



THE BRAIN BOOST BOOTCAMP

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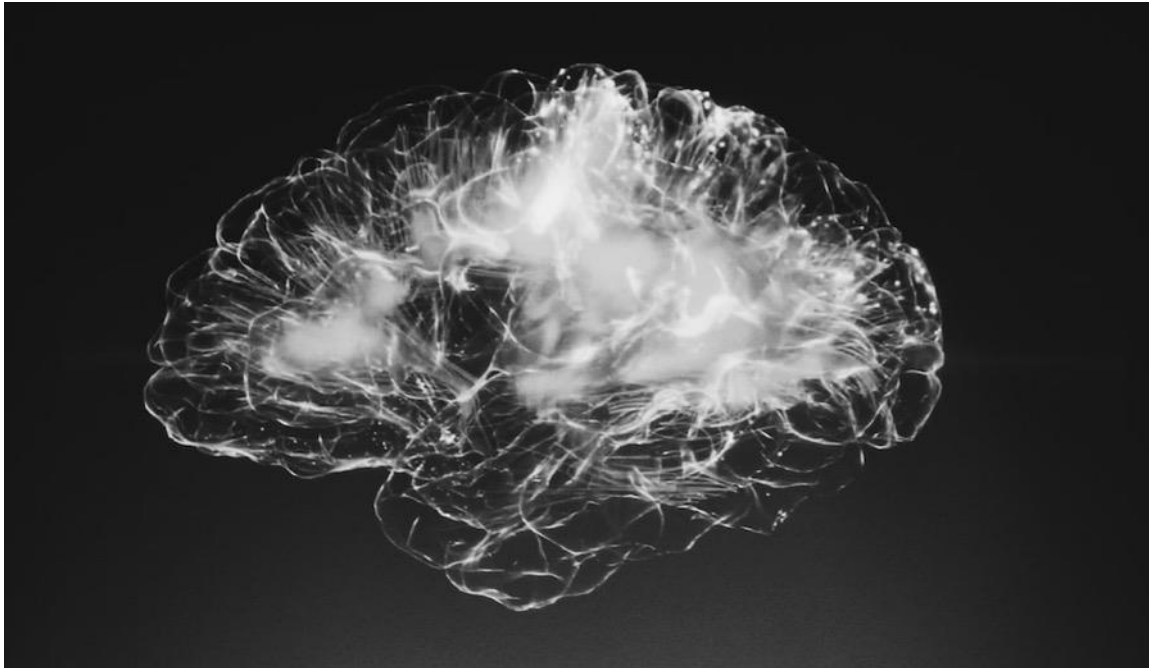
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INTRODUCTION



WELCOME

Congratulations on deciding to work towards a healthier brain. You are acting rather than doing nothing and hoping your brain will be as healthy as possible. You understand that action-takers have more control over their lives than those who sit by and wish for the best.

This eBook will show you exactly what actions you should take for the best brain health. It's broken down into three modules addressing important issues regarding your brain health.

You'll come away with a better understanding of daily habits that can positively impact your mental wellness. In some cases, you will discover that small changes can have a big impact on how healthy you are. Many of the steps you will take to improve your mind will also boost your physical health.

Let's look at exactly what "The Brain Boost Bootcamp" offers.

WHAT YOU WILL LEARN

You have to understand something before you can impact it significantly. Since you are here to learn how to care for your brain, module one will start your bootcamp by helping you understand brain health. Why is it important? Do you really have to be concerned about something most people take for granted?

You'll discover what specific factors dictate the health of your brain, positively or negatively. Making certain lifestyle changes will allow you to build the healthiest brain. It is possible to strengthen, grow, and power up your brain, so we'll take some time to talk about the amazing potential of your brain.

Module two introduces you to the lifestyle changes we were talking about. This includes looking at the foods and beverages you put into your body. Exercise boosts physical health as well as brain health.

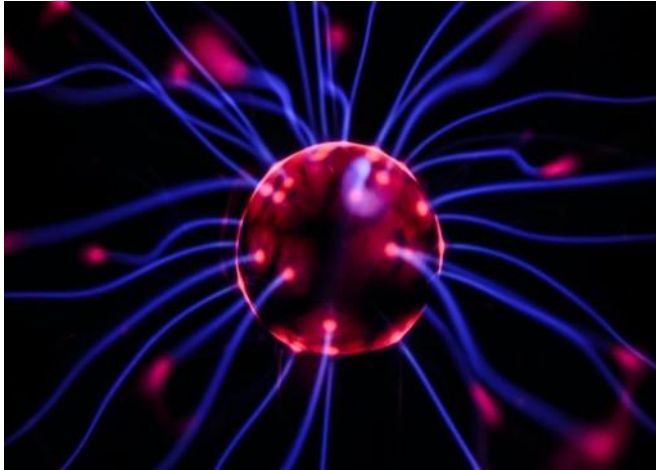
You'll see exactly how sleep and stress impact so many cognitive functions and the importance of social activity for a more capable brain. The brain-strengthening practices discussed in this module don't just improve your memory and other cognitive functions. They may also reduce your risk of serious illness.

Module three of "The Brain Boosting Boot Camp" is all about the benefits of working to build a better brain. You can do this with training exercises that improve your memory, attention, problem-solving, and cognitive functions.

Module three winds up with some creative activities for brain health. It will also walk you through a process for creating a personalized brain training plan that works for your unique situation.

You will receive exercises at the end of each module that put what you learned into action. Knowledge is powerless without taking action, and these exercises act as proven methods for boosting the health and capability of your brain. If you're ready to get started enjoying optimal brain health, proceed to module one of your eBook.

MODULE ONE – UNDERSTANDING THE BRAIN AND ITS POTENTIAL



The human brain weighs about three pounds. It is one of the largest brains when you compare it to other animals, especially when you consider how big it is compared to the size of the human body. It has billions of nerve cells that help you process several thousand thoughts daily.

Those cells connect at a staggering 500 trillion intersections. The brain constantly sends messages to parts of your body, which travel at a speedy 300 miles per hour. What is just as impressive is that your brain can perform as many as 100 billion separate operations every single second.

The brain is the very core of human intelligence, and while it sends and receives signals and performs operations like a computer, it is much more complex and capable. Your thoughts and emotions are processed and influenced by your brain. It is what truly makes you human and different from all other animals.

