



Effective LearningTM
AUDIO

Product Catalog

Featuring the most powerful and enjoyable personal development audio programs available anywhere! Including...

the
**LOVE
TAPES[®]**



While-U-SleepTM



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MEDITATIONS**

...and More!

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The Love Tapes help you use your mind to do anything you choose!

This time-tested series remains among the most requested self-improvement series of all time. Well-grounded in modern psychological theory, these programs offer the most effective combination of strategies for personal development.

Each CD or MP3 Download includes an audible guided meditation program plus two separate tracks with the Music and Ocean subliminal versions of the same program.

\$15.98 CD \$9.99 MP3 (available online)

ALPHA BREAK - ALB

A positive alternative to a "coffee break." This program will help you relax mentally and physically in just 10 minutes. Use it any time during the day to raise your energy level, generate new ideas, make a decision, or just renew your positive attitude. It's ready to serve you wherever you go. Try it today!

ANGER CONTROL - AGC

Everyone experiences anger. But if you get angry frequently and it seems uncontrollable, this program is for you. You will learn to express your thoughts and feelings while remaining calm and in total control of yourself and the situation. It will do wonders for your relationships and your peace of mind. Order now and begin to enjoy more control immediately!

ATTRACTING MORE LOVE - AML

You will immediately begin to build more positive, loving relationships in your life with this effective audio program. Your thoughts play an important role in determining who you bring into your life. Because of past negative experiences and programming, many people feel they don't deserve to be loved, admired, and respected by someone they love, admire, and respect. This program will help you replace the negative programming with positive thoughts, images, and feelings. You will learn to love yourself more and in-turn you will find you will be the recipient of more love from others. You'll create a more positive reality that will begin immediately and keep getting better and better. Start today!

AUTOMATIC SELF-DISCIPLINE - ASD

Self-discipline is the one common trait among successful people. With this effective audio program you will learn how to painlessly break bad habits, accomplish your goals, and achieve peak performance in everything you do. You will effortlessly do what needs to be done to achieve whatever you desire. This is an excellent and enjoyable way to program yourself for success. Order now and take your first step toward a more productive and successful life!

BE ASSERTIVE - BEA

Learn to express your feelings and thoughts more effectively. This audio program will help you be assertive without seeming too aggressive. You'll gain self-confidence and self-respect and earn the respect of others. You will greatly improve your ability to lead others and get your way more often. Your life will be less stressful when you learn to speak your mind naturally and comfortably with this quick, easy method. Start now!

BEING A HAPPY EFFECTIVE PARENT - BHP

Parenting can be one of the most enjoyable, rewarding, and challenging roles of our lives. This audio program will help you make the most of this opportunity. You will learn how you can help your children become more happy, independent and successful. Most importantly, parenting will become a much more enjoyable experience. This program includes positive programming acquired from prominent psychologists and family counselors. It also reflects my own experience of raising four children of my own and helping each of them enjoy their childhood and develop into happy, healthy, unique, independent, successful, loving and supportive individuals. Order today!

BETTER "GOLDEN YEARS" - BGY

No matter what your age, this audio program will help you get the most out of every day you have left on this earth. It is designed to give strength and support to seniors, but it will benefit younger people as well. It helps you to greet each day with greater energy, confidence, inner peace and a positive, optimistic outlook. It is loaded with excellent affirmations and imagery to promote longevity, health, and happiness. Do not let another day go by. Order now and make each day count!

BLOOD PRESSURE - BLP

If you have high blood pressure, you will be amazed at how much you can do to help yourself. This audio program is one of our most popular and it communicates ideas and information through the use of calming affirmations and imagery. You'll find this program to be a very relaxing, enjoyable, and a great complement to - but not a replacement for - proper medical care. Order today and start enjoying the benefits right away!

BUSINESS SUCCESS - BUS

Statistics show that 75% of all new businesses fail within 5 years. What will you be doing 5 years from now? Even giants such as Chrysler and General Motors have lost money. And most businesses, big and small, fail to use their creative potential for greater success. You can tap your potential and program yourself (and your organization) for success. Olympic champions have used these principles and techniques for sports. Now you can use them for business. This audio program will pay for itself a thousand times over.

COMMITMENT & PERSISTENCE - CPE

Do you give up on things too easily? Abandon your dreams? Calvin Coolidge said nothing can take the place of persistence...including talent, genius and education. Starting projects and not finishing them can cause feelings of guilt,

What are the LOVE TAPES?

The Love Tapes are a unique series of audio programs created to help you develop your vast untapped abilities. You'll realize your full potential and make amazing improvements in virtually any area you choose.

The Love Tapes are based on the most current brain/mind research, sound psychological principals, and years of experience with thousands of people. Here's what you'll experience:

- Goal-Oriented Relaxation
- Mental Imagery
- Whole-Brain Learning
- Affirmations
- Positive Emotions
- Proven Mind-Development Techniques
- Soothing Original Music
- The Power of Love
- A Truly Unbeatable Combination.

Each title includes three formats: regular/audible, subliminal with ocean background, and subliminal with music background. All titles are available in CD format and digital download (MP3). For more information, please visit us at **www.EffectiveLearning.com** or give us a call.

inadequacy and self-doubt. The energy, determination and commitment you'll get from this program will make it easy and fun to stay with and complete any worthwhile task or goal. With commitment and persistence, you'll enjoy the best life has to offer and the fulfillment, confidence, and satisfaction that go with it.

CONCENTRATION - CON

Does your mind wander? Are you easily distracted? Many people find the harder they try to concentrate, the more difficult it is and the more frustrated they become. This audio program will help you to focus your attention where you want it. You'll enjoy using your mind this way to increase your awareness and enjoy greater productivity. With improved concentration you will think more clearly and creatively with less effort. Order now, before you get distracted!

CONQUERING FEARS AND ANXIETY - CFA

Most fears are irrational and result from childhood programming. Nevertheless, these fears are powerful and can rob us of much enjoyment and success. This audio program will help you overcome needless fears and anxiety so you can confidently do anything you choose and enjoy life more completely.

CONQUERING PROCRASTINATION - CPN

You will find the energy, confidence and motivation to take on and complete any project with the help of this audio program. The new "do it now" methods in this program will help you approach any task with a new sense of urgency. You will be amazed at how much you will be able to accomplish. Don't put it off for another minute. Order now!

Why are they called the LOVE TAPES?

