

## Session One Transcript

Hi it's Lisa Lane Brown welcome to the **Confident Champion System**. In this System, you are going to discover how to create breakthrough confidence so you can believe in yourself and deliver incredible peak performance, become a star athlete, and dominate your sport.

Congratulations – you've made a great decision to enroll in this training because these are the most prized, advanced, and cutting edge strategies for creating confidence and belief in yourself available in the world today. Breakthrough confidence is the single most important skill you will ever learn as an athlete. You will discover the real secrets to genuine confidence, because no one has ever shown you the truth. My philosophy is that I will only release something to my list if it's proven in applied work with myself and other athletes to get you practical results in your sport in lightening speed.

I created this system so that you NO LONGER:

1. Lose your confidence, be passive and self-conscious, and over-think what you are doing so you perform at only a fraction of your potential and really don't enjoy competing
2. Approach competing overwhelmed with fear, choke, and get worse and worse out there so that your performance goes up and down like a yo-yo and you lose playing time, get yelled at, or let your team down.
3. Try to compete with sub-par skills or skills that have hit a plateau so you really can't accomplish your goals no matter how motivated you are because you don't have the skills.

Instead, you will learn to do the following:

1. Create breakthrough confidence for yourself so that you are energized, confident, aggressive, and excited to perform whenever you go out there.
2. Transform yourself into a star athlete with superior, amazing skills so you can deliver peak performances, get instant respect, and win, even against tough competitors.
3. Develop consistent confidence by mastering the art of persistence and the will to win so you achieve total self-mastery and are in control of your athletic destiny.

In this program you're going to learn five key skills:

### **Session One**

**How to Create Unshakable Confidence and BELIEVE in Yourself in Sport**

### **Session Two**

**How To Express Your True Greatness & Transform Yourself Into A Genuine STAR**

### **Session Three**

**The Magic Formula for Becoming Fearless and Super-Charged with Confidence BEFORE You Compete**

### **Session Four**

**CONSISTENT Confidence: How to Master the Art of Persistence & the Will to Win**

### **Session Five**

**Relationship Mastery - How to Create Happy Relationships for Ultimate Confidence**

## **Session One Agenda**

### **How to Create Unshakable Confidence and BELIEVE in Yourself in Sport**

#### **1. What is Confidence?**

What confidence really is (and is not) and why so few athletes actually know how to create it. You will discover the REAL secret to genuine confidence, because no one has ever shown you the truth.

#### **2. Why Athletes Need Confidence**

Why confidence is the foundation for becoming a star athlete, winning, and lovin' your sport – and how it affects every element of your performance.

#### **3. Why Most Athletes Lack Confidence**

The psychology of fear and why it is the opposite of confidence – including and how to become fearless in sport so you NEVER choke or under-perform in big events again.

#### **4. How Champions Master Fear and Create Breakthrough Confidence**

How To Trigger Your Confident Self - Gain Control  
The THREE Practices of Confident Champions

#### **5. Face It – The Practice of Consciousness**

Facing Your Fears  
The Two Types of Fear

### **What is Confidence?**

Athletic confidence is the belief that you can conquer the challenges of competition and win.

You may not know what these challenges will be; you may not have 100% confidence in every single skill. But, you are confident that whatever challenges the competition throws at you, you can adapt and conquer them to triumph.

The opposite of confidence is FEAR, performance anxiety, and self-doubt. Fear has always been the great enemy of human achievement.

Abraham Maslow, the great psychologist, said that the story of human race is the story of people selling themselves short.

### **Why Athletes Need Confidence**

Hellen Keller said, "Nothing can be done without hope or confidence."

Confidence is the foundation for becoming a star athlete, winning, and loving your sport. It affects every element of your performance.

The reason confidence is central to your performance as an athlete is because we need confidence to ACT.

In fact one of the breakthrough discoveries of psychology in the 20<sup>th</sup> century is that human beings don't do things based on what happens to us.

We do things based on what we THINK will happen to us.

You don't go to work because you get paid. You go to work because you THINK you will get paid.

You take a shot in basketball or hockey or soccer because you THINK you'll make the shot – and you mark your check closely because you THINK you'll be able to stop her from scoring.

Our thoughts create our reality because we act based on what we think will happen as a result of taking action.

