
FREE
Intro +
Chapter 8
the wolf
IS AT THE DOOR
ANGEL
Chapter 8 Brought to You by
NEUROHACKER®
COLLECTIVE

The Best AI Book of 2025

Navigating the new frontier;

How to survive & thrive in an AI-driven world

CLICK here to order now

Entrepreneur MAGAZINE

BARNES&NOBLE BOOKSELLERS

amazon

Dear Reader,

How will artificial intelligence (AI), reshape work, commerce, relationships, and reality? As AI shatters barriers and ascends to CEO positions, rewriting the rules of our world, it renders millions who were previously considered impervious, vulnerable to its effects.

Surpassing the scope of science fiction and our brain's ability to comprehend it, AI is on a path to alter society's foundation, adeptly replacing jobs and instigating a major shift in social roles—ushering a new economic era. Yet, few have the bandwidth to adapt to the tsunami of change ahead.

In this exclusive sneak peek of The Wolf Is at The Door — called by many the best AI book for entrepreneurs and leaders — you'll read the full introduction plus Rule #8, one of the most powerful strategies for surviving and thriving in an AI-driven world.

A word of caution, this is unlike anything you have ever read before. Brace yourself...

Contents;

Ben Angel

In partnership with; NEUROHACKER COLLECTIVE

In 2018, grappling with brain fog, I discovered Neurohacker Collective's potent supplements. This sparked our collaboration for Chapter 8 of my brand new book, enhancing mental capacity in our fast-paced world. Their aid helped write five books in as many years.

Click to Learn More

INTRODUCTION

“It is your granddaughter, Red Riding Hood,” the wolf said, disguising his voice,
“and I bring you a cake and a little pot of butter as a present from my mother.”
-- Unknown, Little Red Riding Hood

The ring of the phone pierced through the quiet halls of Ruth's Canadian home. Ruth, 73, with short gray hair framing her gentle face, picked up. She answered to the sound of her panicked grandson's trembling voice. It was Brandon; he was calling from a prison cell. Her soft eyes widened as she listened intently. Wallet-less and in dire need of cash to make bail, he pleaded with his Grandma to come up with a hefty sum of money - and fast. Sharing the shocking news with her husband Greg, 75, in a panic, they drove to their bank in the normally peaceful city of Saskatchewan and withdrew 3,000 Canadian dollars.

She was determined to do whatever it took to free her grandson as quickly as possible. But $3,000 wasn't enough! Determined to succeed, Ruth and Greg drove to a second bank, where they shared the dire news with the bank manager, hoping to gain help in withdrawing additional funds. It was only then that the second bank manager's suspicions were piqued. The shocking revelation: Another unsuspecting customer had received a similar call and uncovered the chilling truth: The unnervingly realistic voice had been faked - the man on the phone wasn't their grandson, Brandon, but a wolf in disguise. "It was definitely this feeling of…fear," Ruth revealed to The Washington Post in an interview.

The wolf is no longer knocking at your door. He kicked it open, stole your attention, and now, he's coming for your wallet. If you think this is hyperbole, you haven't been listening. Ruth's story isn't the first, nor will it be the last of its kind. It evokes vivid memories of the wolf from the beloved fable Little Red Riding Hood - a cautionary tale whispered by our parents as they gently prepared us for the world's harsh realities. Although no singular author has ever been attributed with this pre-17th century European fable, they unlikely could have foreseen their tale turning into a modern-day narrative of deceit. Only this time, the wolf, cunning and sly, didn't waste time knocking on Grandma's door with the promise of cake and butter. Instead, he picked up the phone and dialed, hitting at the heart of what it means to be human: connection. His malicious intent wasn't to devour his prey but to bleed their bank account dry. Even though he didn't succeed in this case, as in many others, he succeeded at something much more sinister - shattering our sense of reality as we know it.

When we hear a loved one's voice on the phone, we expect it to be them, not an artificially generated (AI) version of them that can manipulate us into drawing down our life savings or, worse, getting us to commit crimes. With AI's newfound capabilities, a mere few seconds of audio, an unsuspecting target, and the powerful bond between two individuals willing to risk everything to protect one another at any cost is enough to set the stage. Only this time, you may find yourself unwillingly written into the storyline.

COPYRIGHT ENTREPRENEUR PRESS 2023

Order The Full Book Here www.thewolfofai.co/best-ai-books — The Wolf Is at The Door, the best AI book for leaders.

INTRODUCTION

New developments in AI have surpassed our brain's capacity to process and conceptualize what a world with AI looks like and exceeds our emotional capacity to grasp its far-reaching impact. Historically, the wolf has represented chaos and destruction, leading to the phrase "keep the wolf from the door" as an embodiment of the struggle against economic upheaval. The Great Depression of the 1930s saw people fighting to keep the wolf at bay (debt collectors) as they lost jobs and homes. During the Great Recession of 2007-2008, the wolf lurked in the shadows of the financial collapse, with tent cities springing up across America as nearly nine million workers found themselves jobless. Today, the wolf has re-emerged yet again, armed with new tools to exploit our most significant vulnerabilities: The need for purpose, job security, and our grip on reality as we know it. It's estimated that AI could automate nearly 300 million jobs. Alarmingly, we are wildly unprepared for the dangers and the opportunities.

Outdated self-help, productivity, and time management strategies pale in comparison to the addictive nature of these new technologies. AI's brilliant yet alarming potential to empower and destabilize us elicits visceral reactions that we struggle to process. We are clumsily making our way into uncharted territory. It's time for a new approach to success to tap into the greatest competitive advantage of the 21st century: An unrivaled ability to focus in a world full of distractions. But with it, we must combat the greatest threat we've ever faced — a threat that will usher in changes faster than the Industrial Revolution.

