

## Ifef07072002-b

### Increase Your Productivity By Sleeping More!

This little message may actually save some lives, help grow some businesses faster, and definitely shatter some big myths.

You see, many of us believe that if we just spend a few extra hours a night working on our businesses we will get closer to our dreams faster. But is it true? Let's look at the facts:

#### Fact

According to Dr. James B. Maas (Cornell University), "Adequate REM sleep is vital for memory storage and retention, memory organization, and new learning."

#### Fact

Memory research has consistently shown that the quality of your initial construction of memories is the most decisive factor for your ability to recall them accurately at a later time. In other words, you just can't "pay attention" adequately enough to create decent memories if you are sleep deprived.

#### Fact

Human beings generally need 10 hours of sleep for optimal performance. 10 hours! Of course, for most of us, this is pretty unrealistic, but hopefully it will motivate you to take sleep seriously.

#### Fact

There is no research to support that you learn in your sleep, but there is plenty of research to support that learning something just BEFORE going to sleep can be highly effective.

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