

MIDWEST RESEARCH OF MICHIGAN, INC.
BUILDING A MULTI-MILLION DOLLAR COMPANY
ON INVISIBLE MESSAGES

Coupling a strong belief in the power of positive motivation with an awareness of innovative technology, Owen "Lynn" Stitz founded Midwest Research of Michigan, Inc., nine years ago in Pontiac, Michigan.

The result was a subliminal learning tape called "Weight Loss". The SCWL (Subconscious to Conscious Way of Learning) Technique was born and its success was immediate and enormous.

From a small mail order company, Midwest Research has grown into a multi-million dollar corporation. Today, Stitz is president of a company that produces subliminal tapes on over 200 different topics, sells over 50,000 of them a month, boasts more health and medical practitioner's use than all other subliminal programs combined and is generally considered to be the world leader in the field of subliminal communication.

The concept of deliberate subliminal communication has been around since before Freud used hypnosis to explore his patients hidden, subconscious secrets. Freud may have wondered why the subconscious holds information that the conscious doesn't even recognize, but it wasn't until the first real research was done by DeFleur and Petranoff in 1959 that we began to understand the how and why of subliminal communication.

Our five senses recognize millions of bits of information every second, far more than our brains can consciously register. But, just because we can't consciously register all this information doesn't mean it's gone forever; our subconscious accepts the information instead, and stores it away. Subliminal communication occurs when we bypass the conscious and send information directly to the subconscious.

Unfortunately, not all of the information stored there is in our best interest. We have all been exposed to negative influences during our lifetime. It is the sum of all these influences and experiences, whether good or otherwise, which add up to what we are and how we see ourselves. Negative conditioning will stay with us for life--unless we do something about it. The negative conditioning must be replaced with positive, helpful information that agrees with our conscious wishes.

Such positive helpful information is the cornerstone of the SCWL Technique.

Once the basics of subliminal communication, what kind of messages to send and how to send them, were mastered, Midwest Research of Michigan, Inc., set out to make it even more effective. They learned that the better the scripts, or messages, the better the tape worked and hired professionals to help them write the scripts accordingly. For example, sports professionals wrote the basic scripts for sports related tapes and physicians consulted on development of medically related tapes.

While the earliest subliminal learning tapes held only a few hundred messages (as do many poorly produced tapes today), Midwest Research now places hundreds of thousands of affirmations on each hour-long tape, and has most recently perfected five topics each containing one million affirmations. In 1985 all standard program affirmations were increased to 100,000 and the new programs were placed with distributors without their knowledge of the added affirmations. Many, many phone calls and letters were received asking what was changed as the newly purchased programs were much more effective. Although Midwest Research has controlled double blind studies in progress concerned with the amount of affirmations, much more research is necessary to determine the optimal amount.

The listener, however, can't hear the difference; he or she hears only the "white" sound of the soothing environmental sounds of ocean waves and sea gulls. The affirmations are recorded just below the level that is consciously audible. Midwest Research suggests that the audible material is so relaxing, listening while driving is unwise. Instead, says Stitz, use the tapes as "background" sound while working or watching television.

The Midwest Research mail room attests to the success of subliminal communication. Testimonials from athletes, healthcare professionals, reformed alcoholics and even inmates are received praising the SCWL Technique of subliminal learning. These customers say they've learned to control their weight, minimize stress, increase their memory, improve their self-confidence and eliminate smoking, to name just a few.

Improving the quality of life through subliminal learning is the goal of Midwest Research. In order to effectively perfect the process of subliminal communication much more scientific research must be done.

Midwest is constantly producing programs concerning specific areas of improvement and is involved in having these programs researched by the professionals who assisted in the production. Continuous research is also being conducted using our standard line of programs.

The following packet of information will introduce you to a group of professionals involved in research and script approval along with information regarding completed and current research studies.

Lynn Stitz founded Midwest Research of Michigan, Inc., on the philosophy that the betterment of mankind is possible through subliminal communication. He believes the potential of the human mind to be unlimited.