Every process that regulates your body in any way is controlled by your brain. That's why it makes sense to be proactive regarding your brain health. Take care of your brain, and you will enjoy a richer, fuller, healthier, and more fulfilling life physically, mentally, and emotionally.

WHAT IS BRAIN HEALTH?

This eBook was designed to help you improve your brain health. What does that actually mean? What is brain health? The following definition comes to us from the US National Institute on Aging.

"Brain health refers to how well a person's brain functions across several areas. Aspects of brain health include cognitive function, motor function, emotional function and tactile function."

Cognitive Function

This is what most people associate with their brain. It refers to your ability to think and process information. Cognitive function is necessary for you to learn new things and absorb knowledge. Your ability to retain information and store memories is influenced by your level of cognitive health.

It's what's necessary for you to recall memories. When the cognitive aspect of your brain is working properly, you can process as many as 70,000 thousand thoughts in a single day.

Motor Function

Have you ever felt like your arms and legs weren't listening to you? Doing something physical that usually requires no conscious effort suddenly seems very difficult. This could be because of a physical injury to that body part. It could also be caused by poor motor function health.

Simply put, this is how you perform and control physical movements.

It's how your body naturally balances itself without you having to think about it. The strongest, most capable body has problems moving effectively when motor

function skills are diminished. This is one of the reasons it's so important to take care of your brain health. That's what this eBook will help you do.

Emotional Function

This is pretty straightforward. You can tell by its name that this component of brain health helps you process and interpret emotions. It also influences your response to the emotions of others. An unhealthy brain can lead to emotional outbursts and an inability to correctly understand feelings and emotions.

Tactile Function

This is all about your sense of touch. If your hands or feet get so cold that they are numb and you have a problem feeling them, your tactile function has suffered. This aspect of brain health will determine if you can properly feel things that contact your skin.

It also influences your response to the sensations you experience when you touch something. If your tactile function is damaged, you may have a problem experiencing pain, and the effects of temperature on your body may not be properly processed.

Father Time can negatively affect these four important aspects of brain health. However, this is not inevitable.



Your Brain Boosting Boot Camp gives you all the tools to take action daily to slow down, prevent, and, in some cases, reverse age-related mental decline.

IMPORTANCE OF BRAIN HEALTH

Look at the four separate components of brain health we just covered. They show you just how important a healthy brain is if you want to have the best possible chance at a rewarding and fulfilling life.

Performing simple activities like putting one foot in front of the other and walking isn't possible if you wreck your motor function skills. All human movement we take for granted and effortlessly perform is due to a healthy and happy brain.

You are reading this content right now, thanks to your brain. It's helping you to process letters and words and turn them into meaning in your mind. If you share this information with someone else verbally, it's because your brain has allowed you to recall what it first recorded in your mind.

A healthy emotional life isn't possible if you ignore your brain health. You may know someone who doesn't seem able to process emotions correctly. This could be due to some traumatic experience or years of mental or emotional abuse. It may also be that the emotional function component of the brain has suffered damage in some way.

Lose tactile function, and you might be unable to correctly process the temperature of something you touch. If you don't feel a flame burning your skin, that could lead to serious injury

.

Your brain health directly affects how you think and store memories, what you feel physically and emotionally, physical movement and balance, and many other aspects of your life.

Countless processes are happening inside your body right now, which are being controlled or influenced by your brain. It is these unconscious activities that allow you to exist. Overstating the importance of brain health isn't possible. Living your best life is definitely impossible without a healthy and capable brain.

So, what can you do to boost your brain's abilities? You take action to positively impact the following five pillars that influence how healthy your brain will be.

FACTORS INFLUENCING BRAIN HEALTH



Many things can lead to a healthy or unhealthy brain. Some people are born with a genetic profile that makes them more likely to suffer from some unfortunate brain disorder. Disease and illness are sometimes inherited.

This is when a person might feel powerless to improve their brainpower.

However, there are many factors under your direct control. They are areas in your life where you can take action. Influence these five factors correctly (we'll show you how), and you can build the healthiest, most capable brain possible.

1. Exercise, Physical Activity
2. Diet, Nutrition
3. Sleep
4. Stress
5. Social Activity

Regular physical activity is absolutely required for optimal brain health. You can't be mentally well if you don't get up and get your body moving. A simple form of exercise like walking can do wonders for your brainpower. Physical movement causes your heart to beat faster. This improves your circulation and gets oxygen-rich blood flowing through your body and brain.

This is why exercise of any kind can instantly increase your alertness and awareness. When you enjoy regular physical activity that is at least moderately intense, there are long-term benefits as well. You will lower your chances of developing mild and even serious brain health problems, improve memory, and benefit all cognitive functions.

What you eat is going to affect your mental well-being as well as your physical health. There are foods and drinks you can consume to power up your brain. It would help if you got restful sleep regularly. Avoid stress whenever possible.

The more you socialize, the better your chance at building a powerful brain. We are social to our very core. We are not hardwired to be loners for the most part. Some recharge their batteries by turning inward and spending more time alone, but most people are built to receive mental benefits by being around others.

In the next module of your eBook, you'll put this information to work. We'll give you specific steps to have a big, positive impact on your brain's health.

Now, it's time to motivate you to make the right changes in your life. That comes from understanding the incredible potential of a healthy brain.

THE POTENTIAL OF YOUR BRAIN

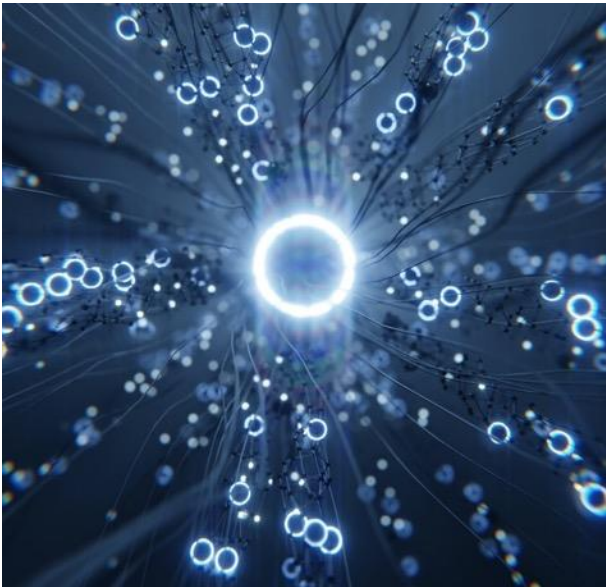
Neurologists tell us that you can actually grow the size of your brain. It can shrink or grow in size and ability, depending on how you treat it and what you feed it.

