

\$7.00

YOUR ATTENTION PLEASE!



This Special Report contains valuable information and instruction that will change how you function, at work, at play and in your every waking moment.

**Waking Up To The
21st Century
Attention Trained Mind
Have You Been Left Behind?**

A SPECIAL REPORT

from Aaron McNaught Education/Consultations

Special Note: There are some things in this report that might ruffle some feathers. That's OK. After speaking with thousands of seminar participants, hundreds of clients and countless colleagues, I decided to risk it and let loose. Don't miss the special, limited time offer on page 10.

Waking Up To The 21st Century *Attention Trained Mind* Have You Been Left Behind?

Finally, the truth is being revealed and the time is upon us when society is ready to take the next step in personal and professional development, and beyond. The question is, have you been let in on this secret? What is the secret?

Before I tell you, let me say that this secret **understanding and skill** has only been kept hidden here in the Western World. The truth is, this secret forms the back-bone of all of the world's great wisdom traditions, east and west, ancient and contemporary. The implications of this single, secret are staggering, affecting every single dimension of our existence. This one understanding brings into question everything we thought we knew about personal and professional development, success and what it means to be a human being.

Now, what is the secret? Ready? Here it is:

**FACT: The quality of your life is directly related to the quality of your attention.
I repeat: The quality of your life is directly related to the quality of your attention.**

Later we'll look at how to apply this secret understanding in the form of a practical skill, but first let's look at what this understanding means, shall we?

Are You Asleep Or Awake?

The greatest minds of past and present knew that the key to wisdom, inner peace, maturity and freedom is found by developing the capacity for a strong, stable and energetic attention. The World's great wisdom traditions put such emphasis on Attention Training, that it is found at the very center of their lives.

Why else would they spend every waking hour developing their ability to stay connected to their moment to moment experience with an attention that is strong, stable and energetic?

Let me make a bold and provocative statement right here: If your attention is strong, stable and energetic, you are **Awake**. If your attention is weak, distractible and prone to becoming lost in experience, you are **Asleep**. You are living in a dream-world.

Asleep	Awake
You are distractible and unaware.	You are alert and aware.
Your attention is weak and unstable.	Your attention is strong, stable and energetic.
You are often mesmerized, zoned out and oblivious.	You are focused and clear.
You are often emotionally reactive and immature.	You are emotionally responsive and mature.
You are prone to misinterpretation, miscommunication and misunderstanding.	You are able to maintain perspective, detachment and wise discernment.
You are prone to ineffectiveness and inefficiency.	You are highly effective and efficient.
You live in a dream-world of your mind.	You are connected to your real experience as it happens.

Your Attention Please!

If I were to ask you right now to 'wake up', I bet you would be able to become more alert, attentive and aware. What stops you from living that way, or staying **Awake**, 24/7/365?

The problem is, nothing is going to help you improve your ability to live your life with a strong, stable and energetic attention. Not your friends or family, not the education system or the media, not even society or your own experience. **Nothing**. That is why I wrote this special report, and that is why this is so important. Please, read on >>>

Poverty of Attention and The High Cost of Information Overload

In this, the 'Information Age', we are literally bombarded by stimuli from our environment, our workplace, the media and our own minds. While some of this information is useful, much of it comes as an unwelcome intrusion. We are drowning in information and media, potentially exposed to thousands of marketing messages per day.

To communicate their information in a competitive marketplace and bypass our defenses, marketers and media are trained in tactics of psychological manipulation and exploitation.

Many of us have become obsessed, having woven various forms of media into the very fabric of our lives, unable to even imagine life without them and feeling a type of 'withdrawal' when separated from them for even brief periods.

Workplace and lifestyle demands are on the rise. In an effort to capture important information we live an 'always on' lifestyle, stimulated by cell phones, voicemail, memos, internet, email, blackberries and television.

Being overwhelmed by information and stimuli is not just annoying and stressful, it is an affliction. New forms of attentional dysfunction are becoming increasingly prominent, with names such as Multitasking Mania, Hyper Choice Syndrome, Information Anxiety, Attention Deficit Trait and the most commonly known, Attention Deficit Disorder (A.D.D.).

