



Transcription of Theme Zoom Podcast:

[New Years Podcast 2008](#)

Hey folks!

Russell Wright from Themezoomradio.com and this is December 31, 2007, for another five hours.

I want to wish you a very Merry Christmas if I missed you.

I promised some things to be delivered on Christmas and I actually worked on them on Christmas and several days after because as you know, we're all moving towards 2008. I had to really think about what I wanted to present to you for 2008 and what I wanted to offer my membership community. Obviously the Themezoom software is going to a new level and that's the first and foremost thing on your mind.

That's why I created www.Themezoomspy.com. To go to Themezoomspy, it's a URL redirect that will take you to our paging category on our blog that releases sneak peeks of the application.

As you have probably already noticed on the desktop software, the desktop software does have a picture of the relational visual images that we're going to be offering.

I'm sure that some of you are familiar with visual thesaurus and [The Brain software](#), well I've go news for you about The Brain software, I've been following and tracking the work of the author and software developer over at Brain and had several hour-long conversations with those guys and they are one of the first softwares that Themezoom

looked at to try to create a visual, a silo representation of an output with your dataset from Themezoom. And I had a great conversation with them. They're so busy because they've got a real innovative customer relationship management tool, Client Management, (CMS) System, The Brain software is moving more towards visual data based management when it comes to customer service and the rest, so.

I use The Brain every day.

We're going to talk more about that during this pod cast. This pod cast is going to be short and sweet. I'm going to try to keep it under 15 minutes, but since we're kicking into the New Year, we're going to go ahead and let it stretch into 30 if it goes there because I really want to keep you abreast on what's happening. Ok? So Themezoom Radio is a new multichannel marketing outlet for us. This allows me to place any audios and new information and any interviews about the Five 'N' or the [Five Neuro Success system](#) that I'm launching. That's kind of a parallel theme to Themezoom. Some of you will be interested in it. Some of you will not. But for those of you that are, I'm able to create a separate category for the Five 'N' system. And the Five 'N' System we're going to talk a little bit about today and I'm going to introduce that to you.

Now everybody is excited about the new Themezoom application.

Sue has gone behind my back; imagine that, and released information on the blog without talking to me about it ahead of time, but that's ok because I released information long before she even dared to on my desktop application, which some of you called the sneaky, hoover; sneaky software on your desktop.

I had an e-mail from somebody who referred to the desktop app as the silly application that Russell sneaks out his material on. But hopefully some of you got a visual image of a...it was not the final look, it was not signed and sealed, but your going to be able to visually see similar to The Brain software when a parent theme and a keyword is organized, you'll be able to see all the bubbles all around the parent theme.

Additionally, the Zoom Analysis Screen and all of the technical analysis and the technical expertise required to analyze the data on the Zoom analysis screen is going to be grossly simplified. And some people think it is overly simplified. The good news is that all that complicated stuff will still be available in the Extra Mode. So if you want to see all the tons of keywords and all that stuff will still be available to you – visit www.Themezoomspy.com.

Themezoomspy will take you to a blog entry area, which is a category on our blog which is theme-zoom.com. Themezoomspy is going to be a leaking out information about the new release, but the good news is that you can expect the first release of this all new look and feel from the Themezoom application, otherwise known as TZX and so we're really looking forward to showing you how it's looking and getting your feedback from it.

It's a very, very exciting...I can't believe how excited I actually am, so. Let me see...what else...yeah, so the visual interface will be available to everyone probably late January, early February.

And it's amazing.

And we're going to be talking about The Brain software a little bit as well. It's amazing what happens in the brain when you can actually see what's happening, what choices you're making when you have a visual overview, when you zoom out and you are able to have a much more fundamental analysis mode of what it is that you're doing because you're looking at macro patterns; which is, you know, zooming out, looking at the larger picture. Rather than getting caught up and confused in micro patterns. And we're going to talk a little bit about that kind of behavior and my Five 'N', or Five Neuro Success System. For those of you who are interested, the Five 'N' system will be the topic of the pod cast following this one and I'll be categorized on [Themes Zoom Radio](#) on the Five 'N' system. Ok, let's move on to the next topic.

