

Total Genius™

CLARITY & CONFIDENCE

THE BRAIN FUNNEL GUIDE



INTRODUCTION

You're working hard at your business and trying to figure out how to attract your ideal clients, make money, and gain clarity and focus... all the things it takes to build a 6 figure business. But so far that seems more like a goal than a realization.

You're stuck - struggling to stay focused, get things done, stay confident, and ummmm - *get clients???* Why does it seem so easy for some people but yet for you, it feels like you're working all of the time and NOT getting results?

When feeling overwhelmed, "shiny object syndrome", constantly second guessing yourself, and fear of judgement are thoughts in your head, how *DO* you get focused? If only you could find a way to overcome that for *good*, and get and stay focused on your OWN success goals, not distracted by Facebook, and NOT worried about money.

Is there a way to gain clarity, focus, and success? Can you create a successful business starting with your BRAIN and MIND???

Clarity is a beautiful thing. It's like the sun shining through the clouds. With clarity comes answers. Ideas. Knowledge. Confidence. Money.

What if you could finally face your fears with courage, have solutions to your problems, and lose the frustration of being stuck?

What if you could create an "identity" of success that would lead you to your goal? To "bulletproof" your confidence and give you a deeper sense of purpose?

The number one reason most entrepreneurs fail? They give up. They give up on themselves, their dreams, and their ideas. They get confused about why they started their business in the first place. "What if I can't really do this? Why do I feel like a fraud?"

Is there an answer?

YES - there actually is, and it starts with understanding **3 Brain Intelligence**. To create your identity of success and set you up with a high-performing entrepreneurial mind - biohacking the brain funnel. Because the reality is, everything you need is already inside of you. You just need to know how to access it.

3 BRAIN INTELLIGENCE - THE SCIENCE

We as humans have inborn traits that are cognitively based. Whether you are a man or a woman, American, European, Japanese... you're *human*, which means we all have these natural inborn human traits that cause us to react to situations in similar ways.

Humans are wired to want what we can't have. Move AWAY from that which chases us, and value things that we have to work for.

This means you, your target audience and potential clients need to understand behavior on a human level. Right now, if you are operating without this knowledge, sometimes it works, and well, sometimes it doesn't. It's like a superhero that doesn't actually know he's a superhero. Sometimes he tries to fly and it works, and sometimes he tries to fly, and it doesn't. (*Have you ever seen "The Greatest American Hero"?*)

Yes, you've been struggling with the WRONG PROBLEM. You may have been trying to learn the basics of getting clients that the gurus are teaching, and working really *HARD* at your business. But it's NOT working. You're left frustrated, unfocused, and panicked.

So let's get clear.

In order to get clients, achieve 3 BRAIN INTELLIGENCE, and create your success, you need to:

- **Know how to master your own internal game**
- **Understand what it takes to *shut out the noise* and face fear of judgement by yourself and others *HEAD ON***
- **Understand how your client's decisions are made and bring out the best in them so that they will see you as their answer and be confident in their decision to hire you**

THE THREE BRAINS

In order to understand 3 Brain Intelligence,, you need to understand how the brain works.

We have 3 brains. Three brains that work to process information. This applies to EVERYONE. You, me, your ideal clients, your neighbors, and your parents. We ALL are human and how the human brain works works that way for everyone. This is how humans process information.