The leaders of the future will be able to tune out the noise so they can tune into what matters most while keeping stress and burnout at bay. These leaders will hold the lion's share of business and personal opportunities. They will possess zero limits, but they will need to compete at a level we've never seen before against technology evolving to be smarter, faster, and cheaper than they could ever be. They will need to upgrade their brains to adapt to a rapidly changing landscape that has captured our imaginations, forcing us to reconceptualize reality itself. The question is, how?

Over the years, I've anticipated future trends, embracing ideas that once seemed outlandish. In 2009, I championed personal branding by speaking at over 60 business events years before the topic gained significant traction. In 2013, I foresaw the online education boom in my book, 'Flee 9 to 5.' Back then, during a live TV interview, I faced ridicule as the host compared my ideas to scam ads on power poles. Now, the industry is projected to reach $602 billion by 2030.

In 2018, I embarked on a 90-day mission to biohack my way back to health after battling depression. I explored the use of wearable devices, smart drugs, and nutritional supplements tested by the military in my now-bestselling book, 'Unstoppable.' I'm not a doctor, so I was humbled when 'Unstoppable' sold 80,000 plus copies and won praise from doctors, psychiatrists, and nutritionists for its ground-breaking approach to mental health. By 2021, I delved into nutritional psychology and gut microbiome research in my book 'Mind Control.' In speaking with nutritional psychologists and gut health experts, I investigated the gut-brain axis and how what we eat, along with the millions of gut bacteria we carry, influences our behavior.

As we venture further into the 21st century, I've turned my attention to AI, the next frontier in innovation. With its unprecedented potential to revolutionize entire industries and disrupt established norms, AI mirrors humanity's best and worst. This has led to a rise in demand for innovative approaches to help individuals and organizations remain competitive while holding onto a semblance of work/life balance that has been hanging by a thread for decades. It's also ignited a need to anticipate emerging trends for success while navigating countless threats. Opinions diverge on AI's impact: from dystopian futures with job automation to life-extending medical advances.

Order The Full Book Here www.thewolfofai.co/best-ai-books — The Wolf Is at The Door, the best AI book for leaders.

INTRODUCTION

The question remains: how will it reshape your life, career, or business in the coming years? But more importantly, how do we wrap our heads around these developments when we must constantly question whether what we see, hear, or read is real?

In this book, we are going to dial in on when this disruptive change began while taking a long-term view of what the future may hold to uncover advanced strategies in upgrading our brains and way of thinking, not just to cope but to thrive during this extraordinary period. My aspiration is unambiguous: AI got an upgrade, which means humans must, too. Not just to collaborate or compete with it but to ensure we have the mental bandwidth to adapt to it.

We will examine both the threats and opportunities that these new developments present in every aspect of our lives. This includes employment, finance, grief, behavior, sex, normalcy, and even death, with a particular focus on the social, ethical, and financial dilemmas that arise. These developments offer a chance to streamline our lives, prepare us for the future, identify vulnerabilities, and supercharge our productivity and profits.

We'll delve into the fragility of the human experience and explore how technology and nutrition offer opportunities to enhance ourselves without resorting to advancements like brain implants from Elon Musk. Throughout this journey, we will uncover our strength, encourage critical and imaginative thinking, and offer a framework for how to approach and use these technologies at the end of each chapter in your "Adventurer's Handbook." This will help you reimagine your future and complete an essential guide for navigating this ever-changing landscape.

But let me be crystal clear: I am not an expert in AI; I am an author with almost two decades of experience in researching a variety of topics by meticulously dissecting research, speaking to the experts in their relevant fields, testing, then reassembling it to reveal an easy-to-follow plan. My background equips me with the unique ability to present complex topics in an easy-to-understand manner. This means I will not drown you in tech talk, and I will not pretend to have all the answers: no one does in this debate. But what I will do is open your eyes to a new and unfamiliar world that awaits and refamiliarize you with the tools you already possess to adapt in unexpected ways.

Change is inevitable. Change is also cruel and doesn't care who you are or what position you hold. 'Unstoppable' covered little-known modern-day threats to our mental health and gave tens of thousands a roadmap on how to optimize every aspect of their lives. The journey continues as we face the next by forging a new path through uncharted territory. This time, the wolf is no longer a character from a fable but a real threat that looms in the shadows of your future. This story is unwritten, the path untrodden. When you meet the wolf, will he be a friend or foe? By the end of this book, you'll decide whether you'll tame the beast when you encounter him or ignore his existence at your own peril.

- **Authors Commentary:**

"Having glimpsed the promise & problem of AI in this introduction, we now leap forward in this exclusive “sneak peak” to Chapter 8, where we explore the fascinating realm of upgrading, not our technology, but our brain to expand our mental bandwidth for change."

CLICK here to order now

RULE #8:
BOOST YOUR BRAIN POWER

"The hurricane is here!"

I dashed out of the five-story apartment, past Mayor LaGuardia's' commemorative statue, searching frantically for the bodega I had seen earlier in the day. I needed water and canned goods desperately. Suddenly, a trash can was sent airborne, flying across the once busy Manhattan Street. "Oh no, it's too late", I thought as I sprinted back to the shelter of the apartment while getting soaked in the cold rain and buffeted by strong winds. Alerting Alex, I revealed the disappointing news that every store was closed. Our only option now was to fill the bathtub with water, batten the hatches, and hope we would be safe overnight. We will search for food tomorrow.

Lost in a daze from a whirlwind week, extreme sleep deprivation, and recovering from the media summit that had just ended, I had failed to watch the news. The very media professionals I had pitched to were now focusing their full attention on a once-in-a-lifetime approaching menace; my $15,000 investment in my future had just gone up in smoke. Along with countless New Yorkers, they were laying low as Hurricane Sandy diverted abruptly to the left, moving squarely towards New York catching millions off-guard. Its tropical storm-like winds spanned an astonishing 1,000 miles—triple the size of a standard hurricane. Panic-stricken texts from friends and family back in Australia started flooding in as Australian news networks began reporting on the unfolding crisis. A popular meme circulated on Facebook depicting the Statue of Liberty hilariously taking cover behind her pedestal. As I urgently turned on the TV to see what the panic was about, I saw a familiar face—Cheryl Wills from NY1 reporting on the situation.

