

HOW TO: UPGRADE YOUR BRAIN

**To Learn Faster, Maximize Productivity,
and Access the Flow State**



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How You Can Use Flow State to Skyrocket Productivity by 500%

Wouldn't it be nice if you could effortlessly increase your productivity by 500 percent, learn 230 percent faster and skyrocket your creativity by 700 percent?

Imagine what would be possible for you in your health, fitness, business, relationships, finances and life? Imagine. You problem-solve faster, you crush your most audacious goals, and you fluidly think of creative solutions to problems that help to transform the very future that lies ahead of you.

You get an unfair competitive advantage when you access flow state. This ebook will reveal how you can access this flow state more effectively and efficiently.

Since having his life transformed through experiencing flow, my friend Steven Kotler is on the cutting edge of hacking the DNA of "flow state." Steven is now the director of research at the Flow Genome Project and a New York Times best-selling author of the book *Becoming Superman*. We're going to break down some essential elements of accessing flow so you can benefit from them immediately.

Flow state is the word scientists use for what runners call "runners high," what athletes call "being in the zone," what jazz musicians call "being in the pocket," and what comedians call "being on the forever box."

Flow can be characterized by total absorption in an activity where everything else disappears, time dilates, and all aspects of performance, mental and physical, go through the roof. You can see why it's so valuable for the entrepreneur.

Do you remember the car crash scene in *The Matrix*? Everything was in slow motion as he absorbed higher levels of data than ever before. Likewise, in flow state, **your brain processes information much faster and more efficiently.**

The father of flow state is Mihaly Csikszentmihalyi, PhD. (pronounced me high chick sent me high), who did most of his research into flow state at the University of Chicago. This is what he said about flow state:

“There are moments that stand out from the chaos of the everyday as shining beacons. In many ways, one might say that the whole effort of humankind through millennia of history has been to capture these fleeting moments of fulfillment and make them a part of everyday existence.”

Mihaly says that accessing flow state is ubiquitous, and that anyone anywhere, provided certain conditions are met, can access it. You'll discover these flow state triggers in this book.

Flow state is a full-spectrum experience in which **your focus and concentration goes through the roof**. Physically you are stronger, more agile and dexterous, but so is your brain. In flow you process information more quickly as it jacks up pattern recognition, which means neuronal connections are made much faster. You can access a micro-flow state when you experience a few of the flow triggers, but when several triggers show up you can access a macro-flow state.

Flow feels “flowy,” and is underneath all gold-medal performances. Research shows that when entrepreneurs and executives access flow state, they are five times more productive! Any entrepreneur, CEO or executive we work with would do close to anything to get a 500 percent increase in their productivity! That means you get done on Monday what you usually get done throughout the entire week.

So let's break down some of the basic genomics of flow state.

Breaking Down the DNA of Flow: How to Get the Benefits of Speed, Marijuana and Heroin, to Increase Learning Speed by 230 percent & Transform Creativity by 700 percent Without Even Taking Them.

Under the hood in flow, **we are going to look a little into neuroscience, neuro-anatomy and neuro-electricity**. If all you care about is how to trigger flow state, then skip to the next section.

You've heard that we only use 10 percent of our brains, right? Well, it turns out, that's not the case at all.

The new idea is that the brain is very efficient and that less is more. In flow state they call this transient hypo-frontality, where your brain quiets down and your prefrontal cortex shuts down.

Your dorsolateral prefrontal cortex is your “inner critic,” and that also turns off. This is why your sense of self goes away, **creativity goes up and you free yourself from yourself**. Essentially, you get out of your own way.

Flow is also a product of complicated neurochemistry.

A cascade of chemistry in the form of norepinephrine, dopamine and endorphins play a big role in accessing flow state.

Norepinephrine is an internal form of speed, **dopamine** is your internal source of marijuana, and **endorphins** are 100 times more powerful than morphine. This is why flow state is the most addictive state on earth.

Flow state is how computer coders stay up to finish a project for three days straight, and how many entrepreneurs hit major deadlines for projects that seem impossible.

