in the brain? What activities?

Michael L: Thinking clearly, much more detail-oriented, creating a greater descriptive language, having the use of vocabulary, doing the drills that are recommended, grabbing a toothbrush and brushing your teeth is a lot easier than taking a pen and writing on a blank piece of paper, and having

that penmanship extremely legible and beautiful looking. Wouldn't you agree?

Michael S: I would agree. It's hard. When you have to think, like if you're writing copy, or I'm doing an interview on the phone, it's hard mental work, and that's maybe why one, or I, could feel burned out after doing that, because I'm burning so much energy. I'm using actual energy in my brain. Is that right?

Michael L: Or maybe you don't have thick enough myelin so that you basically burn out where I can continue to go, and you go, "Where are you getting your energy from, Michael?" That myelin sheath is the white matter. The white matter actually thins as we age, so we lose our energy. As our brain ages, we lose the molecular currency. It wanes after a while. The ATP is a molecular currency manufactured in the mitochondrial. As our brain ages, it's not nearly as efficient as it used to be, because our glyedocel population is also waning.

You can actually make new neural stem cells by thought, by expanding the ambidexterity factor. When life gives you lemons, you make lemonade. Essentially, you've had an injury to your rotator, so that forced you to have to do something left-handed. You had to move the muscles of the left hand because using your right hand was agitating the shoulder.

So you say, "I hope this shoulder heals. In the meantime, I guess I have to resort to my left hand," and so what happens in your brain is it starts to rewire itself. My program rewires the brain faster than anybody's program on the market, and I might be subjective about my opinion, but I don't see anything else out there that even remotely compares to it.

Michael S: How's it going to reduce the inflammation?

Michael L: Number one, you're going to stop doing the push-ups, which is causing way too much stress on the joint.

Michael S: Which I've done.

Michael L: You're going to start using your left arm, and so there's a transfer effect. They've done studies where people that have a broken right forearm and have a cast on it, they're flexing and squeezing a ball with their left hand the whole time that the arm's in the cast right-handed, and when they take the cast off, there's not nearly as much atrophication of the muscle tissue.

There's a transfer effect. So the more you write with your left hand, the better your right-hand writing will get. If you didn't do any writing at all for, say, 10 days, and all you did was write left-handed and do the mirror image writing, as I recommend, your right-hand writing will be better than ever. It's kind of hard for people to understand, but your brain has a cable called the corpus collosum. It's made out 250 million fibers, and that cable actually can thicken, even into adulthood.

See, the human brain is very malleable, way more malleable than we ever imagined it to be. So there are books now coming onto market that talk about the myelin sheath and how it grows. Daniel Coyle wrote *The Talent Code*. Daniel Coyle's book is all about the growth of the myelin. His theory is talent is not born, it is made.

So Michael, when I train you and I consult with you, I'm going to ask you to be able to do certain feats of mental acuity that you couldn't do before. Number one, I'm going to say, "What's the 18th letter of the alphabet?" Do you know that letter?

Michael S: No, I do not.

Michael L: It's R. Can you remember that in 10 minutes when I ask you what the 18th letter of the alphabet is?

Michael S: Yes.

Michael L: You can go like this: 26, 25, 24. Can you could from 26 down to 1?

Michael S: Yeah, I believe so.

Michael L: Can you go Z-Y-X-W-V-U-T? Can you go from Z to A quickly?

Michael S: No.

Michael L: How come?

Michael S: I haven't practiced it.

Michael L: You've never been trained or taught. So when I teach you how to do the alphabet backwards, I'm going to show you how to do it quickly by using acronyms. What does NFL stand for?

Michael S: National Football League.

Michael L: What does ABC stand for?

Michael S: American Broadcast Corporation.

Michael L: What does IBM stand for?

Michael S: Internal Business Machines.

Michael L: So now when you do the alphabet backwards from Z to A, I want you to be creative and circle either one, two, or three letters. Then make acronyms out of them. For instance, the alphabet from Z to A, if we just chipped off from the end, CBA. CBA is a new acronym that stands for the Central Brain Administration. What does CBA stand for now?

Michael S: Central Brain Administration.

Michael L: So EDCBA would be the last five going from Z to A. That stands for the Education Department, Education is E. D is Department. So the Education Department of the Central Brain Administration. You can be creative. What does EDCBA stand for?

Michael S: The Education Department, Central Brain Administration.

Michael L: So HGF stands for Human Growth Formula. When you have Human Growth Formula, or steroids, you can run the ED, the Education Department of the Central Brain Administration. Now, what does HGF stand for?

Michael S: Human Growth Formula of the Education Department of the Central Brain Administration.

Michael L: I want you to teach this trick to your sons so that tomorrow they're going Z-Y-X-W-V-U-T-S-R-Q-P-O-N-M-L-K-J-I-H-G-F-E-D-C-B-A.

Michael S: For most fascinating interviews about Whole Brain Power, go to <http://www.wholebrainpowercoaching.com>.

Michael L: Michael, the brain training market is going to be so huge. It's going to be mind-boggling, and the reason being is because we've never seen the incidents of dementia and Alzheimer's as we're experiencing at the present, and when you see this work for you and then you see it for your sons, and then you actually evidence this and you journal it, and say, "Michael, I want you to write down with your left hand, Michael is to shed the excess of lipids that are distributed upon my body".

I want you to learn the mechanics of serotogenesis; I want you to be able to pass an oral examination, if I gave it to you. That means that you're going to have to really roll up your shirt sleeves, get your yellow highlighter out, get a journal, and start writing down all these new terms that you're learning, so that when you have a metamorphosis and people start complimenting you on how well you look, and how strong and physically fit you look, you're able to tell them, "I didn't even go to the gym. All I did was get a pen, started practicing my mirror writing, starting doing the memorization drills as recommended by Michael Lavery, and I started doing the hammer drill training. I started to throw the ball with my son **[inaudible 12:24-12:25]** arm".

So since your right rotator cuff has a temporary inflammation, not permanently damaged, we're going to teach you how to heal it. Then you're going to start throwing a football with your left hand to your kids. Then you have to pass these tests. Right now, you have to give me some words that begin with the letter G that have five syllables. Go ahead.

Michael S: I cannot think of any right now.

Michael L: Well, I'm going to teach you how to think of them. This is what you're going to do. You're going to get a dictionary, and you're going to get a yellow highlighter. You're going to be able to play this game with anybody. The only person that you're not going to be able to beat will be me.

Michael S: From a marketing standpoint, let's say someone's listening to that, and they're saying, "Well, why do I have to memorize the states? Why do I have to memorize words with five syllables? Why do I have to memorize the alphabet backwards? What's the point?"

Michael L: That's a great question, and it's a very good starting point. What we're going to do is we're going to cause activity in the hippocampus. That's where short-term memory is located. When you get the activity in the hippocampus to actually rev up again, you create neurogenesis.

Michael S: What is neurogenesis in simple terms, so I can understand it?

Michael L: The growth of new neurons and helper cells for the brain.

Michael S: These helper cells, are these generated just in the hippocampus, or all over?

Michael L: No, we're starting to explore the brain with technology which we're now finding out that these stem cells also happen to be given rise from the sub-ventricle zones of the brain. Essentially, the brain is the Final Frontier. We are just scratching the surface about understanding how it operates.

So when you are looking at the evidence about the onset of Alzheimer's Disease, the neurological think tank out there are pointing to the fact that the first place the brain breaks down in terms of developing the plaques, is the hippocampus. So what if we could stop that from happening?

Michael S: How do we do that?

Michael L: I'm going to teach you how to embrace types of memory exercises that most people from the outside will comment as waste of time, but when you start to feel stronger, and you start to improve your hand-eye coordination, and the first time that you try to bounce a golf ball off a rubber mallet, you have a hard time doing it 20 times, and then Day Number 30 you're doing it 1000 times. Have you improved your hand-eye coordination?

Michael S: Yes.

Michael L: So just imagine that when you're speaking with me, Michael, that every time you fail to use grammatically correct English that I penalize you.

Michael S: Thank you for reminding me. I did forget that one.

Michael L: What's the 18th letter of the alphabet?

Michael S: R.

Michael L: Very good. So I'm creating new memory formation for you, Michael. What is EDCBA stand for?

