

# Praise

Dr. Hellerstein, one of America's top vision specialists, provides an insightful and wonderfully practical look at learning how to learn that will be a tremendous gift to parents, teachers, tutors, and students of all ages.

**—Drs. Brock & Fernette Eide**

Eide Neurolearning Clinic  
Authors of *The Dyslexic Advantage*

Dr. Lynn Hellerstein clearly explains how visualization can bring out a child's creativity and improve performance in school, in sports and in life.

**—Susan R. Barry, Ph.D**

Professor of Neurobiology, Mount Holyoke College  
Author of *Fixing My Gaze*

Dr. Lynn Hellerstein has created a practical and down to earth guide for helping your children tap their inner emotional and intellectual resources.

**—Deborah Sandella Ph.D., R.N. Psychotherapist**

Author of *Releasing the Inner Magician*

Lynn's work on visualization is ground-breaking and timely.

**—Dr. Len Press, OD, FCOVD, FAAO**

Optometric Director, The Vision and Learning Center  
Author of *Applied Concepts in Vision Therapy*

Hellerstein's work has been life-changing for hundreds of children I have referred to her over the last 30 years. The key to their success was visualization.

**—Linda Kreger Silverman, PhD, Psychologist,**

Director of the Gifted Development Center  
Author of *Upside Down Brilliance: The Visual-Spatial Learner*

This (Dr. Hellerstein's) message will be well-received as an aspiring read for those recovering from significant life challenges and those who need help in our patient and professional communities...

**—Dr. Katie Davis, OD, FCOVD**

Book reviewer for Vision Development & Rehabilitation

Since the first time I went on an amazing hot air balloon ride with her in my mind's eye over 20 years ago, I have been impressed with Dr. Hellerstein's understanding of visualization.

**—Patricia S. Lemer, M.Ed., Past-NCC Executive Director,**

Developmental Delay Resources (DDR)

Author of *Outsmarting Autism*

Dr. Lynn has been a keynote speaker and leader of our annual retreat for amazing women. She gets "rave reviews" as she shares her personal and professional gifts.

**—Betsy Wiersma, Wiersma Experience Marketing**

Founder, CampExperience

Author of *The Stew*

Lynn Hellerstein knows how to connect with her audiences with her words and her presence. Her work, and her message, have made the difference to thousands directly within her practice and millions with her books and presentations.

**—Dr. Judith Briles, DBA, MBA, The Book Shepherd**

Author of *When God Says NO*

Lynn Hellerstein is one of the most innovative, thorough, dynamic professionals I know.

**—Sandra Coulson, Orofacial Myology Associates, Inc.**

Author of *Faces: Children's Habits that Affect Facial Development*

# expand YOUR Vision

How to Gain Clarity, Courage,  
and Confidence

DR. LYNN F. HELLERSTEIN

HICLEAR PUBLISHING, LLC



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Inspiration | Personal Growth | Vision Therapy | Success

*To my children, Annie and Becky  
and for my grandchildren,  
Edina, Eliana, Sierra, and Kenton*

*Watching you grow and  
expanding your vision  
is truly a gift.  
May your lights continue  
to brighten the world.*




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*Everything you want  
is on the other side of fear.*

—Jack Canfield

Leading expert in peak performance solutions,  
co-creator of *Chicken Soup for the Soul*,  
expert at warming hearts and changing lives



# MY HEALING JOURNEY

*I am now making choices on my life's journey from a totally different perspective.*

---

This is who I was: a workaholic who thought I was perfect and quite proficient at balancing the stresses of a successful optometry/vision therapy practice and raising a family. That changed when my life took a dramatic turn in 2002. An unexpected medical crisis threatened my physical and emotional stability.

I couldn't think clearly, work or be productive. I succumbed to a spiraling burnout and crashed. All the accolades, successes, and labels as a doctor, award-winning author, international speaker, mother, and wife—which defined who I was—were no longer priorities. My confidence plummeted and I lost the sense of who I was.

It was a very scary time in my life, trying to reconnect to who I was—physically, emotionally, and spiritually.

Little did I realize at that time that those medical

*I succumbed to a spiraling  
burnout and crashed.*

events would deliver a  
gift from the universe.

*The first gift forced me to stop the busy work and  
be quiet, to really look within myself.*

*The second gift gave me the opportunity to  
review" and "reevaluate" myself and my life.*

My healing journey took me through traditional surgeries and nontraditional medical and healing resources.

And my experiences, especially through Landmark Worldwide Education<sup>1</sup> (a personal and professional growth, training, and development company focusing on people achieving success, fulfillment and relationships.); RIM<sup>2</sup>—Regenerating Images in Memory (a body-centered, transformational technique that frees you of negative thoughts, feelings, and memories, so you are empowered to live your best life); and utilizing visualization strategies from my own vision therapy practice were major components in my healing. I discovered how vast and powerful their potential was in expanding one's life—even in the midst of trauma, pain, and instability.

Through all those treatment modalities, I was able to learn, heal, and rebuild my life. It forced me to find an operating system that worked for my physical, emotional, and spiritual success.

Eight months later I finally returned to work. My body was working and it was accompanied by a new attitude and passion. None of it would have been possible without the wonderful support of my community: family, doctors, friends, and therapists.

What developed out of this life lesson was the creation of the *See It. Say It. Do It!* process: visualize, declare and take action—a process to and for success and happiness.

I am now making choices on my life's journey from a totally different perspective ... trusting my visualization and intuition. I have been given another chance in life, and want to make the most of it personally and professionally! This gift is not only to myself, it's to the thousands of individuals I work with and speak to each year.

Within *Expand Your Vision: How to Gain Clarity, Courage, and Confidence*, you will meet individuals who have experienced the miracles of vision transformation.

*I am now making choices on my life's journey from a totally different perspective ... trusting my visualization and intuition.*

Ranging from age seven to seventy-four, you will read and hear their stories in the print and audio versions.

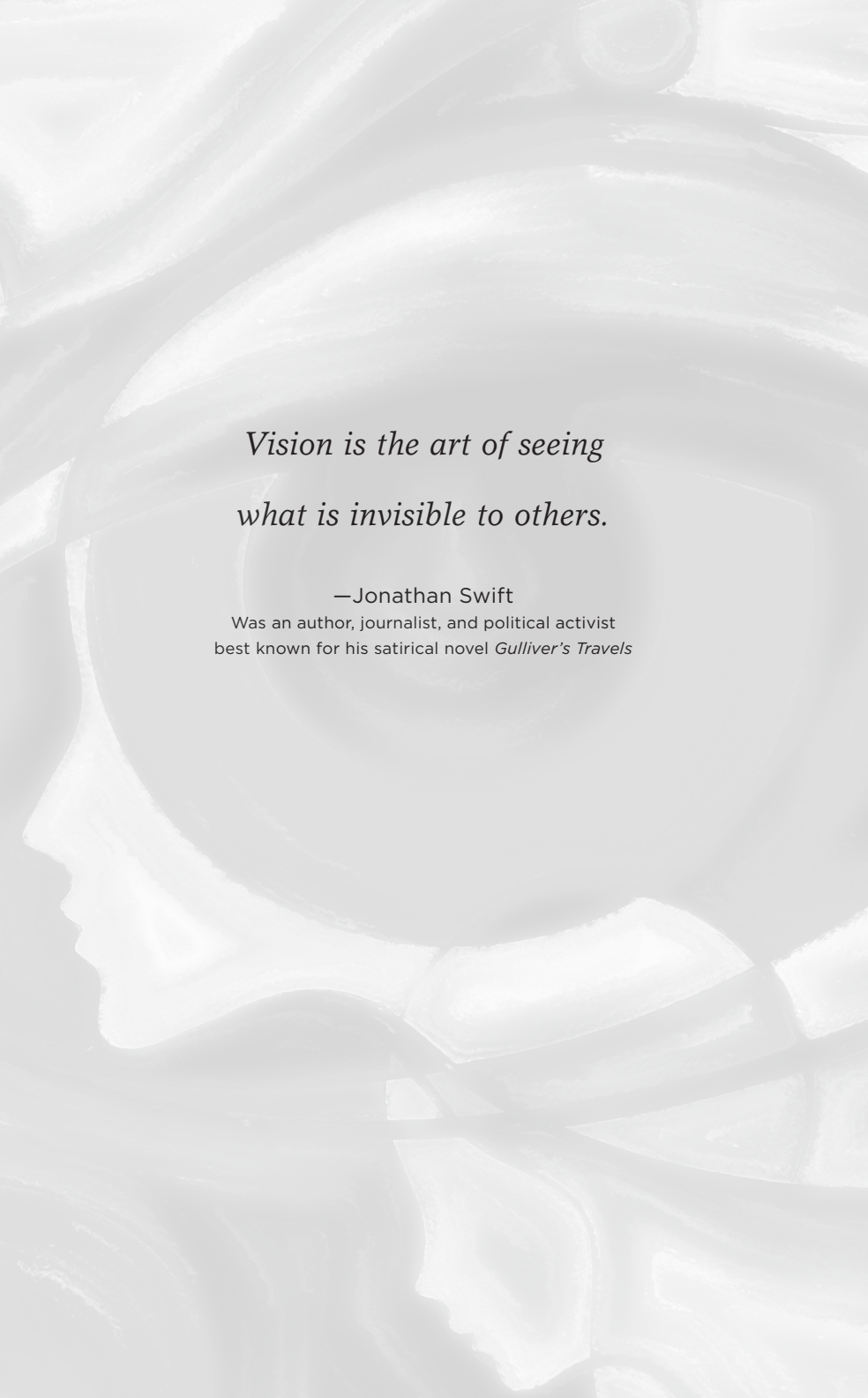
Through my vision program, a variety of techniques and methods were engaged including prescriptions of glasses, prisms, vision therapy and visualization strategies. Each transformed his or her vision to a new way of "seeing his or her world."

Contrary to what most believe, your vision does not limit you. In reality, you (and others) limit your vision by attitude, behavior, and practice. Look at your world in a new way: discover and look at your life with a new *pair of glasses*. You will enhance your vision beyond what is the predictable—20/20—and expand the world of possibilities through vision training.

Yes, you are hearing this perspective from an eye doctor.

**My Mission and Promise is:**

To inspire and empower millions of people through visualization so that they see and experience their world through the lens of clarity, courage, and confidence. Their futures will be brighter and richer!



*Vision is the art of seeing  
what is invisible to others.*

—Jonathan Swift

Was an author, journalist, and political activist  
best known for his satirical novel *Gulliver's Travels*





# MEET BETTY ...

## Legally Blind, Yet an Artist Seeing Beyond What's Clear

*Do you have perfect eyesight yet are blind to the world around you?*

---

Vision is a learned process based on how you experience and interact with the environment. Vision is your dominant sense of learning and gathering sensory information. Yet most believe that 20/20 is *perfect vision*. It's not. 20/20 basically means that you can see a letter approximately one-third inch in size at 20 feet.

