

A Neuroscience Based Process to Introduce TLP to Clients



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Guiding Conversations about The Listening Program®

This framework helps you lead confident conversations about The Listening Program.

You will learn how to connect each client's goals to the neuroscience behind TLP and guide informed decisions that lead to lasting progress.

Our goal is education, collaboration, and empowerment so families understand what The Listening Program is, how it works, and why it matters.

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The Science of Connection and Decision Making

Every decision begins with emotion and is confirmed by logic. When clients feel safe, understood, and hopeful, they become open to change.

Our role is to help them feel that safety first, then guide them toward understanding how The Listening Program works.

We do this through calm tone, curiosity, and trust, not pressure or persuasion.

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Communication Principles

Presence and Tone

Speak with calm confidence and genuine warmth. A curious tone invites openness and helps clients feel safe to share and reflect.

Pacing and Reflection

Pause often. Reflect both what clients say and how they feel to build trust and deepen understanding.

Curiosity and Focus

Ask thoughtful questions that help clients uncover their own insights. Gently guide the conversation back to what matters most.

Context Before Explanation

When clients ask about The Listening Program too early, listen first. Understanding their goals makes your explanation more meaningful.

Reflective Statement

“You care deeply about helping things improve, and it feels frustrating not to see the progress you hoped for yet.”

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The Listening Program Discovery Conversation

Every conversation follows a simple, compassionate structure that helps families feel heard, understood, and hopeful.

The four phases guide clients from awareness of the challenge to a clear vision of what change could look like.

Connect → Discover → Deepen → Envision

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Conversation Framework- Four Phases in Practice

Connect

Start with curiosity about their goals. Ask open questions that invite reflection.

“What are you hoping to see improve right now?”

Discover

Understand daily challenges and how they affect life at home or school.

“When do you notice this most?”

Deepen

Explore what happens if nothing changes.

“What worries you most if things stay the same?”

Envision

Contrast today's struggles with the future they want to create.

Invite hope by helping them picture a better future.

“What would it mean if your child felt calmer and more confident?”

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The Power of Story

Stories help clients feel what progress could look like. They turn information into belief and make possibilities real.

A well-chosen story builds trust, creates hope, and helps clients imagine success in their own lives.

Keep stories simple, specific, and sincere. Focus on the moment of change, what was happening before, and how life began to feel after.

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Introducing The Listening Program

Based on what you've shared, I think The Listening Program could be a good fit.

It's a neuroscience-based music method that helps the brain work more efficiently. It strengthens how we receive, process, and respond to sound, which supports learning, focus, communication, and emotional balance.

As the brain becomes more organized, people begin to think more clearly, believe in themselves more deeply, and feel calmer and more confident.

Can you imagine how that kind of change might positively impact daily life?

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How The Listening Program Is Designed

The Listening Program uses neuroacoustically modified music and there are four Core Programs.

Each Core Program uses the same foundation made up of four color-coded frequency zones that support different areas of brain function.

These frequency zones are created through filtration and are supported by other neuroacoustic techniques in TLP such as the ABC Modular Design, Audio Bursting, and Spatial Surround.

Every Core Program includes all four zones, but each one emphasizes the frequencies that best match your goals.

This design gives the brain the right training at the right time, so progress is natural and lasting.

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The Four Frequency Zones

Each color in The Listening Program represents a range of sound frequencies that supports a different area of growth and development.

Blue supports calm, focus, and well-being.

Green supports sensory and emotional balance and regulation.

Orange supports communication, learning, and connection.

Red supports confidence, creativity, and higher thinking.

Can you picture how training the brain through these frequency zones might help someone move from calm to confident?

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The Four Frequency Zones of The Listening Program

Zone	Color	Function	Frequency Range	Tempo	State
Red Zone	Red	Energizing	5,000 – 20,000 HZ	90 + BPM	High Activation/Energized
Orange Zone	Orange	Focusing	1,500 – 5,000 Hz	60 – 90 + BPM	Moderate Activation/Flow
Green Zone	Green	Grounding	20 – 1,500 Hz	60- BPM	Deactivation/Relaxed
Blue Zone	Blue	Balancing	20 – 20,000 Hz	-	Homeostasis/Balance

Red Zone
Engages the highest frequencies to stimulate performance, creativity, mood, and executive function. This phase sharpens thinking, boosts creativity, and enhances emotional resilience.

