

JENNIFER McLEAN'S

Healing WITH THE MASTERS

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TRANSCRIPTS



JIM KWIK

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<p>Host</p>  <p>Jennifer McLean</p>	<p>Volume 9 May 17, 2012</p>  <p>HEALINGWITHTHEMASTERS.COM</p>	<p>Guest</p>  <p>Jim Kwik</p>
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Jennifer: Welcome, everyone, to Healing With The Masters. We have a wonderful guest tonight, but I want to remind us all about our mastery. That word has a lot of meanings, and we may think of masters as the wonderful guests that share their knowledge and experiences with us each week. We consider you to be the master, each of you in this audience, you the participant. No one knows you better than you, and no one is more uniquely qualified to transform your life than you. Today we will together discover the tools and techniques to move and shift your life into love and light and, in the process, truly make a difference on this beautiful planet of ours. Together we are a very powerful community. You matter. You can light up the world.

Today we are so honored to welcome really an amazing master, a brilliant, brilliant person. I had the honor of meeting him recently at an event, and I immediately knew, "I've got to share this guy with you guys." Jim Kwik, that is his real name, Kwik. He runs a company called Kwik Learning. Jim has taught speed-reading, memory improvement, accelerated learning for over 18 years. Jim is the creator of the renowned Kwik Reading, Kwik Recall, and Kwik Thinking systems used in over 50 countries.

His clients include Marriott Hotel, Million Dollar Roundtable, MetLife, Virgin, Harvard University and New York University. He is the curator and co-founder of the Annual SuperheroYou Brainpower Conference, where he has the leaders of the planet there. He shared the speaking stage with global leaders, from Sir Richard Branson to the Dalai Lama. He has a passion for teaching others how to maximize their superpower brain, navigate information overwhelm and unlock their true genius so they can lead healthier and more fulfilling lives. Welcome, Jim Kwik, to Healing With The Masters. It's really awesome and exciting to have you here.

Jim: Thank you, Jennifer. I've been really looking forward to this. [Inaudible 00:02:10]

Jennifer: It's kind of cool, isn't it?

Jim: I love this.

Jennifer: Yeah, and it's fun how we met, that it was very coincidental, and the day before we had just had a cancellation. I'm looking at you going, "Oh, my God. I've got to show my audience what you do." So what is it that you do, Jim? Seriously, did this incredible brain of yours just happen?

Jim: No. That would be the simple answer of it. People see, when I get to present, when I'd be honored to be able to share in front of audiences, I always open up with some kind of memory demonstration where I'll pass around a mike, and 100 people will give me their names, or they'll give me a list of random words or 100-digit number, and I'll memorize it on the spot. Afterwards I'll tell people, "I don't do this to impress you. I do this really to express to you what's really possible." These abilities are something that I literally learned myself. My inspiration was my desperation.

When people hear that I used to read a book a day for four years or do these kind of things — at one point I couldn't do any of these things. I didn't wake up, or I wasn't born in the hospital and crawl out to the waiting room and just start speed-reading magazines or anything like that. I struggled, like many people do, over information overload. I wasn't a genius going to an Ivy League school. I ended up going to a state university, and I ended up working really, really hard, probably much harder than I needed to, because I felt like I didn't have the skills to really learn how to learn.

That's really been my life's work, and my life's work has been learning these systems and then teaching them with other people who could benefit and go through their own healing. But I went through quite a healing process in a crisis. Sometimes you have to have a breakdown to have a breakthrough. That's my story.

Jennifer: So you had a breakdown. So what brought you to this particular breakthrough, and how has it changed yours, and I know you've got lots of stories of other lives that it's changed. Why do we need to have a great memory?

Jim: Well, I think one of the things is — if you're here, first of all, I want to say welcome, because as I was saying in the beginning, when we're talking to people, I think one of the most valuable things that you have is your time. I don't take that lightly. It's the one thing — if somebody wants an hour of my time, they'd better have a great reason. I can't get that back. So number one, thank you for being here, and I'm ready to play full-out and give you everything I've got.

How I got started on this was about two decades ago, when I got to college, I was very — since I was not a great student, I wanted to — I thought this would be a great place to get a fresh start. So I took a lot of courses, and it got even worse. Instead of being able to have a clean start, I just went through kind of an information overload, and because I needed to be able to keep up with my midterms or my papers and my tests, I wasn't eating. I wasn't sleeping. I wasn't taking care of myself.

The human body and mind can only go through that for so long, and so after not taking care of myself for literally weeks and weeks and pulling all these all-nighters, I ended up passing out in public. I woke up in the hospital a day and a half later, hooked up to all these IVs, and I was not in any kind of condition. I woke up thinking, "There has to be a better way."

I don't know, as you're listening to this, if you've ever had these kind of defining moments in your life, but I woke up thinking, "No more. I can't possibly work any harder." I looked for answers, and when I put that out there to the universe, the nurse actually walked in, true story, and she had a mug of tea to give me. On the mug was a drawing of a pretty smart

person, Albert Einstein, and it had a quote on there that said, “The same level of thinking that’s created the problem won’t solve the problem.”

Jennifer: You are powerful, Jim Kwik, to create that in that very moment.

Jim: I know. I believe these answers are always there. It’s just our reticular activating system, the part of our brain that makes us kind of be aware, it’s just not paying attention. I was hyperly aware, because even though I was unconscious for a day and a half out of sheer exhaustion, I feel like I was unconscious my whole entire life.

Learning is so fundamental. In an age of technology, I think learning is the ultimate technology. If they say knowledge is power, I think then, learning is a superpower. So I vowed right at that moment, saying, “This won’t happen again, and I’m going to learn everything I can about this.” I said, “Where shall I start?” My immediate reaction was school, but then I quickly came to the conclusion that school never really taught me how to learn. They told me what to learn.

Thinking back to school, you took classes on math and history and science and Spanish, but we weren’t always taught how to learn. There were no classes on memory. There were no classes on how to read faster, how to have better focus or concentration and presence or your litany skills or how to study.

I think one of the challenges that we all face, when we’re talking about healing, is one of the crises we have is that we’re always inundated with this amount of information. Exponential technology has created this data explosion, and it’s rising. I read recently that the founder of Google said that the amount of information that has been created since the dawn of humanity to the year 2003 — think about all that information. That information now is created every two days online, every 48 hours.

Jennifer: Oh, God. I just got tired.

Jim: I know, and that’s the thing. Now they’re putting labels on this now. Back then I was just exhausted. I get to speak in front of a lot of healers and a lot of doctors, and they call it information anxiety, information fatigue syndrome.

Jennifer: There’s actually a label for it now.

Jim: Uh-huh, and everything’s a syndrome right now, so information fatigue syndrome. So the symptoms of this, if you can relate to this, is higher levels of stress — that’s pretty obvious — higher blood pressure, compression of leisure time, meaning because of all this work, trying to keep up with everything, we have less free time, or if people have free time, they’re not enjoying it as much, because their mind is not present. It’s still multi-tasking every which way, trying to check email and thinking about the bills and everything else.

Also the sleeplessness, people aren’t getting enough sleep, and they’re not taking care of themselves. I would say, first, just to start off this call, because I want to treat this as a real training, I would say, right now, as you’re here, that this is time for you, and it’s time well-spent. I appreciate, and I respect you listening to this call live or as a replay, because you’re

doing something fantastic for yourself. Most people, I find, that are attracted to personal transformation or growth, sometimes they put themselves last. They're always there for their family or their friends or their work, and they're being pulled energetically in all these different directions, but they're never kind of replenishing the well.

So I always believe that in order to give — it's really great, but you could be a martyr unless you're kind of taking care of yourself. I think you need to grow in order to give more, and so I appreciate you being on this call. I would say, also, at the same time, play it full out. Be present. Know that we're here having this conversation live, and know that you, what you put in is what you get out. Maybe turn off the phones and maybe close the doors and just be here and maybe even take some notes, because you never know what kind of ideas could really change your life and also change the world.

I know, Jennifer, you attract some very powerful individuals that are attracted to your work, and they have the ability to have greater impact and greater influence. So my goal is — I love serving people who can serve other people.

Jennifer: You've got the right audience here, because that is a catalyst, for sure, for the shift that we're all experiencing right now on the planet.

Jim: Yeah, and that's what we need. The planet needs that.

Jennifer: I meant to mention this, though, because Jim really does look at these kind of shows as a training. He's actually serious. Go get a pen and a paper, because you're probably going to want to write some notes here. Let's dive into some of this stuff. You talk about the reticular activating system. First of all, what is that, and how do we make it work for us?

