

The Mental Advantage



When you're in the gym training like a fanatic or practicing your chosen sport for hours each week, you're only doing half of what is necessary for success. Your mind must also be in gear or all of the training advice in the world won't get you anywhere. Without the right mental attitude, you'll never be able to achieve the success you are capable of. Your success is obviously going to depend on your dedication to and responsiveness to training, but your mind is the rudder that steers the ship. If the rudder doesn't turn, the ship keeps going straight, and it might end up like something similar to the Exxon Valdez, which ran aground up in Alaska years back and dumped tens of thousands of tons of crude oil all over Alaska's formerly pristine aquatic environment.

Your mental approach to your training first primes the pump and then keeps the water flowing. Your mind is like a computer that can be programmed to carry out assigned tasks. It *is* possible to program your mind to allow you to make athletic improvements or complete any other goals you desire at a very quick rate of speed. Fortunately, it's rather easy to accomplish this mental programming and it isn't something that requires years of study or anything all that special.

In order to program your mind to help you get the most out of your abilities, you need to have a road map for your journey. Without a map, your journey will be much like it would if you were to set out driving to a distant city without a road map. Even if you did reach your destination you'd likely have to go down a lot of blind alleys and dead ends in order to get there. With a good map, however, you can immediately set yourself on a superhighway to success, getting to

your destination in half the time it takes people who don't understand how to set goals.

Your road map to success comes about through effective goal setting. By setting up and being clear on your goal and how you will reach that goal, you effectively add structure to your training efforts rather than aimlessly expending a lot of energy toward an undefined thought. The net result of this process is what everyone is after – faster and greater improvements.

Obviously because you've purchased this program, whether you realize it or not, you have a goal to increase your athletic ability and specifically your vertical jumping ability. Your goal may not be well defined or well-focused, yet obviously it's at least crossed your mind. The book and programs give you all the information you need to be successful. The purpose of this report is to help you utilize that information so you can apply it in the best way possible to get what you want. Although the programs are full of rock-solid information, they would be useless if you took them and set them aside and never followed them. What you're going to get now is a roadmap to success so that you can utilize the information in the best way possible.

Before you can go about starting the goal achievement process you first have to get yourself and your mind right. Before you can **achieve** positive things, you must be able to **think** positive things.

The 80/20 rule is a fact and says that 80% of the things that restrict you from achieving your goals are internal, or in your mind. Only 20% of the things that restrict you actually exist! Start off by asking yourself, "What is it in me that is holding me back?"

As humans we have the tendency to bring into our lives whatever we think about, dwell on, imagine, or get emotional about. This happens whether you consciously decide on your thoughts as "goals", or have simply allowed something to become the center of your attention. We are attracted to the strongest impression in our minds. To illustrate, a law enforcement officer who stops a lawbreaker on the side of the road has seven times as good a chance of having his car hit by a passing motorist if he leaves his flashing light on as he does if he turns the light off. The parent who says to the child who wants to help with the dishes, "Okay, but be careful - this is our best china; don't break it," could not have given better instructions for broken dishes had he or she sat up all night praying, "Lord, what can I do to help this child break more dishes?" The picture painted in the child's mind is clear – break the dishes.

The basketball player shooting a free throw with the game on the line who says, "If I miss, we lose the game," has just painted a clear picture – miss. Therefore, he is far less likely to make the free throw than is the player who says, "I'll hit nothing but net and we'll win the game."

The most important opinion you carry is the one you have of yourself, or, your self esteem. How you feel about yourself determines your self esteem. As Zig Ziglar has stated, the most important words you say everyday are the words you say to yourself. I once heard a friend of mine say after looking in the mirror, "damn I look good!" I started laughing and he looked at me and said "hey if I don't like me who do??" And he was right! The importance of self-esteem is that how you feel about yourself will be expressed in what you achieve. ***Your goals in life will be directed towards defining how you feel about yourself.*** If your internal dialogue, or what you say to yourself, is comprised of negativity, then you will tend to carry out that negativity by failing to achieve positive goals. If your internal dialogue is positive you will tend to carry out that positive dialogue by achieving positive things.

Think about the professional athlete who signs the big contract only to go out and blow his entire life on a drug binge. Chances are deep down inside he didn't feel he deserved that big contract and success. As Ziglar also says, You've got to be before you can do, and do before you can have.

