



# The MAP Booklet

[www.mapcoachinginstitute.com](http://www.mapcoachinginstitute.com)



# THE MAP RESOURCE PAGE

Everything you need to  
know about our method

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# WHAT IS MAP?

## AN EXPLANATION OF THE METHOD

MAP is a cutting-edge method that is validated by neuroscience to provide measurable results in the brain within minutes. This unique process allows people to finally overcome stress, anxiety, past trauma, negative emotions, limiting beliefs, and self-sabotaging behaviors in a way that is fast, gentle, and easy.

We start by training the brain to find and neutralize unconscious blocks and negative memories. You don't have to understand why you have a block or even talk about painful memories since no cognitive processes are involved. Simply relax and notice the changes happening within yourself as your brain rewires.

The MAP Method™ leverages a little-known, groundbreaking discovery in the field of neuroscience called the Window of Reconsolidation. This allows the brain to consolidate and neutralize negative memories within seconds, making personal transformation and positive change easier than ever before. MAP is the biggest breakthrough since tapping and NLP.

Most clients experience a measurable positive change during each session so they have no doubt that real progress is happening - it's common for them to get unexpected reactions as changes take place, making the process enjoyable for the practitioner as well.

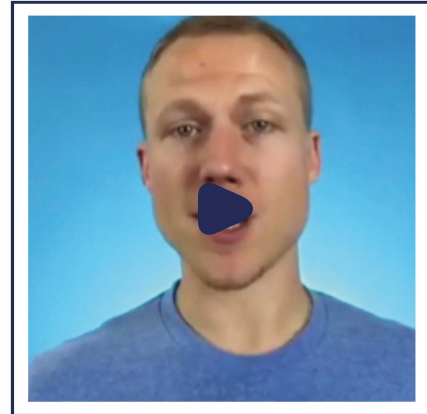


# VIDEO DEMONSTRATIONS OF MAP

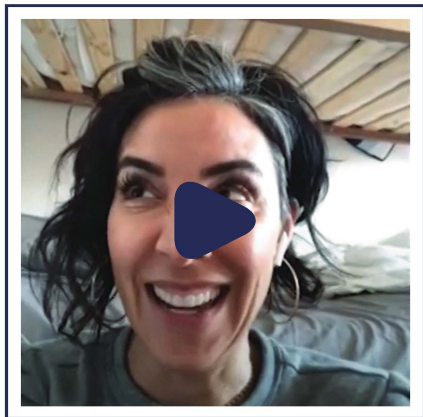
## The MAP Method™ Success Stories

Watch these amazing stories and how the MAP Method™ has helped our amazing clients to resolve traumas, boost their business and find that creative spark!

**Sam**, founder and CEO of Brain Juice uses The MAP Method and MAP on the Go to blow through any barriers and realize his business dreams.



“ You may even become someone like me who uses MAP every day and considers it his secret weapon”



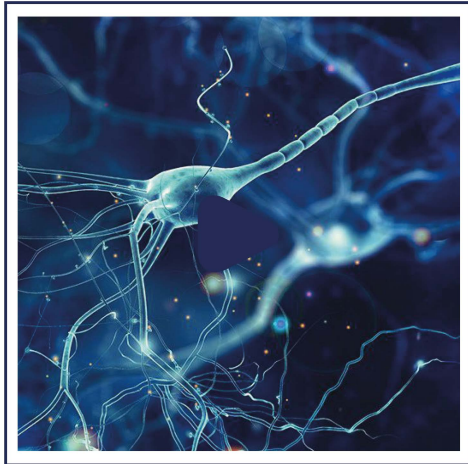
Watch **Jill's** Introductory MAP session. The first session is a continuation of our unique brain training process.

In this session, Jill's is able to neutralize the emotion around a painful event in a few minutes. Two weeks later she shared how the results have held up.

**For more videos visit our YouTube Page**

MAP Coaching Institute YouTube Channel - [click here!](#)

# HOW MAP WORKS – THE SCIENCE



## The MAP Method Leverages Neuroscience

MAP Creator, Colette Streicher revolutionized the field of psychology when she learned how to leverage a little-known process in the brain that allows us to open neural connections and rewrite long term emotional memory.

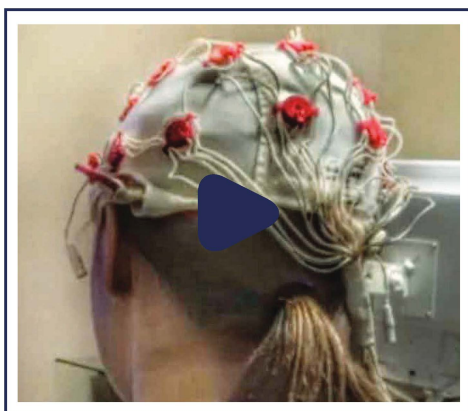
In this video, Colette discusses this discovery alongside a MAP session recorded and analyzed by a third party neuroscientist.

