

THE SWITCHED-ON START-UP ENTREPRENEUR SEMINAR

*A Powerful, Proven, Revolutionary
Approach to Becoming a
Successful Entrepreneur*

By Jerry V. Teplitz, J.D., Ph.D.

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Jerry Teplitz Enterprises, Inc.
1304 Woodhurst Drive
Virginia Beach, VA 23454
1-800-77-RELAX 1-757-496-8008
1-757-496-9955 (Fax)
info@Teplitz.com www.Teplitz.com

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Email _____

Code
_____ Pre-Course—Date _____
_____ Post-Course
_____ One Month After Course

The Switched-On Start-Up Entrepreneur Pre & Post Course Questionnaire

1. I set effective start-up goals.
_____ Strongly agree _____ Agree _____ Disagree _____ Strongly Disagree
2. I effectively analyze the benefits and risks of my goals.
_____ Strongly agree _____ Agree _____ Disagree _____ Strongly Disagree
3. I am an effective and successful start-up entrepreneur.
_____ Strongly agree _____ Agree _____ Disagree _____ Strongly Disagree
4. I am comfortable and confident approaching contacts.
_____ Strongly agree _____ Agree _____ Disagree _____ Strongly Disagree
5. I easily tolerate risk, ambiguity and uncertainty.
_____ Strongly agree _____ Agree _____ Disagree _____ Strongly Disagree
6. I capably, creatively and effectively find contacts.
_____ Strongly agree _____ Agree _____ Disagree _____ Strongly Disagree
7. It is easy for me to make calls to contacts.
_____ Strongly agree _____ Agree _____ Disagree _____ Strongly Disagree
8. It is easy for me to email, IM and use social media with contacts.
_____ Strongly agree _____ Agree _____ Disagree _____ Strongly Disagree
9. I listen and communicate effectively with contacts.
_____ Strongly agree _____ Agree _____ Disagree _____ Strongly Disagree
10. I am comfortable beginning a presentation.
_____ Strongly agree _____ Agree _____ Disagree _____ Strongly Disagree
11. I develop a rapport quickly with my contacts.
_____ Strongly agree _____ Agree _____ Disagree _____ Strongly Disagree
12. I effectively answer objections.
_____ Strongly agree _____ Agree _____ Disagree _____ Strongly Disagree
13. It is easy for me to write business plans and proposals.
_____ Strongly agree _____ Agree _____ Disagree _____ Strongly Disagree
14. I ask my contacts for referrals.
_____ Strongly agree _____ Agree _____ Disagree _____ Strongly Disagree
15. I view myself manifesting the start-up money I need.
_____ Strongly agree _____ Agree _____ Disagree _____ Strongly Disagree

The Switched-On Start-Up Entrepreneur Seminar

By Jerry V. Teplitz, J.D., Ph.D.

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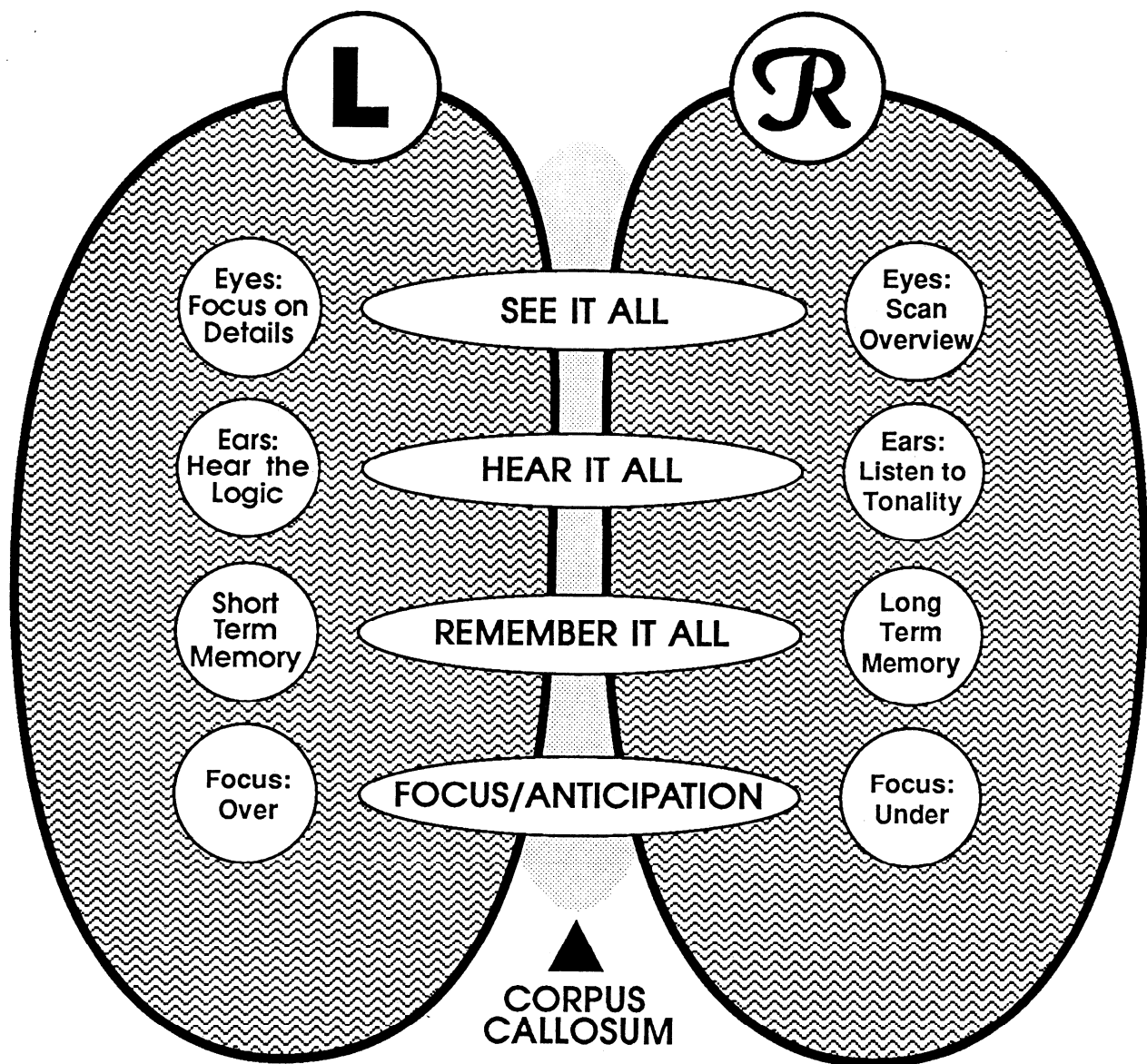
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International, 315 Meigs Road #A338, Santa Barbara, CA 93109, or phone 800-356-
2109, www.braingym.org, info@braingym.org.

Recommended reading on Brain Gym®:

Brain Gym for Business
Switched-On Selling
Switched-On Networking
Brain Gym Teacher's Edition
Brain Gym and Me

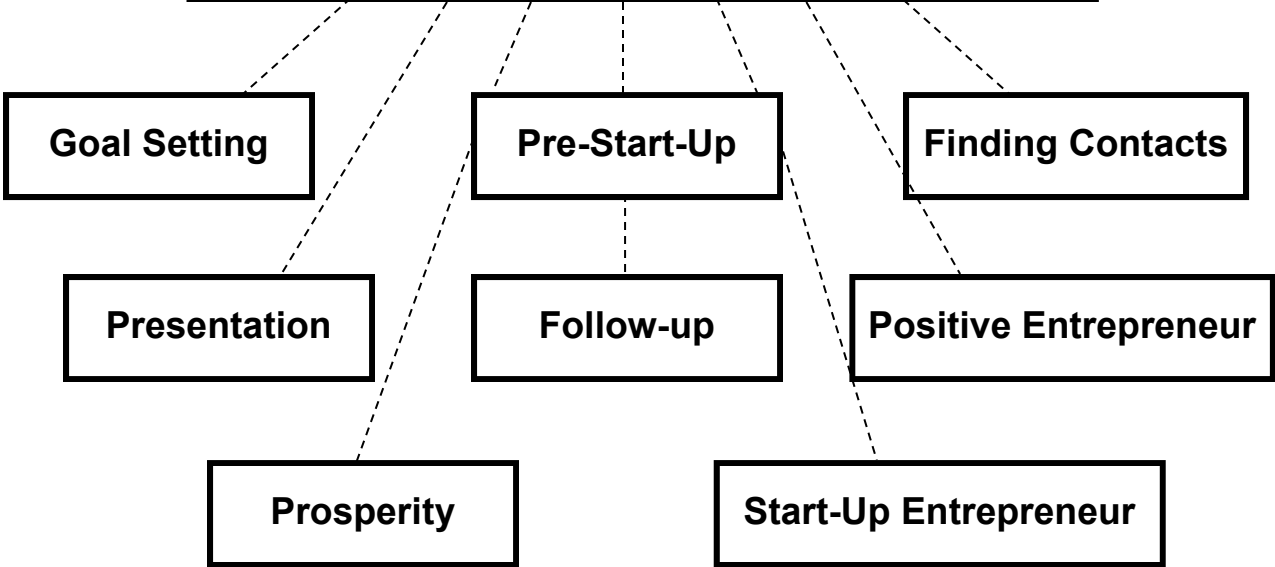
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MODEL OF HEMISPHERIC BRAIN FUNCTION



