

SWITCHED-ON INTERNET MARKETING

*A Powerful, Proven, Revolutionary
Approach to Becoming a Successful
Internet Marketer*

By Jerry V. Teplitz, J.D., Ph.D.

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Code
 _____ Pre-Course - Date _____
 _____ Post-Course
 _____ One Month After Course

Switched-On Internet Marketing Pre & Post Course Questionnaire

1. I am comfortable and confident setting goals.
 _____ Strongly agree _____ Agree _____ NA _____ Disagree _____ Strongly Disagree
2. I am a successful and effective marketer.
 _____ Strongly agree _____ Agree _____ NA _____ Disagree _____ Strongly Disagree
3. I am creative and enjoy developing websites.
 _____ Strongly agree _____ Agree _____ NA _____ Disagree _____ Strongly Disagree
4. I capably and effectively develop all the elements of my website.
 _____ Strongly agree _____ Agree _____ NA _____ Disagree _____ Strongly Disagree
5. I easily and effectively develop my marketing plan.
 _____ Strongly agree _____ Agree _____ NA _____ Disagree _____ Strongly Disagree
6. I translate my marketing plan into action.
 _____ Strongly agree _____ Agree _____ NA _____ Disagree _____ Strongly Disagree
7. I listen to other's comments and ideas.
 _____ Strongly agree _____ Agree _____ NA _____ Disagree _____ Strongly Disagree
8. I easily and clearly understand and can explain my purpose, direction and story.
 _____ Strongly agree _____ Agree _____ NA _____ Disagree _____ Strongly Disagree
9. I create effective and appropriate questions.
 _____ Strongly agree _____ Agree _____ NA _____ Disagree _____ Strongly Disagree
10. I answer objections before they are asked.
 _____ Strongly agree _____ Agree _____ NA _____ Disagree _____ Strongly Disagree
11. I successfully handle feelings of rejection.
 _____ Strongly agree _____ Agree _____ NA _____ Disagree _____ Strongly Disagree
12. I am comfortable asking my customers for feedback on my products & services.
 _____ Strongly agree _____ Agree _____ NA _____ Disagree _____ Strongly Disagree
13. I am comfortable and confident offering upsells.
 _____ Strongly agree _____ Agree _____ NA _____ Disagree _____ Strongly Disagree
14. I am comfortable asking my customers to refer me to their network.
 _____ Strongly agree _____ Agree _____ NA _____ Disagree _____ Strongly Disagree
15. I am a successful and prosperous marketer.
 _____ Strongly agree _____ Agree _____ NA _____ Disagree _____ Strongly Disagree

Switched-On Internet Marketing

By Jerry V. Teplitz, J.D., Ph.D.,

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For further information on Dr. Paul Dennison and Gail Dennisons' books and other related books, go to www.braingym.com.

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The application of the Brain Gym® movements and exercises used in this publication does not necessarily reflect the educational philosophy of Brain Gym® International or the Brain Gym authors, Paul and Gail Dennison, California, USA.

The author wishes to also thank Patti Steurer, David DuRovy, and Richard McKinney for their wonderful help in the development of the concept used in these materials.

Finally, thank you to Tom Antion for helping refine these materials to better fit the elements an internet marketer needs to be switched-on to be more successful.

Recommended reading on Brain Gym®:

[Switched-On Selling: Balance Your Brain For Sales Success](#)

[Switched-On Networking: Balance Your Brain For Networking Success](#)

[Brain Gym for Business](#)

[Switching On Living](#)

[Brain Gym Teacher's Edition](#)

[Brain Gym & Me](#)

Illustrations by Cris Arbo; cover design by Deborah Hufstedler; book design and layout by Patti Steurer and Francis Sporer.

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In thanking people, the first ones that must be thanked are Paul and Gail Dennison. They are the pioneers in the field of Educational Kinesiology. The Switched-On Internet Marketing seminar is only in existence due to their life's work. Over the course of many years they developed and refined the Brain Gym® movements and balances that are the transformative process used in this course. It has been through their efforts that the Brain Gym International Foundation was created to disseminate their work.

All the Brain Gym® related materials in the manual come from the Dennisons' work which are protected by copyright and are under the trademark of the Brain Gym International Foundation. Included in this protection are "The Five-Step Balance Process", the concepts "Switched-On", "Homeplay", "Noticing", the Three Dimensions of the brain and their related functions, and the names and descriptions of the Brain Gym® activities. My addition to this has been to combine the marketing process with the Brain Gym movements to create a revolutionary and positive transformation in the Marketing experience.

One of the other people who needs to be thanked is Tom Antion who helped tweek the design of the original Switched-On Selling seminar to better match the process that people doing internet marketing experience. Other people who were crucial in the development of this manual include Cris Arbo who did all the artwork of the Brain Gym movements and Deborah Hufstedler who did the cover art work.

ABOUT THE AUTHOR

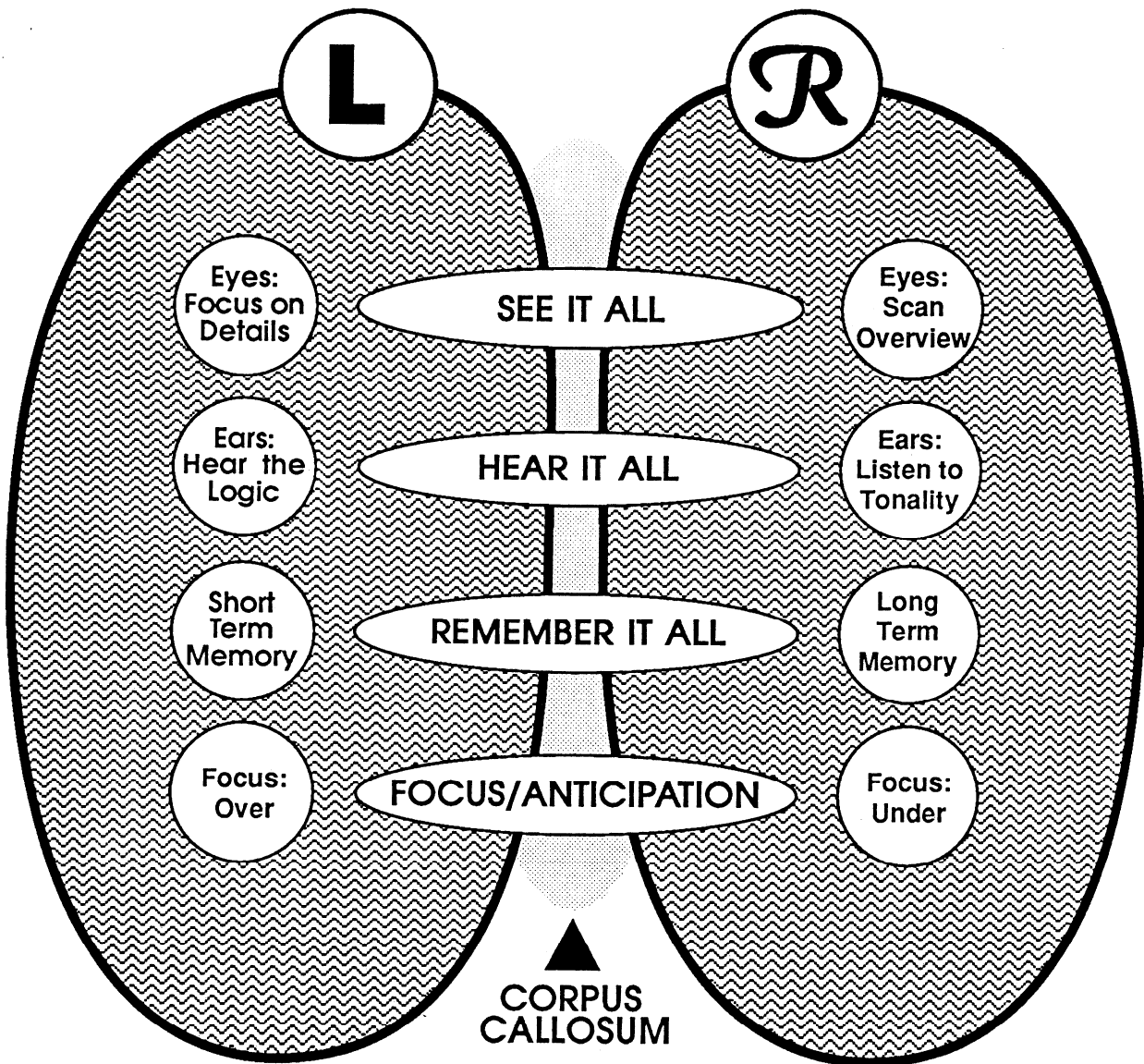
Dr. Jerry V. Teplitz is an expert in Brain Performance Optimization and since 1974 has given over 1,800 presentations to more than one million people, including many Fortune 500 companies. He has taught people how to have greater business and personal success by showing them how to tap into the power of their own personal energy system. This results in a work force being more positive, more effective, more focused, more energized and more productive.

