



# The Working Man & Woman's Answer To Stress™

## A 5-Year Program To Permanently Lower Your Unique Personal/Individual Stress Levels!



### PART ONE

An Answer? How could that be! It's not a computer program. It's not therapy. It's not a drug. It's a brand-new thing for the Working Man & Woman: a real Answer to the kind of real Stress that shows up every day.



It's a simple routine done daily over a 5-Year period. What makes the Answer possible is laid out on both sides of a Bookmark-sized Laminated Card easily carried in your shirt pocket, purse, even your wallet. Available for you to reach for so you can simply hold it in your hand, use the information on it to dial down virtually any Stress you're feeling. You simply follow the instructions on the Card.

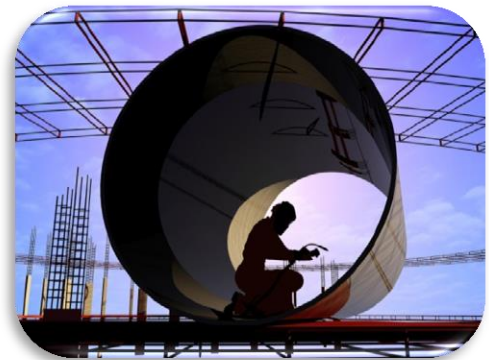
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**The Digital TRUSTCard®**  
**BUY IT HERE!**

**It is called TheTRUSTCard®.**

A carpenter holds a hammer, an electrician a voltage meter, a welder a torch and a plumber a wrench. Tools of the trade. Working Men and Women use their hands. Software programmers and secretaries use theirs.

The Working Man & Woman's Answer To Stress™ allows you to access a full 5-years' worth of simple actions, neatly summarized on a Card that you can hold in your hand; and when you're done with it each time (usually in under two minutes) you simply put it back into your pocket, purse or wallet until the next time. That means it can go just about everywhere you go.





The Digital **TRUSTCard**®

← **BUY IT HERE!**

TheTRUSTCard® includes directions about how to access 6 of our websites that contain easy-to-read material on what creates Stress in the Human Brain (where Stress begins), how it affects Human Decisions and Behavior. The material explains why if you'll use TheTRUSTCard® daily as recommended, as reported by current users it will help you lower Your Unique Personal/Individual Stress Levels permanently after 5 years of use.

## YARDSTICK

Planning to do anything **for 5 years** seems an awfully long time in a Facebook-Twitter-Instagram world. And given that the suggestion is you use TheTRUSTCard® daily *over the next 5 years* it makes sense to explain why that's not too long, why you are unlikely to get bored doing so and maybe more importantly **WHY 5 YEARS IS JUST ABOUT EXACTLY THE RIGHT AMOUNT OF TIME!**



## 5 YEARS?

**OUTLIERS: THE STORY OF SUCCESS** is the third non-fiction book written by Malcolm Gladwell and published by Little, Brown and Company in November 2008. In **OUTLIERS**, Gladwell examines the factors that contribute to high levels of success.

To support his theory, Gladwell examines multiple examples of high-level success (*there are more examples than the three below and you can find with benefit all the others by reading the book*) ...



- The causes of why the majority of Canadian ice hockey players are born in the first few months of the calendar year,



- How Microsoft co-founder Bill Gates achieved his extreme wealth, and



- How The Beatles became one of the most successful musical acts in human history,





Throughout the book, Gladwell repeatedly mentions The "10,000-Hour Rule", claiming that **THE KEY TO SUCCESS IN ANY FIELD IS, TO A LARGE EXTENT, A MATTER OF PRACTICING A SPECIFIC TASK FOR A TOTAL OF AROUND 10,000 HOURS.**

The book is very well worth reading and asserts that the key historical fact behind all of the above success stories is The 10,000 Hour Rule.