I believe that flow state is why I'm indirectly alive today. My grandfather served in WWII. His plane ended up getting shot down by the Germans off the coast of France. For the next three years he was in the prisoner of war (POW) camp, dropping from 180lbs to 105lbs of skin and bone as he watched his POW friends pass away around him each week that passed.

I asked him, "How did you survive?" He replied, *"Every day I got into this mental zone of excellence where I knew we were going to win. I had hope, and I stayed focused on that end goal. My friends would lose hope, and without hope they died."*

As you will learn below, my grandfather (God bless his soul), was under conditions that most likely forced him into flow state each day. If he didn't stay focused, he may have passed away like hundreds of his mates, and I wouldn't be typing this to you right now.

Under the tough circumstances, my grandfather stayed engaged each day.

Gallup recently did a study showing that **71 percent of the workforce is "actively disengaged."** Steven calls this his favorite euphemism as it's essentially saying, "I'm going out of my way to sabotage the company."

When you and your team access flow, it massively accelerates motivation and focus.

Do you know what's considered the most desirable quality that CEOs, entrepreneurs, and high performers want?

According to a global survey conducted by IBM of 1500 top executives in 60 countries, creativity is the answer. Entrepreneurs and high performers want to access higher levels of creativity!

The neurochemistry of flow state does something else that's spectacular. It boosts creativity like nobody's business.

The neurochemicals that show up in flow surround this process. **Norepinephrine, epinephrine and dopamine tighten focus on the front end of flow.** They also lower signal-to-noise ratios in the brain, which means don't easily get off-task.

Anandamide is a neurotransmitter produced in the brain that binds to the THC receptors. It's been called the "bliss molecule" and boosts lateral thinking, which means it creates more neurological connections in the brain. **This is why creativity increases by up to 700 percent!**

When analyzing the brain tissue of Einstein, scientists realized that he didn't have any more brain cells than the average human; rather, he had more neurological connections between the cells.

Furthermore, Harvard research shows that heightened creativity shows up for two days after experiencing flow state.

Flow boosts motivation and massively jacks up creativity and learning.

It's not mastery made easy, but it's definitely mastery made easier. The Defense Advanced Research Projects Agency (DARPA), for example, found that military snipers trained in a state of flow learned 230 percent faster than normal!

***The more neurochemicals that show up during these experiences,
the more your memories will be placed into long-term storage.***

This flips Malcolm Gladwell's "10,000 hours to mastery" idea on its head.

Not only does it help you learn faster, but it boosts your immune system, which helped Steven overcome his auto-immune condition.

Additionally, at the end of flow state you get a rush of serotonin that brings a state of happiness and euphoria to the experience.

Obviously, **neurotransmitters have a huge impact** on accessing the flow state to increase productivity, memory, focus, and concentration.

So if you want to know how to enter and optimize being in flow, you need to understand how to balance neurotransmitter function.

— If you suffer from any of the following symptoms, it could be that **your neurotransmitter levels are imbalanced**, and you won't be able to reach the sought-after flow state:

- Anxiety
- Stress
- Brain Fog
- Memory loss
- Inability to Focus
- Depression
- ADD/ADHD
- Insomnia
- Fatigue
- Weight Issues
- Obsessive Compulsive Disorder
- Migraines

Harvard molecular biologist, George M. Church, is working through the brain activity map. Out of the human genome project, a collaborative research initiative was launched to map every neuron in the human brain in 10 years. **Great progress is being made**, and thanks to new lab testing technologies we can see specifically what your neurotransmitter levels are through “neurotransmitter testing”.

Neurotransmitters are chemicals that the brain uses to deliver messages throughout the nervous system.

Remember how Einstein didn't have more brain cells, but had more connections between the cells? Having the right amount of each neurotransmitter at the right time increases the connection and communication between those brain cells.

Made by your nerve cells, there are **excitatory neurotransmitters**, which control motivation, excitement and focus and **inhibitory neurotransmitters** which control calming and relaxing the mind and body, inducing sleep and help to filter excess messages to the brain.