Several years ago I owned Canada's largest chain of sports training camps in my sport. I was on the ice coaching in a scrimmage and there was a little boy there a full two years younger than the girls. He was five and he was playing with a group of 7-10 years old. About 10 minutes into the game he came onto the bench, threw his helmet off and said, "I quit!"

"Connor, what's wrong?" I asked.

"I'm not doing anything out there! I never touch the ring!"

I had to think fast because he was right. Connor was so much younger than the rest of the players that he wasn't getting the ring much, if at all.

"Okay, I understand. But, the thing is, your team needs you. If you don't go back out, your team won't have enough players."

He couldn't think of an argument so he went back out. The very next shift he passed the ring to his sister who promptly scored a goal.

"Connor you did it! It was because of you that your sister scored that goal!" I high-fived him.

Even a five-year-old will only take action if he thinks something good will come of it.

Now I'm not suggesting that you quit all action when you lack confidence.

I'm merely pointing out that you play and perform differently than when you are confident and BELIEVE in yourself. For example:

- When you are confident, you are aggressive (the good aggressive), and this keeps your timing "on" and keeps you moving with speed and strength.
- Since you BELIEVE in yourself and your ability to cope with the challenges of competition, you relax and let the game come to you. Rather than PRESSING and trying to force the outcome, you TRUST yourself and let go out there.
- When you are confident, you take chances and try new things to succeed (rather than stick with moves and plays in your comfort zone), and this makes you unpredictable and dangerous. You keep growing as an athlete and get better every time you perform.
- When you are confident, you persist through setbacks and adversity, making your consistent under pressure and more likely to prevail in the end.

When you are NOT confident:

- We are passive out there. We hang back. Our timing goes because we react late to everything without even realizing it.
- Or, we may deal with our lack of confidence by PRESSING. Desperate to gain some control over the situation, we may over-think, over-analyze, and interfere with our body's natural ability to execute. For example, if you're a tennis player or golfer, you'll try to hit winners by guiding and steering the ball, which messes up your technique. If you're a basketball player, you'll try to do it all yourself by driving to the basket with 3 guys hanging off you. If you're a baseball player, you'll try to hit a home run by over-analysing your hitting technique.
- Stay inside your Comfort Zone. We will only use moves, techniques, and plays that we know inside and out. This makes us easy to predict and defend against, and inflexible if your strategy is not working. Plus, our skills plateau because we are not willing to challenge ourselves and try new things.
- We give up. When we lack confidence, we don't BELIEVE, and therefore persisting doesn't make any sense. We pack it in when things are tight rather than fight it out to the bitter end, making ourselves inconsistent under pressure.

## Why Most Athletes Lack Confidence

The reason most athletes lack confidence is because while they may not always be aware of it, they are afraid.

Tim Gallwey said it best in his book *Inner Tennis*:

*"A tennis player first confronts the Inner Game when he discovers there is an opponent inside his own head more formidable than the one across the net.*

*He then realizes that the greatest difficulty in returning a deep backhand lies not in the speed and placement of the ball itself, but in his mind's reaction to that ball: his own thinking makes the shot more difficult than it really is.*

*...if, for example, your mind is screaming, "You're probably going to miss this one...You'd better get your racket back earlier and make sure to meet the ball out front...If I miss...I'll be down 5-3 on his serve..."*

*If thoughts like this are occupying the mind, the ball will appear to approach much faster than it is and will not be seen clearly, and your stroke will be too tight and too contrived to be either effective or fun."*

Consider your own experience as an athlete for a moment. Think back to the last time you competed in an event that really mattered to you in which you did NOT perform well.

How did fear, anxiety, or nerves interfere with your performance? Take a moment to mentally note how this fear affected you in a negative way.

This is what's known as bad nerves in sport.

I've lived this experience myself.

My name is Lisa Lane Brown and I'm an athlete, just like you.

I love my sport, but for the first 14 years of competing I was what you'd call a 'mental marshmallow.'

I had wild confidence swings from one game to the next. I never knew why, and it hurt me all the time.

Even when I practiced and prepared with 100% intensity, I'd often find a way to choke in big events.

My insecurity reached its zenith at the 1991 Nationals, where we lost with one second left on the clock.

It's hard to express my despair over this game in words.

Losing hurt, but my deepest anguish came from the fact that I had choked in the biggest game of the year.