The good thing about this is that you can effectively bring about change either positive or negative!

Your subconscious mind takes all of its directions directly from you and it believes exactly what you tell it, making no judgments. Therefore, if you say to yourself (and therefore to your subconscious mind) "I *hate* training," then it will help you to avoid training, because it thinks that's what you want. On the other hand, if you say to yourself, "I *love* training," guess what? It will help you love training!

In order to succeed at anything you first must be willing to give up your self-limiting beliefs. What are the positive and negative thoughts that you think and see in yourself? You will always get out what you put in. Is there a possibility that you haven't achieved the things you want in the past because you don't have the ability, or is it far more likely that you have everything it takes, but your internal self-talk has been telling you different?

Next, you have to be able to let go of any negative beliefs or any beliefs that reflect negativity in your subconscious. When you let go of these self-limiting beliefs your actions start to automatically change, moving you towards the optimal mental state necessary for goal achievement. You are now ready to start capitalizing on your goals, due in part to the fact that you now believe that you can and feel that you deserve to do so.

So take some time and look at your inner self. What thoughts or beliefs exist inside of you that tell you that you "can't" do or achieve something? What can you do to get rid of those thoughts or beliefs? Here's what sports psychologist Jack Singer recommends. Place a rubber band or some other object around your wrist and wear it all the time. Whenever a negative thought comes into your mind or when others make negative comments, acknowledge those thoughts or comments and pop that rubber band while you say to yourself, "**STOP THAT THOUGHT!**" Next, **replace the negative thought with a positive one, such as, "I am ready to train and I'm gonna achieve what I want so let's just do it!"**

Recall that only 20% of the things that hold you back actually exist in reality and 80% exist in your mind! All you have to do is get your mind to believe that you can achieve. So think about this and isolate your negative beliefs about yourself and ask yourself what you can do to erase this thought or belief. Once you've started incorporating this you can move onto the next step, which is setting a goal and following the steps necessary to achieve that goal.

Goal Setting 101

Anyone who does anything worthwhile anywhere has consciously or unknowingly followed through on a goal. This goes for anyone, anywhere, or anything. Take a look around at people who are happy in what they're doing or who have achieved anything of significance. Very rarely do people just stumble upon success in any endeavor. Individual goals vary, but happiness comes when we have achieved something that we want.

Goals keep us **focused** on a purpose. You can have the best programs, coaches, and god-given ability out there, but without focus your efforts will likely be half-hearted and lack direction.

Having a rock-solid goal in our minds gives us motivation and helps us through difficult times when others less motivated may have given up.

The following steps will take you down the path towards defining, striving, and working towards your goal.

Intense Desire – Before You Have You Gotta Want!

Goal Setting Step 1

Have you ever set personal or athletic goals for yourself and failed to achieve them?

Here is a crucial question: **WHY?**

The answer is often quite simple:

Because you did not have a strong enough desire.

Now I know what you might be thinking. “But I really did have a strong desire and still didn’t get there.” Well, most likely your desire **still** wasn’t strong enough.

In order to have the desire necessary to reach a goal your desire must be **INTENSE** and **PASSIONATE!**

Intense desire can spark your energy reserves just like ignited rocket fuel has the energy to lift a rocket into outer space.

So analyze the intensity of your desire. Is your goal all you can think about? Does it keep you awake at night with excitement? Do you wake up each morning and give yourself a high five because your goal has created this energy inside of you? Do you vividly imagine your goal in full detail? Do you have no doubts whatsoever that your goal will become reality?

Or is your goal just kind’ve something you think about every now and then. “Well I’d like to be able to jump higher.” “It would be cool if I could dunk.” “I’ll try this for a while and see what happens.”

If the latter sounds more like you then you need to intensify your desire. The great thing is that you **can** do this.

Before telling you how to get it let’s identify intense desire and passion.

It's what keeps people working all hours, up early, late to bed.

It's what fueled Stephen Spielberg from the age of 13 to be a movie director.

It's what powered Whoopi Goldberg from childhood out of impossible circumstances to be a very successful actress.

It's why over 70% of the world's greatest leaders in history such as Abe Lincoln and Winston Churchill achieved their success despite growing up either in impoverished conditions or with severe disabilities.