Orange Zone
Targets mid-range frequencies to enhance attention, reduce impulsivity, and improve communication skills. This zone plays a vital role in boosting focus, language comprehension, and overall cognitive function, contributing to better social interaction.

Green Zone
Focuses on calming auditory sensitivities, reducing stress, and improving coordination. This zone helps listeners relax, easing them into more intensive brain training.

Blue Zone
Covers all frequencies, supporting focus, presence, and general listening skills. It prepares the brain for more targeted training by promoting mental clarity and balance.

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ABC Modular Design

Each listening session in The Listening Program follows what we call the ABC Modular Design.

The A phase gently prepares the brain.
The B phase provides focused stimulation.
The C phase returns the listener to a calm and centered state.

It is like a warm-up, workout, and cool-down for the brain.

This pattern helps the brain stay regulated, focused, and ready to learn.

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Other Neuroacoustic Modifications

The Listening Program includes numerous neuroacoustic modifications. We'll highlight two others that play an important role in how the brain learns through listening.

Audio Bursting adds gentle bursts of volume in the sound during the B phase of a session.

These patterns train the brain to stay alert and flexible with sound while improving attention and comfort in noisy environments.

Spatial Surround gives the music subtle movement and depth.

It helps the brain organize how it perceives space and sound, supporting awareness and listening comfort.

Together, these elements make listening more engaging, balanced, and effective.

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The Four Core Programs



TLP Spectrum

This foundational program emphasizes the green frequency zone, making it ideal for reducing stress, integrating sensory systems, and enhancing memory and motor skills. It utilizes classical music to provide a calming and enriching auditory experience.



TLP Achieve

Focused on the orange frequency zone, this program enhances communication, language skills, and impulse control. It is perfect for improving academic confidence, executive function, and social skills, employing classical music to foster cognitive engagement.



TLP Level One

As the most advanced program, TLP Level One targets the red zone and fosters peak performance, boosts mood and energy, and enhances executive functioning. It uniquely incorporates nature sounds alongside classical music, promoting relaxation and cognitive clarity.



TLP inTime

Distinct from the other programs, TLP inTime is a rhythm-based music listening therapy using world music. This program is designed to synchronize brain and body rhythms, enhancing motor control, balance, coordination, and organizational skills. It is adaptable to a wide range of needs and promotes overall well-being and resilience.

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The Four Core Programs

Each Core Program in The Listening Program utilizes all four frequency zones, but focuses more on the areas that align with specific goals.

Spectrum supports calm, sensory balance, and emotional regulation.

Achieve strengthens focus, attention, language, and learning.

inTime improves rhythm, movement, and coordination.

Level One is a higher-level program that builds on the others, further higher-level thinking, motivation, and creativity.

All of the programs work together like a progression. You can start with the one that meets your current goals and grow from there as the brain becomes stronger and more adaptable.

Which of these areas feels most important to you right now?

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How Long and How Often to Listen

Each session is 9 to 30 minutes a day, five days a week. That's it, short, focused, and easy to make part of your daily rhythm.

Most Core Programs take between four and ten months to complete, depending on your schedule.

The key is consistency. The brain changes through repetition and rhythm, so steady listening builds strength and resilience over time.

It is fitness for the brain. Regular practice leads to lasting results.

Does that schedule feel manageable for your family?

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How to Explain Headphones

The quality of headphones makes a big difference in how The Listening Program works. Because of the neuroacoustic modifications, the music needs to be heard exactly as it was produced.

We developed the **Waves Air and Bone Conduction System** because it provides a gentle vibroacoustic experience that turns music into a full-body, multi-sensory experience to calm the nervous system, support speech and language, and help listeners achieve faster outcomes.

Some clients use open-air headphones from our approved list, if they don't choose Waves.

Can you see how hearing and feeling the music together might help your child's brain connect more easily?

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Two Ways to Experience The Listening Program

There are two ways to use The Listening Program at home.

You can start with **TLP Online**, a subscription with TLP music streaming online to any web-connected device.

Or choose a **TLP System**, a one-time purchase that includes all equipment and Core Programs for long-term use at home.

Both options use the same therapeutic music, and both require approved headphones for best results.

Would you like me to walk you through the differences between them?

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TLP Online — A Simple Way to Begin

TLP Online is the easiest way to begin. You can log in through the secure website or mobile app and listen for 15 to 30 minutes a day, five days a week.

TLP Online makes it easy to stay consistent and see how progress unfolds over time.

How do you think that kind of structure might fit into your family's routine?

