**Concrete Strategies to Boost Your Sleep and Double Your Business Impact**
It's a pleasure to be here, I'm going to kick us off by sharing a story with you. It was the middle of the night and I was praying, I was praying for safety, I was praying that I wouldn't lose everything, and I was praying that I can get to a safe place if need be. You see, over the last two months, I lost two of my favorite places to hike, they are now completely destroyed due to the wildfires in California. Trees that have been on this planet for thousands of years are charged or gone altogether. And while I am so grateful that I had the ability to visit these majestic places, it breaks my heart the people who have never been there, now never will.

 I am also quite literally surrounded by fires today. When the fires first struck, I had to go through everything, I put my important files in the car, I packed an emergency go bag and I had to see what irreplaceable things I could fit in my car. The chances for evacuation that night were extremely high, I didn't sleep with the noise machine on because I knew I needed to be prepared to evacuate. Instead I simply prayed.

 You see, in situations like this, you realize what is important and what is not. This experience really forced me to reflect on my life. Not just the physical things. Several years ago, I felt like I was constantly surrounded by fires in my life. And I had no idea how to put them out. Until I meant -- went through a major pivot point in my life, I went through a divorce, a move and a career shift. During this time, I learned of the power of being present and the power of building a strategy and a roadmap to move forward. Instead of allowing fear to roll my life, I took inventory of my life. And I made a plan. So when the fires first broke out, I was able to borrow from that same strategy, cope and move forward.

 When faced with challenges in life, it is so important that we are able to shift our perspective. Because the reality is that we've all had fires in our lives. Maybe today you are facing a physical fire in your life like I have, but perhaps you are also facing fires in your personal life, and you don't know what to do. You don't know how to put them out.

 In some cultures, fire is about rebirth, it's about rebuilding, and it is about planting new seeds. I hope people see the obstacles in their life's opportunities, and how easy it can be to plant those new seeds to create change. To help them grow and build clarity, and how to do this with ease. I hope people weather the storms in their health, life and business. I hope people build the plans that get them from point a to point B safely.

 I believe that we all need a clear evacuation route, an exit strategy, for when life ships, because it is not a matter of if but a matter of when. I provide my clients the tools they need to take inventory of their lives and focus on what is most important so that they can live with intention, and freedom. For the past 12 years, I've been building profitable, unstoppable businesses. I take my clients from process -- failure to prosperity, and today it starts with your health, and having enough sleep and rest to create the impacts in the world that you wish to achieve. When you double your sleep you double your energy, your impact, and your income.

 So for the next 15 minutes, we will explore the benefits of sleep, the three biggest challenges to getting sleep, and cover some concrete strategies that really work. But first, I would like to hear more about you. So go ahead and place your name in the chat, alongside your biggest energy challenge, and I'm also going to send a poll, I'm curious about how much sleep you are getting. So go ahead and answer that poll. And put your name in the chat. And your biggest energy challenge today.

 Grade, I see some challenges, I hope we are weak and not sleepwalking through this webinar. Good, I'm so glad to see that some of you are getting 6-7 and even more than seven hours, I will leave this open for a few more seconds and so go ahead and get your response in, I would love to have full participation. Awesome. I'm going to send these results to you.

 We have 3.6% of us are getting less than four hours of sleep of us -- sleep at night, and more than half of us are getting sufficient sleep, more than six hours, there are quite a few of us that are not quite convinced that sleep is important, so we are going to go into that and do it in extensive detail, that's why wanted to hear more about you.

 Here is the roadmap for today, show you how to get from point a to point B, some facts about sleep that are scientifically proven, talking about the three biggest challenges to getting sufficient sleep and then were going to cover these solutions to the problem, the strategies that will help double your energy and impact, and we will close with questions and answers at the very end, if you have those, make sure you are putting them in the chat throughout.

