

MindBody TuneUp;

*A “do-it-yourself” Tool Kit for the Care and Maintenance of your Memory
and the Vehicle you Live In*

By Jan Dacri, M.A.

Book Proposal

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MindBody TuneUp;

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Overview

With a jittery financial market and on-going world events putting people – especially people in business – under extreme stress, the self-improvement industry is one of the largest emerging markets in America. *MindBody TuneUp: A “do-it-yourself” Tool Kit for the Care and Maintenance of your Memory and the Vehicle you Live In* is a book with wide appeal. It represents an innovative, ground-breaking program of life-enhancing principles to upgrade the mental computer and the vehicle it operates throughout your life.

The world’s leading female memory expert, Jan Dacri, has spent over thirty years developing her ideas which improve memory, reduce stress, and increase general health. Industry experts and respected medical practitioners have high praise for Jan’s program, and classify it as incredibly beneficial for millions of people. Through her popular Memory Training, Motivational Speaking, and In-House Programs for Fortune 500 companies and conventions, Jan has refined her concepts into a comprehensive *MindBody TuneUp* program. This book is the centerpiece of that program.

A business and self-help book that offers a collection of tools and principles that readers can apply to increase their memory, feel healthy and operate at peak efficiency. The all-important mind-body connection is fully explained and taught, so that anyone, regardless of age or physical condition, will benefit from the knowledge contained within.

MindBody TuneUp: A “do-it-yourself” Tool Kit for the Care and Maintenance of your

Memory and the Vehicle you Live In can be read from cover to cover. It can also function as a useful reference tool to apply to one's own individual needs and areas of concentration. The written format allows a reader to learn or reinforce a specific principle without having to read the entire book. Readers are actually encouraged to select one section whenever time permits, and consider implementing some portion of the suggestions into their daily routine. The author maintains that we all tend to forget that our very own mind and body are connected, and must be kept in top operating condition to run at peak capacity. This book is designed to do just that.

An ambitious promotion campaign is planned in conjunction with Jan's travel schedule (See Promotion Campaign on Page 9). Elements already in development include a television infomercial with Reliant Interactive Media/Thane of Tampa, Florida; computer software for PocketPC Films of Los Angeles, California; and a series of *Memory and MindBody TuneUp* presentations for a multitude of high-profile clients of Steve Beyer Productions, a leading destination management company servicing conventions and corporate meetings in Las Vegas, Nevada. Ongoing promotional activities include Jan's continued travel and speaking engagements arranged through her agent, American Program Bureau, one of the world's leading speaker bureaus.

Author Background

Jan Dacri is the world's foremost female memory expert, a corporate trainer and writer. She has been teaching memory improvement for nearly thirty years; first (in the 70's) at the Los Angeles Bornstein Memory School; and since then, in meeting rooms of organizations and corporations throughout the United States. Today, Jan is a highly acclaimed speaker at corporate events, presenting memory training, motivational speaking, and in-house programs for Fortune 500 firms and conventions worldwide, including 3M, Boise Office Solutions, IAAP (International, Association of Administrative Professionals), Owens-Corning, and YPO, to name

a few. She is a certified CyberSeminar presenter, giving her popular seminars online; and she writes articles and features for many newsletters and internet corporate communications, such as Boise Office Solutions, and others.

In addition to her extensive travel and speaking engagements, Jan founded a medical equipment company which she ran for fourteen years. The company, Current Medical Instruments, Inc. distributes the *Electro-Acuscope*, a highly sophisticated electronic device used to manage pain and treat sports injuries. Jan is regarded as one of the foremost experts in the field of micro-current electro-therapy. She wrote the training manuals and created the video training tapes still used today by MDs, Chiropractors, Physical Therapists and other health care professionals. She sold the company in 1999 and remains as an advisor to the president, continuing to consult and conduct trainings on the use of the *Electro-Acuscope* for a wide range of applications. Jan has a Bachelor of Arts w/High Honors from the University of Hawaii and a Master's Degree in Education from Tufts University, Boston.

