

RUSS HANUSH

# HARNESSING YOUR 7 SENSES

HELP YOUR CHILD BECOME A HAPPIER, MORE  
CONFIDENT, MORE SUCCESSFUL STUDENT BY  
HARNESSING THEIR SEVEN SENSES



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Become a Happier,  
More Confident, More  
Successful Student by  
Harnessing Their  
Seven Senses

Russ Hanush

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Independently Published

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Published in the United States of America

211223-02007.3.2

ISBN: 9798828378500

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# Here's What's Inside...

<b>Foreword .....</b>	<b>1</b>
<b>Introduction.....</b>	<b>3</b>
Chapter One	
<b>What Are Our Seven Senses?.....</b>	<b>5</b>
Chapter Two	
<b>We Learn by Engaging Our Senses.....</b>	<b>13</b>
Chapter Three	
<b>Using Our Seven Senses to Learn Better and Why It Works .....</b>	<b>18</b>
Chapter Four	
<b>Consistency .....</b>	<b>30</b>
<b>Conclusion .....</b>	<b>33</b>
<b>How to Harness Your 7<sup>th</sup> Sense .....</b>	<b>34</b>

## **Foreword**

I've always considered education to be the great equalizer. No matter what means you come from, education can help lift you up and give you a better life than the generations before you. Unfortunately, the great equalizer isn't equal for all students. Sometimes, our public school system can leave students behind.

Back when I was a researcher at Lawrence Livermore National Laboratory, there was a time when my washing machine broke down. I had to do some laundry, so I went down to the local laundromat. While I was there, I noticed a little boy asking his mom for help with his homework.

Like many parents, she couldn't help him. The great equalizer had failed. How frustrating for that mom and devastating for the little boy. Education is a constantly changing field. It's often hard for educators to keep up, let alone a parent trying to tutor a student with skills they haven't used since they were growing up.

How can education lift children up if they are limited to being tutored only in subjects their parents excelled in? You're not alone.

Most parents didn't excel in every topic. How can we expect you to teach your child what you struggled with?

That's where I come in. I help your student become happier, more confident, and more successful every day.

By helping your students harness their seven senses, I hope that I can help them learn to love learning and lift them to the greatest heights they ever could have dreamed of.

Let's make learning fun!

*Russ Hanush*

## **Introduction**

Savannah's family called me to help her with algebra when she was in high school. She was passing but struggling. I worked with her for the next two years as she went through pre-calculus and AP physics as well.

Her parents were so impressed they asked me to help their son too. Spencer was a freshman when I started working with him, and I helped him get through algebra one, geometry, chemistry, algebra two, and pre-calculus.

Savannah went on to get her bachelor's degree in biopsychology from UCSB and her master's degree from King's College in London. Then she got a job in a STEM career that she loves. Her brother went on to become a major league baseball starting pitcher. Both are very happy, very confident, and very successful students.

We all love a story with a happy ending.

That's my mission: to make all students' learning stories have happy endings. My vision is to make learning fun. When learning is fun, we don't even notice that we're learning.

Learning becomes fun if I can help someone learn easier, faster, and retain it longer. When something is fun, you want to do it. By harnessing our seven senses, we make learning fun, and I can help your child learn to love learning, too!

I've been tutoring math and science professionally for more than 15 years now.

In that time, I have discovered Seven Study Secrets that seem to make all the difference. From organization to memorizing fundamentals to retaining information and planning, these are the parts of learning teachers don't teach. One of those Seven Study Secrets is to engage your senses. This little book will teach you how to do just that.

## **Chapter One**

### **What Are Our Seven Senses?**

Most of us were taught in school that we only have five senses. However, some more recent texts are beginning to acknowledge that we do have a sixth physical sense, a sense of balance. I have discovered that we have seven senses.

### **Throwing Stones**

Here's a little story to demonstrate how we can use our senses to learn: I've always been a natural experimenter. When I was six, I used to play at my school on weekends. We could do that back then. One time, I found myself wondering how hard it would be to hit a moving target with a rock. I spotted something moving off in the distance and felt it was the perfect opportunity to find out.