A healthy nervous system has just the right balance of excitatory and inhibitory neurotransmitters. However, many people have an imbalance or a low amount of some neurotransmitters which can have a range of different effects on your body.

Imbalanced neurotransmitters block high performance, productivity and focus. So improving the health of your nervous system can have not only amazing effects on your health but also on your relationships, finances, and business because you're able to access flow much easier.

For example, entrepreneurs, high performers, and "busy minded" people typically have too many excitatory neurotransmitters stimulating the brain. This overpowers the inhibitory neurotransmitters that are supposed to calm the brain and help your mood.

How Stress Depletes Healthy Neurotransmitters and Affects the 3 Major Systems of Your Body

Stress increases neurotransmitter activity and affects your nervous system by producing cytokines (inflammatory chemicals) and hormones that affect the nervous system, immune system and endocrine system. Depleted neurotransmitter levels from chronic stress can also create irritable bowel syndrome, cardiovascular disease and PTSD.

Because of our fast-paced world, we all typically deal with higher levels of stress ever before. **That's why it's essential to maximize brain fitness** through learning how to naturally balance your neurotransmitters, which we will get into in one moment.

Chronic stress can cause tight muscles in your neck and low back leading to more inflammation and pain. Stress can trigger autoimmune issues and decreases the healthy function of your thyroid, adrenal and sex gland function.

Because the body is so holistically connected, when you affect the immune system and endocrine system it affects your brain and neurotransmitter levels.

Conversely, this also means if you balance your neurotransmitters it doesn't just help you focus and increase mental performance, but it can help indirectly boost immune system function, deal with stress better and even balance hormones.

Balancing excitatory and inhibitory neurotransmitter activity is essential to maximized health and getting into flow. So what are some of the things we can do to naturally increase or lower neurotransmitter levels?

HOW YOU CAN BALANCE NEUROTRANSMITTER LEVELS NATURALLY

Here are some of the key neurotransmitters you need to know about and what you can do to change their levels in your own body.

Excitatory Neurotransmitters

DOPAMINE

Dopamine is an important neurotransmitter that controls your ability to focus as well as your ability to stay motivated or your drive. Plus, it also impacts productivity. Dopamine is responsible for:

- Feelings of pleasure
- Feelings of satisfaction
- GI Tract health
- Muscle function and control
- Focus
- Motivation

When Dopamine is too high:

- Poor intestinal function
- Developmental delays in children
- Attention issues
- Lack of motivation

When Dopamine is too low:

- Urges
- Cravings
- Impulsivity
- Movement disorders

Stimulants such as caffeine and sugar boost dopamine temporarily, which is why you may feel more focused after a cup of coffee or an energy boost after a chocolate bar. However, over stimulating dopamine can cause depletion of dopamine levels over time, which may see your focus and motivation levels suffer.

So what are more sustainable, natural ways that you can boost your dopamine levels to skyrocket focus and productivity?

Lifestyle Strategies

- **Meditation and exercise** are great dopamine boosters and improve motivation levels, mood and concentration
- **Relaxation yoga** can increase the production of dopamine.

Food

Add foods high in the amino acid tyrosine (dopamine is made from tyrosine) into your diet such:

- Almonds
- Fish
- Apples
- Avocado
- Beets
- Green tea
- Green leafy vegetables
- Sea vegetables
- Pumpkin seeds
- Watermelon
- Turmeric and
- Fava beans

Improve the health of your gut microbiome with probiotic and fermented foods. The health of your gut microbiome is directly linked to your production and balance of neurotransmitters.