[Description from Wikipedia.org]

## 10,000 HOURS

The notion that 10,000 hours could be required to get very good at anything is a stunning idea to begin with. The first time you hear it, it sounds like an impossibly long time. However, if you look around you at major



successes in any field or activity you have observed you will discover the people you know of who are experts at one thing or another have precisely that kind of time invested getting there. Given an 8-hour day, 5 days a week and a 50-week year, **10,000 HOURS IS ACTUALLY JUST 5 YEARS.**

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The 5 Year Answer To Stress, represented by TheTRUSTCard® was derived by actual experience. Although, not surprisingly, it fully coordinates with Gladwell's research.<sup>1</sup>

<sup>1</sup> Gladwell says it takes 10,000 hours to get good at anything and it's hard to dispute his research.

He goes into considerable detail with respect, first of all to Canadian ice hockey players. This is because he explains, at a particular youthful age they will get far more time to practice when young, if they should happen to be born during the first three months of the calendar year. This is because the way they do things in Canada, this determines how any given player is traditionally selected for a Junior ice hockey team at a certain age cutoff (March of the calendar year), thus getting an extra year to practice, compared to players born within the same calendar year but later. It seems a weird random factor but since it's done that way all the time in Canada it is characteristic of the majority of Canadian college, semipro, Olympic and professional ice hockey players that they are born somewhere between January and March in their birth year. By the time they're ready to try out later for teams at these various levels they have no less than that extra 2,000 hours of playing time, which happens on average in the 5th year en route to 10,000 hours.

Similarly, Gladwell details eight separate "lucky", if you like opportunities which permitted Bill Gates to spend an enormous amount of time before he completed sophomore year in college, programming various kinds of computers (accompanied by for much of it, his eventual partner at Microsoft, Paul Allen) ... For fully 10,000 hours! The chain of opportunities that permitted him to do this are a fascinating read.

And finally, the author describes the history of The Beatles who played together from 1957 to 1964 (in places like Hamburg Germany where they were up against tough crowds and unforgiving



All of this speaks to why 5 years or 10,000 hours of staying alert, ready to use TheTRUSTCard® daily as indicated, is more than worth the effort. The 10,000 Hour Rule has a proven track record of success!

Now before you conclude while reading this that you're being asked to use TheTRUSTCard® for 5 years before seeing any results, you're not.



You will read elsewhere on this website in the Testimonials Sections that virtually from the outset, TRUSTCard® users find that they can dial down Stress in a matter of seconds or a few minutes even as early as their very first use: something they were not and had never been able to do using any other method. The articles on the first page of each of TheTRUSTCard® websites explain scientifically why this could be true along with, across all 6 sites, better than 200 studies that detail the underlying science supporting the user-reported efficacy of the Card.

## BOTH SHORT AND LONG-TERM RESULTS



But as stunningly effective as TheTRUSTCard® proves to be in the short run according to users, each time they see immediate results a second amazing thing also happens: your Brain stores in its memory each time, that you lowered your Stress almost instantly, a noticeable change from how Stress had impacted you before! As time goes on, as you use the Card during

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nightclub schedules). This period, actually a 7-year stint during which they got in better than a full five years or 10,000 hours of playing time together -- a longer time, Gladwell notes than most bands play the entire time they're together in total! The Beatles were forced to learn to play a great many songs, not only their own but they also had to cover the hits of other recording artists because they needed that many songs to fill their playlists for those long periods of time on a stage. Not only did they have to learn to play a large number of songs they had to learn by necessity to play all of them very, very well... If not they wouldn't have been asked back to Hamburg all those years because, among other things bringing them over from Liverpool, England to Germany was an extra expense to those Hamburg nightclub owners!