Dr. Teplitz is a graduate of Northwestern University School of Law and is licensed to practice law in Illinois. He's also earned a Masters and Doctorate degree in Wholistic Health Sciences.

Dr. Teplitz was first introduced to Behavioral Kinesiology in 1980 and studied with Dr. John Diamond. In 1986, he began his study of Brain Gym and he became a Certified Brain Gym Instructor. He served on the Board of Directors of the Educational Kinesiology Foundation for nine years and on the Board of Directors of the Energy Kinesiology Association.

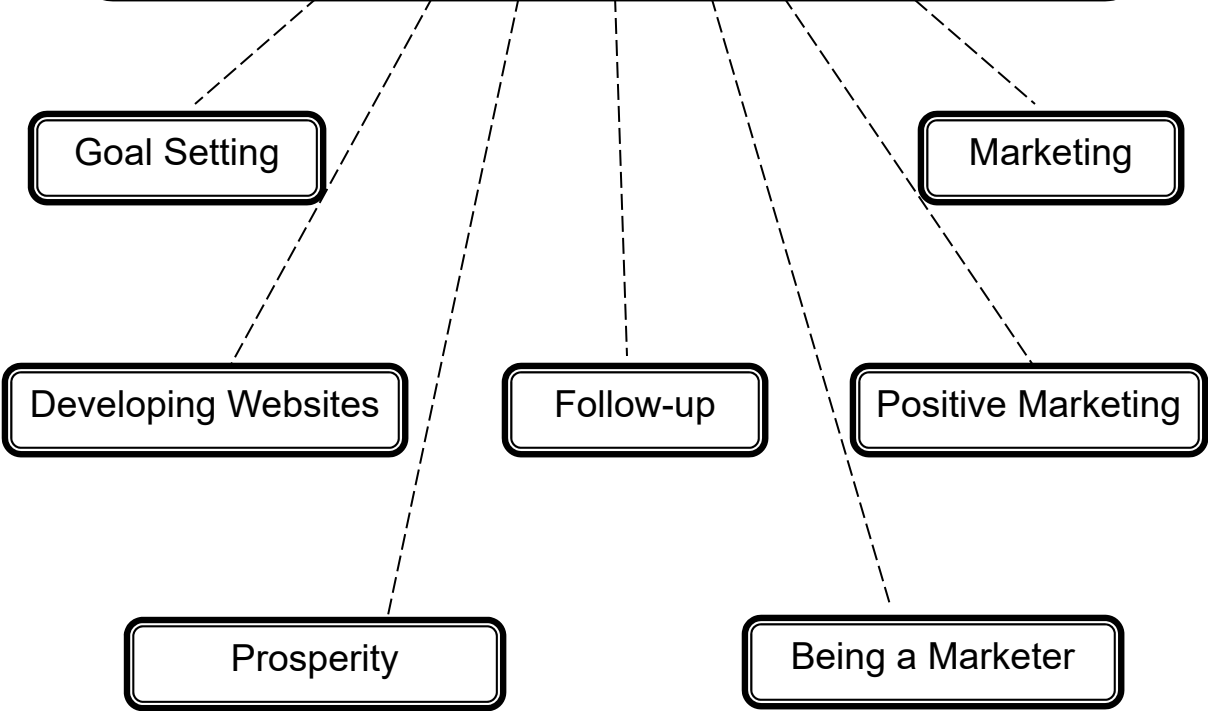
He has written nine books including *Brain Gym For Business* with the Founders of Educational Kinesiology, Dr. Paul Dennison and Gail Dennison. His two latest became Amazon Bestsellers - *Switched-On Selling: Balance Your Brain For Sales Success* and *Switched-On Networking: Balance Your Brain For Networking Success*. His other books include: *Managing Your Stress In Difficult Times: Succeeding In Times Of Change* and *Switched-On Living*. He's appeared on numerous radio and TV shows in the US and Canada. He is the host of an internet radio talk show called Healthy Alternatives.

MODEL OF HEMISPHERIC BRAIN FUNCTION



SECTION ONE

Steps in the Internet Marketing Process



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POSITIVE MARKETING BALANCE

Step #1 **CALIBRATE*** (Page 41)

Neutral
Drink water - 40
Brain Buttons - 24
The Cross Crawl - 26
Hook-ups - 32
Yes/No Response

Step #2 **YOU SAY**

"This system is ready and willing to balance using the Positive Marketing Action Balance." Muscle-Check/Notice/Self-Check. (Yes/No)

Step #3 **ACTION**

VISUALIZATION: Picture an Internet Marketing situation in your mind that causes you stress. Muscle-Check/Notice/Self-Check (Switched-On, Switched-Off)

Step #4 **RE-EDUCATION**

"This system now incorporates, in the most appropriate way, all relevant events, both past and present, known and unknown, into the Step #3 experience." Muscle-Check, Notice/Self-Check. (yes/No)

Hook-ups - 32 The Positive Points - 35

Step #5 **ACTION**

VISUALIZATION: Picture an Internet Marketing situation in your as in the Step #3 ACTION. Muscle-Check/Notice/Self-Check (Switched-On, Switched-Off)

CELEBRATE

*This process of calibrate is a derivation of the Brain Gym® PACE Process and has been approved by the Brain Gym International Foundation. PACE is a process of centering, self-assessment, and readiness, and is a trademark of the Brain Gym International Foundation.

GOAL SETTING BALANCE

Step #1 **CALIBRATE** (Page 41)

Neutral
Drink water - 40
Brain Buttons - 24
The Cross Crawl - 26
Hook-ups - 32
Yes/No Response

Step #2 **YOU SAY**

"This system is ready and willing to balance using the Goal Setting Action Balance." Muscle-check/Notice/Self-Check. (Yes/No)

Step #3 **STATEMENTS and ACTIONS**

GOAL SETTING STATEMENTS: Read out loud the following statements. Muscle-Check/Notice/Self-Check for each:

- 1. "I set specific goals."
- 2. "I set measureable goals."
- 3. "I set attainable goals."
- 4. "I set realistic goals."
- 5. "It's easy and natural to write my goals down."
- 6. "I periodically re-evaluate my marketing goals."
- 7. "I keep accurate records of the marketing process."
- 8. Your Own Statement.

(Switched-On, Switched-Off)

GOAL SETTING ACTIONS: Do an action for each switched-off statement. Muscle-Check/Notice/Self-Check for each:

- 1-5. Write a Marketing goal for yourself that you think is specific, measureable, attainable and realistic.
- 6. Re-evaluate.
- 7. Record Keeping.
- 8. Your Own Statement.

(Switched-On, Switched-Off)

Step #4 **RE-EDUCATION**

"This system now incorporates, in the most appropriate way, all relevant events, both past and present, known and unknown, into the Step #3 experience." Muscle-Check/Notice/Self-Check. (Yes/No)

The Cross Crawl - 26 The Elephant - 29 The Positive Points - 35
Brain Buttons - 24 Arm Activation - 21 Alphabet 8s - 20
The Thinking Cap - 37 Hook-ups - 32 The Double Doodle - 27

(Yes/No)

Step #5 **STATEMENTS and ACTIONS**

GOAL SETTING STATEMENTS: Make the following statements.

Muscle-Check/Notice/Self-Check for each:

1. "I set specific goals."
2. "I set measurable goals."
3. "I set attainable goals."
4. "I set realistic goals."
5. "It's easy and natural to write my goals down."
6. "I periodically re-evaluate my marketing goals."
7. "I keep accurate records of the marketing process."
8. Your Own Statement.

(Switched-On, Switched-Off)

GOAL SETTING ACTIONS: Do an action for each switched-off

statement. Muscle-Check/Notice/Self-Check for each:

- 1-5. Write a Marketing goal for yourself that you think is specific, measurable, attainable and realistic.
6. Re-evaluate.
7. Record Keeping.
8. Your Own Statement.