It's why the founder of Kentucky Fried Chicken, Colonel Harlan Sanders, persevered despite being rejected over 1000 times in his efforts to market his recipe for fried chicken!

It's why Edison persevered in his invention of the light bulb despite failing thousands of times!

When you have **passionate desire** your desire **dominates** your thinking, your conversation and your actions.

Where do desires start and how do they form?

Unlike animals who base all of their actions off of instinct. The human mind has the potential for reasoning, creativity, imagination, and thinking things through.

Desire always starts in the **mind**.

Again, we become what we think about. If you think of yourself as slow, ground-bound and awkward, you will tend to perform in a slow, ground-bound and awkward manner! But if you think of yourself often enough as being a high-flyer, then your actions will begin to lead you down the path towards becoming a high-flyer. Patterns are formed in our thinking processes. If you think the same thought regularly and this thought sparks enough emotion inside of you it becomes habit forming and etched into your mind like a well-used path across a field.

The key to creating intense desire is that the thought you think must spark emotion inside of you and you must think about it often. If it is just an occasional thought that passes your mind it will soon be forgotten just like a path seldom used quickly becomes overgrown.

Now apply this information to desires

You may have a positive desire that comes into your mind but it may soon be forgotten with everything else you have to think about in the daily routine of life.

But if you keep thinking about it, keep envisioning it, keep seeing it, and keep your mind **focused** on it then what happens?

The desire becomes strong, very strong. If it creates enough emotion, passion, and excitement inside of you then your thought motivates you into **action**.

You may already be at this point. The thought of being an awesome athlete and increasing your jumping ability was strong enough that you took action into acquiring the information you needed to turn this thought into reality.

But there is no such thing as too much desire and maybe you want to intensify yours even more. How do you do that?

Take for example an old car that has been used and then is left to sit. After years of sitting outside being exposed to the elements, - the color fades, collects dust, and suffers from deterioration. It may only be a shadow of its original glory. But then along comes someone who wishes to restore it. It is stripped down and each and every part is thoroughly cleaned and repainted. The engine is rebuilt to brand new specifications. Over many months this person meticulously puts his heart and soul into restoring this fine work of an automobile. After it has gone through this meticulous restoration process what happens?

The car begins to breath **life** and **vibrancy** again. Why?

Because now you see the detail. There are moods, objects, expressions in that vehicle you could never see when it was just sitting and collecting dust.

Detail makes the difference.

So how can you add the detail into your goal?

By listing all the details and benefits that come from you accomplishing this goal!

Sit down and write out your goal and then list every single benefit that will come from you achieving your goal of an impressive vertical leap. It doesn't matter whether your goal is to increase your vertical jump by 5 inches or 20, just imagine how you will feel when you achieve it. What will it mean to you? How will you feel? What things will come easier for you? Once this list gets past 20 or 30 benefits your goal becomes **unstoppable**.

Do this exercise today.

Have you set a goal to increase your vertical leap by XX inches or increase your speed by XX amount of time?

Increasing your vertical leap just for the sake of it really gives no tangible reward. There has to be something more. Make a list of your goal and all the benefits that you will gain from having that spectacular vertical leap.

What difference will it make to your self-esteem, your impression on coaches, team-mates, your playing performance, your future chances in athletics, your popularity, or anything else you can think of?

The more specific you can make your goal and the more details and benefits you can write down, the more details your mind comes up with and the greater the intensity of your desire becomes. By feeling "as if" your goals are already won you are highly emotional about them, thereby giving them a high degree of importance in your mind (emotionalizing a thought assigns importance to it).

This is the first step towards achievement of your goal and will set the foundation for everything else to follow.

With **intense desire** fueling your goals you have every chance of rocketing to success!

Goals - Write Them Down!

Goal Setting Step 2

Now I know if you're like most people you probably just **skimmed through** the above suggestion to write down your goal without taking any action and doing that! You're definitely not alone. If you're like most people you probably thought, "Well I'll just think of the benefits of the goal in my mind and that will be good enough." **Wrong!** Before we're done with this section I guarantee you'll know exactly why you should write your goals down and you'll be looking forward to doing exactly that.

Why is writing your goal down so important in the goal achievement process?