Worse, a friend of mine scored all 5 of our goals...but I wasn't happy for her.

Outwardly, I pretended to be happy. "*Well done, Shauna. Way to go.*"

Inwardly, I was eating my heart out.

I wanted to be a leader, but I had no idea how.

Exhausted and depressed on the plane home, I broke, letting in the fear and shame I had been shutting out for years.

That's when I made a promise to find out what superstars knew that I didn't.

I wanted REAL answers...

Not something a guy with a PhD wrote in a book.

Fortunately I was a very stubborn athlete...obsessed with finding "The Answer."

After years of choking too often, I decided to do something about it and embarked on a mission to find answers.

These answers didn't come overnight.

I did all the traditional sports psychology stuff (some of it was great, but some of wasn't...and actually made me WORSE).

I threw out the ideas that didn't work and spent several years carefully researching and testing new (even radical) mental toughness strategies on myself and other National Team and Olympic athletes in Canada.

My stubbornness paid off.

Through trial and error, I discovered mental toughness secrets I never would have thought about winning under pressure – and I'm going to share several of them with you here.

The first thing I figured out is WHY most athletes are afraid.

### **Why Athletes Are Afraid**

To become learn the skill of creating breakthrough confidence and deliver peak performance, you start by understanding what's making you afraid in the first place.

I believe most athletes are afraid because they've been programmed by parents, coaches, and teammates to be obsessed with three things:

1. Performing well
2. Winning
3. Being confident

Now, let me be clear. There is nothing wrong with wanting these three things.

They are nice. They are very nice, and wanting them will help you become be the very best athlete you can be.

The problem is that you cannot control any of them.

And let me emphasize this point, because it's REALLY important.

### **You cannot control any of these things.**

If you could control whether you'd perform well, you'd always give a peak performance.

If you could control winning, you'd always win.

If you could control how you feel, you'd always feel confident out there.

And if you are obsessed with something you cannot control, you will feel scared and anxious all the time.

Of course, fear (bad nerves) does not make for great performance, because when it's strong, it interferes with our ability to trust ourselves.

In *Do Less, Achieve More*, author Chin-ning Chu describes this phenomenon beautifully:

*"All my life I want to be a great singer. I have spent more money on voice lessons than anything else."*

*Eventually, I realized the main reason I was not the singer I wanted to be was that my desire to sing well was so strong that it had caused my mind to hold my voice hostage.*

*When I sang, instead of just letting my voice go and simply singing, my mind would try and help my voice to sing. I recognized that, in fact, my voice always knew within itself how to sing. It was my mind that did not know how to sing.*

*As I released my mind from the effort of trying to sing, my voice was freed instantly."*

It's the classic dilemma.

You want to perform well and win so much that you crush your body's ability to let go and lead.

You over-think, over-analyze, and even try to make decisions in advance.

You forget to let the game, race, or event come to you.

And, it's a vicious cycle. The more you try and control performing well, winning, and being confident, the worse you perform, and the more afraid you become.

Example: Before I did mental toughness training, I was obsessed with scoring goals. Since I could not control scoring goals, if I hadn't scored in the first few shifts of the game, I'd go berserk and try to score even harder. This did NOT bring out my best, because I got a really narrow focus.

I'd shoot whether I had a good scoring opportunity or not; I'd wouldn't notice when my line-mates were open; and I wouldn't read the defense or goalie properly. I was very predictable and therefore, easy to defend against.

Consider your own experience as an athlete for a moment. Can you relate? Do you sometimes "over-try" because you are scared? How does this affect your performance?

What about the opposite? Do you sometimes give up too easily because you fear failing? How does this affect your performance?

### **How Champions Master Fear and Create Breakthrough Confidence**

You are now in an exciting position when it comes to your performance in sport, because you now know where most of your fear is coming from: the fact that you really want to perform well and win - yet cannot control it directly. You can certainly influence it, but you cannot *control* it.

To build your confidence and perform flawlessly, you'll need to learn exactly how to master fear by triggering your Confident Self in competition.

## Your Confident Self

To be supremely confident and crush it in competition, I suggest you trigger your Confident Self.

Let me explain. You are not just one person. There are several people inside you.

For example, you are one person when you are at home alone and a different person out with your friends. You are also a different person at work than you are at home.

The same is true in sport. In sport, you have two selves: a Confident, warrior self and a Coward self.