Throughout our lives, each of us is exposed to many negative influences. For example, many of us have been told that we are "fat" or "stupid" or that we'll "never amount to much." Unfortunately, our subconscious minds tend to latch onto these statements and make them our own thoughts. These recorded thoughts play over and over in our subconscious minds. These recordings, or "self-talk," are commonly referred to as "tapes." You may have heard the terms "parental tapes" or "peer tapes" which refer to the source of this internal programming.

The fact is that these "tapes" are very powerful and have a tremendous influence on your reality. For example, if you think of yourself as an overweight person your body will likely conform to that image. If you think of yourself as poor, you are likely to have financial difficulties. It may seem hard to believe at first, but it's true! As Buddha said, "What we think, we become."

So how do you improve your reality and make it stick? The secret is in changing your inner thoughts. To make any change permanent, you need to replace your negative subconscious "tapes" with positive "tapes". Tapes that constantly reinforce the reality you seek...**"Love Tapes!"**

They are called the Love Tapes because:

1. They are designed to overcome negativity and build self-esteem, which includes loving yourself.
2. Love is a basic need. Everyone needs love. Without love there is no self-actualization.
3. They help you get more in touch with the great power of love which can bring you more happiness, health, success, and peace of mind.
4. People say they love the experience of listening to the tapes as much as they love the great results.
5. Last, but certainly not least, we put a lot of love into the making of each program.

COPING WITH DIFFICULT AND NEGATIVE PEOPLE - CDN

Here's a program that will keep difficult and negative people from causing you excessive stress. Such people will no longer have a negative influence on you. Their negativity will be no match for the positive personal power you will quickly develop with this audio program. You'll create a totally positive environment for yourself, and you're likely to see some positive changes in them as well.

COPING WITH THE DEATH OF A LOVED ONE - CWD

I'll never forget the crushing pain, grief and sense of loss I experienced when my father died. I looked for ways to cope and fortunately found them. Now I feel closer than ever to the man who was, to me, the greatest guy in the world. The grief is gone. In its place is comfort, support, strength, inspiration and the KNOWING that death need not end a loving relationship. This program has been a great help to many of my students. It is certain to provide great benefits to you as well.

DECISION MAKING - DMA

We have to make many decisions every day. Some are difficult and complex and can alter the course of our lives. This audio program offers step-by-step instructions, and helps you gain the self-esteem and confidence you need for effective decision making. You will make better business and personal decisions more easily and with greater confidence. Ordering this program today will prove to be one of your best decisions.

DEEP RELAXATION - DRE

If you want to relax every muscle in your body and enjoy complete mental and physical relaxation, this is the program for you. Side One is devoted to Progressive Relaxation, which is a method that has been used by some doctors for over 70 years. It involves tensing the muscles, then releasing the tension, and noticing the contrast between tension and relaxation. Side Two consists of another method of experiencing relaxation without the use of tension. Knowing how to relax is a key to enjoying life. This program will teach you how to relax deeply any time you want.

DEVELOPING ENTHUSIASM - DEN

Emerson said, "Nothing great was ever achieved without enthusiasm." He also said, "Enthusiasm is the powerful engine of success." One of our greatest natural resources is our enthusiasm. We all have it. We are born with it. We see so much of it in little children. With this program you will learn to rekindle your natural enthusiasm. You'll be more interesting, productive, and successful. You will once again experience the fun and excitement of really living your life to its fullest. Order now and start today!

DEVELOPING YOUR CREATIVITY - DCR

Have you ever wished you were more creative? We all have. The fact is that we are all extremely creative but have forgotten how to tap into our creative powers. You'll soon find ideas coming to you very easily once you've learned the techniques presented in this program. You'll be excited, and motivated to follow through on those ideas to get the results you desire.

DEVELOPING YOUR ESP - DES

The fact that ESP does exist has been proven at universities and research centers in the United States and many other countries. Parapsychology is a popular course in many colleges. In spite of these facts, most of people don't believe they can function psychically. After using this program you will soon recognize that you do have ESP. You can develop it and use it for better communication and to enhance any area of your life.

DISCOVERING AND DEVELOPING YOUR TALENTS - DTL

You have many talents. Some of them are hidden, but they were all meant to be developed and used. They are gifts that can greatly enhance the quality of your life and the lives of others. This audio program will help you discover your hidden talents and unleash the talents you have suppressed and neglected for too long. You'll soon feel the joy of a whole new world opening up for you. It's never too late to start, so start today!

The Voices on Your CDs

Bob Griswold is internationally recognized as a long-time leader in the field of human potential development. He founded Effective Learning Systems, Inc. in 1972, and has personally taught over fifty thousand people techniques for relaxation, memory, stress management, controlling habits, goal achievement and self-esteem through seminars conducted for corporations, government agencies, and the general public.

Bob has presented many conferences and workshops at the University of Minnesota and other colleges featuring world-renowned speakers such as Norman Cousins, Bernie Siegel, R. Buckminster Fuller, Karl Menninger, Carl Simonton, Gerald Jampolsky, Wayne Dyer, Joyce Brothers, etc. Many of these prominent professionals have become members of his Board of Advisors, and have contributed a great deal in their knowledge and friendship.

Bob's work soon evolved into the most popular series of individual self-help audio programs in the industry. They are the top-selling line in North American retail bookstores – including over 15 years on the Barnes & Noble Bestsellers list – and have sold millions via mail order and the Internet.

Deirdre Griswold helped found Effective Learning Systems, Inc. in 1972. She has authored many programs including Creative Thinking, Creative Problem Solving, Relaxed Speed Reading, the Walking and Active Life Tapes, the Effective Meditations Series, Rebounderize, and co-authored the While-U-Drive® series.

Deirdre was selected as one of the outstanding women in business by the Greater Minneapolis Chamber of Commerce. She is also a licensed private-vocational teacher in the State of Minnesota and is a gold certified fitness instructor for I.D.E.A., and A.C.E.

DREAM POWER - DRP

Even if you never remember dreams, you can program yourself to have positive, creative dreams. You'll be able to remember those dreams and use them to get ideas, make decisions and solve problems. Much of the world's greatest literature, music, inventions and other discoveries came from dreams. Get this program now and learn to tap the positive, creative power of your inner mind.

DRUG AND ALCOHOL CONTROL - DAC

Drugs, including alcohol, can destroy lives, and they constitute one of the most serious problems in the world today. This audio program is designed to supplement any treatment program and help you find the inner strength to deal successfully with this problem. It goes beyond saying "no" to drugs and helps you use your mind to achieve a "natural high" while you gain more complete control of your life. Get this for yourself or someone you care about.

