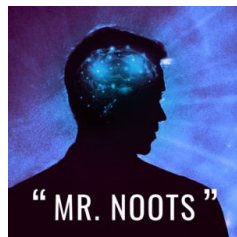




# How To Architect And Hack The Ultimate Mental States For Productivity, Creativity, And Happiness



**BENGREENFIELD**  
**LIFE**



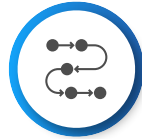
**Plus Mark “Mr. Noots” Effinger:  
Chief Product Wizard**



**NOOTOPIA**

[BenGreenfieldLife.com/noots](https://BenGreenfieldLife.com/noots)

# IN THIS PRESENTATION, YOU WILL LEARN...



What mental states are, and the powerful impact they have on your life and career



How to shift effortlessly from one state to another: from high levels of productivity to creativity to pure euphoric happiness, focus, flow and more



Ultimate brain hacks for making your brain fire faster, upgrading your concentration, boosting your mood, tripling your focus, and activating your genius WITHOUT negative side effects like anxiety, jittery feelings, or energy crashes



How you can become 5%, 10%, even 30% BETTER at your current tasks and projects by elevating your output and becoming the maestro of your mind

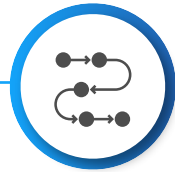


How athletes, performers, and celebrities are masters at creating states (Beyonce, Ozzy Osbourne, Jay-Z) and how you can use the very same method

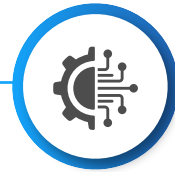
# MEET MR.NOOTS



Began doing  
chemistry  
experiments at  
age 6



Revolutionized  
natural nutrient  
extraction  
processes



Developed game-  
changing proprietary  
delivery technologies



“Secret weapon” to  
top CEOs, execs,  
pro athletes



A world-class  
nootropic expert  
and formulator

# SO WHAT ARE NOOTROPICS?



Unlocks your brain's superpowers



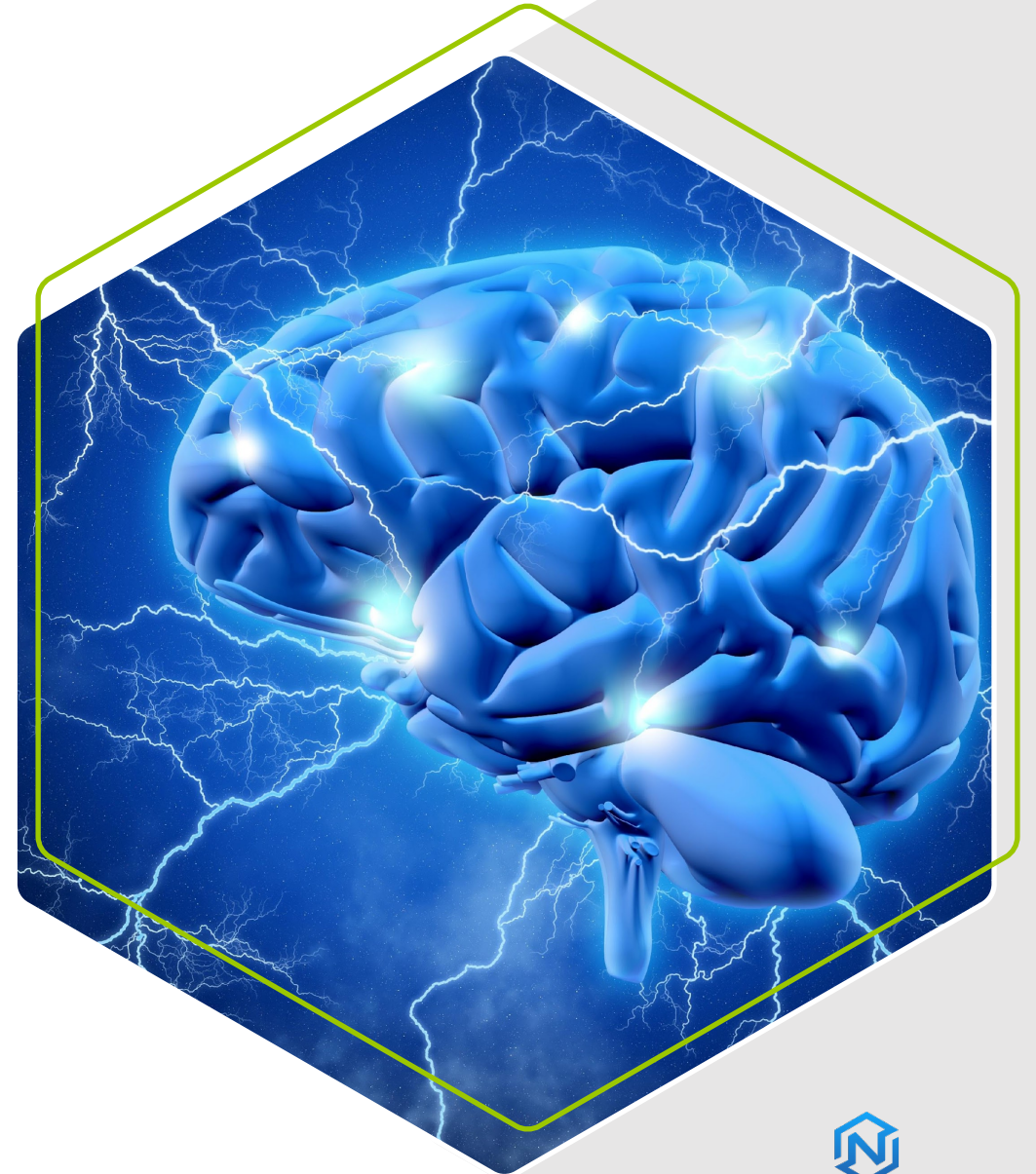
Helps you shift into different states of mind to make it easier for you to succeed



Reduces toxins in your brain and revitalizes your memory, focus, and concentration



Revs up the engine in your brain in the morning and gets you “dialed-in” in less than 10 minutes



# WHAT ARE “HIGH PERFORMANCE MENTAL STATES”?



High Performance States are classically defined as a state of being that makes you feel, think, and perform in ways that optimize your desired outcome.



