

Ignite the Genius within

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IGNITE

THE GENIUS WITHIN

DISCOVER YOUR FULL POTENTIAL



DR. CHRISTINE RANCK & CHRISTOPHER LEE NUTTER

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The Artist's Way for the Matrix Generation: the first-ever book-and-podcast joint production, all about maximizing creative potential

The biggest problem we face in life is that we don't get what we want, and what we don't want we get plenty of. We think we know what kind of partner, job, friends, home and life we want, but rarely does anything manifest the way we expect it to. We keep waiting for that big insight that will show us how to change our lives, but we can't seem to coax it out of the dark.

Ignite the Genius Within works through a breakthrough combination, co-developed by the authors, of powerful words, iconic four-color images, and an audio download (www.ignitethegeniuswithin.com) that you listen to through headphones that provide an experience of heightened self-awareness never before delivered in a book. The audio stimulates both sides of the brain to communicate with each other. This results in a waking dream state that, in combination with the images, enables those rare life-altering flashes of insight that seem to hit you out of the blue. Ignite the Genius Within will awaken your own creative genius so you won't have to wait long for the next epiphany.

The audio portion, produced by renowned creativity coach and trauma therapist Dr. David Grand, has its roots in a therapy pioneered by practitioners of EMDR (Eye Movement and Desensitization and Reprocessing), which first came to light in the 1980s as an effective treatment for Vietnam veterans and others suffering from symptoms of post-traumatic stress disorder. Dr. Ranck is an accomplished EMDR therapist who has treated hundreds of 9/11 firefighters and volunteers and who, in her collaboration with noted author and journalist Nutter, realized that an innovative adaptation of this technique, combined with current scientific discoveries, could be used to maximize a person's mental, emotional, and creative potential. Ignite the Genius Within marks the first time this original technique, co-developed by the authors, has been made available outside a therapist's office.

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