

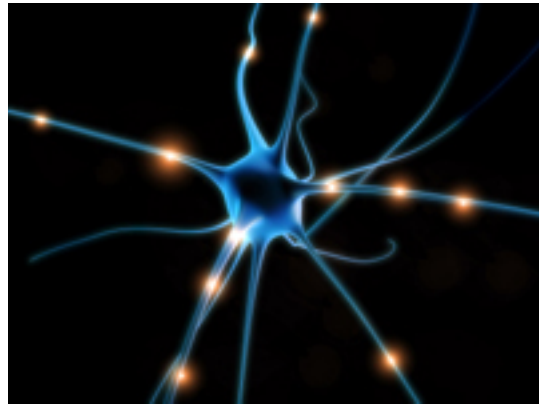
The storm is stress. The eye is a dynamic state of calm from which springs the joy of working, excelling and succeeding.

Mystic Cool Coaching

TRANSCENDING STRESS IN A BAD ECONOMY

A Coaching Program
to raise your attitude above the crisis
and re-engage with fearless self-confidence

In weekly sessions, learn to transcend stress,
regain optimal brain function,
and ignite your creative intelligence.



\$200 per individual session

\$600 for monthly coaching plan

If you are unemployed, the fee is whatever you can afford.

PO Box 49
Oakville CA 94547
www.mysticcool.com

info@proattitude.com

To register: call (866) 448-1001 or go to
<http://mysticcool.com/Shopping.htm>



Your Best Day, Every Day

By doing just one thing with consistency, you can rewire your brain to deliver:

- An immunity to stress
- The creative intelligence to see the solutions in problems
- The joy of applying all your strengths along lines of excellence
- The emotional intelligence to meet challenges with quiet confidence and unshakeable enthusiasm
- The social intelligence to understand, love, and inspire others
- The mind body connection for greater well being and higher energy

You will need all of the above qualities to navigate the troubled waters of our tanking economy. These qualities are actually neural properties that are strengthened through a fundamental shift in attitude that transcends stress. Stress hormones, on the other hand, weaken these higher brain functions.

We can literally rewire our brains to quiet the neural circuits of fear and stress and heighten the cortical systems that expand intelligence, intuition and foresight. Cultivate a dynamic state of calm in the boot camp of life's vagaries, and this power is yours. The reward is your best day, every day, regardless of circumstances.

The coaching program provides a proven approach to making this fundamental shift in attitude and restoring control over the direction your life takes. The tools you will learn empower a progression from good performance to peak performance, from stress and strain to the effortless joy of work, from hitting the numbers to achieving excellence. Making this shift is simpler than you might think and results can happen quickly.

As a former senior army officer and CEO, I have undergone countless hours of training. ProAttitude's program is one of the best I have taken.

**Joseph V. Rafferty,
Former Commander of
the Presidio
San Francisco**

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The Stress Solution



This program is not stress reduction. It is the solution to the stress that diminishes life — at every level that counts.

It shows you how to calmly turn and walk in the opposite direction of stress, toward the brilliant life you are born to live.

It helps you reach the fearless self-confidence that problems cannot unsettle.

- It is the cure to the fear that walks the floor in the middle of the night, going over and over a set of problems for which we see no solution.
- It's the antidote to the overwhelm that erupts and damages relationships.
- It's the reawakening for those whose dreams stress has trounced.
- It's restoration for parents who have lost the smile that greets their children when they pick them up at day care.
- It's transformation for the executive who's rushed to the emergency room with a racing heart and is so numb to stress that when the doctor tells him "You're dangerously stressed-out," replies, "I don't have any stress."

"It reduced my stress, restored my energy, and gave me a plan to stay this way ... without adding any thing to my to-do list."

"It reduced my stress, restored my energy, and gave me a plan to stay this way without adding anything to my To-Do list."

Linda Pfeifer, Director of Training Informatica Corporation

It is the first time in a long that I attended a training here at Stanford where every single participant stayed for the entire day."

Carole Pertofsky, Director of Health Promotion Stanford University

"Professionally rewarding. Motivation on a whole new level."

Los Angeles County Sheriff's Department



The Coach Don Joseph Goewey

Don Joseph Goewey's career in human potential spans three decades and includes collaborations with Carl Rogers, PhD, the founder of humanistic psychology, and Gerald Jampolsky, MD, founder of attitudinal healing. He has served as an executive at Stanford University Medical School and was executive director of the International Center for Attitudinal Healing. Don co-founded ProAttitude in 2006. ProAttitude is a human performance firm dedicated to ending stress in the workplace.

