

This Report is brought to you by...



The WOW Experience

Overdelivery is our Specialty!

Where Vision and Value Go Hand in Hand with Information and Opportunity!

Other Companies Make Promises -- We Make Dreams Come True!
We Offer QUALITY CONTENT in Every WAY, TYPE and FORM

- Exclusive WOW Private Label Releases
- Private Label Products
- Public Domain Products
- Master Resale Rights eBooks
- Master Resale Rights Software
- Bestselling Audio eBooks by Top Authors
- Non-Fiction Audio eBooks
- Exclusive WOW Affiliate Products
- Resale Rights Products
- Exclusive WOW Private Label Reports
- eBook to Audio Conversion Software
- Resale Rights Generation Software



And, of course, if you want it all tied up in a neat website package, with *all the work done for you*, we have our NEW [Niche Empire Builder Software](#) – the Niche Real Estate Business Builder's Dream Come True!



Niche Empire Builder

The Complete Done-it-For-You Niche Real Estate Business Builder's Dream Come True!

www.the-wow-empire.com



The WOW Content Club

Your Full Spectrum Content Provider

If Content Is King,
The WOW Content Club is the Kingdom
You Have Been Searching For!

www.wow-content-club.com



WOW Profit Packs

Help Yourself to Hundreds of Brand New, Blockbuster Products at Bargain Basement Prices!

www.WOWProfitPacks.com

Enjoy this Free Niche Report, compliments of WOW Enterprises
For Many More Free Reports, simply click on the links below.

www.TheWOWExperience.com

www.NicheEmpireBuilder.com

www.WOW-Content-Club.com

www.WOWProfitPacks.com

Ways to Boost Your Memory

Topics Covered:

Memory Loss: When It Becomes a Problem and How to Deal with It

Boost Your Memory with Caffeine

What to Eat to Boost Your Memory

Natural Remedies that Work to Boost Your Memory

Vitamin B - The Miracle Memory Supplement?

Boosting your Memory During Menopause

Boost Your Child's Memory

Boost Your Memory to Remember People's Names

Exercise Your Way to a Better Memory

Meditation and Memory

Ways to Boost Your Memory

Memory Loss: When It Becomes a Problem and How to Deal with It

As we age we often find that certain parts of our bodies aren't working as well as they once did. One of the most common complaints is in the area of memory. Many people suffer memory loss, or a clouded memory. They can pinpoint major events of their lives but when it comes to the finer details they can't quite put their finger on every point.

This isn't an issue that just affects the elderly. Memory loss can happen to anyone of any age. Life is busy and when we have so much on our minds, some information might slip between the cracks, leaving us frustrated that we aren't as clear-minded as we once were. It can be something as simple as forgetting where we last put the car keys or when a friend's birthday is. If it happens occasionally we may overlook it as just having too much on our minds and therefore it becomes harder to retain all the information we need to. However, if it's an ongoing problem, it is something we need to address.

Memory loss can be an embarrassing issue and many people hesitate to talk about it with family, with friends and even with their physician. They view it as a sign of aging and because they may not be ready to face being older, they ignore the problem. They assume that it happens to everyone and they just accept it.

There are solutions to the problem of memory loss. Depending on the seriousness of the problem, the remedies can range from exercises to enhance your memory, to natural supplements that help clear the mind or in some cases to traditional prescription medications.

Another approach that works for many people is to use aids in helping them remember important dates or events. Having a method of keeping track of things that involves writing them down when they are fresh in the mind guarantees that you won't forget them, because you can refer back to them. It also serves another purpose, often when we write things down we can visualize the note later. Our mind will pull it back up and before we even refer to the notebook or day planner, we have recalled the name, date or event.

Some people have found it helpful to repeat things out loud. This works to reinforce the information and implant it into the memory. This seems to work especially well for people who have trouble remembering names when they are meeting someone for the first time.

Memory loss is a condition that can affect anyone. By taking a few small steps you can work towards building your memory back up. It's much like the Memory Game that children play when they are small to exercise that part of their mind. The adult version may differ a bit, but the principle is very much the same. Exercising the mind is much

like exercising any muscle within your body. If it's not stimulated our memory won't work as well as it once did.