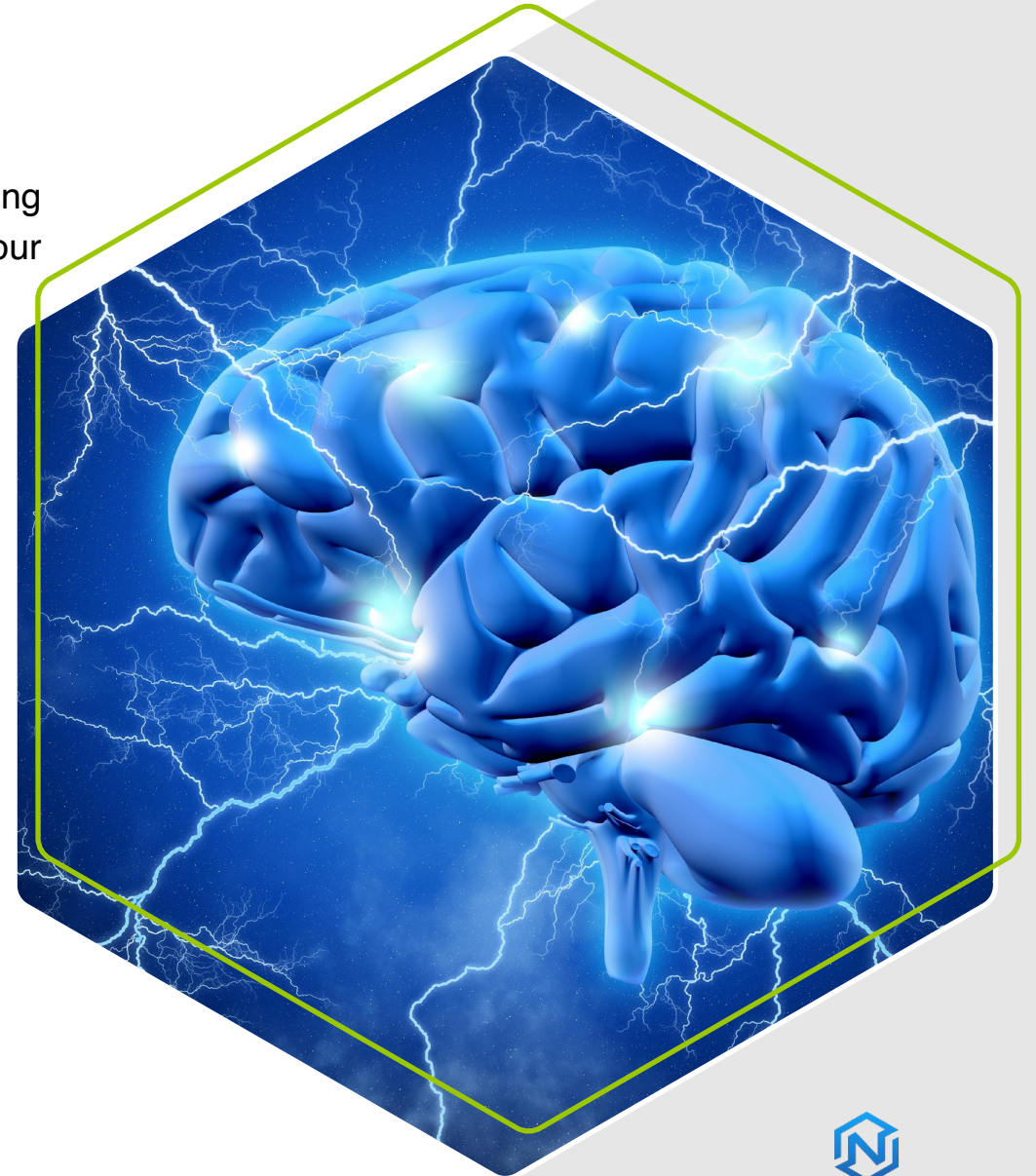
Most high performers have unconsciously created 1-2 states over time that help them achieve their goals and missions.



In this presentation, we will be sharing the most advanced breakthroughs in brain research to give you the edge you need.



Today's presentation will give you the tools you need to craft new high performance states and enhance the ones you are already using.



# THE STRUCTURE OF MENTAL STATES



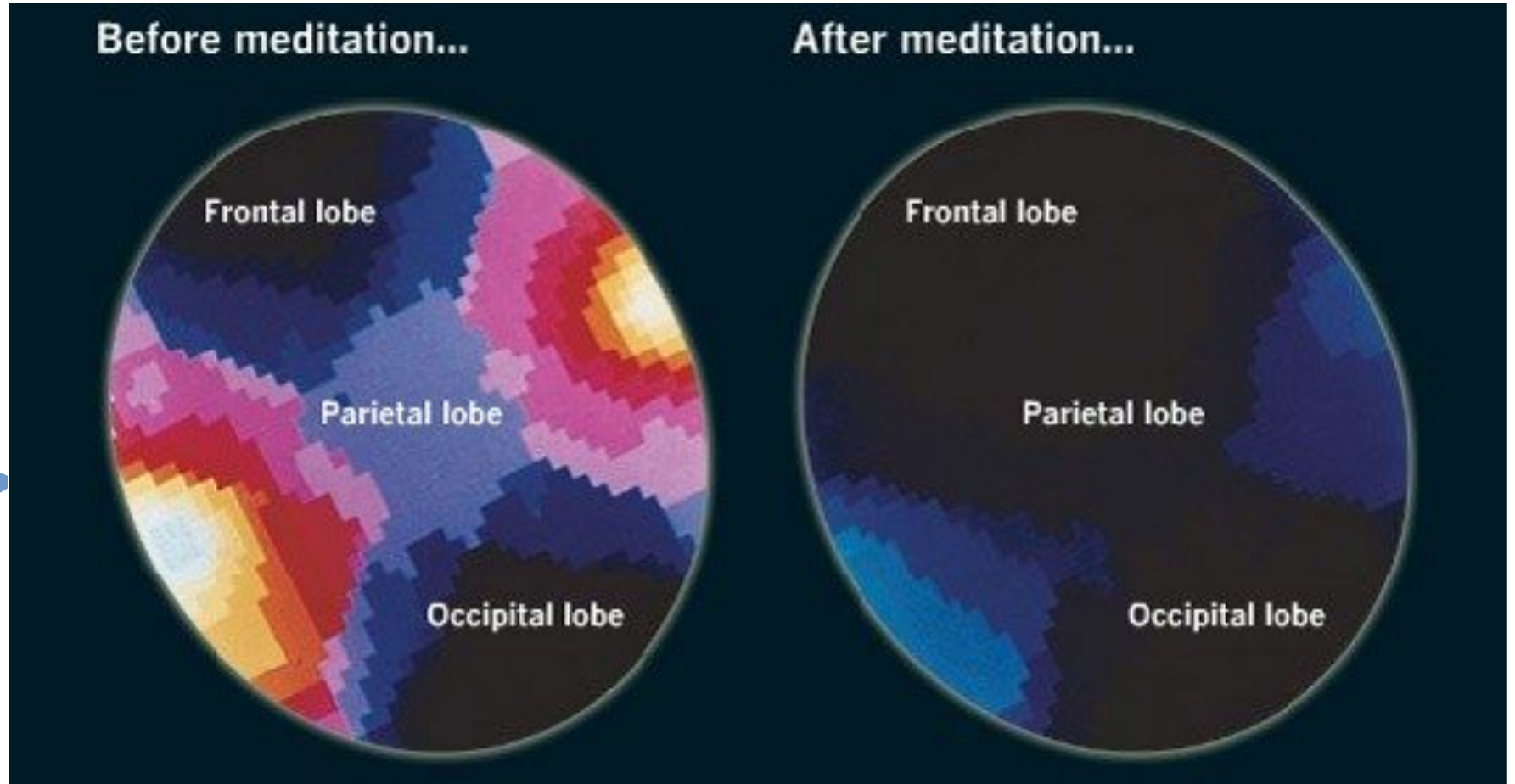
- 01 Mental Processes
- 02 Behavioral Processes
- 03 Neuroelectrical
- 04 Neurostructural
- 05 Neurochemical

# MENTAL PROCESSES EXAMPLES



	<b>“High Stress State”:</b>	<b>Gratitude Meditation (Active Appreciation):</b>
Neuro electrical:	increases beta brain waves	decreases beta brain waves, increases alpha brain waves
Neuro structural:	activates amygdala	frontal lobe, parietal lobe, thalamus all slow down
Neurochemical:	activates noradrenaline, cortisol, adrenaline	increases endorphins, serotonin, oxytocin

# HERE'S WHAT HAPPENS IN EACH PART OF THE BRAIN DURING MEDITATION





# THE AXIOM OF THE MIND

## “What Fires Together, Wires Together”

This is how “anchoring”, a popular NLP technique, works to program States

This is how behavioural patterns get formed

## For example...



When you go to a movie theater, you want Popcorn and a soda because you wired the emotional intensity of the movie... the entire experience has been “wired together” with repeated activation.



Songs, smells, and food often get connected to emotions and memories because they “fired together”.

# THE AXIOM OF THE MIND



For example...



When a dog bites you as a kid... “dog” gets wired with “pain” unless you clear that trauma.  
Book suggestion: **The Body Keeps The Score.**



When you go to the gym, put on headphones and put on your favorite aggressive music... the gym + headphones (anchor) + music (anchor) activate the state (workout/training).