The brain has the amazing ability to adapt to any situation. Any aspect of brain health can be strengthened.

Your brain is easily the most complex, versatile, and capable organ in the human body. Your brain is constantly at work even when you're sitting still and doing much of nothing. Scientific American reports that most of your brain is active most of the time.

Since your brain can grow, adapt, and become stronger, what is its potential? Neuroscientists believe that the human mind is unlimited in what it can achieve.

This is because of neuroplasticity.



Without using complex scientific terms, neuroplasticity is the ability of your brain and nervous system to change how they operate in response to exterior and interior stimulation. Your brain reorganizes its structure to allow you to properly absorb information or respond physically or mentally to your surroundings.

This neuroplasticity helps someone recover after a serious brain injury like a stroke. It allows anyone wanting to change some aspect of their life. Our natural IQ or brain-based abilities might start off at some given point, but they can always be improved upon.

Because the human cerebral cortex is exceptionally larger than other animals, many neuroscientists believe we don't understand the brain's true power. Your cerebral cortex gives you the potential for higher cognitive abilities than other animals, making up approximately 80% of your total brain mass.

Because of this fact and the power of neuroplasticity, your brain can help you achieve just about anything. You only have to be determined enough to take action and adopt the brain-boosting lifestyle we will share in the next module.

MODULE 01 - IMPORTANT TAKEAWAYS

- Every important process inside your body is controlled or influenced by the brain.
- The four components of brain health include cognitive function, motor function, emotional function, and tactile function.
- Your brain health will positively or negatively influence how you think, record, and recall memories. It impacts how you learn new things, perform and control physical movements, interpret the emotions of others, and respond emotionally. It can even impact how you respond to your sense of touch.
- There are five factors you can control that influence brain health. They are:
 - Exercise, Physical Activity
 - Diet, Nutrition
 - Sleep
 - Stress
 - Social Activity
- Neuroplasticity and a large cerebral cortex are a couple of reasons the human brain's potential is believed to be limitless. Your brain can help you accomplish just about anything.

MODULE 01 - EXERCISES

Remind yourself each morning that building a better brain is possible. Find at least one way to challenge yourself to learn something new daily.

You can start with a week and see where it leads!

DAY	SOMETHING TO LEARN
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	
SUNDAY	

Write down the four components of brain health. Then, describe related areas of your life that could benefit from improving each component.

4 COMPONENTS OF BRAIN HEALTH	AREAS OF YOUR LIFE THAT CAN BENEFIT

Record three important goals you haven't been able to accomplish yet. Keeping the four components of brain health in mind, how could improving those components help you move closer to achieving your goals?

3 IMPORTANT GOALS	HOW IMPROVING THE 4 COMPONENTS OF BRAIN HEALTH CAN HELP YOU

Review the five factors that influence brain health we shared with you earlier. Act today to make a positive change in each of those five aspects of your life.

THE FIVE FACTORS THAT INFLUENCE BRAIN HEALTH	POSITIVE CHANGE YOU COULD MAKE
Physical Activity	
Nutrition	
Sleep	
Stress	
Social Activity	

MODULE TWO – A BRAIN-BOOSTING LIFESTYLE



Type 2 diabetes is called a lifestyle disease. It tells us that certain individual decisions can lead to the development of type 2 diabetes. Our lifestyle choices can create negative or positive outcomes. Adopt a brain-boosting lifestyle, and the changes you can see in your life are very positive. That begins with addressing your diet.

BRAIN HEALTHY FOODS AND HYDRATIONS

Dr. Lisa Mosconi is a neuroscientist who understands the importance of nutrition for building a better brain. She is also the author of "Brain Food: The Surprising Science of Eating for Cognitive Power". She understands that when you eat, you probably don't think about how your food will impact your physical or mental well-being.

Often, hunger is answered by appealing to your taste buds. You don't usually concern yourself with where the nutrition in your food is going in your body. You probably should, though, because, in the words of Dr. Mosconi, "Put simply: Everything in the brain that isn't made by the brain itself is 'imported' from the food we eat."

What you feed your brain is important. So are the drinks in your diet. Give your brain the nutrition it requires, and your cognitive, motor, emotional, and tactile functions will all get a boost.

Neuroscientists will tell you that the brain requires dozens of nutrients for optimal health. Your incredibly capable brain produces many of those nutrients, but the rest of them must be present in the foods you eat and the beverages you drink, or else your brain misses out.

Start getting more of the following foods, beverages, oils, and spices in your meals to receive a heavy dose of the nutrition your brain needs for you to experience your best brain health.

Foods

- Fatty Fish
- Berries
- Nuts and Seeds
- Whole Grains
- Dark Chocolate
- Avocados
- Eggs
- Dark Leafy Greens
- Cruciferous Vegetables
- Beans

Spices

- Sage
- Turmeric
- Ginseng

Oils

- Extra-Virgin Olive Oil
- Flaxseed Oil

Drinks

- Water
- Tea (especially green tea and herbal teas)
- Coffee

Fatty fish like salmon, mackerel, tuna, herring, and sardines deliver healthy protein and brain-boosting omega-3 fatty acids. Berries are chock-full of antioxidants that can improve your memory. Nuts and seeds have plenty of dietary fiber and healthy fats.

Whole grains deliver dietary fiber as well as glucose. Your brain loves glucose, which is its preferred energy provider. Raw, organic dark chocolate is full of theobromine. That's a brain-healthy antioxidant that slows down cellular aging.

Avocados are a true superfood. One study reported in the journal *Nutrients* reveals that test subjects who ate one avocado each day for just six months showed a noticeable improvement in the ability to solve problems and in working memory. This is due to the vitamin E, folate, niacin and pantothenic acid, potassium, dietary fiber, and other brain-friendly nutrients avocados contain.

Eat more pasture-raised eggs and dark leafy greens like Swiss chard, kale, spinach, and dandelion. Add cruciferous vegetables such as broccoli, cauliflower, collard greens, and cabbage to your diet. Black beans, kidney beans, lentils, and white beans deliver folate. Folate is a B vitamin linked to



preventing dementia in senior citizens.