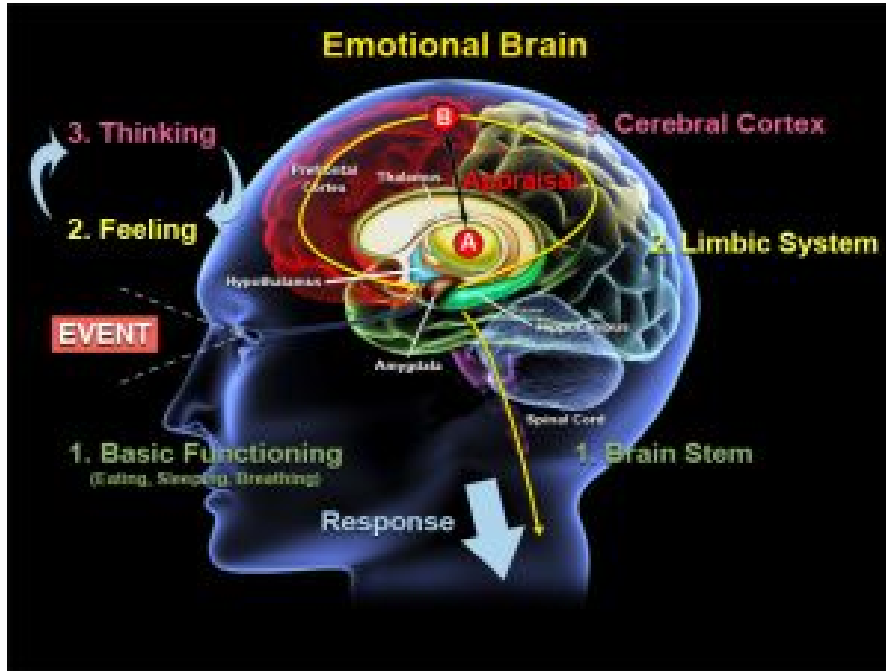
The 3 BRAINS

1. **The Thinking Brain (prefrontal cortex)** - this is where information is learned and stored. It's the largest of the brains and most advanced. It knows facts and figures, and if it had a name, we could call it Dr. Spock. So when you are taking in information (learning), justifying things (this iphone 6 has an HD camera and The 12-megapixel camera is a big jump up from the predecessors' 8 megapixels, with better Autofocus), logically processing things like "how much does this cost?" or "How could that program help me with my struggles?", that is your thinking brain.
2. **The Middle Brain (the limbic system)** - where your emotion lives - your gut reactions, heartfelt thought, and **decision making**. The middle brain has no voice but it judges and ranks status of people you meet - how you and your clients perceive that they play into your social hierarchy. Is this person important? Where do they fall in this social scene? Who should I look up to who has high status? (Status is judged at the most basic level by popularity, wealth, and power.)
3. **The Physical/Fight or Flight brain (the reptilian brain/amygdala)** - the oldest of the brains that tells you if you should run, kill, or mate with anything. This brain was designed to warn us of danger and keep us safe. ALL information passes through this brain first, and then travels back through these brains - Physical, emotional, and thinking brains.

Most people think that brain waves travel from your thinking brain to your prospect's or anyone's thinking brain. So you spew out facts, figures, logic when you "sell" - like

features and benefits -you *THINK* - your prospect is going to say “awesome! Sounds just like what I need!” after they process it in their thinking brain.

But that’s not how it works.



Actually all information in ANY human - you, your ideal clients, or the homeless guy down the street - it all needs to pass through all 3 brains - from the back to the front - the fight or flight or flight brain to your emotional brain, and THEN to your thinking brain. If you, can't get it out of your head that way due to fear, lack of internal status, or lack of information - that's a problem.

Information is processed

FIGHT OR FLIGHT BRAIN >>>> EMOTIONAL BRAIN >>>> THINKING BRAIN

But the bigger problem is understanding how you take IN information. So if you have fear, your fight or flight brain - will cause you to run or avoid a situation, and you'll never get the information you need to get clients, make money, and have the focus you need for your intelligent brain. And if you can't get past your ideal client's fight or flight brain (or anyone you need to communicate with), you won't reach their emotional brain - the one that judges status,

makes decisions (you've heard about "gut reactions"? That comes from this brain) and you'll never make it to their thinking brain again.