# THE ALTER EGO'S MENTAL PROCESS: SUMMONING SUPER POWERS



Todd Herman's Alter Ego Effect book: how to activate the Heroic Self already nested inside of each of us



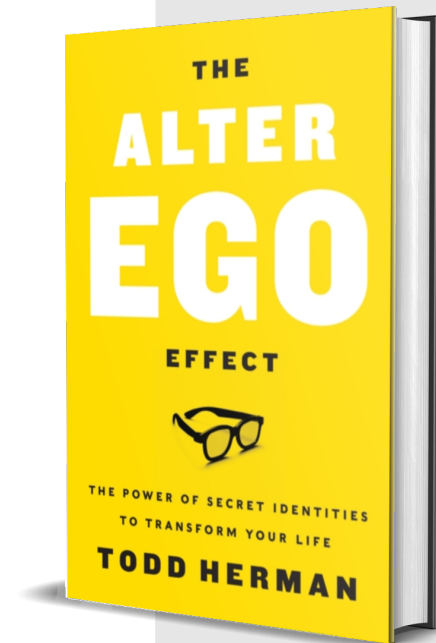
Singers: David Bowie / Ziggy Stardust, Nicki Minaj, Beyonce / Sasha Fierce, Ozzy Osbourne



Celebrities: The Rock, Hulk Hogan, Ric Flair, Matthew McConaughey, Tom Cruise



Athletes: Kobe Bryant / Black Mamba, UFC Fighters



# GET CLARITY ON THE STATES YOU WANT

Think of EVERY area of your life and ask the question...

***What's the optimal state for that situation?***

Examples:

Parent... lover... leader...

Writer... exerciser... enlightenment...

Social situations... teacher... on stage performer...



# The Process Of Creating High Performance States

HOW TO  
CREATE  
STATES

[BenGreenfieldLife.com/noots](http://BenGreenfieldLife.com/noots)



NOOTOPIA 

# The Process Of Creating High Performance States

Activate your  
neurochemistry

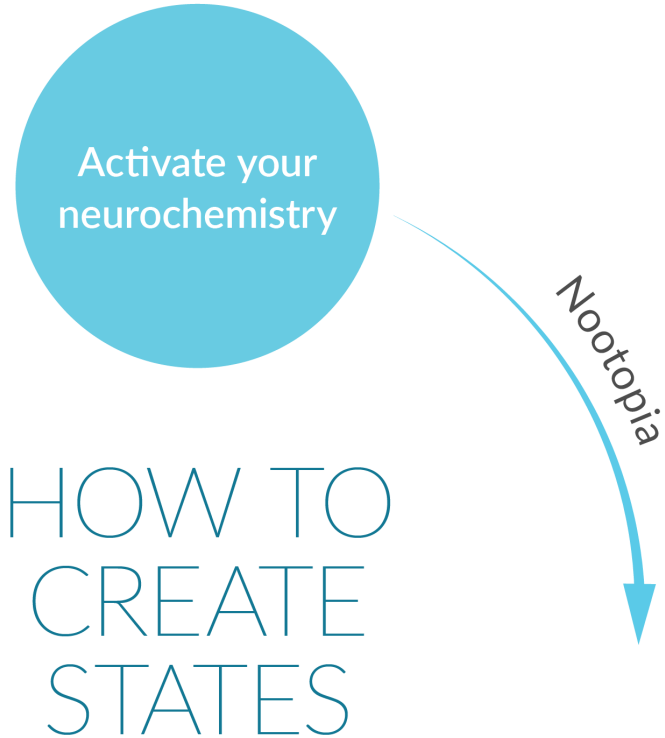
HOW TO  
CREATE  
STATES

[BenGreenfieldLife.com/noots](http://BenGreenfieldLife.com/noots)

