

NEW YORK TIMES BESTSELLER

New Chapters on AI, Nootropics, and More

LIMITLESS

EXPANDED EDITION

UPGRADE YOUR BRAIN, LEARN ANYTHING FASTER,
AND UNLOCK YOUR EXCEPTIONAL LIFE



JIM KWIK

Praise for
LIMITLESS

“While many authors claim to teach some amazing skill, no skill is as powerful as learning how to learn. It is the superpower from which all others grow. . . . I’ve seen with my own eyes what can be done with this book’s triad of motivation, mindset, and method. Read on and apply what you learn. You just might amaze yourself.”

— **ERIC SCHURENBERG**, CEO, Fast Company & Inc.

“My research on Alzheimer’s underlines the importance of not only protecting your brain from injury but also of challenging yourself through continued learning. Jim Kwik has lectured, with great feedback, at the Cleveland Clinic Lou Ruvo Center for Brain Health to our staff, caregivers, and patients; he is the expert on brain fitness and accelerated learning.”

—**JEFFREY L. CUMMINGS, M.D., SC.D.**, Founding Director, Cleveland Clinic Lou Ruvo Center for Brain Health; Director, Center for Neurodegeneration and Translational Neuroscience; Professor and Vice Chair for Research, Department of Brain Health, University of Nevada—Las Vegas (UNLV)

“Where I empower women about money matters, Jim Kwik empowers people to take learning into their own hands. Our mind is our greatest wealth-building asset. When you read *Limitless*, you’ll not only get smarter, you’ll accomplish things you never thought possible.”

— **NICOLE LAPIN**, TV news anchor, money expert, and #1 *New York Times* best-selling author of *Rich Bitch*, *Boss Bitch* and *Becoming Super Woman*

“Warriors throughout time prepare and focus. They are unrelenting. Jim Kwik helps you to conquer your brain and hold your ground against the forces of distraction and negative thinking. His book *Limitless* is a must-read for an unstoppable mind.”

— **GERARD BUTLER**, award-winning actor and producer

“While I was at GE, Jim Kwik coached our executive team and spoke at many of our company meetings with high reviews. He is a world-class expert at delivering the training and tools that high-impact teams need to elevate their organization.”

— **BETH COMSTOCK**, former Chief Marketing Officer and

Vice Chair at General Electric and best-selling author of *Imagine It Forward* “*Limitless* is an uplifting exploration of our natural human gifts and a groundbreaking tool kit for how to make the most of them.”

— **SIR KEN ROBINSON**, educator and *New York Times* best-selling author

“I hang on every word out of Jim Kwik’s mouth. . . . He has such a powerful ability to help people unlock abilities that they never even knew they had.”

— **TOM BILYEU**, CEO of Impact Theory and co-founder of Quest Nutrition

“*Limitless* is the perfect companion to anyone who wishes to spark meaningful change. In this book, Jim will show you how to unleash your mind, your drive, and your life.”

— **LISA NICHOLS**, speaker, CEO, and *New York Times* best-selling author of *No Matter What!*

“When achieving breakthroughs, we must face skepticism and the deeply held conventional thinking that’s been drilled into so many of us. *Limitless* teaches you how to dispel the seven lies of learning that are holding your true genius back. . . . Your brain won’t be the same after this book!”

— **NICK ORTNER**, *New York Times* best-selling author of *The Tapping Solution* and *The Tapping Solution for Manifesting Your Greatest Self*

“In *Limitless*, Jim Kwik shares methods for unlocking your potential. He guides you, step by step, to become the person you want to be with his simple-to-start brain-enhancing and learning habits.”

— **BJ FOGG, PH.D.**, founder of the Behavior Design Lab at Stanford University and *New York Times* best-selling author of *Tiny Habits*

“Jim Kwik is like a personal trainer for your brain. He coached my team on accelerated learning strategies to help them sharpen their focus, productivity, and mental performance. I’ve always believed you win in your mind first, then step onto the playing field, not the other way around. Read this book, there are no limits.”

— **ALEX RODRIGUEZ**, three-time MVP, 14-time All-Star, World Series Champion, and CEO of A-Rod Corp

“Transformation begins with preparing your mind for change. By the end of *Limitless*, you will believe in your untapped potential. New levels of success are possible and achievable with Jim Kwik as your guide.”

— **JACK CANFIELD**, award-winning speaker, co-creator of the Chicken Soup for the Soul® series, and *New York Times* best-selling author of *The Success Principles*

“Memory is crucial to happiness, as Jim Kwik so beautifully explained during one of my most popular podcast episodes ever. In his book *Limitless*, he’ll challenge you to do some crazy ish, but I swear you’ll train your mind to conquer your days to live your best life. Best of all? You’ll realize you are enough.”