Let's start with two important facts to understand regarding vision:

1. You see with your brain, not your eyes.<sup>3</sup>
2. 20% of nerve fibers go to the lower brain stem for balance and integration with other sensory motor systems.

After treating thousands of patients with vision problems for more than 40 years, it is clear how different each patient utilizes his or her visual skills. An estimated 17 visual skills are necessary for good visual performance. These skills include visual acuity, focusing, eye teaming, depth perception, peripheral awareness, etc., per the College of Optometrists in Vision Development (COVD).<sup>4</sup>

### **Betty's Story**

When I first started practicing optometry, my patient Betty taught me a very insightful lesson. She was vibrant at 74, and an exceptional artist. In fact, I have purchased several of her beautiful paintings for my home.

After completing a comprehensive vision examination, including dilated eyes health check, refraction, and visual fields, Betty said she needed to "fess up." She said,

*I appreciate that you've given me such a thorough exam and consultation, but I don't want my new glasses prescription. I NEVER wear my glasses when I paint!*

*What! I thought. This doesn't make sense.*

I was classically trained as an optometrist and my job was to make sure the patient could see as well as possible. Betty had a very high astigmatism prescription. Without glasses, her vision was 20/100.

*I see TOO clearly with those glasses. It seems to constrict my peripheral vision. I need to see the whole picture while I paint. Without seeing as clearly as the glasses create, I am much more open to the beauty of my surrounds. Thanks anyways for the prescription. See you next year!*

I was both amused and intrigued as she waved good-bye and left. Lesson learned ... Betty wears her glasses only when she needs to see clearly, like driving, or watching television. With her insight, she revealed that there was more to vision than 20/20 eyesight.

### **Why Peripheral Vision Is Essential**

Peripheral vision is the foundation for understanding time, size, and spatial relations. It helps a person integrate movement and balance. Peripheral vision gives information on where we have been, where we are now and where we are going—orientation in the world.

Dr. Sam Berne, a pioneer in Behavioral/Neurodevelopmental Optometry and Vision Therapy, integrative health, and subtle energy therapies, stated in his book, *Creating Your Own Personal Vision*,

*Do you have perfect eyesight yet are blind to the world around you?*

*When peripheral vision is constricted or not open, a person can be accident prone, lose his place when reading, have difficulty copying written material, unsure about moving through the world.*

If you wear glasses, what would happen if I decreased your glasses prescription a little ... or give you stress-relieving lenses?


- You might just feel relaxation in your eyes and your body.
- Your peripheral awareness might begin to expand.

Do you have perfect eyesight yet are blind to the world around you? Try opening your peripheral vision. The "harder" you try, the more stress you feel and the less you see. The less effort you use to see, the more aware you become.



Look at Betty's beautiful painting. Notice the calmness portrayed in her angelic, young ballerina. Betty was insightful, knowing that she saw the world differently when it wasn't so detailed and clear.





*Change the way you look at things  
and the things you look at change.*

—Dr. Wayne Dyer

was an internationally renowned author and speaker  
in the fields of self-development and spiritual growth





## MEET LYNN ...

### Does Your Inner Vision Match Your Outer Vision?

*Those little voices in my head were very clear and strong: "You're NOT a marathoner."*

---

Motivational speaker and author Dr. Wayne Dyer shared, "Change the way you look at things and the things you look at change." When I first heard that quote, I thought that Wayne Dyer must be an eye doctor! I realized that he was referring to changing your inner vision that impacts your seeing the world differently.

It was during my health healing time when I created the *See It. Say It. Do It!* process. I was greatly inspired by spiritual leaders including Dr. Wayne Dyer, Dr. Deb Sandella, Jack Canfield, Dr. Deepak Chopra, Tolle Eckhart,

and many others. But the greatest inspiration came from the thousands of courageous patients that I had treated in my vision therapy practice.

**The Marathon:** Utilizing the *See It. Say It. Do It!* process, Becky, my youngest daughter, invited me to walk a marathon. She thought it would be a great idea for the two of us to do the Seattle Rock n' Roll Marathon in June 2009. Now, I'm always grateful for the opportunity to spend time with my adult kids. When she proposed we do it, I immediately said "yes" to her without even knowing much about a marathon.

*Did I know how far a marathon is? ... 26.2 miles!*

*Did I know how long it takes to walk a marathon? ... 7.5 hours!*

*What did I just say yes to? ... I've never even walked 10 miles in a day!*

So I started the process of preparing for the marathon—all 26.2 miles of it. At the same time, I was writing my first book, *See It. Say It. Do It!*<sup>5</sup> I quickly found a picture on the internet of successful marathon participants,

*I had the vision of a successful marathon run, but my training was not going well.*

holding their hands up with smiles on their faces as they crossed the finish line.

That picture became my **See It**. I made a "to-do" list that included new athletic shoes, visit to the podiatrist, workout schedule, etc. This became my **Do It**.

I had the vision of a successful marathon run, but my training was not going well. It was February in Colorado where I live and cold and icy. I resorted to using the treadmill at the gym. Did I mention how much I hate using the treadmill? After finally finding some great personal development CDs to listen to, my treadmill time started increasing to about 45 minutes/day.

But those little voices in my head were very clear and strong:

*You're NOT a marathoner.*

*Your arthritic knee will flare up.*

*You're not in shape.*

*Why did you ever say "yes"?*

*What were you thinking?*

With the frustration of lack of building my training time, compounded with those voices in my head, I was frustrated and ready to quit. I was in the midst of writing the *See It. Say It. Do It!*

book, working on the "Say It" chapter, when I realized that I had done the "see it" and "do it" training pieces, but never the "say it." I needed to declare it.

*How could a 26.2 mile walk with my daughter stop me?*

I confess, I really *never* believed that I could walk the marathon. I tried stating an affirmation, "I am a marathoner." That just didn't inspire me. I was getting frustrated, ready to quit. One day, on a brisk walk, a thought just popped into my mind. I realized that I am truly a marathoner. A marathon isn't necessarily a 26.2 mile walk—it's so much more.

With my new perspective, my definition of a marathon took on an entirely new meaning. The medical ordeal I went through was a marathon; raising two children was a marathon; building a successful business and practice was a marathon; and writing a book and becoming a best-selling author was a marathon. How could a 26.2 mile walk with my daughter stop me?

My training attitude changed immediately. As the marathon coaches say, "The good news is that 50% of doing a marathon is mental. The bad news is that the other 50% is mental."

Fast forward, Becky and I completed the marathon in 7.5 hours.

**What's your marathon?** Waking up and going to work every morning? Taking care of the kids? Committing to and learning a new skill? When I transformed my internal vision of what a marathon was, I could honestly state, **"I'm a marathoner"** and be inspired by that. Because it is true. I am a marathoner, as you are.

My marathon story became the highlighted story in the "Say It" chapter of my book. Just another example of how we limit our vision. By seeing the world differently and inspirationally declaring your new way of seeing, then the actions you take may go beyond what is expected.

Action plans are excellent organizational tools to follow through on for small or enormous projects. Without a plan, accountability, and empowerment, a project has no foundation. The action plan needs to include the vision (See It) and declaration (Say It). Otherwise, the action plan is just a "to-do" list that often is disregarded and not useful to most.

On the following page is a sample of an action plan that I created for my first marathon, completed at the age of 57.

# Lynn's Action Plan for Marathon

**Visualization:** Seeing myself cross the finish line, with my hands raised high, my body feeling good, a big smile on my face, hugging my daughter at the end. Gratitude and relief!

**Declaration:** I AM a marathoner!

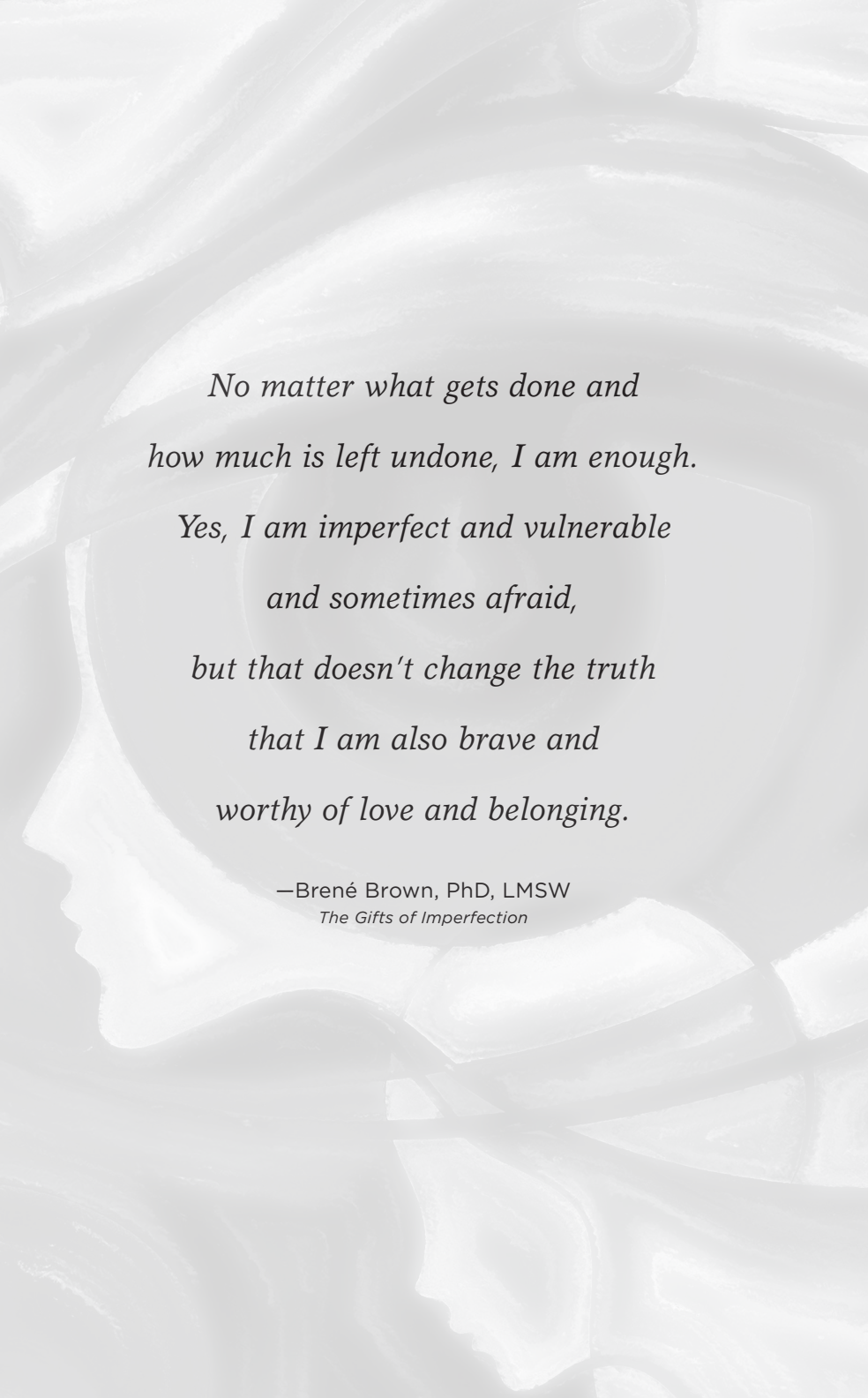
|   |                  |
|---|------------------|
| Visualize and state declaration daily .....     | 2/15             |
| Healthy diet, sleep .....                       | 2/15             |
| Buy new running shoes .....                     | 3/1              |
| Start workouts in gym .....                     | 3/1              |
| Yoga 1/week.....                                | 3/1              |
| Weekly massage .....                            | 3/1              |
| Treadmill 3-4 miles on TWF .....                | March- April 3/2 |
| Sundays- 7-10 mile walk .....                   | 3/2              |
| Appointment with podiatrist for orthotics ..... | 3/8              |
| Increase walking 4-6 miles TWF May-June .....   | 4/15             |
| Register for ½ marathon in Denver.....          | 4/15             |
| Walk ½ marathon in Denver .....                 | 5/15             |
| Walk Seattle marathon .....                     | 6/27             |
| Celebrate! .....                                | 6/27             |
| Massage.....                                    | 6/28             |