EFFECTIVE SPEAKING (WITHOUT FEAR) - EFS

If you hate public speaking, you'll love this program. Public speaking is the single most compelling fear for many people. Actually, speaking is a natural part of daily life and the fear of speaking before a group is an unnatural, learned response. Speaking to one thousand people will be as easy and enjoyable as speaking to one person when you apply the communication skills presented in this program. Order it now and become a more natural, confident and successful speaker.

EFFECTIVE STUDYING AND TEST TAKING – EST

Parents say this program has produced amazing results for their children. College students have raved about how this program has helped them improve their academic performance. With this

program, any student will develop a more positive attitude toward learning, get better grades, and enjoy school more than ever. Whether you are in grade school, high school, or college, it can help you develop your academic potential. Get one for yourself and any student you know.

ENERGY - ENE

Every thought you have creates a chemical change in your body. Your thoughts can have a very powerful influence on your energy level. This audio program includes techniques for recharging your batteries and helping you become more vibrant, awake, aware and fully alive. This is a much better source of energy than sweets, and instead of adding calories, you'll burn them. You'll work or play with more zest, vitality and enjoyment.

EXERCISE MOTIVATION - EMO

The immeasurable benefits of regular exercise are well-known: However, many people find it difficult to start and stay with an exercise program. This audio program was created to make it easy and fun for you to exercise so you can achieve the health, energy and shape you desire. Order today and you'll be on your way to making exercise a life-long habit.

FREEDOM FROM CODEPENDENCY - FFC

If someone close to you is an alcoholic, a compulsive eater or gambler, a criminal, a sex addict, a workaholic, a neurotic parent or an excessively rebellious teenager, you may be codependent. This program will help you to let go, enhance your self-worth, take care of yourself, and enjoy a happier more fulfilling life. Your loved ones will benefit as well.

FREEDOM FROM INSOMNIA - FFI

You may never hear the end of this program because you will likely be enjoying a deep, healthy, restful sleep long before it is over. It's an updated version of our Restful, Revitalizing Sleep program. It makes a great gift for yourself or any friend or relative who would appreciate a good night's sleep for a change.

GETTING A GOOD JOB - GGJ

If you need help in deciding what job you want, how to get it, and keep it, this is for you. It will help you focus on your assets, make a good impression, and be more confident and productive. You will find this program to be one of the best investments in your life.

GOAL ACHIEVEMENT – GAC

Goals are very powerful tools for success when done correctly. Whether it's wealth, career, health, or relationships, this program will help you in decide what you want out of life and make sure you go out and get! You will learn how to get in touch with your passion and direct it in ways that lead you to greater confidence, satisfaction and fulfillment. Once you've mastered the techniques in this program there is no limit to what you can achieve.

GUILT FREE - GFR

When you learn from guilt, and release it, it's valuable. If you don't release it, it becomes self-destructive. It is like a weight on your back that robs you of health, happiness and success. If you frequently feel guilty, this program will help you remove that weight and stop punishing yourself for real or imagined wrongs.

HEALING YOURSELF WITH YOUR MIND - HYM

Designed to help you assist your body's natural ability to heal itself. It is a powerful complement to - not a substitute for - proper medical treatment. You'll enjoy how it helps you relax completely, think and feel more positive, and learn terrific techniques, ideas and information that will be extremely valuable to you and your loved ones.

HEALTH – HEA

The doctors and nurses who have attended my workshops agree that there is much we can do to help ourselves to better health. Our bodies have tremendous defense or immune systems that can protect us from illness, and heal us if we already have a problem. This audio program teaches you some excellent affirmations and positive imagery. I know you'll love this relaxing, enjoyable, effective recording and it may be the most important purchase you'll ever make.

HOW TO ATTRACT MONEY - ATM

Most of us have been told such things as “you’ll never be rich” and “money is the root of all evil,” and we have allowed ourselves to be programmed with financial limitations. Too many of us don’t feel we deserve a better income. Prosperity begins in your mind, and this is your opportunity to use your mind to creatively produce more money. With the help of this incredibly powerful audio program, you will overcome all your emotional limitations and discover the many paths to unlimited financial wealth. Try it today!

HOW TO BE HAPPY - BHA

Only you have the power to make yourself happy. This audio program will help you harness the power of love to immediately enjoy greater happiness in your life. You’ll quickly be able to see the humor in all things and be able to laugh at life and yourself. At the same time you’ll strengthen your self-concept and be serious about your choices in life. You, your family, your friends and to some extent the whole world can benefit by your increased measure of happiness. Start today!

HOW TO BE POSITIVE - BPO

It is common knowledge that we can be happier, healthier, and more successful with a positive attitude. Nevertheless, many people find it difficult to be positive when they encounter negative situations and individuals. This program will help you protect yourself from negativity. You will learn how to think, feel, and be more positive every day in any situation. You will be delighted with the results.

HOW TO GET WHATEVER YOU WANT - HGW

The techniques in this program have helped countless people to:

- increase income
- improve grades in school
- save money
- close sales
- greatly improve their social lives and more!

I know it sounds too good to be true, but believe me, it works! Order this program today, so it can help you get whatever you want...and soon!!

HOW TO MANAGE STRESS EASILY - HMS

Free yourself from harmful stress in all situations. You’ll release negative feelings, experience renewed energy and become more natural, comfortable and effective in every area of your life.

IMMUNITY AND LONGEVITY - IAL

Leading health publications have asserted that the human body could easily last 120 years or more. Therefore, almost all deaths can be considered premature. If your mind and body are working together in harmony and balance, you may not only extend your life, but enjoy each day of it more completely. Order now and don’t waste another day!

IMPROVE YOUR LUCK - IYL

Students of mine who have used the programming on this audio program have been extremely lucky in business, relationships, contests, lotteries, etc. You deserve good luck as much as anyone, and this program will help you make it happen.

IMPROVE YOUR SELF IMAGE (“SELF-IMAGE II”) - SIT

A strong, positive self-image is the best possible preparation for success, good relationships and happiness. This program helps you to learn, grow and make positive changes in your life. This is one program that should be in everyone’s audio library.

IMPROVING RELATIONSHIPS (OLD & NEW) - IRE

I used to be uncomfortable with other people, even people I knew very well. Then I discovered some techniques which allowed me to be more natural, spontaneous, and comfortable with anyone. This helped me to make friends easily, develop better understanding and communication with others and enjoy many great relationships. You’ll be delighted with your improved family, social and business relationships after you apply these techniques.