(Switched-On, Switched-Off)

CELEBRATE

BALANCE FOR BEING A MARKETER

Step #1 **CALIBRATE** (Page 41)

Neutral
Drink water - 40
Brain Buttons - 24
The Cross Crawl - 26
Hook-ups - 32
Yes/No Response

Step #2 **YOU SAY**

"This system is ready and willing to balance using the Action Balance for being a Marketer." Muscle-Check/Notice/Self-Check (Yes/No)

Step #3 **STATEMENT and ACTION** (Muscle-Check/Notice/Self-Check)

- 1. "I am a successful and effective internet marketer."
- 2. "I easily and confidently develop and carry out my plans."
- 3. "I am comfortable and confident focusing on what I do."
- 4. "I believe in what I am marketing."
- 5. Role play being confident, effective and successful.
- 6. Your Own Statement.

(Switched-On, Switched-Off)

Step #4 **RE-EDUCATION**

"This system now incorporates, in the most appropriate way, all relevant events, both past and present, known and unknown, into the Step #3 experience." Muscle-Check/Notice/Self-Check (Yes/No)

This system is willing to re-educate with
Dennison Laterality Repatterning - 8
(Yes/No)

Step #5 **STATEMENT and ACTION** (Muscle-Check/Notice/Self-Check)

- 1. "I am a successful and effective internet marketer."
- 2. "I easily and confidently develop and carry out my plans."
- 3. "I am comfortable and confident focusing on what I do."
- 4. "I believe in what I am marketing."
- 5. Role play being confident, effective and successful.
- 6. Your Own Statement.

(Switched-On, Switched-Off)

CELEBRATE

DENNISON LATERALITY REPATTERNING*

Integration of the Left and Right Sides of the Mind/Body System

Step #1 PRE-ACTIVITY

Do each action and Muscle-check/Notice/Self-check:

The Cross Crawl	Switched: on ___ off ___
Homolateral Crawl	Switched: on ___ off ___
Think of an "X"	Switched: on ___ off ___
Think of "II" (parallel lines)	Switched: on ___ off ___

Step #2 STATEMENT

"This system is ready and willing to experience Dennison Laterality Repatterning." Muscle-check/Notice/Self-check.

Step #3 REPATTERNING - THE CROSS CRAWL

Keeping your nose facing forward, do The Cross Crawl, hum a steady tone, and first look up diagonally with just your eyes to the **Left**. Do 15 repetitions. Repeat while looking up to the **Right** with just your eyes. Do 15 repetitions.

Step #4 REPATTERNING - HOMOLATERAL CRAWL

Keeping your nose facing forward, do the Homolateral Crawl while counting out loud for 15 complete repetitions while looking diagonally with your eyes down to the **Left**. Repeat while looking diagonally down to the **Right** while counting out loud for 15 complete repetitions.

Step #5 INTEGRATION METAPHOR

Hold your hands out to each side, close eyes, visualizing left brain in left hand and right brain in right hand, then bring hands together slowly, intertwine fingers and bring hands into your chest while putting a slight pressure on your palms. Hold for as long as desired.

Step #6 CEMENTING IN THE CROSS CRAWL

Keeping your nose facing forward, do The Cross Crawl while looking around with just your eyes in all directions for one minute.

Step #7 CEMENTING IN THE HOMOLATERAL CRAWL

Keeping your nose facing forward, do the Homolateral Crawl while looking around with just your eyes in all directions for one minute.

Step #8 POST ACTIVITY

Do each action and Muscle-check/Notice/Self-Check:

The Cross Crawl	Switched: on	___
Homolateral Crawl	Switched: off	___
Think of an "X"	Switched: on	___
Think of "II" (parallel lines)	Switched: off	___

(When the process is complete **You** will be **Switched-On** for **The Cross Crawl**, **Switched-Off** for **Homolateral Crawl**, **On** for an **"X"**, and **Off** for **"II"**).

Step #9 Finish doing The Cross Crawl while visualizing an "X" for 30 seconds.

Step #10 Return and finish Step #5 on page 7.

DEVELOPING WEBSITES BALANCE

Step #1 **CALIBRATE** (Page 41)

Neutral

Drink water - 40

Brain Buttons - 24

The Cross Crawl - 26

Hook-ups - 32

Yes/No Response

Step #2 **YOU SAY**

"This system is ready and willing to balance using the Developing Websites. Balance." Muscle-Check/Notice/Self-Check. (Yes/No)

Step #3 **STATEMENTS and ACTIONS**

DEVELOPING WEBSITES STATEMENTS: Read the following statements. Muscle-Check/Notice/Self-Check for each:

- 1. "I easily & effectively develop the elements of my websites."
- 2. "I am creative and enjoy developing websites."
- 3. "I easily, effectively and enthusiastically communicate via email, video, text, webinars and on the phone."
- 4. "I quickly and confidently develop a rapport with support personnel."
- 5. "I easily and effectively develop my message and graphics."
- 6. Your Own Statement.

(Switched-On, Switched-Off)

DEVELOPING WEBSITES ACTIONS: Do an action for each switched-off statement. Muscle-Check/Notice/Self-Check for each:

- 1. Role play developing a website.
- 2. Role play enjoying it.
- 3. Role play communicating.
- 4. Role play developing rapport.
- 5. Role play developing message & graphics.
- 6. Your Own Statement.

(Switched-On, Switched-Off)

Step #4 RE-EDUCATION

"This system now incorporates, in the most appropriate way, all relevant events, both past and present, known and unknown, into the Step #3 experience." Muscle-Check/Notice/Self-Check. (Yes/No)

The Cross Crawl - 26

Lazy 8's - 33

Calf Pump - 25

Hook-ups - 32

The Positive Points - 35

Belly Breathing - 23

(Yes/No)

The Grounder - 31

Brain Buttons - 24

The Footflex - 30

Step #5 STATEMENTS and ACTIONS

DEVELOPING WEBSITES STATEMENTS: Read the following statements. Muscle-Check/Notice/Self-Check for each:

1. "I easily & effectively develop the elements of my websites."
2. "I am creative and enjoy developing websites."
3. "I easily, effectively and enthusiastically communicate via email, video, text, webinars and on the phone."
4. "I quickly and confidently develop a rapport with support personnel."
5. "I easily and effectively develop my message and graphics."
6. Your Own Statement.

(Switched-On, Switched-Off)

DEVELOPING WEBSITES ACTIONS: Do an action for each switched-off statement. Muscle-Check/Notice/Self-Check for each:

1. Role play developing a website.
2. Role play enjoying it.
3. Role play communicating.
4. Role play developing rapport.
5. Role play developing message & graphics.
6. Your Own Statement.

(Switched-On, Switched-Off)

CELEBRATE

MARKETING BALANCE

PART 1

Step #1 **CALIBRATE** (Page 41)

Neutral
Drink water - 40
Brain Buttons - 24
The Cross Crawl - 26
Hook-ups - 32
Yes/No Response

Step #2 **YOU SAY**

"This system is ready and willing to balance using the Marketing Action Balance." Muscle-Check/Notice/Self-Check. (Yes/No)

Step #3 **STATEMENT and ACTION** (Muscle-Check/Notice/Self-Check)

- ___ 1. "I easily and effectively develop my marketing plan."
 - ___ 2. "I translate my marketing plan into action."
 - ___ 3. "I quickly and easily make adjustments to my marketing plan."
 - ___ 4. Your Own Statement.
- (Switched-On, Switched-Off)

Step #4 **RE-EDUCATION**

"This system now incorporates, in the most appropriate way, all relevant events, both past and present, known and unknown, into the Step #3 experience." Muscle-Check, Notice/Self-Check. (yes/ No)

The Cross Crawl - 26 The Thinking Cap - 37 The Grounder - 31
The Positive Points - 35 Space Buttons - 36 Hook-ups - 32
Alphabet 8s - 20 Lazy 8s - 33 The Double Doodle - 27
(Yes/No)

Step #5 **STATEMENT and ACTION** (Muscle-Check/Notice/Self-Check)

- 1. "I easily and effectively develop my marketing plan."
 - 2. "I translate my marketing plan into action."
 - 3. "I quickly and easily make adjustments to my marketing plan."
 - 4. Your Own Statement.
- (Switched-On, Switched-Off)

Now that you are switched-on for your marketing plan, you want to be sure you are switched-on for all parts of the plan. Proceed to Part 2.

PART 2

Muscle-check /Notice/Self-Check all **MARKETING STATEMENTS** below and if you are switched-on for all of them this balance is complete.

If not, continue with the **MARKETING ACTIONS** below and the rest of the balance until all statements and actions are switched-on.