Less than 3% of all people actually take the time to sit down and write out their goals. **Believe it or not the 3% of people who take the time to write out their goals are more successful than the other 97% combined!** There was actually a study done on graduating Harvard University seniors several years ago. Just prior to graduation they were asked if they had goals and what kind of roadmaps they had to achieve those goals. Only 3% of those graduating seniors had actually put their goals to paper. 20 years later that graduating class was once again surveyed. The 3% of graduating seniors who had

taken the time to form and goal and put it to paper were now earning more money than the other 97% combined! These results have been duplicated in other studies. It doesn't matter whether the goal is a life goal, financial goal, or physical goal. ***Those who write their goals down usually end up being only 3% of the population and those 3% accomplish more in any endeavor than everybody else.*** Why is this?

Words are an integral part of the thinking process. Words bring into your mind images, pictures, feelings, and emotions. You can be thinking 'something' without realizing fully what that something is. It is intangible if it is not clearly defined in your mind. But now, start putting that thought into words, try expressing it and an amazing thing starts to happen. By putting that thought into words you basically put the clothes on it and that intangible thought now takes on body, shape, form, and substance. It is no longer a thought but is now something real! It becomes something that motivates you and creates a strong feeling inside. Try it and see how it works. You might "think" of how impressive it would be for you to add 12 inches to your vertical leap. But start writing down all the positives that come from that thought and now you can actually feel and live those positives.

Taking the action and putting pen to paper now transfers those thoughts that you have into something tangible, that you can see, feel, and experience. You can now physically look at your goal and all the benefits that it will bring.

Even the act of using the eye and holding the pen makes a much firmer impression on your mind as you write out the phrase or expression. Now when you read and re-read that phrase or sentence the impression on your mind becomes deeper and deeper.

Here is another important point. When you put the pen to the paper and write out your goal and its benefits and then repeatedly rewrite them they have even more impact.

So don't be content with just a first draft.

Write down your goal yes. Then **rephrase** it, compact it, and add descriptive adjectives. A week later you may want to adjust it again. Keep on fine-tuning. Ideally you want to do this exercise frequently. It takes only a minute and will pay off by keeping you focused and directed towards doing the things you need to do to make your goal reality.

Can you see how the motivation for the goal **evolves**?

Putting it in writing breathes life into it making it a **force** that is difficult to stop. For best results you'll need to get a training diary or notebook. Each day write down what you do in training and also write down and address at least one aspect of your goal. This will not only help to show you your progress as you complete each workout but will also keep you focused and motivated.

Define the Obstacles to Your Goal

Goal Setting Step 3

If you see roadblocks up ahead while you're driving your car on a journey you simply take a **detour**.

No one in their right mind would just drive on and hit the obstacle head on just hoping they get through! The more prepared you are to deal with those obstacles the easier they are to deal with.

Now sit down and write out all the potential obstacles you may face.

Are there **people** who won't understand your training dedication and want you to hang out with them and try to discourage you from training?

Do you have limited access to a weight-room or training facility?

Will you have to struggle to find time to complete all the necessary training sessions each week?

Will you have trouble motivating yourself to train consistently?

Think about all the obstacles that may deter you and write them out. Then list them, analyze them, and develop a strategy to overcome them.

Ask yourself the question, why are you not at your goal already? Remember, **80% of the reason that people fail to achieve their goals is because of what's in their mind and only 20% is because of actual reality**. Focus your time and energy on the obstacles that might hold you back. When you can remove a major obstacle swarm on it until it's removed.

What will you need to achieve your goal that you don't have already?

When you are driving down the road and face a roadblock you can turn off before you get there if you know where the roadblock is.

Do the same with the obstacles to your goal.

Is there any way you can bypass or find a way to get around these obstacles to your goal?

Preparation like this is invaluable.

When you are prepared for this when the obstacle arises you then know exactly what to do.

The next step is to gather the assistance you will need to achieve your goal.

The program you've purchased has already provided you with the knowledge and road-map that you will need. You have researched and become knowledgeable on the subject and what you are trying to achieve. Now decide if you need anyone else to help you on your journey.

Do you need someone to train with you?

Do you need someone to drive you to and from a training facility?

Will you need to talk to a coach to give you after hours access to your schools facilities?

Talk to them and tell them what you're trying to accomplish and ask for their help.

So define the obstacles to your goal and gather the necessary assistance from the people who can assist you.