Spice up your meals with sage, turmeric, and ginseng. Extra-virgin olive oil and flaxseed oil have a place in a brain-friendly diet. Ensure you don't expose unrefined flaxseed oil to heat because that can damage it.

Coconut oil is good for your heart. It helps to prevent infection and improves hormonal balance. It's also a supercharged brain booster that improves memory, fights damaging free radicals, and prevents or slows down cognitive decline.

Wash these nutritious foods down with water, tea, or coffee. Black tea and herbal teas are good for you. Green tea has been used for thousands of years as a mental health booster and a stress reliever.

These foods, beverages, spices, and oils are full of the 45 nutrients your brain requires for optimal health. You must start getting more of them into your body to see significant brain health benefits.

PHYSICAL EXERCISE FOR BRAIN HEALTH

Neuroscientists agree that regular exercise is absolutely essential for a powerful brain. It can help you reach and maintain a healthy body weight and deliver a lot of other physical rewards.

Some neuroscientists describe regular physical activity as the single most important step you can take to boost brain function. It helps reduce or prevent cognitive decline associated with aging and provides other brain-based benefits. Here's how exercise can supercharge your brain.

When you enjoy physical activities that are moderate to intensely challenging, a lot of good things start to happen. Your heart beats faster and stronger. This improves your circulation and the rate at which blood flows through your body.

You take in much more health-boosting oxygen than when you aren't exerting yourself physically.

These and other processes triggered by physical movement cause your body to produce chemicals that protect your brain. It's a natural defense system. This is one of the many ways your brain rewards you for exercising.

Your body naturally understands that physical exertion is good for you physically and mentally. So, your overall well-being improves when you get up and move regularly.

One of the brain health-boosting processes that takes place is called neurogenesis. This causes the formation of new brain cells. You also receive several other cognitive improvements because of the production of neurotrophins. Those are proteins that promote growth in your brain and nervous system. Just like neurogenesis, neurotrophins lead to new cell growth in your brain.

New brain cell growth is a cornerstone of excellent brain health. Neuroprotection and cognitive function improve. Exercise regularly, and you increase your serotonin, dopamine, and endorphin levels. These are called happy hormones because they boost positive emotions and lower stress and anxiety.

For all the above reasons, exercise is necessary for optimal brain health.

Combining aerobic exercise and resistance training gives you the healthiest upgrade in brain health. Aerobic physical activities include water aerobics, dancing, cycling, jogging, and playing tennis. Bodyweight training, resistance bands, and lifting weights are a few types of resistance training.



You don't have to go crazy and spend your whole life exercising, either.

The American College of Sports Medicine, the Mayo Clinic, and the American Heart Association agree that 150 minutes of moderate exercise daily will deliver significant mental and physical benefits.

If your exercise is vigorously challenging, you can drop your time investment to just 75 minutes for the same rewards. That means just about 10 minutes per day to power up your brain and improve your physical health.

SLEEP'S EFFECT ON COGNITIVE FUNCTION

Cognitive function is one of the four aspects of brain health. It suffers when you don't get restful sleep often. What does that mean for an adult? If you aren't sleeping for seven to nine hours on a nightly basis, you aren't getting enough rest.

That means your ability to absorb knowledge and learn new things is negatively impacted. You might find your memory suffering. You can't recall things like you have in the past. The natural thinking process is affected.

Cognitive function isn't the only component of brain health impacted negatively or positively by your sleep habits. So are your motor function, emotional function, and tactile function. Your balance, physical movements, emotional wellness, and sensitivity to pain, pressure, and temperatures depend on your sleep patterns.

Plenty of rest at night is necessary for healthy brain function. It can also be used to boost the performance of your brain beyond your normal expectations.

The National Institutes of Health says, "Without sleep, you can't form or maintain the pathways in your brain that let you learn and create new memories."



Your sleep can either positively or negatively affect your prefrontal cortex, the amygdala, and other parts of your brain. This can lead to enhanced and efficient mental functions and excellent brain health if you do nothing more than sleep well for seven to nine hours each night. Older adults only need to sleep for seven hours.

Good Sleep Habits Maintain a Healthy Circadian Rhythm

Your circadian rhythm combines mental, behavioral, and physical processes over a 24-hour cycle. It's influenced heavily by your exposure to light and dark. When you stay up too late at night and keep the lights on, this can throw off your circadian rhythm. That makes it hard to sleep, which in turn can wreck your brain health.

Establish good sleep habits, and your circadian rhythm is restored. This leads to overall health and wellness and a brain health boost specifically. One way to develop healthy sleep patterns is to rise with the morning sun. Go to bed two or three hours after sunset and limit your exposure to light for a couple of hours before bed.

You'll find that this practice additionally makes you physically healthier as your brain health improves.

THE IMPACT OF STRESS ON THE BRAIN

We won't waste much time discussing how potentially dangerous stress can be. Here's what the American Psychological Association has to say on the matter.

"Chronic stress is linked to six leading causes of death including heart disease, cancer, lung ailments, accidents, liver cirrhosis and suicide."

As powerful as your brain is as the control center of your entire body, it can be devastated by too much stress. Before we explore the potentially deadly aspect of stress on your brain, let's define the term.

Stress is the "fight or flight" response triggered by any perceived threat, real or imaginary. When you believe something is threatening you in any way, your amygdala is activated. This is the fear center of your brain.

It, in turn, triggers the release of cortisol, a chemical known as the stress hormone. Blood glucose levels jump, your heart begins to beat faster, and blood flows quickly to the muscles of your legs and arms. This prepares you to fight or flee from whatever threat you have encountered (or perceived).

Your body returns to normal as soon as the threat disappears. With chronic stress, the fear center in your brain is constantly switched on. All those stress-related processes continue, requiring a lot of energy. Other parts of your brain don't receive the energy they need to function properly. This can lead to the following negative results.

- Damage to problem-solving and decision-making abilities
- Impaired memory
- A greater chance of developing mental illness
- Brain cells that were created during periods of stress are destroyed
- The parts of your brain related to your metabolism, memory, and emotions begin to shrink

You pay a physical price in addition to the negative impact stress has on your brain.

Chronic stress can cause headaches, high blood pressure, and physical pain. You can develop heart disease and chronic fatigue, suffer from insomnia, and experience an upset stomach and depression.

There are a lot of great reasons to minimize the amount of stress you have in your life.

