
Digipill

An interview with Brian Colbert, creator of the pills.

digipill.com



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Biography

Brian Colbert is a much sought after Headline Motivational Speaker and is regarded as one of the most prominent and successful Mind Coaches in Ireland today. Despite a proven track record and several years background qualifications in the Social Sciences, with over 20 years experience in Industrial Relations and Personnel Management, Brian credits most of his success to his use of Neuro Linguistic Programming (NLP).

He is a Best selling Author, Licensed Master Trainer of NLP and co-Founder of The Irish Institute of NLP. Brian is continuously innovating and developing from within the field of NLP and is constantly looking at better ways of applying it to various areas.

Whether in Sales, Therapy, Personal Development or Business performance Brian switches seamlessly between them all with a depth of experience and insight that has placed him as one of the best, if not the best in his field.

His first book (released in 2010) 'The Happiness Habit- Choose the Path to a better Life' became an immediate best seller in Ireland and has continued to be the 'must have' book in the personal development field. His eagerly awaited second book 'From Ordinary to Extraordinary - How to live an Exceptional life' is due out this month.

Now he has released a groundbreaking app 'Digipill – Change your mind' in partnership with a leading mobile-tech company YUZA.

Brian features regularly on Irish National TV, radio and press, and has produced several products ranging from best-selling books to Interactive Communication Training DVDs and hypnotic motivational and relaxation CDs.

What sets Brian apart from other behavioural change and motivation experts is his hands-on direct no-nonsense approach. Such are his insights on ways to unlock human potential that he has already coached thousands of people and organizations towards achieving outstanding results. His charismatic, humorous and unconventional reputation has led to his seminars drawing international audiences. Brian is also a fully registered Hypnotherapist/ Psychotherapist.

As part of his Public Training Programmes Brian has trained Doctors, Psychologists, Psychotherapists, Counsellors, Business Coaches, Life Coaches, Politicians, Sales personnel, Communications Consultants, Marketing Managers, Company Directors, Teachers, Accountants and IT Professionals.

As an individual, Brian is naturally energetic, self-motivated, enthusiastic and well accustomed to dealing with conflict. His flexibility and innovativeness and his ability to look at and do things differently has allowed him produce change in traditionally hardened and rigid systems. In his work with corporations he has consistently exceeded the limitations of what was possible in overcoming previously insurmountable obstacles to gain powerful results with those he works with. He holds a natural flare for simplifying anything to anyone and in his communication with others; his frank and concise approach creates an instant rapport with all he meets. This combined with his intuitive intelligence and sophisticated mastery of understanding human emotions and experiences, makes him one of the most effective behavioural change experts in Ireland today.

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Digipill Interview

Does it actually work?

Yes. All of the pills are designed to induce a gentle state of suggestion where the mind can be opened to take on board the ideas and concepts contained within the blend. Each pill consumed, directly impacts performance however the more often the pill is consumed the stronger the effects will last and if used often enough permanent behavioral change can be achieved.

The pills work best on an open mind so pill performance is significantly enhanced through user expectation. That being said the pills have been known to work on even the most skeptical of subjects albeit to a lesser level.

Are they addictive?

No, but they are delightful and users very often want to keep listening to them long after the desired result has been achieved simply because of the quality of the relaxation experienced while listening to them.

Can the 'pills' have adverse effects?

No, not as long as they are used responsibly and that the user is of sound mental health. By 'sound' we mean that the user has no psychological condition that requires professional treatment. The pills are not a replacement for therapy but they can act as a hugely beneficial adjunct to it. If in any doubt at all simply contact us or your nearest mental health professional.

Is not just the same as hypnosis?

It is similar but not the same the states induced in conventional hypnosis are mainly reliant on the hypnotist and can prove to be ad hoc at times. The states produced by the pills are governed by a unique method that holds the brain to specific frequencies consistently at any one time and thereby improves the level and quality of suggestion.

Do you have to believe in pills for them to work?

No. But it helps!

Is this not just a placebo?

No it is much more than that, but even if it were research demonstrates that if it were that would make it much more successful than many conventional over the counter pills on the Market. The pills use a variety of mind stimulant methods to secure behavioral change such as psychoacoustics, linguistic distortion, auditory looping, rhythmic interfacing and hypnotic suggestion.