Jim: Well, one of the big things that people have challenges with sometimes is this thing called focus. I know someone mentioned it on the call, saying, "It's hard right now to be present when you're reading something." Have you ever read something, got to the end of the page and just forgot what you just read?

Jennifer: Way too many times, especially now that I just turned 50.

Jim: Happy birthday.

Jennifer: Thank you.

Jim: This is one of the things, where people who get attracted to our work are very sensitized to learning. They love learning, and they want to be avid learners through their entire life, and talk about the health benefits that come from it. Immediately when I kind of came to this realization, I left the hospital. I said, "I'm on a quest. I'm on a quest to solve a riddle, a riddle saying how do we learn. How does our brain work so we can work our brain?"

People are always talking about this gift we have of our mind, this three-pound matter of a brain between our ears that is a supercomputer. They call this the millennium of the mind, but they say we use 10 percent or 2 percent or ten-thousandths of 1 percent, a very small amount of its real potential. Yet if we're such geniuses, how come we struggle to — we meet

somebody, and we get their name, and we forget their name. How come we forget where we put the keys and where we parked the car?

Have you ever lost your cell phone and found yourself calling your own cell phone, hoping you kept it on so it rings somewhere in the house, or you walk into a room of your own home, and you just forget why you're there. Or you go to the grocery store to pick up one thing, and you come back with two bags of groceries, with everything but that one thing you needed to buy? How can that be?

So I studied everything under the sun that I could get my hands on, having to do with learning, every book, tape. Went to every seminar on adult learning, multiple intelligences, different learning styles, speed-reading, memory enhancement, and all of a sudden, my life started to get better. As my life improved, I started to get better grades in less time, and I couldn't help but share this with other people. That's been my quest in the past two decades.

When we're talking about focus, that's been my focus, but I'll give you a couple of keys. We're talking about the reticular activating system and just the biology of the brain. A lot of people, if you have trouble focusing, I'll tell you a couple of reasons why, going back to one of the initial questions people had early on, when they were talking about genetics.

They were talking about what role does genetics or biology play to your potential, and according to different research — and I'm one of those kind of geeks, that I like to read all this stuff. I don't want to keep it in an ivory tower. I really want to make it practical, but according to the research, about one-third of your potential is genetic. It's biological, and that includes all the challenges that people have, whether it's the genetic aspect of what have you. We're talking about nature.

Two-thirds has to do with — completely in your control, and that's really your lifestyle. It's how you're using your brain. It's what you're feeding your brain. I call it my renewal lifestyle. Every letter stands for something. That's really key for learning for me, but two-thirds, I mean, that's so exciting that two-thirds of your potential is in your control.

So when it comes to focus, if you have trouble focusing, let's say — I like to get very practical. Let's say you want to read more. Do you have a few books on your shelf that you haven't read yet? I was listening to — I've been really enjoying this series and past series of Healing With The Masters, because these are the people that I learned from, people like Wayne, people like Gregg Braden. You read their books, but sometimes people go out, and they order their books, and it just sits on the shelf. As our friend Lisa talks about, it becomes shelf-help instead of self-help. That's one of the challenges.

Jennifer: Make it look really good and learn it.

Jim: That's one of the challenges people have. So what we're talking about here is how do you read those books, because some people, they don't want to read. They use reading — they read so painfully slow sometimes that they use reading as a sedative. A lot of people have that token book by their bed, that's been there for weeks or months. It's embarrassing, but they pick up the book just when they want to fall asleep.

How I relate this back to when we're talking about the reticular activating system and your presence and your awareness and your focus is there's a myth out there that, if I ask people to read faster, then what will happen to your comprehension? If I ask you to read twice as fast, what do you think will happen to your understanding of what you read? People would think it goes —

Jennifer: Yeah, it feels like it would go down.

Jim: It would go down, and in actuality — and I test thousands of people every single year across the country — we find that the fastest readers actually have the best comprehension overall, because they have the best focus. How I can relate that is it's kind of like you have this supercomputer of a brain. It's one of your most valuable assets, especially for training things, like wealth and health. You know the connection between brain and body, but when we read, we feed this supercomputer one — word — at — a — time.

Jennifer: Stop it.

Jim: I know, I know. When I talk like that, also, don't you feel after a while, like if — I — talk — this — way — during — the — entire — conversation, automatically — first of all, the call would end up being five hours long, but then on top of that, people would naturally — what would happen? You would naturally look for entertainment elsewhere. That's why a lot of people distract themselves, meaning some people read so painstakingly slow — if you don't give your brain the stimulus it needs, it'll seek entertainment elsewhere in the form of distraction.

Jennifer: Wow, that's fascinating.

Jim: So if you have trouble — yeah. If your brain is all that powerful — people start using — when we're talking about ego, they start getting ego-gratification. They start bragging for how bad their memory is or how not smart they are. I always tell people, if they fight for their limitations, then they get to keep them. That's the challenge.

Here's the thing, though. It's not really your fault. If you're frustrated or you're forgetful or you're overwhelmed — partly, it's good to take responsibility, and I believe in that. But also, partly, our challenge is we all grew up in this 20th century education. The 20th century education, literally an assembly-line education, because it was modeled around assembly lines, and the teachers were production managers. The production times were four years, four years, four years, and it was cookie-cutter, and it was one-size-fits-all. That model prepared us to work in factories and out on farms but certainly not in the age we live in now. We live in an age of jet planes and spacecrafts, but our vehicle of choice is like a horse and buggy.

So when we're reading, we want to be able to read faster, because we'll be able to have better comprehension, because it'll force us to have better focus. Here's an example. If you're driving a car just through your neighborhood, going to and fro work, maybe you're going shopping, and you're only going 20 or 30 miles an hour, are you really focused on this act called driving?

Jennifer: Not really.

Jim: Not really, right? If you're going only 20 miles an hour, you're stuck in traffic, you're not really thinking about it, because what are you doing? Your focus is where? You're drinking your Starbucks. You're texting, even though you shouldn't. You're thinking about the dry cleaning. You're talking to someone in the backseat. You're listening to the radio. You could be doing six different things when you're only going 20, 30 miles an hour, but let's say you're racing cars. You're in a racecar, and you're taking hairpin turns at 110 miles an hour. Do you have more or less focus?

Jennifer: You're very hyper-focused.

Jim: A little bit or a lot more? A lot more.

Jennifer: Just a tad more, like yes, like every single ounce of your being is in that moment.

Jim: Exactly, and that's the key to learning. You're not thinking about the dry cleaning. You're not trying to text your friends while you're going that fast, because the speed forces you to focus in the present. That's why, for example, learning — our whole philosophy around Kwik Learning is not actually where it's so sped up you're nervous. Actually it makes things easier, where information comes in at greater speeds but also greater heaves. It's the difference between typing with two fingers and typing maybe with all ten fingers. The person using ten fingers could do it with five times more ease, or put it opposite, the person using only two fingers has to use five times more effort to get the same kind of results than someone who uses more of their resources.

So if you're only using part of your brain, like for example, reading is a very left-brain process. Left-brain, we learn in high school biology, is logic, words, linear, language, sounds. That's reading, but reading really should be more of a right-brain or at least more whole-brain, meaning if the left brain is logical, then we know the right brain is more imagination, more creativity, more visualization, more emotion.

School doesn't really foster those areas as much, because we've grown up in a school system that — look at the SAT. It's math or language, words, but where are all the other intelligences? So it's not about how smart are you but how are you smart? Do you see the difference?

Jennifer: Yeah. It's not how smart are you but how — I've already forgotten it, Jim. I'm a good student of yours. I need your stuff.

Jim: It's not how smart are you; it's how are you smart. When you're taking notes, and I encourage people to take notes, because it'll boost your comprehension and your retention 50 percent. Something very simple you could do, a quick tip, is you could draw a line down a piece of paper, and on the left side, you write on the top — this is what I want you to do. Note taking on the left side, and on the right side of the paper, I want you to write note making. There's a difference. On one side, you're taking notes. On the right side, you're making notes.

The difference is, on the left side, and this is a useful tool for you, as we're talking in this conversation and you hear something that, "Oh, that's a really great quote, or that's a really great tip," that you're going to write down in note taking side, the left side. But if you're going

to expound on it, on yourself, saying, “Oh, how is that related to this,” or you have a question about that, or this is how I’m going to use this, then I would write that on the right side, because you’re making notes instead of just taking notes. I think that will help you make things much more practical and much more powerful that way.