 Let's start with some sleep facts, I can't tell you how anytime someone will say to me, I will go to sleep when I died. Guess what, you will actually live a much shorter life if you don't give yourself time to get sleep each night, and the science proves this, so it is time that we make sleep a priority. The World Health Organization has actually declared a sleep loss epidemic throughout all industrialized nations, and that includes us in the U.S. In fact, one person dies in the U.S. due to a fatigue related error every hour. That is crazy. And a sobering fact that vehicular accidents caused by drowsy driving exceed those caused by alcohol and drugs combined.

 Science is also uncovered quite recently that there does not appear to be one major organ within the body or one process within our brain that is not optimally enhanced by sleep or equally, detrimentally impaired when we don't get enough sleep.

 This is intended to be a very interactive webinar, so we are going to go through this quiz to make sure we are weekend together, grab a piece of paper, answer yes or no to each of these questions. The first question I want you to answer, is after waking up in the morning, could you fall back asleep or 11 -- 10 AM or 11 AM? Yes or no.

 Question two, can you function optimally without caffeine before noon.

 Question three, if you didn't set an alarm clock, would you sleep past that time?

 Question four, do you find yourself at your computer screen reading and then rereading the same sentence again?

 Question five, do sometimes forget what color the last few traffic lights were while you were driving?

 So again, I hope you responded yes or no to each of these questions and I would like you to tally up the number of yes you have, and write it on the piece of paper in front of you. I will give you just another moment to do that. Here's the thing, if you said yes to any of these questions, the fact is that you are not getting optimal sleep, there is room for improvement if you said yes to any of those.

 I would like to share another poll with you. You are going to answer yes if you said no to all of those questions that we just went through. If in fact you said yes to any of those, it means you're not getting enough sleep, so your answer should be no, it means there is room for improvement, it doesn't mean that you are failing at sleep, but we can optimize your energy banks so that you are even stronger. And if you are not convinced or confused are you don't know, you can answer C, I don't know if I'm getting enough sleep. Go ahead and respond to that poll, I love to see

 Paul: participation. We are at a quarter participation now, I will give you a few seconds to respond to that poll. Full participation. A lot of us still can improve our sleep, and the great news is that you are in the right place to learn how to do that today, so don't be too frustrated or overwhelmed by the fact that you are not getting optimal sleep. That's the mistake when I first learned about how important our sleep was, I put too much pressure on it and it actually started causing insomnia because I was so anxious about getting sleep. So that is not our goal today, our goal is to just give you tools and understanding so that you know how important sleep is and what to do about it next .

 The first challenge we have, for why as a country and most industrialized nations, are not getting enough sleep, is that we simply don't value sleep as a society. In fact, people in our country are rewarded for working crazy hours and pulling all nighters. Our school system schedule, having children start at 7 AM or 8 AM, when we know they need sleep for their brains and bodies to develop. Even after science has shared the benefits of allowing for respecting our circadian rhythms, during adolescence and youth, we haven't made changes to schedules the children experience at school.

 But for a moment, imagine a world where our employers and educators provide flexibility for people who are early birds and night owls. Imagine how much more productive and energized you would feel if we were able to sleep at optimal times for each of our bodies. And imagine how much more excited about life we would be if we got really curious about the best time of day for our particular best work.

 The other problem we have here is that we have these crazy commute times, we have these long work hours, and for those of us that are working with global audiences, it is really difficult for us to prioritize sleep as we are juggling late and early hours. Our society doesn't value sleep because it has also taken this long for science to catch up and prove the value sleep. So I am here to share with you today just how vitally important sleep is for you, and why you should start prioritizing it for you and your family. And I'm also here to show you why sleep is the most important shift you can make in your life and for your health.

 For those of you who still think it's okay to get small amounts of sleep, I want to reiterate this quote from Matthew Walker, the author of why we sleep, which has a ton of science behind it, if this is a topic that you want to go much deeper on. He says routinely sleeping less than six or seven hours a night demolishes your immune system, more than doubling your risk of cancer, and with Covid right now, it is more important than ever that we optimize our immune systems, and that means that sleep is the number 1 needle mover to make that happen.

 With this challenge, I am here to convince you and show you the benefits of quality sleep, and convince you that sleep is something that we should prioritize and value as a society. So for those of you, who are still feeling the resistance of getting six or seven hours of sleep, this is for you, I hope you take copious notes, even though you will get the slide deck, I hope you're open to getting more sleep. All of these are actually scientifically proven benefits of sleep.