Analysis of the competition

The book Jan is writing is significantly different than any other memory book in print thus far. Certain classic systems and methods have been consistently presented in every memory book or course that's ever been published. The majority of the 1,246 entries you'll find as the results of an Amazon.com search for books on "memory improvement" primarily offer a version of the same familiar techniques – word and name association – visualization – peg words – acronyms, etc. All previous books claim to offer "sure-fire applications" for remembering all sorts of things, from people's names to grocery lists, from business and academic information to recalling where the car is hiding in the parking lot.

What truly sets Jan's book apart from the others is not only the author's engaging presentation and writing style, but the knowledge gained from her experience over three decades as a corporate motivational speaker. By constantly using and teaching these systems during

thousands of lectures and workshops, as well as continual research on the subject, Jan has learned that there's more to improving the memory than merely learning to apply those gimmicks and techniques. The missing element (up until now) is the influence of our everyday lives on the condition of the mind and body, and the significance of the mind-body connection.

MindBody TuneUp: A "do-it-yourself" Tool Kit for the Care and Maintenance of your Memory and the Vehicle you Live In will appeal to the general population for the same motivating reasons (hope of improvement, fear of loss) that has made the topic so popular for so long. However, it will give readers more of what they *must* know in order to authentically improve their memory and have it remain strong and reliable for the rest of their life. It will serve as a straight-forward reminder to apply simple, yet fundamental principles of good health; providing insights into age-old wisdom along with the latest discoveries in the many fields of health research today. Readers will discover that once the physical foundation is sound, one can more effectively build a mental warehouse, accumulating those clever tools and memory techniques to be used and applied successfully under even the most challenging, stressful circumstances.

Jan's book will be entertaining, fun to read, and easy to absorb. Presenting the material with a fresh, new perspective, Jan takes a unique and vastly different approach to getting the information across than any of the other books on the market.

The author prefers to get her readers involved, just as she does with her live audiences when she is on stage. She feels that a dry, academic approach tends to be somewhat boring; just as watching a lecturer reading his notes from behind a podium tends to put an audience to sleep. Active, responsive audience participation is her signature style. Her enthusiasm for the subject matter and energy in presenting it, come across even in her writing.

Jan is frequently dismayed to hear that so many of her own lecture attendees, at some point in their lives, have purchased *The Memory Book* by Harry Lorayne and could "never quite seem to get through it". Re-released again and again since it was first published in 1974, the massive sales of this particular best-seller shows concrete evidence that there is a vibrant on-

going demand for this subject in the marketplace. Jan's book will provide what the public has been searching for.

For other examples of how Jan's proposed book will distinguish itself, a look at the following sampling of memory books currently available, reveals not a single mention of the all-important mind-body connection. Books such as these pose no competition at all for Jan's proposed book.

Alphabetical by author's last name:

- Buzan, Tony. *Use Your Perfect Memory*. New York: E.P. Dutton, 1991.
- Higbee, Kenneth L. *Your Memory: How it Works And How to Improve It*. New York: Marlowe And Company, 1996.
- Lewis, Dave. *How to Master your Memory*. Houston: Gulf Publishing Company, 1962.
- Lorayne, Harry and Jerry Lucas. *The Memory Book*. New York: Stein & Day, 1974.
(Note: There is also a newer book out by the same authors.)
- Roberts, Russell, *10 Days to a Sharper Memory*. New Jersey: The Princeton Language Institute, 2001.
- Trudeau, Kevin. *Kevin Trudeau's Mega Memory: How to Release Your Super Power Memory in 30 Minutes or Less a Day*. New York: William Morreau, 1995. This is a repackaging of the original material first released via television infomercial in the late seventies.
- Tverack, Gary. *Better Grades in Less Time*. New York: Tverack Training International, 1995.

Markets

Many books on the subject of memory improvement have been written since the early 1900's; full courses have been packaged and sold with great popularity. It's a timeless topic with

nearly universal appeal. That's one of the reasons Jan's lectures are always so well-attended, and why this book will be a big seller.