Your **Confident Self** is an aggressive, take-no-prisoners athlete with the Will to Win.

When your Confident self is in charge, you are steeled for competition. You know that bad stuff is going to happen, and you're willing to face it.

You will try risky and even bold moves to win. If your sport requires physical sacrifice or punishment, you're happy to oblige. If winning requires that you go outside your comfort zone, you'll take a chance and do it, even if it means looking foolish or getting beat in the moment.

When your Confident Self is in charge, you are highly aware (in tune with) everything that is going on around you and you adjust in a fraction of a second to what's going on.

Your **Coward Self** is timid and likes to play it safe.

He or she fears mistakes and is plays not to lose or fail. Your Coward self will only do moves, shots, and patterns inside her comfort zone and feels 100% sure of.

Sometimes your Coward self even tries to "hide" in the middle of competition, hoping no one will notice!

## **EXERCISE – Knowing Your Confident Self**

The next step to becoming winning, mentally tough champion is to get to know your Confident Self really well. Please answer the following questions honestly:

1. Write down the name of the last competition that mattered to you in which you performed really well:

---

---

2. Write down three things you did that showed Confidence. Example: Did you "go for it" in a 1 on 1 challenge? Did you try a new move? Did you push yourself through the wall

physically? Were you especially aggressive?

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_

### **How To Trigger Your Confident Self**

To master the skill of creating breakthrough confidence and become a winning, mentally tough champion, you'll want to become very skilled at triggering your Confident Self in competition.

The very best method is to get back in CONTROL.

Since most of your fear stems from obsessing over things you cannot control such as winning, performing well, and being confident, when you put yourself *back* in control, your Confident Self magically appears.

### **How To Get Back in Control**

There are three practices of the Confident Champion System for creating Breakthrough Confidence in yourself:

- 1. Face It – The Practice of Consciousness.**
- 2. Master It – The Practice of Competence.**
- 3. Make It Happen – The Practice of Commitment.**

In this program you will discover and learn these three practices. But before you do, I have a really important question for you.

If you're considering changing yourself as an athlete to express your true greatness and become a star in your sport, why just change a little bit?

Why not go for **RADICAL change**? Why not envision a massive improvement in your skills and performance?

Keep this thought in your mind as we move forward together.

### **Face It**

#### **The Practice of Consciousness**

The opposite of confidence is FEAR.

You've already learned that the reason athletes lose their confidence, under-perform and lose is because they become afraid.

The first step to getting back in control and triggering your Confident Self so you can deliver amazing peak performance is to “Face It”, which means to **face your fear**. You face your biggest fears so that you are no longer at the mercy of them and take control of your emotional life.

When you face your fear, you are using the powerful tool of consciousness, which is “To be awake and aware of something.”

Consciousness works to begin the process of dispelling your fear because, in the words of Carl Jung, *“What you resist, persists. What you look at disappears.”*

Have you ever watched a horror movie?

If so, you know that they rarely show the monster and if they do, it’s only for a brief second.

The reason why is because the people who make movies know that what you can imagine is far more frightening than anything they can show you.

It’s the same with fear. When you shed the light of consciousness on your fear, it starts to melt away, because you’ve removed the power of your imagination you restored rationality to the situation.

### **FACE It: The Practice of Consciousness** **How To Face Your Biggest Fears**

Confident champions don’t let fear run around in their head for long. They take CONTROL of their fear, which is exactly what we’re discovering how to do in this program.

The starting point to facing our fears is becoming aware of them in the first place.

This can be tricky because if we don’t want to think about an emotion like fear, we can push it out of our conscious awareness quite easily.

I call it ‘getting cooked in the squat’.

Speaking sensation Zig Ziglar talks about how a frog can get cooked in the squat.

A frog can jump extremely high, so if you put a frog into a pot of hot water, he’ll leap out.

But if you put a frog into a pan of luke-warm water, he’ll sit there.

Frogs enjoy water.

If you gradually turn up the heat he may continue sitting there, barely noticing the water is getting hotter and hotter until - despite the fact he could easily rescue himself - he’s cooked in the squat.

Most athletes are getting cooked in the squat every day. Their fears are destroying their performance and they don’t even know it.

One athlete I remember well is Joe, a basketball player. Joe's teammate kept giving him bad body language, and it was really getting to Joe.