The next topic is the topic of [Pubcon](#) and I am aware that I did not send you a comprehensive followup about what happened at Pubcon.

Part of that is because there's so much information that it's taken me

time to sort and filter it out. So I don't want you to think that I'm not doing anything, so as a gift to you, go ahead and visit www.Themezoomapproved.com.

That's www.Themezoomapproved.com.

Themezoomapproved.com is my Themezoom approved resources directory that's in the shape of my brain.

So this is the Themezoom brain for approved resources, individuals, organizations that I have checked out. I have done my best on Themezoomapproved to go through everything. Now, I haven't added my own written response, or criticism, or information on every single node on the Themezoomapproved Brain, but I will be doing this over time. And so, what you see right there right now, are contacts that I've made at Pubcon, and I've even left you the phone numbers and address of some of the CEO's of whose business cards I picked up at Pubcon. I've tried to give you a brief description about what the item is and where there are no descriptions, they will be filled in later.

You can kind of snap your way around inside that brain and you can see that I've got everything kind of silo'd out on Themezoomapproved.com and I kind of broken down the Pubcon experience, as well as...it's not just Pubcon, but Pubcon definitely did give me such an overwhelming amount of new contacts that I had to organize them for you to make them shareable.

OK?

And as a result, this is kind of how we have things right now.

I have broken them down into certain silos and the silos all organized themselves around the central topic in that brain and you can see that, for example, pod casting and blogging are silos, contact management systems, domaining was a big topic at [pubcon](#).

There's a whole lot of domaining stuff going on.

They had auctions including domains auction for millions of dollars.

Customer conversion, which I pretty much only have [David Bullock](#) under right now, Domaining.

Google, I'll be adding every function. If you click on Google on Themezoomapproved. I'll be adding every subcategory of service that Google provides because, right now, it's getting pretty mind blowing what they are doing. On Google, for example, is now publishing web pages for you. If you want to publish a web page through Google, you can actually log into Google Pages and create a website, little mini page. As you also know, they are getting involved with Go Daddy.

So, Google is getting in bed with a lot of people and they are really creating a brain, or a connection, and connecting a lot of dots within their services in a very user centered way. So they're somebody to watch and again, I will be giving you all the websites to go and look at all those.

Also, on Themezoomapproved.com, there is another silo called Voice to Text Technology where I talk about one of the companies that I was most enthusiastic about which is stuff on this company, Everyzing.com and also there's general SEO space. So, I'll keep adding and you'll see that, for example, if you click to pod casting, you'll see pod casting has connections, or jumps, to other things that are related. But underneath pod casting is a silo you have cast blaster, iTunes and pod casting, Pod Beam, Pod Show, Ten Golden Rules, some of these people are contacts that I made at Pubcon and other ones are services that I've used effectively before.

Other silos should be areas that you're real familiar with such as communication. I've got the classic Instant Audio Generator and Instant Tele Seminar. Both of those products that I still use on a weekly, sometimes daily basis; at least on a weekly basis, so.

Getting all of the Themezoomapproved resources that I've checked out on one place and giving you a little blurb and even giving you a contact within one of the organizations is the ultimate goal of this so I will be able to save you time.

There is so much information out there that is junk, that I am surprised.

There was a lot of stuff going at Pubcon that it was a real waste of time.

It was not a waste of time to go there and learn it, but there was a lot of hub bub around social networking and I feel like a lot of time is being wasted by SEO's who are trying to impress their clients with short-term strategies where long-term siloing technologies and plans could be implemented far more effectively, but because a lot of SEO's are looking to be heroes in the eyes of their clients they're looking for quick ways to create traffic.

One of the controversial topics was called 'link baiting' at Pubcon. And we'll have a little bit on Themezoomapproved.com about these things. Link baiting is a way to, there's all kinds, there's white hat link baiting, black hat; is to create an article of content that's so interesting that everybody digs it in the social network just for the pure dopamine of the novelty of it all, ok?