There are over 300 million people in the United States today; nearly two-thirds of them are over 30. And it is evident that the majority of these people are concerned about what will happen to their minds and bodies as they continue to age. The busy executive, corporate manager or salesman, as well as teachers, students, housewives and seniors will buy this book. With so many people sitting for long hours every day in front of their computer screens, or on the telephone, seated behind a desk, the need has never been greater for Jan's techniques.

Within the last seven years, a proliferation of books on the topic of memory improvement has appeared, belying the fact that a whole generation of readers is specifically concerned about the brain function called memory. The competency of our mental computers to continue to run the operating systems of our hectic, high stress lives greatly worries us. Today, people are living longer and must work longer. Quick fixes, magic pills such as Ginkgo Biloba, which promise to mend the failing memory, have in recent years, attained widespread popularity with the masses. However, the baby-boomers (who are the majority of book buyers today) are skeptical about instant cures. Looking for ways to counteract and combat the continual impact of the daily grind on our brains (memory) and bodies, they'll embrace the natural, authentic, lasting solutions Jan's book offers.

Just as the tools and principles in each chapter will boost an individual's mind and body condition, they will also increase the productivity level within an organization. Managers, professionals and sales executives are key target buyers of this book. Many of Jan's corporate clients have confirmed outstanding improvement among their work force as a direct result of implementing *MindBody TuneUp* principles into their day.

One of the last to make millions from a Self-Help Program was *Mega Memory* by Kevin Trudeau, a cassette tape course produced and promoted in the 80's by Reliant Interactive Media (the same company that is poised to market Jan's *MindBody TuneUp* Program). The demand for

memory improvement is bigger than ever. Jan's program is more comprehensive, entertaining, and practical than any previous memory book, and destined to become the next big hit in the self-improvement market.

Promotions and Marketing

Jan's book is aimed at a worldwide audience; hence Jan recognizes the need for a promotion plan that is far reaching and international in scope. In order to effectively promote this book, Jan will be traveling extensively within the United States and Canada during the first two years following the publication of the book. Publicity activities will be aimed at the corporate and business market as well as the retail consumer market. Her dynamic approach, inspiring appearance, and engaging personality make Jan an ideal spokesperson to promote the book in television, radio and media appearances to support the launch and generate publicity.

The Promotion Plan:

- Jan will hire a publicist to arrange for a national publicity tour and orchestrated media campaign. Discussions have been held with two noted public relations experts; Jo-Ann Geffen of JAG Communications in Los Angeles, and Frank Leiberman of PR Game in Las Vegas, regarding the initial and ongoing publicity activities designed to increase awareness for Jan's book. Both have extensive media contacts and have provided a list of prominent journalists and talk shows that will schedule Jan for interviews upon publication.
- Travel, publicity and personal appearances:
 - On publication, Jan will give talks and do extensive travel and publicity in the following 10 major U.S. markets: Los Angeles, San Francisco, New York, Boston, Chicago, Miami, Dallas, Denver, Las Vegas, and Phoenix, plus the

following 14 secondary U.S. markets: Tucson, Tampa, Jacksonville, New Orleans, Atlanta, St. Louis, Cleveland, Philadelphia, Louisville, Newark, Minneapolis, Seattle, Portland and San Diego. Jan will also publicize the book through travel to Montreal and Toronto.

- Jan will continue to give 75 - 100 talks a year at major corporate events.
- Jan will present 10 CyberSeminars a year.
- According to Robert Walker, president of Jan's lecture agency, American Program Bureau, Jan will speak at no less than 12 trade and consumer conferences and conventions during the first year after publication, speaking to over 95,000 people in total.
- Jan will sell at least 25,000 books a year during her speaking engagements and her CyberSeminars.*
- One of Jan's long-standing clients, 3M Corporation, has indicated a willingness to establish a partnership or sponsorship that will commit to buying a large quantity of books, and sending Jan around the country as a spokesperson for Post-it Notes® and their effectiveness as a memory tool. Jan will be sent to speak at business conventions and seminars for local businesses, such as the recent Boise Office Solutions "Power Series" conferences which featured Jan for four years in a row.
- Jan is contracted to provide a series of five minute MindBody TuneUp software programs for PocketPC Films. Along with each program, PocketPC Films will include an editorial mention and ordering link for Jan's book within their program content, which is imbedded on the internal hard drive of thousands of hand-held devices by Compaq, IBM, and other manufacturers.
- After the first 2 years, Jan will continue to travel and speak throughout the United States, Canada and overseas.