After wrapping up the summit, I rendezvoused with my good friend Alex from Australia, whose holiday coincided with my trip to the Big Apple. Given that my time at the Airbnb had ended and all other accommodations in the city were occupied, leaving me without further lodging options, I found myself sharing his rental apartment. It was located in the heart of Greenwich Village on Bleeker Street. Growing up in Australia, we both subscribed to the notion that Americans tended to exaggerate. Since we had never encountered a hurricane, we dismissed the premonitions as overstated and failed to prepare. We were horribly wrong!

As ferocious winds battered the city, the severity of the damages quickly became apparent. For the first time since the tragic events of 9/11, all bridges and tunnels connecting Manhattan were closed. Rapid currents flowed through the lower Manhattan tunnels in the Financial District, transforming them into raging rivers. Water continued to inundate the streets, lifting cars and yellow cabs and even encroaching on the 9/11 memorial site.

COPYRIGHT ENTREPRENEUR PRESS 2023

Order The Full Book Here www.thewolfofai.co/best-ai-books — The Wolf Is at The Door, the best AI book for leaders.

A staggering 375,000 residents of New York received mandatory evacuation orders. As individuals rushed to evacuate the lower regions, they discovered the subway system was already closed. Tensions increased with longer lines at the bus stops. The subway was the city's lifeblood, and the daily commute to millions was critical to the city's economy. Flooded waters engulfed it in a stunning visual, spilling out onto the streets just a block from our location.

A construction crane, twisted and damaged, hung precariously from a 75-story high-rise as powerful winds battered the structure. The alarming situation prompted fire department officials to evacuate guests from a nearby hotel. The hotel where I initially stayed at the start of my visit was now inaccessible. It fell within the extensive seven-block section that had been cordoned off.

I alternated between watching the TV and looking out the window, my apprehension escalating with each passing moment as we observed the chaotic events unfold around us. Unbeknownst to us, at precisely 9 p.m. on October 29, 2012, a ConEd substation situated on East 13th Street in Alphabet City was flooded, causing a massive transformer to explode approximately 20 blocks from us. The explosion, visible from as far away as Brooklyn, knocked out part of the island's grid. We, like the rest of lower Manhattan, were plunged into darkness.

Remarkably, 83 years to the day, on the exact dates, October 29 and 30, just as in 1929 following the stock market crash that led the U.S. into The Great Depression, The New York Stock Exchange closed once more. The city's bustling energy came to a halt; its rhythm and frequency halted. I wondered, "Do I have the energy to navigate these fast and volatile changes?"

Just as persevering through a city-wide blackout requires effort and ingenuity to ensure the lights stay on, maintaining our cognitive lights - our mental endurance and inherent adaptability - is crucial to illuminating our resilience in this ever-shifting world. With the demands of daily life already stretching many to their limits, keeping pace with the monumental implications of AI can feel insurmountable. This revolutionary technology pledges to reduce cognitive burdens for millions, but it may come at the cost of rendering their skills redundant and unsettling their mental well-being. The potential benefits you'll reap from this revolution still need to be determined. However, your focus, the energy fueling your adaptability, will ultimately determine your destiny.

The question now looms large: Can we consider adding another task to our already packed agenda, namely learning to incorporate AI into our lives, shifting careers, or overturning decades-old business models to thrive? Seeking the answer to this question propels us on a journey beyond the epoch of Sandy's devastation, fast-forwarding three years to the heart of a chilly winter in Adelaide, Australia, in 2015.

That year, an unexpected sequence of events unfolded. A heavy tide of exhaustion and melancholy abruptly cut my lights, catching me off guard in its dark embrace. The severity was such that friends observed me slurring my words. As a result, I faced the prospect of surrendering my passion for public speaking and writing. Indeed, even though my spirit was resolute, the limitations of the human body, especially my brain, persisted. To find answers, I embarked on an ambitious mission with the little energy I had left to biohack my body and brain within 90 days. In doing so, we surveyed over 70,000 people internationally online to see if we could identify little-discovered patterns. The findings were astonishing and unveiled far more than we could have ever anticipated. We unearthed answers to enigmas that even medical professionals could not.

Order The Full Book Here www.thewolfofai.co/best-ai-books — The Wolf Is at The Door, the best AI book for leaders.

How? I examined peak performance as if viewing it through a two-sided coin: biology on one face and psychology on the other. Many self-help experts concentrate on one aspect, neglecting the other, and need to grasp how fundamental the role of energy creation is for psychological change to occur. By aggregating over a million data pieces, we effectively connected psychological and biological indications to performance, resulting in a novel model for realizing peak performance that transformed the lives of tens of thousands globally.

Powerful correlations were identified among crucial triggers, such as excessive caffeine intake, dietary habits, gut health, and issues like procrastination, fatigue, suicidal thoughts, adaptability, and focus. From the pool of more than 70,000 respondents, we discovered that a mere 6.1% could be classified as actual peak performers. What differentiated their behavior from the underperformers? They displayed minimal biological symptoms, implying their brain and body had ample energetic resources necessary for optimal cognitive performance.

Unhindered by brain fog and fatigue, they achieved their goals 84% of the time. On the contrary, those in depletion could only reach their goals a meager 8% of the time. They also demonstrated a robust ability to adapt swiftly to changing environments. What was their secret? Their potent energy production acts as a propelling force—this is the initial stage of Kleitman's model we analyzed in the preceding chapter.

