

Digital *www* OptiLiminals™

*"Inspiration and Subliminal
Motivation That You Control"*

Your Guide to Getting the Most
from This Program



Digital *www*
OptiLiminals™

**Nightingale
Conant**

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Welcome to the New World of OptiLiminals™

OptiLiminals combine breakthrough technology with proven teaching techniques to *optimize* your learning experience. *OptiLiminals* help you communicate more directly with your inner mind by placing the ultimate control of the learning process literally at your fingertips. By adjusting the balance setting on your tape player, you can actually change the volume at which the messages are presented to make them completely subliminal, completely audible, or somewhere in between.

Encouraged by the great success of its *Digital Subliminal Library* series of audiocassettes, Nightingale-Conant decided to apply the very latest knowledge in this exciting field to create even more effective teaching programs. The project began with a wide-sweeping survey of men and women who had purchased and used audiocassettes from the *Digital Subliminal Series*. Users reported significant benefits from using the tapes. Many took advantage of the survey to pass along suggestions for future tapes. They talked about the methods in the tapes

they found most effective. They indicated *when* they listened for maximum impact. They reported a great variety of listening situations. Some were obviously better than others. They also revealed that the more exposure they had to the tape programs, the more effective the desired result. The survey enabled Nightingale-Conant to establish a suggested *minimum* exposure to begin receiving the desired benefits.

As the world leader in instructional and motivational programs of all kinds, including audio and video cassettes, complete training programs, publications, and a speakers bureau of the world's foremost authorities in sales, marketing, corporate strategies, applied psychology, and other major business and educational subjects, Nightingale-Conant insists that its programs embody user-proven techniques. It also looks for opportunities to meet user-identified needs. Experts in the fields of psychology, motivation, audio technology, and production evaluated the survey results and shared the latest developments in each of their specialties that affected the field of digital subliminal learning. Each member of the group then searched for the best way—the *optimum* way—to apply his or her professional skills and facilities to the challenge of devising the most effective learning programs.

The results is *OptiLiminals*. It utilizes the optimum word messages, voices, sounds, and music to bring new attitudes, new possibilities, and new challenges to your own mental outlook. Technically, *OptiLiminals* is unique. It incorporates Nightingale-

Conant's exclusive audio production techniques that put *you* in control of the program.

Before *you* take control, let's consider the nature of typical subliminal instruction and why you might desire to have control in the first place.

Subliminals from Then to Now

Psychologists long ago discovered that we can reinforce our minds with desired knowledge or attitudes through a technique they called "subliminal." Literally, the term applies to visual information presented so rapidly that it falls beneath the mind's visual threshold.

An early application of subliminal instruction was the teaching of gunners (aboard ship or on bomber crews) and fighter pilots to quickly identify friend from foe as aircraft darted through their screen of vision. In some instances, the viewer had less than one-two hundredth of a second to "see" the plane, process the visual information, and decide whether to fire at it or not.

Early on, it was discovered that information could also be presented *aurally* to the mind's ear. That is, the desired knowledge or attitudes could be communicated beneath the conscious mind's *hearing* threshold. The term "subliminal" was also applied to this audio technique, although it more properly describes its visual counterpart.

Of the two, *visual* subliminals are considered to be more powerful. But *visual* subliminals, despite their advantage, possess some inherent problems. First, viewers must have their total visual attention

directed to the source—at a television screen, for instance. While the program seen by the conscious mind can be entertaining, viewers must remain absolutely alert as they watch it. And they must give the TV screen their undivided attention. Otherwise, the incredibly brief visual subliminal messages will be missed.

Audio subliminal programs can be played in a wide variety of settings and circumstances. Joggers find that they make the perfect companion for early morning runs. Salespeople and others who travel often take advantage of that travel time to “listen” to subliminal programs. Most tapes are pleasant to experience and not at all demanding of the listener’s attention.

Given such advantages, why try to improve audio subliminal materials? For two good reasons. First, we all differ in our ability to respond to the audio *level* of the subliminal message. Some of us need to hear the words more distinctly so we can understand them better. And some of us simply don’t hear as well. So we need to hear the words better simply for the sake of clarity.

The second reason has to do with reassurance. Quite a number of those purchasing Nightingale-Conant *Digital Subliminal* tapes wrote to ask us what—*specifically*—was being communicated in the tape materials. Because the messages were beneath the mind’s hearing threshold, they really couldn’t be sure of the words being fortified in their minds. And they wanted to know.

A transcript of the messages was always for-

warded to those requesting it. At the time, we wondered if actually knowing the specific messages would diminish the listener's ability to receive full benefit from the tapes. But that didn't prove to be the case. Once the users were reassured of the words being communicated to them, they were able to open their minds to the subliminal materials.

The psychologists and motivators assembled by Nightingale-Conant decided to provide all future users with the messages at the outset. The staff at Nightingale-Conant then determined an ideal way to make this possible.

