Expert Interview

Rewire your brain to maximize your potential.

Doug Bench

Doug is a noted educational, brain science-based advanced achievement author, trainer and speaker.

Armed with two degrees in Physiology and a Doctor of Law degree, Doug has spent the last nine years researching and analyzing the findings of over 900 cutting-edge neuroscience (brain science) research studies and books to develop techniques, skills and habits to maximize performance levels of the human brain.

Doug has presented this exciting information to over 240 groups and 270,000 people to rave reviews for the results his information has created for his audiences.
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Doug Bench / Interview Question

1. Doug, over the last 10 years you have become extremely successful as a businessman, author and speaker, as well as becoming well known as an expert authority on the human brain and performance; what led you to read, review and report on, as I understand it over 100,000 pages of recent brain research?

2. Research in the past has always told us there's no real way to change your brain, but new studies are starting to show otherwise. Is it really possible to change your brain and improve your capacity for performance?

3. How long does the science tell us will changing your brain take? Will you notice a difference right away?

4. Why is it so important to continually improve your brain health and what are some surefire brain health killers?

5. Doug, you have developed an incredibly interesting 16-step plan to change and improve your brain. What are some of the tips/tricks you've discovered from your research that positively impact the brain and its achievement capacity?

6. Out of curiosity Doug, what changes have you seen in your own life as a result of absorbing all of these brain research discoveries?
DIRECTIONS:

Write down the new understandings you gain from this interview.

Include thoughts, realizations, and concepts you will use to enhance your business/life.

Record specific actions you will take as a result of this new knowledge.

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John: Hi this is John Assaraf and welcome to Success Manifestors: How Ordinary people achieve Extra Ordinary results!

You are about to embark on a journey of personal transformation and growth as I bring you face to face with some amazing individuals. Each of these interviews is with people who learned what they needed to learn and took action to achieve success in their own lives. Now they are sharing their wisdom, strategies and tactics with you, so you can easily apply their lessons in your own life right now.

It is said that a smart person learns from his or her mistakes, and that a REALLY smart person learns from the mistakes and success of others, in addition to the lessons they’ve learned on their own. The 21 people that I bring to you in these interviews all have reached success in their respective disciplines and I know they will enrich, educate, inspire and motivate you to break free right now and achieve higher levels of success in each area of your life.

As you listen to each interview, really apply yourself. Take notes as ideas flow into your head, highlight the transcripts and write down the action steps you are committed to taking. It's the application of the right information in the right order that will help you achieve more than you have ever achieved in your life.

If you are seeking to achieve better health and gain more energy, to overcome current obstacles and challenges, or want to release any negative emotions you've been carrying from experiences in your past, you will find that each one of the experts you'll meet in these interviews has faced similar challenges of their own that they have overcome, and that now you can overcome them also. Remember, the more you focus on these great lessons and the more you focus on applying what you learn here, the faster your transformation will be.

Repetition is the mother of learning so I highly urge you to listen over and over to the interviews that REALLY grab you. I have my favorites and I would love to know yours so make sure you hop on to the John Assaraf Facebook fanpage and share your comments with me right there.

http://www.facebook.com/johnassarafpage
Now sit back and listen to this inspiring and empowering interview with Doug Bench.

Now, Doug is a noted education brain science-based achievement author, trainer and speaker. He’s got two degrees in Physiology and a Doctor of Law degree. He spent the last 9 or 10 years researching and analyzing the findings of over 900 cutting-edge neuroscience research studies and books to develop techniques, skills and habits to maximize performance levels of the human brain.

Doug is speaking all over the country now. Probably in the last 2 or 3 years, it has been probably 250 to 500 groups. And probably a quarter of a million to five-hundred thousand people he has spoken in front of as well as my events as well. This is no exception to get him. He is just finishing up a series of being on the road. We are booking him as soon as he got off the road and that is now. You are in for an amazing treat with Doug’s background is gentle, kind heart, Doug, welcome buddy.

Doug: Thank you John, it is an absolute privilege and honor to be here with you. Hello to everybody on the airwaves with us.

John: So Doug, let’s get right into it. I’ve got a bunch of preselected questions that I’ve put together based on the questions that we’ve already gotten before. Let’s talk, if we can about the last ten years of you turning around. Not turning around but really getting into a different field you were in before. Becoming an author, becoming a speaker, a business person and really an expert on human brain and performance, and all of the reading that you’ve done, what caused this path for you?

Doug: Well, I had, as you mentioned early on, I was in the legal profession. I was a lawyer and then a judge for several years and retired from that profession, and frankly was raising my children and doing some motivational speaking, “rah rah sis boom bah” type motivational speaking.