Boost Your Memory with Caffeine

There have been a lot of negative reviews of the consequences of consuming coffee, tea or eating chocolate because of the amount of caffeine that these substances contain. There might be a silver lining to the caffeine cloud though and that's how caffeine can play an important role in boosting your memory.

Often we experience short term memory problems. At times it can be whether we turned off the water after we brushed our teeth or if we locked the door before we went to bed. These things can nag at our minds enough that we turn our car around to make certain that we won't be faced with a flood because of running water or we jump out of bed only to find that we did indeed lock the door.

Life is busy and it's easy to forget some of the smaller things that we take for granted. Our minds might have trouble focusing because of a conflict at work or stress at home. This isn't an uncommon occurrence and it happens everyday to people of every age. Losing track of tiny details is common but certainly not something that we need to live with. There are steps that we can take to improve our memory enough that we never have to deal with having our minds filled with those nagging thoughts again.

If you find that you're one of the people who can't put their finger on certain small facts and it has become a frustration for you, it might be time to consider the benefit of caffeine in relation to short term memory.

Caffeine is a stimulant and it works to stimulate not only our hearts but our minds as well. It can give a person the extra boost they need to clear their mind. Many people feel the need to have a cup of coffee each morning so they can focus. The caffeine that is found within the coffee jolts the brain and the memory can retain more information. You probably know someone who says that they can't function until they've had their coffee. It appears that there's more truth in that statement than most of us have ever realized. That first cup of morning coffee gets the memory gears moving in many people.

This can be especially important for many people at work. Having the ability to retain important information is essential for their employment. If they find their memory lacking it could have serious consequences that stretch far beyond some of the minor annoyances that they might experience at home when they forget to do things.

A cup of coffee or tea in the morning might be just the prescription to boost the memory enough that the rest of the day you function at full memory capacity. The same can be said for the lull that many people experience by mid-afternoon. Having a piece of

chocolate or a cup of hot chocolate stimulates your memory again and the rest of the day will flow as smoothly as the beginning did.

What to Eat to Boost Your Memory

Being aware of the nutritional value of the foods we eat is obviously essential to a healthy body. Eating the right combination of carbohydrates, proteins and healthy fats works towards keeping muscles strong and organs functioning the way nature intended.

Our minds are no different and eating foods rich in certain nutrients can help alleviate brain fog and boost our memories back to the place they were when we were younger. It only seems natural that since most of our body is fueled by the healthiest of foods, feeding our minds the same way follows suit.

There has been extensive research done into studying the effects of certain minerals and vitamins in relation to brain function. It's common sense that sugar although a temporary stimulant quickly loses its luster and although we might feel very vibrant and alive after eating a candy bar, within an hour or two our bodies have become sluggish and less responsive. Our minds and therefore our memories would feel the same high and crashing low if fed a diet of sweets.

Eating sensible is important for boosting your memory. Foods that are rich in antioxidants are said to work in helping memory function. The benefits of antioxidants are often associated with fighting cancer and playing a positive role in certain diseases of the heart. Now with the knowledge that they also work towards improved memory function, having them as a staple in the daily diet seems natural. Some examples of foods readily available that are high in antioxidants include carrots and certain kinds of nuts. Green tea is also an excellent source of antioxidants and its benefits reach well beyond boosting the memory.

Another product that helps with memory function is soy. Eating foods like tofu will provide benefits that help improve memory. Another great source of soy is the soy milks that are available in most food markets. Many are flavored and the taste although not exactly the same as cow's milk is considered appealing to many people. Soy also offers many other benefits to the body and knowing that it can help with boosting your memory is good stimulation for trying it and possibly making it a regular part of your diet.

Most people use oil in some form for cooking and if choosing a specific type of oil can boost your memory it would seem sensible to incorporate it into your everyday cooking. Olive oil is a healthy choice for many reasons including its effects on memory function. Using it to cook or within salad dressing is a healthy way to work towards having less brain cloudiness and improved memory clarity. It's another step towards feeling

confident that you are doing everything you can to ensure that your memory stays sharp.

Adjusting one's diet to balance the effects of memory loss seems a perfect solution. With just a small change in the consumption of certain foods anyone can feel as though they are not only eating healthier but also improving their memory.

Natural Remedies that Work to Boost Your Memory

Natural supplements are gaining popularity as they work towards improving many aspects of health and well-being. There are supplements available that aid in memory clarity and have a positive effect on boosting memory. These remedies are derived from substances that occur naturally and have been consumed in one form or another for centuries. Their impact on body functions proven over time and their ability to aid in clearing a cloudy memory are worth investigating.

