

12+ NEUROFLUENCE:

Rewire Your Brain,
Reshape Your Reality

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Neurofluence: Rewire Your Brain, Reshape Your Reality

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Аннотация

Neurofluence: Rewire Your Brain, Reshape Your Reality explores how thought patterns shape decisions, behavior, and outcomes. This book connects neuroscience, psychology, and practical frameworks to help you change how you think, influence how others respond, and consciously design your reality. A practical guide for those who want to master inner control as the foundation of external impact.

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INTRODUCTION:

Why This Book Existed

I've always regarded phrases like «thoughts are material» with a touch of skepticism. They sound beautiful, but where's the proof? Where are the formulas, the physics, where is even one instrument that can show how a thought shifts reality by even a micron? But the deeper I studied the brain, neuroscience, and modern approaches to perception, the clearer I understood: we do influence the world, just not in the way people typically think. Not through magic, not through «ordering from the Universe,» but through specific physical processes-electrical, chemical, electromagnetic.

Our brain is not harmless biomass generating random thoughts. It is a system with a field, where energy is redistributed depending on state, focus, intention.

Therefore, every internal state is not just an emotion, but a physical signal that interacts with the world.

How I Got Here

I used to think that reality was just a stage where we play roles.

But one day I caught myself realizing that identical actions in different states yield diametrically opposite results.

You come to a meeting in a state of inner calm-and everything falls into place. The same words, the same plan, but if you are anxious or irritated-everything goes sideways. I started observing, recording, looking for patterns. Over time, it became clear: the world reacts not to actions, but to the state from which they come. This is not a metaphor-it's physics.

The state of the brain and body determines exactly how you see, hear, interpret, and decide.

And therefore-how you act, and what kind of world you create for yourself.

Why This Is Not Esotericism

I've always been annoyed by attempts to explain consciousness through mysticism.

«Energies,» «the universe will hear» -all this sounds beautiful but provides no tool. And without a tool, it's just poetry. So I decided to approach the question differently-through physics. If the brain emits fields-then we can understand how these fields are formed. If emotions are chemical processes-then we can manage them through breath, posture, attention. If the mind is a dynamic system, then we can study how it interacts with other systems.

And this is where things get truly interesting: when you understand what exactly happens in the moment of concentration, intention, inspiration-you see how the mind stops being an observer and becomes a source of influence.

The Main Thesis of the Book

The mind is not an observer of the world. It is an active participant in physical processes. Every thought is not just an idea, but a real physical process that creates new states in the brain, body, and environment. These states generate behavior, reactions, decisions, events. This is precisely how the mind, step by step, restructures reality to fit itself.

The world is not a stage where you play a role, but a reflection of the state you are in, the signals you generate, the energy you direct. In this book, we will not look for miracles-we will dismantle them into equations. I will show how «influence» works from the perspective of physics, biology, and logic. And most importantly-how to make your mind truly begin to change the reality in which you live.

PART I. THEORY

Chapter 1. Matter, Energy, Information

If you strip reality of all philosophical layers, labels, and beautiful words, three entities remain on which everything exists: matter, energy, and information. This is not a metaphor, but a literal foundation. The world is not a collection of things, but an infinite dance of interactions, where energy takes the form of matter, and information sets the rhythm by which this happens. When I first understood that «matter» is simply energy, slowed down and ordered into a stable form, all my usual perception of the world shattered and reassembled anew. A table, a body, air, a planet-these are not solid objects, but stable patterns in an energy field. They exist only because a certain order operates within them, preventing these patterns from disintegrating.

Energy is the universal language spoken by the Universe. It does not disappear or appear from nothing; it simply changes masks: motion becomes heat, heat becomes light, light becomes chemistry, chemistry becomes electricity. Einstein's great formula $E=mc^2$ says exactly this-mass and energy are inseparable; matter is merely compressed, slowed-down energy. Every movement of a hand, every impulse in the brain, every

candle flame-is a manifestation of the same force, translated into different forms. But behind all this lies structure, not randomness, but order. And here information takes the stage.

Information is not text, sound, or thoughts. It is a measure of the orderliness of energy. Chaos is the absence of information. And when a pattern, form, rhythm appears-meaning is born. Noise and music consist of the same sound waves, but music is energy subordinated to structure. It carries information. The entire world is structured the same way. Every particle doesn't just exist-it knows where it is, how it moves, and what it interacts with. This knowledge is information, embedded in the very fabric of reality.