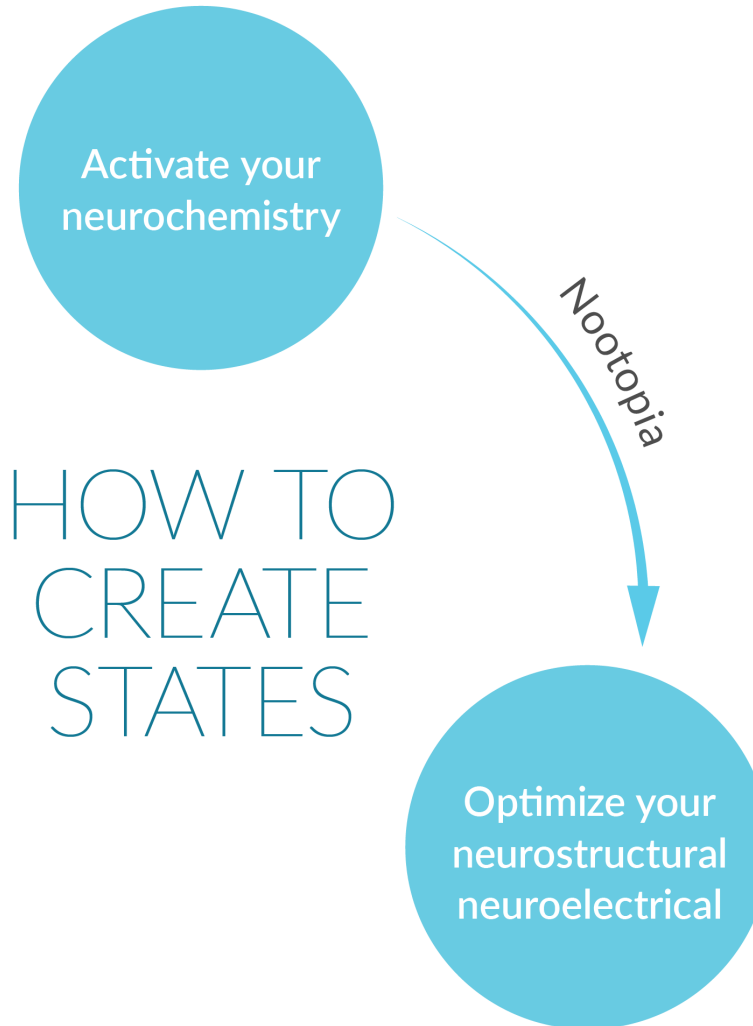


NOOTOPIA 

# The Process Of Creating High Performance States

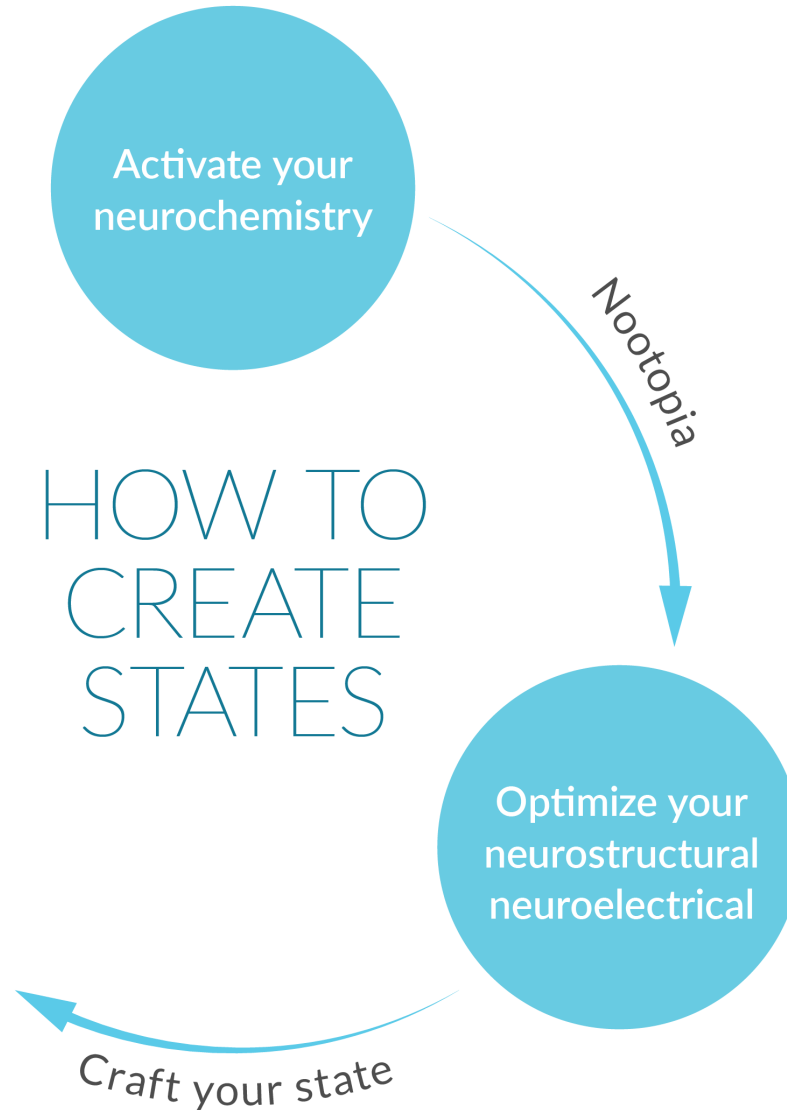


# The Process Of Creating High Performance States



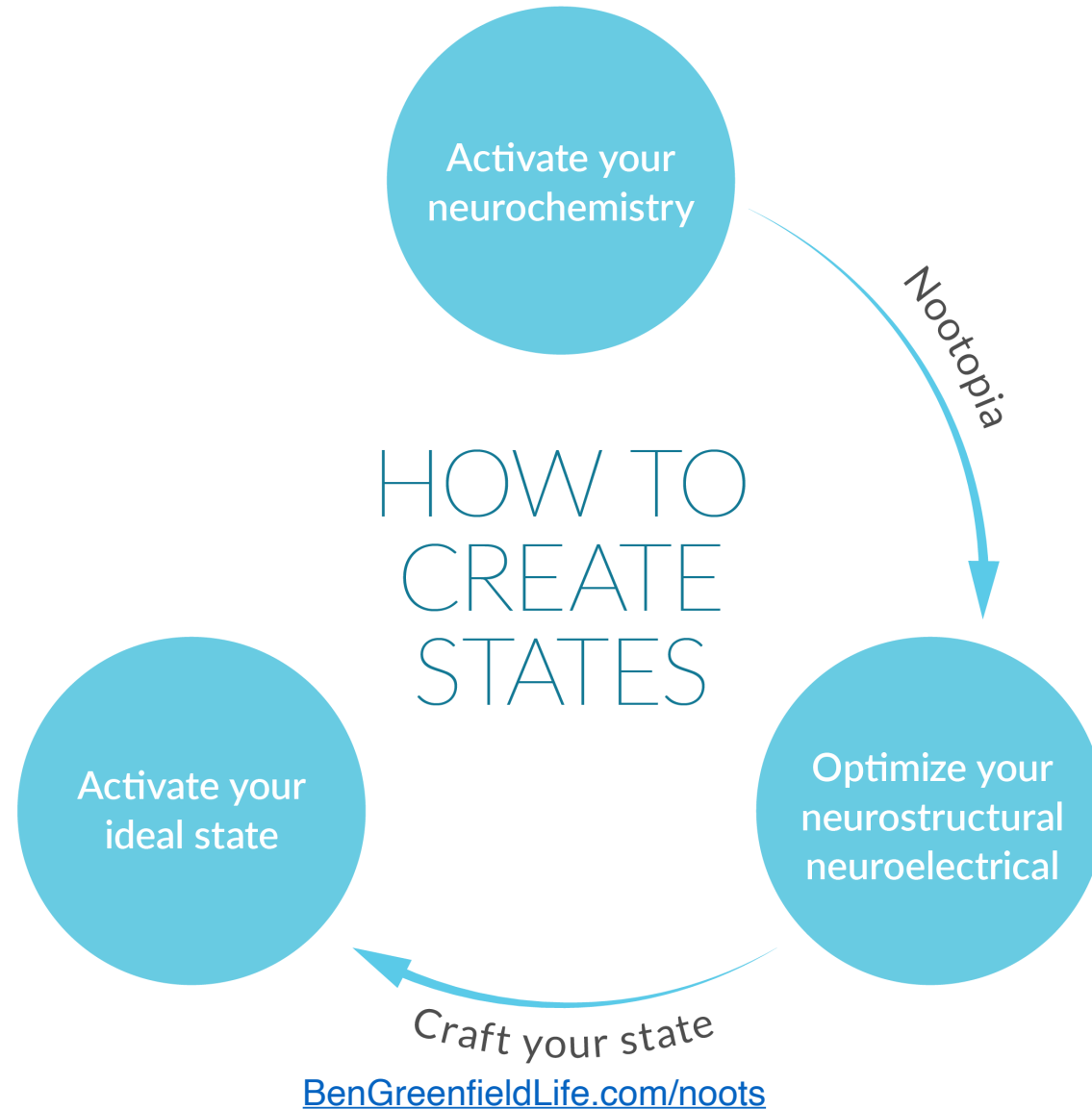


# The Process Of Creating High Performance States

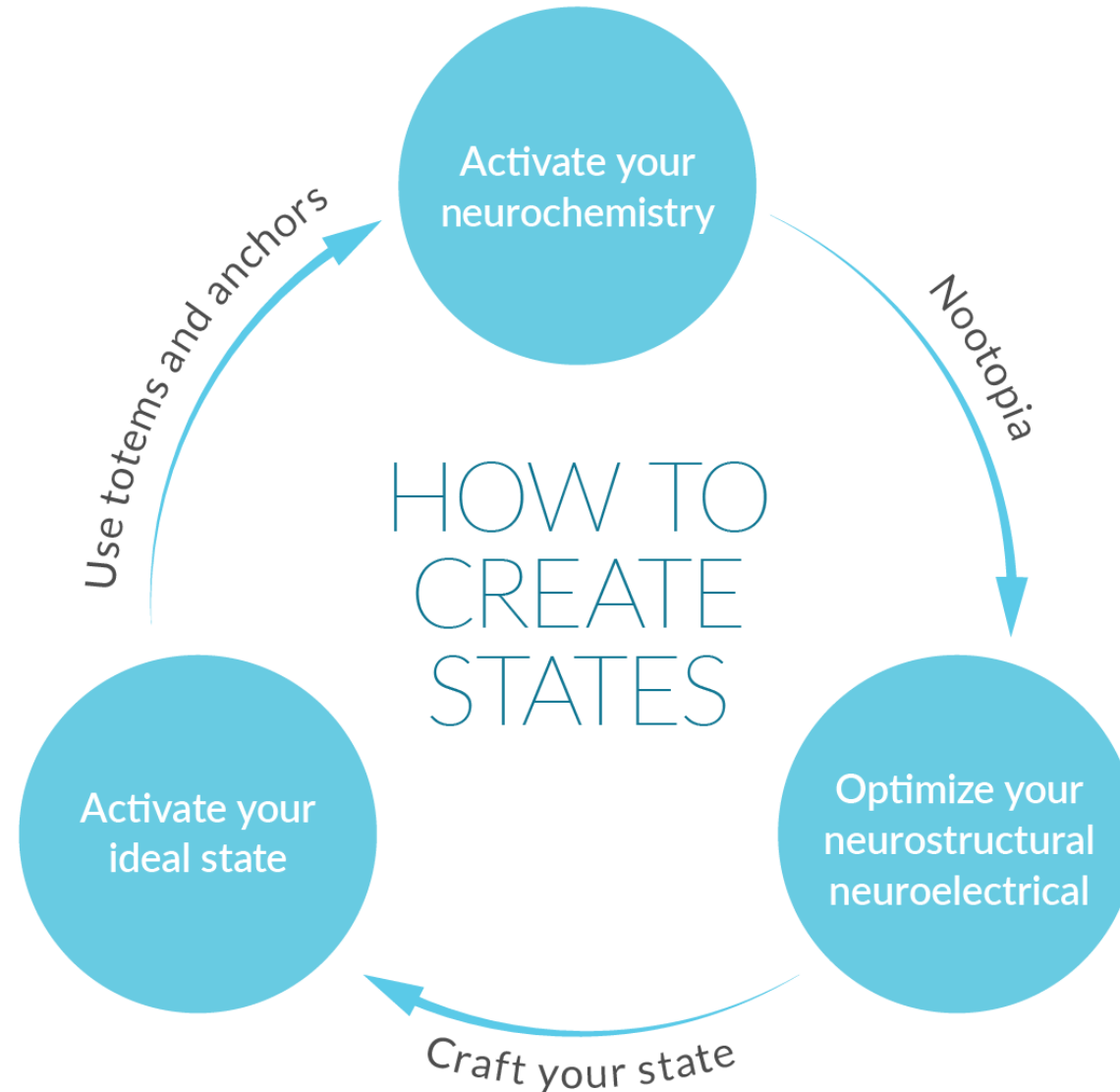


[BenGreenfieldLife.com/noots](http://BenGreenfieldLife.com/noots)