Remember there's novelty, you have a lot of people who get interested in new stories or jokes or, you know these things that are, you know, time wasters or 'work wasters' they call them. Where people, you know, pull away from their desk at the office and get all distracted on some new novelty. You know, we're so caught up in structure when working in corporate America that people will take any reason just to get away from what we are doing in order to...and have a little bit of comic relief.

That's what makes a lot of these videos and things out their very viral and articles that are unique and of interest.

This is why headlines and headline writing is such a powerful way to influence.

Because as soon as you get through that [reticular activator](#), which is the part of the brain that changes from alpha state into delta; we're going to talk a lot about this in my [Five Neuro System](#).

As soon as you get through that kind of monotony you actually become unique in someone's eyes.

You interrupted their day or their hypnosis and actually got through their filters, you are able to influence them.

And people like a new thing...the brain is designed to be receptive to [novelty](#).

That's how Mother Nature designed us; to drive our species on. To help us look for new and innovative things so we didn't get stuck in the old boring way.

So we're actually chemically rewarded, as we'll talk about in Five 'N', or Five Neuro. How we're chemically rewarded for finding new things.

This is why new novelty items generally get a viral buzz. But the real question is, with that viral buzz, do you get long-term, lifetime value of your customer. Now, with the SEO community, the idea of getting of thousands of inbound links for a novelty article...for example, one of the speakers there had successfully launched an article that was about the world's most dangerous drug. And the headline was catchy and it was interesting, I mean, I might have clicked on it to look at it. And he had this whole story about this world's most dangerous drug and even just coming near it, you know, your going to, I don't know, I'm just making it up, I didn't actually read the whole thing.

But the whole point was that it got popular on [Digg and a few other network sites](#) and became very popular and, you know, they got a ton of links to that page. And then some of the social networkers, black hat will do this bait and switch thing. Well, eventually they'll replace that article with a redirect and some people in social networks talked about becoming a part of the social network site, becoming a part of the community really cultivating it and you know really, you know, kind of looking at it as a real social environment.

[Well, who has time to do that? Well, you know, an SEO firm might hire people to actually keep their social networks warm for their client. That's not why social networks are really built, but that's one of the

commercial uses of it, is for SEO companies to have these little shrills inside these social networks.

But, you know, a lot of the people are just interested in creating a lot of inbound links to a cool article and then changing the article. Ok?

And I saw a lot of examples out at Pubcon about that, you know, for example, a credit card company had this article up that had nothing to do about credit cards and then later on they redirected it and just did a domain redirect to another page or, you know, that had nothing to do about the article that was originally...now how would you feel if you were digging an article, or you copied it and pointed it to that article, and then the guy changed the content of the article and you passed Page Rank to the article, well, you know, now people are talking about not even passing Page Rank to these kinds of things.

So, it's just my feeling overall, rather than confuse you with the details, is that, man, when your chasing the latest and greatest casino tricks, you know, and ways to cheat the system. The casinos are still going to operate, you know in the same way, the same way that it has been doing profitably for the last, you know, 50 years. Their not going to let anybody, you know, the system, including the internet, it's not going to let anybody go in their and crack the system and get away with not doing any work. That may happen for a while, but as soon as the cat's out of the bag, you'll have wished that you understood your betting odds and if you had understood exactly what was going on you would have been busy working on a long-term strategy. And that's what we are looking at with siloing.

So what was interesting is that, you know, [Bruce Clay was there](#) and I got to talk to everybody and I actually overheard Joe Waylon talking to somebody from high-ranking Stockholm, talking to somebody in the hall about the social networking thing was kind of out of hand and that it's not really, it's not really a strategy, it's a tactic and the whole thing is turning into this like tactical, you know, frenzy.

So there's a whole lot of stuff going on, but nothing's happening. And it's just really an interesting thing to watch.

So, one of the things I would caution you about would be not to get

too overworked about social networking.