 Sleep enriches a diversity of functions, including our ability to learn, memorize, and make logical decisions and choices. Sleeper calibrates our emotional brain circuits, and allows us to navigate those next days social challenges with coolheaded composure. In fact, have you ever gone to sleep and noticed that you solved a problem, a big conflict, or you know how you want to handle a difficult conversation with an employee, or even someone at home within your family? That is what sleep does for you, it allows your brain to solve these problems while you're resting.

 Dreaming also provides a unique suite of benefits, among these gives are a consoling neurochemical bath that modifies painful memories and creates a virtual-reality space where our brain melts past and present knowledge, which allows for us to build more creativity. I don't know about you but I've had so many ideas through intense dreams, intense dreams about solving a work or business related problem, and I have awoken with fresh ideas, perspectives and solutions that actually work. This is really extremely powerful stuff. The next time you're facing a problem in your exhausted, perhaps the thing to do is take a nap or go to bed early.

 Sleep also restarts the armory of our immune system, which helps us fight malignancy, prevents infection, and wards off all manner of sickness and illness. It also regulates our appetite, helping us control our body weight. For those of us have put on the Covid 10 or 15 that I'm hearing about out there, sleep actually helps you maintain your appetite so that you're not craving things as much, it directly impacts the hormones in our system that control how hungry we are during the day, and the first thing we we could craving a sugar if we are exhausted, the calorie intake for getting the burst of energy that we are lacking from not getting sufficient sleep.

 Sleep also helps to maintain flourishing microbiota within our gut, and we know that is the foundation for nutritional health today. I would argue that if you're working on your nutrition, you should first optimize your sleep and rest, and then add on the nutritional layers, because your body cannot process the amazing nutrition you're putting into it unless it is getting rest and restoration overnight.

 Sleep also lowers our blood pressure and keeps our hearts in fine condition. Sleep is the single most effective thing that we can do to reset our brain and body health every single day.

 The physical and mental impairments caused by one night of bad sleep, dwarf those caused by the equivalent absence of food or exercise. I want to repeat the last point so that it really sinks in. Sleep is the number 1 needle mover that you can use to optimize your health, paired with exercise and nutrition, you can achieve anything, but it starts with getting sleep and rest.

 The second challenge that we are facing is too much consumption of caffeine throughout the day, and people don't understand what caffeine does to our our ability to sleep. The longer you are awake, the more adnozine, it is a chemical barometer, consequently by increasing it in the brain, you are increasing your desire to sleep, which is also known as sleep pressure, combining high levels of adenosine, makes you drowsy, is your brain and body great sleep, most of us feel the pressure or tiredness after 12-16 hours of being awake.

 Caffeine is not a food supplement, it is the most widely used and abused psychoactive stimulant in the world, and that is why it is so important to understand how caffeine impacts our body and our sleep. Caffeine blocks the sleep signals normally communicated to the brain by adenosine, giving you a false sense of wakefulness. Caffeine has an average half-life of 5-7 hours. So let's say you have a cup of coffee around dinner at 7:30 PM, this means by 1:30 AM, 15% of the caffeine may still be active in circulating through your brain tissue and body, giving you that false sense of wakefulness or what some people call the jitters.

 In addition to that, one cup of decaffeinated coffee typically contains 15-30% of a dose of a regular cup of coffee, so that is really far from caffeine free. The jolt of caffeine does wear off, it is removed from the -- the system with an enzyme in our liver, but some people have a more efficient enzyme to greet -- degrade caffeine, and some people are ultrasensitive to caffeine and they are not able to break it down very quickly at all.

