

# TENDENCIES AND TRAITS

## of the INNOVATOR brain type

(6% of the population)

### PERFECTIONIST

You tend to be a perfectionist, which will help you master the skills, tips and tricks suggested for you in this program. It's a double edged sword though because you might get stuck in a particular skill too long if you don't feel as though you have mastered it yet, which can cause you to delay trying the other skills. Use progress as your benchmark instead of perfection so you can keep moving forward in your journey toward optimal health.



Paul McCartney



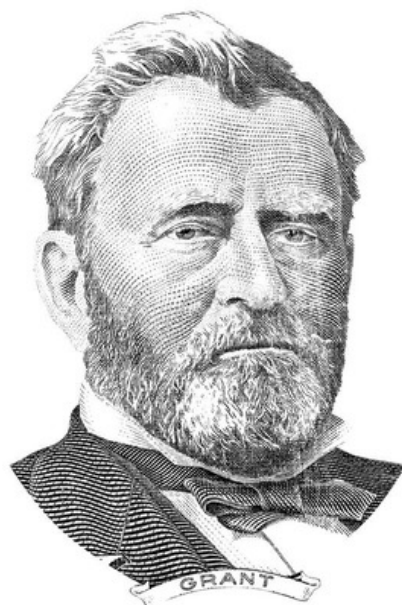
Marilyn Monroe

### SENSORY DOMINANT

Because you are highly sensory, you may have an elevated interest in food – especially for the taste, color, texture, and feel in your mouth. This may sound like a liability at first, but it doesn't necessarily mean that you will be an overeater. In fact, your heightened senses allow you to become satisfied sooner, requiring less volume IF you listen to your body when it tells you to stop eating.

### OTHERS FOCUSED

You like to help people and make their lives better. You are also highly creative, so you often think of ways to improve products, services, and ideas. Because of this, you tend to make decisions based on how it will affect other people, so it could be helpful for you to think of how others' opinions of you will improve as you achieve optimal health. This might seem somewhat "co-dependent" at first glance, but since your brain type values the opinions of others and their opinion of you, this can be a great way to use this to your advantage instead of fighting that tendency or perceiving it as a negative.



Ulysses S Grant



Michael Jackson

### FEELINGS BASED

It can be harder for you to see the logical side of issues since you are more apt to understand things based on feelings, internal sensations, and perceptions. Your brain style is fantastic, and certainly has many advantages, but to seek balance, you should form some close relationships with people who are more logical and objective in their opinions to provide you with counsel from that point of view.

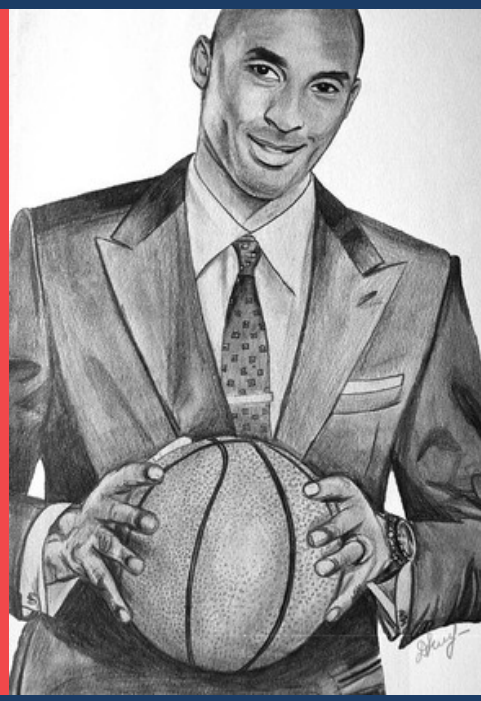
# SHORTCUTS AND TIPS

specifically selected for your type to help you achieve optimal health faster, with less frustration and more success.

## GOAL SETTING

When setting goals, think of how much better you will look and feel in your clothes and new outfits. Or, imagine how much more reputable you will appear and feel, looking fit and healthy.

Setting short-term goals with easily attainable time-based milestones for frequent success will help to keep you on track. Make sure all your goals, whether short-term or long-term, are realistic and attainable to avoid discouragement, especially due to your perfectionist tendency.



Kobe Bryant



Jessica Alba

## BEST WORKOUT

Group training in a quiet, intimate atmosphere (i.e. small studio setting) will be most enjoyable for you.

Medium intensity sessions, for 30 - 45 minutes will help your brain stay motivated long term with a better balance between exertion, effort and time.

Strength training twice a week and cardio 1-3 times a week will be a good frequency for you (and both workouts can be on the same day if necessary).

## TOP THREE HACKS

Logical, supportive friends who praise your successes will help you with your goals and motivate you to stick to your schedule.