Following Kleitman's second step—effective energy utilization—they proficiently channeled this energy and focused on accomplishing their goals. They were operating in their optimal arousal zone for not just focus, but change. Yet, the majority either energized themselves excessively with caffeine, leading to prevailing anxiety that disrupts their focus, or they succumbed to overwhelming fatigue, leaving them too drained to operate. These are the individuals who are at risk of being overwhelmed by AI advancements, not just due to a deficiency in emotional regulation, but also due to ineffective energy creation and utilization.

Like a hurricane functions as an engine, individuals typically demonstrate a similar pattern in life. They spring into action like an ignited engine when initially struck with a wave of inspiration, using it as fuel, similar to how a hurricane draws energy from warm waters. In their unwavering quest to achieve their goals, they toil tirelessly, pushing the boundaries of their capabilities. However, once the fuel that maintains their momentum is exhausted, they diminish in strength and intensity, gradually losing their drive and eventually fading out. They hit their peak too soon. Conversely, others are ineffective at utilizing the energy they have and expend their cognitive resources in online fistfights against people they've never met on subjects that are none of their concern.

What's even more detrimental is when individuals fall into a cycle of intense advancement, only to be followed by complete inactivity. This erratic progression hampers their ability to generate steady forward momentum in their careers. Moreover, they contend with cognitive and emotional friction and have to negotiate with the friction imposed through biological functions and their environment.

Our survey paints a telling picture: over half the participants admitted to grappling with this predicament; their ability to concentrate diminished as their biological symptoms escalated. There was a startling divide in the data: while only 8% of underperformers could sustain focus over prolonged periods, a whopping 85% of peak performers managed to do so. This is primarily attributed to their violation of the third step in Kleitman's model—expending all their energy without allowing ample recovery time. However, the most consequential oversight was the neglect of Kleitman's initial step—energy creation- vital for sustaining oneself through rapid and lasting change at our doorstep.

Order The Full Book Here www.thewolfofai.co/best-ai-books — The Wolf Is at The Door, the best AI book for leaders.

Our research revealed that a sizable chunk of mental stress results from biological triggers wrongfully blamed on insufficient willpower. Underperformers attribute blame to themselves instead of addressing the core issue, perpetuating a whirlpool of self-condemnation. Acute psychological stress has been identified as leading to increased inflammation and a heightened focus on negative details (or reprogramming your brain's attention system to seek out negative information or worse-case scenarios). Consequently, this situation escalates any underlying conditions, creating a vicious cycle. The ensuing rise in inflammation can trigger symptoms of depression, simultaneously bringing about a drop in both physical and mental energy.

When we zoom out to the broader landscape of change and psychological and biological stress, it becomes clear that our current transformations are akin to those of the Industrial Revolution. Just as positive innovation in the revolution demanded a steady supply of energy, so does AI's transformative impact. In the early stages, the rate of job loss is anticipated to exceed job creation. Such a reality requires us to be ever-ready to adapt, restart, and re-strategize as markets evolve. However, our psychological interpretations and responses to these events can only be effective if we direct our energy into purposeful actions, enabling us to handle the mental gymnastics required to understand these trends. Deep exploration of our brain's intricate neural networks becomes an essential component of this process.

Gleaning from the insights obtained from the previous chapter, we deduced that by modifying the function of our reticular activating system (RAS) in a targeted manner, we can refine our focus. This allows us to filter in specific information and solutions that bolster adaptability. To achieve this, however, we must masterfully negotiate the other facet of the RAS. Imagine, if you will, the wonders that could be discovered if we could peer directly into the workings of the brain. Moving away from the realm of dreams and into reality, we now have a way to enhance our energy by better understanding our brain. Progress in AI underscores a vital facet of brain function that demands our attention.

An astounding revelation covered by The New York Times reported that advanced language models such as GPT and Google's Bard have evolved to the point that they can read our minds. These models hone their skills via extensive training on vast text databases, enabling them to predict the next word in a given sentence. Through establishing connection mappings among words, these models equip us with a means to translate brain activity into language. Although researchers have previously designed language-decoding methods to intercept intended speech from speech-impaired individuals and enable paralyzed people to write merely by thinking, this signifies the first instance where a language decoder has operated independently of implants. By combining this technology with fMRI scans—diagnostic tools that monitor blood flow to various brain regions—scientists at the University of Texas, Austin, have unveiled a way to read minds. Interestingly, the blood flow patterns are of particular significance not only in the production of energy but also in response to our initial reactions to AI.

During intense emotional states, blood and oxygen are directed to the amygdala, the part of the brain responsible for the fight or flight response, diverting resources from the prefrontal cortex. This brain region oversees decision-making, problem-solving, and forecasting the implications of one's actions.

Order The Full Book Here www.thewolfofai.co/best-ai-books — The Wolf Is at The Door, the best AI book for leaders.

The RAS, on top of highlighting valuable information, also governs our fight-or-flight response, it does this by discarding non-essential information and permitting information that aligns with our current focus hence, aiding in energy conservation. In our adaptation journey for critical reasons, conserving energy, regulating cerebral blood flow, and mitigating inflammation are vital mechanisms.

In Unstoppable, experiencing burnout is likened to approaching a T-junction. To fulfill your goals, you must turn right, but the required energy is in short supply. Waning resources send your amygdala into high alert, urging you to turn left toward rest and recovery. As a result, your dwindling energy is channeled toward essential bodily functions and low-effort tasks, sidelining your ambitions. At the same time, behavioral patterns such as procrastination are triggered as an energy conservation measure. Far from a sign of weakness, procrastination serves as a warning sign that your body and brain are operating beyond their Window of Tolerance, marking a biobehavioral response to depletion. The amygdala's reaction can range in intensity depending on the trigger, potentially interpreting energy lows as life-threatening scenarios and enforcing rest through sleep.

This crossroad generates a conflict between one's current self and the aspirational person they envision becoming. While the spirit is eager for accomplishment, the brain and body are drained and at odds. This tension culminates in cognitive dissonance—a state marked by conflicting beliefs. Individuals may be ardently driven to attain their objectives but struggle to pursue them due to crippling exhaustion. This complex interplay between aspirations and biological limitations illustrates the challenge of balancing self-care with the pursuit of adaptation.

