THE WINNING EFFECT

NEUROSCIENCE HACKS TO THINK FASTER, ACHIEVE MORE AND GET AHEAD IN LIFE.

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Hi! I'm Sandy. Most people would know me by my story, about how I've bounced back from the multitude of failures and setbacks in my life. Many of them have asked me, "Is success just a philosophy? Is it just a way of thinking that cannot be substantiated by science?" I'll tell you the answer: absolutely not.

In fact, neuroscience research has revealed that our brain releases certain chemicals that affect our motivation towards success. They are triggered by specific types of events or situations in our lives, and cause us to respond accordingly, motivating us toward our goals. I call them the "success chemicals."

There are four main success chemicals that I have identified. They each serve unique functions: helping us achieve goals step by step; empowering us to earn respect from others; overcoming stress when the going gets tough; enabling us to be empathetic towards others, hence increasing our Emotional Intelligence Quotient (EQ).

A study conducted in 2005 showed that people who experience more positive emotions are more likely to succeed. Frequently activating the success chemicals in our brains will propel us to start achieving our goals, which inevitably leads to a ripple winning effect that magnifies our accomplishments in life.

Each success chemical has its own activation trigger that is simple enough to do every day, yet possessing a profound effect on our mental and emotional self that will ensure our climb up the ladder of success is both rewarding and exciting.
That's dope, man! You've probably heard the slang term "dope" used many times in modern culture, often to convey approval or appreciation of some sort. The similarity of "dope" and dopamine is purely coincidental, but that just shows how randomly accurate the universe can be! The fact is, dopamine is a neurochemical that promotes your sense of satisfaction when triggered, and leaves you feeling "dope."

When the first humans were foraging for food, their brain automatically triggered the release of dopamine. Only back then there were no words, so no one could know what it was that made them jump in joy at the sight of berries and water holes.

But it was no doubt dopamine that caused them to rush to the berry bush and pop some into their mouths. And as they tasted the sweetness of the berries, their bodies recognized the sugar as something necessary for survival and their brains triggered more dopamine, telling these people that they needed to find more berries. It's pure human instinct to survive and thrive—our bodies were hardwired this way since the very beginning.

Even in modern society now, dopamine plays a major role in our everyday lives. The jogger experiences a dopamine surge when he's about to set a new personal record and runs a little faster. The student submits her essay at the last minute and pumps her fist in the air thanks to a dopamine rush.

A typical life process goes like this: you study hard and go to college. At college you are pushed out of your comfort zone and meet new people. Then you go for job interviews and start a career, where you learn how to handle bosses, clients, and colleagues. Perhaps you meet someone, fall in love, get married and have kids. You begin to rise to the challenges of parenthood, and so on.

What we don't notice is that dopamine is working tirelessly behind all of this. As long as there is a potential for reward, dopamine is triggered and keeps you working towards your goals, e.g. a promotion at work or bonding with your mate. It serves to seek opportunities by exploring new ways for us to accomplish something and reap rewards.
Without dopamine, we might not be motivated to search for these opportunities if the reward is not immediately clear or attainable. A 2009 study showed that rats whose dopamine receptors were blocked preferred smaller amounts of food that were nearby, compared to rats with high dopamine levels who chose bigger amounts of food that required more effort to reach. Dopamine keeps us driven and ambitious, which we all need to be in order to truly excel in our careers.

In a social context, our brain's continual search for opportunities to trigger dopamine can be exhausting. Unlike our ancestors who got excited every time they saw a berry bush (assuming there wasn't an abundance of berry bushes where they were), it's hardly likely for us to go crazy over some commonplace berries now. Even the freshest, juiciest organic berries can only satisfy us for so long.

Dopamine production relies on survival needs more than instant gratification. That is why it gets increasingly difficult to stimulate more dopamine release the more you repeat a gratifying action, such as eating a donut or watching an amusing video over and over again.

This is again why we tend to get bored with our lives if nothing exciting or challenging happens. Sure, the comfort zone is nice, but it doesn't do anything for our dopamine-craving brain. Another recent study, by the National Institute of Mental Health, revealed that unexpected rewards (in the form of apple juice) boosted monkeys' dopamine levels significantly; offer them the same reward repeatedly and their brains stop reacting to it eventually.

Likewise, humans tend to become indifferent when exposed to the same stimuli time and time again. Our dopamine levels stop soaring, just like how we have evolved to stop raving about berries when they're so easily found in supermarkets. Which means we have to get out of our comfort zones and look to invest our efforts in things that are more rewarding in the long run.