When it comes to reading, what I’m saying here is use your whole brain. People talk about whole-brain learning. I just call it whole-self learning, meaning yes, it’s your three brains, and it’s your left and right brain, but it’s also your conscious and your unconscious. It’s also your different, multiple intelligences. It’s also your different learning styles that you’re accessing. It’s so much more. It’s also your lifestyle, how much rest and sleep that you’re getting. It’s how much fresh air and fresh water that you’re getting and the nutrition that you’re putting in your body.

We do nothing in a vacuum. So much of it has to do with this conversation that we’re having over focus, but I wanted to address that upfront, because I’m going to give you tips on how to remember names better and how to read faster, but if you feel like if you’re going to learn faster that it’s going to be more overwhelming or more difficult or you’re not going to understand as much, that’s not the case. I can tell you, ever since I learned these skills two decades ago, and for our clients, it helps you —

Jennifer, I know we’ve had these conversations with our friends, Jack Canfield and other individuals, that you can only be truly happy when you’re fulfilling your soul’s purpose. I think it’s wonderful how you’re fulfilling your soul’s purpose. I love being on the path with everyone on this call, and I think it’s hard to fulfill our soul’s purpose when we’re inundated sometimes and overwhelmed, when the little things in life kind of get to us, a PIN number here, a passcode here, a name here, an email here that you have to keep up with.

So what I want to do is help kind of metaphorically upgrade your brain so it kind of can handle more information. We can tap into the unbelievable power of our own minds so that we can read and learn and think and focus and remember almost effortlessly.

Jennifer: Jim, I love the way you’re approaching this, too, because it’s not just about improving sales. I’ve heard these things before about you have to remember people’s names. This is about improving our lives. This is about moving out of overwhelm, moving out of upset and the constraints of the fact that we can’t remember stuff, that we’ve lost focus, that we’ve lost concentration. So thank you for really approaching this from this kind of new angle of really helping us live a better life. That’s just a wonderful, wonderful thing.

So my next question is my usual question. How?

Jim: How? Let’s do it. All right, so let’s roll up our sleeves, and let’s get into that peak state. I know before the call started and we were welcoming individuals, we were talking about state, and I think all learning is state-dependent. All learning is state-dependent, and what is your state? Your state is your current presence, your mind, your body, your emotion. What that means to me is, before I try to learn anything, I put myself in a peak state, meaning that, if I’m bored or I’m tired or I’m frustrated or if I’m just not in my zone, I’m not going to get the most out of it, because what I put in is what I get out. So if I read something in that state of boredom, then I’m going to be equally motivated to apply the information.

So the first thing that I do is I always get myself in a peak state when I learn something. Kwik Learning, as much as it is strategy — I can give people some of the most amazing step-by-step strategies for remembering names, a very important skill for people to have. It's very embarrassing when we forget someone's name, and even energetically also, strategies for reading faster, strategies for memorizing a speech without notes, but what I start with always is state. All learning is state-dependent.

So attitude is huge. Kwik Learning is as much an attitude as it is a set of skills. It's a childlike attitude. I remember a time in my life when I was a fast learner or when I was having playful fun. Who are the fastest learners on the planet? I'm putting my hand right now kind of below my waist. Children, right?

I did this in front of an international audience. You can appreciate this, Jennifer. I was speaking in front of an international audience. There must have been 60 nations represented there, and it was being translated in multiple languages. Then I would ask people — it's so funny. You say a joke, and half the audience laughs. Then you're on to something serious, and then the other half of the audience laughs.

Jennifer: There's a ten-second delay in the translation. I love that.

Jim: I know. It's so funny, but when I did that, I asked the audience, "Who are the fastest learners on the planet?" I put my arm by my waist, and a whole table yelled out, "Pygmies." To this day — this was six, seven years ago. To this day I still don't know what that means, but children, right? Children. How fast can a child learn a second language or a third language? How fast can a child pick up a musical instrument? I think one of the reasons — certainly part of it is biological, in terms of the brain and how it forms connections. I would also say part of it also is that attitude.

I think as we grow old — and I don't mean just chronological or biological age. I mean just age of our mind, the age of our heart. Sometimes we find, as we grow older, we feel like we know everything, and then we don't learn anything, because our cup is full. So I would say, if we're going to go into it, let's roll up our sleeves on how do you do this.

I would kind of remember that time when learning was not a chore, because the majority of everything that you know, in terms of learning, did not come from school. I come from a family of educators. My mother is a school teacher, my aunt. I come from a family of educators. I have such an admiration for teachers and such a respect for the challenges of this system that we've put them in. It's really under strain, but I would say the first thing is to remember being like a child and put yourself in a creative state.

Part of it is your physiology, because your physiology affects your psychology. You know that even more than I do, Jennifer. Just by changing your physical body, it changes your mind. It changes your attitude. Right now, let's do this. Sit up straight. I would ask you right now, do this with me, because again, what you put in is what you get out. Learning is not a one-way, rote system.

Rote learning is repetition learning. That came back when the churches first started universities and everything. Rote is like rotary, like a wheel. That will be where the teacher says something that they want you to learn, and that's the first half of the wheel. Then the class would repeat it back. That's the second half. Then the teacher would repeat it again, and they would keep on repeating it over to each other. That's where the wheel would be turning. That would be learning, but we don't have the time to repeat something 50 times to ourselves to learn a name or read something 50 times.

Part of it is your physiology. Sit up straight. Sit up as if you're about to learn something unbelievable. You're excited about being on the call. I would [unintelligible 00:30:28]. I would hope none of you would have to move, because you're excited already and naturally. So you want to sit up. You want to breathe. You want to get air, because again, your brain, while it's only 3 percent of your body weight, it's using 20 to 25, 28 percent of the oxygen. A lot of people think that the first thing they need to do, if they get tired, is eat something, but I would say take some deep, diaphragmatic breaths.

A lot of people slump down, and they collapse their lower lungs. We know two-thirds of the oxygen is absorbed into the bottom one-third of your lungs. You need that oxygen to feed your brain.

The other thing I would say, doing now, is stay hydrated. Stay hydrated, because your brain and your body are 75, 80 percent water. Your brain is bioelectrical, and you want to make sure you have enough hydration, not this big green juice I just made before this call for myself, but I would say drink water. That's just the kind of things you could do right now while you're on the call.

What would you like to talk about on this call, what areas? I know some people ask to improve their memory. It's kind of like hearing, "I want to be better at sports." I would say, "Okay, what sport specifically," because memory, you're using different parts of the brain to do different activities. So I would say what are the problems that you're having on a day-to-day basis. Where are you forgetting things? In what areas would you like to remember more now? Let me know, and we'll dive in even deeper.

Jennifer: Are you asking me personally or the audience in general?

Jim: On behalf of your audience, what do you think are the biggest challenges people have in the area of memory lapses? They could share [inaudible 00:32:25].

Jennifer: I think it's retention. I think retention is a huge, huge piece. Listen, I would love it if people that are part of this community are retaining the information 100 percent better so that for each show, it's building upon a retention of data and information and techniques and processes. I have people on a second time, and I've forgotten the techniques they taught the first time that could have saved my life if I'd applied it. So I would love it if this audience could kind of, and me included, in particular, could retain the information.

Jim: That's perfect. Let's talk about retention. We always start with memory, even in our courses that we do, both at our office and online, because there is no learning without memory. Socrates said that. There is no learning without memory, because what's the point in reading

something or listening to a call if you're not going to retain it? They say within 48 hours, we can lose 80 percent of everything that we've learned. So how do you retain it?

I'll give you a couple of quick tips, because it's hard to build an actual habit in 60 minutes, but what I would say is, first remember — and these are powerful — MOM. You always want to remember MOM. MOM, it's an acronym. I would say the first M — well, let me ask you a question, and let's apply this towards something practical.

One of the biggest challenges I hear from people, when I'm on the radio or I'm on stage or a class that comes to us, is this thing about memory. Specifically the problems they have are how to remember names. Have you ever met somebody, Jennifer, and they give you their name, and then seconds later, it just disappears out of your mind?

Jennifer: Yeah. It happens every day.

Jim: It happens to the best of us. It's really hard to show somebody you care. If you're listening to us right now and you're a coach or a consultant or you're an author or you're a parent or you have a relationship with a human being, it's so important to remember names, because the emotional impact — think about emotional connection to someone's name. When you're a child, it's probably one of the very first words you learn how to write for yourself, and think about the love and the positive connection that you're given for being able to do that.

So what I would say, if we're thinking about names, 90 percent of people say they're horrible with names. Let's say there was a stranger outside this room, and they have a suitcase. In this suitcase, there's \$100,000 cash for you or your favorite nonprofit only if you remember their name. That's all you have to do, just remember their name. How many people do you think are going to be world-class memory experts?

Jennifer: 100 percent.