Nutrients

Try the following supplements:

- Mucuna cochinchinensis
- N-acetyl-cysteine
- N-acetyltyrosine
- Curcumin – the active ingredient in turmeric
- Ginkgo biloba
- L-theanine – also found in green tea
- L-tyrosine

NOREPINEPHRINE

Norepinephrine is another super important neurotransmitter for accessing flow as low levels are associated with a lack of focus, decreased energy levels and sleep problems. Too much norepinephrine can be an issue too as elevated levels of this neurotransmitter can cause anxiety. It also plays a role in how well you remember details and your ability to focus. **Norepinephrine is responsible for:**

- Mental focus
- Emotional stability
- Endocrine function

High Norepinephrine levels:

- Anxiousness
- Stress
- Excessive energy

Low Norepinephrine levels:

- Fatigue
- Sleep difficulties
- Lack of focus
- Hot flashes
- Lack of motivation
- Headaches
- Low mood

— Balancing norepinephrine levels is super important so try the following:

Lifestyle Strategies

Exercise can improve norepinephrine function and can make you feel more alert and focused throughout the day. When Richard Branson was asked what are his best tips to increase productivity the first thing he responded with was exercise!

Food

Foods high in tyrosine such as almonds, apples, avocado, beets, green tea, green leafy vegetables, sea vegetables, pumpkin seeds, turmeric and fava beans can also **help to regulate norepinephrine levels.**

EPINEPHRINE

Epinephrine, also known as adrenaline is released by the adrenal glands in times of stress. Unfortunately in today's world, stress is becoming an epidemic! Epinephrine also regulates blood pressure and heart rate, which is why these are directly related to stress levels.

Epinephrine is responsible for:

- Motivation
- Energy
- Mental Focus

High Epinephrine levels:

- Anxiousness
- Sleep difficulties
- Attention issues

Low Epinephrine levels:

- Fatigue
- Low mood
- Lack of motivation

— Some natural ways to reduce your epinephrine levels include:

Lifestyle Strategies

Exercise can help to balance out your your epinephrine levels or try meditation or yoga to reduce stress levels and epinephrine levels.

Food

Avoiding caffeine, sugar and alcohol can be helpful to help balance your epinephrine as these all increase your epinephrine levels.

Nutrients

Try a supplement such as CALM which helps to promote relaxation during periods of stress.

GLUTAMATE

People with elevated levels of glutamate deal with anxiety, insomnia and restless leg syndrome and it could be causing a whole range of other neurological disorders. Glutamate is an extremely important neurotransmitter that stimulates your brain so you can process information, talk, think, remember and pay attention. If in excess, it over stimulates your brain cells resulting in inflammation.

Glutamate is responsible for:

- Learning
- Memory
- It's your primary excitatory neurotransmitter

Glutamate too high:

- Anxiousness
- Low mood
- Activated immune system

Glutamate too low:

- Fatigue
- Learning difficulties

When Glutamate is high, GABA (see below an Inhibitory Neurotransmitter) is low and vice versa. The balance between Glutamate and GABA is what is required for an optimally functioning nervous system.

— So what can you do to restore the GABA/ Glutamate balance?

Lifestyle

Meditation and activities like yoga can help reduce glutamate levels and result in lower anxiety levels.

Food

- Reduce sugar, caffeine and any artificial sweeteners or flavorings as these can deplete GABA levels.
- Vitamin D and Vitamin K are fat-soluble vitamins and are important for re-establishing the calcium balance. The best sources of these vitamins are found in grass fed dairy products and dark leafy green organic vegetables.

Nutrients

- Calcium in excess contributes to the GABA/ Glutamate imbalance and damage to your cells. Increasing magnesium and zinc in your diet will help to bring your calcium levels down which may help to restore balance. Other herbs and nutrients such as wormwood, lithium orotate and boswalia can also help reduce calcium levels.
- L-Theanine found in tea leaves helps to boost GABA and positively interacts with dopamine, and serotonin to increase focus, memory and learning abilities.
- CALM supplementation also helps to modulate the balance between GABA & Glutamate with Cordyceps Militaris, Taurine, GABA, green tea catechins, and vitamin B6.

Inhibitory Neurotransmitters

PEA (PHENYLETHYLAMINE)

PEA helps to potentiate the activity of dopamine and can act as a potent antidepressant in both sexes. During orgasm, you have a significant increase in PEA within your brain.

PEA is responsible for:

- Focus
- Concentration

PEA too high:

- Mind racing
- Sleep difficulties
- Anxiousness

PEA too low:

- Decreased focus and attention
- Low mood
- Difficulty thinking clearly
- Fatigue

You're going to love one of the natural ways you can boost PEA...
Chocolate! Chocolate contains PEA on small quantities and triggers the
release of pleasurable opium-like endorphins.

