



Welcome to CoachTraub's Newsletter #3!!!!

Mental Skills Training = Performance Enhancement and Personal Growth

Thank you in advance for a couple of your minutes... minutes that can help you **WIN the mental side of the game.**

My goal is to support your sporting efforts and inform you of events, services, and products that I provide that can further that effort. I always welcome your comments, questions, stories, or MVP nominations.

Today's Mental Skills Tip – **ATTITUDE IS EVERYTHING**; I call it *the first holy grail of mental skills training*.



What we think directly affects how we feel, which directly affects what we do. Therefore, **attitude will determine our attitude**. Does this mean that athletes who are confident and having fun play better than those who are frustrated and timid? Absolutely! So which comes first, the chicken or the egg? I don't know. Which comes first: successful outcomes or a positive, confident, fun attitude? For many, success does, but for the greatest athletes in the world, the ideal attitude for performance comes first.

Attitude is a function of what we **think about/focus on**. Most people's attitude goes with the flow, **thinking about/focusing on** current events, current needs, current fears, current desires, etc. That can be good, but can just as easily be bad if the current is, for example, the Niagara River. It might not even seem dangerous at the moment, but it could be leading towards a great fall. My reminder to athletes: you have extremely little control over what goes on around you, but total control of how you choose to respond to it. In that choice lies your freedom, your happiness, and your personal power. Choose wisely.

Many people have a less-than-ideal attitude about "failure." Instead of viewing it as a stepping stone to success, they see it as an end in itself - a bad one. If they would remember the wonderful goal of approaching their potential, it would be easy to remember that we learn and grow from adversity.

Concrete examples:

- A strikeout or error often leads to negative emotions, which can cause the problem to snowball by creating a poor approach/attitude on the next play.
- An athlete or her teammate makes an error and she tries to "make up for it" by trying harder on the next play? Was she not trying hard before? Trying to do too much (pressing) is not the way to win the mental game.

- An umpire blows the call, but it's just one call. It is almost always the athlete's response to this that blows the game.
- A losing player is so mad that he forgets to learn from the experience.
- A winning player is so pleased that he forgets to learn from the experience.
- Poor self-talk words such as "gotta" "impossible" and "don't screw up" lead to a less-than-ideal performance attitude. These words could be replaced with "opportunity" "challenge" and "excited" to create a winning attitude.

Suggestion: RELENTLESS POSITIVISM, emphasizing whatever helps, and de-emphasizing whatever doesn't. Don't underestimate the "glass half full" attitude's impact on performance!

Quote-of-the-Day: Abraham Lincoln, "Always bear in mind that your own resolution to succeed is more important than any other thing." With resolve, you will find a way to do your job!

Inspirational True Story: a seventh grade boy who gets in his fair share of trouble in a tough neighborhood is understandably upset with the class bully. He decides to get revenge once and for all. He decides to shoot the bigger boy. He gets a gun and has the bully in his sights, but he suddenly thinks about what a life in jail would be like. He puts the gun down and nothing happens. That's a HEROIC moment! And no one would ever know if Bo Jackson didn't retell this story later in life, **but BO KNOWS**. Decisions matter, and what we think of ourselves is what matters most!

Testimonials for Coach Traub's work:

- "Coach Traub's mental skills training gives athletes of all levels an edge over their competition." **Heath Autrey**, Baseball Coach Ft. Worth Cats/Red Oak High School
- "Aaron is a master at conveying difficult performance enhancing messages to athletes in a simplistic but effective manner." **Ronn Svetich**, Colorado Rockies Mental Skills Coach
- "Coach Traub turned our season around." **-Ashley Killgore**, Cedar Valley College Soccer Player

Extra-ordinary Attitude Quotes (from my **Attitude** booklet):

Michael Jordan, "I kind of forced myself to say, 'Hey, I'm going to enjoy this moment, it may not happen again.'"

Marshall Faulk, "When you take a person and put him in a situation where he is having fun, his possibilities are limitless."

Dan Dierdorf, "You go for it. All the stops are out. Caution is to the wind, and you're battling with everything you have. That's the real fun of the game."

Nancy Lopez, "A winner will find a way to win. Winners take bad breaks and use them to drive themselves to be that much better. Quitters take bad breaks and use them as a reason to give up. It's all a matter of pride."

Andre Agassi, "Thank you for teaching me that my best is good enough."

"Overheard" from the Minds of some Great Athletes:

Poor Self-Talk can be transformed into
Fantastic Self-Talk

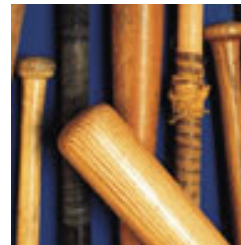
Change: I can't believe that guy could be so bad. to
Life's not fair, but I still have a job to do here.

Change: This situation is horrible. to
I've seen worse.

Change: We've gotta score. to
This is a great opportunity to score.

Change: This drill is boring. to
I can practice the skill of focus by doing it exactly right every time.

Change: I'm frustrated. to
This is a good challenge for me.



You can bring Coach Traub straight to your team!

Coach Wooden Quote-of-the-Week: "They say you can learn a lot from losing, but I think you can also learn a lot from winning. Success is the peace of mind that comes from doing your best."

Baseball/Softball Rules Tip-of-the-Day: I was watching a state playoff game and there was one out, man on first. An inside pitch appeared to hit a batter, but it was hard to tell. The catcher caught the ball, and the umpire didn't do anything. The batter dropped the bat and trotted to first, and the runner trotted (uncontested) to second. When things settled, the umpire pointed to the batter and brought him back to the batter's box. Then he brought the runner back to first base. This was a mistake, as the runner advancing to second base could've been tagged out because the ball was live. Therefore, he should've been allowed to stay at second base. In this particular game, no one argued, and it did not affect the game.

Sidenote: I've seen a similar play run on purpose on a "walk." The coach puts on the play with a 2-1 count. The play happens only if the next pitch is a ball. The batter drops the bat and trots to first, and the runner non-chalantly (and quickly) jogs to second. Please note that this is considered "bush league," but I've never heard of it not working.

...and for making it this far, I have this thought for you:

*May your hunt for excellence be fruitful and never-ending.
May you not only hold to the dreams you've had, but also dream greater dreams than
before.*

*May you not only enjoy this land and its wealth, but also
make it a better place to live by giving and loving generously.
God bless.*

Coach Traub

Enjoy your job. Know your job. Do your job!

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