A bit of research will reveal one supplement that seems to lead the pack when it comes to keeping a person's ability to remember at its highest level. That supplement is Gingko Biloba Extract. The reason that it's thought to have such a significant impact on memory function is that it helps with the flow of blood throughout the body. This of course includes the flow of blood to the brain. Blood contains oxygen and having a steady and constant flow of blood keeps the memory sharp. There are numerous different brand names of supplements that proclaim to be the best source of Gingko Biloba Extract therefore it's up to the potential consumer to decide which one is best suited for their needs.

Another supplement that appears to offer benefits in the memory department is rosemary. Rosemary is often thought of as a spice we use when cooking. The effects of it as a herbal supplement are interesting. Rosemary works as a way of stimulating the brain. Keeping the brain stimulated is essential in making certain that memory is working correctly. There are different varieties of supplements that contain rosemary and checking the dosage and strength is always recommended.

Many of the natural remedies that offer benefits in memory function work towards other health goals as well. An example of this is green tea. Green tea is becoming a natural cure for many ailments or conditions. It's thought to have a positive effect on memory function and along with black tea when consumed in moderation seems to help in optimizing a person's ability to remember.

Ginseng also seems related to improved memory function. Ginseng is a herb that is often associated with improving energy and people who are aging swear by its ability to revitalize. If it has this profound effect on other parts of the body it would seem reasonable that it would work as a booster to the mind and the memory. There are several different supplements that can be purchased that contain ginseng and it's

important to weight the benefits of the other ingredients when choosing one that is specifically formulated in helping with memory function.

For people who are just beginning to feel the signs of memory loss, possibly because of age or in some cases with the stress of everyday life small details seem to slip the mind, taking a natural supplement can be the ideal solution. They generally offer fewer side effects than traditional medication along with substantial benefits that reach well beyond their memory boosting attributes.

Vitamin B - The Miracle Memory Supplement?

Taking a multi-vitamin everyday is a great way to supplement one's diet. The various vitamins and minerals supplied add fuel to a healthy body. Some of those vitamins may play an even more important role when it comes to memory.

There have been studies that suggest that if a person has lower levels of some of the B Vitamins that they may be more prone to developing Alzheimer's disease. This is a frightening prospect for most people. The idea of slowly losing the ability to remember small details until it progresses into the inability to remember anything at all. Tests conducted on some individuals who do suffer from Alzheimer's have shown a lack of the B Vitamins in their bodies. Therefore using that knowledge to improve the intake and absorption of the vitamin might slow down the progress of the memory loss and the onset of the ravages of the disease.

Taking a supplement rich in B Vitamins is one approach. There are several supplements available that a person can take daily to boost their Vitamin B intake resulting in a boost to their memory. It's best to consult with a health care professional who is familiar with the effects of Vitamin B on memory. They have the knowledge necessary to recommend a supplement that will provide the memory boosting benefits that the patient most needs.

However, taking a pill isn't the only way to get more Vitamin B into your body. There are certain foods that are rich in B Vitamins and offer the opportunity to boost your memory function in the most natural way. If this is the approach then it's as simple as incorporating specific foods into the diet that work towards building the memory.

Liver is a very good source of Vitamin B but many people have difficulty eating liver. For those that do enjoy it, it provides a nutritious and easy method of helping combat the effects of memory loss with aging. Salmon is another food that is rich in Vitamin B. With all the easy and delicious methods of preparing salmon it can become a staple in anyone's diet.

Developing a common sense approach to using Vitamin B as a supplement to aid in memory function is relatively easy. Depending on your tastes, if the foods rich in Vitamin

B aren't appealing, visiting your physician or a health food store and inquiring about a supplement is a wise decision. Although it's not common for individuals to lack Vitamin B within their bodies, it does happen. In fact it occurs more readily in elderly people which might account for the reason behind their feelings of forgetfulness. By asking their physicians about the value of a supplement they might just be taking the first step to a renewed memory.

It can be disheartening to forget small details such as names or birthdays. Having the ability to regain some of the confidence that comes with a strong memory is a way to renew your outlook. Vitamin B is a safe and efficient way to do that.

