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All Platforms

Instagram

INSTAGRAM CAPTIONS — ALL VIDEOS

VIDEO 1 — *Game Changer*

IG SHORT CAPTION

This isn't motivation.
It's a shift in how change actually works.

DM me "SHIFT"

IG LONG CAPTION

Most people try to change outcomes without changing the internal model producing them.

Neuroscience shows that the brain is constantly predicting reality — and behavior follows those predictions.

When belief, perception, and intention realign, progress accelerates without force.

That's what this work is about.

Not hype. Not hustle.
But understanding applied at the right level.

DM me “SHIFT” and I’ll explain how this works.

VIDEO 2 — *Real Change*

IG SHORT CAPTION

Real change isn’t dramatic.
It’s precise.

DM me “REAL”

IG LONG CAPTION

Sustainable change doesn’t come from pushing harder.
It comes from reducing internal friction.

When the nervous system stops predicting threat around growth, behavior reorganizes naturally.

This can feel “magical” — but it’s actually biology doing what it’s designed to do.

If you’re interested in change that lasts,
DM me “REAL” and I’ll share more.

VIDEO 3 — *Science-Based*

IG SHORT CAPTION

Science explains what intuition already knew.

DM me “SCIENCE”

IG LONG CAPTION

The brain is a prediction machine.

Beliefs shape perception.
Perception shapes action.

What we often call “intuition” is the brain integrating information faster than conscious thought.

When science and meaning come together, clarity replaces effort.

DM me "SCIENCE" if you want to understand this more deeply.

VIDEO 4 — *Have You Ever Struggled*

IG SHORT CAPTION

If this feels familiar — you're not broken.

DM me "STUCK"

IG LONG CAPTION

Many capable people struggle quietly.

Not because they lack discipline —
but because they're trying to change behavior without updating the system underneath it.

Once you understand how the brain predicts safety, identity, and possibility, the tone of change shifts entirely.

DM me "STUCK" and I'll explain what's often missing.

VIDEO 5 — *Why I Made This*

IG SHORT CAPTION

This wasn't made to motivate.
It was made to clarify.

DM me "WHY"

IG LONG CAPTION

I created this after years of watching intelligent, driven people blame themselves for patterns they couldn't shift — even when they "knew better."
Insight alone isn't enough.

Understanding how the brain actually changes is what makes the difference.

DM me "WHY" if you want context.

VIDEO 6 — *Have You Ever Wondered* (Vocal)

IG SHORT CAPTION

Wonder opens doors effort can't.

DM me "WONDER"

IG LONG CAPTION

Curiosity creates cognitive flexibility.
And flexibility is the state the brain needs in order to learn, adapt, and reorganize.

Sometimes the most powerful shift isn't deciding —
it's wondering.

DM me "WONDER" if this resonates.

VIDEO 7 — *Rousing New Course* (Non-verbal)

IG SHORT CAPTION

This isn't noise.
It's direction.

DM me "ALIGN"

IG LONG CAPTION

Some things don't need explanation.
They create orientation.

Before strategy, there is perception.
Before perception, there is belief.

DM me "ALIGN" if you want to explore further.

VIDEO 8 — *Napoleon Hill* → *Music* → *Imagery*

IG SHORT CAPTION

Old truths.
New language.

DM me "ORIGIN"

IG LONG CAPTION

Long before modern neuroscience, thinkers were already exploring the relationship between belief, intention, and behavior.

Today we have better tools — but the same fundamental questions.

This work lives in that lineage.

DM me "ORIGIN" if you'd like context.

LINKEDIN LONG-FORM COPY (NO DMs)

 VIDEO 1 — *Course Is a Game Changer*

LinkedIn Post

Many high performers aren't stuck because they lack ambition.
They're stuck because they're applying linear solutions to non-linear problems.

Modern work is complex, ambiguous, and constantly changing.

What worked five years ago — even last year — often doesn't work now.

Neuroscience and complexity science tell us something important:
meaningful change doesn't come from pushing harder.

It comes from updating the internal models we use to interpret reality.

When those models change, decisions feel clearer, effort becomes more efficient, and momentum returns — without burnout.