Enter Supraliminal

As you know, the term *subliminal* applies to sound that occurs below the mind's hearing threshold. What's the term for sound that is definitely above our hearing threshold? *Supraliminal*. Nightingale-Conant experts discovered a simple way for you to raise the subliminal messages to the supraliminal level—a way for you to put *yourself* in control so that you can be fully aware of what's being said.

Most audiocassette players manufactured today have the ability to play stereo sound. Material is recorded on the audiocassette using two separate audio tracks. The cassette unit plays both channels simultaneously. At the same time, it separates the two audio tracks and plays materials through right and left channels, which connect to right and left loudspeakers. These speakers may be as small as the tiny headsets worn by joggers, travelers, and

shoppers. Or they may be living room-sized loudspeakers. Regardless of their size, one speaker reproduces the "right channel" material, while the other speaker plays the "left channel."

Usually, the materials are recorded at equal sound levels. And, typically, the audiocassette player is set to play back the two sound tracks at equal volume levels. However, nearly all of today's audiocassette units—or *the stereo receivers to which they are connected*—have a *balance* control. This control enables the listener to adjust the cassette playback unit so that it can isolate either the left or right audio tracks.

Most balance controls consist of a circular knob, which can be turned clockwise or counter-clockwise. Some cassette players or stereo receivers use a *slide* control to isolate the sound left or right. A few even provide *separate* controls for the right and left channels (though this is an arrangement seldom found on today's equipment). Whatever the type of control, the principle is still the same. The balance control provides a means of isolating the material on the right or left audio track.

The audio experts at Nightingale-Conant decided to take advantage of this capability of stereo sound equipment in developing and producing *Optimimals*. All the *messages* to be communicated to the listener are recorded for playback on the *left* channel. The sound materials intended to affect the listener's *mood*, primarily sound effects and specially composed and recorded music, are recorded on the *right* channel.

Because the messages can be easily isolated with control, *OptiLiminals* enables you to listen to the messages distinctly and clearly. A small amount of right channel sound and music will still be audible, but at a very low volume. So you will know for certain what words and ideas are being communicated to you. With this reassurance, you can drop defensive mental barriers to the materials.

"What about the right channel?" you might ask. "Is there any message material buried within it? How can I be sure?"

No. There is no message material subliminally buried in the sound and music heard on the right channel. How can you be sure of this? Because Nightingale-Conant enjoys a reputation for honesty and credibility. The company has nothing to gain by misrepresenting the facts. *There is no verbal material recorded on the right audio track!* If you should hear any verbal messages on the right channel, they are the messages recorded on the left audio track that you have faded under with the balance control, but which still remain slightly audible.

Being able to isolate the messages and bring them up to a supraliminal level means that you control the *degree* of message recognition. Normally, the balance control is centered, so that equal sound levels are coming from the right and left channels. Depending on your individual hearing, you might need more or less input from the right channel to achieve—for your needs—the optimum subliminal level. Also, you may *prefer* to hear a bit more (or a

great deal more) of the messages during the regular playing of the cassette. Again, you are in control.

OptiLiminals— for Optimum Results

Putting you in control is only one of the ways Nightingale-Conant optimizes the subliminal learning experience. Every word, every piece of music, and every sound was carefully evaluated to best communicate the message under the very best conditions. We know, for example, that the listener should be in a calm, relaxed frame of mind when listening. The music, therefore, embodies a tempo of from 60 to 75 beats a minute . . . to help stabilize your pulse rate at that very relaxed pace.

Recent research conducted by Dr. Thomas Budzynski shows that the two sides of the brain deal with very different *kinds* of thought. Each hemisphere of the brain processes information in its own, unique way. While both sides of the brain often work together, each can act independently of the other. The left hemisphere uses *logic* to solve problems. It is analytical and judgmental. It can block the mind from accepting suggestions for change. This is the area of the brain that provides subconscious resistance to behavioral improvement.

The right brain hemisphere uses emotions and intuitive experience to deal with problems. Right brain assertions, especially those developed in childhood or over long periods, can successfully resist adult reason and logic. The right brain is the storehouse of dearly held attitudes towards

behavior. What's more, it does *not* distinguish between desirable and undesirable attitudes.

The difference in the ways the two sides of the brain operate can cause serious conflict. When the two sides of the brain are conflicting, one side will dominate the other. Common examples include the overweight individual or the smoker, who want to lose weight or stop smoking. No matter how hard they try, they end up sabotaging their best efforts to do so. The left side of the brain may say, "I want to be thin," or "I want to be free of the cigarette habit." But the right side is saying, "It's no use. I can't change! I need to keep on eating (or smoking) to make myself feel good." To further complicate matters, this type of conflict just described usually occurs subconsciously. You're not even aware your best intentions to improve your life are being undermined.