Just like AI uses fMRI scans to predict the workings of the human brain through blood flow, we can predict our actions by mindfully tracking the ebb and flow of our energy levels. In this scenario, fostering AI literacy to promote normalization is crucial. Similarly, it is equally important to expose ourselves to both positive and negative developments in AI to understand and test our psychological reactions to it. Understanding it can help prevent our amygdala from hijacking blood flow from our prefrontal cortex, thereby maintaining our focus and better utilizing what energy we do have. The subsequent phase involves a scavenger hunt amidst a city crippled by the storm surge and power outages.

Just awakened, and with the storm finally behind us, Alex turns to me, querying, 'What's next?'. "First, we'll track down an open convenience store to pick up canned goods for our gas stove and some candles, then seek out a Starbucks for Wi-Fi to reschedule our flights," I reply. Descending the five-story brownstone and arriving on Bleeker Street, we miraculously stumble upon an open store, powerless but operating. Using my phone's flashlight as a guide, I cut through the darkness and the gathering, scanning the shelves in search of nutrition. Predictably, I encounter almost barren shelves laden mainly with highly processed foods bursting with sugar and a small selection of leftover canned baked beans. "Baked beans aren't my friend," I muse to Alex. But it will have to do.

In possession of a plastic bag filled with chips, beans, and cookies but no candle, we join numerous New Yorkers' endeavors to assess the aftermath and look for an open eatery. Since 9 p.m. the previous night, we had been unplugged from the world, devoid of any news. Advancing towards Times Square, our eyes catch sight of an apartment building with its outer wall sheared off, laying bare the interiors of apartments akin to a dollhouse. We were operating purely on a combination of caffeine, adrenaline, and candy; I sensed my impending crash.

Order The Full Book Here www.thewolfofai.co/best-ai-books — The Wolf Is at The Door, the best AI book for leaders.

The cumulative stress from the events of the week was amassing. My usual drive and optimistic spirit were supplanted by a sheer instinct for survival. The stress and sleep deprivation were instigating neuroinflammation. My mind felt foggy, reminiscent of the heavy, dense cloud coverage left by the remnants of the hurricane. The inflammation was inhibiting energy production within my neurons, thereby decreasing brain endurance and making it increasingly difficult to focus on devising an escape from this city.

No matter if it was 2012 or 2018, to activate my brain as if flicking on a light switch, it was crucial to decrease inflammation and sequentially boost energy levels. To do so, we need to reevaluate the data collected from our survey and seek counsel from an expert in Advanced Clinical Nutrition who led me to some invaluable discoveries. Little did he know that he unintentionally helped me author three books over three years.

For nearly 15 years, Dr. Gregory Kelly served as an editor at Alternative Medicine Review, where his work centered around the publication of peer-reviewed research articles pertinent to the fields of complementary and alternative medicine (CAM). He is now a Senior Director of Product Development at Neurohacker Collective, overseeing the development, pre-commercial research, and scientific support of new and existing dietary formulations. With multiple articles on natural medicine and nutrition to his name, three chapters contributed to the Textbook of Natural Medicine, and over 30 published journal articles, his contributions to the field are immense. Yet, his work in the nootropics field at **Neurohacker Collective** caught my attention in 2018, when career-ending fatigue led to my speech becoming slurred and my focus scattered.

Nootropics, commonly called "smart drugs," are compounds that can improve brain functions and augment memory, concentration, attentiveness, drive, relaxation, mood, vigilance, resilience to stress, and more.8[BA1] Caffeine, a widespread nootropic, is consumed daily by millions. There are two primary categories of nootropics: synthetic-based nootropics, which usually necessitate a prescription, and naturally-derived nootropics, derived from natural sources such as plants, which is my preferred option where possible. There are also nootropic stacks. A nootropic stack refers to a blend of dietary enhancements or nootropic elements designed to function in harmony to attain a specific outcome, like the ones Dr. Kelly has worked on.

In my view, nootropics and other factors like frequency and ultradian rhythms are among the many keys that can help us unlock the vast hidden library of knowledge and focus within ourselves – much like the discovery made 6 ft beneath Bryant Park in New York. And it's reasonable to hold this belief: in an interview, Dr. Kelly told me, "The brain is a voracious consumer of energy, accounting for approximately 20% of our body's daily energy supply. It tends to suffer most significantly when resources are scarce, particularly those involved in building, recycling, and fueling neurotransmitters - crucial components for cognitive tasks and skills the brain does, like focus, motivation, memory, and mood."

What we label as "energy" is, in fact, a molecule named adenosine triphosphate (ATP), which is generated by minuscule cell structures called mitochondria. The primary function of ATP is to store energy and subsequently distribute it to cells throughout the body and brain. Often dubbed the "energy currency" of cells, ATP supplies essential energy for diverse cellular processes, encompassing brain function. Any imbalance in ATP levels could affect brain health and its functionality. ATP is also integral in preserving cognitive functions and facilitating several cognitive processes, such as memory, learning, and information processing.

Order The Full Book Here www.thewolfofai.co/best-ai-books — The Wolf Is at The Door, the best AI book for leaders.

Naturally, obtaining sufficient sleep and consuming a nutritious diet with ample fatty acids and protein can enhance ATP levels. However, our survey of tens of thousands demonstrates that additional nutritional support is necessary with the deteriorating quality of diets and the increasing demands placed on our cognitive functions.

Underperformers, 14% of those who managed a healthy diet 90% of the time, had a 98% chance of experiencing brain fog. Contrarily, 77% of peak performers who followed a healthy diet 90% of the time had a significantly lower chance of encountering brain fog, only a 12% likelihood. Dr. Kelly's extensive research on numerous ingredients highlighted one contributing to ATP level enhancement. Notably, one of these ingredients is a proprietary form of citicoline, which has undergone clinical trials demonstrating its significant impact on improving mental energy, focus, and attention. A study revealed that supplementation with citicoline could notably amplify mental energy. The data showed increased ATP energy production in brain cells by as much as 13.6% with citicoline use.