- Jan's media/speaker's kit will contain reviews, recommendations, book summary and a chapter excerpt, video clips from her memory lectures, CD-ROM "Memory Jog Techniques – remembering names, faces, objects and lists", biography, photos, list of celebrity endorsements.
- The media kit will be sent to 200 editors, journalists, television and radio program producers and prominent media contacts. Upon request, all of these people will receive a promotional copy of the book.
- Jan's Web site (www.jandacri.com) will be used for promotion of the book, with a special section detailing the book, including sample material and excerpts, a recent review, and a hot link to a shopping cart for purchase.
- Jan will offer an online Newsletter highlighting Memory and MindBody TuneUp techniques and related subjects.
- The following people have read this proposal and have agreed to give Jan quotes for her book: Robert Walker, founder and president of American Program Bureau; time management guru, Fred Pryor; celebrity manager, Peter Reveen; Tony Orlando; Tony Robbins; country music star Clint Black; Robin Leach; etc.; renowned Chiropractor and Seminar Leader, Billy Maykel, D.C.
- A number of special-interest magazines will trade stories written by Jan for advertising space. Jan's articles have appeared in The Yoga Journal, and Boise Office Products online webzine.
- Jan will write a regular online column that will appear on the Las Vegas Convention and Visitor's Bureau website in exchange for a bio and book description and hot link for purchase.
- Jan's promotional efforts will be coordinated with those of the publisher.

* Assumptions: Assume that 25% of listeners buy a book. Based upon 75 speaking engagements (approx. 500 listeners), plus 10 CyberSeminars in the first year for 1,000 listeners online at each event, for a total of nearly 100,000 listeners.

Potential Audio and DVD Market Products

The Complete Program: *MindBody TuneUp*;

*A “do-it-yourself” Tool Kit for the Care and Maintenance of your Memory
and the Vehicle you Live In*

By Jan Dacri, M.A.

Ask yourself this question: Do you require a Complete Overhaul, Routine Maintenance, or simply Fine-Tuning? Whatever your answer, this program is for you.

Look around everywhere and you will see that most people are out of shape, under stress, and not in the best of health. Ask anyone, “How’s your memory” and most will answer they’re losing it – it’s getting worse every day. While drug remedy sales are at an all-time high, self-help books and videos have also become a major market. The total self-improvement market [was] estimated by *Marketdata* to be worth \$5.7 billion as of 2000, and over \$9 billion in 2001.

Vast numbers of people who are aware of the urgent need for self-improvement have had (or witnessed) a life-threatening scare (cancer, heart attack, memory loss, high blood pressure, diabetes, accident/injury, etc.) and have realized the need to reduce the stress and take far better care of themselves right now, or else! (The avoidance of pain and suffering is the greatest human motivator!)

Distrusting the “quick fix”, many (especially the billions of baby boomers in the workforce today) are longing for natural, authentic, lasting solutions. However, with daily schedules that are already full to the brim, most think they hardly have time for anything new, and in any case, are not quite sure how to begin to help themselves.

Jan Dacri's *MindBody TuneUp* will provide the tools and instructions for a simple yet comprehensive "do-it-yourself" program; whether you need a complete overhaul, routine maintenance, or simply fine-tuning! The concepts are designed to fit comfortably into anyone's busy schedule, at work, at home, and when traveling, - regardless of age, job description, lifestyle, habit patterns, current circumstances, mental and/or physical condition.

Entertaining & effective follow-along video instruction, unique interactive computer-based learning materials, a cassette tape, and a highly informative book, all teach classic, age-old wisdom combined with the latest up-to-date information. The most comprehensive Mind-Body self-help program ever created, it teaches everything you need to know and all you need to do to **dramatically improve your memory** and drastically boost your level of **physical health and fitness**.