OptiLiminals takes advantage of the brain's right and left hand sides by putting the differences to work. How? Those messages intended for the right side of the brain (the emotional side) are spoken in expressive, modulated tones that the right brain can accept. The same messages for the left side of the brain (the analytical and judgmental side) are delivered in a neutral tone of voice that won't create mental resistance. To further appeal to the mind's receptivity *and* to echo the positive affirmatives and responses, both male and female voices are used. Each tape has been digitally recorded, mastered and produced to ensure the best sound quality possible. And, as a special bonus, in addition

to the many affirmations presented on each tape, every *OptiLiminals* program includes a wealth of motivational messages quoted from the works of some of the greatest minds of all time.

Finally, the listener has the choice of hearing the messages within the specially composed and performed music, or carefully created sound environments. Either the music *or* sound helps to create a mood conducive to accepting the messages. The sounds employ such soothing effects as the chirping of meadow birds and gentle breezes rustling through the fields and trees. A pleasantly flowing brook is heard. In all, a relaxing pastoral is created.

The optimum messages embraced by the optimum in sound and music *plus* the ability to control the level of the words versus that of the sound and music! This is the unique and exclusive breakthrough afforded by Nightingale-Conant *OptiLiminals*.

Meet the Nightingale-Conant Professionals

OptiLiminals brings together two leaders in the fields of psychology and audio production:

Dr. Thomas Budzynski is a pioneer in biofeedback research and clinical psychology. Budzynski received his undergraduate degree from the University of Denver and his masters and Ph.D. from

the University of Colorado. He brings years of experience in the practical application of the subliminal process.

Denis Waitley is a world authority on human behavior. He is internationally known for his writings and lectures on winning. Over the past several years, he has been actively involved in the training and development of individuals ranging from Fortune 500 executives to Olympic athletes. Both Budzynski and Waitley collaborated on the carefully scripted message programs.

How to Optimize Your OptiLiminal™ Learning Experience

When is the best time to listen to the tapes? How much listening is required? These are two questions often asked by purchasers of *OptiLiminals*.

The *ideal* listening time is just as you are drifting from consciousness to sleep. This time, known as REM (rapid eye movement) sleep, occurs when the mind is just conscious enough to be aware of the outside stimulus of the *OptiLiminal* program and just unconscious enough to provide minimum resistance and distraction to the material being presented. The audiocassette would be playing in a cassette unit which features (again, this is an ideal situation) automatic tape reversing. This feature would play a full hour's worth (both sides of the audiocassette) of the *OptiLiminal* material.

But there are many other excellent times to listen to *OptiLiminals*. A condition approximating REM sleep also occurs just about the time when you wake up in the morning, or after a deep period of relaxation. Jogging and traveling as a passenger have already been mentioned as good listening times. You can benefit from listening to *OptiLiminals* while you're pushing a shopping cart through the supermarket. Another good time to listen to *OptiLiminals* is when you're being tempted by the habit you're trying to break. For example, if you're concerned about weight control, try listening to the appropriate *OptiLiminal* just before mealtime, especially if you're food shopping, or preparing food in the kitchen. Many smokers find that they get the most benefit from listening to *OptiLiminals* during the times they used to most enjoy a cigarette—right after meals, for example.

How much listening do you have to do? This of course varies with the individual. A user survey indicates that at least 30 hours of listening are needed before any real behavioral change can be noted. While there is no set amount of time required to achieve a desired result, data collected by various tape producers over a ten-year period suggests that 100 hours or more of listening may be required. This is all the more true when dealing with addictive problems, or with deeper emotional problems, such as issues of self-esteem.

While every effort has been made to make *OptiLiminals* the most effective programs of their kind, no such program can serve as the single solution

to serious psychological or medical problems such as chronic drug or alcohol dependency. Programs dealing with those subjects should only be used in conjunction with professional medical treatment or psychological counseling.

Using the Program

Listening to *OptiLiminals* requires no conscious effort. Do try to make the verbal message as subliminal as possible by adjusting the balance control as much toward center as possible—shade it even further toward the sound effects and music side (right side), if you can still vaguely discern the verbal message.

Please note that it is not advisable to use the *OptiLiminal* tape (or any other similar tape) while driving. The tape is not distracting. But the same soothing sounds that help enhance your receptivity to the message can cause some people to become drowsy.

Finally, try to listen to your *OptiLiminals* program cassettes for at least one hour a day . . . more often, if possible.

OptiLiminals™ for a New You

OptiLiminals offers the flexibility and the customized support you need to identify and build on your unique strengths. Consistent use of the tapes enables you to gradually change negative behaviors,

improve your attitudes, and develop a more optimistic outlook on life.

Nightingale-Conant welcomes your comments regarding *OptiLiminals* and how these new programs can work for you. Please address your correspondence to:

OPTILIMINALS™
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*** IMPORTANT NOTE: If you're using *OptiLiminals* to lose weight, please consult your physician before using the program, and be sure to have your progress monitored periodically.**



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