IMPORTANCE OF SOCIAL ACTIVITY FOR A HEALTHY BRAIN

Harvard Medical School reports on research that shows creating social connections improves your brain's ability to stay alert and pay attention. Your memory gets a boost. Neural networks are strengthened, and you get a cumulative benefit over time.

One study with more than 12,000 participants shows that the risk of dementia drops by as much as 40% when people socialize regularly rather than choosing to be alone.

We talked about the feel-good chemicals dopamine, serotonin, and endorphins earlier. They start to show up in high supply when you socialize, and they bring another happiness hormone with them, oxytocin. The happiness-hating stress hormones epinephrine, cortisol, and norepinephrine don't make a significant appearance when you enjoy healthy social connections.



That combination of events is devastating to arguably the biggest brain health destroyer of all ... stress.

Socializing often leads to more smiling and laughter. This means more positive emotions and happy feelings. That's nothing but good for brain health and bad for stress.

So get out there and meet new people. Spend time with your friends and loved ones. If you can socialize in the sunshine and stay physically active, you enjoy even more stress-defeating and brain health-boosting benefits.

MODULE 02 - IMPORTANT TAKEAWAYS

- What you eat and drink can affect your brain health negatively or positively.
- Engaging in at least 150 minutes of weekly physical activity that is moderately intense delivers a lot of brain health benefits.
- Healthy sleep habits can dramatically and quickly improve cognitive function and other aspects of brain health.
- Stress is downright deadly. It can wreck your physical and brain health.
- Socializing boosts your brain power. It strengthens multiple mental functions and reduces the chance of developing serious brain health problems.

MODULE 02 - EXERCISES

Plan at least one healthy meal each day for the next week. It should include the brain-boosting foods, beverages, oils, and spices we shared with you at the beginning of this module. Then, repeat the process every week, aiming to make most of your meals brain friendly.

DAY	BRAIN HEALTHY MEAL
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	
SUNDAY	

Schedule 150 minutes of moderately intense physical activity over the next week. You can break it up into 10 sessions that are 15 minutes long or any combination of 150 total minutes (2 1/2 hours).

DAY	PHYSICAL ACTIVITY
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	
SUNDAY	

Schedule at least 30 to 60 minutes of healthy social activities each day. These should occur in person, in the "real world," as opposed to online if possible.

DAY	SOCIAL ACTIVITY
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	
SUNDAY	

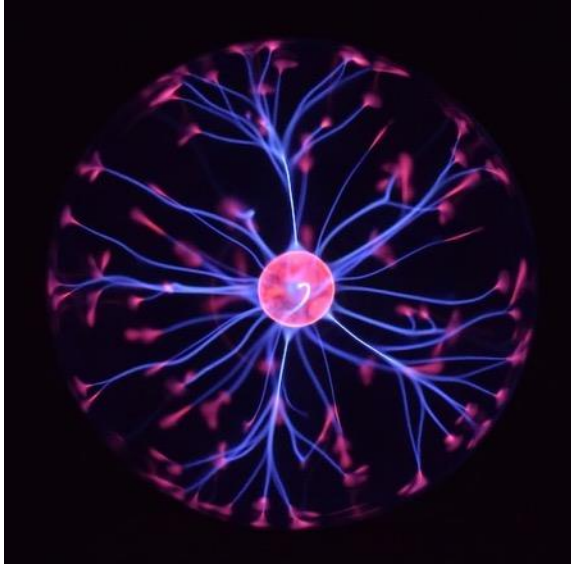
Write down five things you do regularly that add a lot of stress to your life. Think of ways to reduce these activities or experiences from your life as much as possible.

5 ACTIVITIES THAT CAUSE STRESS	WAYS TO LIMIT THE ACTIVITY OR STRESS



HOMEWORK: Remove as many electronic items from your bedroom as you can. This includes your television and your smartphone. Limit your exposure to light for two to three hours before bedtime. Start getting up around sunrise each morning and walk outside to reset your biological clock with the slow arrival of the day.

MODULE THREE — BRAIN TRAINING TECHNIQUES



"You can't teach an old dog new tricks."

That age-old cliché refers to the belief that people can't learn new things after a certain age. Is this true? Is it reasonable to believe that you can't add to your intelligence as an adult, especially in your advanced years?

To better answer those questions, let's look at the origin of that adage concerning older dogs. It can be traced to 1523. That's

when a man named Fitzherbert wrote down his thoughts on animal husbandry, which included his belief about trying to train older dogs instead of puppies.

(The fact that we have tried to transfer this belief from dogs to humans is bad enough. Even if it's true, why make the leap in reasoning that says what's true for canines will also apply to human beings?)

By the way, Fitzherbert was wrong. Adult dogs make excellent students.

They can learn new behaviors and unlearn years of improper behavior. It's easier to teach a dog at a very young age because it doesn't have years of acting a certain way encoded in its brain. However, that doesn't mean older dogs can't learn "new tricks". It just takes the right type of training.

Fortunately, in this case, what's true of dogs is also true for people.

Your Intelligence Level Is Not Fixed

Not too long ago, your intelligence was believed to be fixed at birth. You may be able to raise your intelligence quotient (IQ) a few points, but not much more. If that's true, why have IQ levels grown dramatically over time?

To finally put the idea that intelligence can't be improved to rest, let's turn to Arthur Robert Jensen's book, "Genetics and Education." In it, he states, "Intelligence, by definition, is what intelligence tests measure."

Put another way, something can only be calculated by the device used to measure it. This is why different IQ tests yield different scores for the same person. Individuals frequently register vastly different scores if they take the same IQ test multiple times.

Then, you must consider that multiple organizations have created different tests to measure intelligence. Is there one that is more accurate than the rest? Which of those tests poorly measure intelligence? The idea that a test can tell how smart you are absolutely limits your test results to the information used for the test.

All people don't know all the same things. Someone can be highly intelligent in one area and not know much about another topic. Albert Einstein is regarded as one of the smartest human beings ever. However, if you could go back in time and test his knowledge of smartphones, he would appear rather unintelligent.

While we're on the subject, just how much knowledge can you learn and retain?

The brain has an amazing capacity for storing information. US scientists have measured the storage ability of synapses, which are the connections made when you record or store a memory. This shows that the human brain can record and access the information equivalent of 4.7 billion books.

That is a lot of brain-boosting potential!

Today, we know the assumption that a person can't improve their intelligence is untrue. And your intelligence level isn't all you can boost where your brain is concerned.