Including these two elements in your goal setting can make the difference between a failed attempt at the target and a bull's eye!

Set a Deadline!

Goal Setting Step 4

It's not enough to set a goal with no timeline for when you achieve that goal. If your goal is to increase your vertical jump by 10 inches sometime in the next year you need to be more specific than that. A defined deadline gets results. It creates urgency, it **sharpens** thinking, it makes things happen.

Which goal is more likely to be achieved?

Goal 1: I would like to take a vacation in the Bahamas sometime!

OR

Goal 2: Six months from today I will be enjoying a vacation in the Bahamas.

Goal 1: I would like to increase my vertical jump by 12 inches sometime in the next year!

OR

Goal 2: 3 months from today I will be jumping 8 inches higher!

It should be obvious that in both cases goal #2 is more specific and will give superior results.

Having a deadline increases your motivation and gives you added direction and focus.

However, you need to be realistic and not expect deadlines to perform miracles.

Setting a deadline by saying, "In seven days I will have increased my vertical jump by 10 inches" is not going to miraculously deliver you those results.

It also helps if you break your goals down into smaller, easily achievable increments.

Rather than striving for the completion of your goal in one big step, strive for incremental improvements – By the yard it's hard but by the inch it's a cinch! Strive for slow, steady, consistent increases. The story of Milo illustrates this quite well. In history, Milo was known at one time as being one of the strongest men in the world. In fact, he could pick up and carry a full-grown cow. When asked how he developed his immense strength he said that when the cow was a calf he simply picked it up every single day and held it for a few minutes. The calf grew into the cow very slowly and gradually and Milo's strength gradually increased as well. Likewise, to increase your vertical jump by 12 inches in 6 months might sound like a lot, but when you break it down, it comes out to only .07 inches per day or less than ½ inch per week! This can be applied to anything. A person who has a goal of losing 20 lbs. in 3 months only needs to lose only .22 lbs per day or 1.5 pounds per week.

To illustrate how you might apply this, if you desire to increase your goal by 12 inches in the next 6 months you can break this down like this:

First ask yourself what else you will need to do to increase your vertical jump and then break that down into increments. For example you might first make a 2- month goal and say:

2 months from today I will be squatting 35 lbs more.

2 months from today I will be jumping 6 inches higher.

In this example you can see that if strength is not a strong point for you, increasing that directly effects the 2nd goal of an increased vertical.

After 2 months you would then re-evaluate and set another 2-month goal.

You also need to break your goals down into smaller daily or weekly increments.

Each day write out exactly what training you're going to do before you do it.

At the beginning of the week write out something like "I will complete all 3 of my workouts this week."

So when deadlining your goals:

- 1)** Break them down into **manageable** stages.
- 2)** Work out a reasonable **time frame** for the accomplishment of that stage and factor in a safety margin for unexpected delays.

This prevents disappointment and discouragement through missing the deadline.

- 3)** Put the deadline date for each stage in your training journal or diary.
- 4)** Get the deadline **date** from the last stage.

You now have a final deadline for the accomplishment of that goal. There now is a very high chance of it being achieved. You have planned, set reasonable time-frames and stages and your focus is clear. Keep the overall deadline in front of you daily as you accomplish each stage along the way.

Planning - Looking Ahead!

Goal Setting Step 5

Organizers of a marathon race take time to mark out the course.

The way is planned.

Otherwise reaching the finish line would be a matter of **chance** depending on whether a runner just happened to be in the area to see it!

Achieving goals requires planning.

In **Step 3** we discussed the importance of identifying obstacles and acquiring help.

You were encouraged to make a list of possible obstacles and yet another list of people that could help you.

In **Step 4** you saw the need for deadlines and the need to make another list of manageable slices or segments leading toward the main goal.

Now **Step 5** involves using all the information gathered from these two previous steps.

Combine all these lists and put them in a logical order

Lay out the manageable steps you will need to do in order of progression from your obstacles list and help list.

Get a large notebook and play around with the order of things until the plan begins to **flow**.

Make sure your plan is not too rigid and inflexible! Leave a little room for error just in case things don't go exactly as expected.

Any default could spell disaster and discouragement if the plan is not flexible!