Life coach Tony Robbins once said, "Change is inevitable. Progress is optional." Life keeps moving forward whether we like it or not. We can choose to stay as we are, in our comfort zones, and fall behind. Or we can choose to move forward together, out of our comfort zones, and towards success.

I can attest to that wisdom. I've seen my fair share of failures in my life, but I was able to move out of my comfort zone by making a much needed change that I talk about here.
ACTIVATION TRIGGERS

**Method 1:** The easiest way by far to re-circuit your neural pathways is to just tell yourself, "Good job!" every single day.

**Method 2:** Break your huge, long-term goals into bite sizes and experience little dopamine rushes that motivate you to go further towards the end goal.

You are guaranteed to reach a goal each day if you allow yourself to. It may not mean that you're going to perform for roaring fans on live TV or find a cure for cancer. Searching for a small, achievable goal in your everyday life and accomplishing it can make your day so much more fulfilling than if you set yourself up to fail each day.

When you're studying for a test or preparing for an interview, that anxious feeling of wanting to do well is actually dopamine working its magic. Your brain knows that acing this test or getting this job would propel you towards success, because your past experience has wired it this way. This becomes what we call a neural network template.

Your brain has been trained to trigger dopamine whenever circumstances that fit the template arise. So no matter how tedious studying is, most people still do it because the dopamine tells them to.

So instead of beating yourself up about not finishing your manuscript yet again, tell yourself you're going to write 100 words today.

Instead of feeling disappointed because you missed your sales quota, congratulate yourself on every sale acquired.

Push yourself to commit a short time to something you dread but is essential to your success. Be it a mundane task at work or rearranging your messy closet, committing ten minutes a day to it will give you a sense of well-being that you never expected, thanks to dopamine.

There is a silver lining to be found in every situation, and the key is to find it and celebrate it. Treat yourself to a snack after finishing a long chapter of studying, or go to your favorite restaurant after a nerve-racking interview. Recognizing your little accomplishments can set a positive neural network template that triggers your dopamine release in a healthy way.
Method 3: Learn from video games.

We can learn a lot from the way video games are structured—each level that we complete stimulates the neurochemical for achievement, motivating us to play towards the final stage. What better way is there to achieve small goals than completing quests or racing virtual cars to the finish line? This theory has been proven as early as 1998, right at the dawn of the video games era.

When a player solves a challenging game sequence and unlocks a reward or gains access to the next level, dopamine is triggered and the brain thus creates a neural network template for this as well. The next time the player completes a challenging task in real life that mimics the one in the video game, the brain remembers this and triggers the release of dopamine.
SEROTONIN

When you’re meeting someone for the first time, you’ve probably put a little more effort in your appearance, calling to mind the phrase, "Dress to impress." We’ve all done it. We want to impress our friends, family, colleagues, employers. It may not be a conscious decision, but our brains are wired to seek respect from others. A respect that we somehow earn by dressing well or speaking eloquently.

The most successful people are often the ones who possess a great deal of confidence—or that's what you've been led to think. The media loves to shine the spotlight on charming personalities. But some of the most influential people on Earth have actually identified themselves as shy rather than confident.

Eleanor Roosevelt, notably the greatest First Lady in American history, had been shy, awkward, and filled with self-doubt. Princess Diana had been shy, yet still adored by the masses. Brad Pitt, David Letterman, Bob Dylan, Julia Roberts—famous names like these would surprise you if we told you they thought of themselves as shy. But it's the truth. What makes them continue to stand in the spotlight is probably the rush of elation they feel when serotonin floods their sensory pathways. Respect will do that for you.

Gaining respect can be one of the best feelings in the world. Do you ever wonder why a friendly, polite server will get better tips than a grumpy, rude one? Well, it's no wonder, you'd say. But the fact is that when a server treats you respectfully, taking your order and repeating it with a smile, your serotonin surges and in turn creates a sense of goodwill towards the server. You smile back, and later on leave a slightly bigger tip than usual.

And the next time you visit a restaurant, a server rolls his or her eyes when you inquire about the specials, and gives you grunts in response. You feel as though you've been slighted. You don't know that it's happening, but your serotonin level lowers, and you're reluctant to leave a tip at the end of the meal.