Boosting your Memory During Menopause

As women age their bodies inevitably change. After decades of maturing and living, women find themselves entering menopause. With the end of menstruation, many women experience numerous side effects. Many are nothing more than inconvenience, the dreaded cold and hot spells and the hair loss. However for many women menopause also brings about memory loss and a feeling of forgetfulness. Small details that they once retained with ease now elude them.

This is now the time that many women want to experience the same clarity they had years ago. Finding a way to boost their memory is one way they can control the changes their body is going through. Dealing with daily brain fog is a problem that can be addressed.

An often thought cause of declining memory function in women of menopause age is a lower level of estrogen in the body. As the body nears menopause and prepares to cease monthly menstruation, the estrogen levels that were once strong begin to decline. Many women turn towards conventional medicine that speaks to the benefits of taking an estrogen supplement as a means to ward off the loss of memory that plagues women entering menopause. They are prescribed a daily or weekly dose of estrogen which is designed to replace the estrogen lost through the process of aging. The body absorbs the added supplements and the mind becomes focused and clear again as it was when the woman was younger. The estrogen acting as a booster for the memory this results in the foginess that was being felt to disappear.

One of the best defenses against a loss of memory for maturing women is exercise. This not only works as a strong stimulant for the brain but it helps to clear the mind. Often when a person is thinking of too many things at once, the brain becomes almost overloaded and just as a cup or bowl becomes full and the liquid seeps out over the edge, so do some details in a memory that is filled to capacity. Menopause often brings about sadness or bouts of depression in women. As women enter a new stage in life they remember their younger years and the promise that those years had. Now looking back they might recall many of the things they didn't accomplish. This can lead to a

feeling of sadness or depression which also contributes to reduced memory. By exercising in a moderate way daily or even several times a week, the body responds to that stimulation by helping to relieve the sense of depression, thus working towards feeling as though the memory is back on target.

Being mentally stimulated also helps the menopausal women in many ways. Be it reading a book to their grandchild or playing a friendly game of cards, they are engaging their memories. By keeping focused on using their minds, their memory naturally stays alert. Boosting the memory this way is a great method of keeping the menopausal women as aware as she was decades ago.

Even though the menopausal woman has to accept the many changes that her body is going through, she doesn't have to accept memory changes at all. Boosting her memory is a vitally important step to keeping herself young.

Boost Your Child's Memory

Every parent wants their child to flourish and succeed. As they begin school many mothers and fathers help their children to memorize and recite the alphabet and to learn the sounds that the letters make. These are the beginning memory skills that all children need.

An early method of introducing your child to memory exercises is the games that involve matching pictures or words. A game like this can be purchased very inexpensively and usually entails several small cards with simple pictures on them that children turn over after viewing, remembering where certain images are helps them score points. Even children as small as three or four-years-old can take part and this is a wonderful method of not only boosting their memory, but it gives parents a fantastic opportunity to interact with their child.

As children mature they begin to read. Reading involves not only sounding out the letters, joining them together into words, but many words are simply remembered. Children become familiar with the pattern of letters and the word becomes embedded in their minds. The same method occurs when children learn to count from one to ten. After reciting the numbers over and over again, their memory takes hold and they are able to count, first from one to five and then higher and higher.

Another great technique for both moms and dads to help their toddlers remember things is to incorporate memory building exercises into everyday activities. This could involve time spent walking outside or playing at the park. Pointing to items such as a tree, a flower or a dog and having the child repeat the word. This helps build up their memory and if it's repeated over and over again, before long the child will blurt out the word from memory when they spot the item.

Television is often a highly debated subject when it comes to its influence on children. However, there are some programs that if a toddler watches while in the company of a parent or care-giver can become fuel for the memory. These types of programs actually make great learning tools. If a child hears a song daily, eventually they will remember the words and chime in, singing along. Even young children can hold this type of information - the lyrics and the tune - in their memories. Depending on the type of programs that you choose for your child, they might boost his or her memory which helps to ready them for when they enter school. Stimulating the brain can start at any age.

Helping children work on the muscle of their memory doesn't stop when they learn to read and write. Often, older children struggle with tests or exams finding it hard to retain all the necessary information. There are steps that a parent can take to aid their older children in readying for examinations. A great method is to encourage the child to read over their notes out loud. Often when we hear information as opposed to just reading it, our memory absorbs it much quicker. Having your child read his or her notes to you and then using that information to quiz them on important points will work towards implanting the information in their memory.

