

## 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.

### **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" available at Amazon.com.