SEROTONIN

Serotonin is best known for being responsible for making you feel “love.” And although your serotonin levels can have a big impact on your mood, it also influences brain cells related to sleep, appetite, memory and learning, temperature regulation and sexual desire and function.

Serotonin is responsible for:

- Mood
- Sleep
- Appetite
- Sexual Arousal

Serotonin too high:

- Stress
- Platelet aggregation

Serotonin too low:

- Low mood
- Sleep difficulties
- Uncontrolled appetite
- Headaches
- Hot flashes

Making sure your serotonin levels are sufficient is crucial as this neurotransmitter helps balance out any excessive excitatory neurotransmitters that are commonly firing with today's stressful lifestyle.

Manufactured by the brain, almost all cells in your body are influenced by serotonin levels. So what are some things we can do to make sure our serotonin levels are high enough?

Lifestyle

- Exercise
- Get enough sleep

Food

Food high in the amino acid tryptophan, which is the pre-cursor to serotonin are helpful. These include:

- Avocados
- Eggs
- Bananas
- Fish
- Beans
- Turkey
- Chicken

Eat quality food including lots of healthy fats which are essential for hormone and neurotransmitter production. And when trying to balance serotonin, avoid sugar, caffeine and alcohol.

Nutrients

- Vitamin B, Calcium and Magnesium levels can all impact serotonin levels
- Get some sun – sunlight naturally stimulates production of serotonin

GABA

Gamma-Amino Butyric Acid (GABA) is an amino acid which acts as a neurotransmitter that **calms the body and mind, reducing nervous activity.**

GABA is responsible for:

- Relaxation
- Calmness
- Being the primary inhibitory neurotransmitter

GABA too high:

- Excessive energy
- Sleep difficulties
- Anxiousness
- Headaches

GABA too low:

- Uncontrolled excessive energy
- Uncontrolled sleep difficulties
- Uncontrolled anxiety
- Poor impulse control

You can purchase GABA as a supplement to help calm and relax you and assist with sleep. Low levels of GABA have been linked to chronic pain, anxiety, mood disorders and elevated glutamate levels (see above).

When you increase GABA you can often overcome sleep challenges and anxiousness. Plus, you want to boost GABA when glutamate and PEA are high.

Lifestyle

As with balancing many of the neurotransmitters, getting enough sleep, yoga and meditation can all be beneficial.

Food

Although you cannot get GABA directly from the food that you eat, some foods help impact how GABA works in the brain and may be beneficial to add to your diet. These are fruits and vegetables, teas such as green tea, and red wine.

Nutrients

- 4-amino-3-phenylbutyric acid
- Taurine
- CALM supplement

GLYCINE

Glycine is responsible for:

- Calming
- Relaxing

Glycine too high:

- Anxiousness
- Stress-related symptoms
- Low mood
- High immune activity

Glycine too low:

- Mood disorders

— So what can you do to balance glycine levels?

Nutrients

Glycine can be taken as a supplement however to work out if this will be most effective, it's best to talk to a healthcare practitioner first, such as Dr. Jones or Dr. Wohlfert.

HISTAMINE

Histamine is responsible for:

- Controlling sleep-wake cycle
- Energy
- Motivation

Histamine too high:

- Hypersensitivities
- Sleep difficulty

Histamine too low:

- Fatigue
- Sleep difficulties

— If you think it could be a histamine imbalance causing you issues try some of the following:

Food

Try adding more vitamin C rich foods to your diet as your bodies vitamin C levels help to regulate your level of histamine release. Foods such as bell peppers, dark leafy greens, citrus fruits, blueberries, broccoli and papayas.

Nutrients

You can also try some Himalayan salt in a glass of water in the morning or if you feel like your histamine levels are too high.

DOPAMINE

Dopamine is actually considered to be an excitatory and an inhibitory neurotransmitter. (See above for tips on balancing dopamine levels).

