

# **Gain the Elite Edge You've Been Looking for ...**

## **Optimize Your Brain and Achieve Peak Performance**

Plenty of experts tell us there's no solution for common mental health challenges that limit human performance.

But medical research tells a different story.

Dear Patient,

What if I told you there was a new way to gain that elite edge on the court, the field or in the office that you've been looking for?

A treatment that could significantly reduce or *eliminate* uncontrolled stress, anxiousness or lack of focus in competition or an important meeting?

What if I told you that you could get yourself in the zone right when you needed to? To gain the ability to go into a deeply focused state when it mattered most?

Well, that's what this letter is about.

Hello, I'm Steve Adams, MBA.

As a parent of a young athlete with high potential abilities, you want to provide your son or daughter the best opportunity to perform up to their capacity.

As you know, it seems to be a literal arms race of skills or strength training programs to consider, equipment to buy or showcases to attend. It can be overwhelming for parents and expensive.

You may be an entrepreneur or executive at the top or aspiring to be at the top. Like the athlete, a myriad of training classes to develop skills are available.

Whether it's in the marketplace or in competition, the ability to get and sustain focus is vital. You must also have the ability to recover or persist through adversity. Finally, the ability to sustain high levels of excellence is the hallmark of elite athletes and people in business.

All the training programs for speed, strength, and skill for the athlete will fail if your body fails.

All the latest fads in business training and strategy do you no good, if you can't zero in on key tasks for hours, months and years consistently with excellence.

Also working against elite performance for large proportions of the general population, are one or more mental health concerns such as ADD/ADHD, anxiety, depression or some form of past trauma.

These disorders, at whatever level of acuity, work against your performance on the field, court, in the office. We can help.

## **Why Zebra's Don't Get Ulcers but People Do**

We are electrical beings. Our bodies generate electrical current, like a power plant, 24 hours a day, 7 days a week. The inputs to generate this electricity include oxygen, food, water, and sleep.

When our electrical production is compromised, it leads to a cascade of effects that ultimately lead to dysregulation of our brain and inefficiency and stress in our bodies.

These inefficiencies lead to hormone responses, when chronic, lead to long-term stress response and the breakdown of our physical and mental health.

It's not a leap to understand if our power plant and hormones are compromised, this will lead to poor and sub-optimal performance.

Unfortunately, it's just part of modern life. Animals, by contrast, respond to their environment perfectly. A Zebra responds with full flight/fright when chased by a lion, looking

for dinner. As soon as the Zebra eludes the lion, it returns immediately to balance and recovery. So, Zebra's never get ulcers...but people do. Why?

Unlike Zebra's, **humans invent stress**. We ruminate about the past, we worry about the future. Our advanced brains create scenarios in our heads, leading our bodies to believe we are being chased by the lion. Then the cascade of negative effects takes over.

What if you could learn to function like the Zebra? What would the impact be? It would be tremendous. You would gain the ability to self-regulate your responses to life's challenges. You would be able to get yourself in a peak state when the situation demands it.

My program retrains your brain and heart to work together to bring balance and calm. You will train your brainwaves to be in an optimal range for peak performance. You'll train your heart and breathing to sync, shutting off those negative responses that lead to adverse hormone reactions.

My program will teach you to self-regulate your emotions and thoughts, in response to what you are facing. You will gain resilience, focus and clear thinking.

Our modern life has led to frustration with the growing problem and effects from attention disorders, anxiety, depression or related mental health conditions.

Over the years frustrated patients and doctors have increasingly resorted to medicating these conditions to stabilize their daily lives at home and work. This isn't wrong or bad in any way. Often-times it does bring improvement to your daily existence.

Medicines, however, can be ineffective or less than satisfying in treating these conditions. Medications merely move you temporarily into a more focused, relaxed or positive state, only to revert to the untreated state if medicine is removed or when it's time for the next dosage.

Additionally, there can be negative side effects, such as poor sleep, appetite suppression and mood changes and many others. Some studies have shown these types of medications can fail to provide the long-term results you are looking for. Many patients are concerned about the side effects of medicating on a long-term basis. None of this is good for your performance.

Poor responses to life from dysregulation of our brain waves and cardio system lead to psychological disorders, chronic negative hormone responses and sub-optimal performance.

Focus and mental health problems can be rooted in the regulation of the brain. If you suffer from any of these disorders, you have a level of dysregulation in the brain. This dysregulation can be seen in your brainwave activity, which translates into a physical response in your autonomic nervous system.

Your autonomic nervous system regulates breathing, heart-rate, your skin pores, dilation of your eyes and your digestive system. This major body system is where hormones cause you to surge your energy to face a lion or rest to recover from fighting off the lion.