No matter your age or what you do, there are several marathons ahead. Some you are aware of; others haven't surfaced. But they are there. With a visualization of whatever the task is accompanied by a declaration and woven with an Action Plan to move you toward success, you will do it.









*No matter what gets done and  
how much is left undone, I am enough.  
Yes, I am imperfect and vulnerable  
and sometimes afraid,  
but that doesn't change the truth  
that I am also brave and  
worthy of love and belonging.*

—Brené Brown, PhD, LMSW  
*The Gifts of Imperfection*



# MEET JONI ...

## A Doctor Whose Perfectionism Almost Paralyzed Her

*Fears create obstacles and often stop you from moving forward in life.*

---

Sometimes, change can be made without having a sledgehammer fall on you. For many, just a few minutes can alter the way you think, feel, even act. Taking the first step requires the clarity and focus of what you desire woven with the courage to implement it. The result: confidence in self and what you do that can last a lifetime.

Joni was in the last quarter of her fourth and final year of optometry school when she became an “extern” in my office. Her externship emphasized how to examine and treat young children.

It was apparent that Joni loved kids and had a special gift when she worked with them. After several weeks with us, she still had difficulty completing her vision examinations on my patients. Perfection was her Achilles heel. Repeatedly, she would redo tests to make sure she got “perfect” testing results. The time it took was crushing for our office’s schedule.

As my mentee, I needed to deal with it. For my sake ... as well as her work life going forward. When we sat down, Joni revealed that this was a common problem for her. I quickly learned that her fear of not being perfect manifested in many other areas of her life: school, jobs ... even her relationships with family and friends.

I asked, “Would you be willing to spend a few minutes working with me on this, utilizing the *See It.*

*It really doesn’t matter what you choose. It’s your place.*

*Say It. Do It!* process?”

She agreed.

I had Joni start with relaxing, her body ...

tightening and letting go of different parts of her body.

Immediately she said, “I had no idea how tight my

neck was. Already, I could feel my shoulders dropping down."

Next, I described to her what belly breathing was. As I spoke, I instructed her to place her hands on her belly and just breathe into her hands.

"Watch and feel your belly gently going up and down." As she did, she continued with belly breathing, allowing her breath to go into her tight neck and shoulders.

"The tightness and tension continues to fall away as I breathe and relax, Dr. H."

Finally, I suggested, "Visualize what your very safe, private place is. Think of it as a place where you are the most comfortable, truly yourself—a place where you feel safe, strong, and confident. It can be a place you've been before, or a new place. It really doesn't matter what you choose. It's your place."

After she went through the modified three steps I do with all my meditations, I asked her, "What were you aware of now?"

"I saw a beautiful place in nature where the sun was shining bright, and I could smell the flowers. I am standing tall with a huge smile on my face."

What I saw was a young woman who was now relaxed, calm, and safe. And it was in this safe place that Joni saw herself as strong and confident. Joni saw, felt, and said that she was a powerful, confident woman—all six feet of her!

This short 15-minute experience had great impact on her. She now was aware of how tight her body became under stressful conditions, conditions that she sometimes created. Joni also realized that she now had an extremely useful resource of visualizing, through breathing and relaxing ... *See It!* One of her takeaways was that she knew that at any time or any place, she could go back to her safe place, a place that she has created where she is empowered and safe. Joni declared her power and became committed to transforming how she approaches her life situations ... *Say It!* Joni knew that she just needed to take several relaxing breaths to get back to her safe place. "I can do this," she said.

At work the next day, she shared with me how impactful the experience had been. That evening, she called her mother and had a discussion regarding some personal issues that had concerned her for quite some time ... *Do It!* Joni revealed that she was relieved and excited after talking with her mother.

I don't know the particulars of Joni's personal issues, and it was not my job as her clinical supervisor to delve into that. My job was to inspire and empower her to perform as an excellent optometric clinician. *The See It. Say It. Do It!* process was the perfect resource in accomplishing that goal. Joni's work performance at our

office greatly improved. Her courage in taking on new tasks and speed in finishing her work was remarkably different from the Joni who first came to my office.


A week after our conversation, I was delighted to open my morning mail and discover a letter from her:

*Thanks so much for taking the time to help me with antianxiety/perfectionism techniques. Within one week of the fifteen-minute session, I have seen vast improvements in my self-esteem and level of anxiety. In the past, I have felt extremely anxious and stressed out when I have had to participate in various tasks. Yet, when I use the techniques that I have learned, through strategies like relaxing, breathing, visualizing a safe place, and not judging myself and others, the stress level decreases tremendously. It's amazing how much my own thoughts can impact my day and my perception of myself. I know that the results that I have recently experienced are just the beginning of great things to come.*

*The relief I feel today will increase by next week, by next month, and so on, and I am grateful for it! I sincerely hope that you will continue to help others learn how to better themselves and live happier lives. The world needs more people who are willing to take it upon themselves to help others.*

Fears create obstacles and often stop you from moving forward in life. These behaviors and avoidances are seen with children of all ages, as well as adults.





*Write about your pictures ...  
tap into your visualization  
and creativity.*

—Dr. Lynn F. Hellerstein

Pioneer in vision therapy, RIM® facilitator,  
award-winning author and international speaker



# MEET JOEY ...

## A Frustrated 7 Year Old

*My writer was crammed in me and squished.*

---

Did you know that 80% of learning is visual? Yet one out of four children in the U.S. has an undiagnosed visual problem that impacts his or her learning? Many of these kids are diagnosed or misdiagnosed as having learning disabilities, Attention Deficit Disorder, dyslexia, or poor motivation. In addition, 70% of patients who have suffered concussions have visual problems, and typically, they are never treated. Can you imagine how those undiagnosed, untreated, and mistreated situations can alter young lives?

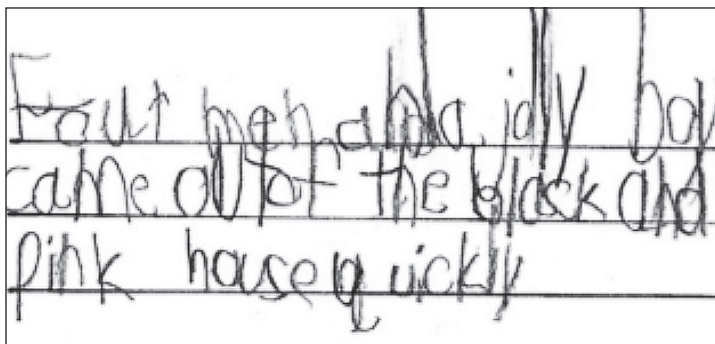
I am tired of hearing the stories of frustration, anger, and poor self-esteem that so many children struggle with—and unnecessarily so. My own experience of having

vision/reading problems inspired me to learn more about vision therapy. I knew how to read, could read for about ten minutes and then I quickly fell asleep. I avoided reading, despite going to college and graduate school. And after vision therapy, I discovered a passion for reading and have been trying to make up for all the years of avoidance.

### **Joey's Story**

Joey was a bright second-grade student who struggled in school. He had vision/visual motor problems, and had three eye muscle surgeries for crossed eyes known as strabismus. He wore bifocal lenses for farsightedness and focusing problems. Joey's ophthalmologist said that he did not need more eye surgery and that his eyes were "fine" ... in other words, his eyes looked straight.

For a kid who wanted and tried to do better, all he felt was frustration. Joey had great difficulty completing his written work and he dreaded handwriting tasks. His handwriting was sloppy and not well spaced, as seen in the first copying sample below, which was obtained as part of my initial assessment. Below is a Pre-Vision Therapy writing sample that was discontinued after four minutes:

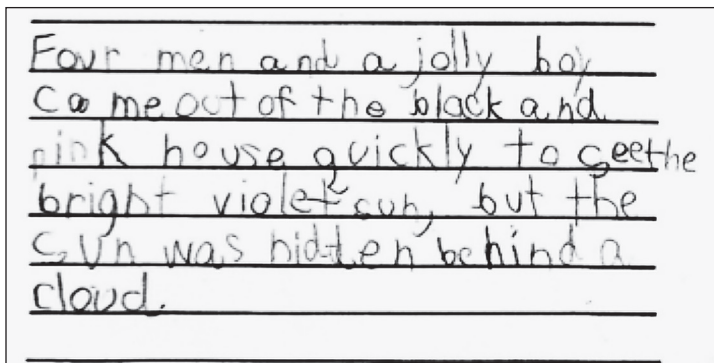


After an extensive vision/visual information processing evaluation was given at my office, a vision therapy program was initiated. The therapy emphasized improving his visual efficiency (tracking, focusing, eye teaming skills) and visual information processing (VIP) skills.

He practiced his home vision therapy activities diligently. After six months of vision therapy, Joey's school experience shifted dramatically. All visual skills had improved, which improved his ability to read and write. At the end of his therapy, Joey was a happier child who no longer avoided writing.

*For a kid who wanted and tried to do better, all he felt was frustration.*

### Post-Vision Therapy sample



*Note the vast improvement in his letter formation, spacing, legibility, and speed of completion. It took him less than two minutes to complete the sentence. It did not seem to be at all the torturous task it had been just six months earlier.*

Joey's perception of his writing dramatically changed as well. In his words,

*My writer was crammed in me and squished. Now it's gotten much bigger and I can write better.*

Joey transformed his vision, even though he had a complicated vision problem and three surgeries on his eyes.