I found a rock lying on the ground, reached out, grabbed it in my hand, eyeballed my target, and when the time was right, I pulled back my arm and let loose with that rock. It made a very

satisfying thud as it hit. I was elated. It wasn't that hard to hit a moving target at all. I had seen the target, felt the rock, positioned myself appropriately, envisioned the rock hitting the target, and had been rewarded with a very satisfying sound.

I had engaged five of my seven senses. What I had not planned on was that my short little six-year-old legs could not outrun the driver of the car I had hit with that rock. I ran like crazy, but he finally caught me, and boy, did I feel it when I got a whipping for damaging that poor driver's car!

## **The Five “Common” Senses**

The five commonly recognized senses are sight, hearing, touch, smell, and taste.

### **Sight**

Our eyes allow us to see light. Light is a form of electromagnetic radiation, like radio waves. We can see this form of radiation from blue to red, like the colors of a rainbow. We also need enough light to see something, and too much

light can blind us. My ability to see that car was vital to my little experiment.

## **Hearing**

Our ears allow us to hear sound. Sound is a result of waves of pressure created by vibrating molecules. We can hear sound with frequencies as low as the click of bats and as high as the buzz of a mosquito. If the sound is not loud enough, we can't hear it, and if it's too loud, we can lose our ability to hear. I was rewarded with a very satisfying thud after my experiment with the car.

## **Touch**

Our skin allows us to feel touch. We can feel a touch's direct pressure and temperature, and pain if that touch is too hard or too hot. With too little pressure, you won't feel a thing. Too much pressure can damage your skin or the underlying structures of bone, muscle, blood vessels, and nerves. Temperatures below the freezing point of water, 32 degrees Fahrenheit, or zero degrees C, can cause frostbite, while temperatures above 120 Fahrenheit or 50

degrees C will burn your skin. Both will cause pain. My ability to feel the rock I was about to throw helped me gauge exactly how hard to throw it.

## **Smell**

Our nose allows us to smell. Smell comes from airborne particles. Certain molecules in those particles react with the sensors in your nose and stimulate a reaction that is sent to the brain. We can only smell molecules that react with those sensors. Our sense of smell can give us an early warning when those molecules are dangerous and a sense of pleasure when they're not. My sense of smell may not have come into play in my little experiment, but I bet any animals nearby could probably smell my fear when that driver caught me.

## **Taste**

Our tongue allows us to taste. Taste comes from solid and liquid particles. The molecules react with the sensors on your tongue, called taste buds, to create unique flavors. We can taste flavors from bitter to sweet and salty to sour.

Unpleasant flavors may be a warning that whatever you're about to eat may not be good for you. While my sense of taste may not have contributed to the outcome of my experiment, I did taste my salty tears when I got my whipping.

## The Sixth Sense

In a 1972 TV series called the Sixth Sense, Gary Collins used extrasensory perception, ESP, to solve supernatural crimes. This popularized the concept of ESP as the sixth sense. Extrasensory, however, means that it's beyond our senses by its very nature.

As far as we know, ESP is not a real sense. If we could sense other people's minds, that would be a sense, an ability to sense brainwaves, but when I talk about a sixth sense, I'm talking about something way more realistic than ESP.

Our sixth sense is our sense of balance. Our sense of balance allows us to sense gravity. Deep within our inner ear is a sense organ called the semicircular canal. It consists of three

bony tubes filled with fluid and hairs. As we move around, the fluid sloshes over the hairs giving us a sense of up and down.

The three bony tubes are aligned, so one senses motion left to right, another senses motion forward and backward, and the third senses motion up and down. If we move too fast, our sense of balance can be overwhelmed, and we get dizzy. Our sense of balance can be tricked into thinking gravity is pulling us in a different direction when we're accelerated in a direction other than down, like in a car or a virtual reality simulator. My sense of balance was vital to my moving target experiment. I doubt I would've hit that car without it.

## **The Seventh Sense**

Our seventh sense is our sense of time. We can sense how much time has passed, which gives us the concept of past, present, and future. Our sense of time comes from at least three parts of our brain.

The medulla oblongata is the most primitive part of our brain. It controls our autonomic

activities, such as heartbeat and breathing. This provides a tempo by which we can judge how much time has passed. The striatum becomes active when people pay attention to how much time has passed. Our hippocampus is responsible for keeping track of longer increments of time, like minutes and hours, along with memory and learning.