## What makes MAP effective for so many different things?

MAP leverages a series of natural processes in the brain to make change fast, deep, and effective.

Here, Colette discusses how MAP aligns with Learning Theory.

All of our memories, beliefs and emotions are learned, and everything learned can be unlearned. The MAP Method™ teaches you how.



## Early QEEG Research

With so many staggering results, we wanted to know for sure we were making deep and measurable changes in the brain.

So we hired an independent neuroscience clinic to take a look into the brain of a client while she neutralized a life-long fear of heights.

Watch the full story here.

# THE DIFFERENCE WITH OTHER METHODS

Is it like NLP? No. You are not asked to follow instructions, visualize or imagine anything or take any actions to get the results. An instruction is given to your subconscious mind and you simply relax and observe the changes.

Young children or people with cognitive limitations can benefit from MAP.

You don't have to tap, talk about the details of a traumatic event, or even remember the event.

**It is not hypnosis, as there is no hypnotic state inducement. You stay totally awake and aware** and you are in control of the entire session. The MAP practitioner is working in alignment with the inner wisdom that comes from you.

**The MAP Method™ unleashes the brain's ability to rewire and upgrade itself.** It is a very respectful process.

**We can address family history like Family Constellation sessions and Bio Decoding.** We are able to find within seconds the origin of a pattern several generations back, and clear it completely from the generational tree.

**While EMDR** is focused more specifically on trauma and often brings strong emotional reactions, MAP is usually very gentle. An emotion might last 3-5 minutes but is followed by a great sense of peace.

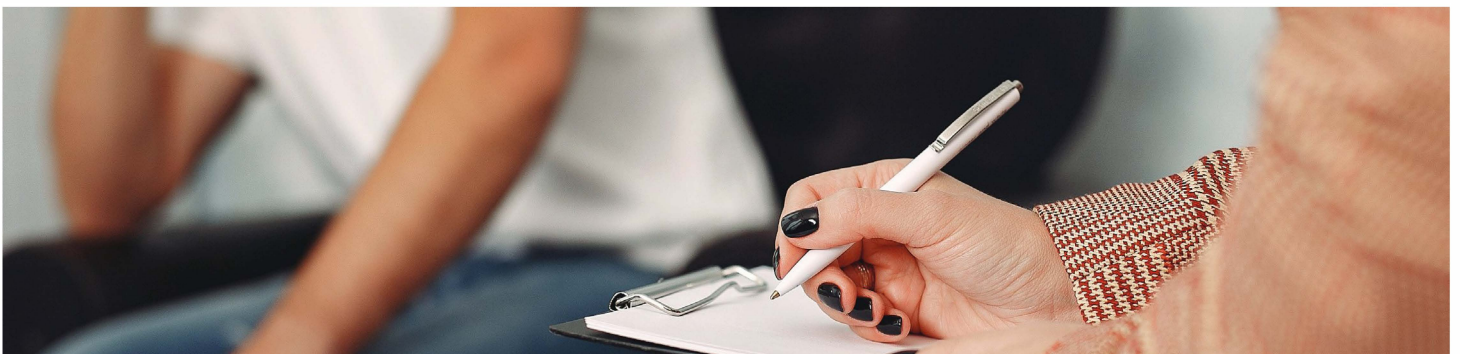
**Contrary to Cognitive Behavioral Therapy,** you don't have to be actively participating and making conscious choices as we know that the unconscious mind is faster than the conscious mind and using will is a thing the therapist has no ability to control.

**Unlike most methods, MAP can be eventually used by you "incognito".**

The self-help version can be done anytime anywhere on a day-to-day basis.

For example, it can be done in the middle of a tennis match, seconds before having a speech, during an important meeting or just before seeing a client.

Imperceptible for the outside world. **"MAP on the Go"** is a skill you will love because it will empower you in your daily life, between sessions. We all know that daily self-help is critical to success.



# GENERAL BENEFITS OF MAP AS A METHOD

**With MAP we have easy and unlimited access to unconscious memories.** We can instruct the brain to:

- ♦ **Find all the memories connected to a pattern** and ask the brain to upgrade the ones that are painful and non-supportive.
- ♦ **Find all the events in a lifetime that are associated with a similar pattern, experience or feeling and neutralize them all at once**, which saves lots of time and painful moments. You don't have to remember the details.