Michael S: Education Department – would you repeat the letters, please?

Michael L: Education Department of the Central Brain Administration.

Michael S: Education Department of the Central Brain Administration.

Michael L: I'm going to teach you tricks and methodologies that are used by the memory champs, so you become a memory champ. When I asked you how your short-term memory happens to be. Yesterday you said it was moderately good.

- Michael S: No, I said it was not good at all.
- Michael L: Michael, I'm going to teach you how to have a phenomenal memory where you're absolutely so proud of your memory processing. Wouldn't that be wonderful?
- Michael S: It would be wonderful. Am I going to have to make up tricks, though?
- Michael L: No. I'm going to teach you how to embrace and expand your vocabulary usage.
- Michael S: Why would I want to do that?
- Michael L: Because I want you to be able to say the word generosity and gratification and gratuitously. I want you to be able to have the use of five syllable, six syllable words and be able to use them seamlessly.
- Michael S: What's in it for me to be able to use big words like that?
- Michael L: You're going to burn more calories.
- Michael S: I don't really talk like that, though. That's the thing. I don't mind burning calories, but I'm just telling you, I'm not going to talk to my friends or family in these big words.
- Michael L: I will be a double-agent.
- Michael S: What do you mean by that?
- Michael L: I can say, "What's going on, dude?" "Mike, what's happening, bro?" I can be a double-agent. I can be lazy if I want to. I want you to be able to do the alphabet backwards, forwards and backwards, and middle out on one breath. Can I demonstrate it for you?
- Michael S: Yeah, let's do it.
- Michael L: Z-Y-X-W-V-U-T-X-R-S-Q-P-O-N-M-L-K-J-I-H-G-F-E-D-C-B-A, A-Z-B-Y-C-X-D-Y-E-V-F-U-G-T-H-S-I-R-T-Q-P-M-O-N **[inaudible 16:30-36]**
- Michael S: So if someone's listening, that's a cool trick, but from what we're talking about as far as you training my brain, this is an exercise that is strengthening the hippocampus and burning energy?

Michael L: My God, I'm firing electrically charged ion particles around my brain so fast right now, Michael, that I even raise my heart rate.

Michael S: But aren't you just using a trick?

Michael L: I produced vocal output that was so radical. How about doing the states in alphabetical order in one breath in 21 seconds flat? That means I have complete control over my breath, I'm able to speak all those words, and my brain is getting faster at retrieving the information that I want to get to. What happens to us as we age, our brain gets slower so we have more tip of the tongue problems.

Michael S: So someone listening to this, and they maybe want to invest in your book and your program and you're teaching. They're thinking, "Okay, I'm listening to this guy, Michael. This guy's been doing it 20 years. I'm busy. I got kids and I'm running a business". They may be saying to themselves, "I barely have time for anything". How much time is this going to take for me to start seeing improvement? What kind of time commitment am I going to have to put in to get some results?

Michael L: My observation of people doing my program is that it doesn't take much time at all, if you just have efficiency at it. Suppose I said for 20 minutes today I want you to bounce a golf ball off a rubber mallet. I want you to take 20 minutes of your day, 10 minutes in the morning and 10 minutes in the afternoon. Would you be willing to do that?

Michael S: I would be.

Michael L: So we have 20 minutes of hammer drill training. Now, I want you to do also 20 minutes of handwriting, but 15 minutes with your left hand and 5 minutes with your right hand, and then you have to write in that workbook and you have to do incredible quality penmanship drills. So you have 20 minutes of handwriting and 20 minutes of hammer drills. That's 40 minutes. Now, the rest of the day, you're going to stay focused. I want you to practice just thinking more detailed thoughts and then speaking them, all day long.

Michael S: I could do that.

Michael L: So just imagine that you get up in the morning and you take a shower. Do you take a shower in the morning?

Michael S: Yes, I do.

- Michael L: Okay. During the shower time I want you to be doing the alphabet backwards and the states in alphabetical order.
- Michael S: That's doable.
- Michael L: Then I want you to be able to spell any word using numbers. How do you spell "dad" using numbers?
- Michael S: 4-1-4.
- Michael L: Good. So imagine that you could spell any word instantly using numbers. Would your brain be working faster than normal?
- Michael S: I would believe it would be.
- Michael L: Well, most assuredly it would. If I said spell "experimental" right now, the first day, how long would it take you to do that?
- Michael S: In numbers? Yeah, because I'd be using energy to figure it out, right?
- Michael L: That is correct.
- Michael S: But once you get efficient at it, are you using less energy?
- Michael L: No. What you do is you're starting to have fun at it, and now you're having more joy and more motivation, and now you think, "What else could I do?"
- Michael S: Okay. Let's say you're a fat person. You haven't trained, and you go run a mile. It's brutal. You're puffing and puffing, and you expend so much energy moving your body that mile. Then you become more efficient at processing oxygen and you're in shape. You go run a mile and it's no big deal. Which mile used more energy, the first or the second?
- Michael L: The mile you ran you were out of shape, that was such active stress it was mind boggling, caused you to have all kinds of physical pain. You're burning your lungs, your legs are burning, your body's not used to all this expenditure of energy, and the waste products of your lactic acid. Then your body becomes more efficient.
- Michael S: Where did I burn more energy? I guess my point is you're doing this. It's almost like second nature to you, just like someone uses their right hand to brush their teeth. You're not even thinking about it, but aren't you at the point where you're doing stuff with your left hand that you're not even thinking about it?

Michael L: It's amazing now. I'm writing so well left-handed, I can't even believe it.

Michael S: A right-handed person who writes and does everything normally right-handed, and they're doing it second nature, are they still burning energy?

Michael L: Absolutely, especially if you're thinking very detailed thoughts and you're writing beautiful concepts, and you have a stream of consciousness and you're having access to your imagination, and you're having the right hemisphere of your brain be firing and forming pictures. The ability for the whole brain to be integrated.

Michael S: All right. Let's get back to the hippocampus.

Michael L: Hippocampi is plural. So hippocampus is about the size of your thumb, and it's located in the medial temporal lobe. So if you just basically put your finger against your temple, right straight through there, medial temporal lobe would be where your hippocampi is.

Michael S: What were we talking about when we brought up the hippocampus, because I forgot?

Michael L: The fact that the first areas where plaques form, they're called neural fibrillary tangles. That's where they form first.

Michael S: That's the first place in Alzheimer's?

Michael L: That's where the medical establishment is pinpointing the first stages of mild cognitive impairment. Short-term memory demise is mild cognitive impairment. So what happens is it's a slippery slope towards Alzheimer's. Right now we have an epidemic proportion of mild cognitive impairment. What happens to us is we don't have the proper activity of the neurons not firing. So the neurons either fire or they don't. There's no in between, it's all or nothing.

Our brain has a chemistry that gets tweaked, and we have these lock-down chemicals called gaba aminobutyric acid, and we also have beta endorphins, and when you expose the brain to too much passive stress and you don't balance it with active stress, then your hippocampi structure starts getting attacked.

Michael S: Passive stress is what?

Michael L: Being stuck in traffic, having noise that you can't control, having a barking dog, having the television on all the time, having the radio on in the background. Basically having to do things that you don't want to do.

Michael S: Active stress is?

Michael L: Is doing these memorization drills and the penmanship and the handwriting and the ambidexterity motor skills. Essentially what happens is we have a balance of scales, and the passive stress dominates the equation.

Michael S: I see.

Michael L: What happens is, when you start to lift the level of active stress, you kind of balance out the equation, and we can stop some of the detrimental chemical changes that are happening to the brain.

Michael S: Because people have so little active stress in their lives.

Michael L: That's correct. So they get to a certain point, they go, "I'm not going to that stupid program, I'm not going to do that states in alphabetical order. I can get a map, man. I don't need to do that. I don't need to waste my time doing that," and then all of a sudden they're like this, "Where's my keys? Where's my wallet? Where did I put my frigging cellphone charger? Gosh, I can't believe it, I can't remember anything. What's your name again? What were those three letters again?"

Michael S: You were involved in this 20 years ago? How did this all start?

Michael L: No, much longer than that, Michael.

Michael S: How long ago?