If one deadline is missed it should not jeopardize the rest of the plan. If your goal is to increase your vertical jump by 12 inches in the next six months and you miss your monthly goal that shouldn't jeopardize the achievement of your six-month goal. Simply re-evaluate and continue on, setting a smaller, more manageable monthly goal.

Your plan and flow can then follow a different route and still arrive at the same destination.

Do this with your main goal. Break it up into stages, figure out how you will deal with your obstacles and who you will need to assist you. Once this is completed you now have an action plan

The course to the finish line for your goal is set and the way is marked out for you.

This is a tremendous **confidence booster** and it is extremely practical.

Without planning you can drop out of the race early on.

By looking ahead through planning you get ahead and stay ahead!

Mental Pictures - Goal Setting Step 6

To jump really high you have to be able to see yourself jumping really high. To achieve anything of significance you first must be able to see yourself achieving that very thing. This process is called visualization. Psychologists tell us that our conscious minds can be undependable while the subconscious is logical, consistent, and dependable. You might as well have your subconscious mind working for you rather than against you.

The dinner table on Thanksgiving

The classroom on your first day at school

The memory of your first dunk, first time you grabbed the rim, or the net.

These sentences immediately bring pictures to your mind.

The brain often thinks in **pictures**.

Your eyes capture an incredible amount of information with just one glance and they then relay that information to the brain, which then translates that information into a form we '**see**'.

It would be more accurate to say we see with our brains than with our eyes.

The brain does not need to receive information through the eyes to see every time.

It can recall from memory sights, sounds and feelings and put the whole sequence together and run it **like a movie** all inside our head.

Where is all this leading you?

If you could construct your own movie casting yourself in the starring role acting out the scene as if you had already achieved your goal and play it over and over in your minds what would be the result?

Answer:

SENSATIONAL!

A movie is made by a lot of people but a key figure is the **director**. His job is to visualize the script and guide the production crew and actors. So simply be your own director!

Visualize yourself enjoying the benefits of having reached your goal. Visualize yourself jumping high and flying the way you want to be.

This may sound a little 'off the wall' but many find this technique works and it is even verified by scientific research!

In your mind create your own movie theater.

Imagine it now. Imagine the court, the seats, the opponents, and everything else. Then put yourself on the big screen. Sit back, press a button and start the movie.

See yourself up there in vivid color enjoying the achievement of your goal. Watch yourself flying by people, jumping over people, and taking over the game.

Rewind it and play it again!

Every time you want to feel a surge of motivation, in your mind, slip into your own movie theater and just play it again.

This **mental imaging** merely cooperates with the way our brain works.

And what goes on in our minds has a direct bearing on our actions and results we produce in our lives.

So go ahead!

Visualize your goal, create the mental picture and put an MGM studio in your head!

To review follow these steps to practice mental imagery.

Visualize your goals continually as if they were already reality. Your subconscious can't tell the difference between something you imagine and something that is really going on around you. When you vividly imagine your goal as already achieved, your subconscious accepts your visualization as a command and begins to attract all the things you need to achieve your goals.

The 4 Keys to visualization

1. **Frequency**- Visualize your goal as attained as often as possible. When you have a spare moment play a picture of your goal exactly as it would be in reality on the screen of your mind. The more often you do this the faster it takes on a power of its own.
2. **Intensity**- The more you can emotionalize your goal and get the feeling of excitement and pleasure that accompanies the attainment the deeper the goal becomes imbedded in the subconscious. The more excited you are about what you want combined with frequently imagining it as reality the faster it will come into your life.
3. **Vividness**- The clarity which you can see your goal in your minds eyes. When you can see it perfectly with your eyes closed at that point it emerges in your life.
4. **Duration**- The length of time you can hold the picture of the goal in the screen in your mind. The longer the better.

When you combine all 4 of these together you activate all your subconscious powers. In almost no time the goal will begin to materialize in your life

The Remaining 90% - Sheer Persistence

Goal Setting Step 7

If you're a fan of baseball you've probably heard the name Ty Cobb. In 1915 Ty Cobb set up an amazing baseball record of stealing 96 bases.

Seven years later Max Carey set the second-best record with 51 stolen bases.

Was Cobb twice as good as Carey?

Consider this: Cobb tried to steal 134 bases and was successful 96 times. He failed 38 times. Carey tried to steal 53 bases and failed to reach base only twice!

So Carey's average was much better.