**The best is that you don't need to know anything about the issue.** The brain is aware of its own programs.

**The philosophy of MAP is future-oriented instead of past-oriented.** We use intense elevated emotions to create new wiring.

**We not only neutralize the negative patterns, but we have found it fundamental to create neural pathways towards a new future.** We only clear the blocks that are blocking the path and then we help the brain rewire itself and create new circuits to prepare for the new positive future.

# CONDITIONS

## IMPROVED WITH MAP

MAP can effectively neutralize and improve the following stress-induced ailments, conditions and disorders listed in the chart below.

**Note: Conditions marked with an asterisk \* can be successfully addressed with MAP as a complement to therapy with a licensed therapist or doctor in its respective field (with their consent).**

Abandonment	Claustrophobia	Fear of Loss of Control
Addictions*	Communication	Fear of School
Addictions to Alcohol*	Concentration	Fear of Success
Addictions to Food*	Concern	Fear of Surgery
Addictions to Drugs*	Conflicts	Fear of Water
Addictions to Sex*	Confidence	Fear of Public Speaking (Videos, Social Media Lives, etc.)
Adoption Issues	Confusion	Fear of Unknown
Aggression	Controlling	Feeling Stuck
Agoraphobia	Cramps*	Forgiveness
Anger	Cravings	Frustration
Anxiety	Creativity	Gambling
Assertiveness	Death or Loss	Gastrointestinal Problems*
Assist Healing	Depression*	Guilt
Asthma*	Disappointment	Grief
Attitude Adjustment	Discouragement	Greediness
Autoimmune Disorders*	Dreams	Hair Twisting
ADHD*	Diabetes*	Hatred
Bed Wetting	Eating Disorders*	Headaches*
Beliefs about Self/Others	Envy	Heartbreak
Betrayal	Embarrassment	Heart Disease*
Breathing	Exam Anxiety	Helplessness
Body Image	Exercise	Hopelessness
Boredom	Fears	Humiliation
Blame	Fear of Animals (spiders, snakes, dogs, etc.)	Hurt

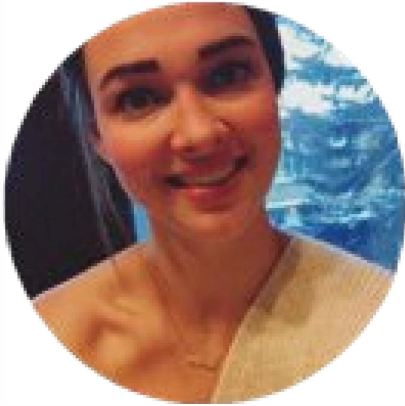


Bitterness	Fear of Death	Hypochondria
Career Success	Fear of Dentists	Hostility
Cancer (Stress)***	Fear of Doctors	Hypertension*
Change Habits	Fear of Failure	Immune System*
Childbirth	Fear of Flying	Impatience
Chronic Pain*	Fear of Heights	Impotence (when psychological)
Circulatory Problems*	Obesity*	Self-Defeating Behaviors
Improve Health	Obsessive-Compulsive*	Self-Esteem
Improve Sales	Overeating	Self-Expression
Indecision	Overly Critical	Self-Forgiveness
Indifference	Pain Management	Self-Image
Inferiority	Panic Attacks*	Self-Mastery
Infertility (Stress)	Passive-Aggressive	Sexual Abuse/Assault
Inhibition	Peak Performance	Sexual Problems
Insecurity	Perfectionism	Shame
Insomnia	Personality Traits	Skin Problems*
Intimidation	Physical Healing (Acceleration)	Sleep Disorders*
Involvement	Post-Surgical Stress	Smoking
Irrational	PTSD*	Social Phobia
Irritability	Premature Ejaculation	Sports Performance
Irritable Bowel Syndrome*	Pressure	State Fright
Jealousy	Pre-Surgical Stress	Stress
Judgement	Problem Solving	Study Habits
Lack of Ambition/Drive	Procrastination	Stuttering
Lack of Direction	Productivity	Stubborn
Lack of Enthusiasm	Public Speaking	Substance Abuse*
Lack of Initiative	Rancor	Superiority
Lupus*		

Marital Issues	Reaching Goals	Surgical Recovery
Medication Side Effects	Rejection	Tardiness
Memory (when due to stress)	Relationship Enhancement	Temptation
Mistrust	Relaxation	Thumb Sucking
Moodiness	Remorse	Tics
Motivation	Resentment	Tolerance of Others
Migraines*	Resistance	Trauma*
Nail Biting	Resistance to Change	Ulcers
Nausea*	Responsibility	Unhappiness
Negativism	Restlessness	Unworthy
Negative Beliefs	Revenge	Un-motivation
Negative Patterns	Sadness	Unsupported
Negative Emotions	Sales Blocks	Victimization
Nervousness	Self-Awareness	Vindictiveness
Nightmares	Self-Blame	Weight Loss/Gain
Numbness (emotional)	Self-Confidence	Worry
Obsessions	Self-Control	Worthlessness
	Self-Criticism	Writer's Block



