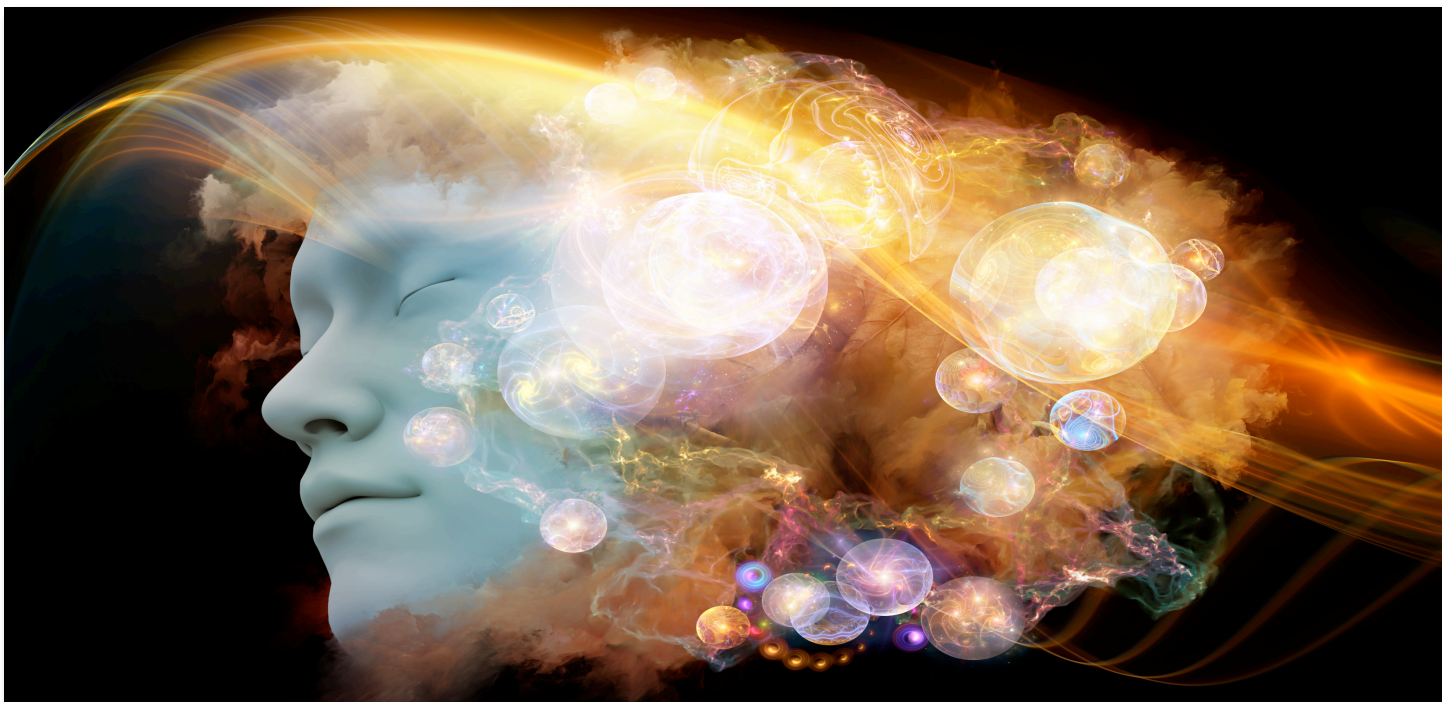




DreamScape Elements

An operations manual for float center owners



Beyond meditation, beyond relaxing, beyond simply floating. Allow the DreamScape Elements to transport your clients to a place of change where unwanted behaviors are turned into positive, beneficial actions - without denial or will-power.

The Elements Solution

At first, the DreamScape Elements sessions might appear too simple, too much like something you might even download off the web for free.

But there are some fundamental differences between the Elements and any other meditation track you might play during a float. And the first difference is that every Elements application is a bespoke program for specific use in a float tank.

Every DreamScape Element is composed with specific goals in mind:

- to provide a safe and effective way to change unwanted behavior
- to enhance human performance
- to create an overall condition of wellness

Another difference between DreamScapes and those simple meditation programs is that every Element has been created and tested extensively in the company's Dream Lab.

It's headed by Dr. Jason Gregg, an expert in the use of audiovisual media to change behavior, and every Element uses his patented ISM system.