In fact one of Joe's main goals was to "show Joe I'm a top player on the team."

Here's the exchange between Joe and I:

Lisa: "What's the message your teammate is giving you with his body language?"

Joe: "That I'm a crap player."

Lisa: "Is that your biggest fear as an athlete?"

Joe: "Yes, I guess it is."

Lisa: "How long has this been going on?"

Joe: "A month, maybe more."

Joe was rejection and angry about it, and he was quietly imploding on the court to punish his teammate. Yet Joe had no idea that his fear of rejection was the reason for his poor performance.

There's an easy way to figure out the times when you are scared but refusing face your fear and deal with it. Just notice what things you feel blah and de-motivated to do; notice the things you're avoiding.

### **EXERCISE – Avoidance**

List anything you've been avoiding in your sport that's you know you SHOULD be doing.

Examples:

- Going all out physically in training and practice out of fear you won't win the race (your best effort won't be enough to win)
- Talking to a coach, teammate or parent about something that's bugging you and affecting your performance
- Trying a new move, trick, shot, strategy or technique because you're afraid of failing or looking stupid
- Playing aggressively against another player because you're worried about getting beat
- Refusing to buy into a team system because you think it will fail
- Taking a shot

---

---

---

---

Now let's shine even more light on this fear.

**EXERCISE – Your Biggest Fear**

Using the exercise you just did as a starting point, what are you afraid of, exactly, as an athlete right now? Another way of thinking about this question is, "What is your biggest fear/frustration in your sport?"

---

---

In my very first session on mental training as an athlete 14 years ago (I was a competitive ringette player), a sport psychologist asked me to write down all the bad things that "blow my mind" in the game. The first thing on my list was: "Not scoring early."

If I didn't score a goal early on in the game, I would decide I was having a bad game, lose my confidence, stop trying to score, and play worse and worse.

This discovery came as a surprise to me.

I didn't know this about myself, but I quickly found out that everyone on my team did, including my coaches. In fact, my coaches used to say on the bench, "That's it...she hasn't scored, so she's finished now."

This simple little exercise woke me up to my biggest fear in sport. I decided to dedicate my entire first season of mental toughness training to overcoming it.

**EXERCISE – Let's Get Specific**

Let's get more specific about *exactly what you fear*. Example: if wrote down that you are afraid of making mistakes, which, two mistakes are the scariest ones you can make?

If you're a hockey player, it might not scoring all tournament...or letting your check score...or taking bad penalties...or getting beat to the puck. If you're a golfer, it might be slicing or hooking the ball...duffing the ball...four or five putting a hole. If you're a tennis player, it might be hitting the ball out...not being able to return a shot or serve...double-faulting. In the space below, write down the two things that make you the MOST afraid:

---

---

NOTE: If something like “losing” is your biggest fear, I need you to get more specific and identify how you contributed to losing that scares you. For example, maybe you’re a basketball player and you’re ‘worried that you might play bad and cause your team to lose.’

Write down your WORST fears about how, specifically, you might do that, such as let your check score 50 points because you’re playing poor defense.

**EXERCISE – What Are You REALLY Afraid Of?**

Research in psychology suggests that we all of our fears can be grouped into four categories:

- Fear of failure (embarrassment)
- Fear of rejection
- Fear of verbal confrontation
- Fear of verbal confrontation leading to violence

Example: You may have written above that your biggest fear is “letting your team down.” But when you look at the list of the four fears, you can see that your fear is likely the rejection of your team if you let them down. Or, you may have written above that your biggest fear is, “making mistakes”. But when you look at the list of the four fears, you can see that what you REALLY fear is failure/embarrassment.

Using these four as a guide, write down below what are you REALLY afraid of:

---

---

---

---

**EXERCISE**

Based on the last two exercises, write down your definition of “failure”, “rejection”, and “verbal confrontation.” For example, if you are a soccer play and you expect to score a goal every game, then your definition of failure is, “Not scoring in a game.” Another example: If you are a hockey goalie and you except to stop all but two shots every game, your definition of failure might be, “Getting 3 or more goals scored on me in a game.”

What about rejection? Here are some examples: “Teammate gives me bad body language”; “Coach criticizes me; “Dad won’t listen to me when I give my point of view.”

For verbal confrontation, it might be, “Coach yells at me” or “Opponent trash talks me.”