All of this is happening behind the scenes, as your brain maps out the neural network templates for serotonin to be triggered. When you experience good service again, you're more likely to tip even more and happily, while another bad server might cause you to leave no tip at all this time around, and even boycotting the restaurant. Your brain has already encountered bad service before, and it has no desire to repeat the experience of having its serotonin levels lowered.
Just like dopamine, serotonin has been around since our ancestors roamed the Earth. That's how leaders of the pack were decided. Whoever gains the most respect will dominate. Since prehistoric times, humans and animals (namely mammals) have been establishing hierarchy the only way they know how: by just doing it. The top dogs asserted their dominance and while it may have meant that the toughest and strongest led the packs, it doesn't necessarily translate into our modern context literally.

In modern society, the top dogs are those who have gained respect through their works. People who treat others genuinely are also often regarded in high esteem compared to those who resort to violence and bullying (somewhat resembling our late ancestors and their way of asserting dominance all those centuries ago!).
ACTIVATION TRIGGERS

Method 1: Take pride in what you've achieved.

You have heard that pride is one of the seven deadly sins. But not all pride is bad. For example, handmade crafts are all the rage now as people pay much higher prices than before, for something unique and lovingly made, as opposed to something manufactured. That's because the makers take pride in their work. People who buy these handmade crafts take pride in the fact that these items are one-of-a-kind and exquisitely made.

"There are two kinds of pride, both good and bad. 'Good pride' represents our dignity and self-respect. 'Bad pride' is the deadly sin of superiority that reeks of conceit and arrogance."

—John C. Maxwell, renowned leadership expert and author

Good pride is essential for you to grow as a person. When you feel good about what you've done, your serotonin is triggered and motivates you to find more opportunities for that trigger to happen again. This means you are spurred to do more things that give people cause to show you respect, and in return you get a feel-good serotonin spike. Social respect is something that many successful people have achieved with the masses: it gives them credibility and the confidence to continue doing what they do.

However, as the saying goes, you shouldn't let it go to your head. While serotonin surges are good for you generally, too much of them might also be setting you up for disappointment. If you don't get the enthusiastic reaction you expected, your brain will use that instance to set a neural network template as your serotonin levels decrease.

Keep in mind is that this will help you to recognize when it is appropriate to look for serotonin triggers. You don't go around bragging about your accomplishments to a friend who just received bad news, because your serotonin pathways have been conditioned throughout your life thus far.

What you can do instead is to...
Method 2: Practice gratitude for a few minutes each day.

Take time to reflect on accomplishments that you're proud of. This will stimulate an instant boost of serotonin and allow you to truly appreciate what you already have in life. And being appreciative is crucial to achieving success.

"...people who are grateful not only seek out more successes, they draw successes into their lives. When you are grateful, others like to be around you. Your appreciation includes and supports them. You help them see the positive elements inherent in daily life, and to feel more hopeful about the possibility of future success."


Since young, our parents have ingrained in our minds to say "thank you." It's a habit that's stuck with most of us because it's a powerful one. Have you ever held the door for someone, only to be slapped in the face with silence and a total lack of acknowledgment? That's the loud absence of gratitude speaking. People appreciate expressions of gratitude, just like how you wanted the person to say thank you for your holding the door. Expressing gratitude and appreciation will improve any relationship.

Cultivate a habit of making lists of things you're grateful for. It can be big things like your family and friends, or small things like someone holding the door for you. List down three things at the start of each day when you get up, or at the end of each night before you sleep. You can look back and reflect on these little reminders of appreciation anytime you want. This can counter bouts of negativity, such as when you've quarreled with your friend or coworker. If you've written down something they've done for you, it will be easier to get past any hurt or anger when you're able to look at it as a reminder.

As you practice acts of gratitude daily, your serotonin neural network templates will increase and it'll be easier to trigger serotonin healthily and moderately.
Many of you might be familiar with endorphin due to its widespread exposure. Anything or anyone that advocates fitness or exercise is sure to mention the benefits of endorphin, usually emphasizing on the feeling of "euphoria" that it provides. But what most of them fail to mention is that endorphin only gets released when you push yourself past your physical limits!

It’s hard to achieve that balance—often dubbed "runner's high"—where you’re setting a new record for your body and yet not overexerting yourself to the point of agony. That's because our bodies are genetically engineered to produce endorphin when pain is felt. Yes, despite endorphin's famous association to euphoria, it is actually triggered by physical pain.

Its original job was to mask pain for a short period of time, back when humans were living in the wild and encountered predators. If they were injured by a predator, the release of endorphin would help them escape to a safe place without collapsing in pain. It has been described as nature's form of morphine, but in actuality, morphine is scientists' artificial answer to endorphin.

Endorphin is necessary for survival, like dopamine. But we don't live among wild animals anymore; so what good can endorphin do for us?