Jim: 100 percent, no doubt. I say this because it's never a matter of your capability. What you're capable of, and I'm talking to you listening to this right now, is genius. If you want to improve your self-esteem over night, all you have to do is study your brain. I get to work with some of the most amazing individuals on the planet, and it doesn't matter. When I say amazing, I'm not saying famous individuals. I'm talking about any age, background, career, diet, education, different families or financial situations, different genders, levels of health, intelligence.

What I can definitively say is that people have genius inside of them, and it's not your fault if you're not shown how to be able to cultivate that and bring it out. The example I have here is it's not a matter of your capabilities. It was all a matter of your motivation. The first M in MOM stands for motivation.

Look at that word motivation. What is your motive for action? Why do you do the things that you do? Something simple that you could do — and the things I'm giving you right now are so simple, and I think that's really the power of it. It's so elegant, and I always look for elegant. What's going to give me the greatest reward for your efforts and be the easiest? So motivation, for example, something you could apply, is you're meeting somebody, and you ask yourself — instead of your self-talk, "Who is this person? What am I going to say," or

whatever it is, you're present. You ask yourself, "Why do I want to remember this person's name?" You ask yourself, because ask and you shall what — receive.

Jennifer: This is interesting. So you're asking yourself why do I want to remember.

Jim: Why? Because here's the thing. If you can't come up with one answer, you won't. Are you doing to remember the name? No, because — you could write this down — reasons precede results. You always start with why. I have a very good friend. He actually wrote that book, *Start With Why*. Simon Sinek, he wrote the book, *Start With Why*, because it comes from your heart. So part of it is ask why, because if you can't come up with a reason, you won't.

Even if it's just saying, "I want to show this person love or respect, or maybe I just want to practice these skills that I learned from Jim Kwik and Jennifer on this call," come up with a couple of reasons. That's going to help activate your heart.

When I say your heart, I mean very specifically — I think there's a success formula. I call it H cubed. A lot of times we'll learn something, and it'll stay in our head. We'll just visualize it or have a goal in our head, but we never activate our hands, the physical component. I say what's missing is the heart, because success for me goes from your head to your heart to your hands. Your head to your heart to your hands. You could have beliefs in your mind or even thoughts or goals you're visualizing what you want, but if you're not activating your hands, usually what's not activating the most is your heart, meaning your emotions. E-motion, the energy emotion.

My martial arts instructor told me this thing about emotion, saying you can't steer a parked car. You can't steer a parked car. You need that energy emotion, so that's the why, your drive, your purpose, your passion. It's not always positive. Sometimes it's negative. Part of me is I do this because I don't like to see people suffering. Certainly it's great for me to see my own rewards and be able to use this in my own life.

Recently I got a call from somebody. They called me up. They were frantic in the middle of the night, saying, "Oh, my goodness. My speaker cancelled on me in New York. He can't come out because of an emergency, and I need you to come in to talk." I'm like, "Well, normally you book this a month in advance." He said, "Yes, but come in. I need a presenter." I was like, "Okay. What's the topic, and he tells me a topic." I said, "I can't help you. I don't know anything about that topic." He said, "Well, he wrote a book." I was like, "So?" He was like, "Well, you're a speed-reader, right?" I was like, "Oh, I see where this is going." He was like, "You could come in an hour early and read the book and then give the presentation." I was like, "Okay, this is really going to cost you," but that's exactly what happened.

I show up at 10:30. I read the book, and I present on it. It was given the best feedback of the conference, and I'm not saying it because I'm such a great speaker, because I'm not. I have no public speaking experience. In fact, people that know my story know I'm phobic of public speaking. I'm such an introvert. I'm so shy in my personal life, but I do it, because I feel like I want to share a couple of ideas that are going to help people.

My point in bringing this up is that what you practice in private, you're rewarded for in public. I think Tony Robbins says that. What you practice in private, you're rewarded for in public. I

would say practice these skills. Really tap into your motivation. My motivation is I don't want to see people suffering, and maybe sometimes you get your motivation for various things from pain sometimes. It puts you on your specific mission. My inspiration was my desperation. So that's my motivation.

The O in MOM — remember, this is the key to remembering and retention, these three keys. Motivation is number one. The O is the second key to retention, and the O is observation. Observation. So many people fail. Let's go back to practical examples with remembering names. They think they're forgetting the name, but they're not forgetting. It's not a retention issue when we're talking about retention. It's more of an attention issue. It's more of an attention issue.

Let's take names. You're meeting somebody for the first time. Are you really paying attention to the name really? Because it's only one or two words, right? You have a genius supercomputer of a brain that can handle so many different calculations, and it's only one or two words, but it's not really there, because it's not present. What is it doing? It's thinking about the future. It's taking you out of the power of now if you will. It's talking to yourself. You have this inner talk, talking to yourself, and if there's an inner conversation going on — how do I know this person? What am I going to say? Blah, blah, blah — and there's a conversation going with you and someone you just met, two conversations going on at once, it's kind of hard to listen.

If push comes to shove, which conversation are you going to listen to more? Your own, right? You and your own. So most people aren't forgetting the name. They're just not hearing the name.

Jennifer: Your attention is somewhere else.

Jim: Exactly. So how do you build that power of presence? MOM is what we're talking about, M-O-M. POP is power of presence. You want to be completely present in the now. What gets you in the now, what activates more of your reticular activating system, your focus, is asking the right question. How can I be present in this moment? What is this person's name? Why do I want to remember it? Because remember, ask and you shall receive.

When you ask a new question that you don't normally ask, you start getting answers you never received before. That's so unbelievable. That's really the key to comprehension. Talking about adults, as we grow older, we stop asking questions, because we feel like we have answers. So we don't get those answers.

Part of what we're doing here, yes, how to remember names, how to remember speeches, how to read faster, but part of it is just getting back to the spirit of life. Life for me is learning, walking around and just having that attitude of creativity, of creation, of exploration, of fascination. Walking around with this fast and curious, why things are the way that they are and how they can be even different and asking yourself questions like — even now when you're learning this, is how can I apply this?

Two fundamental questions I ask every single day consciously and then thousands of times unconsciously to help me learn faster, one is: how can I apply this? I ask myself that question

all the time, because otherwise, knowledge, we know, is not power. Knowledge is potential power. It doesn't become power until we activate it. So I ask myself, "How can I use this?" I would ask that dozens of times on these calls, in this series that people are listening to.

Jennifer: How can I apply this? Now that brings your focus right into the moment.

Jim: Exactly, and if you're using the information, you're coming up with new answers. So if you're listening to Jennifer or Braden, you're listening to David, all these great speakers that you've put together, these great masters, if you will, or Carol Look or whoever, how can I apply what I'm learning right now, at this moment? The other question I ask all the time is how do I teach this to others? There's two reasons, I find, you learn anything. Number one is how it can benefit you, but number two is how can it benefit others.

Whenever I go to a seminar, I'm reading a book, I'm listening to a tape or — I just dated myself. Not tape but audio, MP3 or whatever people are listening to, a vinyl record, whatever I'm listening to, I'm asking, "How can I teach this to another person?" Because organically when I think about that — notice what that does to your brain? If you had to teach what you're learning on this call right now to your significant other or to your family or to a co-worker or to a friend, would you listen differently?

Jennifer: Absolutely. It's funny, because this is part of the observation one, which is — you also mentioned attention. It just brings your attention right in. "Oh, my God. I've got to teach this to somebody." It brings your attention right there.

Jim: That's the key. So questions activate that. It activates your RAS, reticular activation system, and it really focuses you on the thing. That alone — notice that there's no tip here. This is really, though, the magic behind the methods. There's no magic pill, but there's definitely a magic process. I still believe to this day that 80 percent of success is psychology. 80 percent of success is inner game. It's completely inner game.

That's never an outer game. It's never the outside pressure. The outside forces that — if you take an egg that's incubating and you press and crack the egg, the chick is going to die, but if what's on the inside pushes out, that's where it breeds life. So I believe success is an internal game, completely an internal game. That's what we're into.

You use the word masters. We use the word superheroes. You mentioned the word SuperheroYou. We believe that it's never on the outside, that certainly mentors and coaches help activate it and sensitize you to it, because all of us have coaches. I've had hundreds of coaches throughout my lifetime and throughout history. I've had coaches I've never even met before, just reading their books or listening to this series also, as well.

So success is an internal game, motivation and just paying attention, observation. Here's a simple observation test. Draw a circle on a page. If you don't have a piece of paper, even though you should be taking notes, in your mind's eye, as long as it's safe and you're not driving or operating heavy machinery, you're completely present, take a deep breath. Draw a circle. Inside that circle, I want you to draw the back of a dime. What does the back of a dime look like?