SECTION ONE

The Switched-On Start-Up Entrepreneur



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POSITIVE ENTREPRENEUR ACTION BALANCE

Step #1: CALIBRATE EACH OTHER (Page 43)

Neutral

Need For Water: Drink water - 42

Electrical Circuitry: Brain Buttons - 26

Activating: The Cross Crawl - 28

Stress Reduction: Hook-ups - 34

Yes/No Response

Step #2: CHECKER SAYS

“This system is ready and willing to balance using the Positive Entrepreneur Action Balance.” Muscle-check. (Yes, No)

Step #3: ACTION

VISUALIZATION: Picture a start-up situation in your mind that causes you stress. Muscle-check/Notice (Switched-On, Switched-Off)

Step #4: RE-EDUCATION

“This system now incorporates, in the most appropriate way, all events, both past and present, known and unknown, into the Step #3 experience.” Muscle-check. (Yes/No)

Hook-ups - 34 The Positive Points - 37
(Yes, No)

Step 5: ACTION

VISUALIZATION: Picture the same entrepreneur situation as in the previous ACTION. Muscle-check/Notice. (Switched-On, Switched-Off)

CELEBRATE

*This process of mutual calibration is a derivation of the Brain Gym® PACE Process and has been approved by the Educational Kinesiology Foundation for the exclusive use of the "Switched-On Selling" Seminars. PACE is a process of centering, self-assessment, and readiness, and is a trademark of the Educational Kinesiology Foundation.

GOAL SETTING ACTION BALANCE

Step #1: CALIBRATE EACH OTHER (Page 43)

Neutral

Need For Water: Drink water - 42

Electrical Circuitry: Brain Buttons - 26

Activating: The Cross Crawl - 28

Stress Reduction: Hook-ups - 34

Yes/No Response

Step #2: CHECKER SAYS

“This system is ready and willing to balance using the Goal Setting Action Balance.” Muscle-check. (Yes, No)

Step #3: STATEMENTS AND ACTIONS

GOAL SETTING STATEMENTS: Checkee makes the following statements. Muscle-check/Notice for each:

- ☐ 1. “I set specific start-up goals.”
- ☐ 2. “I set measurable start-up goals.”
- ☐ 3. “I set attainable start-up goals.”
- ☐ 4. “I set realistic start-up goals.”
- ☐ 5. “It's easy and natural to write these goals down.”
- ☐ 6. “I periodically re-evaluate my start-up goals.”
- ☐ 7. “I keep accurate records on the start-up process.”
- ☐ 8. “I analyze the benefits and risks of my goals.”
- ☐ 9. Your Own Statement
(Switched-On, Switched-Off)

GOAL SETTING ACTIONS: Do an action for each switched-off statement. Muscle-check/Notice for each:

- ☐ 1-5. Write a sales goal for yourself that you think is specific, measurable, attainable and realistic.
- ☐ 6. Re-evaluate
- ☐ 7. Record Keeping
- ☐ 8. Analyzing benefits and risks
- ☐ 9. Your Own Statement
(Switched-On, Switched-Off)

Step #4: RE-EDUCATION

“This system now incorporates, in the most appropriate way, all events, both past and present, known and unknown, into the Step #3 experience.”
Muscle-check/Notice. (Yes/No)

The Cross Crawl - 28	The Elephant - 31	Arm Activation - 23
Brain Buttons - 26	Hook-ups - 34	Alphabet 8s - 22
The Thinking Cap - 39	The Positive Points - 37	Double Doodle - 29
	(Yes, No)	

Step #5: STATEMENTS AND ACTIONS

GOAL SETTING STATEMENTS: Make the following statements. Muscle-check/Notice for each:

1. “I set specific start-up goals.”
2. “I set measurable start-up goals.”
3. “I set attainable start-up goals.”
4. “I set realistic start-up goals.”
5. “It's easy and natural to write these goals down.”
6. “I periodically re-evaluate my start-up goals.”
7. “I keep accurate records on the start-up process.”
8. “I analyze the benefits and risks of my goals.”
9. Your Own Statement
(Switched-On, Switched-Off)

GOAL SETTING ACTIONS: Do an action for each switched-off statement. Muscle-check/Notice for each:

- 1-5. Write a start-up goal for yourself that you think is specific, measurable, attainable and realistic.
6. Re-evaluate
7. Record Keeping
8. Analyzing benefits and risks
9. Your own statement
(Switched-On, Switched-Off)

CELEBRATE

ACTION BALANCE

BEING A START-UP ENTREPRENEUR

Step #1: CALIBRATE EACH OTHER (Page 43)

Neutral

Need For Water: Drink water - 42

Electrical Circuitry: Brain Buttons - 26

Activating: The Cross Crawl - 28

Stress Reduction: Hook-ups - 34

Yes/No Response

Step #2: CHECKER SAYS

“This system is ready and willing to balance using the Action Balance for Being a Start-Up Entrepreneur.” Muscle-check. (Yes, No)

Step #3: STATEMENT AND ACTION

- ___ 1. State: “I am an effective and successful start-up entrepreneur. I am confident, committed and determined to succeed.”
Muscle-check/Notice.

___ 2. Role play the above statement. Muscle-check/Notice.

___ 3. Your Own Statement.
(Switched-On, Switched-Off)

Step #4: RE-EDUCATION

“This system now incorporates, in the most appropriate way, all events, both past and present, known and unknown, into the Step #3 experience.”
Muscle-check. (Yes/No)

This system is willing to re-educate with

DENNISON LATERALITY REPATTERNING
(Yes, No)

Step 5: STATEMENT AND ACTION

1. State: “I am an effective and successful start-up entrepreneur; I am confident, committed and determined to succeed.”
Muscle-check/Notice.

2. Role play the above statement. Muscle-check/Notice.

3. Your Own Statement
(Switched-On, Switched-Off)

CELEBRATE

DENNISON LATERALITY REPATTERNING*

Integration of the Left and Right Sides of the Mind/Body System

Step #1 PRE-ACTIVITY

Do each action and Muscle-check/Notice/Self-check:

The Cross Crawl	Switched: on ___ off ___
Homolateral Crawl	Switched: on ___ off ___
Think of an "X"	Switched: on ___ off ___
Think of "II" (parallel lines)	Switched: on ___ off ___

Step #2 STATEMENT

"This system is ready and willing to experience Dennison Laterality Repatterning." Muscle-check/Notice/Self-check.

Step #3 REPATTERNING - THE CROSS CRAWL

Keeping your nose facing forward, do The Cross Crawl, hum a steady tone, and first look up diagonally with just your eyes to the **Left**. Do 15 repetitions. Repeat while looking up to the **Right** with just your eyes. Do 15 repetitions.

Step #4 REPATTERNING - HOMOLATERAL CRAWL

Keeping your nose facing forward, do the Homolateral Crawl while counting out loud for 15 complete repetitions while looking diagonally with your eyes down to the **Left**. Repeat while looking diagonally down to the **Right** while counting out loud for 15 complete repetitions.

Step #5 INTEGRATION METAPHOR

Checkee hold your hands out to each side, close eyes, visualizing left brain in left hand and right brain in right hand, then bring hands together slowly, intertwine fingers and bring hands into your chest while putting a slight pressure on your palms. Hold for as long as desired.

Step #6 CEMENTING IN THE CROSS CRAWL

Keeping your nose facing forward, do The Cross Crawl while looking around with just your eyes in all directions for one minute.

Step #7 CEMENTING IN THE HOMOLATERAL CRAWL

Keeping your nose facing forward, do the Homolateral Crawl while looking around with just your eyes in all directions for one minute.

Step #8 POST ACTIVITY

Do each action and Muscle-check/Notice/Self-Check:

The Cross Crawl	Switched: on _____
Homolateral Crawl	Switched: off _____
Think of an “X”	Switched: on _____
Think of “II” (parallel lines)	Switched: off _____

(When the process is complete **Checkee** will be **Switched-On** for **The Cross Crawl**, **Switched-Off** for **Homolateral Crawl**, **On** for an “X”, and **Off** for “II”.

Step #9 Finish doing The Cross Crawl while visualizing an “X” for 30 seconds.

Step #10 Return and finish Step #5 on page 7.