All individual pieces may be used (purchased) separately (book, videos/DVD, CD-ROM, cassette) or acquired as a complete set (including the bonus, "Natural Vistas" and "Digital Kaleidoscope" video/DVDs). A unique and original approach; one can literally begin to use any part first. The materials can be read, watched, and listened to in any order. The whole adds up to greater than the sum of its parts. The practical information and the *MindBody TuneUp* exercise routines are timeless. And all components become more valuable by repetition and review, making this program a very worthwhile investment in time and money.

Everyone around the world today can benefit by having their own set of materials to use on their own home, portable, or work computer(s), television, cassette/DVD player, and/or Pocket PC. Materials can easily be translated and given subtitles in any language.

Brief Description

BOOK (350 pages)

MindBody TuneUp; A "do-it-yourself" Tool Kit for the Care and Maintenance of your Memory and the Vehicle you Live In

CD-ROM (eBook)

Includes Book (above) in convenient digital format, complete with printable charts, forms, guidelines, worksheets, follow-along lessons and animated instructions

VHS / DVD

1. The Mind: *UpGrade Your Mental Computer;*
Install Improved Memory in Minutes a Day
(3 hours video)
2. The Body : *MindBody TuneUps;*
To do on-your-own, at work, at home, on the road
(includes follow-along one-minute and five-minute modules)
(3 hours video)

Audio Cassette / CD

Listen to audio-only MindBody TuneUp sessions on the go.
(60 minutes)

DVD “Natural Vistas”

View relaxing images of nature on computer, PocketPC or TV Screen; beneficial to both the mind and body.
(2 hours video and stills)

DVD “Digital Kaleidoscope”

View computer-generated abstract images of moving, swirling shapes and colors; conducive to promoting a relaxed state of mind. Video and original music created and licensed to Jan Dacri by Stephen Thornburn. (1 hour)

Product Details

Book / eBook (printed and digital copies of the book)

CD-ROM

- Memory Improvement; Harnessing the Power of Self-Talk; and Principles of MindBody Health and Fitness.
- Includes one and five-minute MindBody TuneUp sessions: follow-along, illustrated PowerPoint Presentations for stretching, breathing, and relaxation (designed for use on computer at work, at home, on vacation, any time).

DVD – The Mind

Join a live audience in class with top-rated motivational speaker, Jan Dacri, for a complete Memory Course. Learn Classic Memory Systems, fun and effective memory improvement exercises, and practical applications for all types of memory challenges (names, etc.) in business and personal life. Learn at your own pace. Repeat as often as necessary. (3 hours)

DVD – The Body

A MindBody Fitness training course for anyone, any age, in any shape or condition. Includes how to stretch, strengthen, and tone the entire body safely, breathe expansively, relax completely. Jan makes it fun to do, easy to follow. (3 hours)

Highlights:

- The 70 Most Effective Stretching Positions (standing, balancing, sitting in a chair, sitting on the floor, kneeling, lying on the stomach, lying on the back). Anyone (in any condition) can follow-along safely with Jan; watch her demonstrate each position; and enjoy her clear, articulate, verbal guidance based on 30 years of highly acclaimed teaching experience.
- Learn to do and use The 5 Basic Breathing Techniques to improve circulation of oxygen to every cell of your body and brain.

- Jan's personal instruction in enhanced (safe and effective) use of cardio-vascular exercise machines at home or in a health club.
- Highly beneficial stretching (with breathing techniques) to include during muscle strengthening and weight resistance workouts.
- Using Visualization; making the MindBody connection to further enhance the effectiveness of all types of workouts.
- Relaxation Procedures for Stress Relief, taking "Power Naps", and a good night's sleep.