I know, also, Jennifer, that Healing With The Masters is being broadcast all around the world, in so many different countries. Whatever the equivalent is —

Jennifer: The Canadian dime.

Jim: Very good, whatever the equivalent is for you. For most people, the honest answer, 90 percent of the time, when I look at their page, it'll be a blank circle. I'll say, "Have you seen a dime before?" According to the U.S. mint, you'll see three a day, which equates to about three times 365 days a year. It's about 1,000 times a year, but is there a difference between looking at something and really seeing it? Is there a difference between hearing something and really listening for it?

Jennifer: So right now, as we're listening to you, we can apply the first two keys of the three, which is what is my motivation for listening to Jim? Why? Why am I here? Just applying that in the moment, and then the second one is my observation, observing, paying attention. What you said is how could I apply this, how do I teach this to others. Those two can really bring home your attention and your observation. Just applying that to everything you do can really change the way — what this feels like is you are tricking us into being present, Mr. Kwik.

Jim: I would never do that. I love this, and I love these kind of conversations, because this is what I live for. You could wake me up at 4:00 in the morning. I could roll out of bed, and this is — I could feel you. Even if I'm not with you as you're listening to this right now, know that I'm with you, because it's not an accident that we're sharing together, that this is an interactive co-creation.

Think about school. They said, "Sit in the corner. Read quietly to yourself. Don't talk to your neighbor." Today's classroom doesn't have four walls. You learn from everything, and you learn mostly through social, through co-creation. We don't learn through just absorption. We learn through creating, and that's what we're doing together. I'm blessed, and I feel so privileged just to be able to share this time and space with all of you. Even if you're listening to this recording, know that you're on my mind, and we want the best for you.

Jennifer: I can feel the excitement in the audience, Jim, that we're like, "Wow, these are so simple." Let's get to the third key. What's the last M in MOM?

Jim: The last M in MOM stands for mechanics. Mechanics, and I don't mean the person that's going to fix your car or even fix your brain. I mean the tools, techniques, the systems, the programs, if you will, that teach you exactly, step-by-step how to learn something or how to remember something or how to read something. The only reason I put that thing, mechanics, last is, if you don't have the motivation to learn, mechanics aren't going to help, and if you don't even pay attention, the mechanics aren't going to help.

Now, what I do is I build systems in place. All my strategies help people to have better motivation, to have greater focus and observation. So it kind of teaches people in a fun way, seriously fun way to be able to apply these skills and learn the step-by-step tools. But the third M is mechanics, which are the skills, the techniques that are going to help you to unlock these new genius abilities. That's MOM.

Jennifer: That is really cool. One of the things we talked about on the pre-show, that some of the audience had, is learning disabilities. Is that something — are these predetermined genetic markers that don't allow some of us to have this? I have another question here from Angela about Alzheimer's. Can these things prevent Alzheimer's?

Jim: Yeah. What I would say is this, because the first thing I have to do is I'm always — there are three things that I always want to be for people, is real, relevant and rewarding. I want to be authentic with people, and I want to be relevant in terms of practical, helping you solve the challenges in your life, to be a good coach for you. I have so many coaches that helped me. And then also rewarding, meaning there's good, abundance there that's for you.

So I would say, when it come to things like ADD, ADHD, genetic challenges or things like dementia or Alzheimer's, the first thing I would say is I'm not a medical doctor. I'm not even talented enough to play one on television, so I don't want to be out of integrity or authenticity. I don't want to give any kind of advice in that kind of realm, only because you really should talk to a doctor, because that's the responsible thing to do.

What I will say, though, in this area, is there are lots of studies at all the Ivy League institutions that talk about how mental acuity, keeping your brain active throughout your entire life really makes a difference, a measurable difference. So what I would say is, no matter what condition that you face, my belief is — and I don't know that this is true, but it's a belief I operate under — is that everyone has genius inside them, and everybody can improve, no matter what their condition is.

They might not be able to be the *Guinness Book of World Records* fastest human memorizer or reader or anything like that, just like different sports figures — certainly people are predisposed for other strengths. That's what a superhero is for me. It's someone who uses their strengths, no matter what they are, because they are uniquely yours, to serve the world and in the process, to inspire other people to do the same.

So I would say, to answer your question, when people are struggling or they have a certain condition, and I don't want to label that necessarily, but I would say there's always something that you could do to make things better. That's my belief.

The second thing I would say, in terms of dementia and Alzheimer's, is there's lots of studies — and you could just Google these things. The words I focus on are things like neurogenesis, meaning neuro, like brain cells, genesis meaning born, birth. The good news is, throughout your entire life, you have the capacity to create new brain cells, and there's this phenomenon out there that research is finding. It's all in the last few years. There's been more discovered about your brain in the past two decades than the previous 2,000 years. It's so exciting.

The other term I would say is neuroplasticity. Neuroplasticity is saying that your brain is like plastic. Obviously it's not plastic, but it could be easily molded. What that means is every time you have a thought — and you have many experts and masters that talk about this, thoughts or things. It's not just like thinking something and it manifests. I'm not talking about that. I'm saying, when you think something, every single time you have a new thought, it wires the brain differently. There's a physical response when you have a new thought. That, for me, is learning.

The good news about neurogenesis and neuroplasticity is it's not limited to just when you were a child. It's an ongoing process that's going on throughout your whole entire life. So no matter what your age, you could get better. So that's the science behind it.

It's interesting. I was recently featured — one of my friends, his name is Dr. Daniel Amen. You might have heard of him, *Change Your Brain, Change Your Life*. He had 30 books, five bestselling books, including his latest one called *Use Your Brain to Change Your Age*. In that book, he interviewed me. There's a whole chapter on my story in there, specifically about age, because he wanted to find out some of the work we're doing. What we're finding is — and this was on the cover — there's a research study on super nuns. These researchers wanted to find out how these women were living to these ages, these ripe-old ages of 80, 90, 100 and above. It wasn't just they were having more years in their life. They were having more life in their years. They wanted to know what was the cause so they could help other people.

They found out it was two primary things. Number one had to do with their faith and their gratitude, their emotions that they're living on an ongoing basis. We talked about, in the beginning of this call, that all learning is state-dependent. So it had to do with their emotions and their faith, but the second reason they found, that was equally important, was their level of mental activity throughout their entire life, that they labeled themselves as lifelong learners. This was actually featured on the cover of *Time Magazine*. They found out that, because they kept their brains active throughout their entire life, that was literally the cause of their longevity.

We find that the two times when people fall the most in their brain, in terms of their brain activity, is when they graduate school or they retire out of their job. Sometimes when they retire out of their job, they retire their brains, and shortly after they retire out of life. So we know that there is not just a body/brain connection. We know there's this body/brain and brain/body connection as well. So you want to keep your brain very, very active, because that has a direct effect on your physical well-being and the state of your body.

Jennifer: Yeah, and I think it's fascinating that gratitude is a huge piece of it, which we talk about often on this show, which is bringing your state of mind to a place of gratitude creates an opportunity for you to even overcome information overload.

Jim: Completely. I have a dear friend who wrote *The Soul of Money*, Lynne Twist.

Jennifer: Love Lynne Twist.

Jim: She's one of the biggest proponents for the rainforest, and she actually presided over my wedding in the rainforest, in the Amazon, and there's a whole story of how we came across an indigenous tribe. We were their very first Western contact, but they had such an appreciation of life. She writes in her book this quote. "What you appreciate appreciates." It actually gets better and gets enhanced. For learning, that's when we're going to all learning is state-dependent. I am so grateful right now for the conversation that we're having. We're really part of, right now, a movement.

My mission in life is to positively impact millions of brains, because I know that, if we could activate more of the genius, the master inside, the superhero power that we all have inside of us, then all of a sudden we could go out there and become our own masters, be our own creators, be able to maybe even, not only solve our own problems, but maybe even solve some of the grandest challenges that the world is facing right now and maybe change the story.

Jennifer: Just for your few simple techniques of allowing our attention and our observation — I know you have a whole whack of things up your sleeve that we can be doing and applying to increase memory. I was wondering, Jim, if you'd be open to this, if I could run kind of a memory experiment with you, to kind of show everyone what kind of genius you have created for yourself. Would that be okay? I've got a number here that's about 45 digits long.

Jim: Okay. Go ahead.

Jennifer: Can we do that? Is that okay?

Jim: Yeah, yeah. Absolutely. There might be little pauses. If you want to give them to me in two-digit forms, like 24, 80, just like do it two at a time to make it a little quicker than just kind of rattling off.