Training can strengthen and improve your intelligence level, your memory, how you think and learn, your attention, focus, and your problem-solving abilities. You have to use the right type of training, one that is relevant to the results you want to achieve.

At the end of the previous two modules, you received exercises that put your knowledge into action. Now, let's give you some training techniques that boost your brain health and deliver specific benefits.

THE BENEFITS OF COGNITIVE TRAINING

Cognitive training (CT) maintains and improves core cognitive skills your brain uses to recall memories, reason, learn new information, think, read, and even pay attention.

The benefits of spending time to train these cognitive skills are plenty. You can stop forgetting to tackle tasks if they aren't written on your to-do list. You develop more focus and won't be as disturbed by sensory distractions. There is an increased ability to process two sets of stimuli going on at the same time.

Your long-term and short-term memories improve. Your ability to solve problems, form ideas and thoughts, read, and engage other basic brain functions benefit from cognitive training.



Here are a few established cognitive training methods to help you enjoy the benefits discussed.

Spaced Practice

You space out your learning rather than trying to cram it all into one session. A student who studies for six hours the night before a big test usually doesn't do as well as his classmate who studies one hour each night for six straight nights.

You don't try to force a lot of new information into your brain in one session. Instead, you space out your learning over time.

Interleaving

This involves mixing together multiple topics or pieces of information together. You keep your brain alert because you move from one subject to another in a training session.

Elaboration

You elaborate on information by continually asking "how" or "why" questions about the subject matter being learned. The more questions you ask, the deeper your understanding of the subject.

Concrete Examples

Instead of trying to grasp a thought or a theory, you give yourself examples you can understand and visualize. Visualization is a proven method for encoding information into your brain so it's easy to remember later.

Retrieval Practice

This uses repetition to help you process and remember information. You reread information or repeat a behavior or habit so your brain realizes it's important.

There are other techniques for cognitive training. New training methods are created all of the time. If you challenge your brain in any way to become better at recalling memories, learning new information and reasoning, thinking, paying attention, and reading, you are developing your cognitive function.

THE BENEFITS OF MEMORY TRAINING



We usually refer to our memory as a single entity. You actually have a working memory, sensory memory, short-term memory, and long-term memory. The benefit of training your memory is easy to understand. You are much more likely to recall information than to forget it, regardless of what type of memory it is.

**(Researchers frequently debate how memory should be classified. For the most part, neuroscientists agree that these are the four major categories of memory.)*

- **Working Memory**

Working memory is sometimes used as another name for short-term memory. This is because your working memory involves recalling information needed for immediate and current tasks you perform in real time. They are happening right now. Your brain quickly reminds you where your car keys are as you head out the door and off to work.

- **Sensory Memory**

Your brain uses this to remember things you have seen, heard, tasted, touched, and smelled, especially recently.

- **Short-Term Memory**

This is a lot like working memory; it isn't as permanent as long-term memory. However, it usually means recalling information longer than working memory allows. You might be thinking about your dinner plans tonight, even though it's early in the day.

- **Long-Term Memory**

The majority of all your memories are stored this way. Experts believe there is virtually no limit to how much data you can store in your long-term memory banks.

POPULAR MEMORY TRAINING TECHNIQUES

Here are a few training techniques that can help you move information or experiences from your working, short-term, and sensory memories into your long-term memory file. This is where your brain stores information that it believes is important. That means recalling the information later is much easier.

- **Multi-Coding**

You involve as many senses as possible when you are recording a memory. If you write about some event, verbally speak about what happened, or attach a smell, a visual reference, a sound, and possibly even a taste to the experience, you have a much greater chance of remembering it later.

- **Write it Down**

This can be seen as a form of multi-coding. You are visually processing the information, touching pen and paper, and using motor skills to write. There is a lot of sensory information happening. This is why writing down things you don't want to forget can help you remember them better than just hoping you'll be able to recall them later.

- **Acrostics and Acronyms**

An acrostic uses a sentence or phrase to help you remember a sequence or a group of related items. "My very educated mother just served us noodles" is an acrostic that helps you remember the planets in our solar system. The first letter of each of those words is the first letter of a planet, moving away from proximity to the sun: Mercury, Venus, Earth, Mars, Jupiter, Saturn, Uranus, Neptune.

LOL (laugh out loud), FOMO (fear of missing out), and scuba (self-contained underwater breathing apparatus) are examples of acronyms. Each letter in an acronym stands for a word; this is an easy way to remember those words in their preferred order.

- **Chunking**

Long strings of numbers, phone numbers, and any long list are easier to remember if you break the information into small chunks. This is why phone numbers are often written as separate groups of numbers rather than one long number. It's easier to remember 555 312 6875 as a phone number than to memorize 5553126875 as one number.



In addition to these four types of training, you can use any of the cognitive training techniques mentioned earlier as a memory-boosting method.

THE BENEFITS OF ATTENTION TRAINING

Some people find it hard to focus their attention. Even the most attentive person might have this problem if their senses are assaulted somehow. The middle of a noisy rock 'n roll concert probably isn't the best place to try and read a book.

Research conducted on attention over the last few decades has revealed there are different types. They include arousal, sustained, selective, alternating, and divided.

When one or more of your senses or emotions are aroused, that can get your attention. Sustained attention is required to focus on something for a long period. Your attention is selective when you decide to focus on one specific thing. Alternating attention moves back and forth between two or more things, and divided attention has you focusing on a couple of things simultaneously.

The benefits of attention training are widespread. You won't make as many mistakes in your professional and personal endeavors. You'll be more productive and enjoy less stress, anxiety, and frustration. This also positively impacts your memory. Attention is required to record information and experiences properly to remember them later.

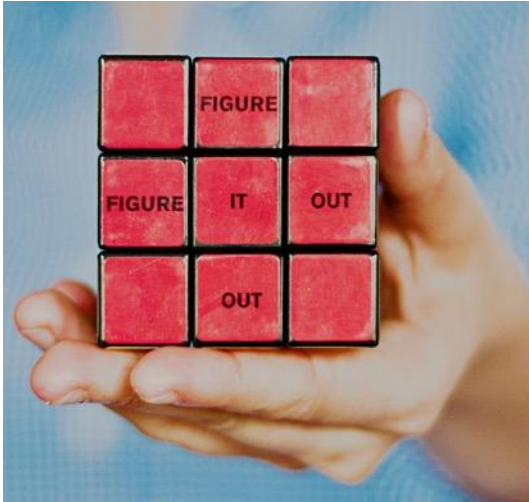
Attention Therapy Technique (ATT)

Professor Adrian Wells developed what he named Attention Therapy Technique or ATT. It involves listening to several different sounds from different locations at different times. It requires you to use your selective, alternating, and divided attention.