You can't learn, sell, or focus on anything you aren't paying attention to.. There are 11 million bits of information going on at any one time. 11 million bits and we as humans can only notice 40 bits. FOUR ZERO. That means that anything that doesn't excite us, anything that looks similar to something we have seen before, who we don't want to kill, run from, or mate with will never get past the fight or flight brain. In fact, it will remain UN-NOTICED.

All of your great ideas, your life changing programs, the time, care, and effort you put into things - all of those things you *THINK* you want to focus on will fall away into nothingness. Ignored.

Your success, your focus, your potential money, your passion - fall into the social media/distracted bubble.

THIS 7 DAY CHALLENGE IS NOT:

NOT about positive affirmations. Unless you change behavior, affirmations don't work. They become a pretty picture (collecting dust and crumpling at the edges) on your "vision board".

NOT about a vision board! You can do that but again, something posted on a wall doesn't change the distraction, fear, and noise that don't involve a wall...

NOT about learning more. Let's just agree you are a GENIUS! That means as Rumi said, "Everything you need to know is already inside of you." We just need to get it out in the RIGHT way.

NOT about asking people what YOU should be doing. What THEY think you should do to discover what your ideal clients want.

NOT about a TO DO list, a blog post, or Facebook.

This is about YOU, YOUR MONEY, YOUR HAPPINESS, YOUR CONFIDENCE, and YOUR SUCCESS. *It's time to biohack your success, establish your positioning, and turn your brain funnel into your SUCCESS funnel.*

Get ready for the Clarity & Confidence 7 Day Positioning Challenge. Your understanding of what you believe to be how to achieve success and positioning in your business, is about to be changed.

In order to succeed at this challenge and ultimately succeed positioning you as the expert you are and achieving your success, you are agreeing to:

- Reading each of the daily challenges and reporting the answers in the group. (this is *essential* and you will risk possible removal from the challenge and group if you do not comply)**
- You commit to doing the daily work - so if you are asked to do something in day one and to do it everyday, it is your responsibility to **DO IT EVERYDAY.****
- You **MUST** tag me in the posts if you need help. @shanayao will notify me to read your posts and help you**
- You **MUST** believe in yourself and the possibility for true change**
- You are open to asking for help when you need it. No one needs to do anything feeling unsupportive**

By participating in this challenge, you understand that what you have been doing **IS NOT WORKING - so while some of the things we will do may seem unconventional, it's because **THEY ARE** - because they **WORK.****

Be sure to check your email tomorrow! See you then!

ABOUT TOTAL GENIUS

Total Genius was developed for highly intelligent, creative, self-empowered leaders with high standards, high intelligence, and high expectations. My mission is to interrupt the saturated and cookie cutter online entrepreneurial world to give voice to an underserved and hidden community of intelligent leaders. In every person lives their “genius” - a confluence of their greatest strengths, talents, and life experience. Your genius is your purpose - and strategically positioning your business from it, not only solves an urgent problem for your specific niche, but solves the daily challenges that stem from inside of each of us in our everyday lives.



In business and life, success is waiting to be uncovered and created. Understanding how our brains and minds work to establish our positioning in our minds, develops your [Personal Influence™](#), and establishes your positioning and your success in your business.

Shana Yao is CEO and Founder of TOTAL GENIUS™, where she works with high achieving entrepreneurs to use their genius - the combination of their greatest strengths, talents, and life experience - to create a profit generating business that fulfills their life and makes an impact on the world for a greater good. She is an award-winning Business and Personal Success Strategist with over 25 years of business and marketing experience managing multimillion dollar retail and shopping center locations, including the famed Rodeo Drive, Shana has a unique perspective on developing profit-generating strategies for diverse and divergent entities.

In her signature program Discover Your Genius, Shana helps her clients achieve discover and empower their genius within. Using her knowledge of neuroscience, neuro linguistic programming, positive psychology, emotional and positive intelligence, and high level business strategies, she works to develop her client's unique vision by uncovering their purpose, their message, building

their profit-generating signature program and putting their words into action on their website and in their customized marketing strategy.