Jennifer: Sure. Do you want me to make it a little smaller? I can cut it in half.

Jim: No, no, no, no. I could do 100 numbers. You could also — if people Google me — we maybe could provide a link, and people could see me onstage doing it, which is even more impressive, but I could do 100 or even 200. It takes longer.

Jennifer: Okay.

Jim: Go ahead.

Jennifer: I'll give it to you two at a time, and you want it in 17, 52, that kind of thing?

Jim: Yes. I'll tell you when to get to the next one really quick.

Jennifer: 17, 52, 61, 97.

Jim: 97. I'll repeat it also, because repeating it helps me remember it also, but I want to make sure I heard it correctly. Okay.

Jennifer: 68, 01.

Jim: 01?

Jennifer: Uh-huh. 35, 96.

Jennifer: 96. Go ahead.

Jennifer: 21, 87, 85.

Jim: 87, 85. All right.

Jennifer: 69.

Jim: 6, 9.

Jennifer: 82, 13.

Jim: 13.

Jennifer: 76.

Jim: 76?

Jennifer: Uh-huh. 19, 92.

Jim: 92.

Jennifer: 28, 13.

Jim: How many more do we have?

Jennifer: That's it. 13.

Jim: Okay. How many numbers is that total?

Jennifer: I think it's 42.

Jim: Okay. I'll do the best I can to remember it. I don't always get this perfect also, but I'll just kind of give it back to you and kind of rattle through it, just to kind of check me.

Jennifer: I just want to make sure you haven't written any of this down.

Jim: Well, that's the thing. That's why I say if we provide the link in a little bit —

Jennifer: It's a little more impressive online.

Jim: You can kind of watch it on video and see people pass around mikes and stuff like that, but I'll do the best I can to memorize this. I would say it's 17526197. That right?

Jennifer: Uh-huh.

Jim: 6801359621878569. How we doing so far?

Jennifer: Perfect.

Jim: 6982137619922813. Is that right?

Jennifer: Totally, completely nailed it, and I want to assure everyone that Jim did not write that down. I know you could probably think he did, but we have witnesses there.

Jim: I want to encourage people also — yeah, you could watch these videos. I do this with numbers. I do it with names and everything, but again, I don't do this to impress you. I really do this to impress upon you what you're really capable of. I wasn't born — I didn't like crawl out into the waiting room and start speed-reading magazines and stuff like that. This is something — I went to a state school. I struggled throughout my whole academic career until I learned these tools and techniques.

I know people put this on Facebook or email or pose this question. I'll remember this list without rehearsing it, probably one or two weeks without thinking about it, forwards and backwards.

Jennifer: You'll remember this number sequence for another two weeks?

Jim: Without rehearsing it, but eventually my memory is like everybody else's, where it will fade if it's not important. If it was an important thing that I need to remember — also I can do it backwards. If you wanted to go — I do it onstage. I say, "I could do it backwards," and I turn around, kind of thing. Kind of ha-ha. But backwards, it's like 3182299167 — all the way back. It doesn't matter. When you learn something right, you own it. You don't look at a painting and go left to right or right to left. When you have it in your mind, you see it.

The other question people ask is — they'll ask, "How long will you remember?" It's about one or two weeks. Can other people do it? Absolutely. This is an ancient code of memory. Back when technology — one of the big things that I know people are facing right now — this is the biggest crisis people have — is technology. Technology is an incredible amplifier. It's so convenient because it lets — if you have 100 phone numbers in your phone, you shouldn't have to memorize every single one of them, but what happens is we're outsourcing our brain to technology.

We're literally outsourcing our minds to our smartphones. So our phones keep our memories, our phone numbers, our PIN codes. With GPS, it teaches us how to get from here to there. One doctor told me recently that they're not detecting early signs of dementia, going back to what you were talking about, dementia and Alzheimer's. They're not detecting that with early signs because of things like technology, like GPS, because people aren't realizing they're having memory lapses, because the technology is telling them where to go. They don't have to use their brains to do it.

Our smartphones are also calculating gratuity at a restaurant, math. It's doing basic math. So what happens if you have a muscle that you're not using? If I put your arm in a sling, it will atrophy. It won't even grow stronger. It will grow weaker. A lot of people's brains — if you feel like you're having brain fog or things aren't coming to you as readily or it's on the tip of your tongue and you can't think of it, sometimes it's like technology. Technology like cars and elevators and escalators, I love them, but my physical body doesn't have to walk upstairs. It doesn't have to walk a few blocks to the post office or anything else. So there's a price.

So in a way, our smartphones make us stupid. I use that word purposely, because it starts with an S but also to get the message across. I'm all for technology, but I'm saying that we're paying a price. So the programs that we're talking about that we do not only give you the step-by-step skills on how to memorize a list or memorize numbers, because I teach you how to do this in one of our lessons, exactly.

I teach you this ancient code, because back then orators, back in Greek time, they would give speeches and read poetry from their mind. They would sit around campfires, flames and just tell stories about generations of history [inaudible 01:06:23].

Jennifer: There was an oral history for a long time before we wrote it down.

Jim: Exactly, and they would use a lot of techniques that I actually teach today, because they're timely, but they're timeless also. But these techniques, which hopefully we've improved upon, with neuroscience and everything that we've learned, they're kind of a lost art. There really is an art to memory. There's an art to learning, and that's what I want to bring back. That's our mission. We want to really help people start their own personal learning revolution, and the payoff is you get to be more, to do more, to have more, ultimately to share more.

Jennifer: Wow. I'm excited. I want to talk a little bit about your special offer, because it's really profound. It's one of those ones that's almost guaranteed to make a huge, huge difference in your life. It's:

specials.healingwiththemasters.com/jim

That will take you to Jim's special offer here, which is discover the exact memory improvement and speed-reading methods that he regularly, that he just did that fantastic demonstration. I realized as I was halfway through, Jim, that it didn't feel as fantastic, because people can't see you doing it, but you can see him doing it on the video on this page.

So if you go to the page, if nothing else, you can watch Jim live do this demonstration, and it is impressive. You're also going to see some wonderful videos from huge guys in this business, Brian Tracy, Mark Victor Hansen, Dr. Barbara De Angelis and even Warren Buffet talking about the power of the mind and the power of Jim's system. Jim, why don't you take us a little bit through this offer and what's available here.

Jim: Absolutely. First of all, I want to thank everyone for listening to this. Maybe this is the real payoff. I don't think you're listening to this by accident. My passion and my purpose, as we talked about, is unlocking genius. I know that you're listening to this right now for a reason, and the reason might or might not be completely clear with you. So what I want to offer you is an opportunity for us to be able to kind of roll up our sleeves, and if you enjoyed this past hour together, for us to work together.

You don't have to fly out to New York every single week to kind of go through programs and pay for hotels and flights and all that. What we've done recently is taken all our trainings and put it conveniently online. So it's literally Kwik Learning or Jim Kwik on demand. You can watch it from your iPad. You can watch it from your iPod.

Basically what it entails is we come together each week for only 60 minutes to maybe 90 minutes — sometimes I love teaching so much — in webinar form. It's you and I. We're there, and you get to learn that day's lesson. When we do trainings for Virgin or for all these different companies and organizations, we meet once a week for five weeks. So I basically can unlock what I call your Kwik Recall. We always start with memory improvement first, because there is no learning without memory, and I give you five sessions, once a week for five weeks. I help you completely unleash your ability to remember things; the things that we know are going to make the biggest difference, remembering names and faces.

How would you like to walk into a room and meet 20 strangers and leave saying goodbye to every single one of them by name? I had a client come back recently from Florida. They went to an event. They met 50 people. They left saying goodbye to every single one. I'm going to show you exactly how to do that, and it's simpler than you think.

If you want to be able to pick up and learn to be able to give a speech without notes, in one of the sessions I teach you exactly how to do that. It's an age-old technique with a spin on it. It's kind of like a weird technique, but it works unbelievably, effectively well. You can use this technique to help remember your to-dos, your schedules, important dates in history or in your life, and that basically is a five-week memory program.

Then we come together in week six, and we go over speed-reading, because now that we've unlocked your Kwik Recall abilities, then I think the second most important skill to learn and really master — we're talking about masters. It's going to help you do more healing and overcome overloads and kind of fight and slay the paper dragon — is this ability to read better.

It's not just speed-reading. A lot of people take a speed-reading class, and it's more skimming or skipping words. There's an old joke about Woody Allen. Woody Allen said, "I took a speed-reading course. I read *War and Peace*. It's about Russia." That's not the goal. You don't want to read a 900-page book and say, "Oh, it's about Russia."