Michael L: Well, inadvertently I've been doing this my whole life, because I started out in sports really young. My father was an ex-professional baseball player, and a great hockey player, and football player, and a coach. So I was very fortunate to have parents that were very disciplined and they created that discipline in me. My mom is very artistic and musically oriented, as well as an athlete.

So I come from a good genetic pool, and then I had a really close, tight knit family of five children. There were four boys and an older sister, and we were all, five kids born within a six-year timeframe. So a real Catholic family there. I grew up in an environment where I had music, I had

handwriting, I had painting, I had sports. I had the renaissance approach to life from out the gate.

In my life, what happened was I broke my femur at age 15 in a football game. I couldn't play sports for two years. I had four operations on the femur. So that frustration and that period of depression and anxiety about what I was going to do sports-wise, because I was such a good athlete, and to be sidelined for two years was really very much a hardship, and it actually made me a stronger person.

I developed my artistic skills during that time. I started playing guitar. I really started working on oil painting. I started to really open up my right brain, and believe it or not, when I made a comeback I had better hand-eye coordination than ever before. Even though I had lost a little bit of foot speed, my hand-eye coordination was way better because of my guitar playing and my painting.

Michael S: Did you, at that time, recognize that maybe that was because of the two-year period you opened up maybe the right side of your brain?

Michael L: Only in retrospect did I realize that had happened to me. I wasn't aware, and they didn't have the information back in the '70s about the right brain/left brain. They were only starting to do the split brain thesis studies by Roger Sperry and Michael Gazziniga. Those two guys won the Nobel Prize for brain science and discovery, that each hemisphere of the brain has its intrinsic personalities when you split the hemispheres, when you split the corpus collosum. So all these books started coming out about people's theory about the right brain/left brain.

Betty Edwards wrote a book called *Drawing From The Right Side Of The Brain*, and when she showed that she could take non-artists and teach them ways and tricks to open up the right brain. So I was very aware of all the literature that was coming out.

Michael S: Was a lot of it BS, do you think?

Michael L: I think that when you split the corpus collosum, you split 250 million fibers of axon sheath. So of course the brain's not going to communicate as it did before. You could take the right side of the brain, and say the right side of the brain is uninhibited and emotion and compassion and non-logical, but it doesn't work that way.

Michael S: How many books do you see coming out on the brain?

Michael L: Tremendous. It's incredible, because everybody's realizing that there's nothing that stemming the tide of Alzheimer's. Anxiety levels are at an all-time high. The Baby Boom Generation doesn't want to age like the World War II Generation. So everybody's looking for the elixir, and everything's pointing back to the brain now.

Michael S: Are you reading everything that comes out?

Michael L: I read a lot of literature that's coming out. As I said before, I think I'm sort of on the cutting edge of it. Number one, I demonstrate hand-eye coordination I've never seen before. Do you know what a ball peen hammer is, Michael? I'm now able to run down the street bouncing a golf ball off a ball peen hammer. I'm reaching into the savantism. Basically, I do things that even professional baseball players look at it and go, "I don't know how you're doing that".

Michael S: How many hours have you practiced doing the golf ball?

Michael L: I'm afraid to say, because it's crazy. I've done it at least 15 million times.

Michael S: Did you do it yesterday?

Michael L: Yes, 5000 times.

Michael S: And the day before?

Michael L: I usually average about 5000 hits. Takes me only 25 minutes to get 5000 hits in.

Michael S: You switched the hammer, or you just doing golf. . .

Michael L: Of course. I do it with a four-pound sledge hammer. I had a 16-pound sledge hammer I do it with.

Michael S: Okay. So someone's going to say, "Well, this guy's doing it every single day," for how many years?

Michael L: I've been doing it now, the hammer drills, for almost 10 years.

Michael S: So this is part of your brain workout, and physical workout?

Michael L: Also get back to what we're talking about; stay focused constantly throughout the day.

Michael S: Got you. Yeah, yeah, yeah. You must be burning a tremendous amount of energy. Okay, now I get it. So tell me, that hammer drill, the intensity of the concentration of keeping that ball bouncing on that hammer, what are you doing?

Michael L: It's incredible. Sometimes, Michael, I swear to God I can just be doing the hammers, and if I miss the ball, I can look at the ball, but I just stay so focused. Then I'll be reciting pi and powers of two and doing recitation of Mark Anthony's speech at Caesar's funeral. I'm literally burning five pounds in one day.

Michael S: Do you eat a lot?

Michael L: The amount of calories I can consume is pretty ridiculous. If I wasn't doing these drills, I would definitely put on a lot of weight. You know what's really exciting for me, Michael? People doing my program are going to see endocrinologists, and they're coming back all with the same results. Elevated hormones.

Michael S: Before I was doing the sprints, I'm with Kaiser and I did ask them to measure my HGH, but they wouldn't do it. Also tested my testosterone to see if that was at normal levels, which it was, but they wouldn't do the HGH.

Michael L: What was normal for you, 550?

Michael S: I don't remember. I could look it up and see.

Michael L: 700? In order for you to really find out where you're at, you should have your progesterone levels measured, plus your DHCA, plus your free testosterone levels.

Michael S: Where could I do that?

Michael L: You can do that through an endocrinologist. Just go in your local Yellow Pages and look for an endocrinologist, and maybe there's one that's connected with Kaiser. The interesting concepts behind Whole Brain Power is that it's anecdotal evidence. For instance, this guy named Nathan, Nathan Thompson; he's 25 years of age. I meet him about two months ago. This guy's life has changed so radically that if you talk to him, it's almost sounds like a miracle.

Michael S: What happened?

Michael L: I met him because two of his friends said, “Hey, Michael. I want you to meet Nathan. Show Nathan how you can do the hammers,” and I did. He went, “What?” Then he goes, “For why, mister?” I said, “Because it makes me so strong”. He goes, “I’m pretty strong”. I said, “Shake my hand”. He goes, “My God, you can break my hand”. I said, “I’m not intending to break your hand, but I’m just giving you a good, firm shake”.

This kid goes, “Can I have your number?” He calls me up later, he goes, “Mr. Lavery, I’m a personal trainer. Your hands and forearms are so damned dense I can’t believe it. What are you doing?” I said, “Just the hammers”. “Come on, I don’t believe it”. I asked the kid some questions about his memory, and I tested his memory. He didn’t fare too well at all. He failed the test. I could give you some memory tests today, Michael, and I want to see if you can pass the tests.

Michael S: Okay, let’s try it.

Michael L: One of the things I want to ask you to do is not use the word “okay”. We talked about that yesterday. You asked me, “What should I use instead of okay?” Well, let’s take a look at “okay” as an impulse. Now I’m asking you not to use it. Suppose I said, “If you don’t use it the rest of the conversation, you’ll make \$100, but every time you do use it, you owe \$20 to the bank”? Would you be willing to take that risk?

Michael S: Yes.

Michael L: What if I said to you, “If you have a one-word response such as ‘yes’, you also owe money to the bank, and if you don’t do it, you also get paid”? Would you then start thinking more clearly?

Michael S: I would start thinking more clearly.

Michael L: Good. Now that we’re understanding that it takes more energy to do that, you have to start to objectively reason, plus use subjectivity and say, “That would probably cause me to burn more calories with my brain”. Wouldn’t you agree with that?

Michael S: I would agree with that. If this interview has been interesting to you, and you’d like more interviews like this, go to <http://www.wholebrainpowercoaching.com>. That’s <http://www.whole>, W-H-O-L-E, brain, B-R-A-I-N, power, P-O-W-E-R, coaching, C-O-A-C-H-I-N-G, dot-com. Thanks for listening.

Michael L: So let's play this game called the Buzz Game. It's in my book. The Buzz Game is telling me if your brain is buzzing and working, and do you have the impulse control to be able to play the game and follow the rules. Michael, you and I will count to the number 50. On the way up to 50, as we alternate count, there are numbers that we won't say. Instead, we'll substitute the word "buzz" on the numbers. Do you understand what I've said so far?

Michael S: I do understand.

Michael L: So what we'll do is we'll say the word "buzz" on any number with a 7 in it, any number with a multiple of 11, and any number with a multiple of 7. Do you remember those rules I just gave you?

Michael S: Can you repeat them one more time, please?