[John laughs]

Doug: My life totally changed around when my mother was diagnosed with Alzheimer’s twelve years ago. We lost her some three and a half years after that. It was a tragic thing for her. When that disease steals your memory, it absolute steals your soul. My mother was such a special person. She had a genius level IQ and was a member of Mensa. Unfortunately, John, that skips a generation, it went to my children.
[John laughs]

Doug: And right over the top of me. But, to me totally open and candid about you, I was scared to death that I was getting Alzheimer’s. When she was diagnosed, I was 53 years old. And years and years ago, I had an undergraduate degree and a graduate degree in Physiology but I had done nothing with it. I went onto law school and practiced law for a number of years.

But when she was diagnosed, when you go into a room and you forget why you go in there, you blow that off, or you can’t find your keys or your glasses, and your glasses are on the top of your head. You blow that off. But when your mother is diagnosed and you watch her slowly pass from that disease, and you go into a room and you can’t remember why you went there, it’s scares the crap out of you. And that’s what happened to me.

John: Wow.

Doug: Immediately I said, “My gosh, I’ve got to learn about this disease. I’ve got to learn what I can do about it for me, and to maybe make this experience for my mother a little less painful for her.” I literally got the first book I could find, the thickest book I could find which was entitled The Owner’s Manual for the Brain, by Doctor Pierce Howard. That book was written in 1993, I was reading it in 1998.

When I was reading it, he kept talking in that book, John, about all the new things that brain scientists were going to be learning because of some new equipment that was becoming available for the scientists in imaging the brain. He kept saying stay tuned, because they’re going to find out about this and about this. Well, see, I was reading that book about five years after he wrote those words which meant to me, because he said in his book “in the next five to seven years,” so I was there. It just triggered an obsession with me to find out as much as I can about the human brain.

As I started reading and learning the phenomenal things that makes our brainwork and I was discovering several things. Number one, I was discovering that I was starting to achieve more. My memory was improving after having read those things. And that nobody was passing this information on to normal people like you and I. Nobody was doing it. I thought, “My goodness, I need to change my mode in my motivational speaking from one of “rah rah sis boom bah,” that when the going gets tough the tough gets going to, “My gosh, this is how your brain works and here is how you can make it work better.”
John: I love it. And this conversation you and I are having is very, very timely. I was speaking to my mother this morning and she was telling me that she is going to an Alzheimer’s class starting next week to learn more about it. My sister is also going, because my mother has got early stage Alzheimer’s, and she is aware of it. I remember the story about your mom, so I’m having the dialogue with my mother right now who is 77 going on 90.

Doug: One of the tragic things I’m learning is that unless we find more things to do about it, we all have it.

John: That’s kind of like, what is it for men with testicular cancer, or the longer we live the more chances we have of getting it.

Doug: Yes, yes.

John: And there is a way of reversing it which we’ll get into it. Not about reversing it but just making it go a lot slower from what I can gather and understand. Now in the past, I know you and I have talked about this. The scientists up until the 90’s maybe early 2000 said that we were hardwired and that you couldn’t change the brain. You couldn’t really do more than you’re doing right now. That we were hardwired and that’s the way we were. But that has changed over the last number of years, has it not?

Doug: Oh, it has changed drastically. Right in your own neighborhood out there is where the discovery was first made. This was about twelve years ago, eleven years ago Doctor Fred Gage and some of his colleagues that are working out there in La Jolla at the Salk Institute discovered something called neurogenesis. The term for that that I better understand than that one is brain plasticity, which clearly indicated unbelievably, they could see with the new imaging equipment that had been developed that I was mentioning previously. They could see that if you stimulate your brain actual new connections are growing and appear. They are little spider-web, thin-like strands that we see as peas, which is kind of the [xx] term for it. Then [xx] protuberance, which will increase the total number of connections you have in your brain.

Which of course our new connections, they are new. The brain is not hardwired, it can change, and it can change on a daily basis. It doesn’t matter if you are 6, 16, 60 or 106 years old, you can change your brain and improve its performance with those new connections. This is something they did not know before. As a matter of fact, John, listen to this. They have estimated that with this discovery, the number of new connections that each of us have the capacity to create simply by stimulating our brain, which doesn’t mean by the way cutting off the top of the head.
and putting in electrodes and throw in a switch and yelling “clear.” That’s not what we mean by stimulating the brain.

Stimulating the brain simply means by learning something new, doing new things, doing things differently than you have done it before. But what they’re now saying is that you and I, no matter what our age, all of us can generate a number of new connections, which would be a one followed by six million miles of zeros in that number.

John: Six million miles. [Laughs]

Doug: Yeah.

John: Wow.

Doug: That’s just in our lifetime, you know, that’s outstanding.

John: Let me ask you a question, what does that mean to the human being? What does it mean to me? What does it mean to you? What does it mean to the people that are listening that we can create these new DSPs, [xx] spiny protuberances in our brain and connections?