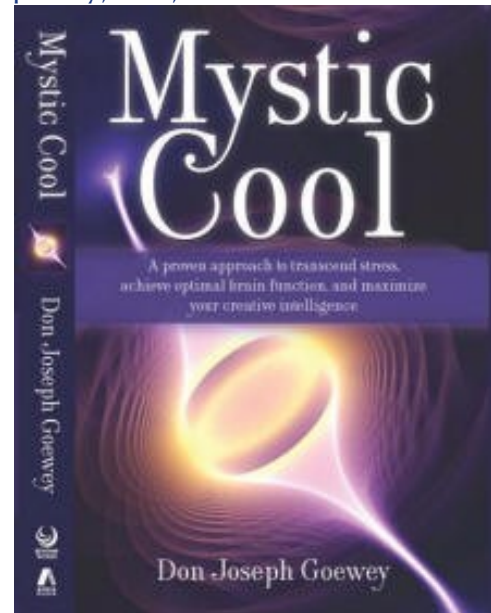
WHY I WROTE MYSTIC COOL

I wrote *Mystic Cool* to bring neuroscience, psychology and a practical spirituality together in a proven approach to realizing the ordinary genius our brain is intended to generate.

We are capable of that. The chief factor blocking the brain's capacity to generate brilliance is stress. A dynamically peaceful attitude lights up neural networks that generate a fearless intelligence, making us immune to stress.

The result is the joy of creative action in which we not only excel, but excel in ways that make work and life intrinsically rewarding.

Who wouldn't want a brain like that? It's achievable and in a relatively short period of time.



In Mystic Cool, neuroscience, psychology and spirituality find a common home, offering a place to come in from a hectic life. Mystic Cool presents an intriguing approach to transforming a disconnected way of living with stress into a richer, more integrated way of being.

Daniel J. Siegel, M.D.
Author of *Mindsight* and
The Mindful Brain,
and Director of the
Mindsight Institute

In Don Goewey, ProAttitude could not have a better leader.

San Francisco
Chronicle

Dialogue Between Don Joseph Goewey & Joey

Joey: You said in one of your blogs that “Fearful thinking stirs up a perception of threat, often where no real threat exists.” Right?

Don Joseph Goewey: Right.

Joey: Well, that’s all fine and good, but I am barely making it in the world. I have lost my job and don’t know if I will be able to keep my house. I don’t even know in this economy if I will ever be able to find work. Isn’t that a REAL threat, a REAL danger? And if so, then this book or work won’t really help me. Right?

Don Joseph Goewey: The approach in the book can help you, especially with the situation you described. But first let me say that my heart goes out to you. I understand how you feel. I’ve been there. Years ago, I had a high powered job at Stanford Medical School. I had worked hard, climbing the career ladder and thought I was headed for even greater things. Then one day the world came crashing down on me. My boss and I didn’t see eye to eye and I got fired. Nine days later I was diagnosed with a brain tumor. I was married with four children and I had a high mortgage payment that unemployment insurance or disability couldn’t possibly cover.

The doctors told me to prepare for a paralyzed face, being half deaf, and using a walker to navigate across the room. I thought at that time: Who is going to hire an executive who staggers into the interview on a walker, speaks out of a half frozen face that drools, and has to ask “What?” a lot because he can’t hear that well. Especially, a guy who had just been fired. All the signs said “You and your family are doomed. You’re all headed for the poor house.”

To make matters worse, my marriage, which was already in trouble, was falling apart. All the stress and fear just widened the cracks that were already there. I have never felt more lost and more alone and more afraid and more stressed than at that time of my life.

Joey: So how did this thing you call Mystic Cool help?

Don Joseph Goewey: I had a kind of awakening. It was a moment of epiphany at that dark hour of my life. I described the event in my book. The

short version is that I saw with absolute clarity that the stress and fear I was experiencing was a choice. Stress represented the way I was seeing things through fearful eyes. And I saw or rather felt the damage that stress was doing to me: to my brain, my body, my entire existence. At times, the pessimistic, fearful way I was thinking grew into a storm of stress that ended with my mind under water.

Because of it, I couldn’t perform well, I couldn’t see opportunities that were there or make the moves I should have been making, or even face the handwriting that was on the wall. I felt like crap physically. I was fatigued and lackluster. I couldn’t sleep. My relationships were strained because I was hard to be around. I felt like a victim and victims are not enjoyable to be around.