Step #6 **STATEMENTS and ACTIONS**

MARKETING STATEMENTS: Read the following statements. Muscle-Check/Notice/Self-Check for each:

- 1. "I am comfortable and confident developing my plan."
 - 2. "I am comfortable and confident researching my niche"
 - 3. "I listen to other's comments and ideas."
 - 4. "I easily and clearly understand and can explain my purpose, direction and story."
 - 5. "I create effective and appropriate questions."
 - 6. "I answer objections before they are asked."
 - 7. "I easily write effective headlines and copy."
 - 8. "I feel confident inviting the media to interview me."
 - 9. "I successfully handle feelings of rejection."
 - 10. "I am confident about the websites I create."
 - 11. "I communicate effectively with affiliates."
- (Switched-On, Switched-Off)

MARKETING ACTIONS: Do an action for each switched-off statement. Muscle-Check/Notice/Self-Check for each:

- 1. Developing
 - 2. Researching my niche
 - 3. Listening
 - 4. Purpose, direction or story knowledge
 - 5. Questions
 - 6. Objections
 - 7. Write headlines and copy
 - 8. Confident inviting media to interview me
 - 9. Handling Rejection
 - 10. Confident
 - 11. Communicating
- (Switched-On, Switched-Off)

Step #7 **RE-EDUCATION**

"This system now incorporates, in the most appropriate way, all relevant events, both past and present, known and unknown, into the Step #3 experience." Muscle-Check/Notice/Self-Check. (Yes/No)

The Cross Crawl - 26	The Thinking Cap - 37	The Grounder - 31
The Positive Points - 35	Space Buttons - 36	Hook-ups - 32
Alphabet 8s - 20	Lazy 8s - 33	The Double Doodle - 27

(Yes/No)

Step #8 **STATEMENTS and ACTIONS**

MARKETING STATEMENTS: Read the following statements. Muscle-Check/Notice/Self-Check for each:

1. "I am comfortable and confident developing my plan."
2. "I am comfortable and confident researching my niche"
3. "I listen to other's comments and ideas."
4. "I easily and clearly understand and can explain my purpose, direction and story."
5. "I create effective and appropriate questions."
6. "I answer objections before they are asked."
7. "I easily write effective headlines and copy."
8. "I feel confident inviting the media to interview me."
9. "I successfully handle feelings of rejection."
10. "I am confident about the websites I create."
11. "I communicate effectively with affiliates."

(Switched-On, Switched-Off)

MARKETING ACTIONS: Do an action for each switched-off statement. Muscle-Check/Notice/Self-Check for each:

1. Developing
2. Researching my niche
3. Listening
4. Purpose, direction or story knowledge
5. Questions
6. Objections
7. Write headlines and copy
8. Confident inviting media to interview me
9. Handling Rejection
10. Confident
11. Communicating

(Switched-On, Switched-Off)

CELEBRATE

FOLLOW-UP BALANCE

Step #1 **CALIBRATE (Page 41)**

Neutral
Drink water - 40
Brain Buttons - 24
The Cross Crawl - 26
Hook-ups - 32
Yes/No Response

Step #2 **YOU SAY**

"This system is ready and willing to balance using the Follow-up Balance." Muscle-Check/Notice/Self-Check. (Yes/No)

Step #3 **STATEMENTS and ACTIONS**

FOLLOW-UP STATEMENTS: Read the following statements. Muscle-Check/Notice/Self-Check for each:

- 1. "I am comfortable asking my customers for feedback on my products and services."
- 2. "I am comfortable & confident offering upsells."
- 3. "I easily create autoresponders and send emails."
- 4. "I ask customers to refer me to their network."
- 5. Your Own Statement.

(Switched-On, Switched-Off)

FOLLOW-UP ACTIONS: Do an action for each switched-off statement. Muscle-check/Notice/Self-Check for each:

- 1. Role play asking for feedback
- 2. Offer upsells
- 3. Follow-up emails
- 4. Ask customers to refer you
- 5. Your Own Statement.

(Switched-On, Switched-Off)

Step #4 **RE-EDUCATION**

"This system now incorporates, in the most appropriate way, all relevant events, both past and present, known and unknown, into the Step #3 experience." Muscle-Check/Notice/Self-Check. (Yes/No)

The Cross Crawl - 26	Earth Buttons - 28	The Thinking Cap - 37
Lazy 8s - 33	Space Buttons - 36	Brain Buttons - 24
The Owl - 34	Balance Buttons - 22	The Footflex - 30

(Yes/No)

Step #5 **STATEMENTS and ACTIONS**

FOLLOW-UP STATEMENTS: Read the following statements. Muscle-Check/Notice/Self-Check for each:

1. "I am comfortable asking my customers for feedback on my products and services."
2. "I am comfortable & confident offering upsells."
3. "I easily create autoresponders and send emails."
4. "I ask customers to refer me to their network."
5. Your Own Statement.

(Switched-On, Switched-Off)

FOLLOW-UP ACTIONS: Do an action for each switched-off statement. Muscle-Check/Notice/Self-Check for each:

1. Role play asking for feedback.
2. Offer upsells.
3. Follow-up emails.
4. Ask customers to refer you.
5. Your Own Statement.

(Switched-On, Switched-Off)

CELEBRATE

PROSPERITY BALANCE

Step #1 **CALIBRATE** (Page 41)

Neutral
Drink water - 40
Brain Buttons - 24
The Cross Crawl - 26
Hook-ups - 32
Yes/No Response

Step #2 **YOU SAY**

"This system is ready and willing to balance using the Prosperity Action Balance." Muscle-Check/Notice/Self-Check. (Yes/No)

Step #3 **STATEMENT and ACTION** (Muscle-Check/Notice/Self-Check)

- ___ 1. "I am a successful and prosperous marketer."
- ___ 2. "I understand the importance of giving back."
- ___ 3. Write "SCARCITY" on a piece of paper, crumple it up, throw it away.
- ___ 4. Take out a \$20 bill, hold it and visualize it multiplying.
- ___ 5. See yourself opening your Paypal account with tons of money in it.
- ___ 6. Your Own Statement.

(Switched-On, Switched-Off)

Step #4 **RE-EDUCATION**

"This system now incorporates, in the most appropriate way, all relevant events, both past and present, known and unknown, into the Step #3 experience." (Muscle-Check, Notice/Self-Check.) (yes/No)

The Cross Crawl - 26 Brain Buttons - 24 Hook-ups - 32
Lazy 8s - 33 The Thinking Cap - 37 The Positive Points - 35
(Yes, No)

Step #5 **STATEMENT and ACTION** (Muscle-Check/Notice/Self-Check)

- 1. "I am a successful and prosperous internet marketer."
- 2. "I understand the importance of giving back."
- 3. Write "SCARCITY" on a piece of paper, crumple it up, throw it away.
- 4. Take out a \$20 bill, hold it and visualize it multiplying.
- 5. See yourself opening your Paypal account with tons of money in it.
- 6. Your Own Statement.

(Switched-On, Switched-Off)

CELEBRATE

Congratulations!

**You have now completed all
the balances in the
Switched-On Internet Marketing Seminar**

**Turn to Homeplay on page 43
to complete the process**

Section Two

Brain Gym Exercises*

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* All Brain Gym drawings and their movement descriptions are from the book *Brain Gym For Business: Instant Brain Boosters for On-The-Job Success* by Gail E. Dennison, Paul E. Dennison, and Jerry V. Teplitz © 1994 and are used here with their permission.

ALPHABET 8s

Center a piece of paper or other writing surface in front of you. With a pen or pencil, begin drawing continuous and overlapping number 8s lying on their sides.

Step 1: Draw three 8s with your left hand, then three with your right hand, then three using both hands together. Keep your eyes focused on the pen or pencil point. (Figure 1)

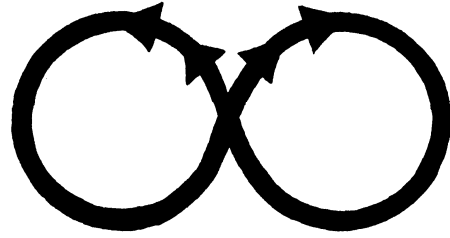


Figure 1

Step 2: Draw three 8s with your writing hand. Without stopping, draw a lower case printed-style "a" on top of the left-hand side of the 8. Without stopping, do two more 8s. (Figure 2)

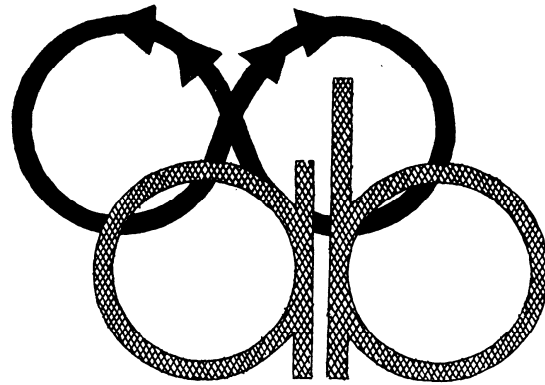


Figure 2

Step 3: Draw three more 8s. Without stopping, draw a "b" on the right-hand side of the 8. Again without stopping, do two more 8s. (Figure 2)

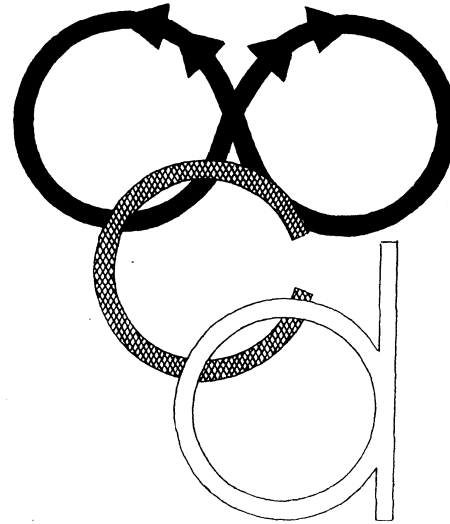


Figure 3

Step 4: Repeat the same sequence, drawing a letter "c" on the left side of the 8, and then repeat the same sequence drawing a "d" on the left side. You only

need

to do these four letters.