 Additionally, as we age, it takes our brain and body even longer to remove caffeine from our systems. In fact, I had one client who is doing all the right things, taking action consistently, really narrowing in on the strategy and roadmap he sat forward in his business, and yet was still falling short and feeling exhausted and burnt out all the time. So we dug in and I asked him some questions around his schedule and routine. We quickly uncovered that he was only getting 4 hours of sleep each night. So I challenged him, I said listen, the missing gap that we have, the reason you're not being as successful in your business and the reason you're not having that significant impact, why not over the next week add 20 or 30 minutes per day to her sleep? So over time, he was able to boost his sleep to seven hours of sleep, but he did it in 30 minute increments each day. Within two weeks, he had so much more impact in his business. So much more clear in what he wanted to do, who he was serving, and so many new ideas for his audience. It was incredible, it turned everything around. So if you are facing something and you are taking all the right actions, you are working with a mentor and doing all of the right tangible things and you are still not yet getting the outcome that you expect, well the definition as we know it of insanity is when you repeat the same thing expecting a different result. If you're doing all those right things and is not working, I encourage you to look at optimizing your sleep and taking some of the strategies that were going to be covering later to optimize that even further.

 Our third challenged to getting sufficient sleep, sleep supplements. There are no past or current sleeping medications on the legal or the -- illegal market that can induce natural sleep. In fact older sleep medications, like diazepam, were blunt instrument, sedating you rather than putting you to sleep. Ambien and Lunesta provide very little quality sleep or deficient sleep when evaluating the electrical brainwave signature. Even the newer shorter acting sleeping pills cause a vicious cycle that lead to grogginess, early in the day, creating a need for caffeine. And that, as we know, elongates the sleep cycle problem because it elongates the barometer in the brain. Most sleeping pills also have an unpleasant feature called rebound insomnia. When someone stops taking sleeping pills, they often get even worse sleep than before they started taking them. Which creates a dependency and high addiction rates.

 A another study even found that drugs like Ambien actually cause memory loss. Deep sleep helps the brain wire and hold together new memories, but sleep evaluation for those taking Ambien caused a 50% weakening or an wiring of the brain so connection originally formed during learning. While sleep is a memory engraver, Ambien is a memory eraser.

 Even more alarming is that individuals who use sleeping pills have been studied, and they have uncovered that they are significantly more likely to die or develop cancer than those who do not. In fact, those taking sleeping pills are four points six times more likely to die over a 2 1/2. Of time compared to those you don't use them. Even people who only use sleeping pills occasionally, 18 times or less per year, were found to be at a risk of three-point six times more likely to die than those who did not. This higher mortality rate is due to increased vehicular fatalities, and increasing in sections, they are not getting real sleep so their immune systems are

, and increased odds of getting cancer from the same.

 While it all sounds very scary, this is important information to know. If you really struggle with insomnia and you are taking a lot of sleeping pills, you should consider working with a cognitive behavioral therapist, or find it natural remedies to get real sleep. Also the strategies will be covering in the next section will help you improve your sleep and rest in a natural and safe way.

 I also want to share that people who teach things about sleep or go deep into this, typically struggled with the same thing. My experience with sleep as I used to have insomnia overnight, and actually took Ambien for a period of time before I was younger before I knew the detrimental effects of Ambien. And let me tell you, I would have conversations with people that I don't recall, takes conversations, phone conversations, go places when I -- that I don't remember going to, it is scary when you think about it, it was negatively affecting my memory banks, so for the last seven years I certainly haven't used any sleeping pills and I've moved away from sleeping aids like melatonin after learning from Matthew Walker's book and others, that even natural sleep supplements affect our bodies ability to produce melatonin naturally.

 Instead I'm going to be sharing concrete strategies, for you to shift this in natural ways, break through any insomnia you're facing, quiet your mind, and double your energy and your impact. I see there are a lot of questions coming in, and we are going to be going through those a little bit more later, but one of the questions that I wanted to answer was from Mary, the names of sleep supplements. Melatonin can be dangerous to use, really anything natural or unnatural can be dangerous to use. It would be more effective if you can actually use some of these natural sleep strategies to improve your sleep versus taking anything that's going to help you sleep. Things like chamomile tea, that is safe and natural, that is not going to affect you. And Dennis ask, how did I stop taking Ambien, I actually started getting very clear on having a sleep strategy which we will cover in a bit, I it first started using melatonin before I knew that was also not great for the system. And that helped me more naturally segue from a sleeping pill to a sleeping supplement and then over time I started doing meditation in the evenings and unplugging one hour before bed, because a lot of my insomnia was tied to an active mind and not being able to quiet my mind before bedtime. That is how I started to wean myself off of Ambien which is very addictive and difficult to do. Great question .