Take a moment and write your definitions of failure, rejection, and verbal confrontation:

Failure \_\_\_\_\_  
Rejection \_\_\_\_\_  
Verbal confrontation \_\_\_\_\_

At this point, you know exactly what you fear. This gives you a greater sense of control over your emotional life, because you have total clarity about what's going on inside you.

### **What Is Fear?**

To become a confident champion and face your fear, you start by understanding what fear is. The technical definition of fear is, "An unpleasant emotion caused by the belief that someone or something is dangerous, likely to cause pain, or a threat."

In sport, there are two types of fear.

### **The Two Types of Fear**

There are two types of fear: a) real fear and b) fear created by the imagination.

#### **Real Fear**

Sometimes your fear is real, which is to say that it's legitimate – it's there because you have a problem with your game or skills and you're not doing anything about it.

When he was in high school, 4-time NBA Champion Shaquille O'Neal tried out for his high school basketball team. He was 6 foot 8, but matched up against a better kid in try outs.

What was O'Neal's problem? His knees were bad and he couldn't jump. He was also lazy and didn't use his size.

When you have real problems like this as an athlete, you get scared. Shaw was. He thought, "I'm never going to make it."

[By the way, Shaq's story obviously had a happy ending.

When he told his Dad about getting cut, he said, "Go back up to the gym and keep working." He made Shaq play on a base with soldiers. Soon a coach noticed that Shaq couldn't dunk, so he showed Shaw how to do calf raises every day.

"From the end of my freshman year to the end of my sophomore year in high school, my vertical leap went from 18 inches to 42 inches." Finally, he could block shots, jump, and hold his own.]

When your fear is real, it's a powerful sixth sense worth telling you that you have a problem you need to solve.

Real fear is a request for you to take action.

### **EXERCISE – Real Fear**

In the space below, write down a real fear that you have based on a weakness in your game or skills. For example, if you are a volleyball player and your serve is not very accurate, you might write, "I'm afraid of missing my serves."

---

---

In the space below, write down three things you can DO about your weakness that will put you back in CONTROL. What can you do about it?

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_

### **Why FACING A Real Fear Reduces It**

To become a truly confident champion and believe in yourself, you'll want to know exactly why you should face your fears.

Why does facing a real fear help you get back in CONTROL and reduce it?

Because when you face the fear, you also face and deal with the problem that's causing it, whether it's your weak serve or slow feet or bad shot.

One ringette game years ago I wasn't scoring and my stress levels were escalating.

So I did what all the sports psychology books said to do, which was repeat positive affirmations and visualize success.

And none of it was working.

I turned to my teammate and asked, "*What do you do to get your confidence back when you're in a slump?*" She said, "*I watch the goalie and the defense to see what they are doing to stop me. Then I change my strategy and score.*"

Ouch. So simple!

Why hadn't I thought of that?

I hadn't thought of it because everyone had told me fear was a shameful, useless emotion.

Why listen to it?

It was just a mistake, "False Evidence That Appear Real," created by my weak, negative mind.

I was supposed to dismiss it the moment I detected it.

Problem was, trying to dismiss the fear only worked 50% of the time at best.

My teammate's advice was so elegant and practical it gave me pause.

I thought, "What if some fears are NOT the product of a weak mind? What if some fears are legitimate? If so, no wonder I can't manipulate myself out of them."

The way we "see" any concept or person - our paradigm - is what shapes our reaction to it, according to Dr. Stephen R. Covey.

If we think a fear is a silly, exaggerated emotional reaction, we'll probably react to it with shame and disgust.

But if we see a fear as a real, legitimate response, we'll *do* something about it. This puts us back on CONTROL, which immediately lessens our fear.

### **Fear Created By Our Imagination**

Confident champions understand the power of the mind by understanding that many of our fears as athletes are NOT real. They are not based on a problem we need to fix.

Many of our fears we create. We create them using our imagination.

We imagine bad things will happen in the future, such as being humiliated by an opponent, yelled at by a coach, losing a game, or making a mistake. We just make it up, the same way we make up fears in a horror movie.

This happens to us because the mind cannot cope with the future.

But, we want to win and perform well so much, that we believe we can't help starting thinking about the future and worrying about it. Then our imagination feeds off itself and creates fear.