I've shared more about this approach here for those who want a grounded, science-based framework.

 VIDEO 2 — *Real Change*

LinkedIn Post

Most change initiatives fail not because people resist change — but because their nervous systems experience change as threat.

At work, this often looks like:

- over-preparing
- decision paralysis
- perfectionism
- constant urgency without real progress

In life, it shows up as repeating patterns despite insight and effort.

Real change happens when insight becomes *embodied* — when the brain no longer predicts danger around growth.

This is not motivational theory.

It's how learning, adaptation, and resilience actually work.

I've outlined this approach in more detail here.



VIDEO 3 — *Science-Based*

LinkedIn Post

We often treat science and intuition as opposites.

In reality, they are deeply connected.

The brain is a prediction engine.

Beliefs shape perception.

Perception shapes behavior.

What we experience as “intuition” is often the brain integrating information faster than conscious reasoning can.

When people understand this, they stop blaming themselves for inconsistency and start designing change in ways that align with human biology.

This work integrates neuroscience, psychology, and systems thinking — not to reduce human experience, but to make it navigable.

More context is shared here for those interested.

VIDEO 4 — *Have You Ever Struggled*

LinkedIn Post

Many capable people struggle quietly.

They lead teams.

They solve problems.

They carry responsibility well.

And yet, internally, something feels stuck — not because they don't know *what* to do, but because something doesn't shift.

Often this isn't a lack of discipline or motivation.

It's a conflict between conscious goals and unconscious threat signals in the brain.

Understanding this changes the tone of the entire conversation — from self-criticism to clarity.

I've shared more about this perspective here.

VIDEO 5 — *Why I Made a Course Like This*

LinkedIn Post

I didn't create this work to motivate people.

I created it after years of watching intelligent, driven individuals blame themselves for systems that were never designed for how humans actually change.

We live and work in environments that demand adaptability, emotional regulation, and creative problem-solving — yet we're rarely taught how the brain reorganizes under pressure.

This approach focuses on understanding first, effort second.

When understanding changes, behavior often follows with far less friction.

I've outlined the thinking behind this work here.

VIDEO 6 — *Have You Ever Wondered (Vocal)*

LinkedIn Post

Wonder is often dismissed as impractical in professional settings.
In reality, it's one of the most powerful cognitive states we have.

Wonder creates flexibility.
Flexibility enables learning.
Learning allows adaptation.

In times of uncertainty, certainty can actually become a liability.

This work explores how curiosity, rather than force, often opens the door to meaningful change.

More details are available here for those who want to explore further.

 VIDEO 7 — *Rousing New Course* (Non-Verbal)

LinkedIn Post

Strategy matters.
But orientation matters first.

Before action, there is perception.
Before perception, there is belief.

In complex environments, clarity of orientation often determines outcomes more than speed.

I've shared additional context here for those interested.

 VIDEO 8 — *Napoleon Hill → Music → Imagery*

LinkedIn Post

Every serious movement has a lineage.

Long before modern neuroscience, thinkers were already exploring the relationship between belief, intention, and behavior — using the language available to them at the time.

Today, we have better tools, better data, and deeper insight — but the underlying questions remain the same.

This work sits within that longer arc.

Additional context is shared here.

LINKEDIN CTA STYLE (LOCKED)

Use one of these at the end — rotate lightly:

- "I've shared more details here."
- "More context is available here."
- "I've outlined this approach here."
- "Additional details are shared here."

X COPY — ALL VIDEOS

VIDEO 1 — *Game Changer*

Option A

A real game changer doesn't push harder.
It updates the model you're operating from.

Option B

Most people try to change outcomes
without changing the system producing them.

Option C

When belief, perception, and intention realign,
effort drops — and momentum increases.

VIDEO 2 — *Real Change*

Option A

Real change isn't dramatic.
It's precise.

Option B

Sustainable change happens when the nervous system
stops predicting threat around growth.

Option C

If change feels exhausting,
the system may be working against itself.

 VIDEO 3 — *Science-Based*

Option A

The brain predicts reality.
Behavior follows those predictions.

Option B

Science doesn't cancel intuition.
It explains why it works.