PRE START-UP ACTION BALANCE

Step #1: CALIBRATE EACH OTHER (Page 43)

Neutral

Need For Water: Drink water - 42

Electrical Circuitry: Brain Buttons - 26

Activating: The Cross Crawl - 28

Stress Reduction: Hook-ups - 34

Yes/No Response

Step #2: CHECKER SAYS

“This system is ready and willing to balance using the Pre Start-Up Action Balance.” Muscle-check. (Yes, No)

Step #3: STATEMENTS AND ACTIONS

PRE-START-UP STATEMENTS: Checkee makes the following statements. Muscle-check/Notice for each:

- ___ 1. “I feel positive, comfortable, and confident about approaching investors, mentors and coaches about my Start-up ideas.”
- ___ 2. “I choose to make contact with key decision-makers.”
- ___ 3. “I effectively collect data and research on my start-up idea(s).”
- ___ 4. “I easily tolerate risk, ambiguity and uncertainty.”
- ___ 5. Your Own Statement
(Switched-On, Switched-Off)

PRE START-UP ACTIONS: Do an action for each switched-off statement. Muscle-check/Notice for each:

- ___ 1,2. Visualize and role play being positive, comfortable, and confident about approaching investors, mentors, coaches and key decision-makers.
- ___ 3. Role play collecting data and doing research.
- ___ 4. Role play easily tolerating risk, ambiguity and uncertainty.
- ___ 5. Your Own Statement
(Switched-On, Switched-Off)

Step #4: RE-EDUCATION

“This system now incorporates, in the most appropriate way, all events, both past and present, known and unknown, into the Step #3 experience.”
Muscle-check. (Yes/No)

The Cross Crawl - 28	Hook-ups - 34	Earth Buttons - 30
Water - 42	The Positive Points - 37	Space Buttons - 38
Belly Breathing -25	Brain Buttons - 26	Lazy 8s - 35
	(Yes, No)	

Step #5: STATEMENTS AND ACTIONS

PRE START-UP STATEMENTS: Checkee makes the following statements. Muscle-check/Notice for each:

1. “I feel positive, comfortable, and confident about approaching investors, mentors and coaches about my start-up ideas.”
2. “I choose to make contact with key decision-makers.”
3. “I effectively collect data and research on my start-up idea(s).”
4. “I easily tolerate risk, ambiguity and uncertainty.”
5. Your Own Statement
(Switched-On, Switched-Off)

PRE START-UP ACTIONS: Do an action for each switched-off statement. Muscle-check/Notice for each:

- 1,2. Visualize and role play being positive, comfortable and confident about approaching investors, mentors and coaches and key decision makers.
3. Role play collecting data and doing research.
4. Role play easily tolerating risk, ambiguity and uncertainty.
5. Your own statement.
(Switched-On, Switched-Off)

CELEBRATE

FINDING CONTACTS ACTION BALANCE

Step #1: CALIBRATE EACH OTHER (Page 43)

Neutral

Need For Water: Drink water - 42

Electrical Circuitry: Brain Buttons - 26

Activating: The Cross Crawl - 28

Stress Reduction: Hook-ups - 34

Yes/No Response

Step #2: CHECKER SAYS

“This system is ready and willing to balance using the Finding Contacts Action Balance.” Muscle-check. (Yes, No)

Step #3: STATEMENTS AND ACTIONS

FINDING CONTACTS STATEMENTS: Checkee makes the following statements. Muscle-check/Notice for each:

- ___ 1. “I capably, creatively and effectively find contacts.”
- ___ 2. “I enjoy finding contacts.”
- ___ 3. “I easily, effectively and enthusiastically make phone calls, emails and texts to potential contacts.”
- ___ 4. “I quickly and confidently develop a rapport with a contact on the telephone, via the net and in person.”
- ___ 5. “I easily and effectively use social media.”
- ___ 6. Your Own Statement
(Switched-On, Switched-Off)

PROSPECTING ACTIONS: Do an action for each switched-off statement. Muscle-check/Notice for each:

- ___ 1. Role play finding contacts.
- ___ 2. Role play enjoying it.
- ___ 3. Role play calling, emailing, texting.
- ___ 4. Role play developing rapport.
- ___ 5. Role play using social media.
- ___ 6. Your Own Statement.
(Switched-On, Switched-Off)

Step #4: RE-EDUCATION

“This system now incorporates, in the most appropriate way, all events, both past and present, known and unknown, into the Step #3 experience.”
Muscle-check. (Yes/No)

The Cross Crawl - 28	The Footflex - 32	Hook-ups - 34
The Grounder - 33	Belly Breathing - 25	Lazy 8s - 35
The Calf Pump -27	The Positive Points - 37	Brain Buttons - 26
	(Yes, No)	

Step #5: STATEMENTS AND ACTIONS

FINDING CONTACTS STATEMENTS: Checkee makes the following statements. Muscle-check/Notice for each:

1. “I capably, creatively and effectively find contacts.”
2. “I enjoy finding contacts.”
3. “I easily, effectively and enthusiastically make phone calls, emails and texts to potential contacts.”
4. “I quickly and confidently develop a rapport with a contact on the telephone, via the internet and in person.”
5. “I easily and effectively use social media.”
6. Your Own Statement
(Switched-On, Switched-Off)

PROSPECTING ACTIONS: Do an action for each switched-off statement. Muscle-check/Notice for each:

1. Role play finding contacts.
2. Role play enjoying it.
3. Role play calling, emailing and texting.
4. Role Play developing rapport.
5. Role play using social media.
6. Your own statement.
(Switched-On, Switched-Off)

CELEBRATE

PRESENTATION ACTION BALANCE

PART 1

Step #1: CALIBRATE EACH OTHER (Page 43)

Neutral

Need For Water: Drink water - 42

Electrical Circuitry: Brain Buttons - 26

Activating: The Cross Crawl - 28

Stress Reduction: Hook-ups - 34

Yes/No Response

Step #2: CHECKER SAYS

“This system is ready and willing to balance using the Presentation Action Balance.” Muscle-check. (Yes, No)

Step #3: STATEMENTS AND ACTIONS

- ___ 1. Checkee says: "I listen and communicate effectively with contacts." Muscle-check/Notice.
- ___ 2. Checker says, "Listen to me." Muscle-check/Notice
- ___ 3. ROLE PLAY, for a minute or two, a start-up presentation with your partner. Muscle-check/Notice
- ___ 4. Your Own Statement
(Switched-On, Switched-Off)

Step #4: RE-EDUCATION

“This system now incorporates, in the most appropriate way, all events, both past and present, known and unknown, into the Step #3 experience.” Muscle-check. (Yes/No)

The Cross Crawl - 28

Lazy 8s - 35

Brain Buttons -26

The Elephant - 31

The Thinking Cap - 39

The Owl - 36

(Yes, No)

The Foot Flex - 32

The Positive Points -37

Hook-ups- 34

Step #5: STATEMENT AND ACTION

Checkee says: “I listen and communicate effectively with contacts.” Muscle-check/Notice.
Checker says, “Listen to me.” Muscle-check/Notice.
ROLE PLAY, for a minute or two, a start-up presentation with your partner. Muscle-check/Notice.
Your Own Statement
(Switched-On, Switched-Off)

CELEBRATE

Now that you are switched-on for presenting you want to be sure are switched-on for all parts of the presentation. Proceed to Part 2.

PRESENTATION ACTION BALANCE

PART 2

Muscle-check all PRESENTATION STATEMENTS below and if you are switched-on for all of them this balance is complete.

If not, continue with the PRESENTATION ACTIONS below and the rest of the balance until all statements and actions are switched-on.