 We will head over to the next slide, I will make sure you are with me, I will send out a third for. So now that we have covered all the benefits of sleep, the challenges around sleep, I want to know if you are convinced that you need sleep, that you are convinced that sleep is important? So go ahead and fill out that survey. Excellent. I'm seeing a lot of questions, I'm glad you are engaged, there really good, keep them coming so that we cover them at the end. I'm seeing a lot of people saying that they are convinced, but I want to see a higher participation rate, go ahead and respond, my top goal today is to convince you that sleep is important. Beautiful.

 Now I'm going to share these results with you. The majority of us are absolutely convinced, and ready to look at these concrete strategies together and how we make this happen as a group and get really committed. That is really exciting, I am really encouraged. And I'm glad that zero percentage of us said no, I will sleep when I die, there are 19 or 20 of you that are convinced the kind of on the fence, I hear you, but after you see some of the strategies you might feel different because it is relatively simple to start taking action in small, tangible ways to improve your sleep.

 The reason we are here today I think is because we would like to have more energy. We would like to achieve more in our business and have more impact in the world. So now that we know how important sleep is, we understand the challenges and the benefits, how do we fix this problem? The first strategy is to stick to a sleep schedule, I know this is very challenging to us and I also resisted this for such a long time. Sticking to a sleep schedule means going to bed at a consistent time and waking up at a consistent time every single day. That includes the weekends, work days, when you have someone visiting, and obviously life happen. So can still be quite challenging to make this happen, particularly when I'm working with moms, it is difficult stick to a sleep schedule because you have kids, and there are things that happen in the middle of the night, especially with infants, so we will talk about something for those who are not able to implement some of these and not able to get quite six or seven hours of sleep, so don't stress if you can't stick to a sleep schedule. But for those of you who can, I really encourage you to take this challenge and try it for one month. Stick to a sleep schedule, tell your friends and family what your schedule is, it will make a huge difference in busting through your insomnia instead of using sleeping pills.

 And I would encourage all of you, tied to that schedule, to unplug one hour before bedtime. It will increase the quality of sleep and a better ability to fall asleep faster. What I mean by unplugging one hour before bedtime, means removing all technology, putting your phone on airplane mode, unplugging your Wi-Fi router, not use your television, removing all screens, for me personally one hour before bed I like to dim the lights in my house, I like to have rock salt lamps on and candles and not have a lot of light, that allows my melatonin and sleep pressure to increase even more substantially right before I go to bed. For people who are insomniacs, that is important, we want to break through the barrier of not being able to falsely quickly.

 The neck strategies that we want to avoid exercising 2-3 hours before bedtime. This is really important, because you want to experiment with this. Some people the exercises they are doing, it could be a unique exercise type can really wake us up and give us that second wind, and hormonally they are saying that exercise actually energizes us. But if we exercise early enough in the day, it can be a great strategy to help us feel sleepy at night. So experiments with what is the best and most optimal time of the day for you to exercise, and still get the best benefits of the exercise, but also feel ready to go to sleep at bed. For me personally, I exercise after 6 PM, if I do, it is quite difficult to go to bed by 9:30 PM and 10 PM, and yes, that is probably early for most of you, that is my sleep routine, because I'm an early bird and not a night owl, so get curious with your circadian rhythm as you work on your sleep schedule.

 The third strategy is to avoid caffeine, and nicotine, coffee, cola, chocolate, contain the stimulant caffeine, and the effect can take eight hours to were a fully. We've talked about this fully with challenge number 2, things that have products -- and products that have caffeine will interfere with the sleep schedule. If you are struggling with sleep I would encourage you to give up caffeine altogether for a month and see how you do, and AB slowly reintroduce small amounts of caffeine first thing in the morning and that's it.