“What information consumes is rather obvious: it consumes the attention of its recipients. Hence a wealth of information creates a poverty of attention.”

~ the late Nobel laureate economist, Herbert Simon

Many people report that even if they do manage to break away from the stimuli bombardment and find some quiet time, their own minds begin to incessantly chatter, offering an unwelcome commentary on anything and everything.

For these people, silence and stillness actually cause a strange uneasiness. Attention deficiency, lack of focus, distractibility and chaotic, compulsive thinking are the diseases of our times and nearly everyone has them, causing vulnerability to:

- Stress, anxiety, guilt and worry...
- Low self-esteem, negative thinking and apathy...
- Emotional reactivity often leading to anger, violence and abuse...
- Ineffectiveness, lack of clarity, poor judgment and decision making...
- Lost relationships, ineffective communications and carelessness...
- Addiction, obsession, compulsion, drug and alcohol use...

When these various unnecessary forms of suffering are combined, we have a recipe for a society of mediocrity and inadequacy.

Psst...
You Awake?

The failure of the Western World to recognize and take steps to address the suffering and lost potential that is a direct result of living in an Attention Deficient Society is very difficult to justify. Moreover, in light of the great and enduring wisdom traditions that were spawned by recognizing the value of Attention Training, how is it possible that our society has not taken steps to implement these understandings into our own educational systems? How is it possible, that in this day and age, we are not taught the Eastern insights of 5000 years of inner exploration that starts and ends with training the attention to be strong, stable and silent?

Is Your House Built On Quicksand?

No one would ever build a foundation for a house on a pit of quicksand, but that is in fact, what we do in our educational efforts. Without the foundation of a strong, stable attention, time and money spent in classrooms, and on personal and professional development trainings is far less effective. Wasteful and useless even.

While it is understandable that our education system focuses on using the mind to think, memorize and problem solve, it is to our detriment that we are not taught even the basics of how to maintain an attention that is strong, stable and silent.

Perhaps the West's greatest contributor to understanding the value of Attention Training was psychologist William James. In his own words:

“The faculty of voluntarily bringing back a wandering attention over and over again, Is the very root of judgment, character, and will. . . . An education which should improve this faculty would be the education par excellence.” ~ William James

Attention Training IS ‘the education par excellence’.

Who Else Wants The Benefits of a Strong, Silent Mind?

Some people are coming to understand on their own, that the key to happiness, wisdom and maturity is found by developing the ability to silence the mind. This is accomplished through Attention Training by developing the capacity for a strong, stable and energetic attention, or what I call ***Awakened Attention***.

The greatest minds of past and present would agree, ***Awakened Attention*** is the single most important inner technology available to you today. ***Awakened Attention*** is at the core of all the great wisdom teachings and is the key to the gateway to your deepest truth and your highest functioning.

In fact, ***Awakened Attention*** as I am describing it here, will enhance and enrich every single dimension of your existence, from your own personal and professional development, to your relationships with friends, family and peers, to your moment to moment experience of living in the world as a human being.

This is why I make the bold statement: ***"Awakened Attention is the most important skill you can ever learn. Period!"*** Without it, you are functioning from a place far removed from your deepest intelligence.

While the practical benefits of ***Awakened Attention*** are truly countless, for simplicity I often use five main categories.

1. Attention that is strong and stable can instantly still the mind, i.e. **Silence!**

This in turn quickly reduces stress and tension and improves concentration, focus and clarity. This is the piece of mind that is often longed for, but seldom attained.

2. Attention that is strong and stable leads to diminished emotional reactivity.

Awakened Attention allows us the luxury of containing our experience during emotionally difficult moments, rather than spilling our emotional chaos all over our environment. Diminished emotional reactivity is a good definition of maturity.

3. Attention that is strong and stable allows for enhanced decision making, judgment, efficiency and effectiveness. Rather than reacting from the mind's |surface, **Awakened Attention** illuminates our options and provides the opportunity for our deeper wisdom to arise and inform our actions.

4. Attention that is strong and stable instantly improves relationships and communications. **Awakened Attention** provides the capacity to connect with others, with openness, curiosity and confidence.