Michael L: So we will say the word "buzz" on any number with a 7 in it, so 7, 17, 27, 37, 47 we say "buzz" on. If I go 1, you go 2, I go 3, you go 4, I go 5, you go 6, I go buzz, you go 8. You know how the game's played?

Michael S: Yes, and what were the other two?

Michael L: The other two rules, I will "buzz" on any number with a multiple of 11, which is 11, 22, 33, 44, and any number with a multiple of 7. So 14, 21, 29, 35, 42, 49.

Michael S: A multiple of 4?

Michael L: No, multiple of 7, a number with a multiple of 11 and any number that has a 7 in it.

Michael S: All right. Let me just see if I have this correct. We're going to say "buzz" on any number with a 7, any number with an 11?

Michael L: A multiple of 11.

Michael S: A multiple of 11, and what was the last one?

Michael L: And any number with a multiple of 7.

Michael S: And a multiple of 7. Let's give it a try.

Michael L: If you make a mistake or I make a mistake, we go back to 1. Please start the game.

Michael S: 1.

Michael L: 2.

Michael S: 3.

Michael L: 4.

Michael S: 5.

Michael L: 6.

Michael S: Buzz.

Michael L: 8.

Michael S: 9.

Michael L: 10.

Michael S: Buzz.

Michael L: 12.

Michael S: 13.

Michael L: Buzz.

Michael S: 15.

Michael L: 16.

Michael S: 17?

Michael L: It has a 7 in it.

Michael S: Okay, I wasn't sure. Sorry about that. Buzz.

Michael L: You made a mistake so we have to go back.

Michael S: We got to go back, okay.

Michael L: I got you with a \$20 fine there, thank you.

Michael S: Yes, you did.

Michael L: If you had to deal with this type of thinking and concentration and staying focused, you would burn calories if you were having a daily conversation with me, wouldn't you agree with that, Michael?

Michael S: Yes, I would agree.

Michael L: Now let's play the game again. Ready? 1.

Michael S: 2.

Michael L: 3.

Michael S: 4.

Michael L: 5.

Michael S: 6.

Michael L: Buzz.

Michael S: Buzz – you said 7, sorry. 8.

Michael L: No, you made a mistake so you have to go back to 1. Do you remember the rules?

Michael S: Yes, I do.

Michael L: Michael, I'm testing your hippocampi structure. I'm not testing your intelligence; I'm testing your ammon's horn. I'm testing how your subiculum works. All this is in my book. So just going over my book with a yellow highlighter, having to write down all these terms that you've never seen before, would cause you to have active stress and you'd sleep better, and you'd feel better, and you would burn more calories, and you would increase your muscle density. Can you imagine that? You increase your body mass index?

Michael S: Tell me how I can increase muscle density by doing these. These are mental exercises.

Michael L: They're mental exercises, but imagine having a hammer in your hand at the same time you're having to do a recitation of your speech that you memorized.

Michael S: Have you seen anything that can quantify the amount of calories burned during these, if you compared to physical exercise?

Michael L: No, but I do it and I can't even believe it. I'll start the day out at maybe 217 pounds, and then at the end of the day I'll be 212 pounds, and I didn't go running. This kid who's a professional golfer on the South American tour, his name is Robert Twine, just shot 57. He did it within five days of meeting me.

I saw him at the range. He said, "What do you have the hammers for, sir?" I go, "This is how I train golfers". "Man, you've got to be kidding me. You train golfers with hammers? That's the funniest thing I've ever seen". I go, "Yeah, watch me hit the ball," and I crank the ball.

I'm talking about the brain, Michael. I'm talking about having to convince somebody that's a professional athlete, and he just poo-poops me, and he goes, "I don't want to do it". I said, "Good luck," and the guy has the worst year of his life because he's watching television and playing video games. He's 6'4" and he thinks he's the cat's meow, and then all of a sudden he's going downhill, but other people are doing it and it is starting to spread virally.

There's a guy that's down in Australia right now that's having tremendous success, and he's going to give a presentation in front of a bunch of medical people. There's this kid up in Oregon that's doing my program. His name is the Cerebral Prince. So I've got three professional golfers that are in the lower tier of golfing.

Michael, what if I get you to totally believe in this and you have a radical transformation of your body and your mind, and your kids start loving it? Are you, then, going to be going, "How do we get this thing going?"

Michael S: Yeah. I would love it. That'd be wonderful.

Michael L: So you didn't pass the Buzz Game, did you?

Michael S: No, I did not.

Michael L: Now, guess what happens when I administer this test to people? They don't pass it.

Michael S: It's a good proof element to show you how weak you really are.

Michael L: When I do that game, and I give you the acronyms, and then you're going, "What were those three letters again? Shoot".

Michael S: I can relate to it. As I've gotten older, I understand and know that my short-term memory, I'm losing it. I know it.

Michael L: Michael Senoff, I'm going to help you get it back.

Michael S: It'd be great.

Michael L: Michael, this is how you do it. You stayed focused. Suppose you're driving. I'm saying, "Michael, stop tailgating". "Don't worry about it, I have great brakes". I say, "Michael, do me a favor, will you? Stop tailgating". "I'll stop tailgating". I said, "Michael, do me a favor, let me off here? I'm going to take a taxi home, because I'm really nervous right now". What happens to people is they don't stay focused, and then they end up rear-ending a car, and that's why you see a 15-car pileup on the highway, because everybody is basically unaware.

Michael S: Do you worry about claims? Do you think about that, or is that something that's on your mind at all?

Michael L: Not at all. I'm not saying I'm **[inaudible 36:42-36:43]** anything. I start out with a disclaimer in the book, and if you go on my program please consult your physician. I'm not making any claims in my book at all. I'm just saying that here's this guy that's doing my program, and people are asking him if he's on steroids. I'm saying that the London cabbie drivers that memorize 25,000 street names all have gray matter enlarged and they have larger hippocampi structures.

I'm so unique; I am so across the board with my program, because it's just not about sports, it's not about running. It's about using the brain and thinking. It's using the frontal lobes. It's being able to form pictures. It's being able to have mental acuity and having variety and lack of redundancy. Just having lack of redundancy in your speech production, Michael, burns calories.

This is what I mean. Instead of saying, "Excellent, that's awesome," or, "That's pretty," say, "That's exemplary, that's extraordinary, that's not necessarily true. I would appreciate being given an opportunity to take the

floor so I can offer a rebuttal to your claims”. That’s energy, my friend.
That’s ATP rising.

Albert Einstein’s brain was so damned dense, it’s ridiculous. I talked to this woman named Sandra Witelson from Canada who has slices of his brain. She called me up one day. “I’m fascinated by your discoveries”. You’re 46, is that correct?

Michael S: Yes, correct.

Michael L: At 46 years of age, Michael, you’re admitting to me that your short-term memory is in decline. Isn’t that true?

Michael S: That is true.

Michael L: Let’s put the brakes on your mild cognitive impairment, and let’s rebuild the brain. Michael, what happens to us is our brains don’t fire as aggressively as they used to when we were children. So our brains become inflamed, because when sugar doesn’t get cleared, the brain becomes inflamed. When the brain becomes inflamed, the brain lays down plaque.

Michael S: What do you mean by when the sugar doesn’t clear?

Michael L: Well, just imagine **[internet 36:36-36:37]** every car had a mandatory amount of fuel that had to be put in, and there was no top-off valve. Certain people would be driving their car X amount of miles so they would burn through gas, and so there would never be a problem of it spilling out. Everybody has a certain amount of caloric intake that they get into a pattern of having, and then what happens is systemic weight gain occurs. So they can’t understand it. I’m eating the same amount of calories. I seem to be doing the same amount of exercise. I’m putting on pounds now. Why?

Well, the hormones are dropping. Why? My memory’s starting to fade. Why? Well, if the central nervous system of your brain is starting to go down and you can’t process short-term information, would you say that it’s efficient or becoming inefficient?

Michael S: I would say it’s becoming inefficient.

Michael L: So if there’s a certain amount of glucose in your blood and your brain’s not absorbing the information and assimilating it properly, would you say

you're burning the calories properly, or would you say maybe there's sugar that's not being processed?

Michael S: Probably the sugar that's not being processed.

Michael L: So if the sugar's not being processed, then where does it go?

Michael S: It's stored as fat.