Well, we don't come across loose lions in the city now, but our lives can still be peppered with emotional trauma so real to us that it emulates physical pain. When you receive heartbreaking news, your tears trigger the release of endorphin. There’s an instant sense of relief right after you stop crying, thanks to endorphin. This is the reason why some people love watching sad movies one after another, because the act of crying releases endorphin that makes them feel good—endorphin is excellent at masking social pain (as opposed to physical pain).
Pro athletes also depend on endorphin to help them break world records. The endorphin rush they feel while pushing themselves motivates them to run faster, jump higher, swing harder. If you're someone who doesn't exercise, you'll feel the effects of endorphin on your first try easily, but you'd have to put in more effort the second time to hit that same amount of endorphin release.

There is a trick though, to trigger endorphin in healthier ways. You don't have to be a pro athlete to re-circuit your brain for easier endorphin release. Dr. Gil Noam, one of the world's foremost experts on resiliency, inspired me to look into how some people can easily "bounce back" from negative life events. It was through this research that I was able to discover simple "brain tricks" that promoted endorphin production in the brain, and you can read all about how I got such astounding results here.
ACTIVATION TRIGGERS

Method 1: Laugh as frequently as you can.

Researchers at the University of Oxford tested this theory by showing two groups of participants funny videos and non-humorous videos respectively, then comparing their pain tolerance levels.

"We tested the hypothesis that social laughter elevates pain thresholds both in the laboratory and under naturalistic conditions. In both cases, the results confirmed that when laughter is elicited, pain thresholds are significantly increased, whereas when subjects watched something that does not naturally elicit laughter, pain thresholds do not change (and are often lower). These results can best be explained by the action of endorphins released by laughter."

—"Social laughter is correlated with an elevated pain threshold.", Proceedings of the Royal Society B: Biological Sciences 2011

It may not be easy to find something to laugh about every day if you're not inclined towards it. Some people have difficulty even smiling! But laughter is free medicine—or in this case, a free, natural neurochemical to prevent the need of medicine—so why not actively steer yourself towards something that you know will tickle your funny bone? I'm sure you know what your sense of humor needs in order to induce a hearty laugh. It could be a series of comics, witty sitcoms or even sarcastic remarks on a forum. Whatever makes you laugh, make time for it every day and you'll be kept in a good mood by endorphin, which definitely doesn't hurt whether you’re staying home alone or going out to meet people.

Method 2: Savor dark chocolate.

It has been proven in many studies that ingesting dark chocolate stimulates insulin and endorphin release. How awesome is it to boost your mood with endorphin just by eating a bar of dark chocolate? It can also trigger the release of serotonin at the same time, so it's a double-win! The high content of polyphenols and other antioxidants in dark chocolate also reduces inflammation, cholesterol, and promotes health of your arteries. A long-term research study of over 40 years even concluded that risk of cardiovascular death had a decrease of 19% with just a few grams of dark chocolate per day.
Method 3: Use aromatherapy.

According to a study conducted by the Memorial Sloan-Kettering Cancer Center, patients who breathed vanilla-scented air had 63% less anxiety going into an MRI than those patients who breathed unscented air.

Drip some vanilla essential oil and some water in an aromatherapy burner, and feel your stress melt away by the minute. Sandalwood, lavender, lemon, and clary sage oils are also good for triggering endorphin and relaxing your mind. Dabbing a bit of lavender or vanilla oil on your wrists is also a good way to get your endorphin boost on the go.
As the neurochemical that promotes feelings of trust and attachment for others, you may think that oxytocin is harder to trigger than the rest of the "happy" chemicals. But that simply isn't how our brains are wired.

When we're born, we don't possess any survival skills as infants, other than automatic reflexes such as crying when hungry or in pain. We put our trust in the people who care for us, most often our parents, who feed and clothe us and shower us with love. That's oxytocin for you.

When a woman gives birth, her oxytocin levels shoot up. This helps to stimulate lactation and prompts her to care for her newborn baby, guarding it from potential harm, responding when it cries and so on.

And while the baby isn't consciously making decisions, it knows that the person caring for it is someone trustworthy, because oxytocin in its brain tells it so. Oxytocin can also be triggered easily by touch, so the more the mother touches her baby, the more attachment is developed between them.

In contrast, reptiles adopt a more cavalier attitude towards their offspring. Inherently different from us mammals, reptiles only produce oxytocin when mating or giving birth. After that, they go their separate ways, even eating their own young if it doesn't escape fast enough.
Mammals are the only species that form attachments to their offspring and look after it until it has developed the skills needed to survive on its own.