Take care of yourself first. Pay yourself first.

In other words, create your primary site and offer value and, you know, focus on the lifetime value of your customer by providing them with valuable data and information and the unique angle and approach. If you're going to do the social networking stuff, provide articles and topics of interest that are unique.

Don't just write something crazy that has nothing to do with your theme. Focus on something that is related to your theme, but do it and angle it in a way that follows all the rules of a good press release.

Follow all the rules of putting a spin in a positive way, or interesting way, or something that gets through the reticular activator of your audience that is their filter and have it also apply to your theme.

That way, it will attract people that tend to be interested in your type of topic or category and you'll get rid of the people that aren't. And that's what you really want. You want to offer that value. You don't really want to get caught up in social networking for social networking's sake, because it won't be profitable. And I talked to several people in the social networking system there and it's very difficult to successfully launch a social networking link bait situation. There's guys there that are experts and they know how to roll these out and push buttons, you know, in template form and they fail on some of these things.

It didn't feel durable to me, so, you know; just keep it where it's at.

And there was nobody talking about, you know, themeing their social network system, or their social network concepts.

So it's so easy to get caught up in all these little new toys that's going to come with the social network. This is what I really want to point out. One of the speakers, I don't remember his first name, but his name was Mr. Rosenblatt.

He was created My Channel, or Channelme.tv, Channelme.com.

You know, he comes and gives this talk and he's focusing in on the long tail and as I was talking to Art Crowley about this, Art said this in a really great way.

He was "selling the party", but his real money was in party favors.

That's a great metaphor for what's really going on in the industry. OK?

He owns [Channel Me](#) and he owns eNom.com. So he's selling all the domains, he selling you the page off Channelme.tv, you know, Carson Daily as a promo guy on the first video, and the thing is that it's really interesting, because if you go to Talk Shoe, Rosenblatt's girlfriend is there, I think it's called iJustine and that's, I think, his partner.

You know, the name of her pod cast is like, you know, 'The Coolest Pod Cast Ever, Dude'. There's no topic, and no theme.

Oh, here's another one, 'The Biggest Pod Cast Ever', or 'The Biggest Talk Show Ever'. You know, and there's no topic or no theme and you read the people responding to her, it's just a bunch of teenagers.

So selling the party is cool, but it makes sense to sell the party if you're making a ton of money on all the party favors. Alright?

I just wonder how many of those people that are logging on and listening to iJustine's Talk Show pod cast understand how much money she and Rosenblatt are making on the actual party favors. Not that it matters, and again, please, this is not saying that it's wrong to own the entire platform, but my point is that the people who are selling the party the hardest are the ones making the most money on the infrastructure.

I know this is not rocket science to most of you listening to this, but it is important to know how that stuff really works so that you keep your own spending and your own business model and your own business objectives intact, ok.

So that you don't chase after the shining new toys that turn on the

dopamine receptors in your brain and kind of get you off on a new attention deficit disorder. Ok?

Which is the new distraction. And so, what you really need to do is keep everything in context.

My Five 'N', or Five Neuro System is designed to teach you the psychiatry and the psychology of how the brain works when it comes to focus behaviors and we will be able to study a lot of that on the next pod cast, and I'm going to give you...Themezoomradio.com is categorized so that I keep the Five Neuro pod casts separate from the Themezoom pod casts. The first pod cast I'm going to do is on [Neuroeconomics](#). You can learn more about the Five 'N' or Five Neuro Success System, if you visit Russellsbrain.com. That's R-U-S-S-E-L-L-S-B-R-A-I-N.com. And what I've got on there is actually the last ten years of my life when it comes to my research and what I've really been doing behind the scenes.

I'm kind of revealing myself to you this year. I've spent over 15 years studying some of the most unusual neuropsychology and neuro physics information out there. It's an area of passion of mine and I've been working on bringing them together in a system for almost 15 years. In revealing myself, I'm going to be showing you some of the work that I did with one of Buck Minister Fuller's protégées, who was a mentor and teacher of mine for 3 ½ years.

