



## Press Release

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### Questions and answers with Jim George, founder of The Goal Mine

**Q:** *How do your audios differ from various "self-help" offerings?*

**Jim:** One of the differences between what we are doing and what seems to be out there is the idea of honestly testing and refining our products in a purely behavioral way rather than presenting a theory and basing what we offer on abstraction. That is, we don't tell people how or what to feel – we just make it easy for them to feel for themselves.

**Q:** *Why audio programs instead of books or videos?*

**Jim:** Sound is the oldest and least appreciated healing modality on earth.

Using sound, I can change your state in a dramatic and highly pleasurable manner. It is extremely difficult to do that in a book. Videos require you to keep your eyes open, which means you experience what I want you to see – that limits your experience and constrains your own imagination and desires. The difference can be profound, and by using audio we put control in your hands rather than ours.

**Q:** *How do your audios work?*

**Jim:** Put as simply and directly as possible, audios lower your brainwave frequencies and create a calm, relaxed and rejuvenating state of mind and body through the use of voice, sound and music.

**Q:** *Why do brain frequencies matter?*



*Jim George, taping a video on the beach  
in Venice, California.*

**Jim:** When the brain does what it does, it creates specific measurable frequencies based upon the kind and intensity of the activity. These frequencies are a kind of "signature" -- an indicator of that brain activity, though without regard to specific content. A great deal of brain research has been done in the area of measuring these brainwave frequencies using the electroencephalograph (EEG). Several studies have been conducted using trained expert meditators - in most cases monks - and noting the physiological, psychological and emotional results of lowering these frequencies. Many researchers believe different brain wave patterns are linked to the production in the brain of various neurochemicals, including beta-endorphins, acetylcholine, vasopressin, and serotonin, associated with relaxation and stress reduction, increased learning and creative capacity, increased memory, and a host of other benefits.

**Q:** *So by lowering your brain frequencies on a regular basis, you can enjoy regular benefits. Do I really need an audio program to do that?*

**Jim:** This is great news but the problem for most busy westerners is that they're not trained expert meditators. For them, a "still mind" is nothing but a remote idea. Our approach is to guide the listener into these deep states of lowered brainwave frequency right away and to create the experiential context for further exploration. Then, we anchor those states with specific sounds and music to allow much faster access to them through guided repetition. Each audio seamlessly builds upon the previous one and leads into the next. The experience is less like a stiff-legged discipline and more like a relaxing "mini-vacation."

**Q:** *Where does discipline come in? Are these benefits beyond the average person?*

**Jim:** There's no question that constant deep, positive and personal reinforcement is a vital component to anyone's success. For example, when people encounter the obstacle of discomfort in the kind of working out that actually creates long term improvements in health and fitness -- the 'pain barrier' as it is often referred to -- it can be the end to any physical fitness regime that an average person can fit into their schedule. But the habits and skills I allow people to experience in our audios are sufficient to get anyone to break through such barriers. For example, if you can still your mind and focus your attention on breathing, you can exercise much more intensely than you otherwise could. You'll get amazing results and actually enjoy the process!

**Q:** *You were a successful animator and director. Why did you leave the entertainment industry?*

**Jim:** One of the reasons I left is that for the most part, the "creative environment" was anything but creative. A studio head once told me that no one ever lost his job by saying no. You only lose your job by saying yes. That was the tipping point for me. I always liked to nurture talent, and it became obvious that there were more satisfying ways to bring out the best in people.

**Q:** *You have a thriving hypnotherapy practice in Los Angeles. What do you find especially rewarding about your practice?*

**Jim:** I suppose my most rewarding experiences are when clients discover who and what they really are and have the courage to act upon that discovery. Many wind up in utterly different careers doing what they love to do. This is the first job I've ever had where I'm

constantly working my way out of that job. The better I do, the sooner they go. My clients tend to get what they want, thank me and leave.

*THE GOAL MINE helps people get what they want from life. We offer audio programs, one-on-one coaching, and dynamic workshops – all designed to unlock the unique talent and energies that we all possess. With offices in Venice, California and Westport, Connecticut, we serve both the East and West Coasts... and often visit communities in between! To learn more, please contact Bruce Kasanoff at (203) 341-9448.*