— **JEANNIE MAI**, Emmy and NAACP award-winning entertainer/producer, co-host of *The Real*

“In the same way that I help students and adults overcome their fears related to numbers and arithmetic, Jim Kwik helps people overcome their limiting beliefs about learning. *Limitless* contains the practical and proven speed-reading, studying, and memory methods we can all count on!”

— **SCOTT FLANSBURG**, The Human Calculator®, Guinness World Record holder, founder of the National Counting Bee, and best-selling author of *Math Magic*

“If you think you can’t read faster, remember more, or get unstuck, this book is for you. It will change your mindset, motivate you, and help you achieve what you never thought possible.”

— **DAVE ASPREY**, CEO, founder of Bulletproof 360, Inc., and *New York Times* best-selling author of *Super Human*

“Sleep has a huge impact on brain health, and so does training your mind for memory, learning continuously, and defeating negative thoughts. *Limitless* gives you the tool kit for long-lasting cognitive health. The ten recommendations Jim shares for generating limitless brain energy are worth the price of the book alone.”

— **MICHAEL J. BREUS, PH.D.**, Clinical Psychologist, Diplomate of the American Board of Sleep Medicine, a Fellow of the American Academy of Sleep Medicine, and best-selling author of *The Power of When*

“The goal of the USC Performance Science Institute is to help students, entrepreneurs, and organizations compete and excel through applied, science-based practices. Jim Kwik’s workshop at USC was among our most valued and highest rated. Jim’s accelerated learning strategies are proven and powerful. *Limitless* is essential reading for anyone who wants to challenge the limits of mental performance.”

— **DAVID BELASCO**, co-founder of the USC Performance Science Institute, Executive Director of the Lloyd Greif Center for Entrepreneurial Studies, and Adjunct Professor of Entrepreneurship

“When it comes to learning faster and keeping your mental game strong, Jim Kwik is the guy. Get *Limitless* for a better brain. Save the brain!”

— **STEVE AOKI**, two-time Grammy-nominated artist, musician, DJ, music producer, entrepreneur, founder of the Aoki Foundation for brain science and research, and author of *Blue*

“Our organization empowers people to change the world. Engaging 4.5 million change-makers requires focus, discipline, and fast thinking. Jim Kwik’s three-pronged Limitless model has helped our team upgrade their minds to better solve challenging problems and create greater social impact.”

— **MARC KIELBURGER**, co-founder of the We Movement, humanitarian and activist for children’s rights, columnist, and *New York Times* best-selling author of *Me to We*

“Exponential change requires a mental tool kit that amplifies creativity, rapid learning, global thinking, and optimism. *Limitless* is essential reading for anyone looking to expand the potential of their mind and advance

beyond what is believed possible.”

— **PETER H. DIAMANDIS**, Chairman and founder of XPRIZE Foundation, co-founder and Chairman of the Singularity University, and *New York Times* best-selling author of *Abundance*

“Taking care of our brains is an integral part of health and well-being. *Limitless* gives you the power to train and optimize your mind so you can realize your full potential.”

— **MAIA AND ALEX SHIBUTANI**, two-time Olympic medalist figure skaters, three-time world medalists, two-time U.S. champions, and authors of the Kudo Kids series

“Jim Kwik’s methods for learning, memory, and thinking are so empowering. . . . Producing a record amount of content, globally, requires incredible attention to detail. Thanks to Jim’s teachings, our hosts are thinking better, recalling more, and prioritizing brain health for our success as well as their own. This book is a must-read!”

— **MARIA MENOUNOS**, host of the *Better Together with Maria* podcast, CEO of @afterbuzztv, Emmy Award-winning journalist, and *New York Times* best-selling author of *The EveryGirl’s Guide to Diet and Fitness*

“As somebody who puts lots of emphasis on exercising the brain and not just the body, I found Jim Kwik’s work very empowering. *Limitless* will take you to incredible places you never expected.”

— **NOVAK DJOKOVIC**, professional tennis player, winner of 23 Grand Slam singles titles

“My research on Alzheimer’s disease has taught me that we must continually strive to invent new ways to use our brains Jim Kwik’s *Limitless* is a revelation in learning how to learn. You’ll discover new possibilities to challenge your mind and live your best life.”

— **RUDOLPH E. TANZI, PH.D.**, Professor of Neurology at Harvard University, director of the Genetics and Aging Research Unit at Massachusetts General Hospital, and *New York Times* best-selling author of *Super Brain*

“Achieving your goals in life is as much a mental game as it is physical. Do you want to grow your skills and improve your focus? *Limitless* is your book. Jim Kwik is your coach.”