Tracking your food, measurements, and biometrics will give you objective data to focus on, keeping you consistent in your progress.

Make sure healthy, delicious foods and snacks are always readily available, whether you are at home or on the road.



Mozart



## WANT MORE SHORTCUTS AND TIPS?

There's plenty! Click the fire hose to the left to be taken to your free bonus page with your full brain type description and expanded recommendations.

Be warned though, it's a lot of information, so we suggest you stick with what's here in this infographic for a while before trying to take that drink!

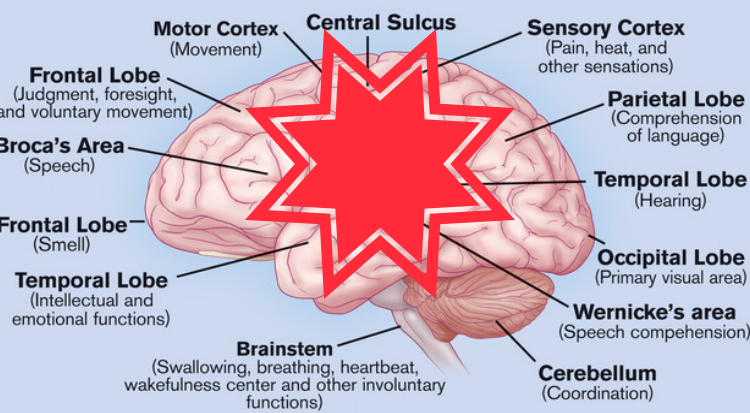
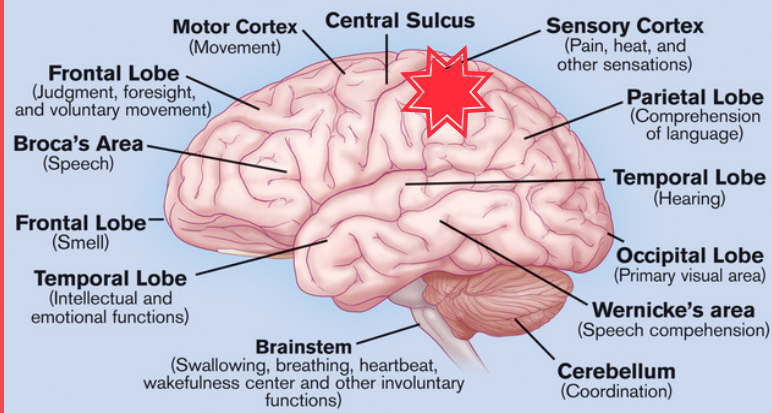
# BRAIN TRAINING FOR YOUR TYPE

Here are your customized techniques to help you rewire your brain over time to think, act and become like the healthy fit person you always wanted to be! The primary brain areas are highlighted for each technique. Just click the START buttons in each section to go to the short lesson (a video or post) to learn how to master each one.

## HUNGER SCALE

This technique helps you with perspective and routes your nerve impulses to the logical areas in your brain so you can see things clearly for what they are without emotions dominating your judgement.

Try Now



## EFT

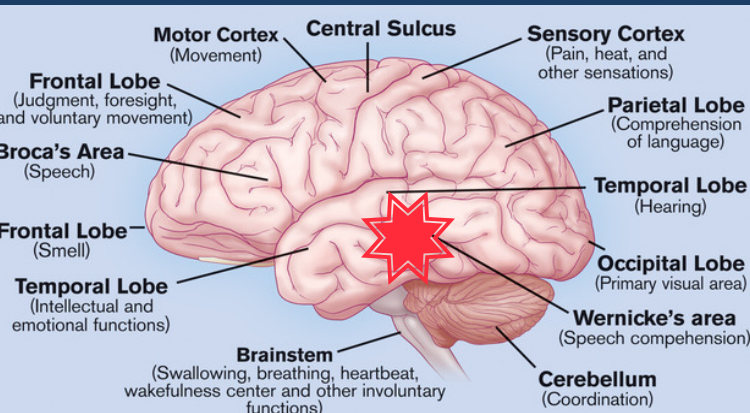
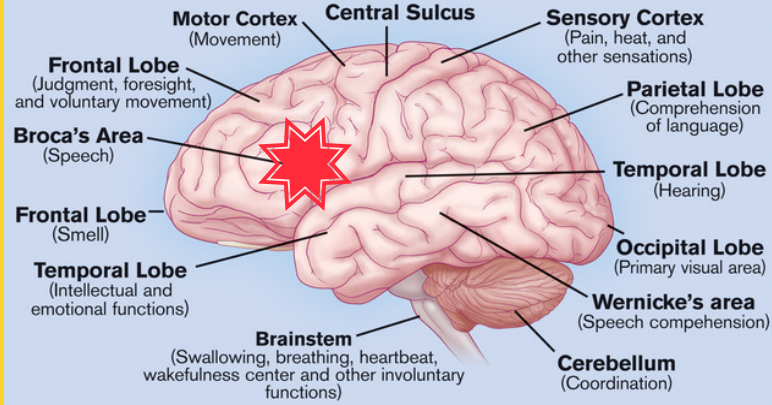
Similar to acupuncture, this technique might seem "woo woo," but it really works (even if you don't think it will) because it acts on the automatic subconscious brain, independent of the conscious brain areas.