 The next strategy is to avoid alcoholic drinks before bedtime. Having a night Or alcoholic beverage when you go to sleep might hope you relax, but heavy use of them robs you of REM sleep, which is what allows us to have the dream state, and we talked about the benefits of dream state, it allows us to navigate situations the next day, unlocking creativity and exploration, and allows us to show up more fully and presently in our life the next day. So use things like alcohol as well as even marijuana, you're not able to have the same amount of REM sleep and sometimes never at all, and you're really getting bang for your buck when you do that.

 The next strategy is to avoid large meals and beverages late at night, a light snack is okay but a large meal can cause indigestion and that interferes with her sleep. Drinking too many fluids can cause frequent awakening to go to the restroom, and we had a question were someone asked how do I stay asleep, experiment with what you're eating, your food -- your food can affect your quality of sleep, don't drink too many fluids before bed, you're not eating things that are going to wake you up in the middle the night, experiment with your diet and especially the dinner meal you are eating before bed and when you're eating the meal, that might actually help you sleep better through the night.

 The next strategy is to avoid medications that might delay or disrupt her sleep. If you're having trouble sleeping, speak with your doctor or pharmacist to see if any of the medications you are on are disrupting your sleep if you still need to take those medications, asked them if you can take it earlier in the day so you can reduce their impact on her sleep. And nothing I'm sharing is something you should do before consulting your doctor, I'm not a doctor but these are scientific proven strategies and natural ways to improve her sleep.

 The next strategy is to avoid taking naps after 3 PM. They can help make for lost sleep, but late naps can make it difficult to falsely. You can take a 20 minute power nap and oftentimes a lot of people have caffeinated coffee right before this power nap, because caffeine has a delayed effect of 20-30 minutes of kicking in to give us the boost in energy, so you could take a power nap it 12 PM or 1 PM, and set your alarm for 20 or 30 minutes, you will wake up feeling really refreshed, you read Matthew Walker's book on this, it shows that in cavemen times, we were meant to have siestas or nap times, and as humans, we are designed for napping, there is nothing wrong about napping, but I advised that you push it before 3 PM so you are able to fall asleep at night.

 The neck strategies to take a hot bath before bed, the drop in temperature afterwords can help you feel sleepy and help you relax so that you're ready to falsely.

 The neck strategy, make sure your bedroom is cool, dark and gadget free, remove all sleep distractions so that you're better able to get sleep.

 The neck strategy is not to lie awake in bed, if you can fall asleep after 20 minutes or you feel anxious or you get worried, get up and do something relaxing. I saw someone mentioned that, and if you're able -- not able to get sleep, you find it's hard to get sleep, I won't help you fall asleep, I encourage you to get out of bed and do something restful that's going to make you sleepy so that you are able to falsely.

 A pro tip that's not on the slide, if you're still having trouble falling asleep to an active mind or stress, due to that, I recommend listening to a yoga recording, or universal mind meditation, is about one hour long, it has special theta waves to help your brain rest, at worst you will get some yogic rest. 95% of the time it puts me right to sleep. And the quieter mind, it is a step in the right direction.

 Without action nothing ever changes, seeing what sleep strategy you plan on implementing tonight. Go ahead and complete that hole, let me know which sleep strategy you will begin experimenting with first. So go ahead and fill out that survey, without action, nothing changes, so I want to hear from you what you're going to try this week, and I do mean tonight. Are you guys do with me, there was a delay. Left good. I want to see lots of participation, make sure you are still here, putting in what you're committing to, that is -- this is honestly the most important part of this presentation, you committing to a strategy, knowledge is great, but if you don't do anything about it, nothing changes, we have to take ownership and responsibility of our lives starting with your health and sleep. A lot of people are committing to a sleep schedule, people committing to avoiding large meals before bed, the talk to, I will give you one more moment to complete the survey. Sharing the results with you right now. You can see what everyone is committing to.