I'm also going to be showing you, what we call Neurogeometry. This is a name for a field that I coined because I zoomed in on the field of geometry and basically spatial geometry and what is sometimes called by some people, sacred geometry or esoteric geometry, which is now actually entering into the mainstream as symmetry and what I call neuro geometry is far less esoteric than that.

What's happening now is that as things become transparent on the web is...Buckminster Fuller actually said; this was brought to my attention recently by an old friend of mine. "Don't answer questions in the marketplace that the market is not really asking yet."

Some of the work that I was doing ten years ago, the market was not really ready for and in the same way the world was not really ready

for Buckminster Fuller and some of his geodesic ideas and work with the [plutonic solids](#), you know, I think now as we move into a transparent economy and into a transparent neuronet, the work that I did with Buckminster Fuller's work and the protégée, who I believe is one of the most intelligent men on Earth whom I was able to work with for 3 1/2 years and study with. I believe that we are ready to start discussing this and I've implemented everything that I have learned in the area of neuro geometry with the Five 'N's. I'm going to run through the Five 'N's right here. And again, notice how I jumped from...on the brain, how I jumped from social networking to Five 'N' Success System. And the Five 'N' Success System is simply designed for you to understand the choices that you make.

So the first 'N' is [Neuroeconomics](#). Neuroeconomics cannot be emphasized enough how important it is for you to understand what's happening there. And that's not just coming from me. I have been exposed to some material about neuroeconomics for the last couple of years and connecting with the information that I had and the work that I did with Buckminster Fuller and one of my other mentors in the area of neuro geometry was a gentleman named Jirka Rysavy- and he was a founding father of a billion dollar company called Corporate Express. I'm sure you recognize that name.

That was, at the time, one of the largest office supply and delivery companies in the United States. I was able to work with him personally for a period of about six months, one-on-one on a weekly and sometimes daily basis. And I wasn't mature enough at the time to understand some of the information and material that he was actually sharing with me. He was good enough to put me through school and actually got my degree in video editing and some other things that I was doing at that time. But what I really learned from him was how he implements [neuroeconomics](#) in the choices that he makes and how he uses both fundamental and tactical analysis in his decision-making process when he is founding companies. Most of the companies that he created are worth tens of millions of dollars, including Gaiam, Inc. as well as, there are several others which I don't need to name here. He hired both me and my teacher who I was studying with, who was the protégée of Buckminster Fuller. Ok, so that's going to give you a little bit of a background of the kind of information I'm trying to bring to the table here.

The study of neuroeconomics is the study of why people make the decisions they make and why often those decisions are very bad because they get caught up in technical analysis. If you go to Russellsbrain.com, you'll see a few links on that page. Those links will be updated with more videos. Those videos are designed for me to run through you a little bit about my work in neuro geometry over the last fifteen years and to talk to you and introduce you to the concept of neuroeconomics.

Neuroeconomics is designed to reflect back to you as to why a lot of the decisions that people make including business opportunity junkies, which we all have been at one point or another and how easy it is to get distracted and make bad choices by betting on the wrong horse because our hardware, as well as our software, is programmed to do something different. And I talk a little bit about how we are hardwired to make bad decisions when it comes to recognizing on a complex data patterns rather than simple data patterns. We have evolved in our left brains to recognize patterns, but when we try to apply that to trends that are truly random, for example using the past to predict the future on Wall Street, we're almost always wrong. In fact, a pigeon can make better predictions than a prediction edict on Wall Street. And we're going to get into exactly why this is true. This has been tested and double blind tested, again and again, that in certain tests, a pigeon can bring home an 80% return on investment where a human being will only bring home a 69% return on investment. Now, if that's not scary, then I don't know what is. So, these are the kind of things that I want you to start looking at because they connect to the 2nd and 3rd 'N' in the Five Neuro System, which is Neuromarketing and Neuro geometry.