Doug: Well, it means several things, all of which are exciting. Well, all but one, are exciting. The first one is not very exciting if you’re a half-empty-glass kind of person. Because you know what it means, John, it means we all have to get rid of our excuses, because the excuses are no longer scientifically viable. They have been proven to be not good reasons to do something new, because they now know anybody can do anything if they stimulate their brain to do so as long as it’s physiologically possibly. Under the laws of the universe, we can now do it, which means we all got to get rid of our excuses sometimes. I hate that, you know.

But what it means also is that we can reduce our risk of Alzheimer’s. Because one of the causes of the Alzheimer’s, not the so cause, but one is atrophy, lack of use. If you can stimulate your brain you can form new connections. Aging is one of the reasons that brain cell connections atrophy, so that’s one area. Another area is it means that anyone can achieve either expert status or genius status or a higher level of achievement simply by learning to stimulate their brain and use what they already have.
John: Wow. So using the old excuse, “I'm just like my mother. I'm just like my father. I can't change. I can't do it. It can't be done,” that's all old wiring, old thinking, old conditioning. Throw it out the window.

Doug: It's gone. Proven scientifically, absolutely proven scientifically.

John: That obviously leads me to ask you the next question is, if somebody applies this new way of stimulating the brain, how long does it take for our brain to start changing? How long will it take for people to notice measurable notices or even early noticeable actions or reactions or thoughts?

Doug: Well, that's a really good question. There is a long answer to that and there is a short answer to that. The short answer is we are not microwave generation as [laughs] the newspaper would have you to believe, if we want to improve our brains. Changes in the brain, nonsurgical, non-traumatic changes in the brain do take time. And this is a problem for those of us in the young age bracket that want things instantly, you know.

But what they have constantly seen is that if you stimulate your brain for a period of about 28 to 30 days, that will create permanent change within your brain, which then can be turned over to the automated portion of your brain to automate some of these skill sets to achieve the higher level. And that's the goal, but it does require you to stick to it for 21 to 30 days before you're going to see measurable changes. Although slight changes occur within a week, the long-term changes in the rewiring of your brain take four weeks or more.

John: If you're going to be wanting to change...let me back up for a second. What are the types of things that somebody can change?

Doug: Well, the first key is to change the way you think and what you think in your head. I have gone through in my first book called Revolutionize Your Brain: Kiss Your Old Brain Goodbye, we took all of the brain research and generated or created 16 techniques that if you apply those, they will turn into habits over four to five weeks. And then, if you turn them into habits, your performance levels will automatically go up to a higher level. For example, my first technique is called “supersize your greeting.” I got to remind you, of course you know this because you know me well, but if it's not based on brain science, I don't speak it. I'm not a Doctor Phil, Oprah kind of speaker.
John: Right.

Doug: I talk about the brain science, period. This has now been proven by brain science. If you alter your greeting to people.

John: You say greeting, like how you say hello?

Doug: How you say hello.

John: Greeting, okay.

Doug: Starting that simple, I call it “supersize your greeting.” If you force yourself to supersize your greeting for 28 days, it will start making permanent changes in you that will direct you towards being that way. Because five-sixths of your brain scientists now know, can’t distinguish real from imagine, truth from a lie. It controls five-sixth of our behavior, that part of our brain.

If you tell that part of your brain that you are fantastic or tremendous or feeling great today, then after about 28 days of doing that, guess what, you will be great. I mean, we have all see the opposite of that. When you’re feeling great and somebody comes up to you and says, “Are you alright? You don’t look very good.” Well, your brain starts looking all over your body for what’s wrong when they do that. Well, let’s turn that around.

I have been doing that now for eight years. In fact, I’ve had a standing offer in my books and in my speeches. If any of you are ever greeted by me with anything but an absolute positive greeting, I’ll pay you a thousand dollars. I’ve never had to pay, but you got to be careful because that greeting has to be what I call a positive-positive, meaning it can’t be a negative-positive.

For example, if you say to somebody, “I’m not bad,” that’s a negative-positive. Not bad is good but it’s a negative way of saying that. Remember, five-sixth of the brain can’t distinguish positive from negative, truth from a lie. If you are generating a picture…the old example that I used to use and still use because it works is, if you pour a glass of milk for a child and it’s too full and you say, “Whatever you do, Jimmy, don’t spill the milk.” Well, five-sixths of their brain sees a picture of spilling the milk. So, you’re chances of them spilling the milk are five out of six. The way you say that positively is, “Jimmy, we want you to enjoy your milk.” I got to let my dog out, John.

[Laughter]
John: Let the dog out.

[Doug laughs]

John: First time on satellite radio and television, Doug Bench is letting the dog out right in the middle of an interview.