Everything in the Universe is not a set of objects, but a flow, a process, an infinite exchange of energy and information. Any particle simultaneously carries energy and encodes data about itself. In physics, this is called a quantum state. The world does not consist of things-it consists of connections, and these connections are described by information. When order collapses-entropy increases, structure is lost. When order is restored-information appears, energy stabilizes. Information is the energetic form of stability.

Life is matter's way of maintaining low entropy. We exist because we constantly exchange energy with the environment,

preserving internal order. The mind is the next level of this game: a system that not only maintains structure but manages it through the conscious use of information. In this sense, a human is not an observer of the world, but an active participant in its continuous rewriting.

If you look at everything around you as a unified informational-energy fabric, it becomes clear: everything-from a star to a neuron-obey the same logic. Flows of energy create forms, information holds them from decay. And if this is so, then the mind is not a separate phenomenon, but part of this same fabric. Simply an extremely complex form of energy organization, so ordered that the ability to be aware of itself appears within it. The brain is the tool through which the Universe looks in the mirror and recognizes its own laws.

Living systems are unique in that they use information to change themselves and the world. A stone simply reflects energy. A bacterium already reacts. A neuron adapts. A human creates. This is informational-energy causality: information becomes the cause of changes. The flow of energy passing through the senses turns into meaning, and meaning triggers action. Thus energy turns into behavior, and thought into physical force.

The brain cannot be understood as a biological computer. It is not a machine, but a field, living and dynamic. In

it, billions of neurons don't just transmit signals-they create oscillations, resonances, waves. When different areas of the brain synchronize, a coherent state arises-a moment when the mind becomes whole. This is not a metaphor: the brain's electrical and magnetic fields can be measured. They interact with external fields, creating invisible but real effects.

The brain creates not thoughts, but a field of meaning. It is not a source, but a node through which a flow of energy and information passes. The mind arises not in cells, but between them-in rhythms, connections, oscillations. This is not biology, but a way of organizing matter. The mind is a process in which information becomes the cause of changes in matter.

You can imagine it as a cycle: energy comes from outside, turns into meaning, then into a decision, then into action, and again into energy. This cycle is continuous. And it is precisely within it that influence is born-the mind's ability to change reality. When a person consciously chooses where to direct attention, they are essentially changing the distribution of energy within themselves and around them. This is the power of consciousness-it shifts the probability of certain states, making one future more probable than another.

The mind is a mechanism that manages probabilities. It does not violate physics; it uses it. When you concentrate on a goal,

connections are restructured within the brain, fields synchronize, energy is redistributed. And externally, in the world, processes are launched that reflect this internal order. Thus meaning becomes a physical force.

Matter, energy, and information are not three different substances, but three sides of the same movement. The mind is a form of matter that has learned to manage energy through information. Consciousness is not a passive observer, but an active co-author of reality. And if you understand this principle fully, it becomes clear: influence begins not with action, but with thought. Because thought is already energy, already structure, already the beginning of a new state of the world.

Chapter 2. The Mind as a Physical System

How the Brain Works (electrochemical processes, currents, fields, energy)

When I first seriously considered whether the mind could truly influence the world, I realized: the answer cannot be found in philosophy or mysticism. It lies in physics. In what the mind itself is made of—in the electricity, chemistry, and energy of the brain. All talk of «the power of thought» is empty words if you don't understand what that power is and what it's born from.

The brain is not just a lump of living tissue. It is an incredibly complex electrochemical machine in which energy flows every moment, fields are born, microscopic lightning flashes. Every neuron is like a miniature battery. It holds a potential difference between the inside and outside of its membrane, and when a signal arrives, this difference resets, sodium, potassium, and calcium ions fly through it. At the level of a single cell, it's a tiny current, but when there are billions of such cells, a powerful energetic flow is formed, which is your inner life.

A thought begins not in words or images, but in an electrical discharge. Every memory, every emotion, every decision is billions of tiny flashes running through a network of neurons. But

it's important not just that current flows, but how it flows. The brain lives in rhythm. It is not chaotic; it breathes in frequencies. Its impulses combine into waves-alpha, beta, theta, gamma-each with its own character and purpose. One is responsible for concentration, another for relaxation, a third for inspiration. Our consciousness switches between these modes like a radio between frequencies. Which wave dominates now determines how you see the world.

And now physics takes a step further. Where current flows, a magnetic field arises. A law of nature, not esotericism. Therefore, every thought, every emotion, every impulse creates a magnetic field around you. Perhaps weak, but quite real. Modern magnetoencephalographs detect these fields even beyond the skull. This means the brain really does emit-not metaphorically, but literally. The mind is not a closed system, not a room locked inside the skull. It is an open physical structure that constantly exchanges signals with external space. We receive energy-electromagnetic, thermal, quantum-and send it back. We don't just live in an energy field; we are part of it.

