

## One-Page Masterclass Outline

### Title:

**Be the Boss of Your Brain: NeuroShifts for Influence, Income & Impact**

### Overview:

This masterclass creates a “Brain BUY.ology Blueprint” that blends cutting-edge neuroscience with practical strategies for rewiring your mind to achieve influence, income, and impact. Participants will learn how to harness the subconscious brain, rewire self-sabotaging patterns, and activate proven NeuroShifts for peak performance in sales, leadership, and life.

### Core Promise:

Rewire your brain → Redefine your results → Rise into influence, wealth, and purpose.

### Who It's For:

- Entrepreneurs, leaders, speakers, coaches, and sales professionals
- Anyone ready to master mindset, remove mental blocks, and create wealth and winning results

### Key Takeaways:

- The NeuroShifts Rewire Formula™ to reset habits and hardwire success
- Influence psychology and subconscious persuasion strategies
- How to tap dopamine, motivation, and reward loops to sustain peak performance
- How to align brain science with soulful leadership for lasting impact

### Format:

12-module masterclass (live/virtual), with tools, exercises, and actionable frameworks.

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## 12-Module NeuroShifts Course Curriculum

**Theme:** *Be the Boss of Your Brain: Rewire for Influence, Income & Impact*

### 1. The Brain as Your Success Engine

- Conscious vs. subconscious mind (composer vs. orchestra analogy)
- Why 95% of results come from subconscious patterns
- Setting intentions for influence, income, and impact

### 2. The NeuroShifts Rewire Formula™

- The science of neuroplasticity
- How to override limiting beliefs
- Step-by-step rewire process

### **3. Identity Shifts: Becoming Who Wins**

- Self-concept and success
- Aligning identity with wealth and leadership
- Visualization and embodiment practices

### **4. Dopamine, Motivation & the Reward Brain**

- The role of dopamine in drive and decision-making
- Rewiring motivation loops
- Avoiding burnout while sustaining momentum

### **5. The Subconscious Buying Brain**

- Neuromarketing and persuasion principles
- Selling to the subconscious mind
- Ethical influence strategies

### **6. Influence & Impact: The Science of Charisma**

- Verbal and nonverbal influence cues
- Priming and framing techniques
- How leaders and sales pros create instant trust

### **7. Habit Hacking & High-Performance Routines**

- Breaking bad habits, wiring winning ones
- Micro-shifts for macro-results
- Daily routines of top performers

### **8. Money Mindset & Wealth Wiring**

- Rewiring financial set points

- Overcoming scarcity and fear
- Brain hacks for attracting abundance

#### **9. Decision-Making & Mental Clarity**

- Cognitive biases and how to master them
- Neuroscience of fast, effective choices
- Training your brain for strategic thinking

#### **10. Resilience, Stress & Emotional Mastery**

- Rewiring the stress response
- Emotional regulation techniques
- Shifting fear into focus and flow

#### **11. Soul-Aligned Leadership & Purpose**

- Where science meets soul
- Leading with authenticity and vision
- The “influence with impact” model

#### **12. Integration & Transformation: Living NeuroShifts**

- Building your personal “Boss of the Brain” blueprint
- Sustaining success beyond the course
- Celebration of wins + next steps