

Monthly NEWSLETTER

♦ January 2025

Welcome to the launching of a new endeavor! Our very first issue!

Dear Reader,

My mission with this monthly communication is to empower you or someone you're coaching, to achieve success in whatever endeavor you choose to undertake.

Not a small task. In fact, quite a bold one when you think about it.

To accomplish this will take time and effort on my part and on your part as well.

It won't happen over night. It will involve some efforts that fail as well as some that succeed.

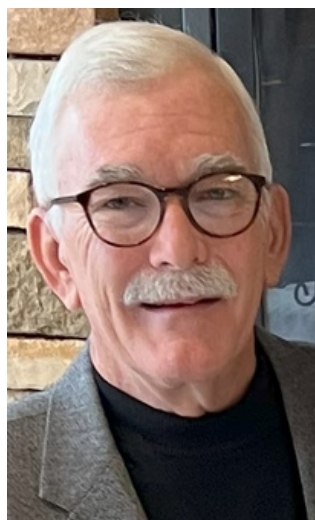
At times, progress will seem slow and sometimes even imperceptible. But trust me, progress will occur as you master the principles and skills that you will learn.

As a guide, I will be using a program that I developed and published 13 years ago. It's titled "*Brain Coaching: A Training Program to Develop the Mental Skills of Winning*".

In order for me to establish some trust, and help you develop the resolve that you'll need to achieve your dream, I encourage you to start by reading a few of the reviews of this program by some people that I think you'll agree, can be considered trusted sources.

[Click here to read reviews.](#)

If you choose to undertake your journey to success, I promise to be here to guide you each step of the way, to help you when things seem difficult and to always do so with integrity and compassion.



Coach G

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TIME

Your most valuable asset

Every month, this section of the newsletter will be focused on a "Universal Principle". These principles apply to everyone in equal measure. Principles cannot be modified or changed to fit our personal needs, they can only be observed, studied and utilized. Gravity is a good example of a universal principle. While we might not be able to explain it, we all understand and respect it. It's a law of nature.

The universal principal that we will be examining in this issue is TIME.

The most valuable asset that you and I possess is TIME. It is a peculiar asset because it can't be saved like gold or money or stocks and bonds. It can only be spent.

But another peculiar attribute is that we all get the same amount of it every week. Each week we all get 168 hours to spend.

I like to think of it as a check that we all get in the mail every week. There's a big "168" on it. Mine and yours are the same as the richest man or woman in the world.

Successful people understand this principle and make an effort to budget a little time for their dream. You will learn how to do the same real soon. But first, you must appreciate that you have as much time as anyone else. Time is the great equalizer. It levels the playing field. While you may not have thought about it in the past, from

here on, you will be thinking about it.

We all start out thinking "I don't have any time for anything else" or "I'm too busy right now". Your brain will serve up all sorts of reasons why you can't find the time for anything new. That's only because our brain has been conditioned to think like that. We will gradually change that.

You will find time to be happy. You will find time for the things that are most important to you.

You currently find the time to eat and sleep, even on your busiest days. You find time to work and play. In fact, you have been finding the time to do all sorts of daily, weekly and monthly tasks that are essential to your life.

Every week you have seven days, each filled with 24 hours. The busiest people in the world are also some of the most successful and they don't get any more time than you do.

Try this exercise: The next time you are standing in front of your bathroom mirror, going through your morning ritual, I want you to imagine that there is a check lying next to the sink. There's a big "168" on it. Pick it up. Look at it. Ask yourself "How should I spend this gift?"

Don't worry about the right answer just now. We'll get to that. Be thankful you've finally landed on the right question.

Affirmations



Affirmations are statements that affirm something. To affirm means “to state or assert positively; to maintain as true.” The Latin origin means “to make firm.”

Reading or reciting an affirmation is one of the easiest ways to influence the brain. It must be positive, present tense and in the first person.

