



THE SIGNAL COURSE

Foundation: Your Brain Runs the Show

Free starter module + the Signal Map

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"Your brain is the source of life. Everything else in your body is a signal it's reading."

MODULE 1 — Foundation

"Your Brain Runs the Show" — video script

If somebody gets shot in the heart, they don't die right away. Blood loss takes time. But if the brain goes, life ends immediately. No delay. That's not poetry — that's just how the body is built. Every other organ can fail slowly. The brain failing is the end, period.

So here's the premise of everything you're about to learn: your brain isn't one organ among many. It's the thing reading, interpreting, and directing every other signal your body sends. Your glucose, your hormones, your sleep, your inflammation — none of that means anything on its own. It only matters in how your brain reads it and what your brain decides to do about it.

And it's not just reading. It's giving orders. A region in the center of your brain about the size of an almond sets your metabolic rate, your stress response, your hunger, your sex hormones, and your sleep timing. Your thyroid doesn't decide how fast you burn energy. Your brain tells it to.

Here's a piece of proof most health content skips entirely. If you sit there and think, "I don't feel good, I'm unhealthy," that thought alone changes your physiology. Not your food. Not your workout. The thought itself raises stress hormones, changes how your body handles inflammation, changes your appetite signals. Researchers have actually measured this. In one study, people drank the exact same milkshake on two occasions — once labeled as a rich, indulgent 620-calorie treat, once labeled as a sensible 140-calorie diet shake (Crum et al., 2011). Same shake. When people believed it was indulgent, their hunger hormone dropped about three times more steeply. Their gut responded to the story, not the calories. Your brain isn't just reporting on your body — it's actively writing the next chapter of it.

That's why almost every health course you'll find is built backwards. They teach you sleep, then nutrition, then hormones, as ten separate subjects, like ten different classes in ten different buildings. Real life doesn't work in separate buildings. Your sleep affects your blood sugar. Your blood sugar affects your mood. Your mood affects whether you sleep tonight. And standing at the center of every one of those connections, reading every signal and deciding what happens next, is your brain.

So as we go through this course — glucose, cellular energy, hormones, inflammation, sleep, stress, the rest — I want you to hold onto one question in every single module: what is my brain doing with this signal, and what is it about to do next. That's the actual class. Everything else is just the vocabulary.

Evidence behind the script (companion notes, not spoken)

- Brain energy: ~2% of body weight, ~20% of resting energy use; glucose is its near-obligatory fuel.
- The almond-sized control center: the hypothalamus, with the pituitary, governs the thyroid, adrenal, and reproductive axes, plus hunger, temperature, and circadian timing.
- Belief changing physiology: Crum et al., *Health Psychology*, 2011 ("Mind over milkshakes") — identical 380-calorie shake, ghrelin response tracked the label, not the calories. Nocebo research shows the same in reverse: in a 2020 randomized trial in the *New England Journal of Medicine*, people who reported statin side effects experienced about 90% of that symptom burden while taking a placebo pill (Wood et al., 2020).
- Compliance posture: the thought-physiology link is real and measurable; it is not a claim that mindset alone treats disease. Clinician-referral language appears wherever the course touches diagnosis, dosing, or risk.

Sources for this module

1. Crum AJ, et al. Mind over milkshakes: mindsets, not just nutrients, determine ghrelin response. *Health Psychol.* 2011;30(4):424-429. pubmed.ncbi.nlm.nih.gov/21574706
2. Wood FA, et al. N-of-1 trial of a statin, placebo, or no treatment to assess side effects. *N Engl J Med.* 2020;383:2182-2184. pubmed.ncbi.nlm.nih.gov/33196154

LAYER 2 — The Signal Map (Adaptive Assessment)

Module 1 showed you that the brain reads every signal in the body and decides what to do with it. The Signal Map is how you find out which signals are loudest for you right now.

It is a free adaptive assessment at flowbiohealth.com/signal-map. It starts with what is bothering you most, asks follow-up questions that change based on your answers, and narrows toward the few patterns that best fit what you described. It takes about ten minutes.

Your results show three things for each pattern: the answers you gave that pointed there, a plain explanation of how that pattern works, and one thing you can start on today. Each result also tells you which module of this course goes deepest on it.

Take it before you start the modules, and again after 90 days. The second run is where you see what has actually changed.