[Neurogeometry](#) is the symmetry that brings all of these things together, the order and the pattern; it's how to connect small micro patterns to larger patterns rather than getting stuck on the small micro analysis or the technical analysis. Warren Buffet, for example, doesn't use technical analysis alone to become a Billionaire; he integrates both his left and his right brain. He looks at things from a larger picture, or he zooms out and looks at macro patterns by implementing and integrating fundamental and technical analysis together using the left and the right side of the brain. And this is

extremely advanced stuff, but if you understand over the next year, even a little of what I'm talking about, you'll understand how to have a different perspective on data and a different perspective on what I call, neuromarketing.

[Neuromarketing](#) is one of the other categories of the Five 'N' or Five Neuro System. Neuromarketing is all about the 'hot button' in the human brain. And I'm sure most of you are familiar with neuromarketing. It's not unrelated to neuroeconomics, or the study of choices and bad choice making, because they are very related actually. Any good marketer knows how to influence somebody to the point of making a choice whether it is bad or good. A marketer doesn't really care, but what I want to show you is how the brain works in regards to marketing and how to use your knowledge of neuromarketing to have an unfair advantage over the people that would try to influence you and suck money out of your wallet basically. Now, what you do with this information is really up to you, but I would recommend that you use them in the ethical practice of implementing the knowledge of neuromarketing in that you provide the best value by telling the customer what you are going to do on solving their problem and then doing that rather than using these techniques to confabulate, or get passed the reticular activator in your customer/client, which is a filter, and then not doing what your saying your going to do.

You want to use the knowledge that I teach you in neuromarketing to enhance the lives of the people that you serve. And that's really how the lifetime value, which is really a recurring income for you, will increase ten-fold. Even though you know how to do something, even though you know how to manipulate somebody, and even though you know how not to be manipulated by anybody else, that doesn't mean that you should apply these techniques in a way that's not ethical.

By ethical, I simply mean, tell people what you are doing. My angle on all of this is because I have knowledge and information that is not generally available about all these categories, I want to be able to give that to you guys and for you to be able to use it to enhance your lives and enrich the lives of others. Some of these topics are questions that the market is not yet asking, but they will be asking

very, very soon. And I want you to have the jump on it, ok. So, that's neuromarketing.

We're going to talk about the ['buy button'](#). We're going to talk about why people make the choices they do and we'll be talking about ad copy and how to position yourself within that and how to provide the most value to get the most long-term gain from your client. So, that's neuromarketing and how to help your client make choices and become transparent to them in a way that really creates a rapport, or relationship.

And, that kind of bleeds into the 4th category which is [neuropsychology, neuropsychiatry](#).

This has been an area...it's kind of difficult to not get into neuropsychiatry when you're studying neuromarketing and neuroeconomics, because there is cognitive psychology and cognitive neurosciences tied to those categories.

I was laughing because recently Andy Jenkins from Stompernet released a new product of design to emulate eye movement tracker on a website to measure the eye miles of how far away, for example, your 'buy button' is from the price of your product. It was a really, really good video because he has now hired a cognitive psychologist, which is a brilliant move. I was very impressed by that. This cognitive psychologist has spent a lot of time looking at eye movements and determining that if the human eye has to work too hard that it's going to get lazy and it's not going to add your product to its shopping cart. And this deals with physical cognitive psychology. I do have on Russelsbrain.com under the area of psychiatry or neuropsychiatry, I have a topic under Eye Tracking, you can read about that on the [Themezoom glossary](#) and [Themezoomglossary.com](#) will be our glossary. That's not set up yet, but that will be the domain for that. And what's really interesting is how important neuropsychology is becoming and understanding your relationship with others, your client as well as your website visitor. And I think it was brilliant of Andy to jump onboard and try to teach people how the brain thinks. The brain wants simplicity. And that you should create a simplified version of yourself on your website. Don't make them work, or don't make them travel thousands or miles

with their eyes, because they're going to get exhausted just like you would get exhausted if you were on a store front. Ok, you want to create the easiest solution. So neuropsychiatry has to do with all of those things.