SO WHAT CAN YOU TRY TODAY TO HELP NATURALLY
BALANCE YOUR NEUROTRANSMITTERS, LEARN FASTER,
MAXIMIZE PRODUCTIVITY, AND ACCESS FLOW?

1 Lifestyle Strategies

- **Sleep** is really important because that's the time your brain and body rests, recovers, and repairs.
- **Meditation** has so many benefits to your health including balancing your neurotransmitter levels. Many of the most successful people put meditation up there as one of their most important tools for success.
- **Exercise** can have an awesome effect on not only your neurotransmitters but your productivity levels and mood so try to incorporate some movement or exercise into your day to improve neurotransmitter balance.
- **Get outside.** Getting some sun can help boost your mood and serotonin levels and the fresh air and movement can help to relax you and clear your mind.

2 Foods

- Add healthy fats and vegetables to your diet every day
- Reduce sugar, dairy, gluten, caffeine and artificial flavors colors and sweeteners as these all negatively affect your neurotransmitter balance.

3 Nutrients

Some great supplements to use to help balance your neurotransmitter levels include:

- **CALM:** Use calm at the end of each day to help you get a higher quality of sleep and help support your neurotransmitters, hormones, thyroid and more. It helps to promote balance between glutamate and GABA and so can be really great to help with stress management, weight management and more!
- **NEUROSYN:** This can be used in a great combination with the CALM, taken at the beginning or in the middle of the day. It helps with cognition and memory and supports healthy brain ageing by helping to balance neurotransmitter levels.
- **BRAIN VITAL:** Brain Vital is an awesome supplement to help maximize brain function by providing support for your brain to repair neurons and also contains ingredients to help build cell membranes and revitalize your brain.

THE ULTIMATE BRAIN PERFORMANCE, PRODUCTIVITY, AND FLOW PROGRAM

Balancing out these neurotransmitters can have such a transformative impact on your focus, productivity, mood, ability to concentrate and brain function! Getting these firing exactly as they should can really elevate you to high performance and give you the energy and brain power to really achieve goals at that next level.

If you want to access the highest level of performance, productivity and flow, then **you'll want to get watch the SUPERhuman Brain Masterclass.**

We brought the world's top neuroscientists, brain researchers, doctors and even biohackers together to **uncover proven solutions to upgrade your brain to "high performance" for life.**

— If you want the following for yourself or loved ones:

- Deeper more rejuvenating sleeps
- Increased levels of energy
- Remember and recalling things much easier
- Maximized focus and mental clarity
- Overcoming depression
- Melting anxiety
- Creating more peace and relaxation in your life

The SUPERhuman Brain Masterclass is for you

You can experience this FREE online event at

superhumanbrainmasterclass.com

BIO



DR. ISAAC JONES

Dr. Isaac Jones, the co-founder of elevays.com, has been named “the doctor of the future”. He is an international best-selling author in the ketogenic lifestyle and weight loss space. He runs the world’s largest virtual health center with his wife Erica Jones, that serves busy and successful individuals around the world from the comfort of their own home. At Elevays he and his team of health professionals bring people through a customized 3-step proprietary process called “Elevate” to help them uncover their ideal body while maximizing brain function, energy and vitality. In addition to transforming the lives of executives and entrepreneurs he speaks in Asia, Europe, Australia and across America on Human Potential Healthcare and trains doctors around the world on these advanced life-changing solutions.

Dr. Jones and his team are on a mission to help you access your highest level of human potential and transform healthcare globally.

BIO



DR. RYAN WOHLFERT, DC, CCSP

The co-founder of Total Health Spine and Nutrition and founder of UpgradedParents.com, is a highly specialized healthcare practitioner who has helped thousands of patients achieve their health goals at his multiple chiropractic and wellness clinics. He believes all parents can upgrade their mind, body, and energy and be their family's hero. Dr. Wohlfert uses his extensive expertise to help high performing moms and dads with his 3-Step UP Process - Wake UP, Get UP, and Stay UP - so they can look, feel, and perform their best to impact their family, future, and world.