INNER GAME OF SELLING - IGS

This is the best program you will ever find to help improve your ability to sell. The qualities that are inherent in “rainmaker” salespeople will become second nature to you. You’ll learn how to mentally program yourself for success in selling. You’ll develop your self-confidence, enthusiasm, and persistence, and bring out the natural qualities of salesmanship which everyone has, but few people use. And you don’t have to be a salesperson. This program provides a wealth of valuable lessons for anyone who has to serve people, lead a team, or influence decision makers.

INSTANT MOOD BRIGHTENER - IMB

Everyone experiences bad moods now and then. The things we think, feel, say and do while in these moods can have long lasting negative consequences. This enjoyable program provides you with techniques to help you get out of a bad mood quickly and naturally. **GUARANTEED TO PUT A SMILE ON YOUR FACE!**

THE JOY OF LOVING - JOL

One of the most beautiful gifts of life is to enjoy a truly loving sexual relationship. Giving and receiving sexual pleasure is multiplied greatly in an environment of friendship, support and mutual respect. This program will help you become better at giving and receiving and enjoy more fully satisfying positive sexual experiences. If you’re doing just fine now, you’ll enjoy the benefits of enhanced awareness and appreciation of their sexuality.

THE JOY OF PREGNANCY AND CHILDBIRTH - JOP

Pregnancy and childbirth can be among the most enjoyable, fulfilling and relatively pain free experiences of a lifetime. By learning the simple techniques in this program, you can have a very pleasurable pregnancy and delivery. The whole experience can be a positive influence on you, your baby, and other members of your family. Order one for yourself or someone you love.

THE JOY OF SOBRIETY - JOS

This audio program is designed to help recovering alcoholics live one day at a time and enjoy every minute of each day as they prepare for an even better tomorrow. It promotes freedom from resentment and blame and greater acceptance of oneself and others. This is a very effective program and a great addition to any support system.

LEADERSHIP AND JOB SATISFACTION - LJS

This program will help you develop leadership skills and experience more fun and satisfaction in your work. Even if you currently view your job as “just a job,” you’ll soon look forward to going to work each day. You’ll become so valuable to your organization that you will achieve more recognition, fulfillment and financial success than you ever thought possible.

LEARNING POWER – LEP

As young children we had a natural appetite for learning. It was great fun. We started out eagerly in school, but soon most of us developed a negative attitude toward learning. Since learning is a life-long process and vitally important to successful living, you’ll love how this program removes mental blocks, and puts the fun back into learning. (Good for people ages 5-105).

LETTING GO OF THE PAST - LGO

Often we unnecessarily allow the past to influence how we feel (and behave) in the present and plan for the future. With the help of this audio program you can forgive and/or forget whatever you choose. Your life won’t be controlled by people or events of the past. This program puts you in control. Order today and begin letting go right now.

LOVING YOUR BODY - LYB

A negative concept of your physical body can cause problems with your weight, your health, your relationships—all areas of your life. This audio program will help you become more aware of your physical assets and help you develop a more positive attitude while bringing out your inner beauty. You’ll be more happy to be who you are, and you’ll project a healthier, more attractive image to others.

MANAGING STRESS - MST

When Mae West said, "Too much of a good thing...can be wonderful," she was not referring to stress. A certain level of stress is beneficial, but medical experts report that excessive stress can cause health problems such as high blood pressure, ulcers, heart disease, etc. It can also reduce your efficiency in business, sports, school, etc. This relaxing program will give you the power to overcome daily stress and begin enjoying life to its fullest. Relieving yourself from harmful stress may be one of the most important things you'll do for yourself. Start today.

MEMORY POWER (SUPER STRENGTH) - MPS

This powerful program will help you remember anything. You will learn techniques to help you build a "steel trap" memory. With your new memory skills you will find you'll have much more confidence in yourself. In addition, you'll be delighted with the new-found trust and respect you will receive from your family and friends. Don't forget, order today!

MORNING AND EVENING PROGRAMMING - MEP

A two-part audio program that will change the way you start and end your day. You will start each morning with a positive attitude and all the energy, enthusiasm and humor you need to make each day very productive and fulfilling. At day's end this program will help you relax, reflect on events, enjoy and learn from them. You'll be very pleased with the difference it will make in your life.

MOTIVATION - MOT

When you are well-motivated you automatically use more of your potential. With the help of this program you will become more dynamic, ambitious, productive and successful. You will find that each project will be easily accomplished and will seem more like fun than work. This program also includes tips on helping others motivate themselves as well.

NEW WAYS TO TAKE CONTROL OF YOUR LIFE - NTC

Using this program, you'll become pro-active rather than acted upon. It's a great way to align yourself with your passions and make important, positive changes that will empower you to become fully alive and enjoy the best that life has to offer. Don't wait to take control of your life. Order today!

OVERCOMING PROCRASTINATION - OPR

Nearly everyone procrastinates now and then, but if you do it regularly it can create excessive stress, damage your self-image, and prevent you from enjoying life. This program provides you with the best methods of doing things at the most appropriate time and achieving the success you desire. The best time to overcome procrastination is NOW, so order today.

OVERCOMING WORRY - OWO

Mark Twain said, "I've had a lot of problems in my day--most of which never happened." It's been said that worry is interest paid in advance on a debt you may never owe. But when people say, "Don't worry," it doesn't help much, does it? It takes a little more than that. This program lets you take a good look at the process we go through when we worry, points out how useless it is and helps you do something about it. You will quickly become a happier, more positive, worry-free person.

PAIN RELIEF (HEADACHES AND OTHER PAIN) - PRE

It's amazing how much our thoughts can influence how we feel. This relaxing program is loaded with valuable ideas, positive statements and imagery. The sole function of this program is to communicate ideas and mental processes. (As effective as these methods are, they are not intended to be a substitute for professional diagnosis and health care.) It's designed to help you help yourself. It may be just what you've been looking for.

PEACE OF MIND - POM

There is nothing more important than peace of mind in leading a happy life. This program will help you release negative feelings, relax, and enjoy an inner peace that is priceless. With peace of mind your health and relationships improve and your whole life becomes more satisfying and enjoyable. It's the closest thing to heaven on earth.

