



Welcome to “How To Be A Winner in Sport.” This audio program will help you develop a miraculous WINNING self-image that will allow you to WIN consistently with no extra training, practice, or conditioning.

Armed with this secret, you will be able to become that top-ranked, ‘go-to’ athlete you’ve always known you could be. You will enjoy top rankings...unlimited playing time...a coach who follows you around like a lovesick puppy...your choice of positions, line-mates, sponsorships and scholarships. You will get recruited, be named to all-star teams, and gain the worship of fellow athletes and fans everywhere. Best of all, you will be able to predict winning performances instead of being confused and embarrassed about why you fell short.

You will learn how to:

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- Be aggressive! You'll score winning goals, close out matches, achieve personal bests, and break records in your biggest events -- even in the dying minutes.
- Stop playing 'not to lose' and automatically go for it instead.
- Truly see and recognize your natural genius and massive talent, perhaps for the very first time.
- Recognize the key moments in competition and raise your game during them.
- Gain an unwavering belief in your ability to win, no matter who your opponents are.
- Develop the will to persist and win so you can destroy rivals even without special advantages over them such as speed, superior technique, or stamina.
- Break free of doubts that you are 'not quite good enough' regardless of past mistakes or failures.

In this special note to you, I'm going to explain what a winning self-image is and how it affects your ability to believe in yourself and win consistently.

The reason I created this audio is because of my personal experience this season where I went into a scoring slump and could not figure out what was going on.

On the outside it looked as though I was doing everything right, but on the inside, because of some things that had happened on my team, my sense of self-trust and true belief in my ability to bring about a winning outcome had been weakened. On top of that, it was like there was some weird, invisible force that was preventing the ring from going in the net.

What I soon figured out is that these two things were very much related. The simple truth is that if your self-image is negative or simply not positive enough, your decision-making, your timing, and even your awareness of what's happening in the race, game or match are put off – just enough to de-rail your efforts and prevent you from winning or delivering a superstar performance.

What is a Winning Self-Image?

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Your self-image is the athletic vision of yourself deep in your unconscious mind. It is a complete blueprint of the kind of athlete you consider yourself to be.

Whether you see yourself as mentally tough, quick and agile, smart, or talented all depends on your self-image.

The level of detail in your athletic self-image is astonishing. It includes every dimension or trait in sport you can imagine.

Why is this important?

Because all your actions, emotions, and decisions are consistent with the beliefs inside your self-image.

Convinced you can't beat a certain opponent?

You'll find a way to lose in the end.

Consider yourself unlikely to win those 50-50 battles?

You'll hang back and play cautious.

Not sure you can ascend to the top of your sport?

You won't set worthy goals.

The good news is that you don't have to be controlled by an outdated or negative self-image.

You can take control of it.

When Li Na won the 2011 French Open, she broke every barrier imaginable.

She broke a race barrier: Na is the first Chinese player to win a Grand Slam singles title. She broke an age barrier: At 29, Na is not the oldest player to win a Grand Slam, but in professional tennis terms she's no spring chicken.

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She broke a training barrier: Na did not start playing tennis until the age of nine, late for most professionals.

She broke a typical player history barrier: at 20 she retired to become a journalist, saying "I didn't think I would become a good player."

She broke a conditions barrier: growing up she never played on clay because in China they have sand courts, which are radically different to play on.

And finally, Li broke a pressure barrier: during the final over 40 million Chinese fans watched her compete for the title.

How did she do it?

By trusting herself.

After the match, Na said, "In those last few points I just said to myself, trust yourself. Believe in yourself." In fact Na's team were all wearing a yellow t-shirt with the Chinese version of the words "Be yourself" on it.

The reason why most athletes do not have a winning self-image is because they do not TRUST themselves.

Let me explain...

As author Tim Gallwey pointed out, there are actually TWO athletes inside you, not one. There's the analytical, thinking athlete who wants to control the outcome (winning or performing well) called (Self 1) and the natural genius who knows exactly how to drive the ball and has more talent than you can imagine - called (Self 2).

Self 1 is the conscious, analytic, thinking, worrisome, egoistic mind. It expresses our fear: fears of losing, not playing well, looking bad...our lack of self-confidence and belief in the self, and the lack of the will to win...our self-condemnation, perfectionism, anger, frustration...our busy mind and lack of concentration.

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Self 2 is the natural self, the great talent. It expresses the moment when you are in the zone and lose yourself in action. In Self 2, your awareness is heightened and anxiety and self-consciousness is completely forgotten. Enjoyment is at its peak—pure and unspoiled.