In later issues, I will be teaching you to create your own affirmations. But for now, I am going to lead by example and supply you with three affirmations in each month.

Affirmation #1

“By reciting this affirmation, I have started my journey toward attainment of my dream.”

Affirmation #2

“I will take small steps every day and listen carefully to my coach.”

Affirmation #3

“I will do my best to make a small effort every day.”



Reading quotes from people that we respect or admire is another powerful and fun way to influence the brain.

They are often easy to remember and typically make us look at something from a different perspective.

I will be sharing three with you in each issue.

Great Quotes From Great People

Quote #1

“I am the master of my fate, I am the captain of my soul.”

William Earnest Henley

Quote #2

“It's kind of fun to do the impossible.”

Walt Disney

Quote #3

“Whether you think you can or you think you can't, you're right.”

Henry Ford



The Brain No Control

In this lesson, I will introduce you to your brain. This is a topic that could fill an entire book, but in this newsletter format, I have to summarize to keep it short and simple. In subsequent issues, I will discuss it in greater detail and gradually teach you everything you'll need to know about it.

Your brain is just another part of your body, like your heart, lungs, stomach, eyes, hands or feet. Generally, we don't think about it much. We know it's there and expect it to work like all the other body parts. But, learning how the brain works will allow you to achieve your goals much more rapidly and greatly improve your chances of success.

What it is...

To start, let's look at some physical facts about this body part. What is the brain? It's not a muscle. It is a thinking, calculating, memory machine. In other words, it is a supercomputer.

The brain is made of cells that are called neurons. The function of each neuron is simply transmitting and

receiving nerve impulses.

The human brain has 10 billion neurons and also contains 400 miles of blood vessels. Each neuron has from 1,000 to 10,000 connections with other neurons, making up to 100 trillion neuron connections possible.

Each time you have a new thought or memory, a new brain connection is made between two or more brain cells (neurons).

Like a computer...

- Accepts input – through our five senses as well as internal thoughts
- Stores information – facts, images, sounds, and feelings
- Processes information – makes calculations, comparisons, and choices
- Produces output – thoughts, speech, emotions, and physical actions

But there are several very important aspects of the brain that are quite different from a computer. It is critical that we understand these differences.

The Brain

No Control

continued.....

Unlike a computer...

- It cannot be shut off
- It controls us, we do not control it
- We can influence it
- It will filter out what it does not think is relevant
- It will filter out what it does not believe
- It is influenced by what is already stored in it

It works while we sleep. Ever have a dream? That is the brain working, processing and outputting thoughts while you sleep. Try to shut that off; you can't.

Do you keep breathing when you fall asleep? Of course you do. Does your heart continue to beat? Of course it does. Do not try to shut that off. The brain continues to work while you are asleep

Another thing that makes the brain different from a computer is that it cannot be controlled; it can only be influenced.

When was the last time you said to yourself, "I am going to have a dream tonight"? You didn't, it just happened. Ever have a good idea? Did it just come to you? You didn't control it.

Ever feel sad or depressed? Did you say to your brain: "Let's be depressed today?" Of course not. Most of the time we don't even know why we feel that way, we just do. Our brains control that, we do not.

While we do not "control" our brain, we can "influence" it to achieve the results we want. The brain is influenced more by information that has already been stored in it than new information. To accept new information that doesn't fit the current information, the brain demands proof.

This proof can come in the way of reading or listening to information from a trusted source. If our brain trusts the source, it will consider the information fact and retain it rather than reject it.

My hope is that WinAmerica will become a "trusted source" for you. I expect it will take time to earn that trust. It is up to you to spend a little time reading and thinking about what you've read to allow the brain to build that trust.

This is an extremely abbreviated version of lesson one. If you care to explore the lesson in more detail with copious amounts of proof, you will find the entire lesson in the book "Brain Coaching". [Click here to find it on Amazon.com.](#)



Real Life Stories

Oprah Winfrey Conquering Self-Doubt and Skepticism

Oprah Winfrey's rise to success is nothing short of extraordinary. Born into poverty in rural Mississippi, she faced a childhood marked by instability, abuse, and rejection. Even as she pursued her dreams of a career in media, she faced persistent self-doubt and criticism from others who questioned her abilities.