# The Process Of Creating High Performance States



# The Process Of Creating High Performance States

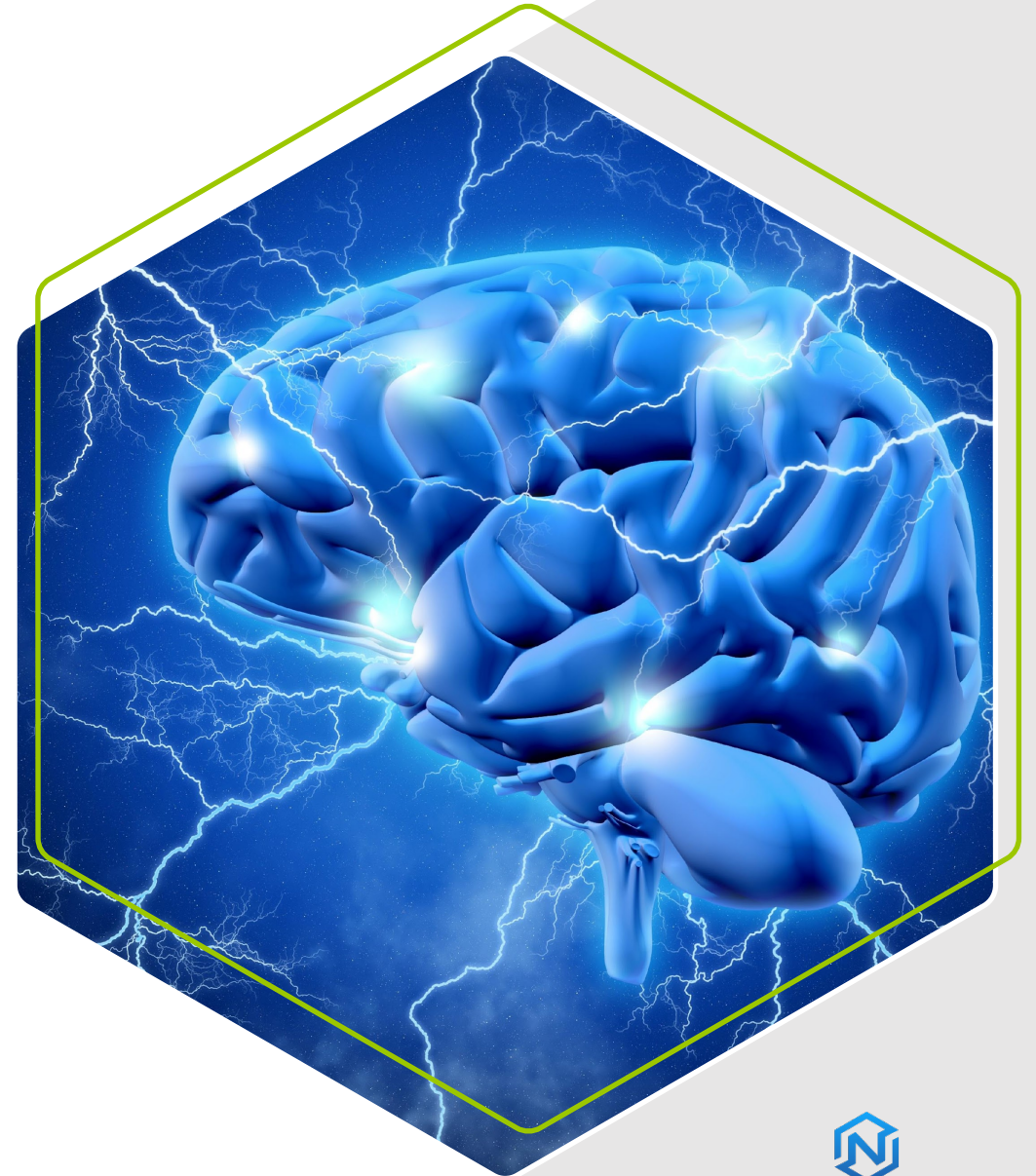


[BenGreenfieldLife.com/noots](http://BenGreenfieldLife.com/noots)

# NOOTROPICS ARE THE ULTIMATE HACK

- 1. Activate the optimal neurochemistry for each activity.**
  - 2. Enhance your performance for each activity.**
- 1. They become anchors: “what fires together, wires together”**

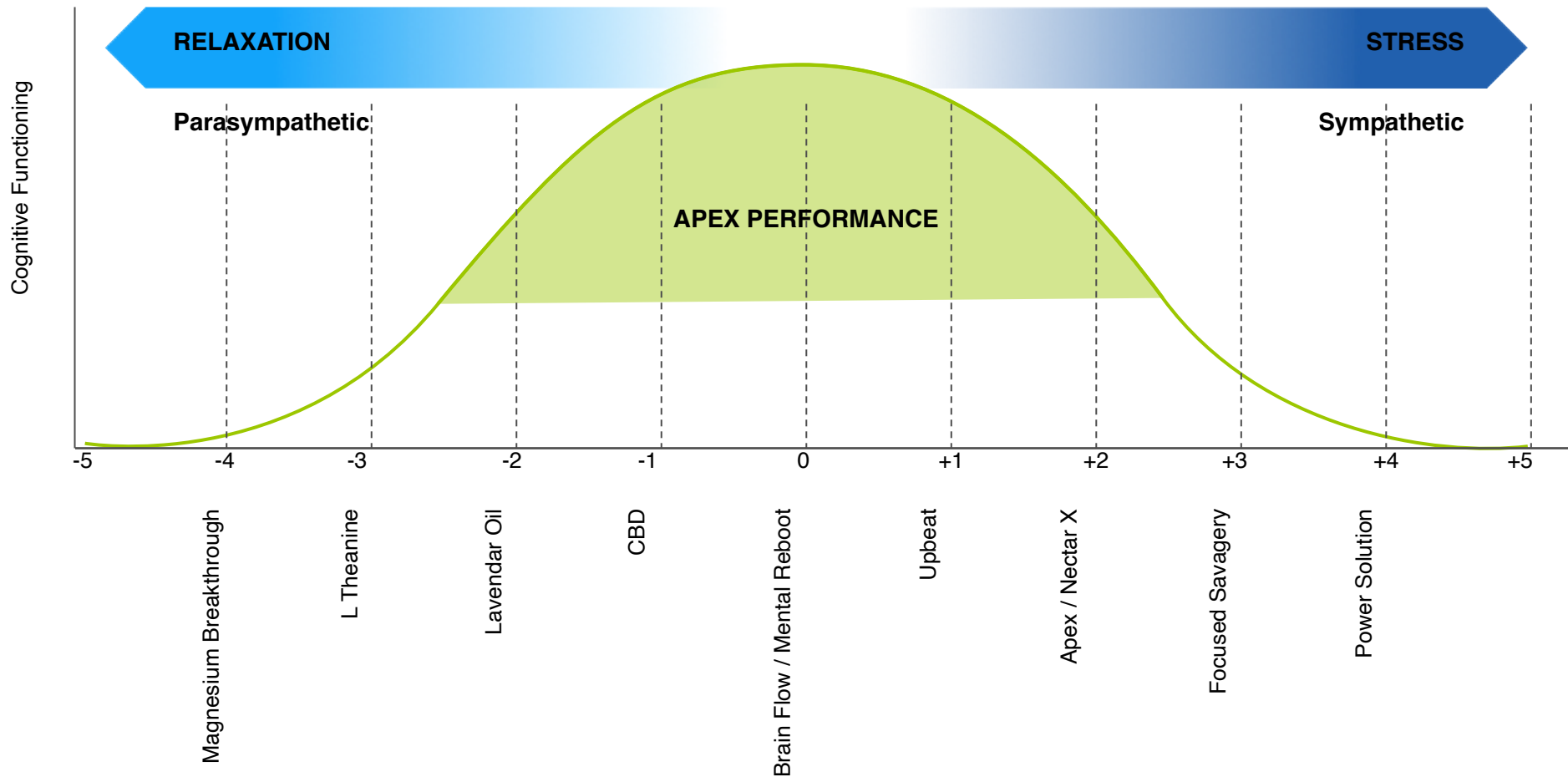
And we've uncovered some epic brain optimization hacks to take that even further....