PEAK PERFORMANCE IN SPORTS - PPS

This program can help you excel in any sport. By applying techniques practiced by Olympic and professional athletes, you can improve your concentration and mental attitude while increasing your energy level, motivation and confidence. You'll never know how well you can perform until you apply these proven methods. Bring out the best in yourself!

PERSONAL MAGNETISM - PMG

Some people light up a room when they walk in. They draw people to them like a magnet. This program will help you develop your own natural charm, charisma and magnetic personality. You'll be more relaxed, persuasive and uninhibited as you attract the people you want in your business or social life.

PREMENSTRUAL SYNDROME - PMS

Millions of women suffer from PMS. The symptoms may include; tension, fatigue, depression, irritability, anxiety, cravings, and bloating. This title has excellent techniques for relaxing, thinking and feeling more positive and improving relationships. It will help you deal with symptoms & minimize the impact it has on your life and relationships. Not intended as a substitute for medical care.

POSITIVE THINKING MADE EASY - PTE

This program actually takes you beyond positive thinking. It will help you feel and be positive and change your whole world for the better. And it really is easy! Order today.

PRODUCTIVITY AND ORGANIZATION - PRO

Here is your opportunity to become very efficient, organized and productive. You'll manage your time much better and finish projects quickly and easily with the help of this program. It will save you time, increase the accuracy of your work, and bring you countless other rewards.

RESTFUL, REVITALIZING SLEEP - RRS

You don't have to have insomnia to benefit from this recording, but if you do, you've just found yourself a friend. It can help you enjoy a wonderfully peaceful night's sleep and wake up feeling better than ever. All of the LOVE TAPES are relaxing and can be played at bedtime, but you'll especially appreciate its extra gentle, soothing programming. It promotes pleasant, productive dreams and peace of mind.

SELF-CONFIDENCE - SCO

Are you shy? Do you wish you had more confidence? If so, this program is just right for you. It can help you recognize your own worth (which is far greater than you imagine or realize at this point). As you raise your confidence, you rid yourself of fear and you perform better at whatever you choose to do, and feel happier. You will command more respect and be more attractive to others. The time to start is now!

SELF-IMAGE FOR CHILDREN - SFC

This program is for children under the age of eight, and it is truly a result of popular demand. More and more parents are realizing the importance of developing a strong, positive self-image early in childhood. This increases a child's chances for health, happiness, and success in all areas of life. Although self-image can be improved at any age, the earlier we start, the better. This is the most valuable gift you could ever offer your child.

SENSE OF HUMOR - SHU

One of the most valuable assets anyone can have is a good sense of humor. It can help you through the toughest times and make life infinitely more enjoyable. Humor can lead you to better health, relationships and achievements. You have your own special sense of humor and with the help of this program you will reveal it, enjoy its rewards and get much more fun out of life.

7 KEYS TO PROSPERITY AND FULFILLMENT - SKS

Discover the 7 crucial keys and how easily they can help you eliminate roadblocks to prosperity. Now you can open the doors to financial success and a more satisfying, fulfilling life with this powerful and enjoyable program.

SLIM IMAGE II - SLI

This has been our most popular program ever since it was published. Its excellent content, including emphasis on love, inner peace and self-esteem, is extremely important for successful weight loss. We believe this program has helped more people overcome weight problems than any other audio program. We've received countless testimonials from satisfied customers swearing to the effectiveness of this program. We'd love to hear yours, too.

SPIRITUAL HEALING - SPH

A sign in my office says "EXPECT A MIRACLE," and I have witnessed many. It's been my good fortune to know some of the world's most famous healers, and I've learned some marvelous healing techniques. This program will help you tap your healing energy and use it to help yourself and others. Members of the clergy in my classes call it "scientific prayer." Call it what you will, you'll be very pleased with the results.

STAY SLIM - STS

This is more than just a weight loss program. It also helps you to maximize your attractiveness and charisma. You will see and feel a difference in yourself both physically and mentally. And you're going to love that difference. You will glow with radiant, positive energy as you control your weight forever.

STAYING YOUNG - STY

Perhaps you know someone who looks, acts, thinks and feels at least 10 years younger than others born the same year. You can be that way too...and better! Instead of aging, you can be "youthing" and the time to start is now. This is a very powerful program, and it can be your personal fountain of youth and attractiveness.

STOP SMOKING (SUPER STRENGTH) - SMS

Overcome your smoking habit painlessly and easily. Addictions and habits are buried deep within the subconscious mind. This powerful guided meditation program will help you overcome the emotional and psychological source of addiction. This is guaranteed to help you quit smoking easily and permanently. This is the help you've been looking for!

SUCCESSFUL MARRIAGE - SUM

"...And they lived happily ever after." That familiar line from childhood stories unfortunately has not held true for the many millions of marriages that have been filled with resentment, jealousy, hatred, and in some cases, violence. This program will help put more love and happiness in a marriage and will help it get better with each passing day. It's very helpful whether you are just planning a marriage or you've been married for many years.

SUCCESSFUL TEENS - SUT

While the other Love Tapes are great for teenagers, this one is designed specifically for them. It helps teens cope with peer pressure, enjoy school, say "no" to drugs, and build self-worth while improving relationships. It also assists in developing character and a winning personality. This program will help make the teen years much happier and productive. Makes a great gift.

SUPER MIND - SPM

This recording is designed to help you positively program both hemispheres of your brain to use your untapped mental abilities. You'll think more clearly and creatively, and function at your best in all situations. Take this opportunity to overcome mental blocks and enjoy the great feeling of being on top of things" and totally in control of your life. This is self-mastery at its best!

SUPER STRENGTH SELF-ESTEEM - SSS

Everyone can benefit from high self-esteem. When you really feel good about yourself, your whole world changes for the better. This program helps you gain total self-acceptance, inner peace, and happiness, enabling you to maximize your potential. Its excellent affirmations, visualization and breathing techniques make this one of the best self-help audios ever!

SUPER STRENGTH WEIGHT LOSS - SSW

One of the greatest weight loss audio programs available anywhere! Based on current weight loss research, its super-powerful affirmations help you improve your eating habits and

overcome cravings for fatty and junk foods while increasing your energy. This program will help you harness the power of your mind to achieve rapid, easy results.

SURVIVING SEPARATION OR DIVORCE - SUS

Separation and/or divorce can be among the most devastating blows anyone can experience. Self-worth may reach an all time low and the emotional pain can seem as though it will go on forever. However, with a good support system a person can heal quickly and bounce back stronger, happier, more confident and attractive than ever. Here is your chance to speed up the healing process and enjoy a new life of love, happiness and fulfillment.