As a young woman, Oprah was told she wasn't fit for television. Early in her career, she was fired from her job as a co-anchor at a Baltimore news station because her producers said she was "too emotional" and "unfit for television news." This rejection amplified her inner fears about not being good enough.

She often struggled with the question, "Am I worthy?" She had to consciously work to convince herself that she had what it took to succeed, even when the world seemed to say otherwise.

What set Oprah apart was her ability to shift her mindset and silence her inner critic. By focusing on her strengths she redefined what success could look like for herself.

Oprah overcame the obstacles in her path. By creating and hosting The Oprah Winfrey Show, she built a global phenomenon, touching millions of lives. She later launched her own network, a feat many thought was impossible for a Black woman in a predominantly white, male-dominated industry.

Oprah's journey is a vivid example of overcoming external and internal barriers. Her story emphasizes the importance of controlling one's mindset, even when surrounded by doubt and negativity. By choosing to focus on her vision, seeking support, and working relentlessly to prove her worth to herself, Oprah demonstrates that the mental battle is as critical as any external challenge.



Exercises of the Month

“Exercises” are intended to change you. When I ask you to create a list you can throw it away after doing so. It’s not about the list, it’s about how you changed by doing it.

1. Get a piece of paper and pen or pencil and start a list titled “Daily Activities”.
2. Spend just 5 or 10 minutes listing things that you do daily. These will probably include sleeping, eating, dressing, driving, and many more.
3. As soon as finding a new activity becomes difficult, stop. Put the list down and enjoy the fact that you have started.
4. As you go on with your day, you will think of other daily activities and you can add them to your list later when you get home.

If you think you’ve come close to completing the list, start two new lists titled “Weekly” and “Monthly” activities. Do the same with them. In the next issue, we will examine and discuss these lists.



Movie of the Month

Miracle (2004)

Based on the true story of the 1980 U.S. Olympic hockey team, this film shows how people, united by a shared purpose, and influencing their brains with the help of Herb Brooks, one of the greatest coaches that ever lived, overcame insurmountable odds to achieve impossible greatness.

Available at your local library or [Amazon.com](https://www.amazon.com).



Q & A

Future newsletters will have a section dedicated to responding to readers’ questions, requests for help or constructive suggestions. Your feedback is extremely important to developing a tool that is responsive and effective.



Technology

Introduction to Technology and WinAmerica Goals

This section of the newsletter will focus on helping readers apply current technology to achieve personal growth, stay organized, and enhance their productivity. You want to get the maximum benefit from your investment of time and energy, and modern technology can help you do that.

Each month we will discuss a single tool and a specific way to use it to achieve our desired outcomes. We will explore personal computers with spreadsheets, word processing and visual tools. You will learn how to use smart phones to help with reminders and repetitive tasks such as daily affirmations. For those that are iPad users, I will be including apps that will supercharge your efforts.

My focus will be simplicity, hands-on experience, and practicality. My approach will be to teach the use of these tools from very basic beginnings, assuming that the reader has no experience with the tool. So even those that have a fear of technology can feel comfortable with a simple step-by-step approach.

I suspect that once I get the topic started, my readers, your teammates, will be offering many suggestions, ideas and shortcuts that I haven't even imagined yet. Given my professional background in software development, I am very excited about the possibilities for this section of the newsletter.



Trusted Sources

[Character Lab](#) - A great online resource that connects researchers with educators to create greater knowledge about the conditions that lead to social, emotional, academic, and physical well-being for young people throughout the country.

What's Next



Next month you will learn the meaning of "Goals" and "Dreams" and how they differ.

We will also dive a little deeper into the universal principle of time and how focusing on it can almost insure you reach your dream.