The problem with fear created by the imagination is that even though we're creating it with our imagination, the fear has a tiny "grain of truth" to it. So we buy into the fear and quickly forget that it's 97% self-created.

Many years ago I went to a hypnotist for help because I had a fear of flying in airplanes. I sat down in his office and spent ten minutes telling him why planes are not safe, ending with, "So you can see why I'm terrified to fly."

"Concerned, yes. Terrified, no," he said.

Then he said something I'll never forget. "If you love yourself, you'll stop punishing yourself by creating this fear."

What he was saying is that while accidents happen, flying is quite safe...therefore, I was creating this fear by imagining myself being hurt or killed in an airplane crash over and over again, without even realizing it.

Athletes do the same. We imagine all sorts of outcomes that might happen, making ourselves more and more anxious. Then we buy into the fear, believing it's the same as our real fears.

You might be surprised to know that even professional athletes create ridiculous fears in themselves.

Golf pro Billy Mayfair missed the cut both times in the first two events of 1995.

A few hours before the start of the Phoenix Open he told his sports psychologist that he was afraid he was going to play his way off the tour!

This was a completely irrational fear created by Mayfair's imagination, but that's the thing about fear...when we're in the grip of it, it's very, very real to us.

[Mayfair's day turned out just fine. He made to rediscover the joy of the game that day, and almost won! He tied with Vijay Singh and lost in a playoff].

### **EXERCISE – Fear Created By The Imagination**

In the space below, write down a fear that you create for yourself in sport by imagining that something will go wrong, such as a bad start, a mistake at the beginning, somebody yelling at you, a parent being disappointed, etc.:

---

---

### **Why Face Fears Created By The Imagination**

To massively increase your confidence and become a star athlete, it helps to know why you should also face fears created by your imagination.

Why does facing an imagined fear help you get back in CONTROL?

Because when you realize that you are actually creating your fear, you realize you have the power to STOP doing this. You grasp that you just have a bad habit that you can drop, and this puts you back in control.

I once played with a National Team goalie who was the definition of a Confident Champion because she virtually never created fear using her imagination. Once time our coach asked us to write down our biggest stressors in competition and I'm not joking, she could not think of anything that really bothered her in games! Finally after thinking about it for ten minutes, she said, "If my knees get injured and I can't go down, that will usually bother me and I won't be as confident."

She is living proof that we can drop the bad habit of creating fear by imagining the worst.

Here are two exercises you can do to defeat fear created by the imagination.

### **EXERCISE – Imagine the Best, Not The Worst!**

Why is it okay to use our imagination to create fear, but not confidence?

We are going to practice using the imagination for good, not evil.

In the space below, write down the typical images that you create in your mind to create fear, such as your coach yelling at you, a parent criticizing you, making a mistake, past losses, future losses, etc.

---

---

In the space below, write down three ideas for visuals you can imagine that will fill you with confidence, not fear – such as a coach complimenting you, a parent hugging you, scoring a goal, point or basket, winning a race, executing a great defensive move:

---

---

### **EXERCISE - Session 1 Action Plan**

In the space below, write down TWO action steps that you will take THIS WEEK as a result of facing your fears today. Make sure the first step is based on your real (legitimate) fear and the second step is based on a fear created by the imagination. For example, you will do one thing every day to improve your shot, whether it's practising it after training or visualizing it. You will stop your negative image every time you notice it and replace it with your new, positive image.

Record both steps here:

Real Fear Action Step

---

Fear Created By the Imagination Action Step

---

### **Session One Re-Cap**

#### **1. What is Confidence?**

What confidence really is (and is not) and why so few athletes actually know how to create it. You will discover the REAL secret to genuine confidence, because no one has ever shown you the truth.

#### **2. Why Athletes Need Confidence**

Why confidence is the foundation for becoming a star athlete, winning, and lovin' your sport – and how it affects every element of your performance.

### **3. Why Most Athletes Lack Confidence**

The psychology of fear and why it is the opposite of confidence – including and how to become fearless in sport so you NEVER choke or under-perform in big events again.

### **4. How Champions Master Fear and Create Breakthrough Confidence**

How To Trigger Your Confident Self - Gain Control  
The THREE Practices of Confident Champions

### **5. Face It – The Practice of Consciousness**

Facing Your Fears  
The Two Types of Fear  
Action Plan