The problem again with humans is we can and do create lions in our minds, as we mull over the past or ruminate about a future concern. Furthermore, our brainwaves can get stuck in a state of dysregulation that causes us to be out of balance and in a deep recovery mode or heightened state of alert for too long. When this happens, we have physical and mental health problems.

The good news is the brain can learn to re-regulate itself into more efficient and balanced brain wave activity and stay regulated. As this re-regulation occurs, conditions patients are dealing with improve. As you re-regulate your brain wave and cardio system, peak performance is possible.

## **The Drug-Free Solution**

Since the early 1970s there has been a little-known branch of neuropsychology that has practiced something called neuro feedback or bio feedback. As with many innovative therapies in the medical community, initial results were not properly supported, researched and documented prior to claims being made.

Non-medical practitioners jumped in and the therapy lost the support and interest of traditional medical professionals. This didn't make it bad science, it just wasn't introduced properly or adequately supported by medical studies.

This has changed, and a growing cohort of data now gives medical evidence for its effectiveness. Over the past 45+ years the data has grown to the point where as your medical provider I can

endorse this therapy as a safe and effective way to treat multiple medical conditions.

This therapy can re-regulate your brain function and the results will be clear. The results others have had are outstanding. These results will also be documented by actual data I can share with you, proving your child is improving.

## Who Else is Training Their Brain?

The same technology you will use in your home, is being used by professional sports teams, elite athletes and C-Suite executives. They have learned they can separate themselves from the competition by investing in training their brain, their breathing and how they sleep. We can do the same for you.

Children in clinics all around the world are being freed of the difficulties associated with ADHD and ADD. Children, teens and adults alike are experiencing significant success in improving their anxiety, depression and other mental health conditions.

As a person wanting to be the best, to achieve success at a higher level, I believe in this training to enable you to function at a higher level.

## How Does It Work?

How neuro-feedback works is simple. In the privacy of your home we teach you on how to connect to a laptop computer, with specialized software, and you watch a movie! We teach you rhythmic breathing and to focus on the movie - the specialized software, which controls the movie, does the rest. The breathing practice is your tool for life when you finish the Tiger system.

The device does **nothing to** your brain. The connections are merely **measuring** the brain activity at that moment in time. This allows the medical device to do its work by providing feedback to the brain.

The advanced software is rewarding the brain every second it regulates itself within the scientifically established ranges for properly regulated brain activity levels. The technical terms are Theta and High Beta wave ratios. When the brain leaves the good range, it offers a correction to the brain by stopping the movie.

As you complete session after session, each lasting 30 minutes or more, your brain, through repetition, will learn to regulate itself to get the rewards. As the brain learns, it will greatly reduce or eliminate the root causes in your brain, which contribute to a lack of focus, anxiety or depression.

This re-regulation process of learning is called operant conditioning, a long established and accepted practice in the field of behavioral psychology. So, this therapy is essentially the brain learning to regulate in a better pattern without the aid of coping strategies or medicine.

Most patients can realize noticeable improvement in as few as 10 hours of training, however, research backing this treatment is based on a minimum of 20 hours. If you are on more than one medication for your anxiety or depression it could add an additional 10 hours of training over the 20 hours minimum.

Will this take work? Absolutely. Will it be a major commitment to consistently train your brain in the privacy of your home? Indeed, it will be a sacrifice. This sacrifice or investment of your time and money will take about 20-30 hours of watching movies over a few-month period. Then you are done! All you'll do after that is do your breathing exercise daily, maintain good sleep habits and that's it.

This therapy has been heavily researched. Treatment of many mental health conditions have been subjected to **multiple** studies utilizing a control that focuses on treating a specific problem with a specified measurable outcome. These outcomes are subjected to appropriate data analysis, with clearly defined procedures and variables to permit replication.

## How Do I Know It's Working?

One thing you may be thinking is "How can I really know it's working?" This is a fair question. The answer can't be, "Well it seems like he or she is better." That's not good enough for any of us if you are going to make this commitment.

The therapy I'm recommending to you is based on real data. Prior to our first meeting, you will complete a psychological assessment. This will give me a baseline of what you are

experiencing to compare to what we see how your brain is functioning.

You will come in and my tech will complete a qEEG assessment of brain wave activity and a heart-rate variability assessment to measure breathing and heart synchronization.

I will assemble all the reports and meet with you to describe what the data says and provide you with a recommended plan for moving forward. This establishes a firm baseline based on real data.

Later, I will be able to show you the progression in your brain wave numbers and cardio function, proving scientifically their improvement as we move through the training program.