It also has to do with the study of brains that are not working fully. Are not functioning the way they are supposed to be "functioning". And the reason that's incredibly important is because of something that I call 'confabulation'. [Confabulation](#) is when the human brain makes up stories for why it's doing what its doing because it doesn't know any other reason why it's doing what it's doing.

And the whole purpose, in my opinion, of becoming self-aware and one of the primary goals of being human it to become aware of what it is that you are not aware of.

In other words, if you are doing something and it is unconscious, I don't care if it's buying or wasting money or gambling at a casino, I'm not judging all that, I mean I gamble, I play video games, and do stuff too, but the question is, how caught or stuck are you in those behaviors.

Well, confabulation is when the brain doesn't know what it is doing, so it makes up a story and part of the reason it doesn't know what its doing is because that part of the brain is damaged. For example, somebody with frontal left lobe damage can't see the right side of the room.

And because it can't see what's happening, it makes up a story. So when the doctor asks the person why he was bumping into tables when he walked across the room, the guy will say because you didn't turn all the lights on or it is too dark in here. Or why did you move all the furniture to the left side of the room? And the person genuinely believes that it's too dark or the furniture was moved. Another example of this confabulation is the 'Alien Hand Syndrome'.

[Dr. Oliver Sachs](#), who is also in Russelsbrain.com, I have a link to his material as well, has all kinds of stories where confabulation is revealed in his work as a neuroscientist. A woman came in at one point, into his practice and complained that there was somebody

grabbing her at night and when he took a look at her arm, he became aware that she was not aware of her left hand and it was her own left hand. Now when he pointed it out to her that the wedding ring on that hand was hers, therefore the arm had to be her own, she got all nervous and scared and asked why that person had stolen her wedding ring. So, it sounds like that's a complex neuro disease, but it's not. It's basically something that is tied to what we call monotonamic confabulation. That means there is only one thing that's wrong, but it's so confusion and so counter intuitive that it's taken time for a neuropsychologist to understand what's actually happening. And, in fact, Oliver Sachs has a book, The Man Who Mistook His Wife For A Hat, please, go out and get that just to have that on your shelf, The Man Who Mistook His Wife For a Hat. That title kind of says it all. That confabulation is, if the brain does not have the operational hardware to know that there was a problem then it's not going to know that there is anything wrong and then what happens is that it makes up a story.

Now, what is my point too all this? My point is that just because somebody has no brain damage, does not mean they are not confabulating, or making up a story about why they do what they do. In fact, the best marketers on Earth understand why human beings do what they do better than the human beings do. The best marketers on Earth understand how to sell you something even, through all of your resistances, through of all your filters, called your reticular activators, they know how to reach into your unconscious and take what they want. Now, my products, and what I'm marketing by sharing the Five 'N's with you is, I'm going to show you how that happens and I'm going to challenge you to become more aware and aware your confabulating so that you can take what is unconscious and make it conscious. To take what is unknown and make it known.

I give you on Russellsbrain.com, on the opening page, there are several videos there. There is a video by one of my heroes, who is the author of The Social Brain, Michael Gazzaniga. He did the original [split brain research](#). And that revealed a lot about how people can be influenced by marketing and the rest because when people have split brain surgeries, or something called a corpus colostomy, they no longer have the ability to distinguish or to hide the fact that we have two brains, the left and the right hemisphere.

Now what happens is that the two distinct personalities that live inside your head are very, very obvious when you have those two hemispheres severed and what they review during that work and you can watch it there, is that the brain makes up stories when it doesn't understand how it's been influenced. Now some of the things that I'm going to reveal to you are the most powerful I've ever seen in one place having to do with confabulation and neuropsychology. Of course it's tied into things like NLP ([Neurolinguistics Programming](#)), which is kind of off on an area of its own. But I just want you to understand some of the work I've been involved in over the last ten years. Take what you are interested in and leave the rest.

The 5th category is indirectly associated with all the Five 'N's and that called neurotheology. [Neurotheology](#) has been on the fringe, but is now entering into the mainstream thanks to the work of Antonio Damasio, in his book "The Feeling of What Happens".