If you calculate how much energy goes into the brain's work, the picture becomes even more interesting. This pound-and-a-half piece of living matter consumes about one-fifth of all the body's energy. And all of it is spent not on movement, not on heat, but on processing information. When you think, the brain

literally performs physical work: glucose turns into electrical impulses, currents create fields, fields synchronize billions of neurons into a single structure. Thought is not an abstraction or a poetic image; it is a physical event that requires energy, creates heat, and changes the state of matter.

When a thought is strong, deep, concentrated, it restructures the brain itself. Synapses strengthen, conductivity increases, connections reweave. The brain changes its own structure-literally creates new matter. Therefore, thought cannot be considered a consequence of matter. It is a form of its movement.

If you look at the brain not as a piece of biology, but as a system of energies, it becomes clear that everything we feel, think, and experience is fields in motion. Electrical currents generate magnetic waves, magnetic waves influence currents, and all this turns into a rhythmic, living network. Billions of cells resonate, and from this interaction, a single energetic field of consciousness arises. It breathes, fluctuates, changes configurations. Joy, fear, inspiration-these are simply different forms of this field, different states of energy.

The brain cannot be explained by chemistry alone. Chemistry provides the material, but not the essence. The brain is not an object, but a process. It is constant motion in which energy turns into information, and information directs energy. And from

this perspective, it becomes clear: the mind not only stores or transmits information-it creates it. It is capable not only of perceiving reality but also of shaping it, because the mind is not a byproduct of biology, but a form of energy organization capable of consciously managing matter.

What is Coherence and Synchronization

When we talk about the mind as a physical system, it's important to understand: the point is not that current flows through neurons, but how exactly it flows. If electrical impulses move chaotically-you feel anxiety, internal noise, thoughts jump like light reflections on water. But when internal agreement arises, when the rhythms of the brain, heart, and breathing begin to sound in unison, everything changes. Internal chaos gathers into structure, attention takes form, and energy stops leaking aimlessly. This state is called coherence.

Coherence is when different parts of a system begin to «play» in the same rhythm. Like an orchestra where every instrument follows a common beat. In the brain, billions of neurons create electrical oscillations, and when they are chaotic-you lose focus, can't gather yourself. But when rhythms synchronize, clarity appears. The brain begins to work not as a set of separate cells, but as a unified field. Physicists call this a coherent state-the moment when waves don't cancel but amplify each other. The higher the coherence, the greater the system's power. The same

is true for a person: when internal rhythms align, you enter a flow state where thoughts are clear, the body is calm, and actions are precise.

Our brain lives in rhythms. Beta-activity and focus. Alpha-calm concentration, a state of creative balance. Theta-intuition, inner imagery, and access to deep layers of consciousness. Delta-deep sleep, recovery. Gamma-flashes of awareness, moments of insight when the brain unites different areas into a single wave. When alpha and theta are active simultaneously, a unique state arises: the body is relaxed, but consciousness is clear. This is the moment when the brain and heart start working synchronously. This creates what neurophysiologists call heart-brain coherence.

If you look deeper, the conductor of this internal orchestra becomes the heart. It doesn't just pump blood-it sets the rhythm for the entire system. There is an indicator called HRV, Heart Rate Variability. This is how flexibly the heart reacts to breathing, emotions, and thoughts. The higher the HRV, the more harmonious the interaction between body and mind. When the heart and breathing are synchronized, the brain receives a rhythmic impulse, like a metronome setting the internal tempo. It is this signal that helps the brain transition into a coherent state.

From a physics perspective, coherence is when waves have the same frequency and phase. When they coincide, the system's

energy stops being lost on internal contradictions. It begins to amplify, like a laser beam assembled from chaotic light. What was previously scattered power becomes a directed force. In a coherent state, the organism literally works more economically: the brain spends less energy, the immune system stabilizes, stress hormones decrease. And what's most interesting-the field created by the brain and heart becomes more stable and stronger.

When mind and body sound in unison, you stop being a bunch of uncoordinated signals and turn into a single process. This is not just a feeling of peace-it's a physical state that can be measured, induced, and maintained. And it is from this moment that the mind begins to work not only internally, but also externally. Because an ordered system always influences others. When harmony arises within you, you create a field capable of transmitting order further-to people, events, space.

Coherence is the physical form of internal harmony. It is the moment when energy stops fighting itself and begins to work as a single whole. And the more often you enter this state, the more stable your ability to influence reality becomes-not through effort, but through coordination. When the mind stops being fragmented, it begins to create.