TAKING CHARGE OF YOUR LIFE - TCL

Many people have told us that this is the best program they've heard. They say it's helped them to develop an inner strength and to overcome self-destructive concepts and behavior, such as: worry, fear, guilt and low self-esteem. You can be a very strong person and at the same time be more loving and supportive. Put more life in your life, and enjoy greater happiness, health, success, creativity, independence and loving relationships.

TAPPING YOUR INNER STRENGTH - TIS

You've heard the expression "When the going gets tough, the tough get going." You are much tougher than you think, and this program helps you tap an inner strength you didn't even know you had - whenever you need it! You'll be more adaptive, resourceful, creative, and confident; and you'll quickly get your life moving in a more positive and prosperous direction.

30 MINUTES TO SELF-CONFIDENCE - TMS

A great new program that will help you relax and quickly become super self-confident. The excellent breathing techniques, positive affirmations and imagery, and sounds of soothing music and gentle rainfall will help you feel stronger and more confident than ever before. It will change your life.

TOTAL RELAXATION - TRL

A totally new recording that enables you to relax like never before. Unlike the Deep Relaxation program which involves tensing the muscles then relaxing them, this program uses some wonderful breathing techniques along with soothing, new affirmations and guided imagery. It's like having a super relaxing massage. You've never experienced relaxation like this before. Get yours today!

UP FROM DEPRESSION - UFD

Everyone has their ups and downs, but there is a way to get back up quickly and stay there. That way is this program. It will help you lift your spirits, and have a new, more positive outlook on life.

VISUALIZATION POWER - VPO

It seems that every book or program on developing human potential emphasizes the importance of visualization. However, little or no instruction is given to help you develop the skill of visualizing. Consequently, many people become frustrated and abandon their goals because they think they can't visualize. This program will help you visualize and create new, more positive realities.

WINNING - WIN

There is only a small difference between high achievers and people who do not do nearly as well. Those who are extremely successful are using certain qualities that all of us have but few of us have fully developed. After many years of research and working with thousands of people, ELS has identified these qualities and put them in this program. Now you can awaken those qualities within you and become the total winner you were meant to be.



Each program in the WHILE-U-DRIVE Series is your guide, coach and mentor to help you improve your life.

Listen while you drive, walk, work out or when you just want to relax. Each program has several 5-10 minute segments. Whether you have time for just one segment or time for the entire program, you'll begin to feel better almost instantly!

\$15.98 CD \$9.99 MP3 (available online)

ACHIEVE YOUR IDEAL WEIGHT...AUTO-MATICALLY - WDLW

Any world-class athlete will tell you that the mind is the most important part of any sport. The mind is also the most important part of weight control. Our thoughts influence our eating habits, our cravings, our metabolism, and our attitude toward exercise. You will enjoy using this tape over and over as it helps you win the mental game of weight control.

BECOME TOTALLY POSITIVE...AUTO-MATICALLY - WDTP

A great tape for overcoming the past negative programming that began in childhood and influences us to this day. You'll develop a much more positive internal dialogue or self-talk, and release your true potential.

DEVELOP A SUPER MEMORY...AUTO-MATICALLY - WDSM

With this tape program you will easily learn techniques for remembering names, telephone numbers, long lists, and whatever you read, as well as how to overcome absent-mindedness.

CONQUER STRESS...AUTO-MATICALLY - WDSC

Loaded with effective strategies and techniques for relaxing and releasing unwanted stress. This enjoyable program is not just a great tape for managing stress, in our opinion it's one of the best self-help tapes ever made - period!

BECOME SUPER SELF-CONFIDENT...AUTO-MATICALLY - WDSS

The process of making positive changes with this program is so enjoyable and relatively effortless that the results you achieve may truly seem to be automatic. You will enjoy using this tape over and over.

DOUBLE YOUR ENERGY...AUTO-MATICALLY - WDDE

You will love how this tape helps you come alive with positive energy and vitality. It is guaranteed to help you raise your energy level.

NURTURE YOUR SOUL...AUTO-MATICALLY - WDNS

This program helps you internalize some of the most inspiring wisdom from history's great philosophers, scientists, physicians, poets and spiritual leaders who have helped shape and enrich so many lives. You will get in touch with your higher self (God's presence within) and enjoy greater peace of mind and fulfillment.

OVERCOME FEARS AND ANXIETY...AUTO-MATICALLY - WDOF

The techniques on this audio cassette will help you dissolve fears and enjoy peace of mind. You will discover and develop your potential leading to greater happiness, success, and fulfillment.

QUIT SMOKING...AUTO-MATICALLY - WDQS

Completely different from any other tape program for overcoming the tobacco habit/addiction. It helps you tap your inner strength and deepen your resolve to be in control of your life. You'll learn how to cope with cravings and totally eliminate any desire to smoke.

STRENGTHEN YOUR SELF-IMAGE...AUTO-MATICALLY - WDSI

In each of the eight segments of this program you will be given positive support in the form of information, encouragement, strategies and techniques for building a stronger, healthier self-image. You will especially enjoy the energizing, empowering affirmation sessions.



The EFFECTIVE MEDITATION Series – Each program includes two complete meditations. Unlike most forms of meditation which strive for concentration, these focus on building awareness. They will help you enhance your self awareness and realize your untapped potential. The results are truly remarkable.

\$15.98 CD \$15.98 MP3 (available online)

EFFECTIVE MEDITATIONS FOR...WEIGHT CONTROL - CMWC

The key to permanent weight control is in your mind. Let this easy, natural method do for you what diets could never accomplish.

EFFECTIVE MEDITATIONS FOR...STRESS RELIEF - CMSR

Discover how you can control stress effectively and effortlessly! This tape will help you relax, free yourself from excessive stress, and take immediate control of your physical and mental well-being.

EFFECTIVE MEDITATIONS FOR...HEALTH AND HEALING - CMHH

Become aware of your inner resources for natural health and healing. This very relaxing program offers easy techniques for focusing your mind towards better health and well being.

EFFECTIVE MEDITATIONS FOR...INNER PEACE & HAPPINESS - CMIP

Peace and happiness are yours with these easy techniques. This program is perfect for calming your mind and enabling you to reach and maintain a more positive, loving state of awareness and contentment.

EFFECTIVE MEDITATIONS FOR...OVERCOMING SELF-DOUBT - CMOS

Self-doubt and negative feelings quickly melt away as you experience these relaxing, confidence-building meditations.