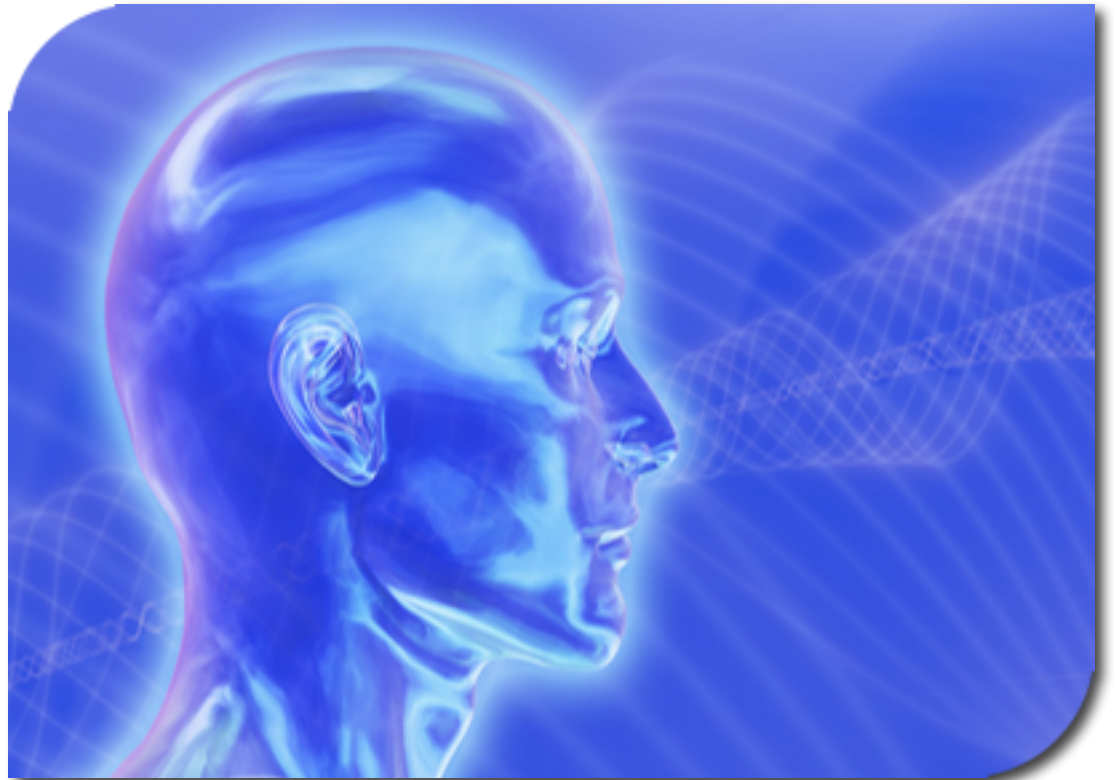
The lab is equipped with state of the art sound production and monitoring equipment to ensure that each Elements session provides your float client with a positive outcome and a lasting experience.

There's a wide range of Elements, from general 'feel good' programs to more prescriptive titles, designed to change unwanted habits such as smoking, poor diet and substance addiction.

From time to time, we'll be releasing more Elements to address a wide range of topics, and there are some other exciting new changes ahead, but exclusive only to Dreampod owners and operators.

Your first Elements bundle includes six of the most wanted sessions you'll need to get into the active floating business, to offer your clients something more than other float centers in your area.

Best of all, the DreamScape Elements don't require any changes to your current routine. Other than providing a short introduction to your float client about what to expect from their session, you've already got the perfect environment to offer active float sessions - the Dreampod. Just add Elements!



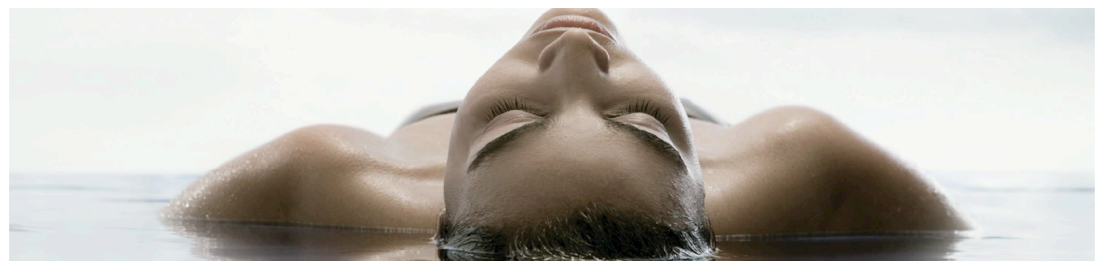
Active floating with DreamScape Elements ~ It's the next best thing to nothing at all!