Doug: We take in...

John: This is brought to you live from our supports. Let’s go for a station break. No, I’m just kidding, let the dog out.

[Doug laughs]

John: While you let the dog out what I’m hearing friends is that your positive self talk, whether it is to yourself, or when somebody is asking you, “How are you? What’s going on?” If you’re not positive, you’re then reinforcing your negative neuro networks. You’re focusing five-sixth of your brain on whatever it is that you’re saying or thinking is negative. Is that right Doug?

Doug: That’s absolutely correct. It is very, very powerful, because that part of your brain evolutionary wise was created to overemphasize the negative because that’s how human beings survived. Those that prepared for the worse survived back in the old days. Well, our brain hasn’t evolved to catch up with our culture. We don’t have that day-to-day life or death threat anymore, but it does overemphasize the negative. If you say the negative, it reinforces that negative. Again, it is brain science, it has been shown. If you say, “Oh I’m terrible,” guess what, you will become terrible. Your dominant thoughts control at least five-sixth of your action. Sometimes depending on what group I’m talking to, not a group of lawyers. I will tell the group, “Lie your way to success,” not lawyers.

John: Some lawyers already are.

[Laughter]

Doug: Exactly. What I mean by, lying your way to success is, if you tell yourself, “Now this is really powerful.” If people understand this, and man sometimes I will say, “If you knew what I knew about how the brain worked, when you got up in the morning your feet wouldn’t touch the floor. You would float out of bed. Because if you say these positive things to yourself, even when you know inside it’s a lie, five-sixths of your brain will take it as the truth and turn it into your truth within a four- to five-week period.
John: Hold on, say that one more time. Everybody pay close attention here. Say that one more time please.

Doug: Alright. If five-sixths of our brain controls five-sixth of our action, that’s the automated part of your brain. If at the conscious level you say a lie that you consciously know is a lie, five-sixths of your brain will take it as real, and in four to five weeks, it will make it your reality. Whether it’s your supersize greeting or it’s a goal that you set yourself, if you set a goal for yourself, its okay that you don’t consciously yet believe you can reach that goal. That’s okay. Because if you tell yourself you can, even though consciously you know it’s a lie, your non-conscious brain, what I call affectionately my Nancy, NC for non-conscious, will turn it into the reality.

John: Let me ask you a question. Is that why when we are born or when we are old enough to start hearing and dialoguing and being aware of our environment, if we’re in an environment for week two, three, four with negative parents, negative siblings, negative teachers, negative experiences, within very short order, we become wired to that environment and then its stuck with us until we change it?

Doug: Absolutely because of the discovery of brain plasticity that you’re creating new connections all the time. It can be positive or it can be negative, either from yourself or from your environment, absolutely. But its changeable, that’s the good news, you can change it.

John: If you’ve got negative thoughts, negative emotions, negative behaviors, chances are that somewhere along the line other than, and I want to ask you a question about genetics in just a moment. Somewhere along the line, we became conditioned or wired to that level of thinking and behavior, and we can change it?

Doug: Absolutely correct. You are a good student.

John: I’m a good student.

[Doug laughs]

John: I’ve gotten on the bandwagon ten years ago as well. I’m right there with you. I’m just making sure that I’m hearing you accurately. You’re getting the credit today. So, let me ask you a question, where does genetics fit into this? And I’ll give you some statistics I just read as well that you will be able to use.
Doug: Well, genetics is always involved, but it is a minor involvement, if we’re talking about achieving at a higher level.

John: OK.

Doug: A person, a child who becomes a concert pianist at age seven, very little of that is genetic, maybe ten percent, ten percent in the DNA. The rest of it is environmental because the brain rewires on a regular basis. So, genetics are the base, but you can take that base and change it.

John: Interesting. And what I heard Doug, and for everybody listening, is that when our mothers and fathers gives us their very best and we are born, for the first six months of our lives six to thirteen percent of the genetic makeup creates these neuro networks. And the rest 90% of it is what we learn as we are growing up. And so, we are creating billions of these new neuro connections. We can keep creating them until we die. Is that accurate of what you’re hearing as well?

Doug: Yes, absolutely. When we are born by the way, as you well know John, you and I have talked about this before. The normal adult or average adult has about 100 billion brain cells.

John: Right.

Doug: But a child has many, many more than that, and we go through as infants, we go through a process called pruning where the excellent brain cells remain. Those that aren’t as excellent are pruned out. You are creating new connections as a child at a much faster rate than as an adult, but it still is taking place, even if you were an octogenarian, that creation of new connections.

John: Wow. What I’m hearing is, you use it, or you lose it basically.

Doug: Absolutely.

John: I love it.

Doug: And how you use it will certainly influence how much you can achieve or at what level and at what rate, etc.