Alphabet 8s is an adaptation of the Lazy 8s that integrates the movement involved in the formation of printed letters. For many people, experiencing the similarities of the letters, instead of only their distinctions, enables them to write more automatically, freeing the mind for creative thought.

ARM ACTIVATION

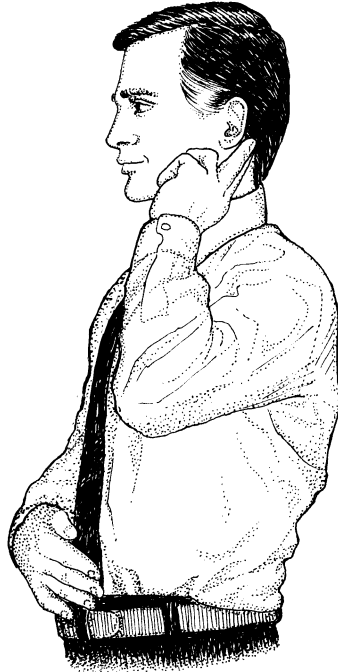


Hold your right arm straight up toward the ceiling next to your ear. Place your left hand above your right shoulder on the front of the arm muscle. Slowly and gently exhale through your mouth while pushing your right arm against your left hand without letting your right arm move. Do this for about seven seconds. Inhale as you relax your pressure. Repeat this procedure, pressing your right arm against your left hand on all four sides: left, right, front and back.

Repeat the entire sequence for the other arm.

Arm Activation lengthens the muscles of the upper chest and shoulders, where muscular control for both gross and fine motor activities originates. This movement relaxes and coordinates shoulder and arm muscles and frees the mind for ease of handwriting, spelling and creative writing.

BALANCE BUTTONS



Place two or more fingertips about two inches behind one ear, about three finger widths away from the ear. Put your other hand on your navel and hold for 30 seconds to one minute as you breathe deeply. Change hands and repeat on the other side.

Balance Buttons stimulate the body's balance system at the inner ear. This restores your sense of equilibrium, relaxing your eyes and the rest of your body and freeing your attention for easier thought and action. Decision making, concentration and problem solving all improve as body organization improves.

BELLY BREATHING



Place your hands on your abdomen. Exhale through the mouth, in short little puffs, as if you are keeping a feather in the air. Do this until your lungs feel empty.

Now inhale deeply, filling yourself like a balloon beneath your hand. (By arching your back slightly, you can take in even more air.) Then slowly and fully exhale. Repeat this inhalation and exhalation, establishing a natural rhythm, while doing three or more breaths.

Belly Breathing improves oxygen consumption and blood circulation to the brain and the central nervous system while increasing your energy level. Diaphragmatic breathing has been found to improve both reading and speaking abilities.

BRAIN BUTTONS

Rest one hand over your navel. With the thumb and fingers of the other hand feel for the two hollow areas under the collarbone one or two inches away from the center of the chest (the sternum). Rub these areas vigorously for 30 seconds to one minute as you look left to right and back.

Brain Buttons stimulates the carotid arteries that supply freshly oxygenated blood to the brain. This helps to reestablish directional messages from parts of the body to the brain and the visual system, thus improving the brain's "cross-talk" for reading, writing, speaking, or following directions.



THE CALF PUMP



Stand arm's length away from a wall and place your hands (shoulder-width apart) against it. Extend your left leg straight out behind you, so that the ball of your foot is on the floor and your heel is off the floor. Your body is slanted at a 45 degree angle.

Exhale, leaning forward against the wall while also bending your right knee and pressing your left heel against the floor. The more you bend the right knee in the front, the more lengthening you will feel in the back of the left calf. Inhale, raise yourself back up, while relaxing and raising the left heel. Repeat three times while continuing to breathe, then switch the leg positions and repeat.

The Calf Pump restores a more natural length to the muscles and tendons in the back of the body. This releases the reflex to hold back and the associated feelings of being unable to participate in activities or to take positive action. The Calf Pump improves concentration, attention, and comprehension, as well as the ability to bring projects to closure.

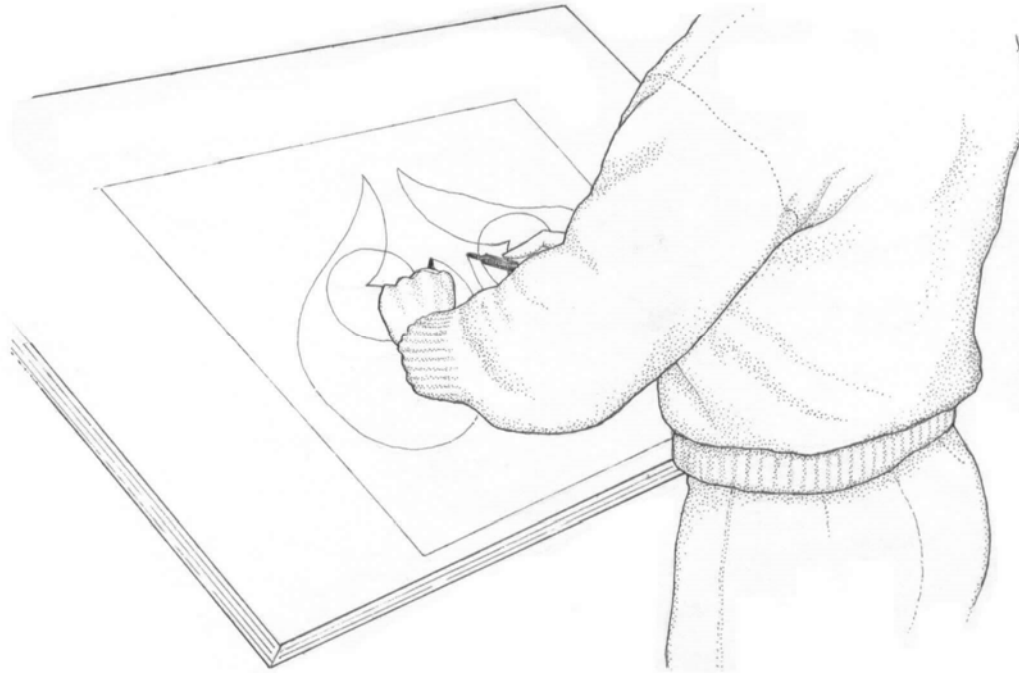
THE CROSS CRAWL

Standing, "march" in place alternately touching each hand to the opposite knee. Look side to side with your eyes. Continue for 30 seconds to one minute.

The Cross Crawl activates both brain hemispheres simultaneously. It engages the brain for coordinating visual, auditory, and kinesthetic abilities, thus improving listening, reading, writing, and memory skills.



THE DOUBLE DOODLE



Hold a pen or other writing implement in each hand. On a large sheet of paper or even in the air, while keeping wrists relaxed and flexible, draw mirror images using both hands simultaneously, allowing one hand to lead while the other follows. Begin by drawing simple shapes, like circles, squares, or triangles. Be sure to keep yourself positioned at the center between the two drawings. As this feels comfortable, you can do more creative and playful designs.