Try Now

## AFFIRMATIONS

Even if they sound "corny" or silly, affirmations are amazingly effective if done the right way. The words may come from your conscious brain, but the effect happens in the subconscious.

Try Now



## WORD SWAP

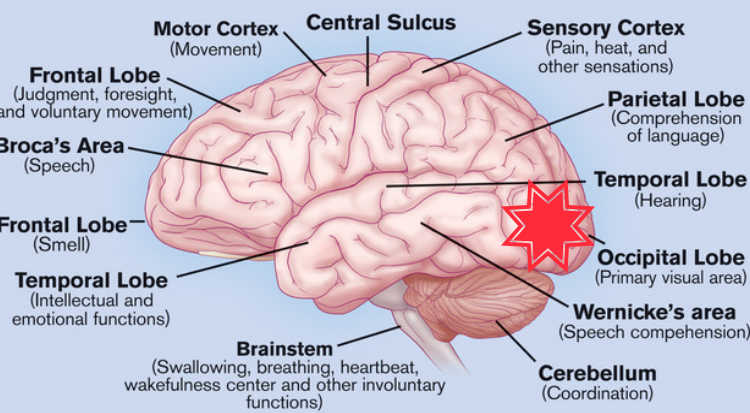
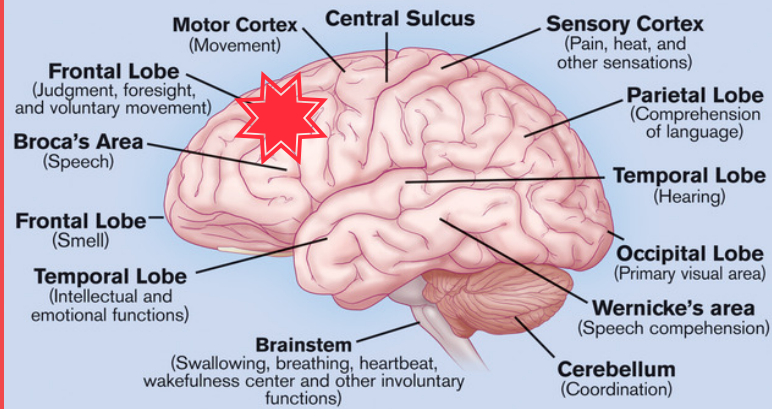
Words are your experience because they are heavily loaded with meaning. You really can change your experience merely by changing the words you use.

Try Now

## SUCCESS JOURNAL

Hand writing your successes every day, even if it's just a few words, especially at a certain time of day can be a rapid way to rewire your brain in the direction you want to go.

Try Now



## VISUALIZATION

Used by professional athletes, billionaires and many others who have achieved incredible success in their fields, this one is extremely easy to implement - especially your brain type.

Try Now

# SO NOW WHAT?

## HERE'S HOW TO APPLY THIS NEW INFORMATION

### EASY GOAL SETTING 101

Click the button below to check out the blog post on Goal Setting for Winners. This will help you organize your thoughts and get some direction on where you are headed, why you are headed there, and how to get there.

It's easier than you think too. Like everything, good stuff comes to those who put in the work, but this is another shortcut that will make achieving optimal health much easier and faster than anything you have tried before.

[See Post](#)

### TRY ONE SHORTCUT, TIP OR BRAIN TRAIN EACH DAY

Small steps, slowly, one at a time, is how you learned to walk because that's how your brain works. Big steps or steps that are too fast will cause a fall.

Notice also that we suggested you TRY one thing per day. Don't expect to MASTER one thing per day. The post suggested above will help you with this too.

You've got time and everyone has their own best speed, so cut yourself some slack and take the pressure off. If you keep this fun, you will learn faster and it will be permanent.

### PRINT AND/OR SHARE THIS INFOGRAPHIC

Choose what sounds the most motivating to you from the choices below (and if you don't know, your full description on the other side of the fire hose button above will tell you):

1. Print this infographic and post it where you will see it every day.
2. Share this on social media to start a discussion among your friends, ranging from general interest to gathering a support team.
3. Both of the above.

Want some coaching? Just email [b@bandp.life](mailto:b@bandp.life) for more info

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