As your numbers improve we expect to see behavior, focus, mood and overall calmness improve. You should also see improvement in sleep and performance in school or work. As you progress through the program, we can work on gradually reducing the medicine and potentially eliminate it altogether. At the end we will conduct another psychological and qEEG assessment to show you the improvement.

You may be wondering, why didn't you tell me about this before? This is another fair question. While the science has been around for nearly 50 years, no one has developed a comprehensive in-home system for you and your family until now.

## **The Investment In Your Future**

The Neurofeedback Institute in Toronto, Canada, which runs a major neurofeedback clinic currently charges \$112 per session. In the U.S. clinics are charging \$100 - \$200 per session. For the average patient this means typically a \$5,500 - \$10,000 investment to go through a proper neurofeedback therapy plan.

These costs are offset by the elimination of medicines running into the hundreds or thousands of dollars per year. My packages are not nearly as expensive as the national averages.

Beyond financial considerations is the potential you have for improving your daily life. Uncapping your future potential absent this constraint on you has limitless rewards in and of itself. What is that worth to you?

Finally, you can be free of your concerns about taking medication over the long-term. Medicines only treat the condition temporarily each day rather than offer a solution that gets at the root of the issue.

## **Are You Ready to Improve Your Life and Achieve Peak Performance?**

If so, it's easy to take the next step.

**Initial Assessment:** To get started, we need to do an assessment of you or your child. For this assessment you will receive a complete psychological assessment, the gold standard in the psychological field. Additionally, we will assess your brain wave activity using a qEEG. Finally, we will assess the breathing and heart rate synchronization.

All of this put together, provides us with the information needed to set up a treatment plan. There is a fee for the assessment that I credit toward your treatment package if you decide to go to the next step.

**Ongoing Treatment:** If you decide to move forward with the plan, you may choose from one of a few packages I can offer you. Again, we can discuss the cost of those packages and they are not nearly as expensive as national averages.

Additionally, you will have a couple payment options:

**Payment Option 1** Payment in full by check or credit card prior to beginning treatment.

**Payment Option 2:** We have a patient care financing program called Denefits, which has a 100% approval rate and no credit check. We require a 10% down payment and we can work with you on a payment plan that works for your budget.

**Additional Training:** If we determine you need additional training, I'll make that available for a reduced fee until you or your child meets the criteria for success. Alternatively, if we determine you are one of the few who are non-responsive to the therapy, we will then give a partial refund (see below).

## Still Have Questions?

I realize you have many questions. I'll offer you a couple of options. First, read more about the success of neurofeedback by going to this link to watch a great video that explains this therapy very well. This website also has other great information on our treatment program.

Here's the secure web page where you can see the video (please click on the following link):

### [Tiger Neuroscience's At-Home Website](#)

I encourage you to schedule an assessment after reading this letter and watching the video. After I get the results, we will schedule meeting to go over the results. Your only risk is the investment in the assessment. If you choose a package utilizing this new therapy, I'll credit you the cost of the assessment.

## Your Success Satisfaction Guarantee

If you fall into the category of people who do not respond adequately to the neurofeedback program, I'll rebate to 50% of the treatment fee.

If we find after 20 hours, you are seeing no improvement in the actual brain wave data readings, I will credit back to you 50% of treatment plan cost.

The requirement I have prior to requesting a refund is that you complete 20 hours of training. The reason for this requirement is to ensure you have the full opportunity to receive the treatment before making decisions about whether it worked or not. Not all patients respond at the same rate.

## **Please Take Advantage of This Unprecedented Opportunity Now**

Since launching this new solution, we've had strong demand for the therapy. I'm confident interest will continue to be high. I have only a limited number of openings to conduct this training with a personally assigned concierge coach. Consider calling my office today, at 872.903.1904, to arrange an assessment for you or your child and get started on a new future. Just tell the staff member you want a neurofeedback brain assessment.

### **In Closing**

I know this is a big decision. We value you and appreciate your trust in us. I'm genuinely interested in new and better approaches to problems such as anxiety, depression, ADD/ADHD and other related mental health problem, which currently have limited treatment options.

I want to give you the same opportunity so many others now have in life. So, give me a call and we will work together for the benefit of your future potential!

Sincerely,

Steve Adams, MBA

**P.S.** Please consider these facts: professional athletes and executives are already getting an edge with this program. Mental health concerns, which limit our potential are rapidly spreading out of control and today's drugs have been powerless to stop it -- they treat the symptoms, without always resolving the root the condition.

But now there's potentially a much better way. The success that Neurofeedback is having against these conditions -- without costly drugs or their side effects.

**To learn more, please call my office today at 872.903.1904.**