Step #6: STATEMENT AND ACTIONS

PRESENTATION STATEMENTS: Checkee makes the following statements. Muscle-check/Notice for each:

- ___ 1. "I am comfortable and effective when I start a presentation."
- ___ 2. "I establish rapport quickly and easily with my contact."
- ___ 3. "I quickly adapt to my contacts input and feedback."
- ___ 4. "I know my start-up details well and understand how to explain it effectively."
- ___ 5. "I ask effective and appropriate questions."
- ___ 6. "I easily and successfully answer the contact's objections."
- ___ 7. "I am confident about asking for the contact's assistance."
- ___ 8. "I successfully handle feelings of rejection."
- ___ 9. "I secure the commitment and prevent commitment remorse."
- ___ 10. Your Own Statement
(Switched-On, Switched-Off)

PRESENTATION ACTIONS: Do an action for each switched-off statement. Muscle-check/Notice for each:

- ___ 1. Opening
- ___ 2. Rapport
- ___ 3. Listening
- ___ 4. Start-Up Details
- ___ 5. Probing Questions
- ___ 6. Handling Objections
- ___ 7. Asking for Assistance
- ___ 8. Handling Rejection
- ___ 9. Securing the Commitment
- ___ 10. Your Own Statement
(Switched-On, Switched-Off)

Step #7: RE-EDUCATION

“This system is willing to re-educate with this menu.”
Muscle-check. (Yes/No)

The Cross Crawl - 28	The Elephant - 31	The Footflex - 32
Lazy 8's - 35	The Thinking Cap - 39	The Positive Points - 35
Brain Buttons -26	The Owl - 36	Hook-ups - 26
(Yes, No)		

Step #8: STATEMENT AND ACTIONS

PRESENTATION STATEMENTS: Checkee makes the following statements. Muscle-check/Notice for each:

1. “I am comfortable and effective when I start the presentation.”
2. “I establish rapport quickly and easily with my contact.”
3. “I quickly adapt to my contacts input and feedback.”
4. “I know my start-up details well and understand how to explain it effectively.”
5. “I ask effective and appropriate questions.”
6. “I easily and successfully answer the client’s objections.”
7. “I am confident about asking for the contact’s assistance.”
8. “I am able to handle feelings of rejection.”
9. “I secure the commitment and prevent commitment remorse.”
10. Your Own Statement
(Switched-On, Switched-Off)

PRESENTATION ACTIONS: Do an action for each switched-off statement. Muscle-check/Notice for each:

1. Opening
2. Rapport
3. Listening
4. Start-Up Details
5. Probing Questions
6. Handling Objections
7. Asking for Assistance
8. Handling Rejection
9. Securing the Commitment
10. Your Own Statement
(Switched-On, Switched-Off)

CELEBRATE

FOLLOW-UP ACTION BALANCE

Step #1: CALIBRATE EACH OTHER (Page 43)

Neutral

Need For Water: Drink water - 42

Electrical Circuitry: Brain Buttons - 26

Activating: The Cross Crawl - 28

Stress Reduction: Hook-ups - 34

Yes/No Response

Step #2: CHECKER SAYS

“This system is ready and willing to balance using the Follow-up Action Balance.” Muscle-check. (Yes, No)

Step #3: STATEMENTS AND ACTIONS

FOLLOW-UP STATEMENTS: Checkee makes the following statements. Muscle-check/Notice for each:

- ___ 1. “I easily write effective business plans and proposals.”
- ___ 2. “I easily and promptly follow up with contacts.”
- ___ 3. “I offer creative options to my investors.”
- ___ 4. “I am attentive to the needs of my contacts.”
- ___ 5. “I ask my contacts for referrals.”
- ___ 6. “I easily, effectively and in a timely way complete all online and print forms.”
- ___ 7. Your Own Statement
(Switched-On, Switched-Off)

FOLLOW-UP ACTIONS: Do an action for each switched-off statement. Muscle-check/Notice for each:

- ___ 1. Role play writing a business plan and proposal
- ___ 2. Role play follow-up with contacts
- ___ 3. Developing creative options
- ___ 4. Contact’s needs
- ___ 5. Ask for referrals
- ___ 6. Complete online and print forms
- ___ 7. Your Own Statement.
(Switched-On, Switched-Off)

Step #4: RE-EDUCATION

“This system now incorporates, in the most appropriate way, all events, both past and present, known and unknown, into the Step #3 experience.”
Muscle-check. (Yes/No)

The Cross Crawl - 28	Earth Buttons - 30	The Thinking Cap - 39
Lazy 8s - 35	Space Buttons - 38	The Owl - 36
Brain Buttons - 26	Balance Buttons - 24	The Footflex - 32
	(Yes, No)	

Step #5: STATEMENTS AND ACTIONS

FOLLOW-UP STATEMENTS: Checkee makes the following statements. Muscle-check/Notice for each:

1. “I easily write effective business plans and proposals.”
2. “I offer creative options to my investors.”
3. “I am attentive to the needs of my contacts.”
4. “I ask my contacts for referrals.”
5. “I easily, effectively and in a timely way complete all forms and paperwork.”
6. Your Own Statement
(Switched-On, Switched-Off)

FOLLOW-UP ACTIONS: Do an action for each switched-off statement. Muscle-check/Notice for each:

1. Role play writing a business plan and proposal
2. Developing creative options
3. Contact’s needs
4. Ask for referrals.
5. Complete forms and paperwork
6. Your own statement
(Switched-On, Switched-Off)

CELEBRATE

PROSPERITY ACTION BALANCE

Step #1: CALIBRATE EACH OTHER (Page 43)

Neutral

Need For Water: Drink water - 42

Electrical Circuitry: Brain Buttons - 26

Activating: The Cross Crawl - 28

Stress Reduction: Hook-ups - 34

Yes/No Response

Step #2: CHECKER SAYS

“This system is ready and willing to balance using the Prosperity Action Balance.” Muscle-check. (Yes, No)

Step #3: STATEMENT AND ACTION

- ___ 1. Checkee says, “I connect with the Source of my abundance and generate abundance in my whole being.” Muscle-check/Notice.
 - ___ 2. Write “SCARCITY” on a piece of paper, crumple it up, throw it away. Muscle-check/Notice.
 - ___ 3. Write the amount of start-up money you need to manifest \$ _____. Muscle-check/Notice.
 - ___ 4. Have your partner hand you some money. Take it. Muscle-Check/Notice.
 - ___ 5. Your Own Statement.
- (Switched-On, Switched-Off)

Step #4: RE-EDUCATION

“This system now incorporates, in the most appropriate way, all events, both past and present, known and unknown, into the Step #3 experience.” Muscle-check. (Yes/No)

“This system is willing to re-educate with this menu.” Muscle –Check/Notice

The Cross Crawl - 28

Brain Buttons - 26

Hook-ups - 34

Lazy 8s - 35

The Thinking Cap - 39

The Positive Points - 37

(Yes, No)

Step 5: STATEMENT AND ACTION

1. Checkee says, “I connect with the Source of my abundance and generate abundance in my whole being.” Muscle-check/Notice.
 2. Write “SCARCITY” on a piece of paper, crumple it up, throw it away. Muscle-check/Notice.
 3. Write the amount of start-up money you need to manifest \$ _____. Muscle-check/Notice
 4. Have your partner hand you money. Take it. Muscle-check/Notice.
 5. Your Own Statement.
- (Switched-On, Switched-Off)

CELEBRATE

Congratulations!

You have now completed all

the balances in

The Switched-On Start-Up Entrepreneur Seminar

Turn to Homeplay on page 45

to complete the process

SECTION TWO

Brain Gym® Exercises

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ALPHABET EIGHTS

Center a piece of paper or other writing surface in front of you. With a pen or pencil, begin drawing continuous and overlapping number 8s lying on their sides. (Figure 1)

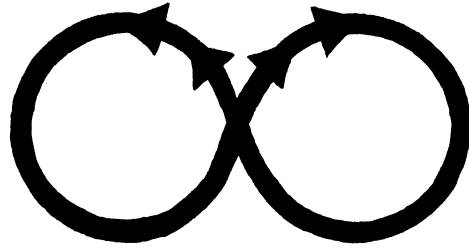


Figure 1

Step 1: Draw three 8s with your left hand, then three with your right hand, then three using both hands together. Keep your eyes focused on the pen or pencil point. (Figure 1)

Step 2: Draw three 8s with your writing hand. Without stopping, draw a lower case printed-style “a” on top of the left-hand side of the 8. Without stopping, do two more 8s. (Figure 2)

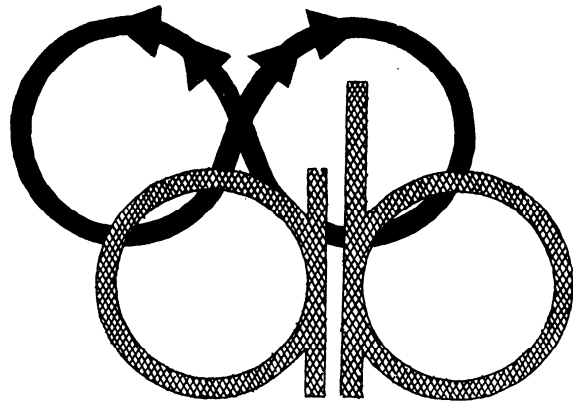


Figure 2

Step 3: Draw three more 8s. Without stopping, draw a “b” on the right-hand side of the 8. Again without stopping, do two more 8s. (Figure 2)

Step 4: Repeat the same sequence, drawing a letter “c” on the left side of the 8, and then repeat the same sequence drawing a “d” on the left side. You only need to do these four letters. (Figure 3)