# MORE IS NOT BETTER... OPTIMAL IS MORE

*Using the Supplement Arousal Spectrum™ can help shift your brain from “normal to Superhuman” in just minutes*

## Supplement Arousal Spectrum



# MORE IS NOT BETTER... OPTIMAL IS MORE

*Using the Supplement Arousal Spectrum™ can help shift your brain from “normal to Superhuman” in just minutes*

## For example...



Do you have a more driven, aggressive, or dominant personality? Certain formulas can take you from the “edgy” end of the spectrum and closer to your Personal “Apex Performance Zone” which helps you unlock your peak cognitive performance.



Do you have more of a relaxed and calm personality (and sometimes even procrastinate)? Some formulas can transform your mental state from a “slow, lazy sloth” to a Hyper-Focused, confident and driven cheetah.

[BenGreenfieldLife.com/noots](http://BenGreenfieldLife.com/noots)



NOOTOPIA



# POWERMOVE: AVOID PROTEIN



Don't worry, you don't need to avoid protein throughout the day



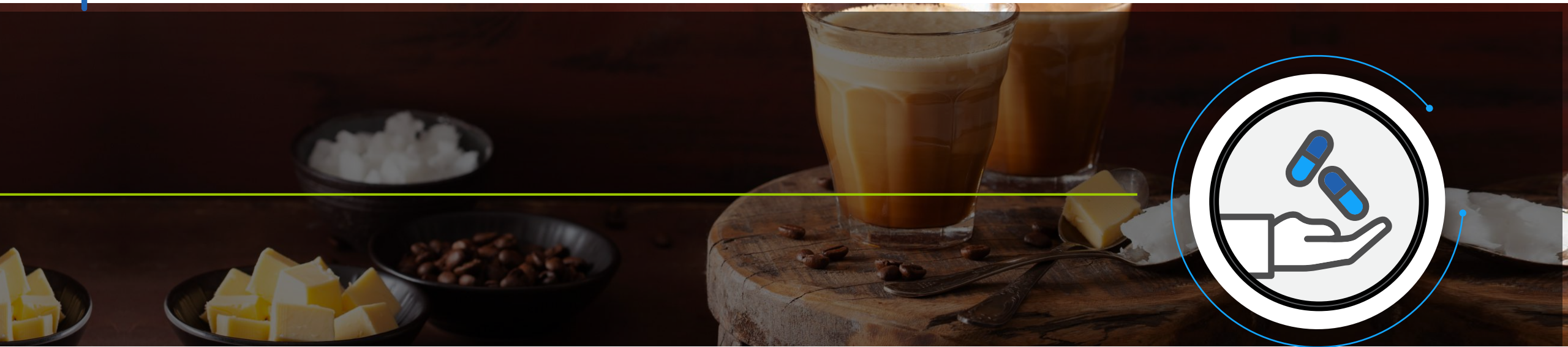
Protein can bind with the nootropics and blunt their absorption so to maximize the effectiveness...



**POWERMOVE:** Take your nootropics

- ✓ 60 minutes before a high-protein meal
- ✓ or 45 minutes after a high-protein meal

# POWERMOVE: STACK YOUR FATS



Nootropics bond to a source of fat to cross the blood-brain barrier (BBB)



Take all of your fats + fat-soluble nootropics + fat-soluble supplements in one shot: krill, fat coffee, EFAs, DHAs, plant based oils, MCTs, vitamin: A, D, K, E



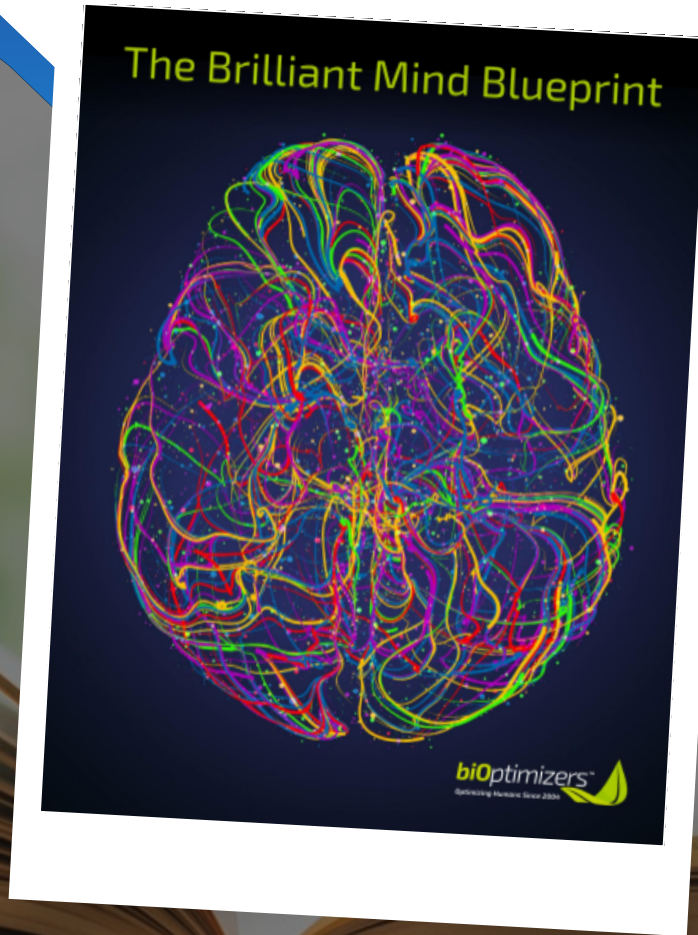
By taking the “fat stack” together you can:

- Improve and moderate the uptake to your brain
- Increase uptake of fat soluble molecules by up to 800% (CBD)
- Maintain a controlled performance rather than a quick spike
- Use with: Apex, Brain Flow, Focused Savagery, Upbeat





# BIOOPTIMIZERS BRILLIANT MIND BLUEPRINT



Those were just 3 out of the 12 incredible brain optimization hacks we've uncovered

You can discover the other 9 hacks in The Brilliant Mind Blueprint

[BenGreenfieldLife.com/noots](http://BenGreenfieldLife.com/noots)

# HOW CAN YOU GET STARTED?



**9 Game-Changing Nootropic Blends**



**Infinite Customization**



**3 Levels of Winning**



# NECTAR X



**Nectar X** is a powerful drink that will turn ON your brain and get you ready for epic days. It consists of a custom-blended 16 Gram tube of nootropics in a powdered mix.

This drink has a wide range of benefits that seem almost too good to be true (but its not), including:



Feeling immediate levels of increased optimism



Elevated sex drive and performance



Greater energy for exercise, metabolism, and muscle-building



More ambition and “drive” to get stuff done



Greater learning and retention of new information



Improves neurogenesis (stimulation of new brain cells)



# BRAIN FLOW

**Brain Flow** combines the most proven, tightly integrated nootropic powder stack (internal capsule) with a concentrated **ORGANIC NOOTROPIC OIL BLEND** to potentiate all ingredients.