This ability to sense the passage of time allows us to remember the past, experience the present, and envision the future. It gives us an awareness of before, during, and after. Our sense of time can be altered by changing our environment. Circadian rhythms are our sense of the passage of days. By altering the hours of light available to us, we can stretch or shrink our perception of the passage of time.

There's a story about Albert Einstein describing his theory of relativity to someone. When asked if they understood, they replied, "Yes. It's like when you're sitting in a dentist's chair and a minute seems like an hour, but when you're with someone you love, an hour seems like a minute." Now, this may not be an accurate

representation of Einstein's theory, but it does illustrate the limits of our sense of time.

My sense of time was probably one of the most important factors in the success of my rock-throwing experiment. I had to envision the future, the rock flying through the air and the car driving down the street. My ability to see them arriving at the same location in space at the same time in the future was fundamental to the successful conclusion of my experiment.

Of course, as I mentioned earlier, I did fail to see far enough into the future to stay out of trouble.

## **Chapter Two**

# **We Learn by Engaging Our Senses**

### **Sight**

We use our sense of sight to learn when we watch the teacher writing on the board or when we're reading or watching videos. We look for visual cues in the world around us and can bring in all kinds of information through our eyes.

### **Hearing**

When we engage our hearing, we can learn by listening to the teacher talk, listening to audiobooks podcasts, and listening to ourselves.

Smart people don't talk to themselves because they're smart. They're smart because they talk to themselves. Think about it.

## **Touch**

We can use our sense of touch when we write, assemble parts, and do written work like math problems and writing essays.

Helen Keller lost her sight and hearing when she got seriously ill at 19 months. After that, she could only communicate with one person who understood the few signs Helen knew how to use.

Then she met the remarkable Anne Sullivan, who was also visually impaired. Anne taught Helen how to communicate through the sense of touch. Helen could read people's lips by touching their faces, and she could understand sign language signed out on her hand. Helen Keller became a great advocate for the disabled, a scholar, and an author. Using only her sense of touch, she learned how to communicate and changed the world.

## **Smell**

We can use our sense of smell to learn. In a chemistry class, it might warn us that we're making something dangerous. A perfumer uses

their sense of smell to deliver ecstasy in a bottle.

## **Taste**

We may not be able to use our sense of taste in math, and I don't recommend using your sense of taste in a chemistry class, but a chef uses their sense of taste intimately to delight us with exciting flavors.

## **Balance**

We use our sense of balance in the context of sports.

Gymnasts and soccer players use it extensively. Can you imagine trying to drive without a sense of balance? They might call that driving under the influence. It's not legal and not recommended. Can you imagine playing basketball, volleyball, or horseback riding without a sense of balance?

Astronauts miss their sense of balance dearly when they're up in space. We can experience that near the earth's surface when we go on a

roller coaster. It's that sinking feeling you get when you go over the top. Skydiving is another way you can feel that lack of gravity. As long as you are accelerating towards the ground at the same speed that gravity's accelerating you, you have no sense of balance. Been there, done that!

At one point, I was diagnosed with a brain tumor. That brain tumor pushed on my semicircular canals and affected my sense of balance. Every time I sang, it would give me vertigo. I tried getting prescription glasses for the first time with progressive lenses. Boy, did that make it hard! At first, I blamed everything on the progressive lenses. Finally, after I had the brain tumor removed, everything was fine. This brain tumor was messing with my sense of balance.

## Time

We can use our sense of time for memory and planning. Trees and rocks don't have it. They don't care about the passage of time at all, but dogs and cows do. You may be driving down the road and see a herd of cows wandering together down a path towards the barn for

feeding time. I know my dogs come in and let me know when it's time for dinner. I know they get bored too.

Our sense of time gives us our mind's eye.

It gives us our memory, our ability to sense the past. It gives us the present in our ability to sense how much time has passed. When we use our minds for planning and goal setting, it gives us the future. We make plans. We visualize our future, and that improves our condition.

## **Chapter Three**

# **Using Our Seven Senses to Learn Better and Why It Works**

When I talk about learning better, I'm talking about making it easier to remember, retaining that information for a longer period of time, and comprehending what we're learning faster.