A fascinating synergy comes into play when citicoline heightens our energy through increased ATP levels, and habitual caffeine consumers seek to spark a surge in brain activity. It becomes crucial to channel this energy effectively to reach the optimal arousal zone for focus. Striking the perfect balance is critical: we require adequate stimulation for razor-sharp focus without being so overstimulated that we lose control of our thoughts. Enter l-theanine, a nootropic Dr. Kelly introduced to me a few years ago, is adept at serving this exact function. I recommend it to fellow entrepreneurs weekly, whether independently or in a comprehensive nootropic stack. Intriguingly, it also adjusts the frequency within our brains, a mission we began in the last chapter, to help us achieve the coveted state of flow.

Consumed unknowingly by millions daily through black and green tea, L-theanine is a well-researched nootropic. As an amino acid, it has a millennia-old history of usage in promoting brain health, mitigating anxiety, and enhancing attention. L-theanine has the potential to influence the levels of specific brain chemicals, including serotonin and dopamine, which are crucial for regulating mood, motivation, sleep, and emotional responses. Additionally, it can affect cortisol levels, helping us cope more effectively with stress. Its distinctive advantage is that it induces relaxation without causing sedation. L-theanine manages to accomplish this feat by boosting alpha brain waves. As indicated in a study named "200 mg of Zen," taking a dose of 200 mg of l-theanine enhanced alpha brain waves within 30 minutes of consumption, an alert yet relaxed state ideal for focus. Yet, the real benefit comes when you consume it with caffeine.

It took me years to understand that the origin of my anxiety, depression, and fatigue wasn't psychological but rather biological. Caffeine, a psychoactive substance, is often promoted as a lifeline to combat fatigue, yet its reputation remains contradictory. While caffeine profoundly impacts the central nervous system, influencing brain function, mood, and behavior, it can amplify negative effects such as anger, irritability, anxiety, and fatigue in those particularly sensitive to it, including me.

Before my time in New York, I never consumed coffee. My mood and energy levels remained stable, and I didn't suffer from the familiar mid-afternoon energy slumps. However, coffee quickly became a crutch when I experienced jet lag. Yet, it's the last thing we suspect when our energy levels drop.

Order The Full Book Here www.thewolfofai.co/best-ai-books — The Wolf Is at The Door, the best AI book for leaders.

Caffeine has the potential to mimic symptoms of anxiety and trigger brain fog by interacting with adenosine levels in the brain. Crucial to the central nervous system, adenosine regulates our sleep-wake cycle. When we're awake during the day, adenosine levels naturally elevate, driving drowsiness by suppressing the activity of cells in the basal forebrain. However, these levels decrease once we fall asleep.

Caffeine interferes with this process by obstructing the ability of adenosine receptors to receive adenosine, yet it doesn't stop the production of adenosine. Consequently, when the influence of caffeine dissipates, there's a surge of adenosine ready to bind to its receptors, which can result in an abrupt crash. The consumption of higher amounts of caffeine exacerbates this subsequent decline. However, introducing l-theanine into the equation alongside caffeine forms a synergistic bond that counteracts the undesirable side effects associated with caffeine. Research indicates an optimal caffeine-to-l-theanine ratio of 1:2. This implies that for every 200 mg of l-theanine consumed, approximately 100mg of caffeine should be taken. A practical guideline is to ingest more l-theanine than caffeine. Through our investigation into caffeine consumption, carried out via our comprehensive survey, we stumbled upon a series of unexpected surprises.

Surprisingly, only a tiny fraction (10%) of the top 6% peak performers depended on caffeine to carry out their day, starkly contrasting to a significant majority (73%) of underperformers who relied on it. As a result of their enhanced energy and emotional stability – an often undervalued yet critical element in their success – these top performers recorded a motivation level 81% higher than the underperformers. Moreover, their resilience against criticism was elevated, largely owing to their mastery of biology and psychology.

This explains why many nootropic stacks, including those developed with the assistance of Dr. Kelly at Neurohacker, frequently integrate caffeine and l-theanine within their ingredients. A combination of nutrients is required to thread the needle for focus to be achieved, combined with a central emphasis on reducing neuroinflammation. Now, when I find myself unfocused, anxious, or depressed, my immediate reaction isn't to assume a lack of willpower. Instead, I question, "Am I experiencing inflammation, and what steps can I take to alleviate it?" This is where we land at an interplay between stress, inflammation, focus, and diet.

While the topic of productivity often excludes the consideration of nutrition, an emerging field known as Nutritional Psychology is gradually gaining recognition. Each day, we encounter numerous stressful situations - deadlines, persistent stress, pollution, financial uncertainties, behavior-altering medication side effects, and nutritional deficiencies that can hinder our brain's ability to maintain focus. Nutritional Psychology delves into the relationship between food intake, diet, mood, and cognitive function. It underscores the significant interaction between nutrition and mental health. Neuroscience has demonstrated that specific nutrients like omega-3 fatty acids and B vitamins significantly contribute to brain development and the production of neurotransmitters. Should one's diet be deficient in these crucial nutrients, it could result in the brain functioning comparably to a malfunctioning engine, subsequently leading to emotional irregularities and mood swings. Nootropics, followed by an anti-inflammatory diet, have the potential to fill the gaps in these nutritional deficiencies while reducing brain fog that inhibits our focus.

Order The Full Book Here www.thewolfofai.co/best-ai-books — The Wolf Is at The Door, the best AI book for leaders.

