

ICAN **NEURO** SYSTEM™

BUSINESS MINDSET TRAINING FOR DIRECT SALES PROFESSIONALS



ICAN **BUILD**™

NEURO TOOL MANUAL





Reprogramming Process

1. Know Exactly What You Want

- (clear picture/what it looks and feels like)

2. Know Exactly Why You Want It

- (deep/core emotional need it fills)

3. Create Reprogramming Portfolio

- All reprogramming tools **MUST** stimulate an emotional response
- Visual tools (vision boards, posted affirmations, pictures, and mini-movies)
- Auditory tools (affirmation tools, power-up or calming music)
- Physical tools (touchstones, anchors, or physical movement)
- Imagination tools (visualizations, mini-movies, and meditations)
- Memory tools (anchors, this is like that, and power memories)

4. Activate/Create/Destroy Neuro-links

- Neurons that fire together, wire together
- Find negative triggers, memories, or interpretations and **DESTROY** the link
- That was then—This is now
- Find a positive trigger, memory, or strong imagination and create a **NEW** link (borrow powerful moments from someone else)
- This _____ is just like that _____

5. Bombard the Conscious and Subconscious Reprogramming Portfolio

- Repetition—Repetition—Repetition (while in alpha-or receptive state)
- Create routines for your day
- 3 minutes, 3 times a day



**This YES sign is an
Anchor Neuro Tool**

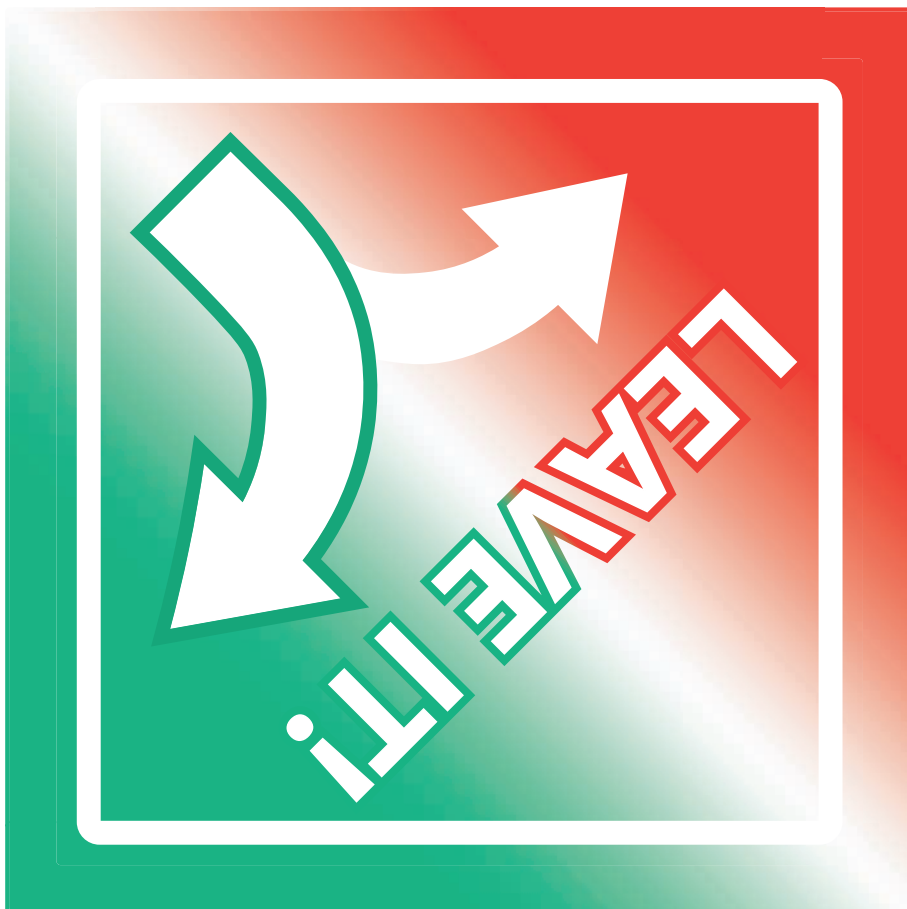
Use this tool when you want to reinforce
a vision or experience.

1. Hold the YES sign in your left hand
2. Do a finger roll with your right hand – I CAN, I WILL, I AM YES
3. Bring the YES sign up to your face – pump your fist and say YES
4. Repeat over and over until you feel a shift of energy

Listen to the
Finger Roll – YES
Neuro Tool in your
ICAN Membership.

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This LEAVE IT sign is a Pivot Neuro Tool

Use this tool when you are ready to shift your focus from a negative pattern to a positive anchor.

1. Pull the LEAVE IT sign up to your face and say LEAVE IT.
2. Pivot - turn your head or entire body - to the right
3. Follow with the Anchor Neuro Tool

Listen to the **LEAVE IT** Neuro Tool in your ICAN Membership

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A neuroscience-based business mindset training platform designed exclusively for Network Marketing and Direct Sales professionals. The system includes on-demand classes, proven “in-the-moment” neuro tools, and weekly support to help you and your team move past mental limiters, get unstuck, and transform your business results with more ease than you thought possible.

Unlimited Access to the ICAN Neuro System is available exclusively in Gold and above ICAN Memberships. Visit icaninstitute.com/membership to learn more.

Now available through the ICAN Neuro System App!



LEARN IT - Neuro Training

On-Demand Business Mindset Classes help you create an awareness of your blocks and perceived limitations and show you how these limiters are affecting your current results. You will uncover the mindset blocks responsible for the “stuckness” or slow growth you are experiencing in any area of your business and master the strategies needed to crush your goals.

Business Mindset Classes

- ICAN Build
- ICAN Start
- ICAN Sell & Recruit
- ICAN Overcome
- ICAN Market Online
- ICAN Money Mindset



DO IT - ICAN Neuro Tools

ICAN Neuro Tools are sensory-rich brain retraining techniques designed to silence fear, erase doubt, and elevate your self-confidence in-the-moment, over time, or whenever mindset blocks occur. By interrupting negative mental and emotional patterns and anchoring in positive habits, these powerful tools make it easy to get unstuck, take income-producing action, and create success with less effort and more flow.