You can do this by listening to the sounds around you. Choose to listen to one sound rather than another for a few seconds, then switch your attention to another sound. Recognize two sounds at the same time. Focus on just one sound for an extended period. This can improve your ability to pay attention and focus in any area of your life.

It doesn't apply just to sounds. You can do the same thing with your other senses. It teaches your brain to get better at helping you focus and pay attention.

THE BENEFITS OF PROBLEM-SOLVING



The problem solver can accomplish a lot in life. Whether you want to fix a broken item or a relationship, you must know how to best solve the problem. Problem-solving is an important cognitive function because you don't enjoy much independence without it. You must depend on others to help you fix whatever problems pop up.

Being able to handle issues can help you advance on the job. Self-esteem and self-confidence are benefits you enjoy when you can develop solutions that improve different aspects of your life. You can experience more fulfillment and a sense of accomplishment when you train your brain to become a better problem-fixer. Here are a few different ways to improve your problem-solving skills.

Remove Your Emotions from the Equation

Sometimes, we are too close to a problem emotionally. Our feelings can interrupt our ability to come up with the correct solution. When this is the case, imagine that you are solving this problem for someone else.

Take yourself out of the equation. Look at the issue without judgment. This can train your brain to objectively look for solutions rather than letting your emotions cloud the process and lead to poor decisions.

Practice "What If ..." Scenarios

This involves regularly testing yourself with imaginary situations. What if an invented problem happened in real life? What would you do? How would you solve the problem?

One of the best ways to improve your brain's problem-solving skills is to practice it constantly. It doesn't matter if a problem is invented or real. When you devote time and mental energy to the process, you become a better problem solver.

Learn New Skills, Absorb New Knowledge

The more you challenge your brain, the more capable you are in many ways. You strengthen your brain when you continually add to your knowledge base and develop new skills. You make it more capable and versatile. That's the perfect platform for problem-solving.

CREATIVE ACTIVITIES FOR BRAIN HEALTH

Improving your memory, improving your cognitive function, boosting your problem-solving abilities, and focusing your attention can deliver many benefits. So can accessing the creative portion of your brain. Here are a few creativity-boosting activities that give you well-rounded brain health and also add a little fun and excitement to your day.

- Learn to play an instrument. This can be some instrument you played when you were younger or something entirely new.
- Take a painting class. You can also purchase downloadable coloring books and coloring pages.
- Sign up for a creative writing course.
- Enjoy 10 minutes of free writing. You start writing from a prompt you give yourself or on that no topic at all. Don't worry about grammar, style, or spelling.
- Start journaling.
- Buy a puzzle book or download a puzzle app to your phone.
- Creatively tweak your favorite recipes. Use ingredients and cooking appliances in creative ways.
- Sign up for dance lessons.
- Challenge yourself with an escape room. If an escape room option isn't available in your city, you can find them online.
- Attend a murder mystery dinner event.
- Take up photography.
- Meet new people and explore new environments.

The benefits of a creative mind include lower stress and anxiety, more positive emotions, and even a better functioning immune system. It's true. Research shows that when you express your creativity, you boost your immune system. That means you are less likely to fall prey to disease or illness.

CREATING A PERSONALIZED BRAIN TRAINING PLAN

Better overall brain health is the focus of this boot camp. That means taking everything you've learned and putting it to work. It's time to create a brain



training plan that's customized to your unique needs and situation. Here's the six-step process you need to follow

1 – Address Your Diet

Start eating and drinking more brain-boosting foods and beverages from module two. Cut back on or eliminate refined sugar, white flour, highly processed food, processed meats, and alcohol. If you want optimal brain health, start eating more of the brain-friendly foods we shared in module two.

2 – Get Physical

Look at your schedule. Where can you add 20 to 30 minutes of moderate physical activity to your daily routine? Schedule your exercise routine and then get busy getting physical every day.

3 – Create a Brain Friendly Sleep Routine

Remove as many consumer electronic items from your bedroom as possible. Make your bedroom all about sleeping and not much else. Limit your exposure to artificial and natural light for at least two to three hours before you go to bed.

Make your bedroom dark, quiet, comfortable, and cool. Don't eat or drink much (or anything) for a few hours before bedtime. Wake up with the sun each morning and head outside to watch the sunrise. Go to bed and rise at the same times each day to establish a routine.

4 – Cut out the Stress

Take some time to write down what stresses you out in your life. Especially look for things that happen continually, day after day, week after week. What steps can you take to minimize that stress?

Create a stress reduction game plan and start spending some time every day. Spending just 15 minutes in a grassy field, on a sandy beach, or otherwise communing with Mother Nature is a proven method for quickly reducing stress and anxiety.



5 – Break out Your Social Calendar

Don't leave this to chance. Scheduling brain training is important. That includes your social activities. Try giving yourself at least a couple of doses of fun and healthy socialization daily.

6 – Training for Better Brain Health

It's time to train your brain! Use the information from the five sections of this module to develop a brain training practice.

- Review the five cognitive training techniques we shared in this module: spaced practice, interleaving, elaboration, using concrete examples, and retrieval practice.
- Revisit the four memory training techniques mentioned above: multi-coding, writing things down, acrostics and acronyms, and chunking.
- Reread the section that shows you how to use the Attention Therapy Technique (ATT) to improve your attention.
- Check out the section on boosting your problem-solving skills, removing your emotions and acting objectively, practicing "what if" scenarios, learning new skills, and absorbing new knowledge.

- Look over the creative activities for brain health.

After reviewing the different training methods in the above sections of this module, which ones do you think will work best for you? Pick at least one training technique from those five sections and incorporate them into your daily and weekly schedules.

You need to take those six steps regularly to supercharge your brain. If you take this seriously, you can be truly amazed at the positive change you'll receive in your brain health and development.