John: Love it. Let’s say there is somebody listening right now, and I know there is, who says, “Okay, I want to change my “fill in the blank,” or “I want to earn more money,” or “I want to “fill in the blank.” What are two or three things, Doug, that they can do that
will help them with the manifestation and the changing from the inside out?

Doug: Well, number one, I've already mentioned it. They got to supersize their greeting starting on day one, forever. Once they supersize their greeting, the second step, "Oh no, even the brain scientist is going to tell me this?" Yup, write down your goals.

John: Yup.

Doug: You have to write down your goals.

John: Write down your goals.

Doug: Yes. And once you've written down your goals, then you repeat them to yourself on a daily basis three to five times a day. I call that innerstates, creating your innerstates, innerstates meaning creating new roads of neurodes. A neurode is a pattern of neurons that fire together, which will direct you towards your goals.

Now, once you are creating these new inner connections through your innerstates, there are several things you can do to upgrade the connection that is sort of being created. For example, the scientists have learned that if you do what I call, which is one of my techniques called “trigger a thunderstorm.” If you are in a high emotional state when you are creating these new connections, then those connections are stronger, longer lasting and there are more of them.

Now, there is another thing that is going on when you do these innerstates, and what you do with your innerstates is, about once a day you create what I call your success vision. That is, you create where...ah, this is so much fun. You sit down and visualize reaching success, reaching the level of success that your goals will take you to. You create a success scene and you go through that at a quiet time during the day.

Now, some people call that meditation. I clear my head and do my success scene and go through it every morning and every night, because scientists have learned, your brain is the most alert at those times.

And now, what that does is something that you and I have yet to talk about that we have talked about many times before. It will activate your reticular activating system to automate and bring forth information to your conscious level relative to your goals.
that you might have missed. Some people call that the secret, the law of attraction, you’re very familiar with that being a star of that hit movie, The Secret. But for me the scientists, you see, it’s not sending something out to the universe. It’s creating it within your own brain, your own reticulate activating system, and now you’re automating seeing things related your goals that you might have missed before.

John: I love that. Doug, by the way your phone, I’m told by our tech people, is cutting in and out a bit. If you can stay stationary or look in the direction you’re looking in right now. [Laughs] Don’t move.

Doug: I think maybe this battery on the phone is dying. I’m going to go get another phone, but I will switch and keep talking.

John: No problem.

Doug: You just go right ahead.

John: Alright. What I’m hearing is “A,” wake up and start your day by supersizing how you feel and make it positive? Even if you’re feeling crummy, don’t think about and don’t talk about being crummy. Number two, you create your innerstates and you write down your goals. You review them five times a day. You visualize that as well.

Doug: That’s correct.

John: Awesome. And emotion helps also, so make sure that it’s an emotional, I mean, I would imagine positive emotional state.

Doug: Yes. And this emotion can be artificially generated, John. It’s one of my secret techniques. I’m going to share it with people on the call today. You sure don’t want to share this with your competitors, but you can generate this emotional state artificially.

For example, I will sometimes degenerate my high level of emotion when I’m creating new brain cell connections. I will recall walking my daughter down the aisle at her wedding, a wonderfully emotional experience that I had. I will sometimes listen to a song that triggers emotion. Music is very emotional. There is a song by Alan Jackson called, “Remember When”, that follows a couple through their life and now they’re old and grey. In fact, I’m choking up even just thinking about it.

[John laughs]
Doug: It generates the emotion that then creates stronger connections. Everybody knows that when you're emotional the connections and memories are stronger, they just didn’t know why. Well, the brain releases proteins when you're emotional and proteins are literally like a fertilizer in your brain. So to make the connection stronger, more of them, longer lasting, lower the firing threshold, all things you want to have done.

John: I love that. And so, we can change everybody. There is a process and a sequence that we’re talking about right now. So, I highly suggest if you’ve got some negative thinking, I think Daniel [xx] coined a great term years ago called “ANTS,” automatic negative thoughts. Get rid of them, get rid of the ants.

Doug: Yeah.

John: I don’t know whether it was you or me, Doug, that coined the “APT,” the automatic positive thoughts. We want lots more of those.

Doug: Yes, absolutely. And, there is another area that I want to add to this. I’m just now learning a lot more about it and you’re familiar with it too John. You know, we have a conscious brain and we have a non-conscious level of thinking as well. That non-conscious level of thinking is where we turn things over to automatically, so it does control a lot of our actions.

You’ve talked about it in the past with losing weight, and the body’s thermostat, and what’s it set that that. That’s based on all of the negative thoughts in the past. If you want to change that, what you have to do is get the thinking in your non-conscious brain and your conscious brain in sync with each other. Because no matter how strongly you want or you have will power to achieve a goal, if you aren’t appointing all six part of your brain thinking towards that goal, you’re not going to get there.