Vision therapy is a treatment process used to improve vision function. It is prescribed and supervised by a developmental or behavioral optometrist. Vision therapy can involve the use of lenses, prisms, filters,

patching, computer programs, and specialized 3D stereo equipment. Most vision therapy programs are provided through optometrists who are Fellows of the College of Optometrists in Vision Development (FCOVD) and Certified in Vision Development and Vision Therapy.<sup>6</sup>

The American Optometric Association recommends that your child have his first vision examination by an optometrist by age one, then again by age three, before starting kindergarten and then every year thereafter.

*Vision therapy is a treatment process used to improve vision processing and function.*

Use the checklist on the following page to see if your child may have vision problems.

For decades, I have had the privilege of watching my patients move beyond their "limiting eyesight" and expand their vision, resulting in increased success, performance, and confidence.

## Vision Checklist

Carefully observe your child. Look for some of the more common signs of vision problems. If you check off several items, take your child for a thorough vision examination, testing visual efficiency skills. Don't send your child to school without all the appropriate tools for learning success, especially visual skills!

### Physical Observations:

- ☐ One eye drifts or points "in" or "out," in a direction different than the other
- ☐ Turns head to see
- ☐ Head is frequently tilted to one side
- ☐ Squinting, closing of one eye, or covering an eye
- ☐ Excessive blinking
- ☐ Poor eye-hand coordination
- ☐ Frequently bumps into things
- ☐ Fatigues easily

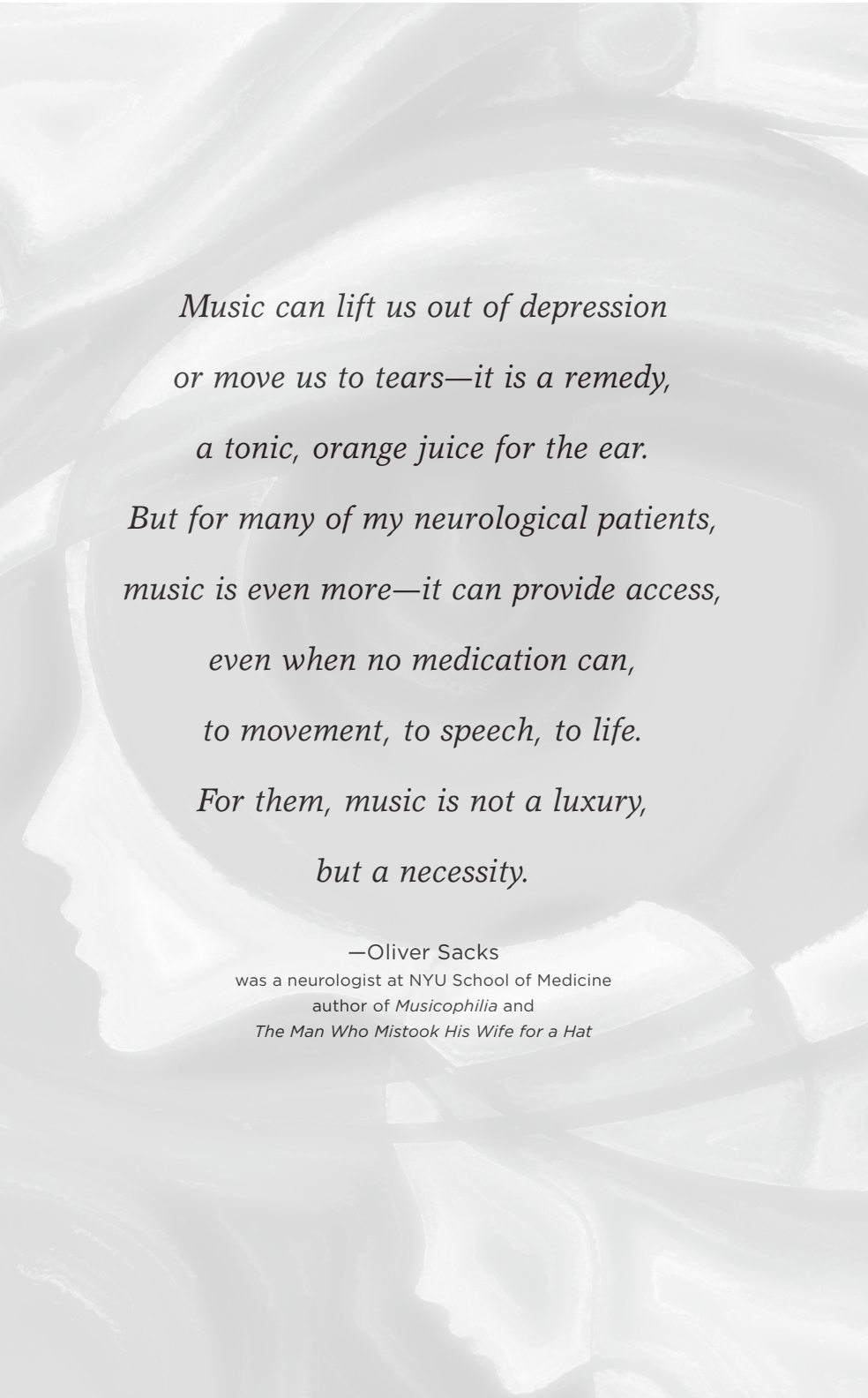
### When Reading or Doing Homework:

- ☐ Holds the book unusually close
- ☐ Frequently loses place
- ☐ Uses finger or marker when reading (after 2nd grade)
- ☐ Rubs eyes during or after short periods of reading
- ☐ Unable to read for long periods of time
- ☐ Difficulty concentrating
- ☐ Avoids homework

### Behavioral Signs:

- ☐ Headaches or eyestrain
- ☐ Dizziness
- ☐ Motion or car sickness
- ☐ Visual complaints (blur, double vision ...)





*Music can lift us out of depression  
or move us to tears—it is a remedy,  
a tonic, orange juice for the ear.  
But for many of my neurological patients,  
music is even more—it can provide access,  
even when no medication can,  
to movement, to speech, to life.  
For them, music is not a luxury,  
but a necessity.*

—Oliver Sacks

was a neurologist at NYU School of Medicine  
author of *Musicophilia* and  
*The Man Who Mistook His Wife for a Hat*



# MEET THE SINGERS ...

## Come Sing With Us

*We worked with our "mental state" so that we could get to that next level.*

---

The visualizations and scripts in this chapter can easily be adapted to prepare for your own personal musical event, art project or other types of performances.

Amy discovered the following when she joined the Sweet Adelines International Singers, a world-renowned chorus with members of all ages. She shared,

*Our international chorus has been competing for at least 20 years. Constantly, we strive to find coaches and musical leadership to help us in our journey to win the coveted gold medal. Vocal coaches are hired along with performance*

*coaches that help us with characterization and movement during our performances.*

*Hundreds of choruses compete to qualify for the international competition. We were doing okay, rarely placing higher than sixth. Typically, it was in the eleventh to twentieth range. Our director and our management team put their leadership heads together and came up with a new concept to move us into the next level.*

*Basically, it was this: if we couldn't internally visualize ourselves winning a gold medal, then it most likely would not happen. Visualize it? They told us that we needed to find a way to convince ourselves that we were worthy of the gold medal—that we must see ourselves as a champion level chorus.*

*Our chorus hired what we called a "mental coach." She worked with our Chorus beginning in 2003. She had to get to know us. We were different from her previous clients. She had previously worked with professional athletes, so a 165-women barbershop chorus was a whole new concept for her. She asked, then worked with us on what our goals were:*

- *Where we had been and where we wanted to go?*
- *How did we picture (visualize) ourselves currently?*
- *What did we think the future chorus looked like?*

Once that information was shared, we laid out our plans on how we were going to get there.

*With the new "image" change, what we were currently doing and what new things were we going to have to do, and change, to reach our new goals became our challenge. She worked with our "mental state" so that we could get to that next level as we put together action plans.*

*One of the problems with a big group like ours, unlike individual visualizations, is that we must trust one another that we are doing the homework—homework that includes vocal, mental, and physical activities. Not only that, but during a performance, we must be completely "present to what we are doing" and not be distracted by the audience responses or internal mistakes. Either can throw off your own individual performance, which in turn can throw off the person next to you.*

*Music Anxiety is common, even among professional musicians.*

*It is quite a balance of trust and confidence. Our first year working with her was 2003. We could feel a change weaving through our group. The next year, we placed fourth, our best ever result. We continued working with her. Two years later, we placed second. We haven't yet grabbed the gold, but consistently we're in the top five—a huge feat for us. We know that we*

*are on the right road; we must keep working diligently.*

*The Sweet Adelines is a nonprofit organization and unfortunately, unable to continue to pay for her expertise. The invaluable lessons she taught us opened our eyes to see and believe that we can and will win that gold medal someday soon. Our visualizations reveal that we can. And we know it!*

Amy and her group discovered that the mental preparation is something that is not always taught or emphasized in most teaching programs ... or in life in general. As a musician myself, I experienced similar types of lessons through music. Of course, the technical skills of music are important to learn. When it comes to the ability to perform, the mental preparation is often what makes and breaks a successful performance.

How can you best tap into your music and not allow fear, stress, and anxiety to stop you?



*Music does a lot of things for a lot of people.*

*It's transporting, for sure.*

*It can take you right back,  
years back, to the very moment  
certain things happened in your life.*

*It's uplifting, it's encouraging,  
it's strengthening.*

—Aretha Franklin  
was the Queen of Soul





# TAKE ME TO A SPECIAL PLACE

*If only she can overcome her fears heightened  
by her illness and lack of last minute practice.*

---

About ten years ago a friend called me. She was panicked. In between her tears, she mumbled, "My daughter, Mary, is scheduled to sing tomorrow for her final vocal performance for her Master's of Music Degree. We don't know if she can do it."

Mary was a gifted soprano. The past two weeks she was home in bed with strep throat. Sick, feverish, and unable to speak, Mary could not attend her final practices in preparation for her performance. Mary asked her mom for help when her doctor finally released her to go back

to singing! The call to me was the SOS ... her mother knew that I had experience utilizing visualization strategies for preparation for sports and music.

One day ... *what could I do that would do the greatest good in this extremely short period of time. Mary's master's degree depended on it.*

In that short time, all we could do was to mentally prepare Mary for her big day and then pray that her

*Where is it? What  
does it look like?  
How did you feel?*

musical skills—the ones she has been developing for over fifteen years—would just automatically respond. If only she can

overcome her fears heightened by her illness and lack of last minute practice.

Below is the short visualization that I facilitated for Mary.