EFFECTIVE MEDITATIONS FOR...CREATIVE VISUALIZING - CMCV

A relaxing way to learn and experience the power of visualization...and get the results you choose.

EFFECTIVE MEDITATIONS FOR...POSITIVE LIVING - CMPL

These wonderful meditations help you feel positive now and enjoy an infinite number of positive moments in the future.



Music Affirmations for BUSY PEOPLE Series - If you're too busy to take time out of each day to focus on yourself, we have just what you need. We created the Music Affirmations series specifically for busy people like you. Make positive changes in your life even if you don't have a lot of time. You'll find it easy to improve your life with these powerful programs that you can use anytime.

Music Affirmations are carefully selected positive statements blended with energizing music to make them more effective and enjoyable. The music activates your brain's right hemisphere and you experience a form of whole-brain learning, involving both hemispheres of your brain. Eventually, these statements automatically become your internal dialogue, or self-talk. They enable you to experience positive changes easily and naturally.

\$15.98 CD

\$ 9.99 MP3 (available online)

BETTER MEMORY AND CONCENTRATION – MABM

Sharpening your memory and concentration has never been more fun and easy. You can listen to this program while you work, commute, exercise, or any time. The advanced techniques and effective affirmations in this program will have a profound effect on your memory and ability to concentrate. Start today!

CONTROLLING YOUR EMOTIONS – MACE

Improve your ability to handle anger, criticism, and difficult situations. Within minutes it will lift your spirits and you will begin to enjoy the calm confidence of being in greater control of your emotions.

NATURAL WEIGHT CONTROL – MAWC

Time-tested positive statements blended with specially selected music to help you easily control your weight...forever. It will help you attain the weight and shape you desire...easily and naturally!

POSITIVE THINKING – MAPT

A world-class audio program that makes it easy to be positive and think optimistically in any situation. A positive mindset will help you reduce stress, be happier, and perhaps even live longer. With this program your whole world can change for the better.

RELAXATION AND STRESS RELIEF – MARS

You will relax and let go of unwanted stress forever with the help of this tape or CD. This program is designed specifically for Busy People who don't have time to study and practice stress management. Now you can relax and let go of tension while 'On The Go'. Order yours today.

SELF-IMAGE AND SELF-ESTEEM – MASI

Make positive changes easily with this enjoyable program. The powerful techniques and affirmations on this tape or CD will change your life! This program is perfect for when you don't have time to sit, relax, and focus on your own self-improvement. In minutes it will have you well on your way to greater happiness and success. Start today!

WALKING AND ACTIVE LIFE

Walking can help you lose weight, improve circulation and muscle tone, relieve stress, uplift your spirits and help you stay young. It also promotes creativity, concentration, and memory improvement.

These one hour audiocassettes feature enjoyable, energizing music, and positive, motivating audible affirmations to help you feel stronger, happier, more energetic, and more in control of your life. They were produced with the help of one of the most experienced certified fitness specialists in the United States.

\$15.98 CD

\$9.99 MP3 (available online)

3 Topics to Choose From

Trim, Fit & Healthy Body – WT2

Emphasizes physical fitness, exercise motivation, and weight control.

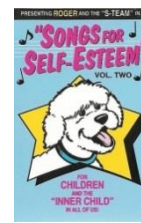
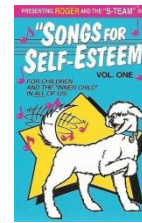
Energy & Self-Esteem – WT5 (CD only. Tape format not available.)

Helps you feel more positive and raise your energy level.

Stress Relief – WT8

Release harmful stress while enjoying a more positive, active life.

SONGS FOR SELF-ESTEEM (for Children)



\$19.98 CD (Vols 1&2 on 1 CD - #SSECD)

\$14.98 MP3 (available online)

Roger and the "S-Team" in SONGS FOR SELF-ESTEEM
"...perfect gifts for kids and the 'Inner Child' in all of us."

Children (and parents) love these unique musical programs. They teach children that everyone is very special, and really help kids to develop their own self-esteem and confidence. Each tape features a happy new story about Roger the Old English sheepdog (who overcame his lonely puppyhood in a dog pound) and his animal and human friends. Delightful and positive original songs, written by Bob Griswold, are sung by Roger and his "S-team" pals in these enjoyable, inspiring stories based on the true story of Roger, Bob's own dog in real life. Perfect for singing along!

CHILDREN'S AUDIO COLLECTION

- SET OF 3 PROGRAMS

Songs for Self-Esteem (Vols 1 & 2) plus Self-Image for Children (see pg. 6) for one low price:



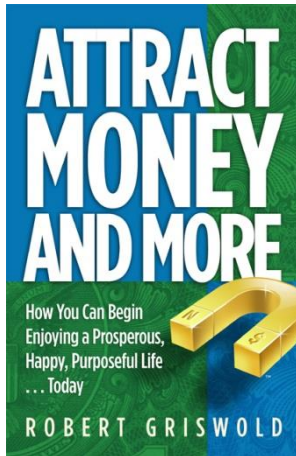
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Recommended for kids age 2-8

ATTRACT MONEY AND MORE

How You Can Begin Enjoying a Prosperous, Happy, Purposeful Life...Today!

(A Book by Robert Griswold) - #AMAM



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CAUTION: Reading this book is likely to result in great wealth. Please read carefully!

BUT THIS BOOK IS NOT JUST ABOUT MONEY. True, much of it is about money, but it's also about discovering your unique value, realizing your vast potential and learning how to live a truly happy, fulfilling life! After all, true wealth includes much more than money.

This inspiring book will help you master the phenomenally powerful, yet delightfully simple, methods that will transform your life! In this updated and expanded edition of his enormously popular book, *How to Attract Money*, Bob Griswold provides strategies and techniques to: be more positive and confident, strengthen your self-image, conquer procrastination, master the law of attraction, overcome worry, and be happy...NOW!

This book is made to be devoured. You'll want to read it over and over again, each time discovering new ideas, new motivation and extraordinary enthusiasm. This book could be worth thousands if not millions of dollars to you.

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\$20.96

You'll be delighted!

We weren't expecting much when we first tried these stereo pillow speakers, but we were *very pleasantly surprised!* Use them in place of your headphones. Plug it into your CD player, iPod, etc., slide the speakers under your pillow and enjoy great sound quality, privately, without disturbing the person next to you! It's the most comfortable way to listen to your favorite audio programs.