Would it be helpful to see what the systems include, so you can compare what feels best for you?

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TLP Systems — Complete and Long-Term

A TLP System is a one-time investment that gives you everything needed for long-term use.

Each System includes a music player with up to all four Core Programs and bonus music for sleep, focus, and relaxation. Most include the Waves air and bone conduction headphones for faster progress.

You'll have up to 90 hours of ABT's therapeutic music to help improve sleep, reduce stress, and enhance performance.

Would you like to see what's included in the three System options?

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Comparing the Three System Options

There are three TLP System options. Let me walk you through them. Each one includes a music player that is preloaded with the Core Programs and bonus music for sleep, focus, and relaxation.

The difference is how many Core Programs are included and whether Waves Air and Bone Conduction Headphones are included.

TLP Basic includes one Core Program, and headphones are not included.
 TLP Essential includes two Core Programs and the Waves headphones.
 TLP Complete includes all four Core Programs and the Waves headphones.

Most families choose the Complete System because it provides them with every program and the most effective listening experience, allowing them to grow into new goals over time.

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Bonus Music — Added Value for Families

Every TLP System includes three complete bonus music programs for relaxation, focus, and healthy development, a \$300 value included free.

Sleep Genius helps calm the brain and body for deeper, more restorative sleep.

Sound Health uses classical music to support focus, creativity, and productivity.

Music for Babies nurtures early listening and development from birth through toddler years.

The music can be enjoyed through speakers or headphones to complement The Listening Program and bring its benefits into everyday life.

Now that you've seen everything that's included, let's talk about why The Listening Program works so well.

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Why It Works — Proven Results

The Listening Program helps people feel calmer, more focused, and more confident.


It strengthens how the brain processes information so learning, communication, and emotional balance come more naturally.

With over 25 years of published research and more than a million people helped worldwide, TLP is trusted by families, schools, and clinics to support meaningful growth and lasting change.

Each session is a gentle, daily brain exercise that helps listeners think more clearly, feel more at ease, and function at their best.

Now that you can see how this works, let's talk about what it looks like to get started.

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The Invitation: Choosing What's Best

Based on everything we've talked about, it sounds like The Listening Program could make a meaningful difference for your family.

The next step is simply choosing how you'd like to begin. Either TLP Online or a TLP System.

Both include my guidance and support to help you get started, stay consistent, and track progress over time.

Would you like to begin with TLP Online so you can start right away, or would you prefer a TLP System for more flexibility and long-term use?

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Next Steps — Getting Started Smoothly

Once a family decides to begin, take a moment to walk them through what happens next.

Share how they'll receive their access or equipment, when they'll start their first listening session, and how you'll stay connected for support.

Keeping this step clear and calm reinforces trust and helps families feel confident as they begin.

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Handling Questions with Confidence

As you guide parents through the decision process, a few common questions and concerns may come up.

These moments are completely normal. They reflect how the brain processes change, first through emotion, then through logic.

The next slides will give you clear examples of what to say and how to respond when a parent needs more time, information, reassurance, or support.

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“Can You Send Me More Information?”

Acknowledge: “Of course. Many parents want to read more before deciding. Just so I can send the right thing, what would be most helpful — more about how it works, or what kinds of results other families have seen?”

Reframe: “That makes sense. The truth is, what gives families the most clarity isn’t usually a brochure — it’s hearing how The Listening Program connects directly to their child’s needs. You mentioned [specific challenge]. Understanding how TLP helps with that often makes it click.”

Map Out: “How about I walk you through what the program includes, what you can expect to see, and how we support you through it? That way you’ll have the answers that actually matter for your family.”

Ask Again: “Based on that, do you feel ready to start the program so we can begin supporting your child?”

If Still Hesitant: “I understand. Let’s schedule a time to reconnect after you’ve looked everything over so it doesn’t get lost.”

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“I Need to Think About It”

Acknowledge: “I completely understand. This is a thoughtful decision and you want to be sure it’s the right step for your child. When you say you need to think about it, what would you like to feel more certain about before deciding?”

Reframe: “Earlier you mentioned that [specific concern or goal], and that helping your child [desired outcome] would make a big difference for your family. Many families start noticing early progress within the first few weeks, which is why waiting can sometimes mean more lost time. How would it feel to begin seeing small changes soon?”

Map Out: “Would it help if I walk you through exactly what happens once you start, so you know what to expect and how much support you’ll have?”