Michael L: Well, it first stays in solution longer than it's supposed to, and that causes an inflammatory response. Diabetes causes inflammation and destruction of the nerves.

Michael S: Didn't they relate diabetes to Alzheimer's?

Michael L: Yes. Alzheimer's is a form of diabetes, Diabetes III is Alzheimer's. So Michael, I want you to really think about what I just said there. If there's right now 30 million cases of diabetes with another 70 million people that are pre-diabetic, that means that all those people, if they live long enough, could eventually die of Alzheimer's. That's ridiculous when you think about it.

Michael S: Yeah, I don't know the exact statistics, but they say 50% of people over age 80 are going to develop Alzheimer's.

Michael L: No, 50% of people that are 80 or even younger have the symptoms of Alzheimer's. Not will develop it. They are in Alzheimer's. Alzheimer's is a 40-year progressive disease, Michael. It's not something that comes on after one year.

Michael S: I'm sure the 50% who don't get it, I'm sure a good majority of those people are lazy, and they don't think, and their diets are poor, but they never develop it.

Michael L: That's correct. There are genes that actually express the potential for developing Alzheimer's disease. That's a gene that has been written about extensively. It's about a **[inaudible 40:53-40:54]** approaching. There's two types of problems that the Alzheimer's brain gets. One is tangles within the axon sheaths. Those are called "cow tangles". I discuss that in Chapter 6 of my book.

Then there's neural fibrillary tangles, where the proteins are misfolded. It's called ATP. ATP is basically a soluble protein, and it becomes insoluble. So it basically gums up the brain. There's all these new drugs

that they're coming out with that aren't putting a dent in anything because all it's doing is slowing down the progression of this problem. It's not really rectifying it.

I want you to think about this concept here. What if your brain, every single day, got a little bit sharper, Michael? Would you then be in fear of losing your memory?

Michael S: No, I would not.

Michael L: What if you put a cast on your arm for 90 days. Would you expect your muscles to be in good shape when they came out?

Michael S: I've had a cast on a broken left arm, and I remember specifically when the cast came off how my arm just floated up. It was smaller than when it first went on. This when I was younger, a kid.

Michael L: This is called an atrophication process. What if you could actually have a way of seeing and making the skull transparent so you could actually see all the anatomical features of the brain, called your hippocampi? What if you had this hippocampi that you noticed was getting a little bit smaller at 46? Would you do something about it?

Michael S: Yes, I would.

Michael L: So since we can't see our brain, all we can see is the anecdotal evidence of it. Isn't that pretty much accurate?

Michael S: That's pretty much accurate.

Michael L: So you can start to see people that maybe might be your parents, or you might see uncles or aunts, and they're starting to have that cognitive decline, and you knowing they're going over the waterfall?

Michael S: Yes, I can make that assumption.

Michael L: What happens to us is we don't pick somebody up by the ankles and say, "Hey, listen. I want you to go home tonight and recite the states in alphabetical order". "What for? I'm going to go home and watch Dancing With The Stars".

Michael S: Unfortunately, that's what most people would say.

Michael L: Do you want to be one of the statistics, Michael, when you're 75, 80 years of age?

Michael S: No, I do not.

Michael L: I think that I offer a program that could help alleviate that anxiety, and this is how it works. You're going to take a look at your hands, and realize your hands have a lot to do with maintaining your brain health. Since you don't handwrite well, then that's not good. What we're going to do is we're going to make it important for you to handwrite properly.

Michael S: I'm game to give it a go.

Michael L: Then we're going to also demonstrate that your focus is improving. Then you can learn the techniques that allow you to have original linking system. So then you activate your right side of your brain, and your right side of your brain starts forming the imagery that is causing activity in the frontal temporal lobes. What does HGF stand for?

Michael S: HGF. I forgot the answer.

Michael L: It's Human Growth Formula.

Michael S: That's it, Human Growth Formula.

Michael L: We went over that a couple of times, yet you didn't hold onto it, correct?

Michael S: That is correct.

Michael L: I will teach you how to hold onto it, Michael.

Michael S: I'm game. Let's do it.

Michael L: We are doing it. I'm going to ask you to practice on your own, A is 1, B is 2, C is 3, all the way down to Z. Don't make a mistake. If you do, go back to 1. Every letter in the alphabet's going to have a symbol. A-1 Sauce, B-2 Bomber, C rhymes with 3.

Michael S: Should I print the workbook out and start with this?

Michael L: Absolutely, and you're going to be able to do the alphabet backwards. Do you know why? Because I'm going to teach you the story. This is how it goes. I want you to realize, ZYX stands for Zebra Yellow Xylophone. Just

imagine that you're very childlike, that we regress you down to the age of six or five. Then you come back from kindergarten.

You go, "Mommy, the Zebra playing the Yellow Xylophone arrived at the letter W, and he realized he was willing. The 7' tall German man said to the Zebra 'Vat did you vin?'" V-U-T. Z-Y-X-W-V-U-T. Repeat that after me.

Michael S: V-Y-Z-W-U-T.

Michael L: No, Z-Y-X, Zebra Yellow Xylophone.

Michael S: X-Y-Z, Zebra Yellow Xylophone.

Michael L: W stands for Winning.

Michael S: W stands for Winning.

Michael L: You're going to win this game of memory enhancement. So Z-Y-X-W. V-U-T is a 7' tall German man that has that strong accent and goes, "Vut did you vin?" V-U-T.

Michael S: V-U-T.

Michael L: That's an acronym.

Michael S: V-U-T, Vut did you win?

Michael L: So Z-Y-X-W-V-U-T rhymes with A-B-C-D-E-F-G. Then as we now are making this imagery in your brain, your right brain's being activated, Michael. So you're causing activity that normally is not happening. If I asked you right now, give me the names of the Great Lakes in the United States, there's five of them. Rip them off. Go ahead.

Michael S: I don't know them.

Michael L: I'll teach you how to remember them so you never forget them the rest of your life. I want you to remember the acronym HOMES, H-O-M-E-S. Stands for Huron, Ontario, Michigan, Erie, Superior. What are the Great Lakes, Michael?

Michael S: Huron, Ontario, Michigan, Superior is the last. . .

Michael L: No, Erie, Superior. HOME.

Michael S: What's the E one? Lake Erie, okay. Huron, Ontario, Michigan, Erie, Superior.

Michael L: This is a trick that makes your brain actually create activity to teach it how to circumvent around the block of having new information stored. So Michael, just imagine that you're conversing with a gentleman such as myself that has a random access memory that's so massive, it's kind of hard for you to even comprehend. That's where I'm at.

Michael S: All right. Let me ask you this. A good majority of people, they've heard of these tricks. So I want you to tell me, for someone listening, they're thinking to themselves, "Okay, I've heard this trick". As a matter of fact, when I was at the University of Alabama I took a sales course and the guy's name was Lee D'Boise, talked about memory tricks where you can remember the sales process, and he used the imagery like that. So people out there have heard of these tricks. What are you going to say to them when they're thinking, "This is nothing new, I've heard of these tricks? I've seen it".

Michael L: Well, you haven't heard of the whole package of what I'm presenting to you, which is your basal ganglia. I want you to remember that term, basal, as in basal cell. Basal ganglia, as in ganglion, B-A-S-A-L ganglia, G-A-N-G-L-I-A. Basal ganglia is activated by penmanship. If you want to remember something, you write it down in the best penmanship. Today people chicken scratch, and that's why they can't remember it.

Michael S: So this whole epidemic of computers and keyboards should mean writing is just. . .

Michael L: My God, it's killing the potential for memory, Michael.

Michael S: That's so true. Maybe that's why the epidemic of memory is. . .

Michael L: Michael, you're getting it, because that's too much passive stress, and you're not reflecting with a more meditative, relaxed, pen in hand, back to the basics where you quiet the brain down and you're not going fast, you're going smooth and direct.

Michael S: It's keyboards that are dumbing America.

Michael L: You got it, big guy. Michael, just imagine that you listen to people talk, and the kids go s'up. S'up? S'up? What's s'up mean? What's s'up,

dude? It's s'up now. S'up. If we continue to go down this path, then we'll be grunting in 15 years

Michael S: Has anyone written a study on the effects of keyboards and the reduction of penmanship, and the effect?