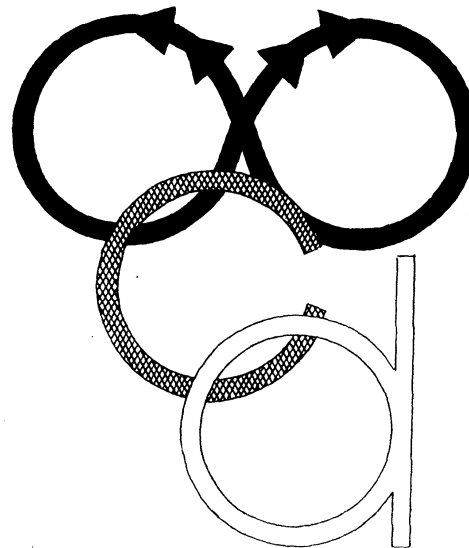
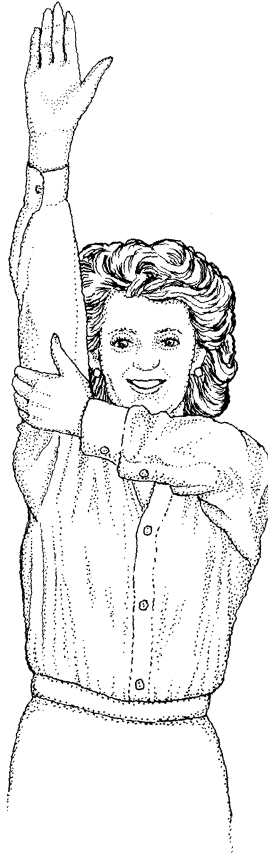


Figure 3

Alphabet 8s is an adaptation of the Lazy 8s that integrates the movement involved in the formation of printed letters. For many people, experiencing the similarities of the letters, instead of only their distinctions, enables them to write more automatically, freeing the mind for creative thought.

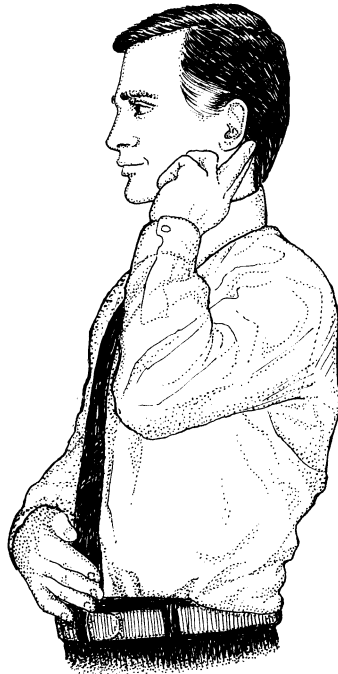
ARM ACTIVATION



Hold your right arm straight up toward the ceiling next to your ear. Place your left hand above your right shoulder on the front of the arm muscle. Slowly and gently exhale through your mouth while pushing your right arm against your left hand without letting your right arm move. Do this for about seven seconds. Inhale as you relax your pressure. Repeat this procedure, pressing your right arm against your left hand on all four sides: left, right, front and back. Repeat the entire sequence for the other arm.

Arm Activation lengthens the muscles of the upper chest and shoulders, where muscular control for both gross and fine motor activities originates. This movement relaxes and coordinates shoulder and arm muscles and frees the mind for ease of handwriting, spelling and creative writing.

BALANCE BUTTONS



Place two or more fingertips about two inches behind one ear, about three finger widths away from the ear. Put your other hand on your navel and hold for 30 seconds to one minute as you breathe deeply. Change hands and repeat on the other side.

Balance Buttons stimulate the body's balance system at the inner ear. This restores your sense of equilibrium, relaxing your eyes and the rest of your body and freeing your attention for easier thought and action. Decision making, concentration and problem solving all improve as body organization improves.

BELLY BREATHING



Place your hands on your abdomen. Exhale through the mouth, in short little puffs, as if you are keeping a feather in the air. Do this until your lungs feel empty.

Now inhale deeply, filling yourself like a balloon beneath your hand. (By arching your back slightly, you can take in even more air.) Then slowly and fully exhale. Repeat this inhalation and exhalation, establishing a natural rhythm, while doing three or more breaths.

Belly Breathing improves oxygen consumption and blood circulation to the brain and the central nervous system while increasing your energy level. Diaphragmatic breathing has been found to improve both reading and speaking abilities.

BRAIN BUTTONS

Rest one hand over your navel. With the thumb and fingers of the other hand feel for the two hollow areas under the collarbone one or two inches away from the center of the chest (the sternum). Rub these areas vigorously for 30 seconds to one minute as you look left to right and back.

Brain Buttons stimulates the carotid arteries that supply freshly oxygenated blood to the brain. This helps to reestablish directional messages from parts of the body to the brain and the visual system, thus improving the brain's "cross-talk" for reading, writing, speaking, or following directions.



THE CALF PUMP



Stand arm's length away from a wall and place your hands (shoulder-width apart) against it. Extend your left leg straight out behind you, so that the ball of your foot is on the floor and your heel is off the floor. Your body is slanted at a 45 degree angle.

Exhale, leaning forward against the wall while also bending your right knee and pressing your left heel against the floor. The more you bend the right knee in the front, the more lengthening you will feel in the back of the left calf. In-hale, raise yourself back up, while relaxing and raising the left heel. Repeat three times while continuing to breathe, then switch the leg positions and repeat.

The Calf Pump restores a more natural length to the muscles and tendons in the back of the body. This releases the reflex to hold back and the associated feelings of being unable to participate in activities or to take positive action. The Calf Pump improves concentration, attention, and comprehension, as well as the ability to bring projects to closure.

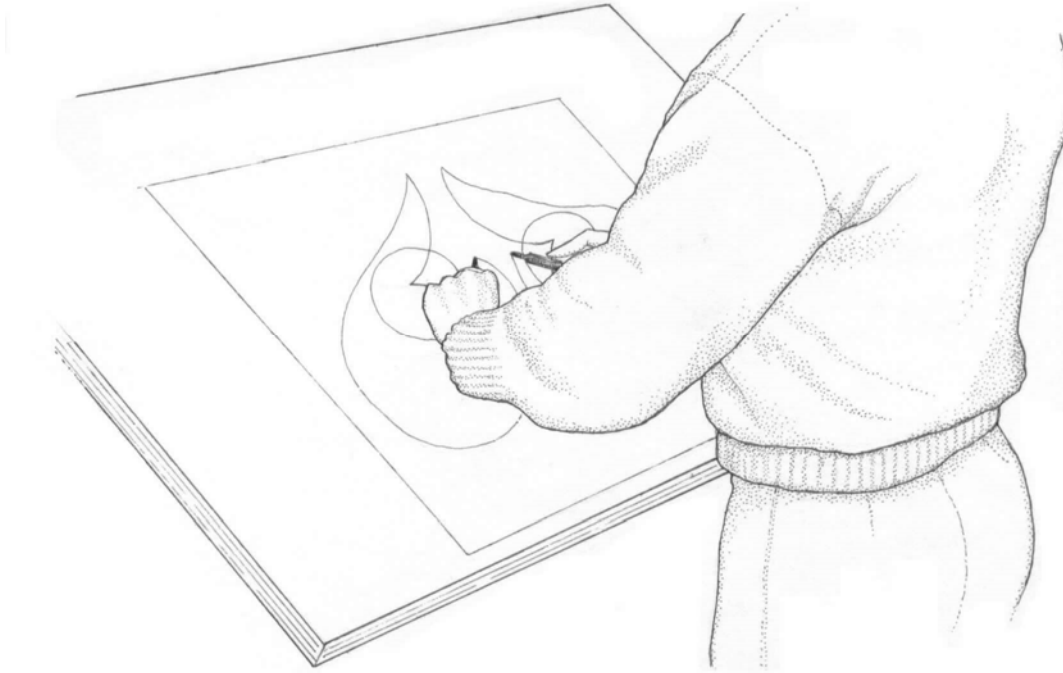
THE CROSS CRAWL

Standing, "march" in place alternately touching each hand to the opposite knee. Look side to side with your eyes. Continue for 30 seconds to one minute.

The Cross Crawl activates both brain hemispheres simultaneously. It engages the brain for coordinating visual, auditory, and kinesthetic abilities, thus improving listening, reading, writing, and memory skills.



DOUBLE DOODLE



Hold a pen or other writing implement in each hand. On a large sheet of paper or even in the air, while keeping wrists relaxed and flexible, draw mirror images using both hands simultaneously, allowing one hand to lead while the other follows. Begin by drawing simple shapes, like circles, squares, or triangles. Be sure to keep yourself positioned at the center between the two drawings. As this feels comfortable, you can do more creative and playful designs.

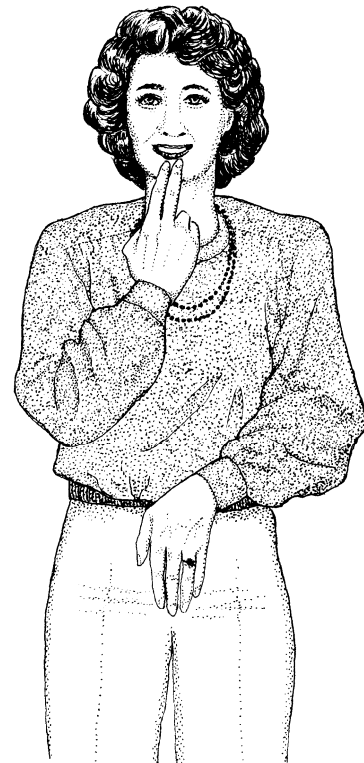
The Double Doodle is a bilateral drawing activity which establishes directionality and orientation in space relative to the midline of the body. It assists in developing hand-eye coordination for improved writing skills.