— **APOLO ANTON OHNO**, eight-time Olympic medalist, speaker, and *New York Times* best-selling author of *Zero Regrets*

“As a young girl, I dreamed of traveling to space. Dreaming big is something I’m passionate about teaching others, especially today’s youth. Jim shares that same vision that nothing can hold you back once you realize your limitless potential. *Limitless* will not only make you smarter but help you dream bigger.”

— **ANOUSHEH ANSARI**, CEO of XPRIZE Foundation, first female private space explorer, and first space ambassador

“Jim Kwik is the world’s elite trainer when it comes to your brain. In *Limitless*, he lights a path toward a transformation that strengthens your mental game, makes you think faster, and leaves you smarter than when you started.”

— **TRACY ANDERSON**, CEO, fitness pioneer, and author of *Tracy Anderson’s 30-Day Method*

“When my son suffered a life-threatening traumatic brain injury, I learned that mindset is everything. In *Limitless*, Jim Kwik shares the mindset and methods that are essential to thriving in a world of change. Even when the odds seem stacked against you, this book will show you anything is possible.”

— **JJ VIRGIN**, celebrity nutrition and fitness expert and *New York Times* best-selling author of *The Virgin Diet*

“When you connect to your true self, something magical happens. I help people express themselves through movement and dance. Jim Kwik’s *Limitless* taps into that same reservoir of belief that anything is possible.”

— **JULIANNE HOUGH**, Emmy award-winning dancer, actress, singer, and creator of KINRGY

“In competition and in life, the finest performers stay patient, consistent, and relentless. Jim Kwik’s *Limitless* will help you reach a whole new

mindset—one that helps you achieve your dreams.”

— **DEREK HOUGH**, two-time Emmy award winner, six-time *Dancing with the Stars* champion, and *New York Times* best-selling author of *Taking the Lead*

“Jim Kwik is an expert in achieving mental stamina and clarity of focus. *Limitless* will give you sustainable results in whatever you pursue.”

— **MIKE BRYAN**, professional tennis player, all-time doubles team record holder

“We know full well the importance of food as fuel for a healthy brain. What you do to sharpen your cognitive abilities matters too. In *Limitless*, Jim Kwik teaches you the mindset and metalearning strategies that help you reach genius levels.”

— **MAX LUGAVERE**, host of the *Genius Life* podcast and *New York Times* best-selling author of *Genius Foods*

“I’ve worked with on-screen superheroes throughout my career, and Jim’s ability to level up your learning and life is one of the world’s great superpowers. . . . *Limitless* is for any person or organization looking to unlock exceptional mental productivity and performance.”

— **JIM GIANOPULOS**, Chairman and CEO of Paramount Pictures

“There’s a whole science behind brain fitness, memory enhancement, and mental acuity, and Jim Kwik is the ultimate guide. This book is a must-read for anyone who wants to maximize their cognitive potential and learning abilities.”

— **LISA MOSCONI, PH.D.**, director of the Women’s Brain Initiative and associate director of the Alzheimer’s Prevention Clinic at Weill Cornell Medical College, associate professor of neuroscience in neurology and radiology, and author of *The XX Brain*

“There’s no genius pill, but Jim gives you the process for unlocking your best brain and brightest future.”

— From the foreword by **MARK HYMAN, M.D.**, Head of Strategy and Innovation for the Cleveland Clinic Center for Functional Medicine and 14-time *New York Times* best-selling author

“Jim Kwik is just amazing. In my book *Use Your Brain to Change Your Age*, I wrote a whole chapter about him because one of the strategies to reverse brain aging and prevent Alzheimer’s disease is to work on your brain. And there is no one that I trust more than Jim Kwik and his programs to optimize brain functioning.”

— **DR. DANIEL AMEN**, physician, double board-certified psychiatrist, and 10-time *New York Times* best-selling author

“I’m keenly aware of how important it is to keep your mind and memory sharp. Jim Kwik’s tools and techniques in *Limitless* are your brain’s best friends.”

— **MARIA SHRIVER**, Emmy award-winning journalist, founder of the Women’s Alzheimer’s Movement, and *New York Times* best-selling author of *I’ve Been Thinking*

“As a person who has quested for knowledge his entire life, I fully embrace what Jim Kwik has to teach in *Limitless*. When you learn how to learn, anything is possible, and Jim is the best in the world at showing you how.”