**Dr. H:** *Gently close your eyes.*

*Breath in and out, in and out. Put your hand on your belly and observe your belly going up and down ... up and down as you continue to breath.*

*Allow your shoulders to relax as tension just melts away from your body ...*

*Bring your focus to any part of your body that is calling out for attention. It may be tightness or an energetic sense.*

**Mary:** My heart.

**Dr. H:** *Breath into your heart ... notice the color, the shape, the size of your heart. Just be present in your heart.*

*What are you aware of in your heart?*

**Mary:** The peace and calm in my heart.

**Dr. H:** *From that peace and calm in your heart, allow your imagination to bring up an image of where you have sung so beautifully before ... where you have felt safe, courageous, successful.*

*Where is it? What does it look like? How did you feel?*

**Mary:** Mary described a time when she sang beautifully. She felt moved and inspired.

**Dr. H:** *Move your attention into that special place. Allow yourself to sense the feelings, emotions, beauty, vibration, and music in that place.*

**Mary:** Mary spent a few minutes exploring and bringing back the memories, feelings, and successful singing.

**Dr. H:** *Where in your body would you like to store that multisensory experience?*

**Mary:** My heart.

**Dr. H:** *Allow that beautiful experience to move into your heart. When you feel that you have experienced and completed that, please let me know.*

**Mary:** Mary reported that she had completed it.

**Dr H:** *Now gradually move your fingers and toes. Allow yourself to gently open your eyes and bring your awareness back to your body, back to your room. Know that at any moment, you can move your awareness into your heart and sing from that place.*

Mary's job now was to rehearse her music from that place in her heart. She would start with a few breaths ... let go of any tightness or stress ... and then to prepare to sing from her peaceful and calm heart.

Her mother called me after her performance. Mary performed like a champ ... confident, beautiful, and successful.

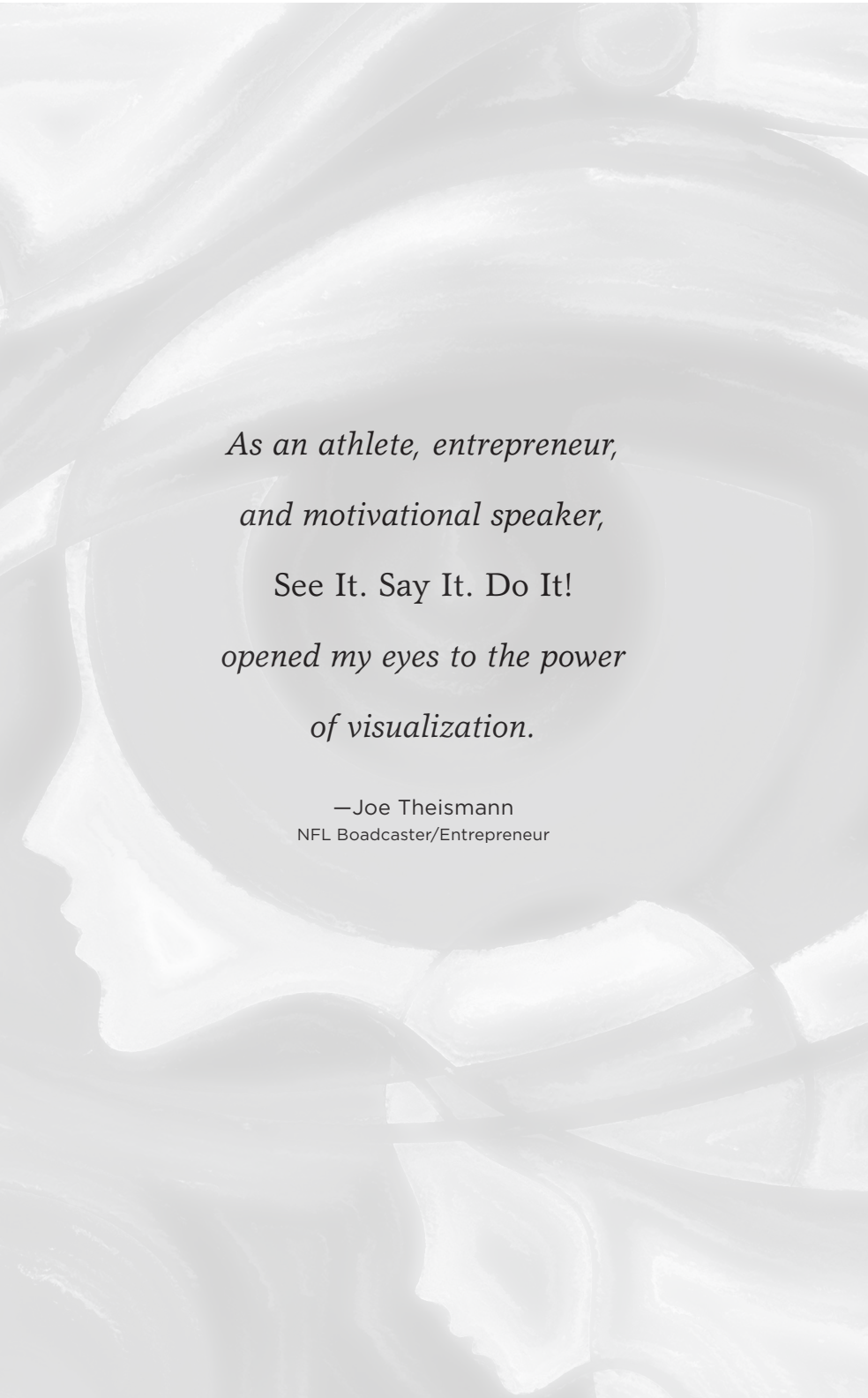
We all took a collective deep, cleansing breath!

In my work with musicians, the stress of performance and perfectionism are often overwhelming. And I can attest to this with my own personal experience. Music Anxiety is common, even among professional musicians.

In one survey, 96% of the orchestra musicians surveyed admitted to anxiety before performances. Some musicians rely on some of the most prominent antianxiety drugs, like Xanax or Valium. Wouldn't it be useful for ALL musicians—as well as other types of performers—to acquire skills and tools to help manage their self-created stress and anxiety?

Music is often the medicine to the mind.





*As an athlete, entrepreneur,  
and motivational speaker,*

*See It. Say It. Do It!*  
*opened my eyes to the power  
of visualization.*

—Joe Theismann  
NFL Broadcaster/Entrepreneur





# MEET REYNOLD ...

## Can an Ironman Be Limited by Vision?

*Don't let your age, or your vision, hold you back*

---

If you aren't familiar with the Ironman event, it includes a 2.4-mile swim, 112-mile bike ride and a 26.2 mile marathon. Mind you, each event is done consecutively—usually the swim; then the bike ride; and finally, the race is completed with the run. The Ironman is about athletic ability and endurance—something that the typical weekend athlete would not be doing.

The Ironman is quite a feat and I had never met anyone past 60 who had completed one. That is, not until Reynold, a 72-year-old athlete presented to my office.

## Reynold's Story

His complaint: He was having great difficulty completing his Ironman events.

Ironman events take intensive training and Reynold was passionate about his personal training and competi-

*Reynold was experiencing double vision.*

tion. What was his main challenge in competing?

His vision ... Reynold was experiencing double vision. He had difficulty finishing his swim and jumping onto his bike because of it.

Reynold's double vision was due to eye misalignment, medically identified as a strabismus, that had decompensated, causing him more symptoms.

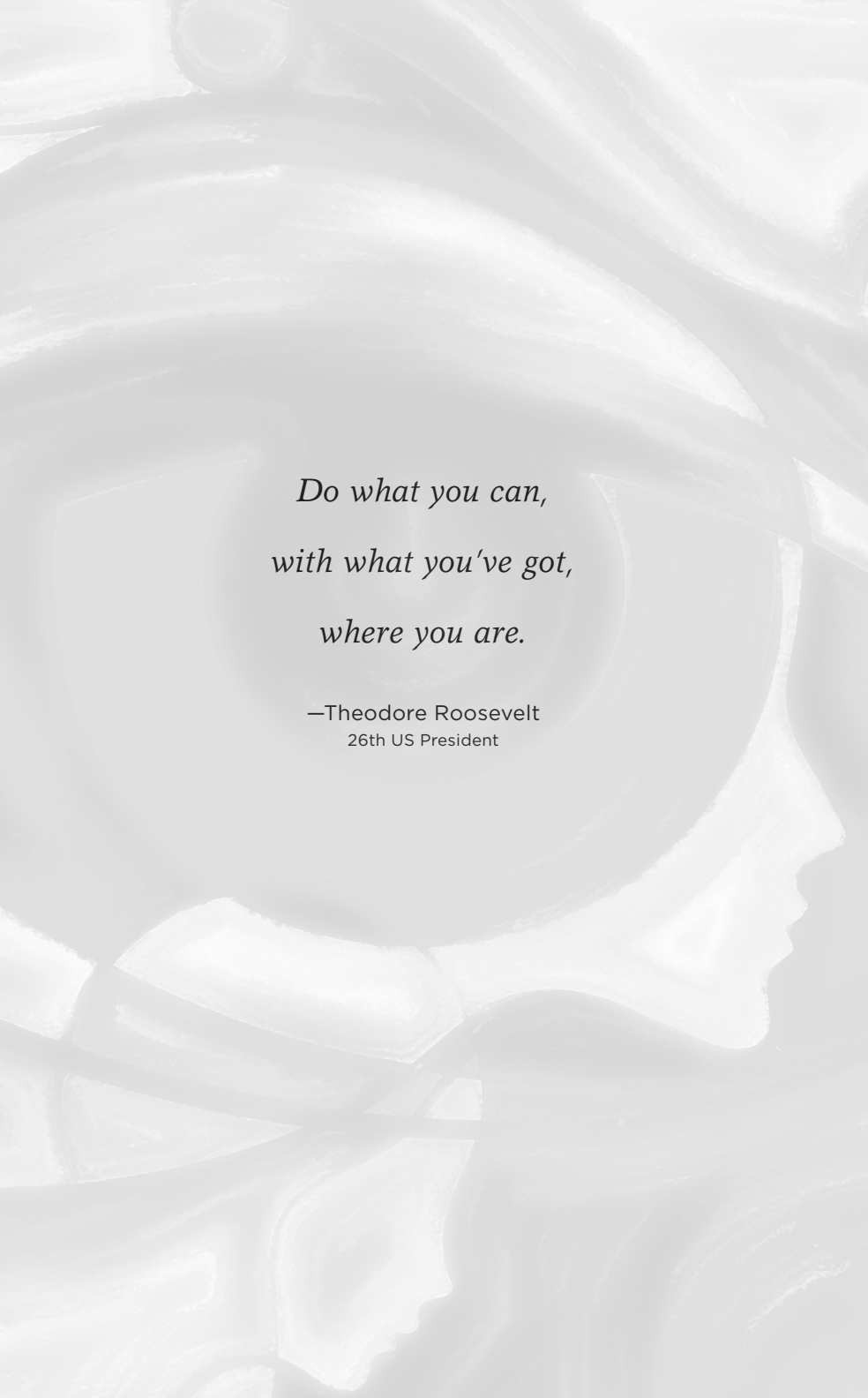
And at 72, Reynold was ready to stop his Ironman quests. He began to feel that his athletic days were over. When I told him that I didn't think so, he enthusiastically participated in a vision therapy program and incorporated his vision therapy activities into his daily training regimen.