Ask Again: “Based on what we’ve talked about, do you feel ready to get started so we can begin helping your child?”

If Still Hesitant: “I hear you. If you’d like a little more time, we can set a specific day to check in again so you can think it through without letting it drift.”

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“Cost / Investment is More than Expected”

Acknowledge: “I completely understand. This is an important investment in your child, and it’s natural to want to feel confident about it. When you say it feels like a lot, is it more about the total amount, the timing, or wanting to be sure you’ll see results?”

Reframe: “Many families have felt that way at first. Once they start seeing progress — calmer mornings, better focus, fewer frustrations — they realize how much it’s worth. Earlier you said [specific concern]. Imagine being able to change that in the next few months — what would that mean for you and your child?”

Map Out: “Would it help if we looked at what makes the investment worthwhile? The program can be used by multiple family members and lasts for years, so it’s not a one-time fix — it’s a lasting resource.”

Ask Again: “Knowing that, do you feel ready to begin?”

If Still Hesitant: “I hear you. If you’d like to think about the timing, we can set a day to reconnect so it stays on your radar.”

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“I Need to Talk to My Spouse / Partner”

Acknowledge: “Of course. It’s important that both of you feel comfortable moving forward. When you share this with your spouse, what questions do you think they’ll have?”

Reframe: “That makes sense. Many partners just want to understand what makes this different from other options. What families often share is that once they see the research, the results, and how it supports calm and learning at home, it feels like an investment rather than an expense.”

Equip: “Would it help if I sent you a short summary you can share with them that explains what it is, how it works, and what outcomes to expect? That way you’re not left trying to explain it all yourself.”

Ask Again: “Knowing you’ll have that, do you feel comfortable moving forward today so you can get started as soon as you’re both ready?”

If Still Hesitant: “No problem. Let’s set a quick follow-up for [day/time] after you’ve shared it, so I can answer any questions they might have directly.”

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“Timing / Not Right Now”

Acknowledge: “I understand. Life is full, and adding something new can feel overwhelming. When you say the timing isn’t right, is it your schedule, finances, or just wanting to see how things go for a bit?”

Reframe: “Many parents feel the same way at first. But what they often realize is that waiting can mean missing the window when progress is easiest to make. Earlier you mentioned [specific challenge]. How would it feel to start improving that now instead of months from now?”

Map Out: “The nice thing is the sessions are just 9–30 minutes a day, and you can choose a pace that fits your family. Some start with just a few days a week to ease in.”

Ask Again: “Knowing that flexibility, do you feel ready to begin?”

If Still Hesitant: “I understand. Let’s pick a day to revisit this so it doesn’t fall off the radar.”

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“Research / Proof”

Acknowledge: “That’s a great question. You want to know this really works before committing, and I completely understand. The Listening Program has over 25 years of success stories, more than one million people helped, and published research showing measurable improvements in focus, language, and emotional regulation.”

Reframe: “But what convinces most families isn’t the research — it’s what they see at home. You mentioned [specific challenge]. Imagine noticing even small changes in that within a few weeks. That’s when it really clicks.”

Map Out: “We can share the research with you, but you’ll also be able to see the results for yourself as you go. That’s the most powerful evidence.”

Ask Again: “Knowing you’ll have both research and real-world results, do you feel ready to begin?”

If Still Hesitant: “I hear you. Let’s reconnect at [day/time] so you have space to review and decide.”

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“We’re Already Doing Something Else”

Acknowledge: “I understand. Many families we work with were already doing other therapies or programs when they added The Listening Program. What are you currently using, and how is it going so far?”

Reframe: “That makes sense. What most families find is that TLP doesn’t replace what they’re doing — it actually makes other therapies more effective. By improving the brain’s ability to process and respond, everything else tends to work better.”

Map Out: “Would it help if we looked at how this could fit alongside what you’re already doing? That way you’re not starting over, you’re strengthening what’s in place.”

Ask Again: “Based on that, do you feel ready to add it now so your other efforts can have even greater impact?”

If Still Hesitant: “I understand. Let’s check in at [day/time] after you’ve had a chance to consider how it could fit.”

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Every client conversation is an opportunity to help someone move from uncertainty to confidence. Stay curious. Listen deeply. Guide with clarity and empathy. The goal is not to convince, but to connect, so your clients feel seen, supported, and ready to take action. Each question you ask, each story you share, and each pause you allow helps the client’s brain move toward trust and readiness for change.

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