# TESTIMONIALS



## Jordan Sickel



“ MAP is revolutionary. Until you’ve experienced it you simply won’t understand the power of it. Time no longer exists. What used to take months, or even years to get through (i.e. breakup, failure, trauma, etc) you can now make that memory neutral so that it’s no longer taking over or sabotaging you in literally minutes.

Once you’re no longer being controlled by disempowering beliefs your desires now have a neutral platform to begin unfolding from, and trust me, they unfold.

I had a strong desire for what I wanted - independence, financial freedom and fulfillment in my career. At the time I had none of that. In one month my entire life changed. I was no longer in a relationship that I’d outgrown, I had a career I used to dream about, a new car, my own apartment, and I was now surrounded by amazing, like-minded people.

MAP is the future. I can’t confidently endorse a lot of coaching products, especially when it’s often times a large investment. You want to be confident that what you’re putting out you’re getting back tenfold, and I can promise you MAP will not disappoint you. Have patience with it, stay committed. When change and transformation happens, it doesn’t always look like what you’ve imagined it to be. But have trust and confidence in yourself, it is truly amazing. You will thank yourself every day for learning the MAP method.”

## Moz Tahero



“ I have tried many methods and this is by far one of the best ways to get clarity and beam towards your goals. Thank you Colette.”





## Golshad Darroudi



“ So while I was a skeptical lawyer trying to find out a perfect solution, universe brought me to MAP.

I literally fell upon it while looking for something else, to be honest.

I had one, yes, just one 30 minute session with Colette and I can confirm that already veils of hidden unconscious pain body got removed leaving me with a pain-free sensation and shifting from 8 to 0 the level of discomfort and anxiety felt at start.

I still can't believe how effective it was and am in awe of this method - apparently too simplistic but in reality too good to be true.

I really also enjoyed the non-intrusiveness and non invasiveness of the method.

Merci! And super thankful to Colette and MAP.

I now believe that whether you need or will use it for yourself to untangle your beliefs or you use it as well to help others, it is a win win choice.

Great summary of several methods and pain free efficient method. You simply heal yourself basically.

Wonderful work and care Colette!!”

## Ricki Brideoake



“ I can't even put into words the impact that MAP, Magnetizing Millions, Colette and Val have had on me. I started training quite a while ago with them and since then I have:

- ◇ Started my dream business
- ◇ Up-leveled my performance in all aspects of my life including business, financial, personal, relationships and spiritual
- ◇ Earned more money in a week than what I used to in 2 months

I originally joined to really become a top performer and reach my potential, which I have, but the side effects of clearing all the negative things in my head is that I am now just a much happier, grounded, calm and passionate person. I can't recommend these guys enough.”





## Maja Petkova



“ The MAP is an excellent method that helped me release lot of resistances and to get rid of my fears. With Jelena, a MAP Practitioner’s help, and with MAP, I improved my self-confidence. It helped me release the sadness that I kept inside me. Jelena was acting more like a friend who wants to help than a coach. She was awesome, always with good advices and time for me. Thank you my dear for bringing MAP into my life.”

## Stacy Richter



“ Before I met Colette and was introduced to MAP, I was struggling in every area of my life. Finances were tight, stress was high, health was poor and all my relationships (business and personal) were suffering as a result.



After I started working with Colette and learned how to apply MAP in my life, everything started to change. It was small things at first - I started to sleep better, I was getting my sense of humor back and little things started going my way.

As I continued working with Colette, bigger things started to go my way. Much bigger things! I started to attract multi-million dollar investors to my projects and clients started to say yes more with less resistance.

I have now been with Colette and the MAP Coaching Institute as a client for over three years and will continue forever if possible. This has made a transformational difference in my life and would highly recommend this to anyone who is serious about transformation for themselves.

Thank you for bringing me to MAP Colette!”

**Check more of our clients testimonials**

<https://www.facebook.com/pg/MAPcoachinginstitute/reviews/>



## MORE INFORMATION

### **Visit our Website**

For more information on MAP or the MAP Coaching Institute go to the MAP Coaching Institute website at: <https://www.mapcoachinginstitute.com>

### **Learn more about the MAP Method**

If you would like to see the webinar you can register on the following link: <https://breakthrough.mapcoachinginstitute.com/map-training>