Not only does oxytocin promote love and trust between a mother and her child, it can even increase fidelity in marriages. A study in 2014 on marmosets (a species of monkeys) found that males and females treated with an oxytocin boost notably delayed expressing sexual solicitation behavior towards opposite genders that weren’t their long-term partners.

It also teaches us how to empathize, something that many people don’t pay attention to. Practicing empathy can greatly increase our EQ (emotional intelligence quotient), which is vital in our lives. Long gone are the days when IQ (intelligence quotient)—which indicates our ability to think logically—was the measure of how successful a person will be.

The psychological community has been buzzing for decades about EQ's significant role in our workplace. One of the key benefits of a high EQ is that you will make better decisions, and that’s critical in any environment, be it personal or professional.

A 2009 study found that oxytocin levels in 145 men and women increased by 47% after being exposed to videos that stirred up empathy. These findings were groundbreaking proof that empathy and oxytocin go hand in hand, even motivating us to become more generous towards strangers with our money (as the participants with higher empathy levels were)!

Other benefits of a high EQ include a sense of self-awareness and self-management. The former depicts your ability to perceive your own emotions accurately and the latter is your ability to use the awareness to your advantage, directing your actions in a positive manner. If you've ever flown into a rage and regretted your words later, you'll know what I mean.

Hence, oxytocin is invaluable to our success in life. Without trust, you can never be sure that your colleague isn't out to sabotage your project. You won't be able to sleep at night thinking of how your friend might be talking behind your back.

A higher EQ will allow you to set your mind at ease because you have a clearer perception of others' emotions and behavior. There won't be any need to analyze the reasons behind someone's actions, because you already instinctively know.

Also, the good news is that oxytocin isn't hard to trigger; a passing stranger who smiles at you can be sufficient to stimulate the release of oxytocin.

However, if you go around trusting everyone you meet, you're going to get cheated at some point or another. That's why spurts of oxytocin are similar to that of the other chemicals—the short bursts disappear quickly. Which is pretty smart of our brain, because like the other chemicals mentioned earlier, high levels of oxytocin can also set you up for major letdowns.
And when the reward is trust, the letdown is a loss of it, along with a sense of betrayal and hurt. The stakes are high when you think of the potential disasters it could lead you into. Those who have experienced heartbreak will attest that it's one of the hardest things they ever had to go through, and for good reason.

Once your brain has mapped out a neural network template of how you got your trust broken, it's harder to re-circuit it to trust another person again, say, a potential partner. If it's a parent that broke your trust, you may find it difficult to trust your other parent, too.

But not to worry, because while it may be difficult, it's not impossible.

Your brain is actually designed to be limitless, and even though it may already have mapped out a particular neural network that determines how you react or feel toward a certain situation or person, you can actually change the "pathways" your brain has built to feel and act differently. It's something called the Rubber Band Effect, and you can find out more about it here.
ACTIVATION TRIGGERS

**Method 1:** Hug someone at least eight times per day, as recommended by Dr. Paul Zak, a celebrated neuroeconomist (who’s been dubbed Dr. Love).

It doesn’t have to be the same person, since the singular act of hugging can produce a spurt of oxytocin.

"We need 4 hugs a day for survival. We need 8 hugs a day for maintenance. We need 12 hugs a day for growth."

—Virginia Satir, *psychotherapist*

**Method 2:** Sing whenever you can. Even off-key is fine!

This may sound odd as singing has nothing to do with parental love or relationships per se, but research has shown that singing does promote well-being, and you don’t even have to sing well to get your oxytocin fix!

TIME magazine reported on a study where eight amateurs and eight professionals participated in a singing lesson, and *both* groups observed a significant increase in oxytocin levels by the end.

This is probably the reason why humans like singing and humming so much. Give yourself the freedom to sing in the shower, when you’re alone in an elevator, while walking to a destination and there’s no one within earshot. Getting yourself in a good mood before work or before an appointment will result in a much better interaction with others.

**Method 3:** Use Facebook.

It makes sense that using social media to connect with others will boost your oxytocin levels, as human connection is what builds our trust and love for one another. Dr. Zak has actually conducted a small-scale study on this phenomenon before, and results showed that the subject’s oxytocin levels increased more than 13%.