Michael L: Yes. There's a book called *Aging With Grace*. His name is David Snowdon. It's all my book, Michael. That 308-page PDF I sent you is so chockfull of information it's going to blow your mind.

Michael S: Okay.

Michael L: As a consequence – we got another okay, that's another \$20 fine.

Michael S: I owe you 40 bucks.

Michael L: If that was really the money that you owed me every time we had a conversation, you'd stop that, wouldn't you?

Michael S: Yes, I would.

Michael L: Michael, if I took you in a time machine and said, "Mr. Senoff, I'm the ghost of Christmas Future taking down the pathway of time, and you get to meet yourself when you're 75". Then you go, "Michael, don't do that to me". Meet yourself, Michael. Talk to yourself, man. Listen to your conversation skills now. "Don't do that to me, Michael". Yes, you have to see the future, Michael, for you to change your present.

So you can teach your kids the ZYX because they'll learn it really quickly. What does ZYX stand for?

Michael S: Zebra Yellow Xylophone.

Michael L: What's W stand for?

Michael S: What's the W, I forgot the W.

Michael L: Winning.

Michael S: Winning, winning, winning.

Michael L: VUT stands for?

Michael S: Vut, that big German guy.

Michael L: 7' tall. I want you to have the memory of the details.

Michael S: 7' tall German guy.

Michael L: **[inaudible 49:28-29:29]**

Michael S: Vut.

Michael L: Then you come to the letter S-R, and that stands for Senior.

Michael S: Senior.

Michael L: So the next seven that we'll get **[inaudible 49:35-49:36]** is S-R. S-R-Q. What's Q stand for? Question? Does it stand for a light bulb? A cue stick? What do you see the Q as?

Michael S: A question mark.

Michael L: Yeah, so you're a senior and you're questioning, should you go to the PO to deliver a letter to NM, New Mexico. So S-R-Q-P-O-N-M. Repeat that after me.

Michael S: S-R-Q-P-O-N-M. I go to the PO Box and deliver – what was the. . .

Michael L: NM is New Mexico.

Michael S: Okay, deliver a letter to New Mexico.

Michael L: Yes. So S-R-Q-P-O-N-M.

Michael S: S-R-Q-P-O-N-M.

Michael L: Yes, and then you're going to be at L-K, Lake Killmanjaro where you meet Jesus, and then you have this ephiphany. You say I. So L-K-J-I-H-G-F. What does HGF stand for?

Michael S: Human Growth serum.

Michael L: Formula.

Michael S: Human Growth Formula, correct.

Michael L: So that you can run the ED. What does that stand for?

Michael S: I forgot.

Michael L: Education Department.

Michael S: Education Department, Central B-something Administration.

Michael L: No, Brain.

Michael S: Brain Administration.

Michael L: You've got it. So now you're going to have this 26 letters that you now will make up your original awareness story, Michael, and don't be afraid of what other people think.

Michael S: Okay. So I make up my own story for it?

Michael L: You got it, and then all of a sudden you start using your own creativity. This is not robotic learning.

Michael S: I don't have to remember your story?

Michael L: No. I'm teaching you how I did it.

Michael S: I got ya. Got ya, got ya, okay.

Michael L: So if I said I want you to do the alphabet from the end to the middle, A-Z-B-Y, there's 13 groups of letters, 2 in each group, and each group represents a story. Now you're using your right brain. It's almost like, Michael you're the left brain and I'm the right brain guy, and you don't listen to me because I don't speak, I do sign language, and you never look at my sign language. I'm giving you the sign and you're not getting the sign, so you don't remember.

Think about this for a second. Most brains are lopsided in their development and their neural processing. What if you had a whole brain model?

Michael S: Let's talk about the hammer drills and what's going on physically, even though the onset, even with the rubber mallet, isn't that heavy.

Michael L: Well, you have to build up endurance. The endurance also comes from the brain, because your brain is having to package and repackage

neurotransmitters in order to do the singular act. It's a very unusual act. Have you ever done anything that even remotely comes close to it?

Michael S: The only thing I could think of was the paddle ball. You get them when you're a kid and you've got the red rubber ball, and you have the paddle, and it's attached to the string.

Michael L: I remember those.

Michael S: That would be something similar.

Michael L: That'd be similar to it, but it's going to require a lot more concentration because you don't have anything attached to it. If you miss it, you got to go get the ball. Every time you are having this intention to fire that brain of your's to send signals to your right hand and you're having to stay with that golf ball, you're having to keep the hammer level. So there's that challenge there. You can't tilt the hammer because the ball'll fall off. It'll either go to the side or in front.

You have to be aware of spatial intelligence and what your hand has to do. So your hand has this new challenge, to keep that hammer in your hand nice and solid. You can't hold it too loose or too tight. Then you've got to have a certain rhythm of actually striking up when the ball's coming down. You just can't react to the ball hitting the hammer. So you have to have a timing issue.

You bounce that golf ball about eight inches off the rubber mallet each time, or six inches. You don't usually bounce it two feet. There's a rhythm, there's a certain cadence that you develop. You have to think about what your eye muscles are doing. They have to follow the ball. You can't get distracted. You have to stay focused.

So if somebody's asking you a question while you're doing it, it's kind of hard for you to assimilate the information at the present and still be able to bounce that golf ball off the hammer. If I was to say to you I want you to bounce that golf ball off the hammer and then recite your lecture that you're going to be doing this evening. Then that's going to really challenge your brain.

You're hitting the first level of difficulty with the rubber mallet, but there's all kinds of other hammers that you're eventually going to graduate to. There's a 28-ounce **[inaudible 53:30-53:31]** hammer, the four-pound sledge hammer with the curved face on it so it's slightly convex and you'd have to actually navigate a different challenge because the rubber mallet's

very flat. Consequently, you keep on pushing the envelope until the rubber mallet becomes very boring for you and you say, "I'm ready to graduate to the heavier hammer".

Now we go from 16 ounces up to 28 ounces. You think you're going to get more of a burn in your forearms? Yes. So what you're doing is you're making your brain more active, and you're bringing more blood volume into your brain.

Michael S: Just because of the mental gymnastics it has to do?

Michael L: Yes. So what's that number 2 to the 30th power? Did you write it down?

Michael S: I did not write it down.

Michael L: Do you remember that number?

Michael S: I don't remember it.

Michael L: No, it's 1,073,741,824. What happens now is when I see a number, I have a different approach than when you see the number. Just imagine that the goal now was to do 2 to the 20th power bouncing a golf ball off the rubber mallet without missing. You'd have to spend time memorizing 2 to the 20th power, and then you'd have to start to incorporate it with being able to bounce it. So no longer are you counting bouncing, but you're going 2, 4, 8, 16, 32, 64, 128.

One of the suggestions that I make to people is, take the rubber mallet and go, A is 1, and B is 2, and get all the way down to Z. Then do Z is 1, and Y is 2, and then go all the way back to A. This is mental gymnastics that you're doing to your brain, kind of childlike in many respects, but to complicate it with the hammer drill training simultaneously, that's pretty radical.

Now when you go back to something else which isn't even the same, such as playing ping-pong or tennis, all the sudden you have this increased focus at watching a ball, tracking it, and hitting it. Hitting a moving object that's coming through space with a handle, with a racquet or a baseball bat, or squash paddle, or tennis racquet, baseball bat, hockey stick, these are complicated motor skills that most of the population doesn't fare well at.

Michael S: So let's say I haven't hit a baseball in years, but I'm mastering the hammer drills. I go out to the batting ranges.