After only 10 vision therapy sessions, Reynold declared he was ready to compete again and entered the Ironman competition in New Zealand. The result: He took third place for his age group. And this time, no double vision! Ten vision therapy sessions is a very short time for treatment. Yet with Reynold, he was so motivated that he worked more on transforming his vision in 10 weeks than most patients complete in 24!



Reynold illustrates how vision therapy, even as a mature adult, can be effective as long as the passion for expanding one's vision is strong.





*Do what you can,  
with what you've got,  
where you are.*

—Theodore Roosevelt  
26th US President



# MEET BECKY ...

## Preparing for the Big Test

*She was excited that her preparation reduced her anxiety and stress, allowing her to think more clearly.*

---

*The See It. Say It. Do It!* strategies for test preparation work for kids and adults. Age has never been an issue for the adults and children I've worked with and guided them through the visualization process. It certainly worked well for my daughter when she faced a major test. It was her post-college graduate National Board time. Becky was preparing for her National Board Certification Test. She knew the material but was still very worried and dreading testing day. She asked if I'd help her prepare for the test. Of course, I would. Here is how we worked together:

**Me:** *Becky, sit comfortably, eyes open or closed. Now take a few breaths in and out, in and out. (Pause)*

*Great. Now, let your imagination take you to a place where you feel safe. A place where you are very relaxed. A place where you can really be who you are. Where would that be?*

**Becky:** *My yoga studio.*

**Me:** *Nice. Describe how you feel and what you notice in your yoga studio.*

**Becky:** *I'm in my favorite yoga outfit, orange top with black yoga pants. I'm sitting on my purple mat; breathing in calmly and letting go of tension. It's very peaceful.*

**Me:** *Imagine moving into one of your yoga postures; an easy posture that you can move in and out of very smoothly. Just notice how that feels.*

*The key is to find a place where you are relaxed, calm, happy, and can think easily.*

**Becky:** *Good.*

**Me:** *Now, move into a more difficult posture; one that really challenges you. What happens?*



**Becky:** *I start getting a lot of thoughts in my head. My first thought is that it's too hard. I just want to quit. But my teacher keeps telling me to breathe and relax into the posture. Eventually I relax and go as far as I can go into the posture. Then I let it go and move to the next posture.*

**Me:** *That's great. What if you imagined that every question on your Certification Test was a yoga posture? You treat every question just like a separate posture. You breathe, relax, and go as far as you can go. Imagine sitting in the room taking your test, one question at a time. Move smoothly through the easy ones. Just breathe and relax into the harder ones and do the best you can. Then let it go and move on to the next question. Try it.*

**Becky:** *That's interesting. I don't freak out about each question that way. Hey, I could make my Test like going to a yoga class. What do you think?*


**Me:** *What a super idea. Just as you practice your yoga daily, you could practice your Test preparation daily as well, knowing that when you relax into each posture (question), you have full access to think clearly and efficiently.*

Becky embraced this strategy. She showed up on test day wearing her favorite yoga outfit. She sat down and started with a few breaths before looking at the Test. Then she addressed each question just as she would do each yoga posture.

Becky passed her Test with flying colors. She was excited that her preparation reduced her anxiety and stress, allowing her to think more clearly.

This yoga example may not work with you as well as it worked with Becky. Why? Becky is passionate about yoga. That is her special place. That may not be your special place. The key is to find a place where you are relaxed, calm, happy, and can think easily. This is where you'll most likely be able to succeed.

Your place may be in the mountains snowboarding, in the swimming pool or your room. It's your choice where you go.



*The only thing worse  
than being blind  
is having sight but no vision.*

—Helen Keller

was an American author, political activist, and lecturer.

She was the first deaf-blind person  
to earn a bachelor of arts degree.



# MEET TREVOR ...

## Concussion and Brain Injury: Impact on Vision

*His vision of being a physician was bigger than his visual limitations.*

---

Trevor was involved in a serious trail bike accident when he was 13 years old. He suffered significant brain and physical injuries which required months of medical and therapeutic treatment.

He was a very bright young man who had to relearn how to walk, talk, and read. He suffered significant visual injuries that included visual field loss, strabismus, double vision, and poor eye movement control. These vision problems made it difficult for him to read, and

*Trevor did not “see” his visual problems as limitations.*

impacted his independence. He was not able to drive. Trevor and his family worked diligently in rehabilitative vision therapy and he was able to return to school and sports. Because of his accident, he still had measureable visual field loss and double vision.

Yet Trevor did not "see" his visual problems as limitations. He found a way to transform his vision and move on in his life. He graduated from high school; graduated from a premier engineering school; and graduated top in his medical school class, landing a premier residency appointment. Trevor achieved all of this despite his "visual limitations."

In September 2015, he was in a crosswalk, crossing with the green light. Suddenly, he was hit by a car driven by a young woman who was texting on her phone. Dr. Trevor suffered a brain bleed, and new injuries to his ear, vocal cords, hand and foot. His visual problems greatly increased, leading to more double vision, light sensitivity, and poor visual spatial skills.

Returning once again to our offices for an assessment, rehabilitative vision therapy commenced. With his pure passion and motivation, he found a way to return to his residency duties, even though he did not receive enough time for healing and rehabilitation. And he was suffering.

Dr. Trevor couldn't visually perform well enough for many of his duties that were required, especially the

computer tasks, such as electronic records. But with his facility's integration of adaptive computer technology, he was surviving.

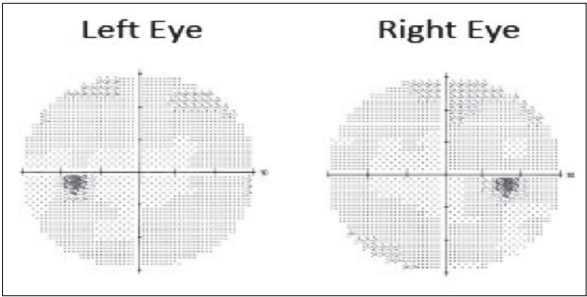
One of his other doctors decided to refer Dr. Trevor for a second opinion regarding

*The only difference was the impact of the words spoken by this second doctor.*

his vision. Trevor returned to my office after the second opinion. When I greeted him, he wasn't the Trevor I knew, at least at the moment. He was very depressed. He shared what the other doctor had told him: "You've lost most of your vision. There's no way you can perform the duties of being a doctor."

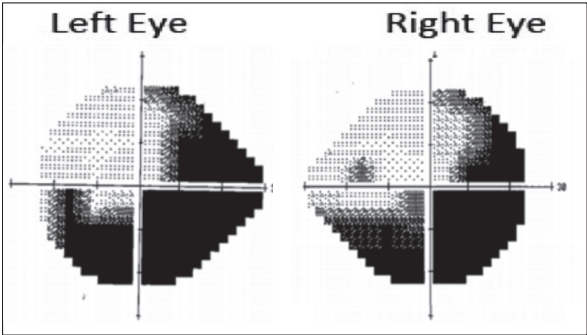
No wonder he was depressed. He felt that his world was being yanked away, a world that he loved. Then, he showed me the new visual field he had brought with him that the other doctor had generated. I was grateful that he had brought them. Luckily, I happened to have a copy of his visual field from his previous brain injury more than 20 years ago. As we compared the two visual fields, we were both surprised. There was very little difference in his visual field loss. The only difference was the impact of the words spoken by this second doctor. That doctor tried to convince Dr. Trevor that he could not become a practicing M.D. due to his visual limitations, a doctor that obviously did not know his history and ability to overcome what most would declare *the impossible*.

*Normal visual fields*



*Trevor's visual fields*

Note all the dark areas represent visual field loss.






Through all of our many years of vision therapy, we always looked to grow and transform the vision he had, not to be limited by his loss.

After a long discussion, and the implementation of a rigorous vision therapy schedule, Dr. Trevor regained some of his vision function. What really shifted was his belief. His vision of being a physician was bigger than his visual limitations. Trevor learned to use what vision he had ... reinventing his life again when realizing that he could transform his inner vision and not live by his visual limitations. He could see the marathon he was in, no matter what others believed or said.

Dr. Trevor is continuing in his journey.





*Your vision will become clear  
only when you can look  
into your own heart.*

*Who looks outside, dreams;  
who looks inside, awakens.*

—Carl Jung  
was a Swiss psychiatrist and psychoanalyst



# MEET YOURSELF ...

## and Get Ready to Receive Visualizations for Miracles

*Take a few moments to enjoy  
your own private space.*

---

I've had the pleasure of working with thousands of children and adults through the years. Imagine what their lives would have been like if they had been stopped by their visual limitations—ones imposed by themselves, and ones imposed by others. Instead, they were encouraged and taught how to picture what they wanted ... what they needed. They learned to open up their imaginations and to take them beyond any pre-existing beliefs that they had or had been imposed on them.

Get ready to meet yourself—to receive transformational visualizations that will lead to miracles. Shut the “door” to your noise distractions: your phone, tablet, computer, and television.