EARTH BUTTONS

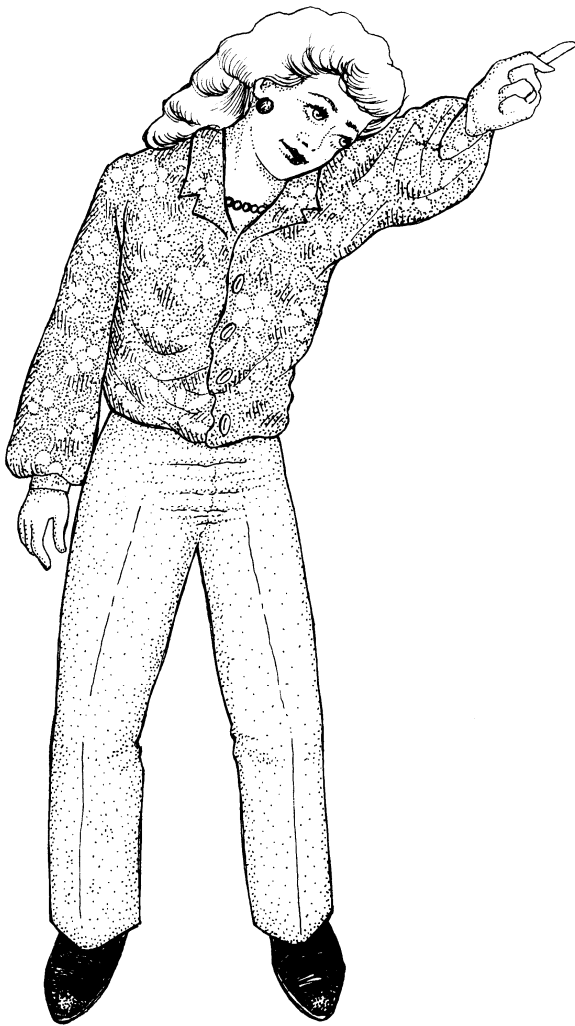
Rest two fingers from one hand under your lower lip. Place the heel of the other hand on your navel with fingers pointing downward. Breathe deeply as you look at the floor. Moving only your eyes, look gradually from the floor to the ceiling, then down again.

Repeat six or more times as your eyes and body relax.

Earth Buttons are located on the body's front midline, where all tasks involving both sides of the body must be coordinated. Holding these points stimulates the brain and relieves mental fatigue, as well as increasing organizational skills and enhancing the ability to focus on close objects.



THE ELEPHANT



Stand with your feet about shoulder-width apart. On a wall in front of you, picture a large number 8 on its side. Bending your knees, extend your left arm out in front of you. Tilt your head so that your left ear touches your left shoulder (if it will not reach, get as close as you can without straining).

Raising one arm from your waist, point the index finger of your extended arm and begin to trace the 8 by moving your hand up the center of your body and to the left. Breathe deeply as you focus your eyes past your hand (ideally, you will see a double image of your hand). Continue to trace three or more 8s, then repeat with the right arm extended and the right ear touching your right shoulder.

The Elephant releases muscle tension in the neck which is often caused by a chronic avoidance of turning the head to listen. This may have inhibited the perception of sound. The Elephant restores natural flexibility to the neck. It also integrates the left and right sides of the brain for increased listening comprehension, short and long term-memory, and abstract thinking.

THE FOOTFLEX

Sitting, rest your right ankle on your left knee. Place one hand behind the knee, on the end of the calf muscle. The other hand is holding the Achilles tendon right behind the ankle bone. Point and flex the right foot five or more times while holding your hands firmly at both positions. Feel the muscle lengthening and relaxing. Now place both feet on the floor and notice how differently the two legs feel before repeating with the left ankle on the right knee.

The Footflex restores the natural length of the tendons in the calf area. It relaxes the reflex desire to hold back, while increasing the abilities to communicate, to concentrate, and to complete tasks.



THE GROUNDER

Stand with your legs a little wider than shoulder-width apart. Point your right foot toward the right. Point your left foot straight ahead of you. Now bend your right knee as you exhale, keeping the left knee straight. Keep your hips tucked under, with your body facing squarely forward.

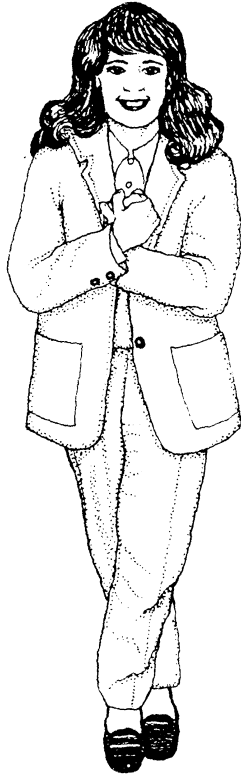
Protect the right knee by extending no further than the middle of the right foot.

Repeat three or more times and then repeat it in the other direction, keeping the right knee straight and bending the left knee.



The Grounder lengthens and relaxes the hips, which stabilizes the balance of the body. Doing this movement increases comprehension, short term memory, self-expression, and organizational skills.

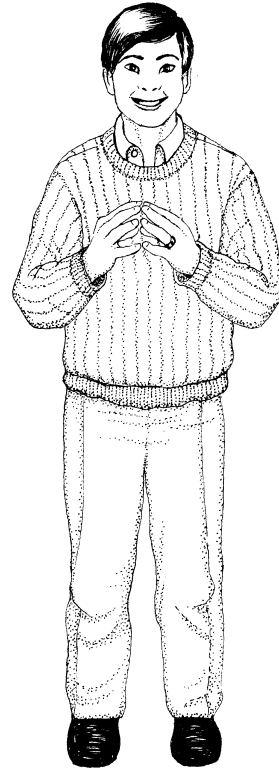
HOOK-UPS



Sit in a chair or stand, crossing your left ankle over your right ankle. If it is more comfortable, cross the right over the left ankle. Extend the backs of your hands in front of you: cross the left wrist over the right, interlace your fingers, and draw your hands toward your chest.

As you inhale, place your tongue flat against the roof of your mouth, about one quarter of an inch behind your front teeth. Drop your tongue on the exhale. You may choose to close your eyes and enjoy the relaxation.
Hold for 30 seconds to one minute.

Hook-Ups is a variation of an exercise originally developed by Wayne Cook, an expert on electromagnetic energy. Part I connects all the energy circuits in the body at the same time and stimulates the movement of any blocked energy. Touching fingertips in Part II balances and connects the two hemispheres of the brain. This raises comfort levels in new situations, improving self-concept, and increasing a sense of personal space.



Uncross your ankles, placing your feet flat on the floor. Release your hands and then lightly join the fingertips of both hands together, as though forming a teepee. You may find it even more beneficial to keep your eyes closed as you continue to lift your tongue on the inhalation and lower it on the exhalation.
Continue for 30 seconds to one minute.

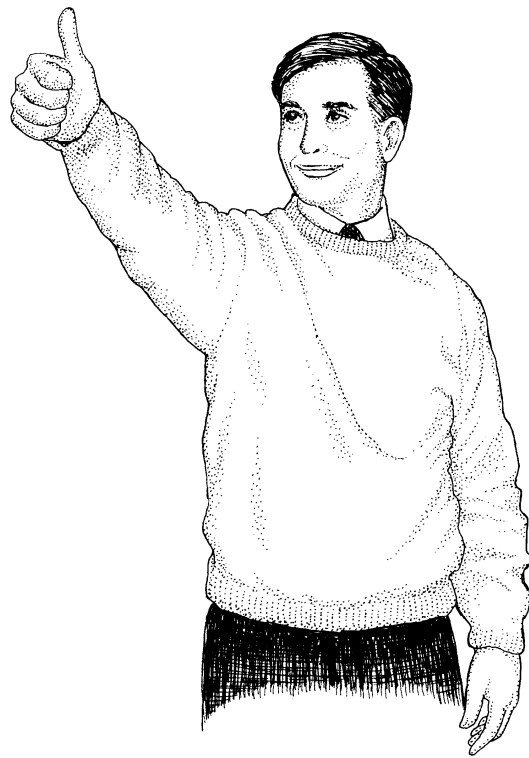
LAZY 8s

Extend one arm straight out in front of you, with the thumb pointing towards the ceiling. Focus your eyes on the thumb and, keeping your head upright and facing forward, slowly and smoothly trace in the air the shape of a large number "8". Trace the 8 as if it is lying on its side.