— **QUINCY JONES**, music producer, recipient of the Grammy Living Legend Award, and *New York Times* best-selling author of *Q*

“I want to thank my friend Jim Kwik for all his support of the Stan Lee Foundation’s commitment to literacy and education. I believe there is a superhero in each of us, and at Kwik Learning you will discover how to unleash your superhero powers.”

— **STAN LEE**, Marvel Chairman Emeritus

“Jim Kwik is by far the world’s best Memory Trainer. Our program with Jim on Mindvalley became the number-one program of the year, and in a study of almost 1,000 students, the average increase in reading speed was an astonishing 170 percent in just 7 days of 10-minute-a-day lessons.”

— **VISHEN LAKHIANI**, founder and CEO of Mindvalley and *New York Times* best-selling author of *The Code of the Extraordinary Mind*

“Jim Kwik has the ability to expand your mind and shine a light on your inner genius. Like my song ‘Unwritten’ says—your life is your story.

Limitless will help you write yours with new possibilities.”

— **NATASHA BEDINGFIELD**, Grammy award–nominated singer and
songwriter

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JIM KWIK



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*For my readers and students
and the limitless heroes inside you.
Thank you for your time and trust.
This one's for you.*



CONTENTS

Preface to the Expanded Edition

Foreword

Introduction

Part I FREE YOUR MIND

Chapter 1: Becoming Limitless

Chapter 2: Why This Matters Now

Chapter 3: Your Limitless Brain

Chapter 4: How to Read and Remember This (and Any) Book

Part II LIMITLESS MINDSET: The What

Chapter 5: The Spell of Belief Systems

Chapter 6: The 7 Lies of Learning

Part III LIMITLESS MOTIVATION: The Why

Chapter 7: Purpose

Chapter 8: Energy

Chapter 9: Small Simple Steps

Chapter 10: Flow

Part IV LIMITLESS METHODS: The How

Chapter 11: Focus

Chapter 12: Study

Chapter 13: Memory

Chapter 14: Speed Reading

Chapter 15: Thinking

Part V LIMITLESS MOMENTUM: The When

Chapter 16: Limitless at Work

Chapter 17: Understanding Your Brain Animal C.O.D.E.

Chapter 18: Brain Nutrition

Chapter 19: How Artificial Intelligence Can Enhance Human Intelligence

Afterword

13-Day Kwik Start Plan

Suggested Reading

Acknowledgments

About the Author

Empower You: Unlimited Audio Mobile App

Endnotes

Index

PREFACE TO THE EXPANDED EDITION

The first edition of *Limitless* was published in the tumultuous month of April 2020. The world was thrust into a season of unprecedented challenges. Still, amid the chaos, the response to the original book was beyond my wildest dreams. It became a *New York Times* bestseller, was translated into a multitude of languages, and graced bookshelves in countless countries. To see this global embrace and hear your transformative stories during a global crisis was both comforting and humbling.

A story that significantly moved me is that of Jane, who despite very limited financial resources resumed her education and was the first in her family to earn a college degree, enabling her to venture into a career she once believed was beyond her reach. Jane's journey stands as a compelling testament to the potential inherent in all of us.

As of this writing, the first edition has amassed over 33,000 combined reader ratings on Amazon and Goodreads. With a career spent championing the transformative power of reading, I'm well aware of the life-changing potential books can hold. Even so, I am overwhelmed by the multitude of impactful stories I've encountered. Everyone from Ryan, who, at age 50, developed an insatiable thirst for learning for the first time in his life, to Sandra, a Ph.D. physicist and first-generation college student who confessed, "I am accomplished in many ways, yet I only feel like I've developed confidence recently, with *Limitless* being the key that unlocked my potential in areas that I didn't believe were possible."

In the years since, as the world began to reassemble and evolve, certain changes cemented themselves in our lives, especially in the realm of work. Recognizing this shift, I've added a new chapter, "Limitless at Work." It provides the mental tools you need to adapt and thrive, whether you're fully remote, embracing the hybrid model, or resuming the traditional office setting.

Health, too, found a renewed focus during the pandemic. While the first edition touched upon brain foods, I have expanded the scope to include a detailed chapter on Brain Nutrition, encompassing the latest breakthroughs in the science of nootropics and cognitive performance.

One of the most exciting additions to this updated version is an innovative brain-type assessment. Combining insights on learning styles, personality types, and brain functionality, this new chapter provides a comprehensive understanding of your interaction with the world. This powerful tool will help you chart the course of your limitless journey, and I eagerly await your feedback.