Retention is one of the more important aspects. I have a lot of students who don't like to memorize things. I always have to tell them that if you can't remember it for a few weeks, you didn't learn it.

Each sense is its own doorway to your mind.

### **Stereo Vision**

The more doors you open up, the more information can be received. Think about your stereo vision. If you closed one eye and walked around with that eye closed all day, you'd find yourself running into walls and furniture. You'd

probably be considered an unsafe driver if you weren't used to doing that. When we open that other eye, all of a sudden, we can see depth. We can understand how far away things are with the addition of one more piece of information coming into us. You can still see the world around you with one eye, but you lose the depth.

## Stereo Hearing

It's the same thing with stereo hearing. If we have a stereo soundtrack, like some good old 1970s rock, there's a big difference between whether you're listening with only one ear or if you're listening with both. Think of using all of your senses as opening multiple doorways to your mind. With all of those doors open, your mind can parallel process the incoming information.

We get reinforcement through multiple pathways. You know how a smell can trigger a memory? We can use that to learn better. We can engage multiple senses to emphasize what we want to learn. The more senses you use, the better you'll learn.

## **Multiple Inputs**

Multiple inputs encode the same information in different ways. A good example is when we are copying notes. Using your sense of touch to write those notes is one doorway into your mind. It's hard to write those notes without reading them, so that gets reinforced by our sense of sight. If you say it out loud while you're writing it, now you have to listen to it too. We've managed to triple the number of inputs into our minds by engaging all of those senses.

A famous marketer named Gary Halbert encourages his copywriting students to copy ads. Why? It brings the writing into their minds by using more than one sense. A famous entrepreneurial coach, Dan Sullivan, encourages his students to write Shakespeare because they will learn how to write better.

Why does that work? You are engaging multiple senses. You aren't just reading Shakespeare. You're thinking about Shakespeare as you're reading it with your eyes, you're writing it with your hands, and if you're saying it out loud, reinforcing that with your

ears. Our senses of smell, taste, and balance can also be used to reinforce relevant memories.

## **Making Your Seventh Sense Work for You**

We can use our seventh sense in powerful ways. Our sense of time allows us to envision the future. Back in the 1950s, Dr. Biasoto did a famous free-throw experiment. In that experiment, he recruited 90 students. He had them all go to a basketball court. One by one, they stood on the free-throw line and practiced free throws. They would count the number of free throws made and record that information.

He then divided the students up into three groups. He sent one group home and told them, “Don’t practice any basketball, don’t even think about basketball.” He had the second group come into the basketball court every day and practice throwing free throws. The third group was assigned to sit in a room and do nothing but visualize making the free throws.

At the end of the experiment, Dr. Biasoto had everybody come back in and demonstrate their skill at throwing free throws. The 30 who did

not practice at all got worse. What would you expect? The 30 who practiced every day got significantly better. Once again, what would you expect?

The amazing result here was that the 30 people who sat in a room and did nothing but visualize making free throws improved as much as the people who had been practicing. It's amazing what our minds can do with a little visualization.

In *Think and Grow Rich*, Napoleon Hill wrote, “Anything the mind can conceive and believe, it can achieve.” And in his book, *The Strangest Secret*, Earl Nightingale says, “You become what you think about the most.” Our ability to envision the future allows us to see a better future for ourselves, to improve our condition. We can do that by setting goals and letting our thoughts lead to action. Your subconscious will tend toward the picture you keep reviewing.

## **Extend Your Life**

I learned a neat trick from Dan Sullivan that puts this concept to good use. In his book, *My*

*Plan for Living to 156: Imaginatively Extend Your Lifetime to Transform How You Live in the Present*, Dan details how he uses visualization to expand his lifetime. When he first conceived this, there was a lot of research questioning the limits of the typical human lifespan. As a person who likes to question fixed beliefs, Dan decided he was going to live to 156. This was about twice the average human lifespan at the time and got him through the end of the 21st century.

He found that life insurance agents typically died ten years earlier than their clients. Doctors also tended to die younger than their patients. He realized that life insurance agents and doctors were more aware of the typical lifespan than most people, which affected how they thought about their lifespan.