Start tracing your Lazy 8 by beginning at eye level, directly in front of the center of your body. Move your arm up and over to the left, around and back to center, then to the right.

Do three full 8s with one hand, then three with the other, and finally three with both hands clasped together while keeping your head upright and facing forwards.

Lazy 8s integrate the left and right visual fields, thus increasing left and right hemispheric integration while improving balance and coordination. Many people report better binocular vision and increased peripheral vision after doing the Lazy 8s. Reading, writing, and comprehension skills improve as the physical mechanics of these tasks become easier and the attention is freed for focused mental activity.

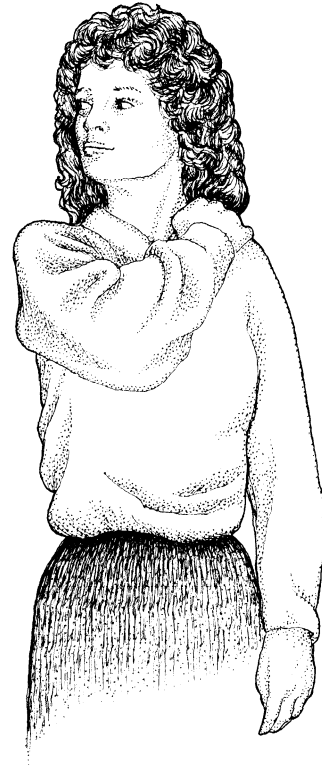


THE OWL

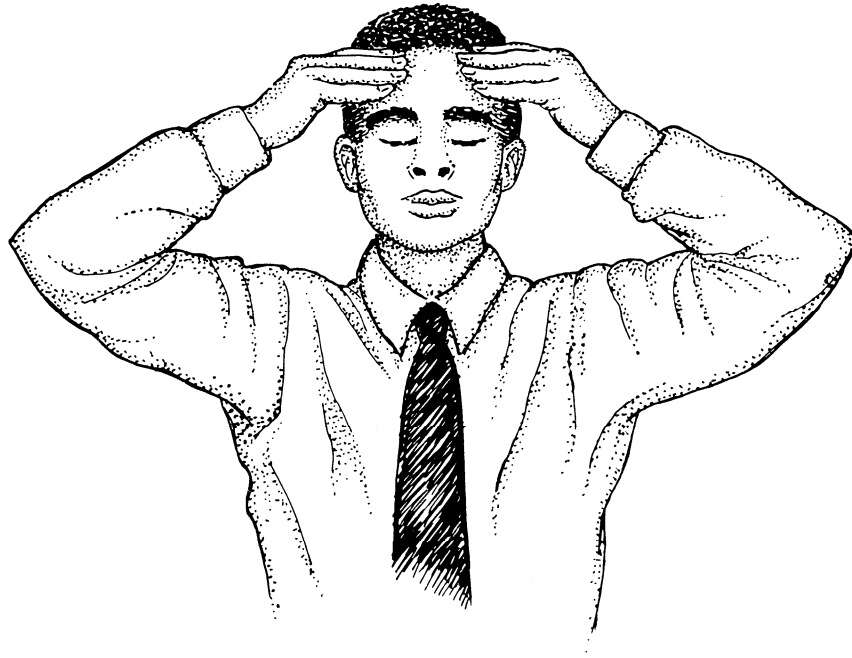
With your left hand, grasp the top of your right shoulder muscle, near the neck, and squeeze the muscle firmly. Inhale deeply. Exhale as you turn your head to look comfortably back over your right shoulder; inhale as you return your head to the center. Exhale as you turn your head towards the left side to look back over your left shoulder; inhale as you return your head to the center. Now exhale as you drop your head forward, lowering your chin to your chest. Inhale as you raise your head again. Repeat over three or more breaths in each of the three directions, as your shoulder and neck relax.

Now repeat The Owl movement while squeezing the left shoulder with the right hand, repeating over three or more breaths in each direction.

The Owl releases tension in the shoulder and neck muscles, thus restoring range of motion for turning the head. Neck-muscle tension is commonly caused by chronic subvocalization when reading or by resisting the natural impulse to turn the head to listen. As the neck muscles relax, listening comprehension (as well as thinking and speaking abilities) improves.



THE POSITIVE POINTS



The Positive Points are located above the center of each eyebrow and halfway to the hairline. You might find a slight bulge at each point. Lightly place three fingers of each hand on these points. (Some people, when holding their own points, prefer to cross their hands so that the right hand goes to the left side of the forehead.) Close your eyes and hold the points lightly during the course of six to ten slow, complete breaths.

You can hold your own Positive Points or have a partner hold them for you. To further release stress, hold the points while reviewing the stress-producing situation and considering alternative possibilities.

The Positive Points are acupressure points specifically known for diffusing the fight-or-flight reflex, thus releasing emotional stress. Touching these points transfers the brain response to stress from the midbrain to the front part of the brain (the frontal lobe), allowing a more rational response.

SPACE BUTTONS



Rest two fingers above your upper lip. Place your other hand, pointing downward, on your lower back, with your fingertips touching the tail-bone. Breathe deeply as you look up at the ceiling with just your eyes. Gradually lower your gaze to the floor, then raise your eyes up to the ceiling again. Repeat six or more times as your eyes and the rest of your body relax.

Space Buttons are located near the top and bottom of the central nervous system, which includes the spinal column, back brain, mid-brain (behind the eyes and nose), and cerebral cortex. Holding the two points stimulates movement throughout the system, which improves attention, focus, motivation, and intuition for decision-making.

THE THINKING CAP



With one hand at the top of each ear, gently "unroll" the curved part at the outer edges of both ears at the same time. Continue unrolling all the way to the bottom of the ears. Repeat three or more times.

The Thinking Cap helps the brain tune out distracting sounds and noises and tune into meaningful rhythms and sounds. This movement increases listening ability, short-term memory, and abstract thinking skills.

SEVEN MINUTE TUNE-UP

The purpose of the Seven-Minute Tune-Up is to give you a series of Brain Gym Activities to do every morning that will allow you to coordinate your brain and body for an easy and successful start to your day. By doing the Seven-Minute Tune-up every day you will feel better and function better than you have before.

If you need an energy boost or if you feel things are just not clicking, you can do the Seven-Minute Tune-Up during the day; it will help you to refocus and allow you to accomplish whatever you want.

DRINK WATER

Drink a glass of water.

BREATHING

Inhale through your nose while touching the tip of your tongue to the roof of your mouth just behind your teeth. Then drop your tongue and exhale through your mouth. Repeat 3 to 6 times.

BRAIN BUTTONS

While placing one hand over the area of your navel, with your other hand massage the hollow area just below the collarbone, to the left and right of the sternum. (See page 26)

COOKS HOOK-UPS

Part 1

Sit in a chair, resting your left ankle on top of your right knee. Grasp your left ankle with your right hand, and the ball of your left foot with your left hand. As you inhale, place your tongue flat against the roof of your mouth, About one quarter of an inch behind your front teeth. Relax your tongue on the exhale. Close your eyes and enjoy the deep relaxation. Hold for 30 seconds to one minute.

Part 2

Uncross your legs, placing your feet flat on the floor. Lightly join the fingertips of both hands together as though forming a teepee. Keep your eyes closed as you continue to lift your tongue on the inhalation and lower it on the exhalation. Continue for 30 seconds to one minute.

(See page 34, if you would prefer doing the regular version of Hook-Ups).

THE POSITIVE POINTS

The Positive Points are located on your forehead above the middle of your eyes halfway between the hairline and eyebrow. You will feel them as a slight hill or protrusion. Place three fingers lightly on the points on both sides of your forehead for 30 to 60 seconds. (See page 37)

BRAIN INTEGRATION MOVEMENT

With your eyes open or closed extend each arm out from the side of your body. Feel or imagine your left brain in your left hand and your right brain in the right hand. Slowly begin to bring both hands together in front of your body and interlace your fingers. Bring your palms into your chest while thinking and feeling that both sides of your brain are coming together. Hold for 30 seconds to a minute.

CROSS CRAWL

Begin marching in place. Coordinate the movement so that when one arm comes up, the leg on the opposite side of the body comes up at the same time. It helps to touch that hand to the opposite knee. You are crossing the midline of the body with this movement. Move the eyes around in all directions. While you are doing The Cross Crawl think of the letter "x". Do it for 30 to 60 seconds. (See page 28)

Variations: Touch your heel behind you with your opposite hand, being sure to keep the other hand toward the front. Continue to alternate your opposite hand and heel to the back of your body.

WHAT YOU SHOULD KNOW ABOUT WATER

Water makes up about the same percentage of our bodies as it does of our planet - approximately 70 percent. It is the most important liquid you can put in into your body. And it is the one liquid you must absolutely have, in one form or another, in order to live.