Our reading program is not only geared to helping you to read 200 or 300 percent better. Imagine you could double your reading speed. They say the average person reads three hours a day, through emails and websites and books and newspapers and magazines and everything, three hours a day. If you want to be a leader in your field, you have to be, because readers are readers. The problem is three hours a day.

What if you could cut that in half? What if you could save two hours a day or an hour a day even? An hour a day is like 365 hours a year, and I'm talking about this — there's an excitement in my voice, because I'm extremely passionate. I wish that somebody came to me when I was first struggling with this and said, "Oh, my God. Here is a complete system that you can learn. You don't have to spend hundreds of thousands of dollars on your education and read every single book, take two decades of your life to learn this." This is the system that I wish I would have gone through.

You learn how to read faster but not only improve your reading speed. It's not just speed-reading. It's smart reading. Right, Jennifer? It's one of those things where you don't just want

to read faster. You want to read better. Even if you're not going to read faster, I want you to be able to get more out of your reading.

One of the big testimonials we get all the time from people, who are especially on the path of personal development and personal transformation, evolution, is they find after going through this that they get more out of reading their books, especially from a lot of the authors that are featured in these kind of programs, because it's a totally different experience.

In fact, I saw one client recently. I let people choose. In this program, you can bring your own reading material online. So you're reading and you're practicing in the books that you want to read, because I want to make everything, again, relevant to you. I remember when I saw somebody walking around the streets — he had gone through our speed-reading program, and he said, "I recently reread the book that I was reading in your class, and it was completely different after I took your course." I was like, "Well, what book was it?" He was like, "*The Old Man and the Sea*." I was like, "Oh, Hemingway. Well, I don't think Hemingway updated the book. How was it different the second time?" He said — this is exactly his words. He said, "Well, when I read it after going through your program, I felt like I was in the book. I felt I could feel the sand on my toes. I could hear the ocean waves. The one thing I didn't like was the smell of the fish." That's a true statement and a true testament to what we're capable of.

Remember I talked about, in the beginning of this call, whole-brain learning, and left-brain is language. The right brain is the experience. It's emotions. It's imagination. This gentleman was saying, "I was activating more my right brain, so I wasn't just reading words and hearing the words. I was experiencing it also."

Your reading is completely different, and I've spent \$100,000 on education, going to every seminar, buying every book, every teleseminar. I join everything, because I'm a student of being a student. I think the best teachers are the best students also, but one of the things is I wish I would have gone through courses like this earlier, because it's like, if you have to cut through wood and you have a dull blade and you have to saw 100 pieces of wood, you don't want to start sharpening your saw at wood number 98. That wouldn't make a lot of sense. You want to sharpen your saw early.

That's what this is about, but it's done in a way that's fun. I hope people are getting the experience of how it's not a traditional class. This is the complete opposite, where I challenge you, but I challenge you in a way that we make learning unbelievably fun. All of a sudden, you have these superpowers that awaken every single week.

In the first class, you can learn how to memorize 20 words in and out of order, and the next one, we talk about memorizing your to-dos. Then we talk about number. We talk about things like foreign languages.

So the offer that people are going to after clicking on the button, you'll see it on here. There's five weeks of memory, where we meet online at any time of your choosing, because we're prerecording these. You join me for 60 to 90 minutes, and you have the time of your life. At the very least, it's the time of your brain's life, and we have so much fun together, and we create. Every single week we unlock a specific power, because this is not just a bunch of

videos thrown together. This is a very step-by-step system for unlocking your true genius, your mental powers.

Jennifer: It's very exciting. I'm actually definitely going to be getting this. What's so cool about it is it has this new twist, Jim. I remember someone talking about speed-reading and stuff like that, like you've been describing. It's different. It's allowing you to be all that you can be. It's allowing you to find presence, allowing you the space to have gratitude. It's allowing you — it's not just about speed-reading.

Like you're saying, it's like you're in the moment now. You're going to learn tips and tricks to really bring your presence here, which allows retention. It's really a powerful program, and I have to say that Jim has never offered it at this price before.

Jim: Never.

Jennifer: It's a fairly hefty price for our audience. We've normally never offered anything like this before, but Jim said he is doing us an enormous favor. This is not available anywhere to anyone ever.

Jim: No. You could go to Kwik Learning, go to our site, our corporate site, and you won't find this anywhere. Let me tell you what we did for this one, because we offer these online programs, but what we're going to do is we have some special bonus gifts for people here. So first of all, I said that it's a five-week memory program and a five-week speed-reading program.

So what we're doing is we actually added two extra weeks, which is a huge boost. We're going from five to seven for both of those. So now we're going to be together instead of just five weeks or a month, we're going to be together for a month and a half for both programs, because I want to add extra. I'm just very abundant. I want you to learn this and to own it.

The other thing we're going to do — these programs, by the way, if you call our office and you want to come to our training, it's \$1,000 for our memory program, and it's \$1,000 for our speed-reading program. Even at that investment — I call it an investment — people have wanted to pay a hundredfold for that, people in the know.

Think about the tens of thousands we pay for college, the thousands of dollars we pay every single year for our personal education. What if you had the ability, besides saving an extra hour a day, which is the promise of the program — 365 hours a year. That's nine 40-hour work weeks. Who wouldn't want to get back two months of productivity and what that's worth?

So what I'm talking about this is, it's normally \$1,000 for the memory program, \$1,000 for the reading, but you're not going to pay anywhere close to that. That's what it normally is, but we're also going to give you lifetime access to this program, because I know you're busy. More than I know anything, if you're listening to this call, you're busy, right? So what I love about this, if you're listening to the end, is this is your reward, because the more you could be, the more you could be for other people.

What I'm about is this program does not take time. It makes time. In the most visceral sense, it helps you make and free up time. Even the practice — when I say you're practicing in the

books that you're already reading, you're already reading them. So why not practice with these techniques? So that way you're saving time immediately.

When you start saving a couple of hours a day, you feel that. If I'm a genie and I say, "You have the ability right now to read three times faster, or you have the ability right now to double your brain power and remember twice as many names and in half the time," you feel that difference. That's something that's very, very measurable.

What I'm saying here is I want to give you lifetime access, knowing that you're busy, that you can tune in any time. You'll have immediate access to lesson number one. When you join us today, you'll have immediate access, and you'll improve your ability to remember things, remember 20 words, random words, literally in that very first session. Then every single week we'll send you another lesson, every single week, and you'll do it with us.

If you don't do it in three days, you can do it in three weeks. You can do it in three months. You can do it in three years, and you're absolutely going to love it. So it has a lifetime access also to all the upgrades, because I'm constantly — like you, I'm a student, and I always want to improve, because I'm fascinated about it.

Jennifer: It's exciting too. You've got a bunch of gifts here, not only the regular program, a bunch of gifts.

Jim: Yes.

Jennifer: Here's something that's really cool. Jim has the SuperheroYou programs. Not only do you get volume one, which was last year's program, a full two-day program with the absolute leaders in the brain industry giving you an hour's worth of tips each, ten of them, but you're also — here's what's really cool. You're going to get to go to his SuperheroYou 2012 livestream from May 25th through the 27th.

Jim: I'm so stoked about this.

Jennifer: So you get to join in live. Oh, my God. It's so cool that you [inaudible 01:20:35].

Jim: This you can't find anywhere period. Here's what it is. A few months ago we did an event, because I'm good at what I'm good at, and I know what I'm not good at. So what this is is kind of like *The Avengers* is out. It's this big blockbuster for the weekend, the superhero movie, and you saw Thor and Captain America and Ironman. They're all amazing in their own field, but they're soloist. They had to come all together to be able to save the day and save the planet.

So what I'm doing with SuperheroYou is I believe there's a superhero in you, you listening to us right now and using your gifts to be able to serve the world. You just need to be shown how. So I'm bringing in the top heroes, the people I learned from, who are unbelievable.

We did this event a few months ago. We haven't made this available. You can't even go to the site to purchase this. You'll get the complete recordings of those two days, and we had everyone there from Dr. Daniel Amen, who I mentioned before has written 30 books on brain health and talked about the diet, the incredible brain performance diet. We had Mariel

Hemingway. We had Chip Conley, who's the founder of Joie de Vivre, which is the second-largest hotel chain in the world, talk about emotional intelligence. Unbelievable two days, and what Jennifer is saying that we're doing also as well — you can watch the trailer and testimonials on there — is we're doing it again.

The event itself is sold out, but we're making it available online. So we invite you to join us the 25th, 26th, and 27th for a livestream of the entire event. You'll be with us online, chatting with us. You'll be asking questions. You'll be winning prizes, and if you can't make it those three days, I'm going to give you the 30-day replay, so you can listen the month of June. Listen to it and enjoy it also as well. It's incredible.