Social media platforms like Facebook have given us an easy way to show our appreciation to others, even if it’s just liking a cat photo posted by a friend you knew ten years ago. This small click of a mouse, when done with good intent and genuine affection, will trigger the release of oxytocin and allow you to foster closer bonds with your friends on Facebook, even your coworkers or your boss! (Come on, who wouldn’t have a better impression of you if you liked their Facebook posts once in a while?)
Method 4: Call someone, and chat for a few minutes.

In this fast-paced age, it doesn't make much sense to call someone when you can just fire off a text instead of waiting for the person to pick up the phone. But a call can also stimulate the release of oxytocin as you hear a loved one's voice—it's like a vocal hug. Or if you're calling up someone who isn't that close to you, this could be a good way to get to know them as it's more personal than instant messaging on Facebook.

Method 5: Be trustworthy.

The feeling of being trusted causes more oxytocin to be released than just trusting someone, and you can't force others to trust you. So what you can do is to make yourself more trustworthy. Honor your promises, be punctual, and steer clear from gossip. Even the people you gossip with are less likely to trust you if you're always talking about someone behind their backs.

Trust is key to establishing good personal relationships as well as working relationships. Without trust, things can go wrong pretty fast in a project or partnership. And as trust triggers oxytocin, and oxytocin promotes trust, once you get the cycle started, it's not difficult to keep it going.
CONCLUSION: WINNING IN LIFE

The way to success isn't always smooth-sailing, as all the top entrepreneurs can tell you. Pressurizing situations will arise at one point or another, and throw you into a frenzy. Fear will try its best to take control of the steering wheel, but only if you allow it.

When you get thrown a curveball by life, your brain starts to brace itself for impact, because you are caught off guard. It's biologically engineered to assume a fight-or-flight response to any kind of surprise. A hormone called cortisol is produced and released by your adrenal glands. Cortisol makes your heart race, palms sweat, and you breathe in faster spurts. Your body is preparing for both possibilities of battle and escape.

Sometimes when cortisol levels are too high, instead of providing an appropriate response, your brain "shuts down," and you freeze. Your mind is a blank. That's when cortisol is messing with your memories in the hippocampus (where memories are stored), causing you to believe that the curveball that just got thrown at you is something you should panic about, because you can't find any solution in your brain at the moment.

This is where your neural network templates come in handy. In times like these, dopamine or endorphin will be triggered. The more you practice the hacks in this book, the easier they will be stimulated to help you. Dopamine or endorphin will help you cope with the shock that you've just encountered, and allow you to overcome the fear induced by cortisol.

What would help more are the four neurochemicals that you should be practicing to trigger: dopamine would motivate you to seek the best solutions available; endorphin would help to calm your nerves and keep your mind focused; serotonin would give you faith in your abilities and be more open to ideas; oxytocin would help you see the situation as it really is, and help you be unafraid to ask for others' assistance if need be.

With the right balance of these four neurochemicals, there is really nothing you need to fear. They are essential to helping us tide over the worst of times; even cancer can't beat them! There are tons of people out there who have had not just one, but several bouts of terminal cancer, but those tumors couldn't stop them from living their lives the way they wanted to.

Ellen McDonald, UK, battled cancer a whopping five times in her entire life and even got a priest to perform her last rites while she was bedridden in hospital at one point. But she outlived her diagnoses and everyone's expectations, and celebrated her 101st birthday back in 2011. In an interview, she accredited her win over cancer to the surgeons' skill, and her spirit. Her neural network templates for the four neurochemicals must be amazing!
Multi-millionaire Jack Petchey is another great example of someone who doesn't let life get him down. At his 89 years of age, he still keeps a tattered piece of cardboard in his pocket, with the phrases, "If you think you can, you can" and "Never criticize, condemn, or complain." A proud founder of the Jack Petchey Foundation, which grants scholarships to adolescents and young adults, he believes that self-confidence and attitude of mind are indispensable to a person's success.

In order to maintain that positive state of mind, you must always remember to put the neuroscience hacks in this book to good use. Nature has given you everything you need to achieve success and everything you desire in life; how else did our species evolve from the first humans to where we are now? All you have to do now is utilize those tools to their maximum benefit. No one else can do it for you.

The steps laid out in this book might not seem like a lot, but now that we know what actually goes on in our brains, we can definitely appreciate how they can impact our lives. Now, let me ask you a question—if simple actions like these can already drive you towards success, can you imagine how it would be if I were to introduce to you a set of advanced techniques for the same purpose?

If you would like to learn more about how to use advanced techniques to rewire your brain towards unlimited success, click here now.

It is time to bring the winning effect in your life.

Sandy Gilad