MODULE 03 - IMPORTANT TAKEAWAYS

- You can improve your intelligence. Whatever level of "smarts" you possess can grow if you take action on what you've learned in this eBook.
- Your brain can store the equivalent of the information in 4.7 billion books. If you don't have the knowledge, skills, or mental abilities you want right now, there's plenty of storage space in your brain to learn about anything.
- Cognitive training can significantly improve memory, reasoning, learning new information, thinking, reading, and paying attention.
- You have four major categories of memory, and they can all be improved.
- If you're not the best problem solver, you can change that. Like other mental functions, specific training techniques can benefit and improve your problem-solving skills.
- Working on being more creative is important for optimal brain health.

MODULE 03 - EXERCISES

Pick any one thing you want to remember long-term. It can appeal to you personally or professionally. Use multi-coding, acrostics, and acronyms, chunking or writing down the information to encode it in your brain so you can remember it quickly and clearly.

NOTE: You don't have to use every technique, just one or two that makes the most sense.

SOMETHING YOU WANT TO REMEMBER				
Multi-Coding	Acrostics	Acronyms	Chunking	Write it Down!

Pick three of the creative activities for brain health from this module. Add them to your schedule this week. You can come up with your own creative activity if you like.

Creative Activities:

- Learn to play an instrument. This can be some instrument you played when you were younger or something entirely new.
- Take a painting class. You can also purchase downloadable coloring books and coloring pages.
- Sign up for a creative writing course.
- Enjoy 10 minutes of free writing. You start writing from a prompt you give yourself or on that no topic at all. Don't worry about grammar, style, or spelling.
- Start journaling.
- Buy a puzzle book or download a puzzle app to your phone.
- Creatively tweak your favorite recipes. Use ingredients and cooking appliances in creative ways.
- Sign up for dance lessons.
- Challenge yourself with an escape room. If an escape room option isn't available in your city, you can find them online.
- Attend a murder mystery dinner event.
- Take up photography.
- Meet new people and explore new environments.

CHOOSE 3 ACTIVITIES AND SCHEDULE THEM		
Date:	Date:	Date:

One of the best ways to improve your brain's problem-solving skills is to practice it constantly. Let's try the "what if" problem-solving training technique. Dedicate 5-10 minutes for this task.

Create a problem in your mind – a “what if” scenario. What you would do if you had to deal with a specific and detailed problem. The more challenging your imaginary scenario, the better.

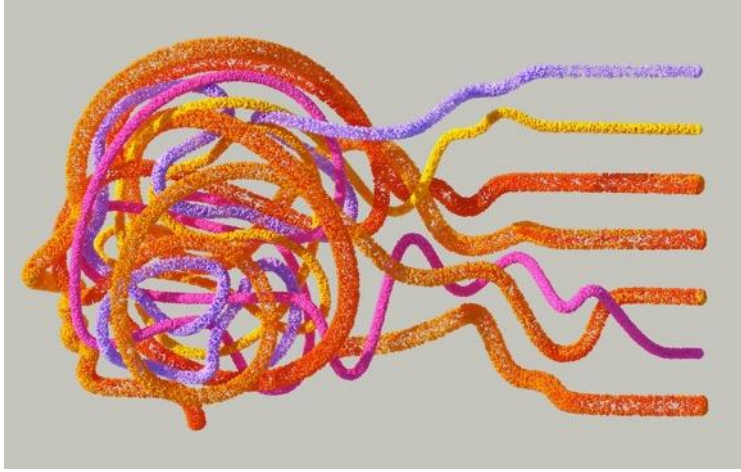
YOUR MAKE BELIEVE “WHAT IF” SCENARIO
HOW WOULD YOU HANDLE IT

Take the time to put it all together with the six-step personalized brain training formula we shared with you. Get it down on paper. This is your customized plan for boosting your brain health. Write it down. Print it out. Put it in a dedicated journal. This is your plan to follow.

YOUR BRAIN TRAINING PLAN	
WHAT CHANGES CAN YOU MAKE TO YOUR DIET?	
HOW WILL YOU ADD MORE PHYSICAL ACTIVITY?	
PLAN A BRAIN HEALTHY BEDTIME ROUTINE	

<p>WAYS YOU CAN REDUCE STRESS</p>	
<p>WAYS YOU CAN BE MORE SOCIAL</p>	
<p>CHOOSE YOUR FAVORITE BRAIN TRAINING TECHNIQUES</p>	

CONCLUSION — FINAL REMARKS



Thanks are in order. We are thankful you decided to join us in "The Brain Boosting Boot Camp - Boosting Cognitive Fitness for Life". We put a lot of work into this plan, including proven methods for powering up your brain health.

Different cognitive functions can begin to decline as early as your 30s or 40s if you don't take action to protect them. Most men and women will live into their 70s, which means you could experience a weakening brain for half of your life if you ignore your brain health.

**You've decided to take action to make sure that doesn't happen.
Congratulations on making that decision.**

Your eBook began with a quick description of what brain health is. It's necessary for so many important functions that happen automatically. You need a strong brain to take conscious actions as well. Brain health's importance for living a long, happy, and rewarding life can't be overstated.

You discovered the important factors that influence brain health. There are areas in your life where you can make small changes that deliver big results by embracing and avoiding certain brain health-boosting factors. The first module of your eBook finished by talking about your brain's limitless potential.

Module two was all about building a brain-boosting lifestyle. The great part about this information is that it doesn't just contribute to a better brain. Your physical body benefits, as well.

That's because your health is not singular in nature. Making some part of your mind or body stronger and healthier influences better health in other areas. So when you start eating the nutritious food we discussed in module two, your brain will benefit. Your physical health will as well.

This section spent some time discussing how physical movement can improve brain health. You know exercise is important for a strong and capable body. This might be the first time you discovered that a regular exercise schedule can positively influence your brain health.

We shared how your sleep habits affect brain health. You learned that stress promotes poor mental function and increases your odds of developing serious brain health problems. Module two discusses how important socializing is if you want the healthiest possible brain.

The final module of The Brain Boost Bootcamp was designed to motivate you to take action. Until now, you learned what you should and shouldn't be doing for improved brain health and wellness. In module three, you learned what benefits you can expect from taking action. Then, we walked you through creating a personalized brain training plan that can lead to a lifetime of wellness.

We want to thank you again for reading our eBook. It shows you are devoted to living a mentally healthier life. It's important for a long, happy, and fulfilling existence. That's what The Brain Boost Bootcamp can help you enjoy.

Here's to your boosted brain health!