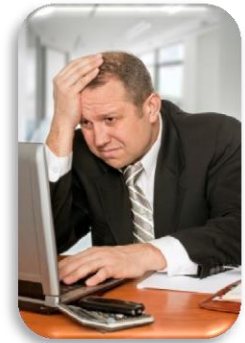
So that by the time anyone saw The Beatles for the first time in the United States on the Ed Sullivan CBS Television Variety Show on a Sunday night in February 1964, they had that many hours invested in their craft. And perhaps now it's far easier to understand how all those young girls' screams were well earned and deserved; despite the fact that here in America they were hearing and seeing John, Paul, George and Ringo for the first time! The Beatles might've been new to those stateside young ladies, but they'd been doing what their new American audience was watching for the first time in the United States, for a full 10,000 hours prior!



immediate situations containing Uncertainty, Threat or Danger, each successful use of the Card to dial down Stress is recorded in your Brain. You can reach “10,000 hours” by using the Card each day for 5 years, although using it takes up only a handful of minutes daily. You will according to users, by following the Card’s instructions, reduce your Unique Personal/Individual Stress Levels (more about this In Part 2) permanently.

## PROBLEMS THAT STRESS YOU OUT

If your workload on the job tires you out, wears you down, and hinders your performance Stress usually results. Users who had this kind of problem at work report big improvements when they use TheTRUSTCard<sup>®</sup> as directed. If relationships become complicated and hard to maintain those who use TheTRUSTCard<sup>®</sup> as directed, report that things change for the better right away as well as over time. If the boss gets on your nerves and seems to always give you impossible tasks or deadlines, users with similar problems report TheTRUSTCard<sup>®</sup> makes a big difference. **If you simply don’t like something, users say they use the Card while thinking about that thing.**



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## STRESS CAN BE CLEARLY UNDERSTOOD

Stress is not a well-understood experience for many. It includes feeling uncomfortable, possibly nervous, possibly anxious, often fearful; sometimes angry and it always seems to also include a feeling of being less able than we feel comfortable with to handle whatever is in front of us.

Which makes the following definition for Stress the best one and it will help you clearly understand when Stress is present and when it is not:

**STRESS IS THE GENETICALLY EVOLVED, EMERGENCY BIOLOGICAL RESPONSE, WHICH OCCURS IN ANY SITUATION WHERE DEMANDS OUTSTRIP RESOURCES. THIS COULD BE IN THE FORM OF A WORRY OR BAD MEMORY OR COMING FROM ONE’S OUTSIDE ENVIRONMENT OR BOTH. ... STRESS IS THEREFORE, ALWAYS THE RESULT OF A REAL-EXTERNAL, REAL-INTERNAL OR INTERNALLY-PERCEIVED-ONLY, UNCERTAINTY, THREAT OR DANGER .**



In other words, it can be true that you *really don't* have enough Resources to handle the Demands in front of you when you are under Stress. Just as often, it is also true that you merely feel that way when in fact, sufficient Resources may be present and Demands may not be as overwhelming as they seem. Part of being under Stress is not seeing Resources and Demands clearly.



Stress is not like an airborne virus. It doesn't travel from one person to the other. Although one person certainly can instigate Stress in another, Stress is not a substance or even an energy transferred across the distance from the Stressor to the person feeling Stress. Stress works differently than that.



Elsewhere on this website, you'll see an explanation of exactly how several parts of your Brain work to produce **what you feel as Stress in your own unique way: Your Unique Personal/Individual Stress Levels**. In your DNA are instructions for creating a system, unique to you, to detect Uncertainty, Threat or Danger, whether it occurs in or out of your Body. In addition to a system of Detection there is a second system that creates Brain/Body Readiness to deal with that Uncertainty, Threat or Danger. During such moments, multiple areas of your Brain and Body sense one or more of these three and then go into action.

What you may never have been aware of is that the actions they take are intricately crafted by your genes to produce **Your Unique Personal/Individual Stress Levels, i.e., the way you respond to each instance of Stress in order to save you from possible or definite harm coming from its source**. To repeat, your genes form the recipe for Your Unique Personal/Individual Stress Levels. They give you a starting point for why Stress affects *you* differently than others but as time goes by **genes also act in life** to increase or decrease your tendency to be stressed by some things and not others. In PART 2 you'll learn much more about both.



## END PART ONE