Jennifer: Again, never has the basic program, without all the gifts and without all the bonus things has it been offered at this price, and now you also get these gifts. It's not available anywhere else on the Internet folks. This is it, so I'm very excited and very grateful, Jim, that you've joined us and did this.

I do have a little bit of housekeeping. I've got to give them the phrase that pays. So the phrase that pays tonight is it's not how smart you are; it's how are you smart. Did I do that right?

Jim: Yeah.

Jennifer: It's not how smart you are but how are you smart. I thought that was really cool. The phrase that pays, you're going to get a really wonderful — one of Jim's programs, a powerful program that's worth over \$900. He's going to help you discover how you and others think and really learn, and he's going to show you some new steps and techniques that aren't available in the current program. Improve your decision-making and problem solving and creativity. Learn how to assess other people's thinking styles and improve your relationships and discover how you learn best.

So it's a little bit of a different program, little bit more of an advanced program, and that's what you'll get for the phrase that pays tonight, which is it's not how smart you are; it's how are you smart. On top of that, if you go to:

healingwiththemasters.com/contest

And plug it in there, we'll choose that next week, and you'll hear from us. If any of you are wanting to know who won, just go to that page too. We're announcing that every week. So again, tonight's special is:

specials.healingwiththemasters.com/jim

Go check this out. I'm buying it. I am ready to improve my memory. I'm not buying into this 50-year-old thing that I'm getting fog. I'm ready to improve my memory, and I know this is the guy that can do it. He's worked with billionaires and school children, and all of them have had astounding, astounding results.

Thank you, Jim. I'm so glad that we met and that we met at such a perfect moment that I could invite you on right away and share your genius with my audience. Thank you so much for joining us on Healing With The Masters.

Jim: Thank you. I enjoyed this so much, and just some parting words, I would say that this is all about transcending, ending the trance. This is mass hypnosis saying that you're weak, that you're frail, that you're powerless. I'm here to say the exact opposite, that you have genius and powers in yourself that would inspire you and inspire others, and I believe in you. I believe in you. I believe in this program.

If you're not absolutely satisfied with this program, it has a 100 percent money-back guarantee. You have complete access to the SuperheroYou program, and that will just inspire you to new levels. I wish all your days be full of lots of love, lots of laughter, lots of life of course, of course lots of learning. Thank you, everyone.

Jennifer: Wonderful, Jim. Thank you so much, and thanks, everyone, for being a part of today's show. It seems we always come to these calls as individuals, and in the end, we always end up a united community and united in our intention. We know we make the difference. We matter. You all matter. I love you all so very much, and until next time, good night. Good night, Jim.

Jim: Good night. Bye, everyone.

Jennifer: Bye, everyone.

[End of Discussion]

Volume 9 | March 6, 2012 – June 7, 2012



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Host



Jennifer McLean

Jim Kwik | Featured Guest | May 17, 2012



Expert on speed-reading, memory improvement,
and accelerated learning for over 18 years.

JimKwik.com

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Jim Kwik (pronounced “quick”, his real name) of Kwik Learning, has taught speed-reading, memory improvement, and accelerated learning for over 18 years.

Jim is the creator of the renown Kwik Reading, Kwik Recall and Kwik Thinking systems used in over 50 countries. His clients include Marriott Hotel, Million Dollar Roundtable, MetLife, Virgin, NYU and Harvard University. He is the curator and co-founder of the Annual SuperheroYou Brainpower Conference.

Jim has shared the speaking stage with global leaders, from Sir Richard Branson to the Dalai Lama. He has a passion for teaching others how to maximize their superpower brain, navigate information overwhelm and unlock their true genius so they can lead healthier and more fulfilling lives.

Volume 9 | March 6, 2012 – June 9, 2012



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BigBookOfYouBlog.com

Host



Jennifer McLean

Guest Speakers | Further Information

March 6, 2012



Chris Cade

Martial Arts Champion
Spiritual Healer and Teacher

ChrisCade.com

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March 8, 2012



Marisa Russo

Renowned Teacher
Author, Speaker and Healer

MarisaRusso.com

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March 13, 2012



Colin Tipping

Internationally Known Speaker
Radical Forgiveness Healer

RadicalForgiveness.com

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March 15, 2012



Jennifer McLean

Internationally Acclaimed Entrepreneur
Author and Creator of The Body Dialog System of Healing

McLeanMasterWorks.com

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March 20, 2012



Donna Eden

One Of The World's Most Joyous and Authoritative
Spokespersons for Energy Medicine

InnerSource.net

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March 22, 2012



Jo Dunning

"The Miracle Worker"
World Renowned Spiritual Teacher
Author and Master of Energy

JoDunning.com

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March 27, 2012



Sonia Choquette

International Bestselling Hay House Author
Spiritual Teacher
Distinguished Intuitive Advisor

SoniaChoquette.com

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March 29, 2012



Noah St. John

"The Accelerated Results Guy"
Bestselling Author
Inventor of Afformations®

NoahStJohn.com

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April 3, 2012



Susann Taylor Shier

Dynamic and Gifted Author
Teacher
Intuitive Counselor

SoulMastery.net

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April 4, 2012



Jon Griffin

Awakening the soul through music.
How has sound transformed you?

JonGriffin.com

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April 5, 2012



Gregg Braden

New York Times Bestselling Author
Scientific-Spirituality Pioneer

GreggBraden.com

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April 10, 2012



Wayne Dyer

Internationally Renowned Self-Development Author and Speaker

DrWayneDyer.com

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April 12, 2012



Mark Romero

Artist
Sound Vibration Healer
Personal-Development Coach

MarkRomeroMusic.com

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April 17, 2012



David Neagle

World-Class Speaker
Leading Authority on Personal Mastery

DavidNeagle.com

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April 19, 2012



Wayne Dyer
Live Q&A

Internationally Renowned Self-Development Author and Speaker

DrWayneDyer.com

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April 24, 2012



Drunvalo Melchizedek

World Renowned Author and Speaker

Drunvalo.net

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April 25, 2012



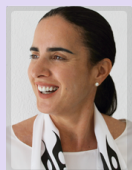
Mary Allen

Healing Coach For People From All Backgrounds

LifeCoachMary.com

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April 26, 2012



Isha Judd

International Speaker
Ambassador for Peace

IshaJudd.com

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May 1, 2012



Rikka Zimmerman

Spreading the seeds of Consciousness around the world.
"Life comes to me with ease, joy and glory!"

RikkaZimmerman.com

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May 3, 2012



Sarah McLean

Hay House Author, Teacher, and
The New Face of Mainstream Meditation

SedonaMeditation.com

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May 8, 2012



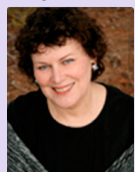
Denise Linn

Internationally Respected Healer,
Writer and Teacher

DeniseLinn.com

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May 9, 2012



Elizabeth Jones

Astrologer Extraordinaire
Gifted Intuitive - Revealing the Nature of Powerful 2012 Transitions

AstrologyofLight.com

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May 10, 2012



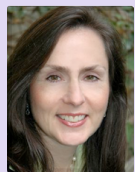
Panache Desai

Inspirational Visionary
Contemporary Spiritual Master

PanacheDesai.com

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May 15, 2012



Carol Look

Internationally Known Author
Energy Practitioner
Success and Abundance Coach

AttractingAbundance.com

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May 17, 2012



Jim Kwik

Expert on speed-reading, memory improvement,
and accelerated learning for over 18 years.

JimKwik.com

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May 22, 2012



Neale Donald Walsch

Internationally Recognized Spiritual Messenger
Best Selling Author of the Conversations With God book series

NealeDonaldWalsch.com

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May 23, 2012



Emmanuel Dagher

Human Transformation Specialist
Holistic Health Practitioner and Teacher

MagnifiedManifesting.com

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May 24, 2012



Laurie Reyon

Internationally Known Interspecies Communicator and Soul Healer

LaurieReyon.com

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May 29, 2012



Mary A. Hall

Recognized & Profound Healer
Popular Abundance Coach
Author and Speaker

MaryAHall.com

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May 31, 2012



William Linville

Instrument of the Universal and Creator Consciousness – Here to Assist You

WilliamLinville.com

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June 5, 2012



Christie Marie Sheldon

Author
Intuitive Life Coach
Transformation Expert

LoveorAbove.com

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June 7, 2012



Dr. Joe Dispenza

Author of *Evolve Your Brain*
Featured International Speaker
Scientist

DrJoeDispenza.com

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