Featuring:

- 20 One-minute MindBody TuneUp Sessions
- 24 Five-minute MindBody TuneUp Sessions

Follow-along sessions for use during the day, at home or at work, when things are hectic, time is short, stress is high. Jan guides you through a series of short routines which can immediately return your composure, help you to maintain a calm and relaxed attitude, keep yourself mentally clear, physically energized and productive all day long. Once the routines become familiar by repetition, you can then do them on your own, anytime. Short routines can be combined for longer sessions.

POCKET PC Version of the above DVD Programs**AUDIO CASSETTE**

Discover the possibilities for making better use of some of your time – mentally and physically - while driving alone in the car - or anytime you're on the go. Follow-along and feel the benefit of these brief re-minders to reduce stress by breathing, stretch/squeeze/release techniques, visualization, and productive Self-Talk.

DVD "Natural Vistas"

Observing images of natural scenery on a video screen can be a very relaxing experience, proven to be nearly as beneficial to both the mind and body as actually being there. Taking a mental vacation is one of the “Stress Relief Strategies” achieved partly by viewing footage of some of the most beautiful places on earth where nature is truly conducive to relaxation. Play this DVD while you stretch, breathe, workout, sit at your desk; or simply allow it to play on your computer or television screen anytime, like a window on the natural world, keeping you feeling relaxed and tranquil while you go about your business of the day.

DVD “Digital Kaleidoscope”

As we sit and stare directly at the screen, observing moving and swirling, appearing and transforming shapes and colors, our inner minds can be preoccupied elsewhere. A very effective tool for inducing a relaxed state and taking our minds off the distractions of the immediate environment.

Income Streams

Sales of individual components and the complete package through the following activities:

- Sales through bookstores, warehouse outlets, department stores, health clubs, health-care practitioners (Doctors, Chiropractors, etc.)
- “Back of the room sales” at all lectures, conventions, and company programs; and directly to businesses as part of Jan’s in-house *MindBody TuneUp* Program
- On-line sales through www.jandacri.com and 3rd party websites, e.g., Amazon.com, and to participants of Jan’s CyberSeminars worldwide.
- Infomercials: existing agreement in place with Thane/Reliant (the leading infomercial company in America) to produce and promote the complete package.
- Existing agreement with Pocket PC software distribution company to provide programming to be bundled onto hand-held devices manufactured by Compaq, IBM and others.

Table of Contents

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Forward: The MindBody Connection

Introduction: Complete Overhaul; Routine Maintenance; or Fine-Tuning?

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1. Upgrade your Mental Computer; Boost your Memory Power in Minutes a Day

2. Harness the Awesome Power of Self-Talk

PART II: The Body

1. Enhancing the MindBody Connection

2. The Seven Keys to Unlock Maximum Mental & Physical Power:

PART III: MindBody TuneUps

1. Complete Overhaul, Routine Maintenance, Fine-Tuning Your Vehicle

2. Illustrated, Follow-Along, 1-, and 5-Minute TuneUp Sessions

Addendum: Vehicle Maintenance Records – Forms, charts and schedules

Chapter Outlines

Preface: Your Memory & Your Health; “Survival of the Fittest”

Forward: The MindBody Connection

Introduction: Complete Overhaul; Routine Maintenance; or Fine-Tuning?

PART I: The Mind

Practical, concise, interactive exercises for learning all principles and techniques to improve the memory; applications of everyday systems for remembering anything. Also teaches how to harness the remarkable Power of Self-Talk.

1. Upgrade your Mental Computer; Boost your Memory Power in Minutes a Day

The Physiology of Memory – How we Remember

Why Aging is No Excuse for Forgetting

The Myths: Old-Age, Alzheimers, “Senior Moments”

You’re Not Getting Older, You’re Getting Better – Starting Now!

Installing a Powerful, New Memory Chip in Your Old Mental Computer

“If you Use It, You Won’t Lose It!”