When we allow Self 1 to dominate and override Self 2 often enough, it changes how we SEE ourselves, which in turn affects all of our decision-making. Instead of letting go and trusting our body to make great decisions, we tighten up – just enough to create the tiny mistakes that cause the puck to miss the net, the ball to hit the net, the bat to miss the ball, and so on.

Our need to 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."

So what we know is that when Self 1 – the thinking mind, the self-doubting mind - is in charge, we stop trusting ourselves, and we make mistakes, which causes us shame. And then that shame builds up, and we start to feel bad about ourselves, and see ourselves as not good enough, or not quite good enough, which leads us either to over-try and make mistakes, or play conservatively (not to lose) and to mentally give up on ourselves and winning.

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When Self 2 is in charge, we trust ourselves, which causes to recognize and believe in our massive talent and get completely immersed in the competition with total persistence and conviction - that experience where you say impress yourself and think, "I did that!" and you create great pride and confidence in yourself. When this happens, your self-image reflects your True Athlete Self, Who You Really Are.

What we are going to do here is program your mind to automatically put Self 2- your natural genius – in charge, which will give you a winning self-image without you having to work on it directly.

I stumbled upon this idea of programming yourself to put Self 2 – your natural genius – in charge because after the game in which I missed the breakaway, I turned to a teammate of mine for support.

I was confused about what had happened to me and she handed me the answer on a silver platter. I had been thinking back to why I had stopped seeing myself as a game winning sniper.

It was because I had changed as a player and had spontaneously been playing a more defensive role, which meant that I was not getting as many shooting opportunities. But no matter how many times I repeated this fact to myself, I still felt bad about not scoring. Because I was not scoring as much, my image of myself as a game-winning sniper had been weakened, and without realizing it, I somehow saw myself as going downhill as a player, as having "lost it" somehow.

When I told my friend this, she said: "What?! That's crazy! You're an even better player now as you were back then! If you look at your entire game and not just one small part of it – your goal-scoring – you'll see that."

I believed her. It took courage to do it, but I believed her, and all the self-doubt I had planted in my mind just faded away. You too can do this, and you don't need a friend to tell you how good you are. You simply need to summon the courage to believe what you already know about yourself, which is what this audio program will do for you.

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The starting point is to realize that Self 1 – the doubting mind - is not actually REAL. In Eckhart Tolle's *The Power of Now*, he points this out:

"Until my thirtieth year, I lived in a state of continuous anxiety interspersed with periods of suicidal depression. It feels now as if I am talking about some past lifetime or somebody else's life.

One night not long after my twenty-nine birthday, I woke up in the early hours with a feeling of absolute dread. I had woken up with such a feeling many times before, but this time it was more intense than it had ever been...

...The most loathsome thing of all, however, was my own existence. What was the point in continuing to live with this burden of misery? Why carry on with this continuous struggle? I could feel that a deep longing for annihilation, for nonexistence, was now becoming much stronger than the instinctive desire to continue to live.

'I cannot live with myself any longer.' This was the thought that kept repeating itself in my mind. Then suddenly I became aware of what a peculiar thought that was. 'Am I one or two?' If I cannot live with myself, there must be two of me: the 'I' and the 'self' that 'I' cannot live with.

'Maybe,' I thought, 'only one of them is real.'"

What Tolle is saying is that Self 1 is really a mental fabrication that other people have programmed into us. We take it way too seriously, and need to stop doing this, and learn how to put Self 2 in charge.

That's what we are going to do in the visualization part of this audio program. We're going to program your mind to see you for who you really are and to turn your big event over to this genius, to Self 2 naturally and automatically so that your natural genius is in charge and you are competing from a place of absolutely knowing, recognizing and trusting your true talent.

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Why visualization? Why is it the key skill that will give you a winning self-image?

Because visualization is what activates Self 2. The body is lead by emotion and images – not by words and the analytical thinking mind. The thinking mind is the domain of Self 1. Self 2 is about trust and belief. Visualization triggers trust and belief. It is the tool that will get you in touch with Who You Really Are out there.

Here's how it works.

Inside your mind there is a tiny TV screen that shows you what's about to happen inside your event. And when you trust it, you are capable of impressing even yourself. Your body knows everything – and you just need to know how to trust it.

The truth is that very few athletes actually visualize, and this is a huge mistake. Even your ability to take your skills to the next level is guided by the visual images in your mind.

The next step in creating a winning self-image is to listen to the visualization session of this program every day for the next 30 days. You will be shocked and delighted at the change in your self-image, self-esteem, and results. Please go and listen to it now, and let me know what you think.



Your friend,
Lisa B.

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