Boost Your Memory to Remember People's Names

Almost everyone has been in a situation where someone's name slips your mind. You have been introduced to them in the past but trying to remember their name is futile. Instead you fumble along, looking for them to hand you a clue. This is an embarrassing situation for not only the person whose memory seems to have taken a mini-vacation, but it's also difficult for the person whose name you forgot. It might make them feel slighted or unimportant.

There are tricks that the average person can employ that will help will boosting the memory and aiding in remembering important things including names. One technique that many people swear by is saying the name out loud once the person has introduced themselves to you. By repeating it you are hearing it again and the name becomes associated in your memory with the person's face.

You might also try asking them pointed questions while using their names. For instance, looking directly at them while saying, "What do you do for a living, Lisa?" Or "Do you have any children, Paul?" Again the idea is to use the name in a way that you are hearing it giving your memory an additional opportunity to absorb it.

Studying the person's face and hair when you are first introduced to them can work as well. Most people have something different about them, be it a mole or perhaps a tooth that is slightly askew. If you concentrate on that aspect and then associate it with their name, your memory will bind the two together. For instance, if you are introduced to a woman named Anne who has a mole above her left eye it would be wise to focus on

that as you repeat her name silently. Your memory will connect the two and then if you happen to see Anne again the mole above her eye will be the catalyst that jogs you into remembering her name.

If you are faced with a large group of people whose names are all new to you, both of these techniques might prove handy. Most people will not expect someone to recall their names if they are part of a huge crowd. All we need to do is remember back to grade school when the teacher would place the students in rows according to a seating plan. It is almost impossible for any teacher to memorize twenty-five or thirty names within the first few days of school, so having the seating plan affords the teacher the ability to glance at the name that's noted on the plan and associate it with the child's face.

As adults we don't have the luxury of a seating plan when we meet people in a business or social setting so it's important to find a technique that gives your memory a boost. If you do that, the next time you come face-to-face with someone you've already been introduced to, you'll remember their name.

Exercise Your Way to a Better Memory

Exercise is fundamental in maintaining a healthy body. Activities that stimulate the body aid in many areas including keeping our muscles toned, and also in reducing weight. Another substantial benefit to regular physical exercise is that it appears that it aids in boosting the memory.

When we exercise our heart beats at a faster rate. When our hearts beat faster the blood within our bodies flows at a quicker pace. This translates into more blood moving through the brain. This equals improvement in certain brain functions including memory. That means that by exercising we are improving our skills to remember many things. Often as we age in particular we become a bit forgetful and naturally associate that as a normal part of getting older. However, the same exercise that you do to improve how you feel, can also improve your ability to retain information. That's an incredible bonus.

The type of exercise doesn't appear to be as important as the duration. Getting your heart up to a certain pace and keeping it there for a specific time is essential. Therefore it's wise to choose an activity that you enjoy. Doing something pleasurable helps the time pass quickly and before you know it your memory will have the work-out it needs to stay on track.

Walking outdoors is an inexpensive way to exercise not only your body but your memory as well. A twenty or thirty minute walk several times a week will aid in boosting your memory. It would also be wise to engage in mental exercises as you are walking. Testing yourself on the names of the streets that you regularly pass, becomes a silent game of memory. Once you have the street names mastered you can shift your focus to

other elements, perhaps house numbers or colors of the homes. This is a wonderful way to boost your memory in more ways than one all at the same time.

Another relaxing and gentle form of exercise is swimming. Many people enjoy daily swims throughout the entire year. Getting the blood flowing helps in memory function as well as toning the body. Most indoor swimming pools also offer swimming classes that involve aerobics. This is a great method of partaking in exercise. The instructor demonstrates several sequences of moves that the participants mimic. This also is a great memory game. The repetition of the exercises helps embed them in the memory. Soon the swimmer is recalling the moves straight from memory.

Going to a gym is also a great way to work the entire body. There are many pieces of equipment that can be used to increase heart rate and blood flow to the brain. There are also other ways to get a boost to your memory through physical activity that isn't traditionally thought of as exercise. One such method is dancing. By putting on some favorite music, moving the furniture and taking a spin around the floor, your memory is getting the exercise it craves. Movement is essential to memory!