 Taking action today to improve your energy and health is my call to action for you. And don't let life get in the way, I will commit to something and life gets in the way, a day, a week and a month and a year will pass by, and I will forget that thing that I committed to changing. The reality is that when we don't take action nothing changes. The very definition of insanity. If you need help taking action, find an accountability partner or a coach to support you, find a mentor or a guide, I urge you to take actions that you cannot only double your energy but double your impact in the world, the world needs you more than ever today .

 I will leave you with this, when the fires first broke out, I was in a panic, but after I put a plan in place I had this moment of clarity and I knew what was important and what was not, I felt peaceful and it was empowering. I was no longer allowing my fears to immobilize me, I was no longer stuck, I was free.

 Like me, perhaps you're having a similar moment of clarity right now but you are too afraid or uncomfortable to take action. I don't want to let fear or discomfort run your life, let's instead start with empowerment today instead of allowing fears to drive our decisions. You deserve a life that has health and vitality, has clarity, a life that has a thriving business. I know you don't want to lose any more time, so I urge you to listen to your intuition and take action today. So that you can get the life that you deserve.

 With that, I would love to open it up for questions from Alexa and the audience.

 Think you so much, we will go ahead and move into the Q&A segment of the slide webinar, we will take as many questions as we possibly can in the time remaining. One of the top questions, right before we transitioned to the segment, was about the meditation video, or the meditation audio that you had mentioned. If you could repeat that? Because sure, Kelly howls universal mind meditation.

 Sure, Kelly Howell's universal mind meditation, there's a paid version, and a free version.

 I just typed it into the message board, Kelly Howell, universal mind meditation. Perfect, thank you. I will plug this in so that everyone can see it here in just a second. Thank you, wonderful. Next question, this comes to us from Ram, sleep and resting, do they provide the same effect?

 A great question, for moms who have newborn infants, or dads at home, one of the struggles is getting enough sleep, there is something called yoga Nedra, it's similar to sleep, a natural thing, you're not taking a medication or supplement, if you're not able to get six or seven hours of sleep that night for whatever reason, I recommend looking at yoga Nedra, scientifically proven that if you do an hour of a yoga Nedra meditation and rest, it can be similar to the benefits of 4 hours of sleep, I'm not encouraging for people who can get six or seven hours of sleep not do that, but for those of you who can't cop it is a good thing to add your two -- toolkit, and you can simply Google any yoga Nedra session to follow.

 The next question is regarding adding the 20 or 30 minutes of sleep for a day, that you referred to earlier on, asking if this is it, at the time of going to bed, or awakening from sleep when applying this additional time or does it matter?

 It doesn't matter but I would say you need to experiment with it for yourself. Some of us are naturally prone to going to bed later, so if you are, I would add the 20 or 30 minutes to when you are waking up in the morning, it will be hard for you to fall asleep, you can experiment on both ends to discover if you're more of an early bird or night owl. If you're an early bird, go to sleep earlier, that is when you want to add the 30 minutes, but if you are a night owl, you want to go -- wake up later, and that's how you increase your time each day .

 Next question, asking if the seven hours of adequate sleep, does this need to be consecutive?

 Yes, ideally it does. The problem with breaking up the sleep routine is that you don't get as much deep sleep, and what deep sleep does is allow us to physically heal things in our body overnight, you're likely to feel extreme -- extremely tired the next day and it will compromise your immune system. You could aim for six hours of consecutive sleep and get in a 20 or 30 minute nap later in the day, that does not need to be consecutive so you can break it that way, but I would encourage you to get at least six hours consecutively.

 Next question, from Jeanette, regarding caffeine consumption. And she is asking, or letting us know, it doesn't affect her ability to fall asleep but does it still affect sleep?

 It's a great question, for some people, genetically you're not impacted by caffeine, and it should not imperiously, that means the enzyme in your system is breaking caffeine down at a really high rate. That I would encourage you, because you might think it doesn't affect you and it does, you could try a week or two without caffeine and see if it improves your sleep, and FitBit and all kinds of things to monitor sleep and experiment with that to see.

 We've had quite a few questions coming in from folks who work overnight, do these strategies still apply the same, for those that work overnight, are there any different recommendations?