John: And so you’ve got to change it at a subconscious level. I’ve been telling you folks that for years. Let me ask you a question. You said something that triggered a thought on my behalf and that was that it’s important to improve your brain health. And so, why is it important to improve it, versus leave it as-is? And then, are there some things that actually kill our brain cells or the ability to use our brains really well?

Doug: Well, yes, really, really important question and issue we all need to talk about and learn about. The human being is the only dog or creature known in the universe that has the capacity to study our own brain by using our brain. There is nothing that has ever
been known of, or will exist, that is more complex than a human brain. We as humans constantly underestimate the power and capacity of the human brain to perform and achieve, so we must do everything we can do keep it at its peak level of performance.

We all are aware of this horrific disease called Alzheimer’s and other brain health failures that can steal our spirit, our soul and our identity, such as dementia or schizophrenia, etc. Now the scientists know there are things you can do to counteract that stuff. In the words of Doctor Richard Restak, one of the most famous neuroscientists in the world, he said this...this isn’t any “fru-fru”, this is a neuroscientist saying, that if you study the new brain research discoveries, and develop techniques and habits based on those two discoveries, you can expect a lifetime of greater health and greater achievement.

Every time I say that, John, that gives me goose bumps. Because, we can all do that. One of the techniques in my first book I call “get weird to get wired.” Because, if we don’t create new connections, the ones we have will atrophy and can cause health problems, can cause early Alzheimer’s and of course decrease achievement and performance levels. We need to force ourselves to do new things.

You will never see me ever go anywhere in my car and home come the exact same way. I will always change it. That’s just one of the many things you can do to create new connections. One of the problems we are faced with is that, we don’t yet totally understand this rate mechanism that the creator placed in us and how it works. We are getting closer every day, but we know more about mars than we do about human brain, to this point.

One of the things for example and that can be a problem for us brain health wise and otherwise is that, the amygdula, which is a part of the brain that literally pretty much controls what goes on in our automated brain. That tool of the brain called the amygdula, its major function is to keep us safe, keep us alive and maintain the stat quo.

Now, keep in mind the amygdule can’t think. It’s in the reptilian part of our brain. It can only respond to stimuli. So any stimuli that comes into the brain that might require us to change, such as achieving at a higher level, the amygdula resists, because it would be a change in the status quo. It takes a change in the status quo as negative.

So even parts of our brain, we need to understand it better so that we can counteract that. I committed a whole program to that
on my radio show, *Caution: Your Brain May Be Killing You*, because literally, if our amygdula tells us not to try new things, it literally can be killing us. You need to counteract that to achieve at a higher level and have higher brain health.

One other little thing is that the amygdula, by the way, also controls how long a neuropattern, a pattern of neurons, fires in short-term memory. When you meet somebody new, and you meet them and you get their name, it goes in short-term memory. Well, the amygdula monitors the firing of neurons in your short-term memory. If you keep things firing in short-term memory, beyond what it considers to be a reasonable amount of time, it will interpret that as a waste of energy. It will cut it off, stop it from firing.

The average time, by the way, is about 45 seconds. So, if you’re meeting somebody new, and you’re still talking to them a minute later, and you’re going to yourself “Oh gosh darnit, I just met this guy a minute ago, and already I can’t remember his doggon name. I must be getting Alzheimer’s.” No, that’s normal.

Your amygdula is shutting it off. Because your amygdula, when its monitoring what’s firing in your short-term memory, can’t tell a difference between an idea that came to you in the middle of the night. If you train your brain to look for money-making ideas and wants and needs for people, that idea may come to you at any time. Well, your amygdula can’t tell a difference between the neuron pattern firing for a potential million-dollar idea and forgive me, but it can’t tell that from the smell of your dog’s last bark.

[John laughs]

John: I wasn’t expecting that one. [Laughs]

Doug: It will shut it off in about 45 seconds. We have to learn how to get things down to long-term memory before that happens. For me because our society is so fast paced now what I’ve done is, I always, always carry with me a digital voice recorder to record those ideas so I never lose any of it.

John: It’s amazing how many times that’s happened to me as well. I’d speak to so many people, I make eye contact and connect with them, create a [xx] with their name and their face. And then, a minute later I’ll go, “Oh god, what’s his name again?” What’s her name again?”

Doug: Yup, yup.
John: And so, there is nothing wrong with me is what I’m hearing?

Doug: No, not at all.

John: Oh good.

Doug: Memory is an active process, not passive. You’ve got to take action. Once you learn how your brain works you can learn as you’ve already mentioned repetition is one way to put it to long-term memory. Association with something about them is another way to put it in long-term memory or put it into artificial long-term memory for later recall.