We are pleased to introduce you to Bob Griswold's ALL NEW series designed to help you improve your mind and improve your life While-U-Sleep!

This unique series of audio programs was created to help you develop your vast untapped abilities, realize your full potential, and make amazing improvements in any area you choose.

These programs are carefully designed to help you get to sleep quickly and experience a full night of deep, restful sleep. All while delivering powerful, positive messages, imagery, and programming aimed to help you achieve specific life-improvement goals.

- Make Sleep Learning Work for You
- Improve Your Life While You Sleep
- Each Title Includes 2 CDs (or 2 Downloads)
- Includes Both Subliminal and Audible Programming

\$24.98 2 CDs

\$19.98 MP3 (available online)

ATTRACT LOVE INTO YOUR LIFE – WSAL

Enjoy more love, admiration, and respect in your life! Learn to let your natural charm and charisma blossom and enjoy more positive, loving relationships...all while you experience a deep, rejuvenating sleep!

ATTRACT MONEY AND ENJOY PROSPERITY – WSMAM

Prosperity begins in the mind! Learn to quickly break through your financial limitations and open the door to greater wealth and fulfillment!

FREE YOURSELF FROM FEARS, ANXIETY, AND WORRY – WSFY

It's been said that worry is interest that you pay on a debt you may never owe. Most of what we worry about never happens. Yet we still allow the worry to take a toll on our health and happiness. The good news is that you don't have to pay that price. With the help of these programs you can eliminate worry, overcome your fears, and live anxiety free!

SLEEP SOUNDLY EVERY NIGHT – WSSS

If you struggle getting to sleep at night or have trouble staying asleep long enough to get the rest you need, these programs are for you! These audio programs are designed specifically to help you get the sleep you need. You'll love the result!

SUCCEED AT WEIGHT CONTROL – WSWC

Take complete control of your weight and shape while you sleep! You'll not only enjoy a deep, rejuvenating sleep, you'll help program your inner mind for fast and permanent weight control.



Visit us Online at **www.EffectiveLearning.com**

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BEA	Be Assertive
BHP	Being a Happy Effective Parent
BGY	Better "Golden Years"
BLP	Blood Pressure
BUS	Business Success
CPE	Commitment & Persistence
CON	Concentration
CFA	Conquering Fears and Anxiety
CPN	Conquering Procrastination
CDN	Coping with Difficult and Negative People
CWD	Coping with the Death of a Loved One
DMA	Decision Making
DRE	Deep Relaxation
DEN	Developing Enthusiasm
DCR	Developing Your Creativity
DES	Developing Your ESP
DTL	Discovering and Developing Your Talents
DRP	Dream Power
DAC	Drug and Alcohol Control
EFS	Effective Speaking (Without Fear)
EST	Effective Studying and Test Taking
ENE	Energy
EMO	Exercise Motivation
FFC	Freedom from Codependency
FFI	Freedom from Insomnia
GGJ	Getting a Good Job
GAC	Goal Achievement
GFR	Guilt Free
HYM	Healing Yourself with Your Mind
HEA	Health
ATM	How to Attract Money
BHA	How to be Happy
BPO	How to be Positive
HGW	How to Get Whatever You Want
HMS	How to Manage Stress Easily
IAL	Immunity and Longevity
IYL	Improve Your Luck
SIT	Improve Your Self-Image ("Self-Image II")
IRE	Improving Relationships (Old & New)
IGS	Inner Game of Selling
IMB	Instant Mood Brightener
JOL	The Joy of Loving
JOP	The Joy of Pregnancy and Childbirth
JOS*	The Joy of Sobriety
LJS	Leadership and Job Satisfaction
LEP	Learning Power
LGO	Letting Go of the Past
LYB	Loving Your Body
MST	Managing Stress
MPS	Memory Power (Super Strength)
MEP	Morning and Evening Programming
MOT	Motivation
NTC	New Ways to Take Control of Your Life
OPR	Overcoming Procrastination
OWO	Overcoming Worry
PRE	Pain Relief (Headaches and Other Pain)
POM	Peace of Mind
PPS	Peak Performance in Sports
PMG	Personal Magnetism
PMS	PMS
PTE	Positive Thinking Made Easy

The LOVE TAPES® (continued)	
Qty	
CD	
PRO	Productivity and Organization
RRS	Restful Revitalizing Sleep
SCO	Self-Confidence
SSS	Self-Esteem (Super Strength)
SFC	Self-Image for Children
SHU	Sense of Humor
SKS	7 Keys to Prosperity and Fulfillment
SLI	Slim Image II
SPH	Spiritual Healing
STS	Stay Slim
STY	Staying Young
SMS	Stop Smoking (Super Strength)
SUM	Successful Marriage
SUT	Successful Teens
SPM	Super Mind
SUS	Surviving Separation or Divorce
TCL	Taking Charge of Your Life
TIS	Tapping Your Inner Strength
TMS	30 Minutes to Self-Confidence
TRL	Total Relaxation
UFD	Up From Depression
VPO	Visualization Power
SSW	Weight Loss (Super Strength)
WIN	Winning

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Designed for use while driving, exercising, or enjoying other activities. Achieve your goals without slowing down!	
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WDSS	Become Super Self-Confident...Auto-matically
WDTP	Become Totally Positive...Auto-matically
WDGS	Conquer Stress...Auto-matically
WDSDM	Develop a Super Memory...Auto-matically
WDDE	Double Your Energy...Auto-matically
WDNS	Nurture Your Soul...Auto-matically
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WDSI	Strengthen Your Self-Image...Auto-matically

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The powerful Music Affirmation series created for people who desire maximum impact but don't have a lot of time.	
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MAWC	Natural Weight Control
MAPT	Positive Thinking
MARS	Relaxation and Stress Relief
MASI	Self-Image and Self-Esteem

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Deep and powerful meditations that will greatly increase your awareness and help you realize your untapped potential.	
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CMHH	Health and Healing
CMIP	Inner Peace and Happiness
CMOS	Overcoming Self-Doubt
CMPL	Positive Living
CMSPR	Stress Relief
CMWC	Weight Control

Qty	
CD	
WSAL	Attract Love Into Your Life
WSAM	Attract Money and Enjoy Prosperity
WSFY	Free Yourself from Fears, Anxiety, and Worry
WSSS	Sleep Soundly Every Night
WSWC	Succeed at Weight Control

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Improve your life while you sleep! These programs are designed specifically for listening at bed time.

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