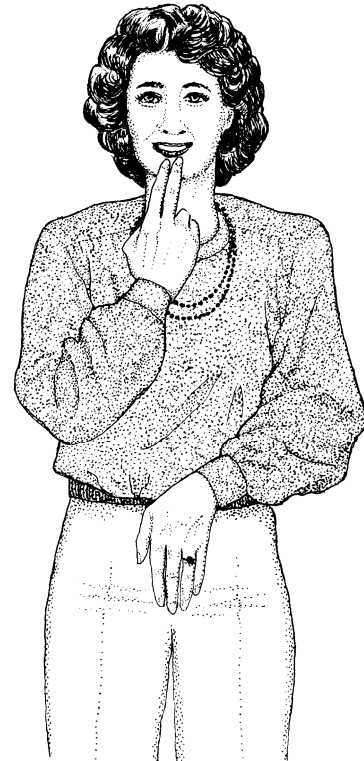
The Double Doodle is a bilateral drawing activity which establishes directionality and orientation in space relative to the midline of the body. It assists in developing hand-eye coordination for improved writing skills.

EARTH BUTTONS

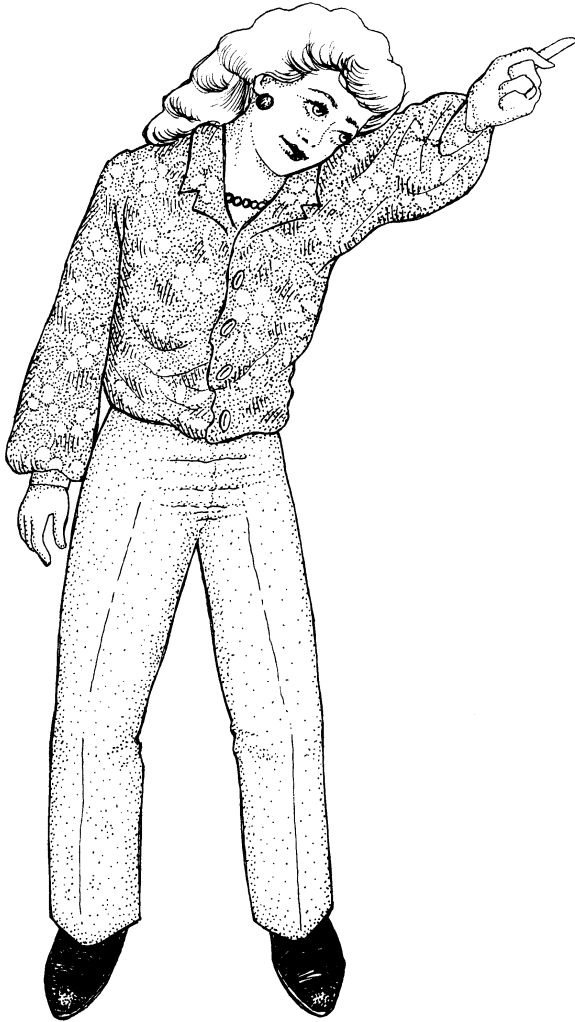
Rest two fingers from one hand under your lower lip. Place the heel of the other hand on your navel with fingers pointing downward. Breathe deeply as you look at the floor. Moving only your eyes, look gradually from the floor to the ceiling, then down again.

Repeat six or more times as your eyes and body relax.

Earth Buttons are located on the body's front midline, where all tasks involving both sides of the body must be coordinated. Holding these points stimulates the brain and relieves mental fatigue, as well as increasing organizational skills and enhancing the ability to focus on close objects.



THE ELEPHANT



Stand with your feet about shoulder-width apart. On a wall in front of you, picture a large number 8 on its side. Bending your knees, extend your left arm out in front of you. Tilt your head so that your left ear touches your left shoulder (if it will not reach, get as close as you can without straining).

Raising one arm from your waist, point the index finger of your extended arm and begin to trace the 8 by moving your hand up the center of your body and to the left. Breathe deeply as you focus your eyes past your hand (ideally, you will see a double image of your hand). Continue to trace three or more 8s, then repeat with the right arm extended and the right ear touching your right shoulder.

The Elephant releases muscle tension in the neck which is often caused by a chronic avoidance of turning the head to listen. This may have inhibited the perception of sound. The Elephant restores natural flexibility to the neck. It also integrates the left and right sides of the brain for increased listening comprehension, short and long term-memory, and abstract thinking.

THE FOOTFLEX

Sitting, rest your right ankle on your left knee. Place one hand behind the knee, on the end of the calf muscle. The other hand is holding the Achilles tendon right behind the ankle bone. Point and flex the right foot five or more times while holding your hands firmly at both positions. Feel the muscle lengthening and relaxing. Now place both feet on the floor and notice how differently the two legs feel before repeating with the left ankle on the right knee.

The Footflex restores the natural length of the tendons in the calf area. It relaxes the reflex desire to hold back, while increasing the abilities to communicate, to concentrate, and to complete tasks.



THE GROUNDER

Stand with your legs a little wider than shoulder-width apart. Point your right foot toward the right. Point your left foot straight ahead of you. Now bend your right knee as you exhale, keeping the left knee straight. Keep your hips tucked under, with your body facing squarely forward.

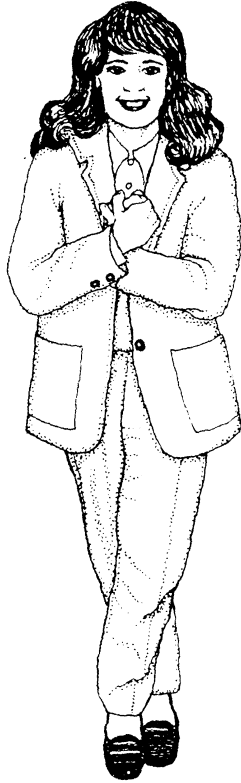
Protect the right knee by extending no further than the middle of the right foot.

Repeat three or more times and then repeat it in the other direction, keeping the right knee straight and bending the left knee.



The Grounder lengthens and relaxes the hips, which stabilizes the balance of the body. Doing this movement increases comprehension, short term memory, self-expression, and organizational skills.

HOOK-UPS

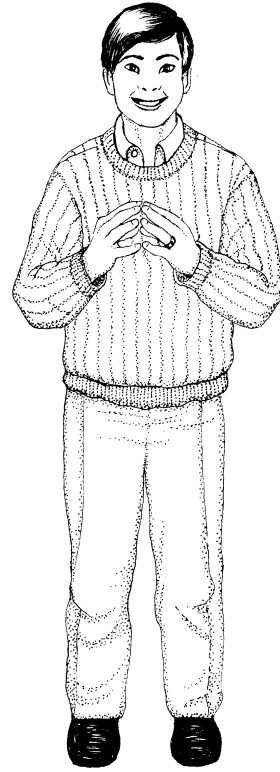


PART I

Sit in a chair or stand, crossing your left ankle over your right ankle. If it is more comfortable, cross the right over the left ankle. Extend the backs of your hands in front of you: cross the left wrist over the right, interlace your fingers, and draw your hands toward your chest.

As you inhale, place your tongue flat against the roof of your mouth, about one quarter of an inch behind your front teeth. Drop your tongue on the exhale. You may choose to close your eyes and enjoy the relaxation.
Hold for 30 seconds to one minute.

Hook-Ups is a variation of an exercise originally developed by Wayne Cook, an expert on electromagnetic energy. Part I connects all the energy circuits in the body at the same time and stimulates the movement of any blocked energy. Touching fingertips in Part II balances and connects the two hemispheres of the brain. This raises comfort levels in new situations, improving self-concept, and increasing a sense of personal space.



PART II

Uncross your ankles, placing your feet flat on the floor. Release your hands and then lightly join the fingertips of both hands together, as though forming a teepee. You may find it even more beneficial to keep your eyes closed as you continue to lift your tongue on the inhalation and lower it on the exhalation.
Continue for 30 seconds to one minute.

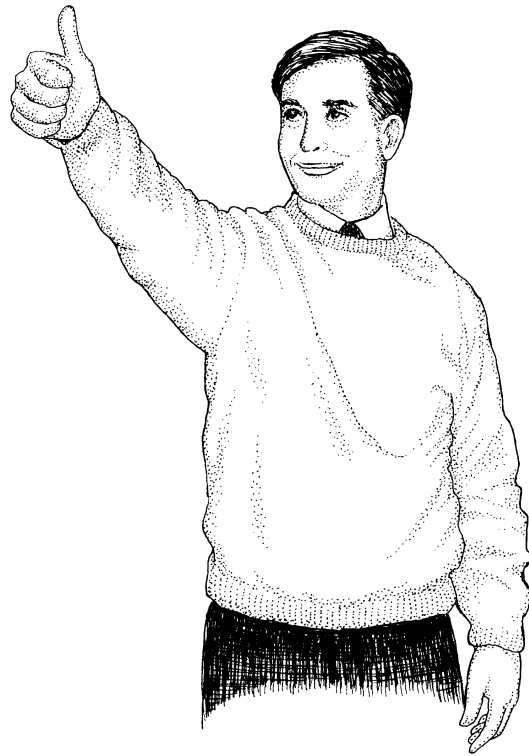
LAZY 8s

Extend one arm straight out in front of you, with the thumb pointing towards the ceiling. Focus your eyes on the thumb and, keeping your head upright and facing forward, slowly and smoothly trace in the air the shape of a large number "8". Trace the 8 as if it is lying on its side.

