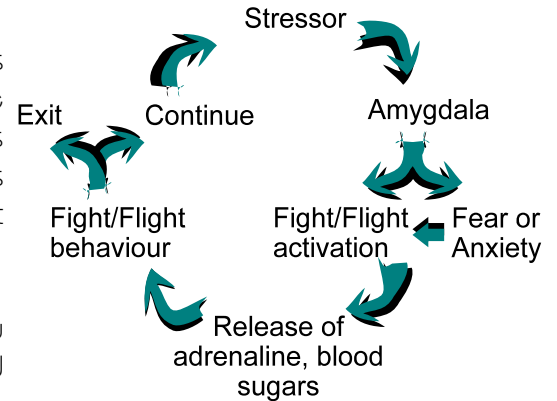


## TAMING THE AMYGDALA

Have you ever wondered what sets people off and why? Perhaps you know someone who lost their cool after being cut off at the lights? Perhaps you know someone who took it out on loved ones after missing out on an important job. Perhaps you've seen investors aggressively protecting their hard-earned wealth. In each case, it may feel as if they are fighting off a hungry lion.

Even though there are no real lions to fight in modern life, it may come as no surprise to learn that our brains are still wired to defend ourselves against them.



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Because of our evolutionary history, our amygdala activates whenever we face something stressful. Our amygdala lives in our mid-brain and is responsible for detecting danger. When detected, it triggers fear or anxiety, mobilises our resources and prepares us for action. This all takes place in a matter of seconds and does so before we consciously know what's happened.

For those of us that have stressful lives, we may find that we seem to 'live' in this cycle, constantly being mobilised for action. We may even find that there is little we can do about the stresses in our lives. Yet the more we 'live' in this cycle, the bigger our amygdala gets and the more responsive it becomes to the slightest stress.

So, what can we do? We can set aside five to ten minutes each day to do some self-hypnosis, meditation, yoga or deep breathing. You may find it useful to do so first thing in the morning to start your day and last thing at night, for a good night's sleep. You may also find it useful to do some before you go into a stressful or uncomfortable meeting.

Whatever you prefer, you will find that doing so, helps calm the amygdala. And, for the rest, you too can look forward to a happier, healthier, more calm and contented you. So, what are you doing to have a more tranquil life in your day?

### OUR MISSION

To provide a professional service, using best practices.

### OUR MOTTO

- Be Proactive.
- Take Charge of Your Career.
- Look After Your Health.

Membership: \$55 per calendar year.  
 As membership grows, so too, do your benefits.

Applications for membership can be made by completing the reply slip on the back page of HQ™. Send it, along with your cheque, to the address shown below.

To ensure an uninterrupted subscription to HQ® and CQ®, be sure to advise us of any changes to your contact details.

Your opinions are important to us. We invite your comments, feedback, and criticisms and etc. on this and future issues. Enquiries, or requests for further information can also be made to the address below.



REPLY SLIP AND REQUESTS FOR INFORMATION

I would like to become a member of Rachel Abramson & Associates and get discounts off standard rates, receive calendar year subscriptions to CQ™ and HQ™, free entry to the SEMINARS OF THE FUTURE® and PROFESSIONAL PRACTICE PROGRAM Seminars, as well as library borrowing privileges.

I would like to book into the following SEMINARS OF THE FUTURE® and PROFESSIONAL PRACTICE PROGRAM seminars.

- 1st March PP1 Setting Up Your Practice: What You Need to Know
1st March PP11 Databases and How to Make them Work for You
3rd March Managing Your Career Entrepreneurially
5th April PP2 Handling the Paperwork, Including the GST
5th April PP12 Websites and Marketing for the New Millennium
7th April PP\*1 Business Planning
3rd May PP3 Processes and Procedures that Work
3rd May PP13 Entrepreneurial Spirit: Qualities of an Entrepreneur and How to Develop it
5th May The Right Image for Career Success - CV, Interview, Job
2nd June PP\*2 Negotiating the Deal
7th June PP4 Determining Your Price and Fee Setting
7th June PP14 Entrepreneurial Spirit: Identifying Opportunities
5th July PP5 Budgets and Cash Flows
5th July PP15 Entrepreneurial Spirit: Evaluating Opportunities
7th July Getting Past the Brick Wall in Your Career
2nd Aug PP6 Marketing Your Practice: Your 'Product'
2nd Aug PP16 Entrepreneurial Spirit: Developing Your Business Strategy
4th Aug PP\*3 Financing the Deal
1st Sept Career Networking
6th Sept. PP7 Marketing Your Practice: Promotion Strategies that Work
6th Sept PP17 Entrepreneurial Spirit: Managing Partners, Other Entrepreneurs and Venture Capitalists
4th Oct. PP8 Marketing Your Practice: Getting Your Image Right
4th Oct PP18 Security Issues: Your Self, Your 'Product', Your I.P., Your Staff
6th Oct PP\*4 Marketing with Confidence
1st Nov PP9 Marketing Your Practice: Alternate Places for Your Product
1st Nov PP19 Growing Your Business as a Saleable Asset: Harvesting Your Business' Worth and Exit Strategies
3rd Nov Wealth Creation: Strategies from Rachel's Research
1st Dec PP\*5 Liaising with the Media
6th Dec PP10 Marketing Your Practice: Databases for Your Practice
6th Dec PP20 Going Global: Issues to Consider

I would like to order a copy of the Self Hypnosis audio tapes for:
anxiety management
resolving problems and issues of concern
sleeping well
stress management and relaxation

I would like additional information about the:
CAREER DAYZ™ Program
FIVE STEPS Program (to setting S.M.A.R.T. goals)
Hypnotically Overcoming Pain Program
Making Self-Hypnosis and Self-Talk Work for You
Managing Anxiety Program
PROFESSIONAL PRACTICE PROGRAM
SEMINARS OF THE FUTURE®
Stop Smoking Program
Stress Management Program
Weight Management Program

FEES: 1) Membership for 2010 Calendar Year: \$55
2) Seminars: Non-members: \$22 each (\$55 if paying 'at the door')
3) Self Hypnosis audio tapes Members: \$30 each /Non-members: \$35 each
Plus: \$5.50 audio tape postage and handling fee

Please make cheques payable to Rachel Abramson. All fees include 10% GST.

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