Why «Attention» is a Physical Process of Focusing Energy
When we say «focus your attention,» we most often mean a

psychological effort-as if you're just «gathering your thoughts.» But if you dig deeper, attention is not just a mental gesture. It is a change in real physical processes in the brain, a redistribution of energy and resources within the neural network.

The brain is a voracious thing: weighing 2% of the body, it consumes about 20% of all the body's energy. But this energy is not used evenly. When you are focused, some brain areas activate, while others, conversely, quiet down. On a physical level, this means currents and fields are redistributed. The frequency of oscillations, synchronization of rhythms, even the level of local temperature and blood flow change.

What we call «attention» is actually a local increase in coherence. When a group of neurons starts working synchronously-with the same phases and frequencies-the connection between them improves. Information passes faster, more accurately, with fewer losses. This can be compared to an orchestra: while musicians are playing each to their own tune-it's noise. But as soon as the conductor gives the tempo-chaos turns into music.

This is precisely why an electroencephalogram (EEG) of a person in a state of focus shows increased alpha and gamma rhythms-markers of coherence. And when attention «scatters» -noise, desynchronization appears in the data. Essentially,

attention is the brain's ability to temporarily build order from chaos, concentrating energy at the needed point.

On the body level, this is felt literally: you «feel the tension,» «engagement,» «energetic tone.» It's no coincidence that ancient practices, like yoga or qigong, say: «where attention goes, energy flows.» Modern neurophysiologists would say the same thing, just in different words: «Focusing attention is accompanied by a local increase in neural activity and energy metabolism.»

And here's what's interesting: attention not only directs energy, it creates the structure of experience. Without it, the flow of perception would be like a radio tuned between stations-pure noise. But as soon as you direct attention-consciousness itself begins to extract signal from noise, ordering chaotic processes into a meaningful pattern. From a physical point of view, this is a reduction of entropy-the main sign of system organization. Attention is the tool with which the brain reduces the entropy of perception, making the world «understandable.» Now think: if attention manages the distribution of energy and the reduction of entropy-then it is one of the main physical mechanisms of consciousness.

To put it simply: attention is not just the gaze of consciousness. It is the optical lens of the mind, gathering the scattered energy of thoughts into a beam capable of burning through chaos and

creating order.

The Principle of Self-Organization and Dissipative Structures

When I first encountered the idea of self-organization, it seemed almost mystical to me-as if order could be born from chaos by itself. But the deeper I delved, the clearer it became: this is not mysticism, but strict physics. Self-organization is a system's ability to order itself without an external conductor, simply due to internal interactions and energy flows. All living things, including the brain, obey this principle. Order is not imposed from the outside-it is born from within, when energy flows and interacts.

Physicist Ilya Prigogine called such systems dissipative structures. The essence is simple: for a structure to live, a flow of energy must pass through it. Energy enters, transforms, dissipates-and it is this process that gives birth to order. Look at water in a sink. While it's standing-chaos. As soon as movement, flow appears, a vortex, a spiral, a form emerges. The same is true in the brain. When billions of neurons exchange impulses, currents, chemicals, dynamic structures are created that live as long as the energy of attention, breath, and emotions flows. If the flows are chaotic-a person loses focus, falls into stress, spins their wheels. But if energy flows harmoniously, the brain literally restructures itself: forms networks, strengthens connections, creates stable patterns of activity.

The most amazing thing is that the brain does not directly manage this. It doesn't give commands to every neuron. It simply creates conditions under which order arises by itself. When you concentrate attention, align breathing, stabilize the heart, you are essentially launching a process of self-organization. Energy begins to flow evenly, and the system itself forms coherent structures. Consciousness acts as a conductor who doesn't manage every note but sets the overall rhythm so the orchestra itself comes together in harmony.

This is exactly how the mind creates internal order. It does not impose structure; it creates it from within. And this is not just a metaphor-it's a physical process. In a closed system, order is limited by the system itself. But when a flow of energy passes through it, it becomes open, begins to interact with the external world, absorb and give back. The brain receives signals, transforms them into action-movement, speech, deed-and through this already influences external reality. Thus internal order turns into external result.

You can observe self-organization everywhere. When a group of people starts working together without strict control but with a common intention, spontaneous order gradually arises-roles are distributed, the process accelerates, the result becomes better than just the sum of individual efforts. The same happens in creativity: an idea doesn't come linearly; it is assembled

from many fragments that suddenly connect into a whole. The brain itself builds the chain if you create the right conditions for it-focus, peace, inspiration. Even the body works on the same principles. When breathing, pulse, and attention are synchronized, a stable structure is formed-a flow state, where physical and mental energy move as one.