Option C

What feels "magical" is often biology
doing exactly what it's designed to do.

 VIDEO 4 — *Have You Ever Struggled*

Option A

Struggle doesn't always mean lack of discipline.
Often it means an outdated internal model.

Option B

Many capable people struggle quietly
because effort alone can't override prediction.

Option C

If insight hasn't translated into change,
something deeper is driving the system.

 VIDEO 5 — *Why I Made This*

Option A

I didn't build this to motivate.
I built it to clarify how change actually works.

Option B

Understanding beats willpower
when the problem is non-linear.

Option C

Clarity reduces effort.
Effort without clarity multiplies friction.

VIDEO 6 — *Have You Ever Wondered* (Vocal)

Option A

Wonder creates flexibility.
Flexibility enables change.

Option B

Curiosity often opens doors
effort keeps pushing against.

Option C

Certainty feels safe.
But wonder is what allows reorganization.

VIDEO 7 — *Rousing New Course* (Non-verbal)

Option A

Before action, there is orientation.

Option B

Alignment precedes movement.

Option C

Not everything persuades.
Some things re-orient.

VIDEO 8 — *Napoleon Hill → Music → Imagery*

Option A

Some ideas outlive trends.

Option B

Every serious movement has a lineage.

Option C

Old language.

Enduring questions.

OPTIONAL X CTA (USE SPARINGLY)

Only add on email days or high-performing posts:

- “DM if curious.”
- “If this resonates, you’ll know.”
- “More soon.”

Avoid links in most tweets — let profile link + curiosity do the work.

Meta: Copy

VIDEO 1 — *Game Changer*

This isn’t about trying harder or thinking more positively.

It’s about understanding how change actually happens — in the brain, in the nervous system, and in everyday life.

When belief, perception, and intention realign, progress feels different. Effort drops. Clarity increases.

If this resonates, send me a message and I’ll share more context.

VIDEO 2 — *Real Change*

Real change is rarely dramatic.

More often, it’s quiet — a subtle shift in how the body and mind relate to possibility.

When the nervous system no longer predicts threat around growth, new behavior emerges naturally.

If this speaks to where you are right now, feel free to message me.

VIDEO 3 — *Science-Based*

The brain is constantly predicting what's safe, what's possible, and what's worth pursuing.

Those predictions shape how we feel, what we notice, and how we act.

Science helps explain why some changes feel effortless while others never seem to stick.

If you're curious about this approach, you can message me for more details.

VIDEO 4 — *Have You Ever Struggled*

Many capable people struggle quietly.

Not because they lack motivation, but because they're trying to change outcomes without changing the internal patterns driving them.

Understanding this can be relieving — and it often opens the door to real movement. If this feels familiar, you're welcome to reach out.

VIDEO 5 — *Why I Made This*

I created this work after years of listening — to people who were thoughtful, driven, and still felt stuck despite doing “all the right things.”

Change isn't about effort alone. It's about alignment between understanding, biology, and intention.

If you'd like more context on why this was created, feel free to message me.

VIDEO 6 — *Have You Ever Wondered (Vocal)*

Wonder is often underestimated.

Yet it's one of the most powerful states for learning, flexibility, and growth.

Sometimes the shift doesn't come from deciding — but from allowing yourself to ask different questions.

If this resonates, message me and I'll share more.

VIDEO 7 — *Rousing New Course* (Non-verbal)

Some things don't need explanation.
They create a sense of direction.

Before strategy and action, there's orientation — how we see ourselves and what we believe is possible.

If this speaks to you, feel free to reach out.

VIDEO 8 — *Napoleon Hill → Music → Imagery*

Long before modern neuroscience, people were already exploring how belief, intention, and behavior shape outcomes.

Today, we have better language and better tools — but the deeper questions remain.

This work lives in that longer conversation.

If you'd like more context, you're welcome to message me.

META DM → EMAIL FLOW (Same as IG, works well here)

You can reuse the exact same DM sequence you're using on Instagram:

- Resonance check
- Email introduced as clarity
- Calm follow-up

Meta audiences respond well to warm, thoughtful follow-ups.