How To Hack Your Brain. While you float in your Dreampod, the DreamScape Elements programs provide a safe and effective way to study the past and rehearse alternative ways of acting in the future. The powerful conditioning sessions utilize the neuroplasticity of the brain to modify unwanted behavior, building new neural pathways to learning.

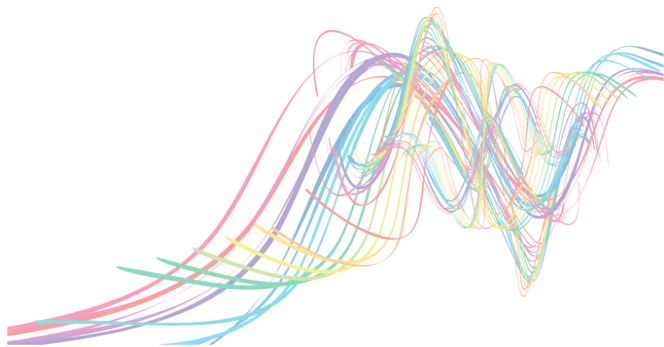
That's the foundation of the unique Elements sessions — establishing ways to create and validate a set of trials or experiences upon which the mind can produce certain predictable effects. As you float, these influences are simulated in the mind by the ISM system using positive and powerful affirmations that then enter the subconscious to be enacted.

By introducing new concepts and ideas in a modified state of relaxed awareness, you are able to bypass the inherent doubt of the conscious mind and examine, reflect and adopt new ways of thinking without the distraction of the outside world.

DreamScape Elements provide the 'permission to believe' that we can really change our lives and be the person we want to be.



Let DreamScape Elements be your life coach



YOUR INSTALLED DREAMSCAPE ELEMENTS

Each new Dreampod ships with two DreamScape Elements sessions already installed:

* The StressBuster

We already know that floating is a great way to relax but not everyone is comfortable with the total silence of free floating.

For those clients who have difficulty getting into their float sessions, the DreamScapes StressBuster session is the perfect way to release that stubborn anxiety and tension.

Better still, during the session, the client will learn new ways of handling stress and discover a method of taking that same wonderful floating feeling out with them into the real world.

We recommend three sessions with a week between each float.

* The Mental Detox

Ever wished you could take a broom to your mind, get rid of any negative, unhealthy thoughts and replace them with new ways of seeing life?

The DreamScapes Mental Detox is just like housekeeping for the mind, a gentle, hassle-free way to purge the thinking that holds you back and effects your forward progress in life.

It's a highly graphic way to review and re-order your thoughts, impressions and attitudes, to take out the trash and get on with life.

Listen three times with a week between each session and then, as often as needed to refresh your thinking.

Almost everything will
work again if you
unplug it for a few
minutes...
Including you.

Anne Lamott

What is 'ISM'?

"Interhemispheric Synchronic Mediation" (ISM) is a special suite of patented production tools that includes guided imagery, affirmation, music, voice, isochronic entrainment, backtracking, subliminal and subsonic messages and control tracks packaged in a unique combination that together create a totally safe, relaxed and receptive pathway to the area of the brain that influences behaviour.

It is completely safe and is suited for all users, requiring no prior knowledge or even a belief that it will work for you.

All you have to do is relax and listen while you float as each highly complex, multi-tracked sound session gently engages and transports you to a place of deep learning.

As each new concept is introduced, it is supported and reinforced by a pleasant environment created in the mind, a safe place to rehearse and adopt these new ways to act.

Before we ship each Dreamscapes Element session, we ensure that the listening volume is set to conform to the factory preset levels of your Dreampod while using foam type earplugs. However, some owners may wish to adjust the volume to better suit their environment.

This can be accomplished by first removing the cover from the smaller of the two beige component boxes and identifying the volume knob on the end of the amplifier. Turning the top away from you will increase volume and towards you will lower the volume. Ensure that you do not raise the volume too loud as it may result in discomfort for the user and distortion of the DreamScape tracks.