Start tracing your Lazy 8 by beginning at eye level, directly in front of the center of your body. Move your arm up and over to the left, around and back to center, then to the right.

Do three full 8s with one hand, then three with the other, and finally three with both hands clasped together while keeping your head upright and facing forwards.

Lazy 8s integrate the left and right visual fields, thus increasing left and right hemispheric integration while improving balance and coordination. Many people report better binocular vision and increased peripheral vision after doing the Lazy 8s. Reading, writing, and comprehension skills improve as the physical mechanics of these tasks become easier and the attention is freed for focused mental activity.



THE OWL

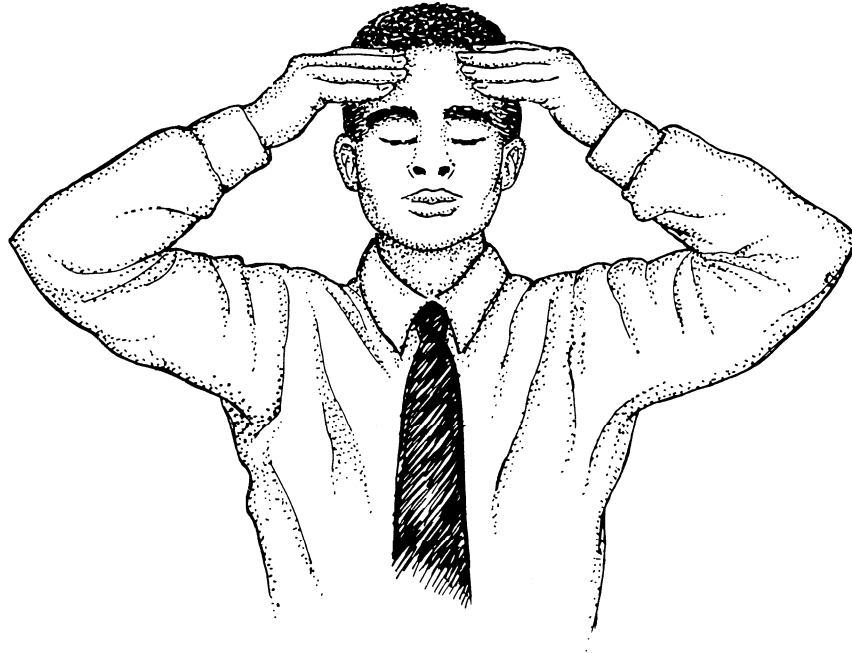
With your left hand, grasp the top of your right shoulder muscle, near the neck, and squeeze the muscle firmly. Inhale deeply. Exhale as you turn your head to look comfortably back over your right shoulder; inhale as you return your head to the center. Exhale as you turn your head towards the left side to look back over your left shoulder; inhale as you return your head to the center. Now exhale as you drop your head forward, lowering your chin to your chest. Inhale as you raise your head again. Repeat over three or more breaths in each of the three directions, as your shoulder and neck relax.

Now repeat The Owl movement while squeezing the left shoulder with the right hand, repeating over three or more breaths in each direction.

The Owl releases tension in the shoulder and neck muscles, thus restoring range of motion for turning the head. Neck-muscle tension is commonly caused by chronic subvocalization when reading or by resisting the natural impulse to turn the head to listen. As the neck muscles relax, listening comprehension (as well as thinking and speaking abilities) improves.



THE POSITIVE POINTS



The Positive Points are located above the center of each eyebrow and halfway to the hairline. You might find a slight bulge at each point. Lightly place three fingers of each hand on these points. (Some people, when holding their own points, prefer to cross their hands so that the right hand goes to the left side of the forehead.) Close your eyes and hold the points lightly during the course of six to ten slow, complete breaths.

You can hold your own Positive Points or have a partner hold them for you. To further release stress, hold the points while reviewing the stress-producing situation and considering alternative possibilities.

The Positive Points are acupressure points specifically known for diffusing the fight-or-flight reflex, thus releasing emotional stress. Touching these points transfers the brain response to stress from the midbrain to the front part of the brain (the frontal lobe), allowing a more rational response.

SPACE BUTTONS



Rest two fingers above your upper lip. Place your other hand, pointing downward, on your lower back, with your fingertips touching the tailbone. Breathe deeply as you look up at the ceiling with just your eyes. Gradually lower your gaze to the floor, then raise your eyes up to the ceiling again. Repeat six or more times as your eyes and the rest of your body relax.

Space Buttons are located near the top and bottom of the central nervous system, which includes the spinal column, back brain, mid-brain (behind the eyes and nose), and cerebral cortex. Holding the two points stimulates movement throughout the system, which improves attention, focus, motivation, and intuition for decision-making.

THE THINKING CAP



With one hand at the top of each ear, gently "unroll" the curved part at the outer edges of both ears at the same time. Continue unrolling all the way to the bottom of the ears. Repeat three or more times.

The Thinking Cap helps the brain tune out distracting sounds and noises and tune into meaningful rhythms and sounds. This movement increases listening ability, short-term memory, and abstract thinking skills.

SEVEN-MINUTE TUNE-UP

The purpose of the Seven-Minute Tune-Up is to give you a series of Brain Gym Activities to do every morning that will allow you to coordinate your brain and body for an easy and successful start to your day. By doing the Seven-Minute Tune-up every day you will feel better and function better than you have before.

If you need an energy boost or if you feel things are just not clicking, you can do the Seven-Minute Tune-Up during the day; it will help you to refocus and allow you to accomplish whatever you want.

DRINK WATER Drink a glass of water.

BREATHING Inhale through your nose while touching the tip of your tongue to the roof of your mouth just behind your teeth. Then drop your tongue and exhale through your mouth. Repeat 3 to 6 times.

**BRAIN
BUTTONS** While placing one hand over the area of your navel, with your other hand massage the hollow area just below the collarbone, to the left and right of the sternum. (See page 24)

**COOKS
HOOK-UPS** Part 1 Sit in a chair, resting your left ankle on top of your right knee. Grasp your left ankle with your right hand, and the ball of your left foot with your left hand. As you inhale, place your tongue flat against the roof of your mouth, About one quarter of an inch behind your front teeth. Relax your tongue on the exhale. Close your eyes and enjoy the deep relaxation. Hold for 30 seconds to one minute.

Part 2 Uncross your legs, placing your feet flat on the floor. Lightly join the fingertips of both hands together as though forming a teepee. Keep your eyes closed as you continue to lift your tongue on the inhalation and lower it on the exhalation. Continue for 30 seconds to one minute.

(See page 32, if you would prefer doing the regular version of Hook-Ups).

THE POSITIVE POINTS

The Positive Points are located on your forehead above the middle of your eyes halfway between the hairline and eyebrow. You will feel them as a slight hill or protrusion. Place three fingers lightly on the points on both sides of your forehead for 30 to 60 seconds. (See page 35)

BRAIN INTEGRATION MOVEMENT

With your eyes open or closed extend each arm out from the side of your body. Feel or imagine your left brain in your left hand and your right brain in the right hand. Slowly begin to bring both hands together in front of your body and interlace your fingers. Bring your palms into your chest while thinking and feeling that both sides of your brain are coming together. Hold for 30 seconds to a minute.

CROSS CRAWL

Begin marching in place. Coordinate the movement so that when one arm comes up, the leg on the opposite side of the body comes up at the same time. It helps to touch that hand to the opposite knee. You are crossing the midline of the body with this movement. Move the eyes around in all directions. While you are doing The Cross Crawl think of the letter "x". Do it for 30 to 60 seconds. (See page 26)

Variations: Touch your heel behind you with your opposite hand, being sure to keep the other hand toward the front. Continue to alternate your opposite hand and heel to the back of your body.

WHAT YOU SHOULD KNOW ABOUT WATER

Water makes up about the same percentage of our bodies as it does of our planet - approximately 70 percent. It is the most important liquid you can put in into your body. And it is the one liquid you must absolutely have, in one form or another, in order to live.

Of course, many of us already know the cardinal rule about the necessity of drinking eight glasses of water a day. But what many of us do not know is exactly why we need so much water.