Self-organization shows that the mind does not just react to the world-it is capable of creating order within itself, which then spreads outward. Attention turns energy into structure, and this structure becomes a platform for action. This is how the path from thought to real influence on matter begins.

Speaking the language of physics, any system tends toward entropy-toward equilibrium and decay. Everything in the world, in essence, slowly dissolves into chaos. But living systems are an exception. They know how to maintain order despite entropy. The brain is one of the best examples. It is an incredibly complex network where every connection is subject to noise and random fluctuations, yet everything doesn't fall apart. Why? Because the brain constantly creates and maintains structure. It redistributes energy, strengthens necessary connections, synchronizes the work of billions of cells. It lives on the edge of chaos but doesn't fall into it.

Consciousness is precisely the tool that keeps the system in

balance. When you focus attention, coherence grows, breathing and heart rhythm align, and a stable field of order forms inside. This order is not imposed; it is self-sustaining. It exists as long as you maintain the rhythm. Attention becomes the conductor of energy, coherence-the coupling between billions of neurons, self-organization-the mechanism that prevents the structure from disintegrating.

And it is in this that the power of consciousness lies. It is capable not only of existing in a world of entropy but of creating islands of order within itself. And order is power because it stabilizes energy and directs it. When internal processes are synchronized, attention becomes not just observation, but action.

And here the mind ceases to be a passive witness to what is happening. Internal order becomes the basis for external influence. First through the body, movements, words. Then-deeper, at the level of fields, where thought no longer simply reflects reality but begins to shape it. Consciousness is not an abstract idea or a philosophical metaphor. It is a physical system capable of maintaining order despite chaos, turning energy into structure and directing it to where new meaning is born.

The mind is not an observer. It is an active force creating order. And it is precisely this ability-to resist entropy and build harmony from chaos-that makes consciousness capable of

changing reality.

Chapter 3. Emergence and Consciousness

What Emergent Properties Are: How «Thought» Is Born from Simple Interactions

Consciousness is perhaps the most mysterious of all that matter has produced. After all, if you think about it, what is a person made of? Atoms. The same carbon, hydrogen, oxygen, and nitrogen atoms as in a stone, water, or stars. And yet, somewhere at a certain level of organization of these atoms, something suddenly appears that exists nowhere else-the sensation of «I.» The ability to think, observe, remember, feel. This is emergence-the moment when something greater than the sum of its parts is born from simple interactions.

To understand how this is possible, imagine a swarm of bees. Each bee acts according to simple, predictable rules-fly toward the scent of nectar, keep distance, return to the hive. But if you look not at one bee but at the entire swarm, you see not a set of insects, but a living organism that can make decisions, regulate temperature, protect the queen. From simple units, an intelligent system emerges. So too with the brain-only instead of bees, it has neurons. Each neuron is just a cell reacting to electrical impulses. But when there are billions of them, they begin to interact so complexly and intricately that a new quality appears-consciousness. Not in one neuron, but in their interconnections,

in the rhythm, in the movement of signals.

A thought, in essence, is not a point or a command, but a wave. It moves through a network of neurons, echoes with thousands of other waves, creates patterns of excitation and fading. It is in these patterns that awareness is born. When you think, your brain doesn't just «turn on a light bulb»; it creates a living, vibrating structure that lasts an instant-and disappears, leaving a trace in memory. It's like a wave in the ocean: the water stays in place, but the movement is unique and unrepeatable.

Physics has long known that such phenomena are not magic. Take water. A single H_2O molecule has no «wetness» and doesn't flow. But when there are billions, a new property emerges-fluidity. It is not contained in any one molecule, but appears through their interaction. Consciousness is such a fluidity, only not of molecules, but of impulses and information.

The mistake of old materialists was that they looked for the mind in the atoms themselves. But if you break down the brain to the level of chemistry, you won't find thought or will there. Consciousness lives not in substance, but in connections. Atoms in the body change every few years, but the «I» remains the same. This means the mind is not matter, but a form of its organization, maintained by energy and information.

Physics calls this an emergent hierarchy. Each level of organization gives rise to new laws. Water molecules obey the laws of chemistry, but a wave already obeys the physics of continuous media. So too with the brain: neurons-biology, but consciousness is a level above, with its own laws of dynamics, resonance, and self-organization.

Today, science already tries to describe these processes not through chemistry but through the physics of interactions. For example, network neurophysiology considers the brain as a field where information and energy flow through connections, creating wave patterns-resonances that hold perception together. Or integrated information theory-it says consciousness depends on how deeply the elements of a system are interconnected. The denser the connections, the higher the level of awareness.

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