 The absolutely do still apply, I think with people who work overnight, especially if you're at home and you have kids or whatnot, it's even more important that you optimize your sleep your space, make sure it's quiet and restful, and you are plucking out light, because you're sleeping through the day, and set solid boundaries with your family or roommates to make sure they're not interrupting your sleep schedule. You need to do those things. That I would also say for people who are working overnight, one hour before bed, if you can, I would recommend spending the hour and a darker space so that your melatonin can increase in your able to falsely more easily. Going into your sleep space or a darkened room with the dark curtains would help you sleep more peacefully. Otherwise, they all do apply.

 Next question from Jacqueline, asking if you've lost a lot of sleep, if you sit up for over 36 hours, if there is any way you can make this up?

 Those are great questions, when I first read about sleep, and a recovering insomniac, I was so stressed with what I had been doing to my body for years, it actually made it harder for me to sleep. When we are negatively affected and not able to sleep, it is really important not to stress, it's not going to make us better. What I would recommend is, you can do something like yoga Nedra for an hour to kind of rebound for a bit and catch up a bit, but scientifically you can't really catch up on your sleep, it is more about starting to be more consistent over time, but also understand that there are seasons in life where we don't get optimal sleep, it is not doing that much damage, but when we repeated, continually, it creates havoc on the immune system. I've been experimenting with something called Qigong, when I have a big event or speaking engagement, or I am jetlagged, I will do some of that, which you can Google or there are YouTube videos, that helps me get more energized to get through the day.

 The next question from Victoria. Asking if individual circadian rhythms, are they hardwired, can the be changed if so, or is it better to adapt your lifestyle to support your natural rhythms? Bigger that is a really good question, they are pretty hardwired to, but here's what you need to know about circadian rhythms, they change over our lifetime, one were younger, we tend to be more night owls and re-require more sleep, as we go through adolescence and young adulthood, that changes and we become even more night owls, and as adults, we settle in to whether we are a night owl or a earlybird, some people are in the middle, some are in the middle of the day people. The problem is that everything in our society is not optimized for that, it is set on 9-5 PM for work, etc., so you want to get really curious about what your circadian rhythm is, you can't really change it, you can do things to optimizing it closer to something, especially if you have a significant other that is an extreme difference in schedule, you can move it a little bit over time, but it is really hard to do, sticking to your routine will be extremely important in figuring out what the boundaries are with your significant other and your work is going to be really important.

 We've had a lot of questions come in around that one hour before bedtime, shut everything down, gadgets, your room is cool, screens are off, and you are laying there, and you can't go to sleep, can you provide recommendations during that final hour the people trying to sleep?

 Kind of two questions in one, the hour before you get to bed and trying to fall asleep, you want to do something call me that is going to slow the mind and distress, if your mind is busy, maybe journal and write down your to do list for the next day, schedule place for your calm, once you're in your bed and you're not able to fall asleep and it has been 20 minutes, this is where you don't want to just lay there, then you're creating a habit and a negative thought pattern around your bed. And not being able to fall asleep, and that creates anxiety that can be triggered by getting into bed. That is something I struggled with for years, if you're not able to fall asleep in the first 20 minutes, you want to go back to the hour before bed routine and try something new, try the universal mind meditation, try a yoga Nedra, right -- read a boring book imprint, and not on screen, just so that you might be able to fall asleep.

 Those are all the questions that we have time to address during this live segment today. If we did not have a chance to get your question during the live webinar portion, I'd like to remind you that we are going to be sending everyone a slide deck for today's webinar, and it includes Holly's contact information that you can reference, if you would like to reach out to get questions asked or for further assistance. And we will also be including a link to the recording of the webinar session, if you need to go back and replay any of the segments at your own pace.

 On behalf of Score I would like to thank you all for attending today, and a very special thanks to Holly Jean Jackson for presenting with us as well. Holly, thank you so much for your time and sharing such valuable and actionable information with the Score audience today.

 You are so welcome, thank you for having me, I really appreciate the chance to share with everyone.

 Thanks again everyone. Take good care, and we look forward to seeing you back next time.

 [ Event concluded ]