- Michael L: I think you're going to have better success. I think that if you started practicing swinging a baseball bat, both left-handed and right-handed, would even help better. That's the whole concept. If all things are being equal and you've got two people that are trying to get better at, say, the game of golf. One guy is swinging the club and doing the hammer drills, and the other guy's only swinging a club, but one guy swinging the club both left-handed and right-handed and doing the hammer drills, who do you think is going to play better golf?
- Michael S: The hammer drill guy.
- Michael L: Yeah. Then the hammer drill guy is also doing fine motor control with penmanship. So he's chipping and putting with more confidence than the other guy that's frustrated at his fine motor controls.
- Michael S: All right, Michael. This is great stuff.
- Michael L: This is just the tip of the iceberg for you. I want you to go down to Home Depot and get yourself a rubber mallet. Michael, you should definitely get a ping-pong table and do the research on what the video games do to the adolescent brain, not good.
- Michael S: Okay.
- Michael L: I get another \$20 fine there?
- Michael S: Yeah. You got \$40. There's another \$20.
- Michael L: Michael, just imagine that every time you speak with me, I'm not a hard ass to you. I'm your brain coach, and I'm taking you up to a level where I **[inaudible 56:37-56:39]** agitating me now, Michael. I said, "No, Michael. I'm not agitating you. I'm teaching you".
- Michael S: It's okay. I don't mind.
- Michael L: So down the road, Michael, what you'll say is, "I appreciate this information and it's changed my life".
- Michael S: When I say, "Okay," I'm thinking in my mind. I'm thinking, or I'm picturing a thought in my mind, and then the "okay" just comes out. It's not like I'm concentrating on the "okay".

Michael L: You don't have the impulse control to override and quarantine them. Now, when you go out into a café setting or a restaurant and just sit there at a table by yourself and listen to the conversation, it's so self-evident.

Michael S: When I edit an interview, I edit out the okays, the ums, the ahs. I clean it up, and that's one thing about my interviews. When you listen to them, they go into the subconscious so much easier because those ums, ahs, all that stuff is stripped out one by one. I get it, and I learned that from editing hundreds and hundreds of hours of audio interviews. Every um, every ah, I get it. I understand that.

I do it myself. When I'm doing the interviews, I stumble. I say, um, ah, but the magic is, I clean it up in the editing afterwards, but it'd be real magical if I didn't do it in the first place.

Michael L: This is what I teach, that you actually have a thought in your mind but you have a three-second delay so that you're thinking so quickly that you can strain it out and it doesn't even get in the game. Just imagine that you quarantine all those words and they're lazy bums that are sitting on the bench, and they're looking at you as the coach. "Can I get back in?" and you go, "No, gentlemen. That's fine. Just sit there on the bench, no". Have the masses ever been right in history?

Michael S: No.

Michael L: So what we're doing is we're giving you something that the masses don't necessarily gravitate to it, but who would gravitate to something like this? A person that's having short-term memory loss, a person that feels as though they're getting, quote, older, unquote?

Michael S: All right, but they're going to say, "Michael, yeah. I've got the iPhone and I'm doing the **[inaudible 58:30-58:31]** you're not teaching me anything new. I took the Harry Lorayne 20 years ago. I got that memory stuff covered". What are you offering that's different?

Michael L: How about this. Can I see your output of your fine motor controls with a pen? That's not necessary. Then you go like this. Are you aware that as the aging human goes down the timeline, that the hand tremors and Parkinson's disease become very prevalent, and this is an anti-Parkinson's Disease activity? What are you talking about; my father has Parkinson's disease. Are you trying to tell me that this could actually help prevent it?

Michael S: How about once you have it? Once you have those tremors?

Michael L: Man, that's not a good place to be, Michael. You can improve it, but it's almost like once the tooth is halfway decayed, can we patch this up? No, we have to do a root canal on it. Isn't an ounce of prevention worth a pound of cure?

Michael S: Yeah, it's all prevention.

Michael L: Yeah. So what happens now is somebody is really frustrated at hitting a golf ball, or a tennis ball, or getting better at guitar, and then a guy like me comes along and says, "Guys, watch how much better I'm going to get using my theory". Later the guy goes, "Dude, I can't believe it, man. What have you been doing?" "My program".

Michael S: All right. Tell me about that weight lifting guy. Give me that story. He was on one of the videos. He was doing the hammer drills, but you said he was a body builder, or he's ripped now?

Michael L: That's Adam Gockel. You saw that guy there that said, "Hi, I'm Adam Gockel and I run Global Debt Management"?

Michael S: Yes.

Michael L: His arms look pretty developed, don't they?

Michael S: I don't remember specifically, but he was good with the hammer drills.

Michael L: He was good with the hammer drills. He's a good-looking guy, and he's 33 years of age. He is ripped. The reason he hired me is because he was impressed by my strength in my hands, my forearm density, my back density, and said, "Coach, I don't know how you're doing this, but I want to learn". He hired me and I helped him out significantly.

Michael S: Where did he meet you?

Michael L: He met me while I was painting a picture one day. He met me in the act of painting a picture. He saw my book there and he goes, "Wow, you've got your book out now?" I said I did. He bought it, and he said, "I'm just going to read this". I said, "Well, would you like an accelerated course?" He says, "I would". I said, "Well, what I guarantee you that you'll automatically improve your commission sales, and I'll even give you a money-back guarantee on it".

Michael S: And he did it?

Michael L: And he did it, and he never looked back. Do you play any golf, Michael?

Michael S: I don't.

Michael L: What do you play for sports?

Michael S: I don't do any sports. I run about five days a week.

Michael L: I would love for you to get a ping-pong table and challenge your brain through your hands. I want you to look at that **[inaudible 01:00:49-01:00:50]** in my book. It's called *Homunculus*, the homunculus man. Essentially, if we were to draw the human body in relationship to how much brain is reserved for our limbs, our hands would be huge in relationship to everything else.

That's called the motor homunculus. The subtitle of my book is *The Phenomenal Discovery, The Hands Grow The Brain*, and there's people that I would advise you contacting that live here in Orange County that are on my program, that will absolutely give 100% testimonial in favor of the benefits of the. . .

Michael S: I'm excited to start digging in, and I'm going to make a commitment to this.

Michael L: So you have your homework assignment? Just follow that book. Follow the 90-day journal.

Michael S: Do I need to read the whole book before I start the exercises?

Michael L: No, you just start practicing your handwriting and go over those letter formations, as you're going to back to school to learn something that you didn't learn. I was very fortunate. I learned to do proper cursive writing. Michael, the oldest people in the United States of America right now, currently living, that have the best brain tissue are the nuns with the best handwriting.

Michael S: The nuns?

Michael L: Yes, because a book that was written called *Aging With Grace* is now putting those nuns' brains up against other brains that are doctors, business professionals, and all walks of life, and the nuns are blowing everybody else out of the water.

Michael S: Okay. When should we talk next?

- Michael L: You have access to me every day if you want to talk to me every day.
- Michael S: Okay, great.
- Michael L: I want you to understand this theory, because if you do understand it and you really put your head around the contents in my book, Michael, HGH is not the most miracle hormone in the body. Progenolone is.
- Michael S: Progenolone.
- Michael L: HGH is part of that downstream mechanic. HGH is produced by the pituitary gland. Progenolone is produced by the white matter tracks.
- Michael S: The white matter, which is all the brain mass?
- Michael L: The white matter is the coating around axon sheaths, basically around the wires. That's the myelin, M-Y-E-L-I-N.
- Michael S: So that's the white matter?
- Michael L: That is correct. The white matter actually physically corrodes as we age. They now have evidence that it actually grows. You know how you make it grow, Michael? Through your hands, through your memory exercises.
- Michael S: So is this white matter what produces this progenolone?
- Michael L: That's correct. The progenolone's produced by the adrenal cortex. It's produced by the testes, but it's produced by the brain. They only recently discovered that testosterone is actually produced in the brain. So when an athlete is losing muscle mass, are you losing muscle mass, Michael?
- Michael S: Probably.
- Michael L: Do you feel as dense as you did when you were 30?
- Michael S: No. I probably am losing muscle mass.
- Michael L: So if you're losing muscle mass, that means testosterone levels have to be dropping. If your muscle mass is improving, then your testosterone levels are rising.
- Michael S: But what if you're not doing the exercise? Regardless of exercise?

Michael L: Well, essentially my own discoveries and my own applications that I personally do that make people go, “Wait a second, I can’t believe how dense you are, Michael. That’s ridiculous. I’ve never seen anybody dense like you before”.

Michael S: You’re not weight-lifting or anything like that?

Michael L: I don’t have to.

Michael S: You’re just doing your program?

Michael L: I’m doing my program. I’m doing the exercises and I’m reciting pi and powers of two. If you do double numbers, how far can you double right off the top of your head?

Michael S: I have no idea.

Michael L: Go ahead, just try it. 2, 4.

Michael S: What am I doing? 2, 4, explain.