Start with:

*Take a few deep breaths with me, allowing air to flow in through your nose and out through your mouth. Invite the air to flow naturally in and out. Notice your shoulders relaxing as tension melts away. With each new breath ... your attention settles deeper and deeper into the center of your body ... until it comes to rest in your belly.*

*As you begin to relax, let your attention shift from your outer world to your inner world. Now, invite your body, mind, feelings, even your spirit to continue to release any tension that doesn't need to be held right now. Simply invite the body or parts of the body to release any tension that you don't need to hold onto right now and observe what happens.*

*You may notice that some parts of your body release easily and quickly and that others take more time and that's perfectly okay. Re-invite those parts of your body to relax. Take a few moments to move your awareness from your toes, feet, legs, hips, pelvis, to your abdomen, all the organs, your chest, heart, shoulders, arms, fingers, neck, head, eyes, ears, nose, mouth, to your brain.*

*And now, allow yourself to go to your special place—a place that is truly one for you, where you are the essence of life, where you are free and clear, totally safe and powerful. Go to a place where you sense your true spirit. It could be in the mountains, or at the ocean, or in your house, or wherever you would like it to be. It may be in a familiar place, or one that you've never seen before. And that is perfectly okay.*

*Take a few moments to enjoy your own private space. Continue to notice your breathing. Notice that on your in-breath, you are bringing in fresh energy, vitality, oxygen that flows to all parts of your body. And let every out-breath or exhalation, be a real letting go kind of a breath—a releasing.*

*Now, from this special place, allow an image or sense to arise of anything you'd like. Something you've always dreamt about, or wished you could be or accomplish. Just allow that image or sense come into your imagination. There is no need to judge it.*

*Accept the image that comes to mind whether it makes sense or not; whether you expect it or not; or whether it's a familiar image or a new image. Let it become clearer and clearer, and take some time to observe it carefully. In your imagination, you can explore this image from any angle and from as close or as far as you would like. Take the time to observe it from different perspectives*

*and don't try to change it right now. Just let it be what it is and notice what draws your attention.*

*Where are you? How are you dressed? How do you look? How do you feel? Is there lightness or darkness? Is there anyone else with you?*

*Breathe into your image or sensation. Touch it. Welcome it. Talk to it. Listen to any insights it may bring to you.*

*Now notice: is there any fear that surrounds your image? Any obstacles? Just be aware of what comes up.*

*In your imagination, allow any fears or blocks just to melt away. Let them move through your body and out, disappear. What remains is just you in your truest, most courageous essence.*

*You can invite anybody (a family member, mentor, spiritual guide, animal or anything at all) to be with you. Whatever you need to be safe, courageous, and powerful.*

*Take some time to focus clearly on the image and feeling as you are courageous and powerful.*

*And now, take a few moments to observe yourself taking the next step in your journey.*

*One step at a time ... as you see the image of your unlimited potential beginning to unfold—the image of your own greatness and creativity. Just notice and observe the image for a few moments.*



*Invite a few words to declare your being.  
I am \_\_\_\_\_ (powerful, loving, beautiful,  
courageous). Whatever words come to mind.*

*When you are ready, allow this image to fade.  
Remember, you can return to this place any time  
you want—to rest, relax, and focus on living with  
courage and power.*

*Be aware of the space and the sounds around you.*

*Wiggle your toes and fingers, as you gently  
become more awake.*

*Let your body come back to the outer world  
relaxed and refreshed, more comfortable and alive.*


*Your mind is clearer and refreshed, your senses  
sharper and more distinct.*

*You are bringing back with you whatever you've  
chosen to bring back. Look at the miracles that  
are possible.*

*As your attention comes back to the outer  
world, let yourself feel good about learning to  
relax and to enhance your body's ability to  
transform in this way.*

*Now write down two things you plan to  
do—things to take each step along your journey,  
a path that is accompanied with courage  
and power.*





See It. Say It. Do It!

*Visualize, Declare, Take Action ...*

*Enjoy the Ta-Dahs in your life ...*

*the continual steps in your life journey.*

—Dr. Lynn F. Hellerstein

Pioneer in vision therapy,  
award-winning author and  
international speaker



# FINAL INSIGHTS ...

## Welcome to the *Real* Seeing World

*I'm living my dream by being here with  
you and sharing it.*

---

We limit our vision; our vision does not limit us. Use this new way to look at your world ... look at your life with a new *pair of glasses*. Enhance your vision beyond what is the predictable (20/20). Expand the world of possibilities through visualization and discover what may be your true vision.

I am blessed with my health, family, business, love, and passion. I have such gratitude for being here today. Thanks to my family, doctors, teachers, friends, therapists, staff, and my patients ... countless people who all helped me along my journey.

And I have a deep gratitude for the thousands of patients who helped me create the *See It. Say It. Do It!* process.

I'm living my dream by being here with you and sharing it.

**My promise is:**

To inspire and empower millions of people through visualization so that they see and experience their world through the lens of clarity, courage, and confidence.

Their futures will be brighter and richer!

I am grateful for that opportunity and invite you all to take a moment, take a breath, and visualize your dream life. Are you living it? If not ...

**See It. Say It. Do It!**

*Ta-Dah!*

# ENDNOTES

<sup>1</sup> **Landmark Worldwide:** [www.landmarkworldwide.com/](http://www.landmarkworldwide.com/)

<sup>2</sup> **RIM:** [www.riminstitute.com](http://www.riminstitute.com)

<sup>3</sup> ***Brain Rules: 12 Principles for Surviving and Thriving at Work, Home, and School.*** John Medina. Pear Press, 2014.

<sup>4</sup> **College of Optometrists in Vision Development (COVD):**

A nonprofit, international membership association of eye care professionals including optometrists, optometry students, and vision therapists. Established in 1971, COVD provides board certification for eye doctors and vision therapists who are prepared to offer state-of-the-art services in:

- Behavioral and developmental vision care
- Vision therapy
- Visual rehabilitation

<sup>5</sup> ***See It. Say It. Do It! A Parent's and Teacher's Action Guide to Creating Successful Students and Confident Kids.***

For a personalized, autographed copy of Dr. Lynn's books, go to the website and click on the shop tab to order your copy. [www.LynnHellerstein.com](http://www.LynnHellerstein.com)

<sup>6</sup> **Vision therapy:** aims to retrain the learned aspects of vision through the recently understood concept of *neuroplasticity*. The neurological aspect is very important because the eyes are a direct physical extension of the brain. We see with our brain and mind, not just our eyes. For more information on vision therapy, go to: [www.COVD.org/page/vision\\_therapy](http://www.COVD.org/page/vision_therapy) and [www.AOA.org](http://www.AOA.org)





# ACKNOWLEDGMENTS

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*Hellerstein & Brenner Vision Center, P.C.:* Thanks to my partner, Dr. Tricia Brenner, for her integrity, professionalism, and a laugh you can hear for miles. To my great staff, you're the best. I couldn't get through a day of work without you. And to my exceptional vision therapists: Dr. Amy Elsila, Dr. Alex Wiss, Cindy Shephard, Beth Fishman-McCaffrey, Meghan Hayes. Together we have built an amazing vision therapy program. Our sharing, teaching, and compassion have created one of the top programs in the country. Thanks for your patience, especially through all those planning meetings where I tried my new techniques and strategies with you.

*My patients:* You are my teachers. Your courage and trust to undertake and complete vision therapy inspired me to create this book and share our successes with others. My gratitude to every one of you.

*My Optometric Study Group:* Drs. Dru Grant, Celia Hinrichs, Sue Lowe, Carol Marusich, Marcy Rose, Jeri Schneebeck, Nancy Torgerson, and Terri Vashe. The many professional and life lessons from all of you are a gift. Your spirit and dedication to our field of developmental vision has made a difference in thousands of lives, including our own.

*My beautiful family:* Thanks for your love and support. Annie, your creativity and perseverance has always

inspired me to look beyond what's on the paper. Becky, your listening and insights have paved the way for growth. Edina, Eliana, Sierra, and Kenton, you are my fun, inspiration and daily lessons! To brother, Jerry, and my brother-in-law, Sariel: You two have been very instrumental in my personal transformation. Neil, my brother who is a geologist, you are my rock! Sisters Marcy and Beth, I love you both. You've always been there and supported me.



# ABOUT

## Dr. Lynn Hellerstein



Lynn Hellerstein, a pioneer, expert, and leader in developmental optometry and vision therapy, inspired thousands of people to improve their vision and enhance their lives. She has extensively utilized vision therapy with children and adults with learning-related vision problems, vision perception deficits and/or brain injuries, as well as enhancing visual performance for athletes. She's the founder of Hellerstein & Brenner Vision Center, P.C. Lynn provides the highest quality vision care to patients of all ages. With a highly trained staff and state-of-the-art equipment, her practice strives to go beyond 20/20.

Lynn's vision and influence has circled the globe as she has delivered her electrifying presentations and workshops for parents, educators, therapists, athletes, optometrists, and physicians. She has presented in the USA and internationally, including the Philippines, South Korea, Canada, Israel, Australia, Sweden, and Spain.

In 2008, Lynn became a certified RIM® facilitator which allows her to “use the power of RIM® to unleash your intuitive resources to crack the deeply rooted and traumatic events/limited beliefs/self sabotaging feelings impacting your current happiness and success.”

(RimInstitute.com.) The rigorous training program was under the guidance of Dr. Deb Sandella.

In 2019, she expanded her personal “purpose” and became Chair of the Board for the Sock It to ‘Em Campaign. Lynn’s goal is simple: get the word out that new socks are being collected; that they are for all ages; and the purpose is to put socks on feet for warmth, comfort, and protection. Sock It to ‘Em has made a huge social impact on over 750,000 pairs of feet, one pair of socks at a time.

Honored to be a Fellow of the College of Optometrists in Vision Development (COVD) as it’s past president and as well as a Fellow of the American Academy of Optometry, Lynn serves as an adjunct professor for several schools of optometry.

She has published extensively on numerous vision related topics. In addition, she’s the author of *See It. Say It. Do It!, Organize It! Workbook; 50 Tips to Improve Your Sports Performance;* and *Expand Your Vision Beyond Sight. Expand Your Vision: How to Gain Clarity, Courage, and Confidence* is her fourth book.

Based in Colorado, you may find Lynn hiking on the trails and in the mountains; collaborating with her fellow musicians on the flute; and rejoicing with her family. Zooming with her grandchildren includes stories and games. When in person, playing board and card games, cooking, and party time in her backyard becomes the must be place to gather.

**[www.LynnHellerstein.com](http://www.LynnHellerstein.com)**







# HOW TO WORK WITH LYNN

## Bring Dr. Lynn Hellerstein to Your Meeting or Organization

When was the last time you left a talk brimming with enthusiasm, eager to explore the ideas you heard? Would you like your next event to open minds—whether it is a room full of kids or adults—to learn, improve skills, or position their professional practice for greater success?

Put Dr. Lynn Hellerstein at the top of your list the next time you need a dynamic event speaker or a fresh perspective consulting with your organization. Call her NOW to book her for your event at 720-432-2094.

**A wide range of topics and expertise, appropriate for:**

- Parents
- Educators, Associations, Healthcare Professionals, Corporations, Rehabilitation Therapists

- Sports coaches and teams
- Eyecare, including COPE optometric continuing education courses

**Formats range from one-hour talks to weekend workshops — or custom for your needs.**

- Keynotes and general sessions
- Workshops/seminars
- Webinars
- Custom
- Consulting

## **Topics**

**For Educators, Parents, Associations, and Corporations**

**Expand Your Vision: How to Gain Clarity, Courage, and Confidence:** keynote

- Can you see ... yet be blind to your possibilities.
- How to match your inner vision with your outer vision.
- Create unlimited vision.
- Strategies for utilizing visualization to transition dreams to reality.

**The Power of Visualization:** 2-hour interactive workshop

- Learn to use the *See It. Say It. Do It!*® process to have fun while dissolving blocks to success.
- Learn strategies to enhance outcomes.
- Explore your creative power: inspire and transform yourself, your students, your patients, your members!