Dream Water Research Lab

Using state of the art systems, every Elements session contains a unique combination of as many as 20 separate audio, visual and control tracks, specifically designed to enhance your floating experience. The result is the industry's finest, fully researched and clinically assessed active floating programs available today

Head of Research, Jason Gregg has over 40 years experience developing unique mental conditioning programs for managing unwanted behaviors and enhancing human performance. His patented systems are in use around the world by elite athletes, clinics, business organizations and private users. He is the developer of the unique DreamScape Elements programs, exclusive to The Dream Water Float Company and the Dreampod.

The DreamScape Elements Premium 6 Pack

Breathe Easy (a bonus)

This simple ten minute pre-float training module is designed to be used anywhere, any time to enhance the floating experience and promote general wellness. Listen on your MP3 player, with or without earpods. It's designed to promote optimal respiration and blood flow, encourage autonomic nervous system balance and calm the soul. Distribute freely.

Kick Butts - Smoking Cessation Program

Habit or addiction? Either way, giving up is not easy & 'cold turkey' can come with withdrawal symptoms such as panic, anxiety and the need to compensate, replacing cigarettes with food.

Clients listen to the Kick Butts Elements session **five times, twice a week with a few days between each float**. It's important to emphasize that stopping any long-term habit takes time, it's not an overnight miracle and it requires a real commitment to quitting. And 'cutting down' is not an option, your clients must be committed to totally quitting.

It's important also to reinforce a vital step - the client may smoke throughout the program, there's no denial or will-power involved but they must break every cigarette in half before lighting. Users usually find that they can go for longer between smokes until finally quitting .

Slim & Trim

We eat to survive and stay healthy but over generations, our diet has changed to include more sugars and fats with fast and packaged foods on the menu of most western households today. Eat less calories than you burn and you'll lose weight, simple as that but sticking to a healthy eating plan is a major challenge in this fat-paced modern world.

The DreamScape Slim & Trim Element is about selecting the right foods and gradually changing the palate to accept less sweets, fats and prepared foods. No denial or will-power, just float and listen. Over **five float sessions, a week between each** the client will begin to notice changes in the foods they choose. Oh, and nobody ever lost weight by jumping on and off the scales - once week is enough. Measure the inches and practice 'girth control' instead!

The Sleepmaker

The U.S. Centers for Disease Control and Prevention report that **30 percent**, or 40.6 million, of American adults are sleeping six or fewer hours a day. Chronic sleep deprivation impairs mental and physical efficiency and costs businesses as well as the individual.

Clients will need to consider their sleeping space, remove TV's and other technologies, eat lightly no later than 4 hours before retiring and avoid caffeine, alcohol and sugary snacks.

In just **three floats, a week between each**, the Element sleep trainer will help adjust sleeping patterns and reduce that sleep debt, restoring night after night of healthy, restful sleep.

Pain Away

Chronic pain afflicts one in four Americans. Meanwhile, the long-term use of powerful pain medications carry harmful side-effects that can damage the body and influence the mind.

The DreamScape Elements pain program is designed to take advantage of the natural relief that floating already offers, building triggers that target specific areas of concern. By implanting post-float suggestions, pain sufferers can learn to recall the natural analgesic effects learned in the Pain Away sessions.

Four floats, a week apart then a booster whenever pain returns will assist the long-term sufferer in managing their pain and with their doctor's permission, reduce the need for meds.

Confident Me

Why do some seem to succeed in everything they try while others struggle along, frequently falling short of their dreams and aspirations? 'Whatever you can conceive and believe, you can achieve', easy to say but how you feel about yourself - your skills, your appearance, your appeal can be the difference between success and failure, rags and riches, love and loneliness.

The DreamScapes confidence trainer provides a private place to learn new and positive ways to act, and allow time to rehearse these new patterns of behavior in a safe environment.

Three floats, a week between each is all it takes to see the new you emerging. The rest is easy, go out and enjoy being yourself with a feeling of renewed confidence!

My Study (Power Learning)

For most of us, the issue is not what we learn; rather, it's about our ability to remember what we've learned already. We're saturated with mountains of knowledge every day, constant inputs from the media, social contact, reading materials & casual observation.

We're faced with the monumental tasks of filtering, processing and storing more information than our forebears ever had to, and still it keeps coming, like a deluge - facts, words, pictures, sounds - and all the time, we need to be able to recall on demand, to keep our jobs and stay ahead of the competition.