One of the pills is called 'Trance Tripping' - can it really do this?

Absolutely and fortunately without any of the negative side effects associated with conventional recreational drug use.

The Trance Tripping pill is first and foremost a fun pill designed to promote an altered state of consciousness within the user as they listen to the audio .The sensory effects of this pill are designed to be contained solely within the duration of the listening, however the impact on user creativity can be expected to stimulate thinking long after the initial experience.

Whereas Digipill do not in anyway advocate the use of illegal substances, the Trance Tripping pill mimics many of the positive effects achieved through such substances by activating the hippocampus and the amygdala and other centre's within the brain thus giving rise to the release of dopamine, the feel good chemical associated with pleasure and reward. In addition The Trance Tripping Pill draws on meditative, reflective, shamanic, and hypnotic states of consciousness used by healers and medicine men to induce visions and promote well being.

How do the 'Man Magnet' and 'Babe Magnet' pills work? Can they really help you find a partner?

They can do and have already done for many a user, but these pills are less of 'a love potion pill and more of a 'lets get the party started pill'. They are designed to get the user into a relaxed, playful and confident mood and to encourage them to make the first move or send out the first attraction signals which in itself act as a magnet towards the potential partner.

This pill works very specifically by allowing the user to experience multiple exaggerated naughty and saucy mental experiences and so is really only for the open minded. Once experienced users report finding it remarkably easy to connect with the opposite or same sex whichever the preference. The results can be really promising as they put the fun back into relationship building and many already in longstanding relationships have reported calling upon them to spice up things again!

Over the years many famous creative's have reportedly used drugs to help them work. Can digital creations such as the 'Imagine' pill have a similar effect?

Yes. Imagine promotes creativity and uses the techniques called upon by Einstein, Tesla, Edison, Michelangelo, Charlie Chaplin and many more. What is important to remember here is that it is not the drugs that produce the creativity but the brain's response to the drugs and

of course many of the greats never used drugs at all. Even Timothy Leary, the father of the hippy movement and of the phrase: 'Turn on Tune in and Drop out!' recognized this.

The mind - if given the right stimulus - can become an idea generation manufacturing machine. The force that gives rise to these creativity spurts where ideas become abundant and visions flash in and out randomly are called Theta Waves. These Theta waves are what are mainly responsible for the creativity spikes in the brain and although they may appear to be infrequent nonetheless they come from a natural state of consciousness which can be induced by the psychoacoustic method.

Geniuses tended to access these states of mind frequently through a range of idiosyncratic methods but now that we know what their intended target was, you can now do it simply by taking the digital pill prescribed for it.

What is the technique you use to create the digital pills?

Digipills are created from a number of innovative mind stimulant methods which are underpinned by the psychoacoustic method. Psychoacoustics combines rhythm and auditory sensations to shift perception in the user. To this we add a blend of linguistic suggestions and distortions to induce an altered state of consciousness similar to that of daydreaming. This creates a heightened state of suggestibility in the user. As the user interacts with the pill his brain is taken on a journey by means of visualization and auditory suggestion through the desired brain frequencies namely Beta, Alpha and Theta dependant on which is deemed to be appropriate for the desired outcome. In order to maintain the state of suggestion the brain is fed simple auditory loops which reduce resistance and improve acceptability and so improve the chances of the suggestions becoming automated by the pattern making or habit forming part of the brain.

How easy is it to access your subconscious?

You do it every single day without noticing it. The term subconscious is very often misunderstood and more often feared. This is a hangover from the Freudian idea that the

subconscious was a deep dark force lurking inside each of us that needed to be held at bay for fear that we would all be reduced to following our animalistic impulses.