John: All of these tools and tricks I know are in your program...

Doug: Yes.

John: …but these are all discoveries in the last 10 or so years, 10 or 15 years at the most.

Doug: Yes. The biggest discovery started it all and that was in December of 1997. If it was published before 1997, it’s probably not accurate. It’s probably a theory.

John: I was told that probably 70 or 80 percent of what I learned in school, I’m 49 now. I’ll be 49 in a couple of weeks. I was told that most of what I learned was obsolete and not true. Is that accurate?

Doug: That’s very accurate, about the brain or in general?

John: Yeah, about the brain.

Doug: Yeah.

John: Well, probably the rest of the stuff I learned, Doug, probably 90% of obsolete. [Laughs]

Doug: Yeah, that’s true. They estimate 75 to 80 percent of the theories that they thought to be true about the brain have been discovered, just since 1997, to be inaccurate. And again, that’s because of the new brain imaging equipment that can see things in the human brain that we’ve never been able to see before. One is called a spect imaging scope, S-P-E-C-T, which stands for single [xx] computer enhance tomography. Which, I don’t even know what that means John, but I know they can see things
in the brain smaller than one-hundredth thousandth of a human hair. They’re learning so much more about the brain and how it works now.

John: I love that. Let me ask you a question, so you’ve been applying these techniques on your own. Do you mind if I ask in public, how old you are, and what you’ve been doing now in your own life?

Doug: I am 65 years old as of March.

John: As of March.

Doug: Sixty-five, yeah.

John: And so, what changes have you seen in your own life by applying and absorbing these brain research discoveries?

Doug: Oh my goodness. Being totally candid, in the last 10 years I have trained my brain to bring me new money-making ideas. I can’t help it, I used to be a lawyer; therefore, I am a prostitute.

[John laughs]

Doug: And so, I love making money. Frankly, my wife and I donate most of it now to charity, which we find very spiritually... We love it. We have developed websites using the brain techniques. My income from my speaking and training of contractors in the state of Florida has quintupled over the last six years, simply applying the brain research discoveries. I can’t imagine a better life than what we have. We now have a lifetime dream, as you do living in your dream home. I am now in mine on a horse farm in northern Florida and just absolutely in heaven on earth because of what I’ve learned about how the brain works.

John: I love it. You’ve got students all over the world, what kind of changes have you seen in them?

Doug: Oh my goodness. I...

John: Emails, calls, tell us some stuff that’s possible.

Doug: A lot of emails. Sometimes, I’ll be at my computer in the evening, or sometimes I’ll even take my laptop to bed to answer emails, and if my wife comes in and sees me and sees tears in my eyes, she knows I got another one of those emails. And I’m going to
get emotional about it now, but I am so blessed John. I get emails from people such as a contractor here in the state of Florida that had given up. As you know, the economy sucks right now for construction. Otherwise, he bought my system called Mind Your Brain. He now has a multi-million dollar business creating a product that turns, if you can believe this, horse manure into hydrogen.

[John laughs]

John: He has actually turned shit into money.

Doug: That’s it.

John: [Laughs] Now I’ve heard it all.

Doug: Many of the people on the call now may not know that central Florida is the horse capital of the world. There are more horse farms here in the country in which the county I live than there are people. They are thoroughbreds and they generate horse manure. The federal government is encouraging alternative energy, and the power companies have to buy back excess energy you create with a generator. He created a reactor that turns horse manure into hydrogen, alters the generator to run on the hydrogen. And they have electricity left over at the end of the month that they are selling back to the power companies. It’s unbelievable and he attributes it to [xx].

What he said to me was he did not intentionally implement any of my techniques. All he did was listen to the CD’s every single day when he was in his truck driving from job to job. It just kind of went in and he started automatically using it. We are so blessed with calls like that and emails like that on a regular basis. It’s not all money related.

John: Of course not.

Doug: Many people have turned their life around with their families by learning how the human brain works and being more tolerant of their spouse or what their children do based on what they’re learning about how the brain works. Every day is an absolute blessing at my farm.

John: I love it. Everybody remember, when you change the way you look at something the thing that you look at changes.
Doug: Absolutely, and you can’t change your life trying to change your life, you got to change your thinking. You got to change your thinking.

John: I love it. Let me ask you a question since you mentioned that. What’s the difference between thoughts and thinking?

[Doug laughs]

John: [Laughs] Because, I heard many years ago, I don’t know if it was Earl Nightingale or James [xx], but, “If most people said what they were thinking, they would be speechless.”

Doug: [Laughs] That’s true, but you have control of it. You voluntary can control your thoughts that produce your thinking that are in reaction to those thoughts. So, you can control your thoughts. I can sit here and say, “It is a beautiful, windy day,” or I can sit here and say, “Dammit, it’s windy and my allergies are flaring up.” I control my thoughts.