These are some of the most prolific neuroscience works and research on the area of cognitive, cognition itself.

What is consciousness?

What is the mind?

Who are you? Damasio expounds on the idea that there really is no Cartesian theater in which the observer lives, but the brain has this knowledge that your brain is a neuronet and it grows through neurogenesis and neuro prosticity.

And these are all ideas that I subscribe to.

At the same time, it's the study of [neurotheology](#) is primarily the study of belief and why human beings believe the things they do.

I put this in Russellsbrain.com because I really want you to understand that if there's a direct relationship in neurotheology and understanding neuromarketing.

Because when you understand why people believe things and what they believe, and this is not an atheistic study, this is not taking away your belief system or your religion or anything like that, but it's very helpful to understand how belief works in the brain.

Not only to not be influenced by neuromarketing, but also to understand how to help people.

Also, neurotheology is just really interesting to me.

And you do not need to include neurotheology, I just thought that I would throw that in because I have had a lot of requests and a lot of experience with neurogeometry and neurotheology are really tied.

And thanks to the work of Antonio Damasio and "The Feeling of What Happens", as well as by some of the most brilliant neuroscientists in the world, we now have a basis for understanding neurotheology.

And this all ties into making you a better marketer, it ties into making you a better decision-maker.

This is what I really want you to understand is that neuroeconomics, the first category in the Five 'N' System and decision-making is what neuroeconomics is all about.

And neuroeconomics is becoming pervasive in all kinds of investment communities, all kinds of marketing communities, and some of the stuff I'll be talking to you about you will have seen here together first.

Because you are not going to be seeing all of this information bundled together in a way that people understand it, until about another 2-3 years.

Then you'll start seeing the stuff that you've been seeing on Themezoom go mainstream. So I just start prepping you for that.

So that's how I will reveal the Five 'N' System and anything that I'm talking about in a specific category. Themezoombookstore.com will be Themezoom bookstore and the Themezoom bookstore has five categories, all five within the neuro...neuroeconomics, neurotheology,

neuro geometry, all of these will be there. All the books that I recommend within those topics and themes will be available for you, ok?

So, we're about 40 minutes in; I was hoping to keep this within a 30-minute range, but I think I have covered all of the things that I need to cover.

Let's just go ahead and remember that Themesinradio, you can check back here, if you're a Themeszoom member, you should automatically get e-mail whenever I post a new blog. If you're not a Themezoom member and you're not using a vertical market intelligence keyword research tool that allows you to zoom out and make better decisions on a market based on a higher level of knowledge, you can sign up at Themezoom.com.

Our price is going to \$300 starting January 10, 2008, so you might want to go in right now and take a look at that.

Our whole purpose at Themezoom is to help you make better decisions and help you understand your own decisions as well as your market's decisions. That's what it is and all of this leads to a happier life and a better way to live as Dave Allen from Daveco.com talks about. Alright?

So that's really the summary of 2008. I'm looking so forward to revealing myself to you, stuff that I've kept behind the curtain where I'm coming from. We're going to have a fantastic training in Themezoom, when the new tool comes out and I'm looking very forward to the new application. The Five 'N' System is parallel, ok, it's not adjunct, and it's parallel to the Themezoom software, so there's no necessity that you study any of that material, but I just wanted to make it available to you. The multi-channel marketing stuff will tie directly into my finance system as well because serving your client and how to serve your client will be available in the technical materials provided by Art Crowley, called the Multi Channel Marketing Gateway, which launches January 10, 2008. That's our deadline for January 10.

Ok, so go ahead and look at all the URLs I've created for you, Themezoom glossary, Themezoom bookstore, Russellsbrain.com which is the Five Neuro System, Themezoomapproved.com which is going to be updated every few days. I'll be constantly adding more information on there based on the best companies and services out there that I have rapport with that offered me the best value. So all of these things are here for you and I look forward to seeing all of you on the inside of TZX, I'll talk to you soon.

- Russell Wright