## Each dose can help you:



Reduce brain and neurological inflammation (key for slowing aging)



Increase bioavailability of other nutrients (feel more of everything)



Eliminate feelings of anxiousness and tendency toward fear



Gently lift performance in a VERY extended, calm manner



# POWER SOLUTION



**Power Solution** is a potent energy, mind, and life-enhancer that is fast-acting, easy to use, delicious, natural, ketogenic, and guaranteed effective.

**Each dose can give you:**



All-day energy without jitters or crashes



Maximum mental clarity and concentration



Elevated mood and positivity



Insane mental stamina that feels limitless

[BenGreenfieldLife.com/noots](https://BenGreenfieldLife.com/noots)



NOOTOPIA

MENTAL REBOOT  
MENTAL REBOOT

AM

PM



**Mental Reboot** consists of custom-blended natural clarifiers, nootropics, and neuron accelerators. You get both an A.M. Mental Reboot and a P.M. Mental Reboot.

Mental Reboot can help you experience:

Faster learning for anything you need to be great at



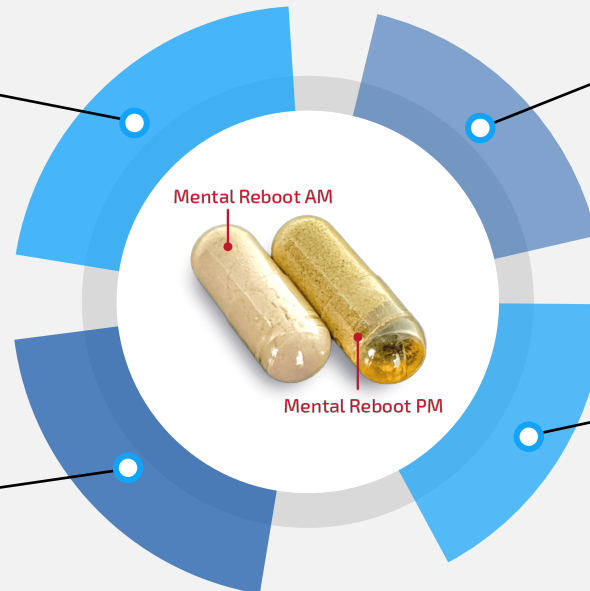
Less nervous or jittery/fearful feelings



Major gains in mental clarity and sharpness



More natural enthusiasm, positivity, and joy



[BenGreenfieldLife.com/noots](http://BenGreenfieldLife.com/noots)



NOOTOPIA

# UPBEAT

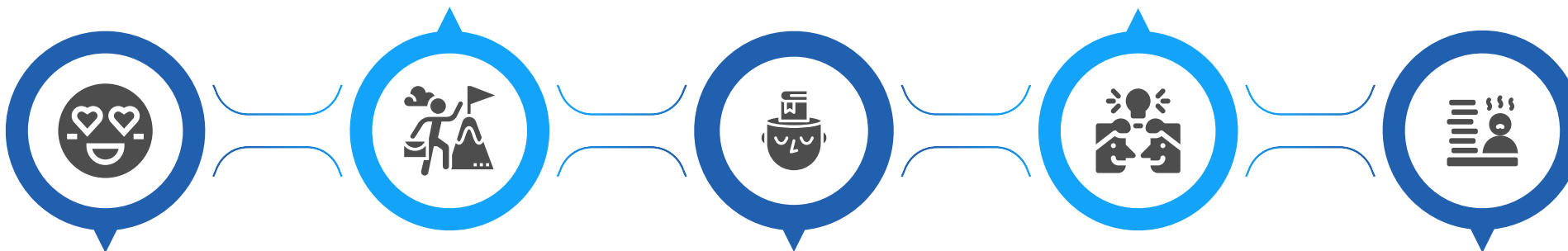


**Upbeat** consists of custom-blended capsules of natural nootropics, herbal mood enhancers, and mental "accelerators".

**Each dose can help you can experience:**

More ambition, with the focus to complete projects

Experience enhanced empathy



A happier "vibe" and sense of well-being

Become a "super learner"

A reduction in tension and aggravation

# FOCUSED SAVAGERY



**Focused Savagery** is a powerful new way to regain control of your mind while also rebuilding your brain. Perfect for “deep work days” where you want to maximize your output.

Each dose can help you experience:



Deep focus



Intense drive



Hyperproductivity



[BenGreenfieldLife.com/noots](https://BenGreenfieldLife.com/noots)



NOOTOPIA





# THE APEX

The Apex supports your neurogenesis by increasing neural stem cell growth and increases oxygen concentration.

## The Apex can help you:



Get in the zone of productivity



Call on your Creative Mind at the hint of inspiration



Stay focused far beyond normal physical performance constraints



Produce and deliver ahead of schedule



# ZAMNER JUICE



**Zamner Juice** is designed to sustainably stimulate dopamine, serotonin, and GABA production – which are essential neurotransmitters for a Positive Mood.



Feel more in tune with your senses and body

Natural vigor or “zest” for your life and activities

Naturally positive or even blissful mood

Feel more loving and connected with others in your life

A feeling of deep calm and Zen-like centeredness

Greater ability to connect and socialize



Zamner Juice can help provide

[BenGreenfieldLife.com/noots](http://BenGreenfieldLife.com/noots)



