

**“LISTEN TO YOUR BRAIN”****Chorus**

Lemme listen to your brain  
Lemme tune into your brain  
Lemme pick up on your brain  
Ima listen to your brain

**Verse 1**

Welcome to my world, young cobras  
You now in tune with Dr. NeuroFocus  
I was born with the power to read  
Your brain activity (I'm a G)

Neuroscience is the study of the brain  
How it's structured, the whole shebang  
This is how it works, your brain's a series of complex networks  
Some form G's, some form jerks  
Mine formed perfect (that's my word)

100 billion brain cells, chillin' in your head  
Neurons!  
They be chillin' in your head

And how they connect, a network is set  
These activate when stimulus is met  
Stimuli!  
So fly, I  
Swoop in with sensors to feel on their vibes

My technology is called EEG  
Electro ... enceph ... alography  
And each of those sensors  
Do more work than  
One million bench pressers

Now your brainwaves I measure  
At what rate?  
2,000 times a second!  
Yeah, I know--quite impressive  
But please stay tuned, there's still more lesson

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### **Verse 2**

Verse 2, how do you do?  
I bet you're wonderin' how I make my loot?  
I bet you question how I can push this coupe?  
How I rock fly suits and wear Versace boots?  
Welll...come closer for a listen  
Sit down  
Turn on your television  
You see that car? See that brand?  
You see the package that she's holding in her hand?

Zamn ! Your P300's off the charts!  
Welcome to the world of the Neuromarket  
We measure NeuroMetrics  
This ain't gym class or stupid pet tricks!

I can see when emotions are engaged  
I can see the attention that you paid  
I can see what's stored in your memo-rays  
Don't worry, they can't see  
It's between you and me

I measure in the subconscious  
To hear what you're thinking  
That knowledge is righteous

I'm not like them other guys  
Who behind mirrors while you're under lights  
They only ask questions  
I gain insight in every session  
Like purchase intent  
The novelty found and awareness that's kept

We measure the FULL BRAIN!  
This ain't biometrics, or  
Headbands, maybe!

'Cause the brain drives the body  
In my case a Caddy, a Porsche and an Audi  
Need market research? Then call me  
ERP your TCE and priming  
Dr. NeuroFocus, I always POP OUT!  
So relax your cortex and step in my house

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