Your subconscious is simply the seat of all your combined experiences, it is where your memory is stored, and it is what is responsible for the automatic functions in the body. It holds your memories, your beliefs and your values and is responsible for your intuitions. Subconscious simply means that there are parts of your mind that are outside the scope of your immediate awareness. We need this otherwise we would be over stimulated and overwhelmed by all of the data we experience in each and every living moment, The subconscious takes responsibility for dealing with all of this stuff and reduces our need to keep on learning things over and over again by sorting for patterns and creating habits. Every time you are reminded of a past event you can thank your subconscious. Every time you get an inner hunch about something you can thank your subconscious. Every time you are aware that you are dreaming you can thank your subconscious... 'sub' means 'below' and there is nothing to worry about there is there?...;)

So close your eyes and think of a time long long time ago that up until now you thought you had forgotten and say hello to your subconsciousness!

How exactly do you benefit from listening to 'pills'?

The benefits of the pills are that they do exactly what they say the do. So if you need to sleep listen to 'Sleep Deeply' and your mind will be filled with suggestions to induce sleep and your body will be induced into a relaxed state that will encourage and compliment it.

The additional beneficial after effects I think are self evident. Increased Concentration, improved clarity, enhanced feelings of well being and confidence and the ability to manage stress much more easily are just a few of the benefits.

How long do the benefits last?

The sense of relaxation and wellbeing induced by each pill happens within minutes and the after effects can last for hours. The specifically targeted changes such as the confidence prescribed in 'Perfect Pitch' can last a life time.

The pills are designed to change your mind. You are always in control of that, however change is consolidated by repeated use up to two to three weeks and thereafter as often as desired. The pills change your mind, the rest then is up to you, you must follow through with the behaviors for the final piece of the jigsaw to be complete.

How many times do you need to listen to each pill?

There really are no hard and fast rules on this one. It is best to keep taking the pill until you have got the desired result. What we would recommend is once a day for a few weeks and thereafter as often as desired.

Is the result the same for everyone?

No. Despite having a proven track record, every person is different as is every mind. So although the results are evident the rate and pace of progress can vary from individual to individual depending on circumstance, openness and frequency of use.

How do you persuade those who think it is all a gimmick?

We don't. There is no need. There is an abundance of people out there who are interested and willing to give the pills a go and find out the benefits for themselves. We at Digipill are not on a crusade, we do not demand or require compliance and we believe in freedom of choice. If Digipill is not suited to you then there are many other avenues available and we wish you only the very best on your journey.

In life there will always be 'nay sayers' and that's what gives it balance. There is room for us all. Our mission though, is to improve people's lives and we are so confident in our product that the first one is free to test for you.

Digipills are not addictive and there is no obligation afterwards so you get to make up your own mind by experiencing a pill before you decide whether or not to buy more pills, it's a win-win all round!

Do you have any examples of where it has worked previously?

Hundreds if not thousands of satisfied clients. I can send on testimonials if needbe.

Would you say your technique is more of a science or an art?

Good question. I would say it is both. It is an art form underpinned by scientific method.

How long did it take to create the pills?

The pills themselves were created over the last couple of years but the knowledge to create them has taken at least 20 years.

Can you teach yourself to make your own pills?

The combined methods used in these pills are unique and not available anywhere else. We live in a world where imitation seems to be the order of the day but as the saying goes these pills may be copied but they can never be equaled and at present there are no immediate plans to teach the exact ingredients and the precise blending techniques used.

Are there particular problems the pills are targeted at?

Yes.

- Confidence
- Relaxation
- Weight Management
- Goal Achievement
- Creativity
- Sleep
- Stress Reduction
- Pain Management
- Relationships
- Success
- Resilience
- Guilt Elimination
- And many more in the pipeline...

Do you have to do anything other than listen for the pills to work?

Yes. Wouldn't it be delightful if that was it but of course there is a need for follow through?

For the pills to work you must output. You must take action. The pills will get your mind in the right place after that all you have to do is do!

Do you have plans for more pills in the future?

Yes. We have many more exciting pills already going through the testing process.

We have pills for:

- Smoking Cessation
- Sales Performance
- Problem Solving

- Accelerated Learning
- Concentration

And many more...but we are also opening up the doors to suggestion from satisfied users and let the market decide which pills should come next.

Notes

For further press enquiries, including TV and radio interview requests with Brian Colbert, please send an email to chris.chapman@yuza.com.

Digipill logos and images of the application in devices are available via the following link:

<http://digipill.com/Digipill-Press-Images.zip>