Because water is needed for virtually every biological, chemical reaction, and mechanical action that takes place in the body, it is crucial to mental and physical performance. As a major component of the blood, water is the delivery system that gets oxygen to each cell of the body. Within the lymphatic system, water carries away waste products as well. It ionizes salts, producing the electrolytes necessary for electrical activity across the cell membranes. It enables us to move our joints and digest our food. Water is essential for the proper use of protein in the body and for the development of the nerve network during learning.

Most people wait until they feel thirsty before drinking water; however, thirsty lags far behind the body's water needs. Even a small loss of water will have serious consequences, including a laboratory proven measurable decrease in physical performance. The loss only needs to total a mere 2 percent of your total body water, which is not an unusual amount to lose in an average hour of exercise. If your water loss amounts to somewhere between 6 and 7 percent you will experience definite symptoms of dehydration and weakness.

If you carry out an exercise program and you rely solely on thirst to remind you to replenish water, it may take your body a

full 24 hours after each workout to return to proper hydration levels.

Even as you sit and read this page, your body is maintaining a constant, light perspiration while stress or more strenuous activities increase the amount of perspiration lost. You even lose water (in the form of vapor) every time you exhale!

There are numerous functions of the body that demand adequate water. For example, every joint in our body requires water as a lubricant so that motions will be smooth and painless. In addition, the function of the lungs is not just to collect and process air, but also to heat and humidify it. The digestive system uses several gallons of water daily to process food. And most importantly, without adequate water your brain could not perform the chemical reactions required to run the body. After all, about three quarters of the brain is water.

If you live in a typical home you're using still more water, since air-conditioned or heated air robs the body of its normal hydration. On a typical day, two and one-half quarts of water leave the body. If you exercise for an hour, or if you live in a dry climate, that could add up to another quart.

To maintain good hydration and to keep even mild dehydration from affecting your performance during exercise, follow this routine even if it sounds like a lot to drink. Drink 8 ounces of water before you exercise. Drink approximately 4 ounces of water every 14 minutes or so while exercising. Then, drink 8 ounces again, about 20 or 30 minutes after you finish exercising.

You can see why we all need to take frequent sips of good-quality water throughout the course of the day. There is surely no simpler more natural way to both feel better and function better.

CALIBRATION

- Step #1** **Neutral** - Neutral is simply checking your partner's level of resistance. You have them say push while they're pushing up and you're pushing down with a light pressure.
- Step #2** **Need for Water** - To check if your partner is hydrated or dehydrated, you need to have them pull a piece of their hair when they say push and you muscle check them. If they are hydrated their arm will stay up, and if dehydrated it will go down. If it goes down, the correction is for both of you to drink water. After drinking, have them pull a piece of hair again and when you muscle check, their arm should stay up.
- Step #3** **Electrical Circuitry** - To check electrical circuitry, muscle check your partner's arm with one of your hands then the other hand and then back to the first hand. Your partner's arm should stay up. If it goes down, then both of you need to do Brain Buttons. After doing Brain Buttons, recheck your partner with one hand, the other hand, and back to the first hand. Their arm should stay up.
- Step #4** **Activating** - To check activating, have your partner extend whichever arm they want for muscle checking. You will place a finger from your free hand in the area in the middle of your partner's right rib cage which is below the breast/chest towards the outside of the rib cage. Your partner's arm should stay up. If it goes down, then you both need to do The Cross Crawl. After doing The Cross Crawl, re-check your partner by again placing a finger on the rib cage. Their arm should stay up.
- Step #5** **Stress Reduction** - To check stress reduction, run your hand from your partner's belly button to the nose. Do not make contact with the body. Place your hand on their shoulder and then muscle check your partner. Their arm should stay up. Next, run your hand from their nose to the belly button and then muscle check. Their arm should go down. Finally, run your hand back up from the belly button to the nose and muscle check. Their arm should stay up. If their arm responds inappropriately, then both of you do Hook-ups. Afterwards, re-check the three lines and then the muscle checking response should be appropriate.
- Step #6** **Yes/No Response** - Say "This body will now demonstrate for me a YES response." Muscle check. Say "This body will now demonstrate for me a NO response." Muscle check.

HISTORICAL OVERVIEW

It was in his office gymnasium that Dr. Robert W. Lovett, Professor of Orthopedic Surgery at Harvard Medical School discovered the isolated muscle test. The year was 1912 and most of his patients were children. His purpose was to measure the degree of muscle function in the partially or completely paralyzed little bodies of his patients. Referred to by Lovett as a 'gravity test,' a muscle associated with joint movement was positioned so that only it was activated and then tugged or pushed on while the patient resisted.

The degree to which the patient was able to resist determined the degree of integrity in the muscle. Thus, through isolated muscle testing, a sensitive and individually specific means of determining the degree of muscle strength or weakness became available.

Dr. Charles Lowman an Orthopedic Surgeon took this concept further. Next, Henry and Florence Kendall, two early pioneers of physical therapy, researched and wrote copiously about the use of the isolated muscle test for the purpose of determining muscle strength or weakness.

Florence Kendall's credentials were quite impressive. She was a consultant to the Surgeon General of the US, on the Maryland State Board of Physical Therapy Examiners, on the faculty of the University of Maryland School of Medicine and Johns Hopkins Hospital.

In the 1960's, Dr. George Goodheart, a chiropractor searching for a solution to a patient's shoulder weakness, came across the landmark work of the Kendalls. With this information he corrected the patient's shoulder and then was inspired to embark on a research project in which he discovered that each large muscle is related to an organ. Using the muscle testing allowed him to assess the organ's energy. Through this he created the discipline of Applied Kinesiology.

In 1980 Dr. John Diamond, a psychiatrist, was searching for a way to individualize his prescriptive process in identifying a patient's physical, nutritional and emotional needs. Diamond discovered Goodheart's work and expanded it into the area of Behavioral Kinesiology. BK focuses on how things around you affects you including how you affect yourself.

In 1981, Dr. Paul Dennison who has a Ph.D. in Education, started to look at other methods for working with children and adults with learning disabilities. He began researching the use of movement exercises to create changes in brain function and developed the Brain Gym® Exercises into the system called Educational Kinesiology.

Dr. Teplitz studied directly with both Dr. 's Diamond and Dennison and from these experiences developed the Switched-On Selling, Network Marketing, Internet Marketing, Management, Start-Up and Advanced Entrepreneur Seminars.

Excerpts from *Exploring Your Inner Landscape* by Sherry Balcar. Copyright 1999 21st Century Learning Unlimited © 2014 Jerry V. Teplitz

HOMEPLAY

Step #1 CALIBRATE (page 41)

Neutral
Need for Water: Drink water - 40
Electrical Circuitry: Brain Buttons - 24
Activating: The Cross Crawl - 26
Stress Reduction: Hook-ups - 32
Yes/No Response

Step #2 YOU SAY

"This system wants to do the Brain Gym Exercises to reinforce the balances in the Switched-On Internet Marketing Seminar." Muscle-check/Notice/Self-Check. (Yes, No)

Step #3 CREATING A LIST

If "yes", say "This system wants to do the following movements." (Read the list on page 19 and Muscle-Check/Notice/Self-Check after saying each movement name, then write the number of those to which you get a "yes" response below.)

_____	_____	_____
_____	_____	_____
_____	_____	_____

Step #4 NUMBER OF TIMES PER DAY

"This body wants to do these movements at least once a day... twice a day... three times a day..." etc. Muscle-check/Notice/Self-Check each one until you get a no response. The last "yes" will be the number of times that you will do the movements.

Step #5 NUMBER OF DAYS

"This body wants to do these movements for at least one week... two weeks... three weeks..." etc. Muscle-check/Notice/Self-Check each one until you get a no response. The last "yes" will be the number of days that you will do the movements.

EVALUATION FORM

Please fill out this form so we can find out what you thought about the *Switched-On Internet Marketing* seminar.

Instructor: _____
Location: _____ Date: _____

1. In your own words, describe what you got out of the program. _____

2. What's one thing you are going to use from this program? _____

3. May we please have a quote we can use about the impact of Jerry's program? _____

4. How would you rate this program OVERALL?

5	4	3	2	1
Excellent	Good	Okay	Fair	Poor

Once a month I send out information on interesting things I've discovered. Would you like to receive this free email? Email address _____

Signature _____ Printed Name _____
Company _____ Title _____
Business Address _____
City _____ State _____ Zip _____

_____**YES!** I'm interested in hiring you to speak to my group or another organization. Please contact me.

A major source of our business is through referrals. Do you know someone in your company or another business organization, or another association you belong to that could benefit from my programs? Thank you!

Referral Name _____ Title _____
Company _____
City _____ State _____
Telephone (____) _____ Email _____