Psychological Factors Essential to Having a Great Memory

Exercises to Challenge and Strengthen the Brain

Object-to-Object Association

Visualization and Recall of a Detailed Scene

The Number Alphabet and Translating Words into Numbers

Mental Jogging “on the go”

Learning New Subjects

Incredibly Useful Memory Systems & Techniques

The Linking Thought Technique

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Visual Cue Words in a Series

Rhyming with Numbers 1-10 – One/Sun; Two/Shoe; Three/Tree

Alphabetical Animals – Ape/Bat/Cat/Dog/Elephant/Fish/Giraffe

The Number Alphabet Cue Words 1 – 100

Location Cues

Clustering Cues Together in a Familiar Place

Locating Individual Cues around a Familiar Area

Mnemonics & Acronyms

Tying a String around Your Finger and other Great Memory Joggers

Practical Applications of Memory Systems & Techniques

Techniques to Remember Names to go with those Faces

The Six Sure-Fire Steps to Remembering Names

Recalling Facts and Information

Groceries, Errands, and other Lists

Useful Business Applications

Keeping Isolated Facts in Your Mind

Overcoming “Absentmindedness”

Recalling To-Dos in Time To Do Them

Memorizing Inspiring “Words of Wisdom”

Refocus Your Attention, and Adjust Your Attitude

A Few Great Sayings and Quotations to Live By

101 Uses for Post-it Notes; The Secret to Always Remembering

Harnessing The Awesome Power of Self-Talk (*Aavailable on request*)

Part 1

We All Do It! Go Ahead Admit It, You Do It Too!

The Impact of Our Incessant Internal Dialogue;

Or, “What You Say Is What You Get” In Life

The Power of Negative Self-Talk

The Good News is, it’s Not Too Late to Change

Harnessing the Power of Self-Talk to Improve Your Memory

Questions; Ask and Your Brain Will Certainly Find an Answer

Daily Self-Questions; Focus Determines Your State of Mind

Goals, Decisions, and the Power of Commitment

The Dickens Pattern

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Part 2

The Five Steps to Re-Program Your Mind & Memory Using Self-Talk
and Visualization

Daily Memory Self Pep-Talk; Creating your own Self-Talk Scripts

Part 3

Harnessing the Power of Self-Talk Vocabulary to Achieve Your Goals

(Worksheet - Fill in the Blanks for Yourself)

What Are Your Personal / Professional Goals?

Self-Inquiry

The Words We Use When We Talk To Ourselves about our Goals

The Questions We Automatically Ask Ourselves

The Power of Repetition

Catch the Culprits

Make the Commitment

Review the List of Self-Talk Vocabulary

The Final Step

The Consensus Opinion – The Collective Unconscious

Part 4

Six Steps to Turn Desires into Success

Do it Yourself

Vehicle System Review

PART II: The Body

Provides a comprehensive overview of the latest health-improvement discoveries. Suggests simple, basic everyday applications of age-old wisdom and good common sense. The foundation of the entire MindBody TuneUp program is the Seven Keys to Unlock Mental and Physical Power.

Complete Overhaul, Routine Maintenance, and Fine-Tuning the Vehicle you Live In

All You Need to Know to “do-it-yourself”

How the Condition of the Body Impacts the Memory

Enhancing the Mind-Body Connection

Don't Just Sit There! What Sitting Still All Day Does to your Brain (and Your Bottom)

The Seven Keys to Unlock Maximum Mental & Physical Power:

1. Breathing

When We Stop Breathing

Using “Expansive Breathing”

How Oxygen Boosts Your Brain Cells

The Five Basic Breaths

How and When to Do Them

Nature's Greenery and Photosynthesis

2. Water

The Importance of Hydration for Body & Brain

Fresh, Natural, Clean Water – The All-Day Habit

Herbal Teas

3. Nutrition

Every Bite is a Choice! You Are What you Eat (and Drink!)