NOOTOPIA

# YOUR JOURNEY TO “GOD MODE” STARTS HERE...

There are 5 key phases to unlocking your brain's superpowers



Brain Goals



Optimization



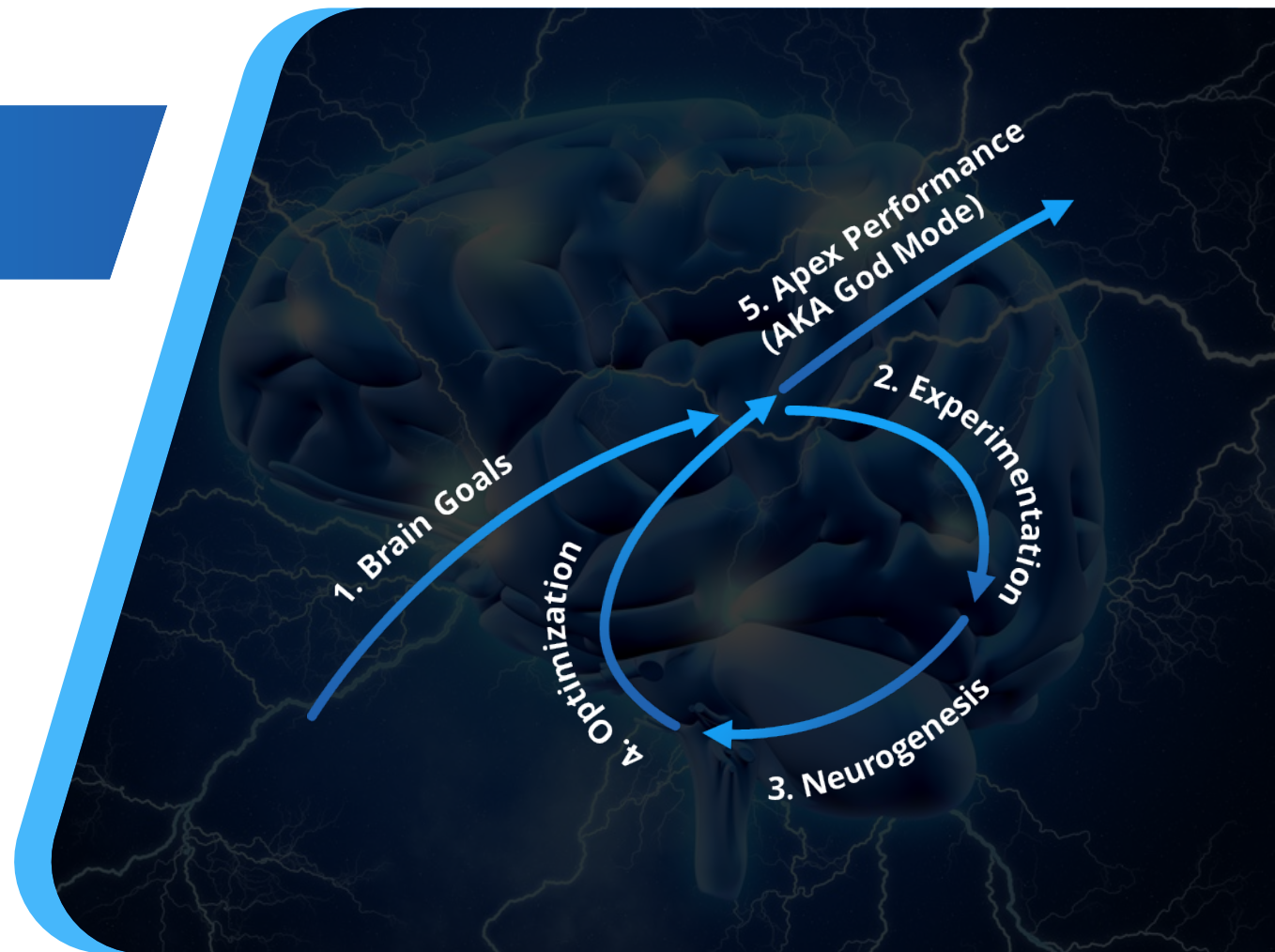
Experimentation



Apex Performance  
(AKA God Mode)



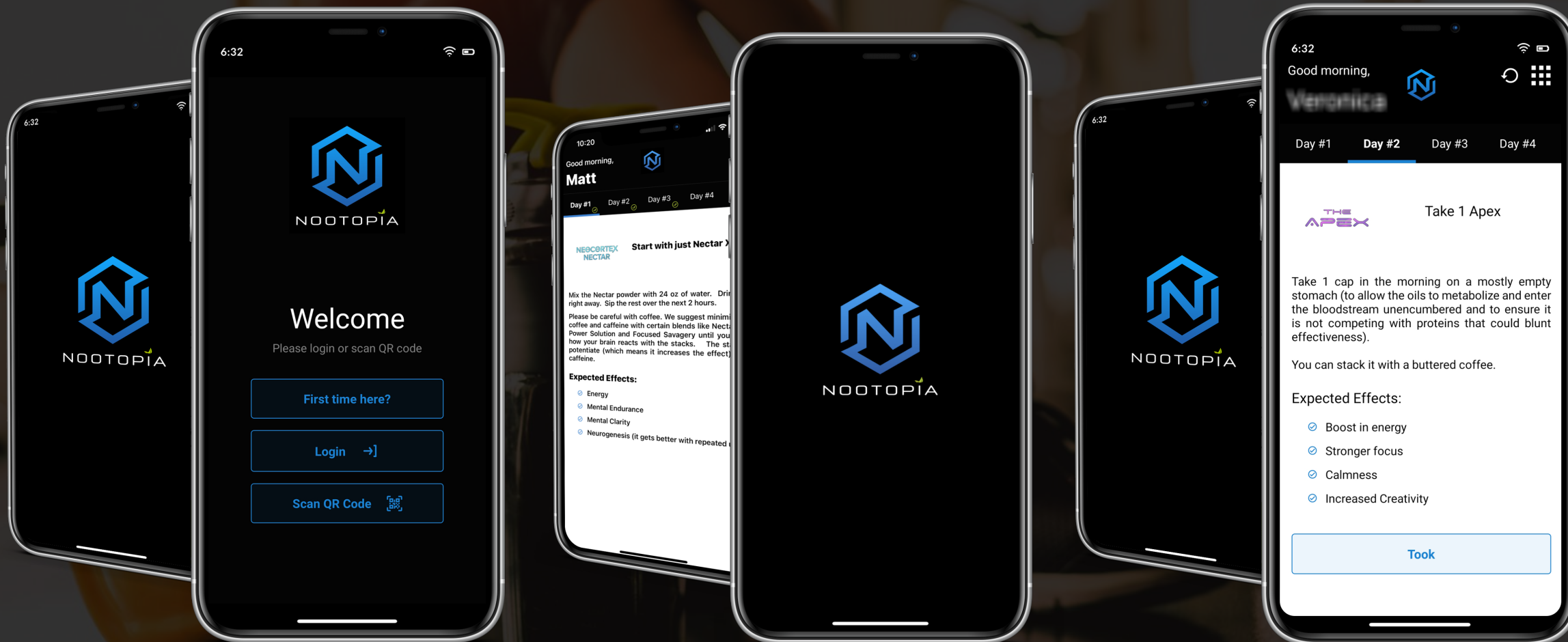
Neurogenesis



Nootopia walks you through each stage...

[BenGreenfieldLife.com/noots](http://BenGreenfieldLife.com/noots)

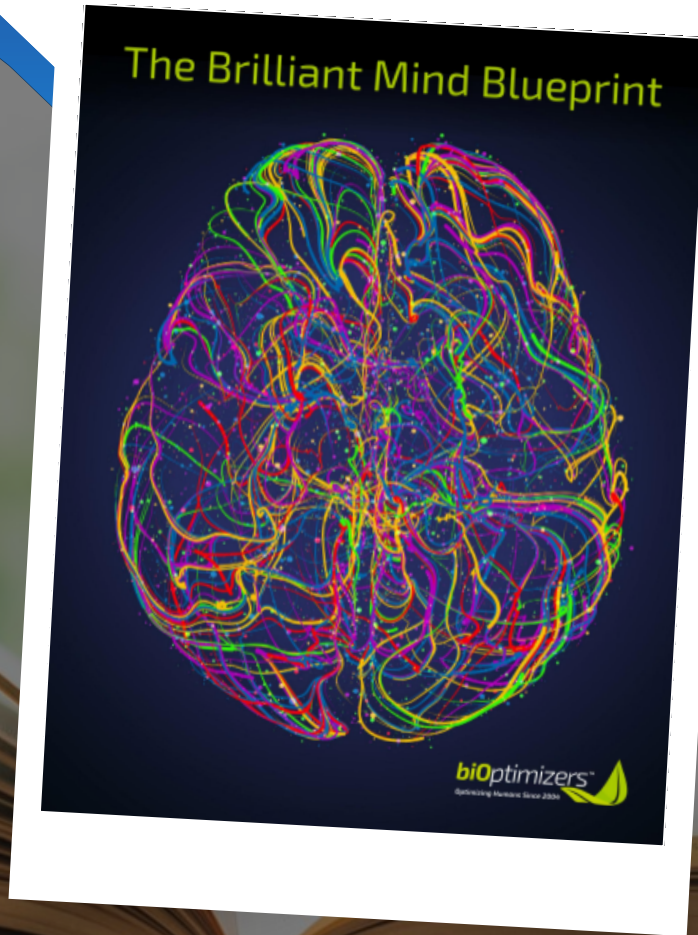
# YOUR 30 DAY GUIDED JOURNEY



[BenGreenfieldLife.com/noots](https://BenGreenfieldLife.com/noots)

  
NOOTOPIA

# BIOOPTIMIZERS' BRILLIANT MIND BLUEPRINT



This presentation was just one chapter of this book. There's over 40 pages of breakthrough, cutting-edge brain optimization tips, tricks, and strategies.

# IT'S TIME FOR YOU TO BECOME A SUPER-HUMAN VERSION OF YOURSELF:



This Is Your Chance To  
Become Biooptimized

A large, dark grey triangle with rounded corners is the central focus. Inside it is a smaller white triangle with a black border. The white triangle contains silhouettes of three athletes in various poses. Text is arranged around and inside the white triangle: 'AESTHETIC' on the left side, 'PERFORMANCE' on the right side, and 'HEALTH' at the bottom. Small text labels are placed near the corners of the white triangle: 'Fat Loss and Muscle Building' at the top-left, 'Mental Performance and Athletic Performance' at the top-right, and 'Lifespan and Healthspan' at the bottom. Below the large dark triangle, the text 'Optimizing Humans Since 2004' is written in white. The background of the slide features a person's arm raised against a blue sky with clouds.



# NOOTOPIA

[BenGreenfieldLife.com/noots](http://BenGreenfieldLife.com/noots)