This very special Elements program will show you how to sort through the pile, to process and store information in a 'mental filing cabinet', to research and evaluate and to create solutions and ideas. You'll create a private space where everything is at your fingertips.

My Study is nothing like you've ever experienced before, a graphic, subconscious interpretation of the mind, a place to access, remember and recall knowledge on demand.

It's recommended that the client listen to My Study at least three times, a week between each session and thereafter whenever they feel the need for a booster. It can be practiced after floating as well, by simply finding a comfortable place, taking a few deep breaths and using the imagination to return to that special place called 'My Study'.

Remember to reassure and reinforce - clients frequently overlook the small signs of success because they have grown accustomed to frequent failure over and over again.

- *"Well, I don't know whether it's the program but cigarettes don't taste as good any more."*
- *"Yeah, I guess I'm eating less but that could be because of something else I'm doing."*

Be the coach, help the client to identify positive results and make sure they are following the schedule set for each Dreamscape Elements program. Instead of failing yet again, encourage them to plan for their success and stick to it.

Charge extra for DreamScape Elements... or not

Let's face it, float businesses are like any other, they need staff to run them, the cost of attracting new clients can be high & the soon overheads add up.

So the idea of giving something away for free, like including your DreamScape Elements programs with the price of a standard float might seem well, counter-profitable.

But consider this: Offering value-added float sessions to change unwanted behaviors may be just what you need to push your float center ahead of your competitors. And it might be the very thing that 'invites trial' for anyone who's looking for a change, but would be unlikely to otherwise consider floating.

For every new client you attract, your competition loses one. And anyone who tried floating because you offered something else is a client you might never normally attract anyway. Oh, and most of the Elements session require multiple floats as well, so either way you cost it out, you win, win, win.

So let's look at the considerations when deciding how to charge for Dreamscapes:

Do I include DreamScape Elements in the price?	YES	NO
Initial cost of Elements Premium Pack	X	X
A price increase could be a turn off to try Elements	X	
Higher price may limit takeup of any new clients	X	
Added revenue might offset reduced takeup anyway	?	
Area competitor may offer Elements for free	X	
Clients need time for induction on the first session	X	X
Every Elements client will require additional floats	X	X

Whether you take the 'lost leader' approach and include complimentary DreamScape Elements programs, or you offer premium floats for an additional fee, 'active' or value-added floatation can set your center apart and move you into a whole new segment of the wellness market.

Adding prescriptive audio sessions to floating is a logical way to utilize the amazing changes inherent in the float experience. Whether your client is looking to lose weight, stop smoking, improve their memory or manage that chronic pain, DreamScapes focuses and guides to floater towards a beneficial outcome.

DreamScape Elements take advantage of natural changes in the brain state that occur while floating, to make use of what floatation already provides, and adds something that people are seeking - positive, sustainable changes in their lifestyle and personal wellness program.

In the end, your pricing choice will need to take into consideration your location, competition, cost of reaching new clients and lots more, but no matter which way you decide to include DreamScapes, it should mean more floats and that means more happy numbers on the bottom line.

Dream

'Because a vision softly creeping, left its seeds while I was sleeping. And the vision that was planted in my brain, still remains, within the sounds of silence'

There are DreamScape Elements for a whole range of topics already available or planned for future development including:

- Power Learning - enhanced speed learning tools
- Super Mind - Potentiate your mind power
- Wellness - Powerful connections to body & mind
- Mental Toughness - Learn to persevere & focus
- Pain management - Highly effective and lasting
- Addiction - Drugs, alcohol and other issues
- Memory - Enhances retention and recall
- Golf - Drop serious strokes of your game
- Ironman - Peak performance for serious athletes
- Sleep - Overcome sleeplessness, awake refreshed
- Relationships - Build confidence, overcome fear
- Creativity - For artists, writers and performers
- Sales INTuition - Increase your selling ability
- Mindfulness - Learn to stay in the moment
- Inner Peace - Restore calm & peace to your life
- Sports Injury - Manage pain and speed up healing
- Positive Thinking - Achieve anything you desire
- JetLag Relief - Manage travel discomfort
- Panic Attacks - Calm your mind, get control

This is not a complete list of programs and more will be added in the future - check with your representative who will supply information on installation and pricing.



Dream Water Float Company

www.dream-pod.com/