Food for Thought – Nourishment for the Brain Cells

The Cleansing & Restorative Power of Natural Foods

Fresh Fruits and Juices

Vegetables – Raw, Juiced, and Steamed

The Value of Wholesome Crabs and Protein

Vitamins & Mineral Supplements for Utmost Vitality

Maximizing the Power of Your Natural Digestive Enzymes

The Truth about Gingko Blob and other Memory Supplements

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How Physical Workouts Improve Mental Functions

What to Do With Your Mind While You Workout Your Body

Adding Stretching & Breathing to Enhance Your Results

Developing Flexibility, Balance, and Strength

Improving Circulation – the Benefits to All Systems

Cardio-Vascular Aerobic Activities (working up a sweat)

Using Weight Resistance Machines and Free Weights

Condition Yourself to Enjoy Sports and Exercise Classes Safely

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Mental-jogging Tones the Grey Matter and Tunes the Brain Cells

Memorizing Something All the Time

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6. Relaxation

Why Stress is so Frequently Blamed as the Cause of Illness

Some Stress is Good for the Body and Mind

Reducing the Potentially Harmful Effects of Too Much Tension

Simple Secrets for Staying Calm (when the World Gets Crazy)

Shut Down, Clear the Cache; Re-boot the Master Computer

What is “Progressive Muscle Relaxation”, Anyway?

Six Simple “Stress Relief Strategies”

1. Some Things You Can Do Sitting Right Where You Are
2. Take a Walk to Let it Go – Walking “The Infinity Pattern”
3. 20-minute Power Naps (formerly known as “Cat Naps”)
4. Deep Relaxation without Falling Asleep;
What to do while you’re just sitting there!
5. Activities Conducive to Stress-Reduction
6. Creating a “Green Room” at Work

The Benefit to Employees

Benefits for the Company

Secrets to a Good Night’s Rest; Fall Asleep Relaxed, Wake up Refreshed!

7. Self-Talk

Brief Review of Part I: Change Your Self-Talk, Change Your Life

What You Think is What You Get

Using the Belief That You Do Have A Great Mind, A Healthy Body!

PART III: MindBody TuneUps

Readers, who do these suggested TuneUps will enhance their physical fitness, reduce stress, improve their memory, recover more quickly after trauma, accident or injury, and insure the body's resistance to disease. Includes clearly worded, fully-illustrated MindBody TuneUp Routines (stretching – breathing – strengthening – visualization and other relaxation techniques) Suggested for use at work, at home, on the go.

When a Complete Overhaul is Necessary

Starting in Any Condition

The Secret to Stretching Safely

Recovering after Illness, Accident, Injury

Routine Vehicle Maintenance

During the Busiest Days

On Days when You Have “More Time”

Fine-tuning the Vehicle for Optimum Performance

Subtle Adjustments

70 Basic Stretching Positions

Standing in Front of a Mirror

Standing without Using a Mirror

Sitting on a Chair

Sitting on the Floor

Kneeling

Inverted (Head Down) Positions

Lying on the Stomach

Lying on the Back (including Inverted Positions)

Twisting

Daily TuneUp Routines for People “On the Go”

Ten 1-Minute MindBody TuneUps

Twelve 5- Minute MindBody TuneUps

Doing MindBody TuneUps (Safely) In the Car While You Drive

So You’ve Decided to Exercise

A Visit to the Health Club – Take a Tour with Jan

The Four Areas Within a Health Club

Finding Places to Stretch and Breathe

How to Enhance Your Workout with Stretching, Breathing, & Visualization

Self-Talk during Workouts – Be Your Own Motivating Coach and Trainer

Using Aerobic Exercise Equipment Effectively

Treadmills, Stairmasters and Lifecycles

TuneUps In The Weight Resistance Room

TuneUps While Swimming

Sauna – Steam Room – Jacuzzi

Meanwhile, Back In the “Dressing Room”

Thoughts Upon Leaving the Health Club

Beginning to Work Out at Home

Overcoming a Million Distractions

Creating a Conducive Space
Plants Provide Oxygen
“Finding” Time
Results of Your MindBody TuneUp Program
Physical / Psychological / Emotional
Review: The Impact of Physical Exercise on Your Memory

Sample Chapter

Available separately upon request. See link from <http://www.jandacri.com> and look for a link on the site map.

Video

A Program highlights video taken from Jan’s recent lectures and personal appearances capture her energy and dynamic approach to her material. Selected clips are available upon request for distribution to media, television talk shows, etc.