The reasonable conclusion was that envisioning a longer life would result in a longer life. He talked himself into living longer. It has profoundly affected him, making him feel younger and motivated to make plans that most people would dismiss as unrealistic. A friend of Dan's, Dr. Peter Diamandis, is very much into

extending the human lifespan. He went way above and beyond Dan's mere 156 years. His plan is to live to 700!

This was when I sat up and took notice.

I started visualizing living beyond any normal concept of human lifespan, and it changed my whole perspective. If Dan can live to 156, and Peter can visualize living to 700, why couldn't I? I looked up the oldest human ever recorded: Methuselah from Genesis in the Bible.

Methuselah is reported to have lived 969 years. Regardless of how you feel about the accuracy of that claim, it seemed like a record worth breaking, so I began visualizing living to 970 years.

It has changed my life. As Dan reports, I feel younger and ready to continue making huge plans. It's not about if I actually make it to 970. What matters is that I'm *planning* to live to 970. It's about follow-through: I'm planning and acting as though I am going to live that long, but I still live every day as though it could be my last. I'm using my seventh sense to extend my life, get more enjoyment out of every day, and pursue goals most people would've given

up on at this point in their life. Can you imagine what life would be like in 970 years? What age can you see yourself living to?

## **Photographic Memory**

We can also use our memory as a tool for learning. It's not just a place for information to be stored. We can use it actively. For instance, we all have a photographic memory. We just need to learn to develop the pictures better.

When I was going to college, I discovered the best way to study was by making note cards for each key piece of information I needed to know. I would put titles on those note cards. I would write where I had found that piece of information. I would write what the name of that piece of information was. I would work that information to fit the rest of that three-by-five card. I would go through and highlight different things on there in different colors, underline things, and if the card wasn't perfect, I would make that card again.

I would make that card over and over again until it was perfect. By the time I had done that,

I could be in the class taking the test miles away from my cards, but I could remember sitting at the table, remaking that card over and over again. I could picture that card and read what was on that card.

I didn't have to remember the information I had put on that card. All I had to do was remember the event when I made that card. By remembering that, I could read the information on that card. It's like recognizing a friend. We see hundreds of faces every day, but the more you see one person, the easier it is to recognize them: a friend you see every day – instant recognition, someone you see randomly – not so much.

## **Setting SMART Goals**

We can also use our seventh sense for planning. We plan for success. Good planning starts with a vision. A clear, intentional vision of the future is the surest path to success. Develop that picture in your mind's eye. The sharper the picture, the more real it will become.

We can then set SMART goals for ourselves. SMART stands for specific, measurable, attainable, relevant, and time-based. When we learn about goal setting, we learn to make sure that every one of our goals has those five characteristics. Then, we can break those goals down into tiny baby steps.

Dan Sullivan has us start with a 25-year plan. I tend to break that down into five-year segments first. Within those five-year segments, I break everything down into quarters. Within those quarters, I break everything down into days and even hours within the day. This is because each task that I'm going to try to accomplish shouldn't take more than an hour or two. Most people won't have the attention span to keep working on something like that for more than an hour or two at a time, so we need to break our plans into tiny little steps.

## **Implementation is Key**

The most important part is implementation. Visualizing the future is like hiking. You keep wondering what's around that next corner, imagining some incredible landscape or the

perfect spot for a break. Someone like me, I'm so curious I have to go look.

Do you know what's around that next corner? Sometimes it is that incredible landscape or that perfect rest stop, but most of the time, it's just another corner. Do you think I could leave that next corner alone? Of course not. Sometimes, this process takes me on hikes that turn into 12, 15, and sometimes 18 miles. One time, my dog Toby and I even walked 31 miles in a single day!

When we visualize the future, it's the same thing. We can imagine what's around that next corner we call the future, but our imagination never matches exactly what we encounter. There's a mathematical proof that the probability of getting any one precise, particular outcome is exactly zero. Those two things, your imagination and the outcome, will never match up exactly.

This is why it's so important to implement your plans. Until you take that first step, you'll never know what would've happened. You'll learn from that implementation. You'll adjust.

With that recalibration of your plans, you'll see new possibilities open up that you never would've considered before.

## **Chapter Four**

### **Consistency**

Consistency is one of the most important traits for success. If we want to learn by engaging all seven senses, we have to practice that consistently. Consistency also helps us simplify our lives.