Cobb, however made 81 more tries and was rewarded with 44 more stolen bases. Michael Jordan missed more shots than he made during his career. This adds up to thousands and thousands of failed scoring attempts.

In any field, in any endeavor, in any sport, in anything, when you get behind the big success stories, you often find the most successful have made **more attempts, suffered more missed attempts,** and spent **longer hours** at the given task than anyone else.

It was mentioned at the beginning that Edison failed thousands of times in his quest of developing the light bulb. But he never gave up.

If you try something long enough and work at it hard enough, you may not hit the target every time, but you'll hit it a lot more than the guy who only tries a few times. Most successful people give the **law of averages** a chance to work in their favor! They just keep on striking out, often against all odds. In goal achievement this qualities of **persistence** and **perseverance** are absolutely essential.

The previous six steps are also essential and crucial **BUT** if you do not persist your wonderful plan can go down the drain. Your vivid mental images can just evaporate into thin air.

You must just keep at it day in day out. Then you are **GUARANTEED** results - eventually! To maintain this kind of momentum you have to develop mental toughness.

It's easy to maintain a high level of motivation when things are going good. It's easy to train when you have an abundance of energy and are noticing progress everyday. But what about when you don't?

Chances are you're not always going to feel like training. You're not always going to see your gains increase day by day. Chances are, you're not always going to make fantastic progress on a daily basis. You will have distractions that come along and entice you and these distractions will keep you from consistently following your workouts. Sometimes you're just going to have to be mentally tough and tough it out.

To be **mentally tough** means you minimize the effects of discouragement and you turn negatives into positives.

Whenever a negative thought comes into your mind or when others make negative comments, remember to pop that rubber band,

acknowledge the negative thought, and replace it with something positive.

For example, when you catch yourself thinking, "This is just not working, this is useless and a waste of time", trigger your mental toughness by following through with the above.

When something doesn't seem to be working for you or going your way don't say "This is not working." Instead ask yourself "What do I need to do to make this work?"

Negative mental habits can be very difficult to break. It takes time, persistence, and toughness but the rewards are well worth it when you do.

Do you understand why the title of this final session is "Sheer Persistence?"

It really does come down to that.

Just keep on going, **persist, persist, persist**, and let the good old law of averages work for you. You may not succeed at first but no matter where you are now or no matter how sub-par your genetics or situation is, if you keep trying you will succeed.

When you are lacking motivation, desire, and feel like giving up just ask yourself this. Where are you going to be 3 months, 6 months, or a year from now if you give up? Get that picture in your head. Now imagine where you will be 6 months from now if you continue to dig down and persist, persist, persist. What can you accomplish in 6 months if you continue to persist and never miss a training session? Picture that thought in your mind. If you were to train consistently for an entire 6 months, even if your gains come slow, they will still be substantial in comparison to what they would be if you were to give up. Now since 6 months from today, your going to be 6 months older whether or not you persist in your efforts or not, doesn't it make sense that you should make the best use of that time and persist anyway?

Do this and you **WILL** realize that goal!

Now here is a review of the goal setting and goal achievement process.

1. Put your goal in writing. 80% of your success is caused by you being clear on exactly what you want. The #1 reason for success is

clarity, the #1 reason for failure is lack of clarity. The very act of writing your goals down takes them out of the air and puts them where you can see them.

2. Set an expected deadline to achieve the goal. This will deepen and intensify your desire for the goal and increase it's believe that it Is possible for you.
3. Determine your level of commitment and willingness to do 'whatever it takes'.
4. Determine and make a list of the 'challenges' (sometimes called obstacles) you will have to overcome...including your internal ones. Determine and make a list of the people whose help, support, and cooperation you will require along the way (family, friends, and coaches.
5. Take your lists and within each category, set priorities, and sequence them. Eg. "What do I have to do first before I can do anything else?" and then "What will that enable me to do second?" Ask yourself the question, why are you not at your goal already? Remember 80% of the reason that you are not achieving your goal is contained in your own mind.
6. Develop a potential plan of action. Set mini-goals or milestones with deadlines along the way to your major goal.
7. Implement your plan and monitor your progress. Reevaluate your plan and modify it as necessary.
8. Learn from your experience what works well or what would work better if done another way!
9. Visualize your goals continually as if they were already reality.
10. Persist. Persist. Persist.