



## **How to Run Your Brain for Maximum Achievement** by Four-time Olympian Ruben Gonzalez

Remember what happened the last time you bought a car? Didn't it seem like everyone was suddenly driving the same make, model, and even color car you had just bought? You know why that happened? Because buying a car was an emotional experience that caused your brain to start focusing on that model and color car. We are wired that way... that's just how the brain works.

The latest findings scientifically prove that by regularly writing your goals down, visualizing your intended result, and passionately saying affirmations you actually physically change your brain's neurons and hard-wire your subconscious mind to focus like a guided missile on reaching your dreams and goals.

At the base of the brain, where it connects with the spinal cord is a region called the Reticular Activation System (RAS). The RAS acts like a filter that decides which thoughts to focus on at any one time. We need this filter system because every second, there are about 8 million bits of information flowing through our brain. There has to be a way to filter out the noise! You can think of the RAS as the brain's gatekeeper to conscious thought. It's critical to your future that you learn how to get messages past the gatekeeper.

So what causes some of the messages to get through the RAS and others to get blocked out? Whatever is important to you at the time and whatever you are currently focusing on gets through.

If your focus is to buy a house in the Rockies, your RAS will automatically filter in thoughts that will help you get that house – people who might help you, opportunities to make it happen, or resources that you might need. What that means is that the more you keep your goals “top of mind,” the more your subconscious mind will work to reach them.

That’s why writing your goals down every day, visualizing your intended outcome, and regularly saying affirmations is so important! Because doing those things help you focus your subconscious mind on what’s important to you.

Visualization taps into the creative powers of the subconscious mind. If you want massive success, you need to learn how to get your subconscious mind to work for you. Visualization focuses your subconscious mind to look for those resources. It draws you to the people, resources, and opportunities that will help you reach your goals.

Once you learn how to get your subconscious mind working for you, your life will start changing dramatically. You’ll find yourself waking up in the morning filled with great ideas that will help you reach your goals. You’ll start meeting people that can help you realize your dreams. You’ll be like a magnet that attracts favorable conditions. People will start saying you are lucky.

So get started right now. Schedule time daily to write your goals, to vividly imagine what success will be like for you, to get in front of a mirror and passionately tell yourself that you “Will make your dreams come true!” And you will.

### **Put it into action:**

Schedule time daily to write your goals and to vividly imagine what success will feel like.



© - Ruben Gonzalez - TheLugeMan.com