Another critical addition to this edition is the chapter on harnessing Artificial Intelligence (AI) to boost Human Intelligence (HI). In our rapidly evolving world, AI is no longer just science fiction—it's a reality. This chapter will guide you on using AI to augment your natural intelligence, providing you with the momentum to keep up in our digital age.

Your inspiring stories of transformation that came from reading and applying the original book, some of which have been woven into this edition, breathe life into the pages of *Limitless Expanded Edition*. These narratives add depth and context to the book, reminding us that the journey toward becoming limitless is a shared one.

On a personal note, stepping into the role of fatherhood has deepened my dedication to fostering a future teeming with limitless possibilities—for my child, for your children, and for each one of us. It's a future where we can come together to unleash our truest potential.

This updated edition of *Limitless* aims to harness the power of momentum. In our post-pandemic, AI-impacted world, maintaining this momentum in learning, adapting, leading, and contributing is not just timely but timeless.

So, here's to embarking on a journey to a life filled with greater meaning and limitless momentum.

Jim Kwik

FOREWORD

Our most precious gift is our brain.

It is what allows us to learn, love, think, create, and even to experience joy. It is the gateway to our emotions, to our capacity for deeply experiencing life, to our ability to have lasting intimacy. It allows us to innovate, grow, and accomplish.

Yet few of us realize that, by applying a handful of practical methods, we can enhance our brain and supercharge our ability to learn. Most of us know that we can improve our cardiovascular health through exercise and diet, but most of us do not realize that we can also greatly improve our brains, and in doing so, our life.

Unfortunately, our world doesn't foster a healthy environment for our brain. Before Jim Kwik provides a road map to become limitless, he indicts the four growing villains that are challenging our capacity to think, focus, learn, grow, and be fully human.

The first is *digital deluge*—the unending flood of information in a world of finite time and unfair expectations that leads to overwhelm, anxiety, and sleeplessness. Drowning in data and rapid change, we long for strategies and tools to regain some semblance of productivity, performance, and peace of mind.

The second villain is *digital distraction*. The fleeting ping of digital dopamine pleasure replaces our ability to sustain the attention necessary for deep relationship, deep learning, or deep work. I recently sat next to a friend at a lecture and noticed her picking up her phone multiple times within a few minutes. I asked for her phone and pulled up the screen time app. She had picked up her phone more than one thousand times and had one thousand notifications in one day. Texts, social media notifications, e-mails, and news alerts, while important in context, can derail our concentration and train us to be distracted from what matters most in the moment.

The next villain is *digital dementia*. Memory is a muscle that we have allowed to atrophy. While there are benefits to having a supercomputer in

your pocket, think of it like an electric bicycle. It's fun and easy but doesn't get you in shape. Research on dementia proves that the greater our capacity to learn—the more mental “brainercise” we perform—the lower our risk of dementia. In many cases, we have outsourced our memory to our detriment.

The last brain-damaging villain is *digital deduction*. In a world where information is abundantly accessible, we've perhaps gone too far in how we use that information, even getting to the point where we are letting technology do much of our critical thinking and reasoning for us. Online, there are so many conclusions being drawn by others that we have begun to surrender our own ability to draw conclusions. We would never let another person do our thinking for us, but we've gotten far too comfortable with letting devices have that very power.

The cumulative effects of these four digital villains robs us of our focus, attention, learning, and, most importantly, our ability to truly think. It robs us of our mental clarity and results in brain fatigue, distraction, inability to easily learn, and unhappiness. While the technological advances of our time have the potential to both help and harm, the way we use them in our society can lead to an epidemic of overload, memory loss, distraction, and dependency. And it's only going to get worse.

The message of this book couldn't be more timely. You were born with the ultimate technology, and there is nothing more important than the health and fitness of our brain—it controls everything in life. Learning how to filter all the data, to develop new methods and skills for thriving in a distracted world drowning in a flood of information, is what is needed to thrive in the 21st century. Learning and the ability to learn faster and more easily makes everything else in life possible, which means that it's never been a better time to train your brain the way you do your body. Just like you want a healthy body, you want a flexible, strong, energized, and fit brain. That's what Jim does for a living—he is the personal trainer for the mind.

The four supervillains are just an example of the limits you'll learn how to overcome in this book. The key to living an exceptional life, as Jim states, is a process of unlimiting ourselves. And he has cracked the code for personal transformation with his Limitless Model. If you are struggling to reach a goal in any area, you must first ask: Where is the limit? Most likely, you're experiencing a limit in your mindset, motivation, or methods—which means that it's not a personal shortcoming or failure pointing to any perceived lack of ability. And contrary to what we tend to believe, our barriers are not set. We're in full control and can overcome them at any