John: What about the random thoughts that people have, “You’re not good enough. You can’t amount to much. You’ll never be able to achieve that. I’m too white, I’m too black, I’m too Asian, I’m too young, I’m too old.” What about all those automatic negative thoughts we were talking about earlier, how do you control those?

Doug: You cannot control them. You cannot stop them. What you can do is manage them once you know why they’re coming, how they’re coming, where they’re coming from and how to channel them into positives. Daniel Aiman coined the phrase, “ANTS.” I’ve got a tool, one of my techniques called “stomp the ANTS.” Where, in a 30-day period, you can learn to recognize those negative automated thoughts when they come and how to turn them into positives, called “stomping the ANTS.”

Very simply, if we have enough time, you just put a rubber band or an armband on, and each time one of those thoughts come you snap your wrist and turn it into a positive. After about 28 days, you will have managed, I called it “IVM,” inner voice management. Because remember, five-sixths of our brain emphasizes a negative, so of course you’re going to have those, get over it. Tell them to shut up.

John: I love that, inner voice management. That could be a course.

Doug: Yes, yes.
John: That could actually be a course, I love that. I just want to welcome my friend from [xx] from Vancouver right now. He just has been joining us. Hey [xx], nice to have you on. Doug is this, from your vantage point can anybody who is listening to this, can anybody who is experiencing less than the results that they want and somebody who wants to get proactive in putting off Alzheimer’s or dementia, apply these techniques based on their research.

Doug: Absolutely, everyone on the face of this earth can do it.

John: Wow.

Doug: So long as it’s physiologically possible based on the laws of the universe, anybody can apply this and achieve a greater level whatever category they’re interested in. That’s what keeps me floating off the ground all the time. It’s phenomenal once you know that and understand it. Once you understand how the brain works, you can turn problems over to your brain, and the stress is gone. You know that stress causes 75% of illnesses at least. Once you know that you can turn these things over to your brain, and it will bring you the solution, man will your life change.

John: I love that. I was watching, I can’t remember if it was the Science Channel or Discovery Channel but this young girl who had lost half of her brain.

Doug: Yes.

John: Her brain rewired itself where she was walking. She was playing in the playground. She was talking, going to school normally. She had half of a brain literally.

Doug: Yeah, I have a new study where, John, they’re doing research with people who have lost their sight due to a stroke. A group of 57 people, 33 of them have gotten their sight back post stroke because of this new brain science and how to stimulate the brain and create new connections, 33. Sixty percent so far have gotten their sight back. And some of these people, John, were blind for over 20 years.

John: Wow, wow. There was a doctor by the name of Bogie Rita. I can’t remember, I think it was Wisconsin or Minnesota. Where, he took this blind girl, she loved to play music, she wanted to be in the school orchestra. He put a computer monitor next to her, a camera on her head that fed the instructions from the orchestra lead of the conductor to the computer. So, the visual from her
head went to the computer, from the computer they put electrodes on her tongue, and the tongue sends a signal to her brain. She could see the conductor.

Doug: Oh wow. Wow, wow, wow, yes. So long as the mechanism in the brain is still there and of course the mechanism for the eyes are not damaged by trauma or whatever, anything is possible.

John: Well, yeah, it's actually...let me piggyback on that for just a moment. If you can get the signal to the brain, even through the tongue, the brain can decipher it and you can have images.

Doug: Yes.

John: Because it's the light ray that comes in through the eyes that has the signal, the photon signal.

Doug: Yes, yup.

John: People, I want you to really get this, because I don't care what you're results are right now. I don't care what challenges you're having right now. Makes no difference where you're at, where you're stuck, where you're not, whether you've got negative thoughts or not, negative behaviors or not, that's not the point. The point is if you're willing, there is a way for you to change your life by changing your brain. That's what I'm hearing.

Doug: Absolutely correct, that's a perfect explanation point.

John: I love it.

Doug, my friend, it has always been great connecting with you. Thank you so much for agreeing to be on the show, and for allowing me to tap into your wisdom and your knowledge and giving it to the world with me.

Doug: Well, you're welcome my special friend. It's been an honor and privilege to be with you and share it with everybody on the teleseminar.

John: Alright, remember friends, the last frontier is not the ocean, it's not the stars; it's your brain. You've been listening to me, John Assaraf, your host and my good friend and colleague, Doug Bench. Thanks everybody and remember it's your choice to create an amazing life, do it now. Thanks Doug.
Doug: Thank you John.

John: Hey this is John Assaraf and I hope you really enjoyed this powerful interview. To find out more about the programs, products and services that we have, please go to www.praxisnow.com that's www.praxisnow.com.