Considering the outcomes experienced by our members, it is frequently observed that psychological symptoms stemming from inflammatory factors and nutritional deficiencies tend to alleviate naturally once these issues have been resolved. Our prevailing health model is, in fact, inverted. Just picture the complexity of unraveling childhood trauma or PTSD or deciphering the erratic predictions of AI, all while your brain is acting erratically, struggling to articulate a coherent sentence, or lost in a cloud of confusion. That was my state in 2015. But then, thankfully, I experienced a revelation that would change my life: I wasn't tired because I was depressed; instead, I was depressed because I was tired.

Once we work out the root causes of fatigue and re-energize the brain, the psychological tasks needed to navigate AI become manageable. Back in New York, I wasn't aware of the discourse occurring within my brain. I was hastily drinking coffee as if it was threatened with imminent extinction. Unraveling the diverse factors trailing into my downward spiral would take years.

Enveloped in a fog, I found myself back in Times Square, this time with the mission of finding a candle. Despite the illuminating lights, Times Square appeared like a setting straight from the apocalypse, with a handful of disoriented individuals wandering about, still reeling from the previous night's events. As per the National Hurricane Center's records, Hurricane Sandy was directly accountable for causing a minimum of 147 fatalities in the United States, Canada, and the Caribbean. With 48 deaths occurring in New York and 12 in New Jersey, where it devastated seaside communities.

Upon locating a pharmacy, Alex and I started scouring the racks. I burst into laughter as I grabbed the lone candle remaining on the shelf. Alex joined in as I humorously exclaimed, "It's fucking cinnamon-scented!" He responded, still laughing, "I guess this will keep us warm tonight." Armed with our aromatic candle, we navigate our way back to Starbucks- the very place where this adventure began. Like the first time, I stood outside, attempting to connect to their WIFI through their window. However, this time the store was closed. A pattern was starting to emerge. The hurricane was over, but a new storm front was on the way, which may just break the camel's back.

Order The Full Book Here www.thewolfofai.co/best-ai-books — The Wolf Is at The Door, the best AI book for leaders.

ADVENTURER'S HANDBOOK

RULE #8: BOOST YOUR BRAIN POWER

Succeeding in our swiftly changing world demands a deliberate alignment of crucial elements such as recovery, the mindful application of nootropics, and an informed understanding of nutritional psychology. Through this balance, you enrich your focus, maintain poise, and seamlessly adjust to changes. This curated strategy aims to help you find your frequency, just as Ben is about to discover after the lights on the busy metropolis go dark.

Harmonizing Rhythms and Boosting Brainpower

1. **Harmonize with Your Ultradian Rhythm:** Familiarize yourself with your natural cycle of productivity and rest, scheduling your most demanding tasks during your periods of peak focus and energy.
2. **Amplify Performance with Nootropics:** Make nootropics, commonly known as 'smart drugs,' a vital part of your daily routine. They are crucial to enhancing cognitive functions, sharpening focus, fueling motivation, and managing stress—all critical for quick and effective adaptations.
3. **Gain Clarity Through Nutritional Psychology:** Maintain a daily journal of your energy fluctuations, mood shifts, and dietary habits. Leverage resources such as 'The Unstoppable Journal' available on Amazon to spot dietary patterns and triggers, like excessive caffeine intake that impacts your motivation and focus.

The path to upgrading your brain and unlocking its full potential isn't about overnight improvement but a carefully orchestrated combination of getting in tune with your body's natural ultradian rhythm, utilizing nootropics for improved cognitive performance, and understanding the essential role of nutritional psychology. Implement this strategy and witness how these changes can unleash new levels of adaptability and resilience within you, preparing you for the fast-paced world around you.

Order The Full Book Today

UNVEIL THE POWER OF YOUR MIND WITH QUALIA MIND

15% OFF WITH CODE WOLF AT CHECKOUT

Ignite Focus & Turbocharge Productivity:

"Qualia mind is your key to supporting a high-output lifestyle. By maintaining concentration, we propel productivity to new heights. Meet laser-sharp focus support that channels success and fosters accomplishments.*"

CLICK TO LEARN MORE

"*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease."

POPULAR AI GUIDES FROM BEN ANGEL

If you enjoyed this free preview of The Wolf Is at The Door — often called the best AI book for entrepreneurs and leaders — you'll find even more value in these guides. From curated lists of the best artificial intelligence books to step-by-step resources for AI beginners, these articles will help you stay ahead, master the latest tools, and thrive in the AI-driven world.

Ben Angel
Nov 29, 2024 · 16 min read

10 Best AI Books for 2025: Master Artificial Intelligence with These Top Picks

That's why this list of 10 Must-Read AI Books is different. These books offer a balanced perspective on artificial intelligence

2,835 0 1

Ben Angel
Feb 20 · 35 min read

What is ChatGPT? The Surprisingly Simple AI Explained (AI For Beginners to Expert)

What is ChatGPT? Discover the power and versatility of ChatGPT! This comprehensive guide explains how it works and explores its many

7,576 2 2

Ben Angel
Jan 9 · 19 min read

Best Artificial Intelligence Books: The Ultimate Guide (2024/2025)

Beyond the Hype: The Essential AI Reading List for Those Who Want to Thrive in the Age of Intelligent Machines. Explore the best

366 0

Ben Angel
Jun 27 · 17 min read

AI for Beginners: 17 Real-World Tools Fuelling 7-Figure Solopreneurs

If you're just getting started with AI for beginners, you're not alone — but you are already falling behind. Most entrepreneurs are

2,676 0

Ben Angel
Dec 20, 2024 · 16 min read

Top 5 Artificial Intelligence Books For Beginners in 2025

For those seeking a curated list, this selection of artificial intelligence books for beginners offers a crucial starting point.

2,835 0

Ben Angel
Jan 8 · 32 min read

Best AI Courses for Beginners: A Definitive Guide to Your AI Future

This guide cuts through the noise, providing expert insights to help you choose the best AI course to transform your future.