Meditation and Memory

Meditation is a wonderful method of helping the entire body to relax. Through a system of breathing exercises the body naturally feels the stress being released and for many people it allows them to be much more open and receptive.

Meditation can also aid in helping with memory. When a person feels relaxed the memory seems to function much better. Through the use of breathing and concentration the memory feels alive and vibrant once again.

Remember the last time you forgot someone's name or their birthday? It was probably during a period where you had a great deal on your mind or you were feeling stress. Upon realizing your forgetfulness this generally stirs up even more anxiety which again leads to more memory problems. It's a cycle that some people find themselves constantly in.

By employing some of the techniques of meditation that people have been using for years, you can help open up your mind and memory thus allowing it to function better. It's wonderful to imagine having the ability to recall names, numbers and important dates without having to look for pieces of paper or check a calendar. Instead it would all be there within your memory.

Meditation does not need to be a complicated process. There are simple exercises that anyone can do for a few moments each day that will help boost the memory. The key to using meditation as a memory booster is that it will help build concentration which works hand in hand with developing memory.

Finding a quiet spot is very helpful when you want to meditate. Some people also feel that having essential oils or candles burning adds to the necessary ambiance. If that does help you relax than it's going to be beneficial to the entire process including helping you to reenergize your mind. There are also certain scents of oils and candles that are said to be beneficial for memory function.

Meditation can be taught in a class and there are usually classes offered at natural health care facilities and often even at regular gyms. Some of the classes are geared towards helping the memory to function. For a person who feels as though their mind isn't as sharp as it once was, taking one of these classes will benefit them for years to come. Building up a regular routine of meditation to aid in boosting the memory will also build self-esteem. Feeling as though you are on top of your game mentally is a wonderful self-image booster.

For someone who feels less comfortable within a class of people learning meditation, there are many books and manuals that offer substantial information on meditation as a method of empowering the memory. Some offer illustrations of body position and along with descriptions for the breathing exercises. Following the methods outlined daily will open the person up to the benefits of meditation. By using the techniques described they will not only be relaxing their bodies but fueling their memory as well. Having a relaxed and clear mind is one of the most important aspects to having a strong memory.

You are invited to pass this report along to as many people as you like, provided that you make no changes to it and that you give it away for FREE.

If you would like **your own Private Label Version of this report** and hundreds of others just like it on hot, high interest niche topics – all of which come complete with 5 custom cover graphics – [click here to visit our Niche Reports Resource](#).

The image displays a 3x3 grid of promotional banners for various WOW products. Each banner includes the 'WOW' logo, a product title, a short description, and a website URL.

- WOW Audio Book Store:** Your One Stop Shop for Listening and Learning Pleasure. www.WOWAudioBookStore.com
- The WOW Content Club:** Your Full Spectrum Content Provider. If Content is King, The WOW Content Club is the Kingdom You Have Been Searching For! www.wow-content-club.com
- WOW Niche Reports Resource:** Your Private Label Niche Reports Mega Source. www.NicheReportsResource.com
- WOW Ebay Dealmaker:** We Make Selling Successfully on Ebay Seem Like Child's Play! www.WOWEbayDealmaker.com
- Niche Empire Builder:** The Complete Done-it-For-You Niche Real Estate Business Builder's Dream Come True! www.the-wow-empire.com
- NICHE TARGETED ARTICLES FOR CONTENT:** New Articles Every Month For Your AdSense Sites, Blogs, Newsletters, etc...
- WOW Resale Website Generator:** Now You Can Easily Generate Unlimited Resale Rights Sites with All Included Files in Place with a Few Mouse Clicks. www.ResaleWebsiteGenerator.com
- WOW Profit Packs:** Help Yourself to Hundreds of Brand New, Blockbuster Products at Bargain Basement Prices! www.WOWProfitPacks.com
- WOW eBooktoAudio:** Turn Any eBook Into Streaming Audio with the Simple Click of a Button. www.WOWeBooktoAudio.com

WOW: Where Vision and Value Go Hand in Hand with Information & Opportunity!

Please click below to check out all of our entrepreneurial friendly sites and products.

=> <http://www.The-WOW-Experience.com>

Always something NEW on the horizon. Always something for YOU to use to grow your business!
That's what WOW is all about. Your success is our ultimate goal and our reason for growth.