**Visual Processing & Academics: New Strategies for Improving Reading, Spelling & Creative Writing Skills:**

5-hour interactive workshop

- Strategies for students who struggle: have fun while dissolving internal blocks.
- Treat "hidden" vision problems.
- Case presentations, experiential activities.
- Solutions to apply immediately.
- Increase performance in school, sports and more confidence.

**20/20 is NOT Perfect Vision ... Insights to Successful**

**Learning:** 1-2 hour presentation

- How to identify undiagnosed visual problems in children with attention, behavioral, or learning difficulties.
- Effective treatments.
- Case presentations, experiential activities.
- Solutions you can apply immediately.
- Increase performance in school and sports, confidence.

## **For Optometrists, Physicians, Therapists, and Healthcare Organizations**

### **Visualization: A Multisensory Approach:**

2-hour presentation

- Visualization is the ability to imagine, sense, become aware of, move, manipulate and expand the pictures in your mind's eye, and the feelings or senses in your body, thereby developing new perspectives and creativity.

### **Visual Information Processing: Evaluating Beyond 20/20:**

2-hour workshop

- Does your patient struggle in school or with sports? In this course you will learn how to properly evaluate and treat these patients with potential visual information processing (VIP) difficulties.

### **Vision Therapy Grand Rounds:**

2-hour interactive workshop

- With an emphasis on comanagement, videos and pre/post optometric findings will be presented in this interactive course with specific treatment strategies for patients with learning disabilities, attention problems, or special needs.

**Visualization – Implementation in Academia:**

2-hour interactive workshop

- The purpose of reading is to get the picture in the writer's head into the reader's head. Students learn to do visualizations, deliberately recalling in detail a place where they felt happy, calm, and safe.

**Brain-Based Visual Strategies:**

2-hour interactive workshop

- The discovery of neuroplasticity, that our thoughts can change the structure and function of our brains, even into old age, is the most important breakthrough in our understanding of the brain in 400 yrs. Optometrists can use this innate ability to treat a variety of visual system disorders.

**Chronic Visual Manifestations of Traumatic Brain Injury:**

2-hour interactive workshop

- Visual perceptual dysfunctions are frequently associated with traumatic brain injury. Visual evaluation and treatment strategies for patients with brain injury, utilizing lenses, prisms, occlusion and vision therapy, are presented through interactive experiences and case presentations.

**Three Ways to Transform Your Practice:** 2-hour presentation

- More than just practice management, this course will teach you how to invest in yourself, build your staff and have fun marketing your practice.

**Beyond 20/20 ... A Collaborative OD/OT Approach to Visual Dysfunction:** Workshop from 2 hours to 2 days

- Understand vision/visual perceptual dysfunction in patients in rehab and long-term care programs.
- Learn the interactive, integrative vision and sensory motor techniques/learning strategies pioneered by Dr. Hellerstein and Beth Fishman, OTR.
- Case presentations of treatment recommendations for patients with visual dysfunction, perceptual deficit, spatial disorientation and/or field loss.
- Multidisciplinary approach.

**Beyond 20/20 ... Visual Dysfunction in Patients with Brain Injury:** 1-2-hour workshop

- Learn visual symptoms and conditions associated with acquired brain injury, including visual/vision perceptual dysfunctions.
- How to remediate visual dysfunctions to increase the effectiveness of rehabilitation.
- The latest technology and integration of vision and sensory motor techniques.
- Interactive experiences and case presentations.

# CONTACT INFORMATION

To contact Dr. Hellerstein about presentations or workshops,  
write, call, or email:

**address:** Lynn F. Hellerstein, OD, FCOVD, FAAO  
7400 E. Orchard Road, 175-S  
Greenwood Village, CO 80111

**phone:** 720-432-2094

**email:** [DrH@LynnHellerstein.com](mailto:DrH@LynnHellerstein.com)

**websites:** [LynnHellerstein.com](http://LynnHellerstein.com)  
[HBVision.net](http://HBVision.net)



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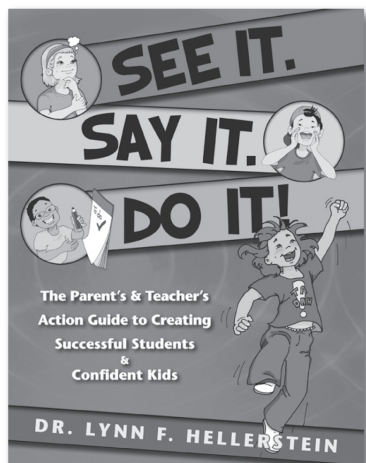




Further explore Dr. Lynn F. Hellerstein's

# SEE IT. SAY IT. DO IT!®

## Multi-Award Winning Series



With Dr. Lynn Hellerstein's pioneering book, *See It. Say It. Do It!*®, your child will discover a whole new world. Parents and teachers will learn practical, step-by-step strategies and activities to enhance their children's visualization skills. Action will be taken in all areas of his or her life by:

- Becoming more confident
- Creating strategies to overcome obstacles and barriers
- Being successful in school
- Developing a joy for learning
- Enhancing sports performance

Available at [LynnHellerstein.com](http://LynnHellerstein.com)

*Scientists, mathematicians and artists have long recognized the power of visualization in making new discoveries and creating great works of art. Dr. Lynn Hellerstein clearly explains how visualization can bring out a child's creativity and improve performance in school, in sports and in life. This book is a must-read for parents and educators.*

Susan R. Barry, Ph.D.

Professor of Neurobiology, Mount Holyoke College  
author of *Fixing My Gaze*

*Dr. Hellerstein, one of America's top vision specialists, provides an insightful and wonderfully practical look at learning how to learn that will be a tremendous gift to parents, teachers, tutors, and students of all ages. We are thrilled to have it available to recommend to the children and families we work with!*

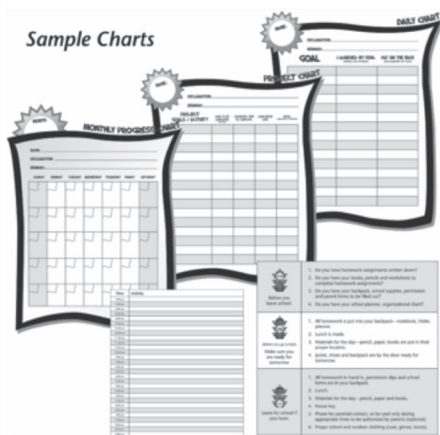
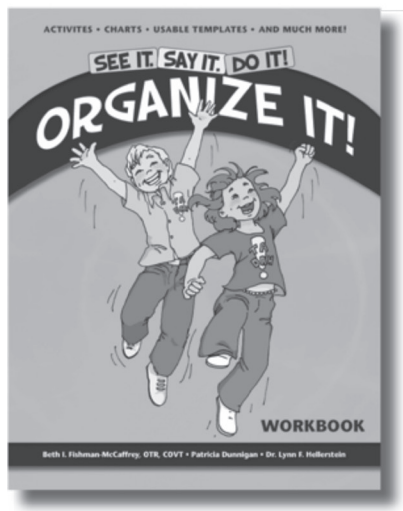
Drs. Brock and Fernette Eide

Eide Neurolearning Clinic  
authors of *The Mislabeled Child*

Further explore Dr. Lynn F. Hellerstein's

**SEE IT. SAY IT. DO IT!**

**Award-Winning Series**



## ***See It. Say It. Do It! Organize It!***

This 8.5x11 workbook is full of tear-out organizational charts, calendars and motivational activities. It helps you organize your child's daily routines including chores, homework, and other activities. This eliminates those frustrations and arguing over doing and completing the tasks!

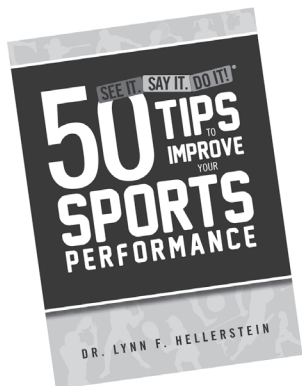
*I can't give enough accolades for the organizational charts. They have made our lives so much better at home. No more arguing and having to deal with meltdowns. Our son is thriving with the structure and is now taking pride in initiating getting dressed, brushing teeth, etc. We all needed this and our home feels much happier!*

—Wendy C.  
Parent

SEE IT. SAY IT. DO IT!®

DR. LYNN F. HELLERSTEIN

# 50 Tips to Improve Sports Performance



Soccer, football, baseball, hockey, basketball? Whatever the sport, *50 Tips to Improve Your Sports Performance* can help develop visual brain skills for improved athletic performance. Toss a copy of *50 Tips* in a sports bag, head out to the gym or field and put these gems to work:

- ✓ Enhance 15 vision-related skills key to optimal performance
- ✓ Gain confidence, and competitive mental edge
- ✓ Strengthen eye-mind-body coordination by using easy step-by-step activities
- ✓ Prevent injuries

## WHO CAN BENEFIT?

- ✓ Individual or teams
- ✓ Athletes, parents, or coaches
- ✓ Developed for elite and professional athletes; used by little leaguers, competitive teams, and weekend warriors

## Use *50 Tips* for Your Next Promotion or Event

*50 Tips* is available for sponsorship and distribution through a variety of premium networks, including gift-with-purchase, purchase-with purchase programs and gift with membership. Its low cost and high perceived value make it a perfect gift.

Offer your membership or group excellent techniques to help children succeed in school, improve sports performance, and build confidence, while building goodwill with your clients and employees.

*50 Tips* provides a unique opportunity to increase public awareness of how visual brain training can improve children's lives, while raising capital to support your worthy cause.

## Did you know that strong visual skills are a hallmark of exceptional athletes?

"Optometric Vision Therapy made a big difference in my life and my football career. Learning-related vision problems can have a serious impact on a child's education."

**Larry Fitzgerald**  
NFL Pro-Bowl Wide-receiver

"As an athlete, entrepreneur, and motivational speaker, *See It. Say It. Do It!* opened my eyes to the power of visualization. Great athletes use it ... you should too!"

**Joe Theismann**  
NFL Broadcaster/Entrepreneur,  
NFL Pro-Bowl Quarterback



## Dr. Lynn Hellerstein OD, FCOVD, FAAO

A pioneer in vision therapy and developmental optometry for more than 30 years, Dr. Hellerstein has helped thousands of children and adults improve their vision and transform their lives—at home, in the classroom and now on the playing field.

- Multi-award winning author of *See It. Say It. Do It!*: The Parent's & Teacher's Guide to Creating Successful Students & Confident Kids
- Co-owner/practice at Hellerstein & Brenner Vision Center, P.C., Denver, Colorado, offering full-scope vision care services
- International Speaker and past president of College of Optometrists in Vision Development (COVD)