699 0

AI BOOK REFERENCES

Introduction

1. Pranshu Verma, "They thought loved ones were calling for help. It was an AI scam." The Washington Post. March 5, 2023. https://www.washingtonpost.com/technology/2023/03/05/ai-voice-scam/
2. Tommy Andres, "Divided Decade: How the financial crisis changed jobs." Marketplace. December 19, 2018. https://www.marketplace.org/2018/12/19/what-we-learned-jobs/
3. Michelle Toh, "300 million jobs could be affected by latest wave of AI, says Goldman Sachs." CNN. March 29, 2023. https://www.cnn.com/2023/03/29/tech/chatgpt-ai-automation-jobs-impact-intl-hnk/index.html
4. Vantage Market Research Team" . "Online Education/E-Learning Market". Vantage Market Research. No publication date. https://www.vantagemarketresearch.com/industry-report/online-education-e-learning-market-2028

Chapter 8

1. Curbed. 2017. "The night the lights went out in Manhattan." Last modified October 29. Accessed September 25, 2023. https://ny.curbed.com/2017/10/29/16560706/hurricane-sandy-anniversary-manhattan-power-outage-photos.
2. PBS. No Date. "1929 - The stock market crash ushered in the Great Depression." Accessed September 25, 2023. https://www.pbs.org/fmc/timeline/estockmktcrash.htm
3. Maydych V. The Interplay Between Stress, Inflammation, and Emotional Attention: Relevance for Depression. Front Neurosci. 2019 Apr 24;13:384. doi: 10.3389/fnins.2019.00384. PMID: 31068783; PMCID: PMC6491771
4. The New York Times. 2023. "A.I. Is Getting Better at Mind-Reading." Last modified May 1. Accessed September 25, 2023. https://www.nytimes.com/2023/05/01/science/ai-speech-language.html
5. Justin, K. M., Brown, A. C., Mattek, A. M., Chavez, S. J., Taylor, J. M., Palmer, A. L., ..., & Whalen, P. J. (2016). The Inverse Relationship between the Microstructural Variability of Amygdala-Prefrontal Pathways and Trait Anxiety Is Moderated by Sex. Frontiers in Systems Neuroscience, 10
6. Juan Mena-Segovia, J. Paul Bolam, in Progress in Brain Research, 2011
7. Functional Neurology Center. No Date. "Do you have Brain Inflammation?" Accessed April 6, 2023. https://thefnc.com/research/do-you-have-brain-inflammation/
8. Howard, Jennifer. 2019. "What are nootropics (smart drugs)?" Medical News Today. Last modified September 19. Accessed April 6, 2023. https://www.medicalnewstoday.com/articles/326379#prescription.
9. Harvard Health Blog. 2018. "Tired? 4 simple ways to boost energy." Last modified September 7. Accessed April 6, 2023. https://www.health.harvard.edu/blog/tired-4-simple-ways-to-boost-energy-2018090714678
10. Du, F., Zhu, X.-H., Zhang, Y., Friedman, M., Zhang, N., Uğurbil, K., & Chen, W. (2008). Tightly coupled brain activity and cerebral ATP metabolic rate. Proceedings of the National Academy of Sciences, 105(17), 6409-6414. https://doi.org/10.1073/pnas.0710766105
11. Nami Kitajima, Kenji Takikawa, Hiroshi Sekiya, Kaname Satoh, Daisuke Asanuma, Hirokazu Sakamoto, Shodai Takahashi, Kenjiro Hanaoka, Yasuteru Urano, Shigeyuki Namiki, Masamitsu Iino, Kenzo Hirose (2020) Real-time in vivo imaging of extracellular ATP in the brain with a hybrid-type fluorescent sensor eLife 9:e57544
12. Owen L, Sunram-Lea SI. Metabolic agents that enhance ATP can improve cognitive functioning: a review of the evidence for glucose, oxygen, pyruvate, creatine, and L-carnitine. Nutrients. 2011 Aug;3(8):735-55. doi: 10.3390/nu3080735. Epub 2011 Aug 10. PMID: 22254121; PMCID: PMC3257700
13. McGlade, E., Agoston, A. M., DiMuzio, J., Kizaki, M., Nakazaki, E., Kamiya, T., & Yurgelun-Todd, D. (2019). The Effect of Citicoline Supplementation on Motor Speed and Attention in Adolescent Males. Journal of Attention Disorders, 23(2), 121–134. https://doi.org/10.1177/1087054715593633
14. Fioravanti M, Buckley AE. Citicoline (Cognizin) in the treatment of cognitive impairment. Clin Interv Aging. 2006;1(3):247-51. doi: 10.2147/ciia.2006.1.3.247. PMID: 18046877; PMCID: PMC2695184.
15. Nobre AC, Rao A, Owen GN. L-theanine, a natural constituent in tea, and its effect on mental state. Asia Pac J Clin Nutr. 2008;17 Suppl 1:167-168.
16. Dodd FL, Kennedy DO, Riby LM, Haskell-Ramsay CF. A double-blind, placebo-controlled study evaluating the effects of caffeine and L-theanine both alone and in combination on cerebral blood flow, cognition and mood. Psychopharmacology (Berl). 2015 Jul;232(14):2563-76. doi: 10.1007/s00213-015-3895-0. Epub 2015 Mar 13. PMID: 25761837; PMCID: PMC4480845.
17. Blake ES, Kimberlain TB, Berg RJ, et al. Tropical Cyclone Report Hurricane Sandy (AL182012) 22 – 29 October 2012. National Hurricane Center. 2013;1-84. Available at: https://www.nhc.noaa.gov/data/tcr/AL182012_Sandy.pdf.
18. WPVI. 2023. "Superstorm Sandy: A look back at the impact 10 years ago at the Jersey shore." 6abc Action News. Accessed September 25, 2023. https://6abc.com/superstorm-sandy-anniversary-when-did-hit-where-storm-damage-new-york/12376032/.