5. Attention that is strong and stable allows for the creative and humorous dimensions of the mind to shine forth. Creativity and humor are not the result of the thought-based mind, but rather arise from the spaciousness and clarity of an attention that is strong, stable and silent.

(Go to my website www.wakinguptolife.com, for the short article:

21 Benefits of Awakened Attention)

Attention Training Boring? No Way!

Some people have asked me, 'Aaron, isn't Attention Training dry and boring?'

Nothing could be further from the truth! **Awakened Attention** is actually quite magical, and I don't mean in a fluffy, or hokey kind of way. When we begin to pay attention with openness and curiosity, our lives come back to life, imbued with mystery and meaning. Simple events and experience become rich, colorful, vibrant and alive. We are able to maintain a perspective of lightness, playfulness and joy.

"The moment one gives close attention to any thing, even a blade of grass, it becomes a mysterious, awesome, indescribably magnificent world in itself." . ~ Henry Miller

In fact, in my seminars and trainings, as I begin speaking about Attention Training and the benefits derived from ***Awakened Attention***, the audience is drawn into their own experience of the power and pleasure of maintaining a strong and energetic attention. They make a most important transition (lacking in other trainings), which is this:

They have moved from the realm of information to the realm of experience, which means they now have the direct, living knowledge and understanding of ***Awakened Attention***, what it is and why it is so valuable.

Here is a 1 - 2 - 3 summary of how my seminars and 1 - 1 consultations unfold:

- 1. Information** on Attention Training and ***Awakened Attention*** leading to >>>
- 2. Implementation** of ***Awakened Attention*** leading to >>>
- 3. Experience** of ***Awakened Attention*** leading to >>>

- √ Laser-like concentration, focus and clarity of thought
- √ Rock solid emotional stability and unshakable peace
- √ Awakened leadership and charismatic communication
- √ Deep masculine presence and energetic feminine radiance
- √ Fiery passion and enlivened sexual prowess
- √ Mature detachment and non-reactivity
- √ Spontaneous gratitude, joy and humor
and much more.

*"In the power of fixing the attention
lies the most precious of the
intellectual habits."~ Robert Hall*

Now that we've looked at the 'what' of Attention Training, it's time to look at the 'how'. Turn the page to find out how to stay awake.

Now That You Know All This, How Do You Stay Awake?

You know you spend much of your life with eyes wide open, yet inattentive, unaware, distracted, oblivious, on auto pilot ... asleep.

You know that to be asleep this way makes you less effective and prone to useless mental activity, misinterpretation, poor judgment and mental and emotional reactivity. Put simply, to be asleep is to suffer. PERIOD!

You also know that you're at your best when you are energetically alert, attentive, aware of yourself and your surroundings, and responsive (not reactive) because you are connected to your immediate experience. You know you are at your best when you are **awake**.

The question you should be asking yourself now, is this: How do I stay awake?

First, let's be clear about the experience of being awake. Let's wake up, right now.

Here are some simple instructions that will point you toward the awake state:

1. Realize there is no need to think about your experience. Just let it be.
2. Bring your attention to your present experience.
3. Take a deep breath and feel that breath deeply, without thought.
4. Feel your body and relax, without thought.
5. Become aware of your surroundings, without thought. Just let it be.
6. Keep your attention OUT of your head, and IN your immediate experience.

Breathe, relax and remain attentive to your immediate experience without thought.

Simply NOTICE what's happening AS it happens, while staying in the present moment.

If you are awake, everything will be vivid, clear, spacious, simple and immediate. There will be a sense of relaxed flow. The moment that something happens in your experience, it is experienced fully while becoming part of your larger experience, always with awareness.

Waking Up Is Easy. Staying Awake Is NOT. (At First)

With even a small amount of practice it is easy to have a first hand understanding of what it means to be awake, as we are discussing here. **You should have that now.**

Although being awake can seem painful at first, it doesn't take long to know in our bones that **being asleep is the major source of our problems and suffering.**

You should also know by now that waking up is easy, but staying awake isn't. Our patterns of unawareness and inattention are old and tenacious. We have deep rooted habits of zoning out, oblivious and living on auto-pilot.