All these negatives were indications that stress and fear had taken control of my mind. Then, in the middle of a kind of breakdown, I saw it all with penetrating clarity. I saw that the cause of my stress and fear was internal not external. It was something that was happening in me, far more than something that was happening to me. As I said, I saw that the stress and fear I was experiencing was a choice.

Joey: How did seeing all that help you?

Don Joseph Goewey: Because I also saw with absolute clarity that peace was also a choice. It was the choice I was *not* making. I discovered that I could actually choose to be at peace even in the middle of all these awful circumstances. I saw that I was always in charge of my attitude and, more over, I discovered that when I was at peace I was powerful ... powerful beyond measure, powerful enough to change all those dire circumstances.

Joey: Did you?

Don Joseph Goewey: Yes, it was the change that changed everything in my life. The surgery was a huge success with none of the disability that was predicted. I got my job back or actually I was offered a better job in the medical school. My wife and I divorced but it was for the best. These outcomes were all related to my shift in attitude. Science has laid to rest any doubts about the power of attitude. The motivational posters are

right: *attitude is everything*. In my book I lay out the research that supports that statement.

Eventually, I left Stanford and started to work with people facing some of the most stressful situations any of us will ever face — from people faced with life threatening illnesses, to parents who had lost children, to inmates at San Quentin, to refugees of the Bosnian War who had lost everything. Together, we taught each other how to transcend stress by letting go of fear and to live from the powerful heart and mind that builds a dynamic attitude. It's the attitude all the saints and entrepreneurs tell us about ... the attitude that can achieve the miraculous in this world, even in the face of dire circumstances.

Joey: *Well, maybe you just got lucky.*

Don Joseph Goewey: My experience tells me that looking at life through the fearless self-confidence of peace, instead of the stressful self-doubt of fear is what brings you "luck." The great American psychiatrist, Karl Menninger, said "Attitude is more important than facts." Viktor Frankl, the father of Existential Psychology, is living proof of that. He was a Holocaust survivor. It doesn't get worse than Auschwitz. He said it was attitude that often determined who survived that horror and who didn't. "The last of human freedoms," he said, "is to choose one's attitude in any given circumstance." Frankl said that attitude gives us the power to make a victory of difficult circumstances, turning life into an inner triumph. He said that even in the face of the Nazi's brutality and deprivation it was possible for one's spiritual life to deepen.

Frankl scolded people who viewed him and other Holocaust survivors as special. He wanted us to understand his life as a demonstration of what is potential in all of us. He understood that we're all capable of living an attitude that makes us larger than what's happening to us.

Joey: *Yes, but isn't it hard to be peaceful in the middle of things falling apart?*

Don Joseph Goewey: Sometimes it is. At times, life seems to go to hell in a hand basket. We can

restore our peace of mind at those times with compassion for ourselves and maybe a little humor. It's not about being perfect. Perfectionism is Type-A behavior after all. It can give you a heart attack. We need to keep remembering that a bad day doesn't change the fact that a dynamically peaceful attitude makes us powerful.

Joey: *You make it sound so simple.*

Don Joseph Goewey: Mercifully, growing inner peace couldn't be simpler. You just got to want it enough to practice it enough to show you how sweet peace makes your life. Then the motivation to build on it grows exponentially. Nothing is more motivating than positive results and there is no more positive result than inner peace. It's pure power, we just don't know it. But you can. And, when you find that freedom, you become the most powerful person on Earth.

Joey: *So that is what Mystic Cool delivers?*

Don Joseph Goewey: Yes. It provides the proof that *neurological, biologically, psychologically and spiritually* what's in you is much larger than the problem that's happening to you. The aim of my book is to give the reader a way to experience and then live from that powerful attitude.

Mystic Cool is about going through a difficult time without fear, without torturing yourself with fearful brain storms. It's even downsizing your life if you have to, and still have peace in your heart and joy in your attitude. It's learning, from experience, how peace lights up the brain to release the genius that only you possess so it can flow into the joy of excelling. When it does, you can move mountains. Mystic Cool is about bringing on that ordinary genius to serve you, not just now and then, but every day. Not just when times are good but also when times are tough.

Joey: *And you think I'm capable of that.*

Don Joseph Goewey: You are capable of that, Joey. Everyone is. No question about it, except when we're afraid and stressed