Michael L: Just the powers of two. Keep on doubling the number. 2. . . .

Michael S: 2, 4, 16.

Michael L: No, 2, 4, 8.

Michael S: Am I counting by twos?

Michael L: No, two doubled is four.

Michael S: Double it, double it. 2, 4, 8, 16, 32, 64, then I have to start thinking. I get the point.

Michael L: 2 to the 10th power is 1024. I’m currently at 2 to the 80th power. When people ask me, “Why are you doing that?” I say, “Well, because it’s actually making me a better ball striker in golf”. “I don’t understand why that would work”. I said, “Well, unless you do it, then you won’t understand”.

Michael S: Is it easy for you to do it now?

Michael L: My God, it’s so crazy.

Michael S: It's crazy easy. So it's not like a terrible, painful workout for you?

Michael L: Michael, as I'm doing it, I'm bouncing the golf ball off a hammer, and a crowd of people are watching me. They're going, "I don't know how he's doing it. Can I get your book?"

Michael S: If you stop doing it, will you lose it?

Michael L: If you stop exercising, will you lose the genes? Let's put it this way here, Michael. 1,073,741,824 is 2 to the 30th power. That's in my permanent memory. Who was the first president of the United States?

Michael S: George Washington.

Michael L: Is that in your permanent memory, Michael?

Michael S: Yes.

Michael L: Do you have to even answer that question for the next 10 years, or would you have a problem with getting that information?

Michael S: No, I would not.

Michael L: So if I said, "How many states are there in America?" There's 50, correct?

Michael S: Yes, correct.

Michael L: So what happens now is imagine that you have certain sets of permanent memory, and all the things that you didn't really quite think about because those would be in working memory, and eventually the working memory would fade away. Just imagine that you had a system that could actually make working memory so much more easily accessible, and that you didn't have a hard time learning new information. So if I told you something a couple of times you'd have it, and then you'd remember it.

When those guys from the London cabbie drivers that drive the black cabs that make up to 400 bucks a night, they're a special breed. When they have 25,000 street names in their brain, their brain's have actually physically grown. The Greeks 2500 years ago had 25,000 lines of poetry memorized? How many lines of poetry do you have memorized, Michael?

Michael S: Not too many.

Michael L: If I said, what's your favorite song by The Eagles, what is it?

Michael S: Hotel California.

Michael L: And give me the first verse?

Michael S: I don't know it.

Michael L: It goes like this: On a dark, distant highway, cool wind in my hair. Warm smell of coleus rising up through the air. Up ahead in the distance I saw a shimmering light, my head grew heavy and my sights grew dim, I had to stop for the night. Michael, just imagine that you could do that to 100 songs and you could give me the lyrics back that quickly.

Michael S: That'd be very cool.

Michael L: That's what I can do. Michael, the next time we speak I'm going to ask you to do the alphabet backwards.

Michael S: Let's do it.

Michael L: Mr. Senoff, it was really an honor talking to you today at length.

Michael S: We'll talk again. I am going to get on it, and I'll be in touch soon. Thank you for the opportunity. I appreciate it.

Michael L: So. . .

Michael S: So how is Whole Brain Power Different? How are you going to answer that?

Michael L: When you have a rubber mallet in your hand or an S-wing hammer in your hand, and you're contracting the forearm muscles, what you're doing is releasing a chemical called IGF-1.

Michael S: What is that?

Michael L: It's called insulin growth-like factor, and that chemical actually migrates into the brain and helps produce super **[inaudible 01:07:02-01:07:03]** called BVNS.

Michael S: Is it the physical activeness of holding the mallet?

Michael L: You've got it. The hands grow the brain. When you're doing the cursive handwriting, you're firing your cerebellum and the purkinje fibers. When

you're learning Whole Brain Power, you are growing your working memory and you're having an understanding of the mechanics of the mammalian brain better than any program in the world.

Music

WBP Student: And my sleep is incredible. I used to sleep, and I'm not even exaggerating, I used to sleep in three to four hour naps. Now I slept completely through the night, and I remember waking up saying, "Wow, I got about eight and a half hours of sleep. I did not wake up throughout the night". I did not need anything **[inaudible 01:07:42-01:07:43]** wake me up. In fact, I got up that morning and I poured a cup of coffee, took a couple of sips of it, and I reached for my mallet and started pounding it.

Music

WBP Student: When I started Whole Brain Power, my mood elevation dramatically increased, easily within the first week. I had difficulty waking up in the morning, feeling anxiety, feeling kind of depressed. Life is hard, but my life is particularly hard, and Whole Brain Power has turned that around.

Music

WBP Student: To watch someone's HDL increase over 50% by bouncing the ball off of a hammer is absolutely amazing. So I worked with the hammers really hard for 30 days. On my company blood test, my HDL went to 91, and my doctor looked at me. I told him what I was doing, and he looked at me like, okay, and a little bit of disbelief. He says, "Whatever you're doing, keep doing".

Music

WBP Student: Michael pulls out his forearm and he asks you to touch it. If there's my forearm and his forearm and a three-inch in diameter steel pipe, the two similar things are Michael's forearm and the steel pipe. The touch feels no different than a piece of steel. You've never felt that in another human being.

Music

WBP Student: He took my club out of my hand, turned it outside down, hit it left-handed, he flew it over my ball. I said, “Michael, what in the heck is going on here? I want some of this. What are you doing?”

Music

Michael L: You go back to Leonardo da Vinci, Michelangelo, Thomas Jefferson, Edison, Franklin, Bill Gates, Warren Buffett, Magic Johnson, Michael Jordan, Larry Bird, Tiger Woods, Dave Mash, Brady, Montana, Breeze, guess what all these people are?

Michael S: What?

Michael L: They’re all whole brain thinkers, and here’s the common thread. Every one of them is ambidextrous.

Music

WBP Student: **[Inaudible 01:09:54—1:09:57]** for the Fourth of July and everybody was running around in their bathing suits. My friends were like, “Jeez, man. What have you been doing? Did you change your diet? Have you been working out?” I mean, it was stirring up quite a little buzz there.

Michael S: Did people think you were on steroids?

WBP Student: Yeah. Actually, one friend did.

Music

Michael L: So what Whole Brain Power does, it activates savant-like skills, but it doesn’t make you a savant. It mimics what savants actually do easily, but we get a little glimpse of it.

Music

WBP Student: My hat size got bigger, my feet got bigger, I grew half an inch in about a year and a half, and I’m pretty sure that just the additional blood flow to the brain from all of the Whole Brain Power thing played a big part in that.

Music

WBP Student: I had social anxiety. I was, at 25, getting crows' feet around my eyes because – when I spoke with Michael he told me I was playing so much video games for so many years that my brain was actually shrinking, and my eyeballs were being sucked into my skull.

Music

WBP Student: You would think it would be tedious, and you would be immediately bored of it and want to do something else, but no, it was not. My brain liked it. While I'm doing it, it was therapeutic to me. It had a calming effect on me. For some reason, this repetition and continuing to do it longer and easier and more was satisfying to me. It's the craziest thing.

Music

WBP Student: I remember when he started actually teaching me just a few things, just maybe a few times after I met him, and then I saw him a few months later and he taught me one thing. Through that one thing, I gained 30 yards in maybe a week's time, and that's when I was like, whoa. I was amazed, I was.

Michael S: So you knew that this guy knew some things you didn't know about?

WBP Student: Exactly.

Music

WBP Student: Me, I go to the gym. I eat right. I do lots of things, but if you had to say what was the new variable, it was definitely adapting the strategies of Whole Brain Power.

Music

WBP Student: My life changed for the better, and I've never had 100-day period in my life where I've had more days, at the end of the day I go, this is the best day of my life, and almost for no particular reason. Just that I've extracted everything from the day that I wanted, and it's great.

Music

WBP Student: I don't wake up thinking, "Oh, no. I have to do this stuff because Michael Senoff is going to ask me if I did it". I get up and I want to hit the hammers. I get the kids off to school; I want to get home and want to start da Vinci writing. I mean, I love doing this stuff, because I know I've only been doing it really deliberately and meditated for about a week, eight days, but I'm so alert and energetic, getting things done now. I mean, I'm looking forward to 28 days or 30 and 60.