

MASTERMIND YOUR CANCER

HOW TO PUT YOUR BRAIN IN THE DRIVER'S SEAT WHEN FIGHTING CANCER

An Invaluable Methodology That Complements Modern Medical Treatments

SUMMARY

LETTER Format Version

Maarten Sunier

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Packed with fascinating science, warm anecdotes, personal stories, exclusive interviews with leading researchers across multiple disciplines, a bit of humor, and practical tips on living with and beyond cancer, *MYC - Mastermind Your Cancer* is like no book for cancer patients and caregivers ever written before. Authored by Maarten Sunier, a Stage IV Throat cancer survivor (with 18 lung metastases), *MYC - Mastermind Your Cancer* examines the known and unknown about the incredible connection between mind and body and how cancer patients in any stage of the disease can adopt this methodology adding it to their medical treatments to contribute towards increasing their probability of survival. This book focuses on putting the brain in the driver's seat in the fight against cancer. It seeks to establish an invaluable step-by-step methodology that complements modern medical cancer treatments to enhance their effectiveness.

Here's what you can expect to find inside:

Mastermind Your Cancer begins with an insightful exploration of the field of psychoneuroimmunology (PNI) to discuss the amazing research that's helping us better understand the mind-body connection. You'll be introduced to the basics of PNI and discover some of the leading theories and incredible findings. Studies on PNI suggests that psychological and behavioral factors are capable to affect the incidence or progression of cancer through psychoneurological, psychosocial and psychological influences on the immune system. You'll also learn a bit about Maarten, his will to overcome his diagnosis, and his drive to create this book as a way to help others recover from cancer.

In Part I: The Importance of Purpose, you'll find five chapters brimming with information and guidance on finding your purpose, even amid a life-changing medical crisis. You'll first learn how to use self-reflection to find your 'why,' and you'll explore the amazing neuroscience behind human purpose. After that, Maarten will introduce you to SMART goal setting (and you'll learn why the word SMART is in all caps), and you'll discover how to achieve your goals by reframing wants as desires and reaching a flow state. At the end of Part one you'll link purpose and goals by

exploring the power of visualization exercises and sharing your intentions with others. You'll also learn why it's okay if your purpose evolves over time.

Part II: The Power of the Human Mind takes you on an incredible tour of the human brain to examine what makes us human, all the way through our bones, muscles, and organs to the more intangible parts of the self—the spirit and soul. You'll spend some time focusing on the mind, specifically the difference between the conscious and subconscious, and Maarten will discuss simple actions you can take to incorporate mindfulness into your day and promote well-being. Then you'll discover the Three Universal Laws—Attraction, Belief, and Cause & Effect—and learn how these rules impact everything you do and how you interact with the world around you. Once you know the power and pull of the Three Universal Laws, you'll have a better understanding of the interconnectedness of the mind, body, and the space you inhabit. From there, you'll spend more time with the subconscious mind as you dive into the relationship between the subconscious mind and brainwaves, what it means to be in the 'alpha state,' and how you can leverage your time in the alpha state to train and “reprogram” your subconscious to be inherently more positive. Part II ends with an introduction to the psychology of autosuggestion, the practice of telling yourself something over and over again until it becomes second nature. Maarten will lead you through a discussion of mantras, why they are valuable, and how to incorporate them into your daily routine.

In the book's final section, Part III: Positive Psychology and Character Strengths, Maarten invites you to reflect on and define who you are so that you can leverage your strengths to your advantage. You'll start with an overview of positive psychology and why it's different from positive thinking. Once you've learned what positive psychology is, you'll see how it connects to the pursuit of well-being, and you'll learn how understanding and leaning into your character strengths can help you achieve a state of well-being. As the book closes, you'll add one more tool to your masterminding toolbelt: a growth mindset. You'll learn why a growth mindset means focusing on more than outcomes and how focusing on more than outcomes can give you the spark you need to fight your cancer tenaciously.

Amidst all the biology and neuroscience, practical tips, and extraordinary interviews with doctors, researchers, executives, and a can't-miss essay from Maarten's wife and caregiver, you'll learn more about Maarten's remarkable journey of survival against the medical odds and what led him to begin the extensive research that led to this book. Sometimes funny, sometimes bittersweet, sometimes downright science-y, but always easy to read and digestible, *MYC - Mastermind Your Cancer* is about more than one man's incredible fight against the disease. It's a tribute to countless hours of reading, research, and outreach to give readers a truly unique step-by-step methodology—a holistic, science-based, mind-and-body path to mastermind your fight against cancer by putting your brain in the driver's seat.

"what Maarten was able to accomplish with his attitude and mindset, it goes above what many people are emotionally capable of doing when facing cancer. I've never had a patient tell me at the moment of diagnosis - I will not die from this cancer."

DR. ANGELA PUGLIESI RINALDI

Head of Oncology at La Tour Hospital

"A patient's mental state can make or break a treatment. It's important for each patient to understand their treatment and protocols, yes, but to have a book, like Maarten's, of someone who passed through all this, could be very helpful."

DR. THOMAS BREUNEVAL

Former Head of Radio Oncology at La Tour Hospital

"I think people need a blueprint like Maarten's - As a Harvard Professor and Researcher I provide general ideas and the reasons why they have control, even though they thought they didn't. But I don't tell them on day one, do this, do that, go to the gym and so on... I applaud Maarten"

PROF. ELLEN LANGER

HARVARD psychology professor & the so-called "Mother of Mindfulness"

"Maarten understood and successfully applied the power of the mind (neuromarketing) in sales, making him stand out among others. The importance of understanding how our brain functions should not be underestimated and his methodology can contribute in helping cancer patients survive"

FEDERICO DELLA CASA

CEO at RGI Group (Former Salesforce Country Leader) & Former manager of Maarten

"My husband is living proof. He will do anything he has to do to achieve a goal, and for him, fighting cancer was no different. The role of a caregiver is tough, but you have to power through! I hope that Maarten's book will help and support as many cancer patients, caregivers, families and friends as possible"

VALENTINA SUNIER-BELLONE

Key Account Director at Jet Aviation & Wife and Caregiver of Maarten

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