When we learn how to do something well, it can become automatic in the background, like walking down the street. You don't think about where your legs are going, where you're placing each foot when you're walking; at least most people don't. The idea is that if we are consistently doing something the same way over and over and over, then we can get good at it.

This is one of the places where students tend to go wrong. They never want to do it the same way twice. I try to guide those students to do the same things the same way over and over again, so it becomes automatic. Once it's

automatic, it's way less likely that you're going to get things wrong.

## **Consistency Creates Automation**

Many famously accomplished men go so far as to automate their wardrobe. Einstein was famous for wearing a gray suit with sandals, no socks, and a brown leather jacket every day. Steve Jobs had his jeans and famous black turtleneck. Mark Zuckerberg has his hoodie. President Obama, Simon Cowell, and even Giorgio Armani are also known for automating their wardrobes this way.

For me, jeans and a t-shirt are my uniform, with the occasional hoodie when it's cold. My jeans are stacked in a drawer. My t-shirts hang in my closet. All the t-shirts are put on hangers facing the same way on laundry day. All I have to do is grab the top pair of jeans and the front t-shirt, and I am off to the races. Even my socks are all the same. I don't want to have to think about it. I have bigger fish to fry.

Consistency is so important. What if your heart beat inconsistently? You'd probably be rather worried. If the earth rotated inconsistently, we'd be in for a world of hurt. Business thrives on consistency. We want consistency and predictability in business to measure and track how we're making money. Consistency is one of the most important traits for success.

## Conclusion

The day I threw a rock at that car, I didn't realize how many senses I was engaging, but our senses do other wonderful things for us besides helping us throw rocks at cars. We can see beautiful rainbows. We can hear sensational symphonies. Experience wonderful tastes and fragrant smells. Feel the soft brush of a feather or your floating stomach on a roller coaster. And best of all, your imagination.

Engaging all of your seven senses is one of my seven study secrets. You can make your studying even more successful by requesting my free information pack. You'll get a free copy of my *7 Study Secrets* as a thank you gift. I'll also provide you with a 7<sup>th</sup> Sense Scorecard, so you can see where you and your students score in tapping into your seventh sense.

If you're interested, you can even schedule a 7<sup>th</sup> Sense Scorecard Analysis to see what the scores mean and how you can raise them. Read on to find out how.

## How to Harness Your 7<sup>th</sup> Sense

Every student is born with seven senses, but our first six senses, sight, hearing, touch, taste, smell, and balance, get all the attention.

Harnessing the power of your seventh sense is the source of students' success when it comes to learning quicker, retaining longer, and building life-long *self-confident learning*.

Wouldn't it be great if there was a guide to help students activate their natural abilities when harnessing their seventh sense?

That's where I come in. My methods have become so successful that I've trained a highly talented team to help parents help their children learn faster, retain longer, and become more self-confident learners so they can pick up new subjects faster and understand more easily.

To learn more about the ideas discussed in this book, here's what you do next.

**Step 1:** Download the **7 Study Secrets** you need to know when tackling a new subject.  
**[www.seventhsensebook.com/7secrets](http://www.seventhsensebook.com/7secrets)**

**Step 2:** Download our **7th Sense Scorecard** to see where your student scores in tapping into their **7<sup>th</sup> Sense**.

**[www.seventhsensebook.com/Scorecard](http://www.seventhsensebook.com/Scorecard)**

**Step 3:** Schedule a **7th Sense Scorecard Analysis** to see what the scores mean and how you can raise them. PLUS, Get our **7th Sense Strategy packet** to help raise their score.  
**[www.seventhsensebook.com/Schedule](http://www.seventhsensebook.com/Schedule)**

We all want our kids to be happy and successful. Taking the guesswork out of learning goes a long way toward making that happen. The power of harnessing your seven senses, along with the rest of my seven study secrets, is that it makes learning *intentional* – no more guesswork!

Set your kids on the path to being a happier, more confident, and more successful student – guaranteed! Get in touch with us today at **[www.seVENTHSENSEbook.com/Schedule](http://www.seVENTHSENSEbook.com/Schedule)**.

# HOW TO HARNESS YOUR 7TH SENSE

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