Of course, many of us already know the cardinal rule about the necessity of drinking eight glasses of water a day. But what many of us do not know is exactly why we need so much water.

Because water is needed for virtually every biological, chemical reaction, and mechanical action that takes place in the body, it is crucial to mental and physical performance. As a major component of the blood, water is the delivery system that gets oxygen to each cell of the body. Within the lymphatic system, water carries away waste products as well. It ionizes salts, producing the electrolytes necessary for electrical activity across the cell membranes. It enables us to move our joints and digest our food. Water is essential for the proper use of protein in the body and for the development of the nerve network during learning.

Most people wait until they feel thirsty before drinking water; however, thirst lags far behind the body's water needs. Even a small loss of water will have serious consequences, including a laboratory proven measurable decrease in physical performance. The loss only needs to total a mere 2 percent of your total body water, which is not an unusual amount to lose in an average hour of exercise. If your water loss amounts to somewhere between 6 and 7 percent you will experience definite symptoms of dehydration and weakness.

If you carry out an exercise program and you rely solely on thirst to remind you to replenish water, it may take your body a

full 24 hours after each workout to return to proper hydration levels.

Even as you sit and read this page, your body is maintaining a constant, light perspiration while stress or more strenuous activities increase the amount of perspiration lost. You even lose water (in the form of vapor) every time you exhale!

There are numerous functions of the body that demand adequate water. For example, every joint in our body requires water as a lubricant so that motions will be smooth and painless. In addition, the function of the lungs is not just to collect and process air, but also to heat and humidify it. The digestive system uses several gallons of water daily to process food. And most importantly, without adequate water your brain could not perform the chemical reactions required to run the body. After all, about three quarters of the brain is water.

If you live in a typical home you're using still more water, since air-conditioned or heated air robs the body of its normal hydration. On a typical day, two and one-half quarts of water leave the body. If you exercise for an hour, or if you live in a dry climate, that could add up to another quart.

To maintain good hydration and to keep even mild dehydration from affecting your performance during exercise, follow this routine even if it sounds like a lot to drink. Drink 8 ounces of water before you exercise. Drink approximately 4 ounces of water every 14 minutes or so while exercising. Then, drink 8 ounces again, about 20 or 30 minutes after you finish exercising.

You can see why we all need to take frequent sips of good-quality water throughout the course of the day. There is surely no simpler more natural way to both feel better and function better.

CALIBRATION

- Step #1** **Neutral** - Neutral is simply checking your partner's level of resistance. You have them say push while they're pushing up and you're pushing down with a light pressure.
- Step #2** **Need for Water** - To check if your partner is hydrated or dehydrated, you need to have them pull a piece of their hair when they say push and you muscle check them. If they are hydrated their arm will stay up, and if dehydrated it will go down. If it goes down, the correction is for both of you to drink water. After drinking, have them pull a piece of hair again and when you muscle check, their arm should stay up.
- Step #3** **Electrical Circuitry** - To check electrical circuitry, muscle check your partner's arm with one of your hands then the other hand and then back to the first hand. Your partner's arm should stay up. If it goes down, then both of you need to do Brain Buttons. After doing Brain Buttons, recheck your partner with one hand, the other hand, and back to the first hand. Their arm should stay up.
- Step #4** **Activating** - To check activating, have your partner extend whichever arm they want for muscle checking. You will place a finger from your free hand in the area in the middle of your partner's right rib cage which is below the breast/chest towards the outside of the rib cage. Your partner's arm should stay up. If it goes down, then you both need to do The Cross Crawl. After doing The Cross Crawl, re-check your partner by again placing a finger on the rib cage. Their arm should stay up.
- Step #5** **Stress Reduction** - To check stress reduction, run your hand from your partner's belly button to the nose. Do not make contact with the body. Place your hand on their shoulder and then muscle check your partner. Their arm should stay up. Next, run your hand from their nose to the belly button and then muscle check. Their arm should go down. Finally, run your hand back up from the belly button to the nose and muscle check. Their arm should stay up. If their arm responds inappropriately, then both of you do Hook-ups. Afterwards, re-check the three lines and then the muscle checking response should be appropriate.
- Step #6** **Yes/No Response** - Say "This body will now demonstrate for me a YES response." Muscle check. Say "This body will now demonstrate for me a NO response." Muscle check.

HISTORICAL OVERVIEW

It was in his office gymnasium that Dr. Robert W. Lovett, Professor of Orthopedic Surgery at Harvard Medical School discovered the isolated muscle test. The year was 1912 and most of his patients were children. His purpose was to measure the degree of muscle function in the partially or completely paralyzed little bodies of his patients. Referred to by Lovett as a 'gravity test,' a muscle associated with joint movement was positioned so that only it was activated and then tugged or pushed on while the patient resisted.

The degree to which the patient was able to resist determined the degree of integrity in the muscle. Thus, through isolated muscle testing, a sensitive and individually specific means of determining the degree of muscle strength or weakness became available.

Dr. Charles Lowman an Orthopedic Surgeon took this concept further. Next, Henry and Florence Kendall, two early pioneers of physical therapy, researched and wrote copiously about the use of the isolated muscle test for the purpose of determining muscle strength or weakness.

Florence Kendall's credentials were quite impressive. She was a consultant to the Surgeon General of the US, on the Maryland State Board of Physical Therapy Examiners, on the faculty of the University of Maryland School of Medicine and Johns Hopkins Hospital.

In the 1960's, Dr. George Goodheart, a chiropractor searching for a solution to a patient's shoulder weakness, came across the landmark work of the Kendalls. With this information he corrected the patient's shoulder and then was inspired to embark on a research project in which he discovered that each large muscle is related to an organ. Using the muscle testing allowed him to assess the organ's energy. Through this he created the discipline of Applied Kinesiology.

In 1980 Dr. John Diamond, a psychiatrist, was searching for a way to individualize his prescriptive process in identifying a patient's physical, nutritional and emotional needs. Diamond discovered Goodheart's work and expanded it into the area of Behavioral Kinesiology. BK focuses on how things around you affects you including how you affect yourself.

In 1981, Dr. Paul Dennison who has a Ph.D. in Education, started to look at other methods for working with children and adults with learning disabilities. He began researching the use of movement exercises to create changes in brain function and developed the Brain Gym® Exercises into the system called Educational Kinesiology.

Dr. Teplitz studied directly with both Dr. 's Diamond and Dennison and from these experiences developed the Switched-On Selling, Network Marketing, Internet Marketing, Management, Start-Up and Advanced Entrepreneur Seminars.

Excerpts from *Exploring Your Inner Landscape* by Sherry Balcar. Copyright 1999 21st Century Learning Unlimited

HOMEPLAY

Step #1 **CALIBRATE EACH OTHER** (Page 43)

Neutral

Need for Water: Drink water - 42

Electrical Circuitry: Brain Buttons - 26

Activating: The Cross Crawl - 28

Stress Reduction: Hook-ups - 34

Yes/No Response

Step #2 **CHECKER SAYS**

"This system wants to do the Brain Gym Exercises to reinforce the balances in The Switched-On Start-Up Entrepreneur Seminar." Muscle-check/Notice (Yes/No).

Step #3 **CHECKER SAYS**

If "yes," turn to page 21 and follow the instructions. However, when you receive a "yes" for a Brain Gym®, do not do the movement; instead, simply write the name or the number of the movement on one of the lines below. The last Brain Gym® to check is the Thinking Cap.

When you have checked all the Brain Gym® movements, you have completed your Homeplay menu and can proceed to Step #4 below.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Step #4 **CHECKER SAYS**

"This body wants to do these movements at least once a day... twice a day... three times a day..." etc. Muscle-check/Notice each one.

Step #5 **CHECKER SAYS**

"This body wants to do these movements for at least one week... two weeks... three weeks..." etc. Muscle-check/Notice each one.

EVALUATION FORM

Please fill out this form so we can find out what you thought about *The Switched-On Start-Up Entrepreneur* seminar.

Instructor: _____
Location: _____ Date: _____

1. In your own words, describe what you got out of the program. _____

2. What's one thing you are going to use from this program? _____

3. May we please have a quote we can use about the impact of Jerry's program? _____

4. How would you rate this program OVERALL?

5	4	3	2	1
Excellent	Good	Okay	Fair	Poor

Once a month I send out information on interesting things I've discovered.

Would you like to receive this free email? Email address _____

Signature _____ Printed Name _____

Company _____ Title _____

Business Address _____

City _____ State _____ Zip _____

_____**YES!** I'm interested in hiring you to speak to my group or another organization.
Please contact me.

A major source of our business is through referrals. Do you know someone in your company or another business organization, or another association you belong to that could benefit from my programs? Thank you!

Referral Name _____ Title _____

Company _____

City _____ State _____

Telephone (____) _____ Email _____