When you have understood what it means to be awake because you have experienced it, you only need to remember to wake up whenever you fall asleep. You will want to wake up and stay awake, because now you understand what that means.

While we are asleep in bed, many of us use an alarm clock to remind us with a wake up call, **GUARANTEEING** that we are awake at a certain time. In the same way we can use various reminders, or **Wake Up Calls**, that will guarantee we are awake while our eyes are open.

For instance,

- When the phone rings, wake up. That ring is a wake up call.
- While driving, any time you get angry, wake up. That anger is a wake up call.
- Wear your watch on the wrong wrist. Whenever you realize it, that's a wake up call.
- Practice with your partner. When you see a wink or smile, that's a wake up call.
- When you go to bed and feel your pillow cradle your head, it's a wake up call.
- When you wake up in the morning, wake up in the deepest way you can.

Every moment of every day is a wake up call, IF you are asleep. Otherwise, you are already awake. Soon, you will find yourself awake more and more often. The practice has begun to stick and is becoming your new mode of functioning. You are waking up!

“This Is A Special Offer For Motivated Individuals, Businesses and Institutes Only”

For a short time I am offering trainings in The Art and Skill of Awakened Attention, for individuals and groups interested in **Waking Up To The 21st Century Attention Trained Mind**. If you are within a 30 km radius of Red Deer I am also offering an introductory rate. This offer may not be made again.

It doesn't matter if you are a group of 2 or 2000, I will deliver a **Wake Up Call** that will enliven every dimension of your life, personally, professionally and beyond.

From those who provide face to face services, such as educators and healthcare providers, to office staff, secretaries and managers, to entrepreneurs, professionals, business leaders and corporate executives, **Awakened Attention** is the one skill that can make the biggest difference in any circumstance, personal or professional.

Contact me today to see if you qualify.

Join the ranks of those who are committed to being awake. You'll be glad you did.
Call me today at 403.302.2523 or email aaron@wakinguptolife.com

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If you are looking for something new and powerful, this is it. This unique marriage of Eastern philosophy and Western teachings delivers a **profound message**.

~ Cathy Fenwick, Author of *Healing With Humour*

Aaron shares his insight, **honesty and compassion straight from the heart**. Anyone exposed to his work will come away feeling his passion for what he is teaching.

~ Shannon Duncan, Author of *Present Moment Awareness*

Aaron speaks with a **clarity and depth** that is as precious as it is rare. Pulling words from awareness and sharing them with the willing, an encounter with Aaron can be life changing. My highest recommendations. ~ Marlin Marynick Registered Psychiatric Nurse, Saskatchewan

Aaron has an easy way of teaching, **enlightening, and empowering, that is like no other**. It's all so simple, that a person should figure it out themselves, and yet, once it's pointed out, one will probably never live life quite the same again! I am a better person for the knowledge given to me and am truly blessed to have come across his teachings. ~ Sheri Brons, Seminar Participant, Alberta

Aaron's approach to life is one of **constant wonder**. No matter what the circumstances, the wonder of it all is foremost. His approach is one of de-mystifying mysticism, distilling the ancient wisdoms, stripping them of dogma and making them applicable to everyday life. He will guide you to a place where you can experience the wonder for yourself. ~ Patrick Malloy - Seminar Participant

Aaron McNaught
Education/Consultations Presents:

The Art and Skill of Awakened Attention

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Pssst...
You Awake?



**Transformational Speaker
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Public Speaker ~ Author
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Blending transformative experiential practices, Life enriching perspectives, and stories of his own journey from a place of darkness and despair, Aaron's services are an amazing combination of inspiration, information, instruction and entertainment.

Filled with immensely practical techniques that are immediately workable, and approaches that will uncover your own deep wisdom, a meeting with Aaron will leave you with a vastly different view of yourself, those around you, and the world you live in.

Based on his insightful and provocative new book:

Waking Up to Life! The Art & Skill of Awakened Attention, Aaron's educational and consulting services provide an incredible menu of themes that can be tailored to any situation or event.

Call Aaron now, arrange a meeting and find out what all the hoopla is about. Speak to Aaron personally at 403.302.2523 or email aaron@wakinguptolife.com