



MINDSET

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LET'S GET STARTED

TOO MANY FOOTBALLERS LEAVE CONFIDENCE TO CHANCE...

...Increasing numbers of players are committed to developing the physical side of their performance in the gym as well as the technical aspect of their game on the pitch. But when it comes to developing one's mentality, the vast majority of players completely neglect this area. They believe that confidence is something that you either have or don't have.

I'm here to tell you that this is not the case.

If you want to play at the highest level, you must train your mind just as you would train a muscle. I mean that in the way that for the best results, you must be consistent as well as persistent over a long period of time. Just as you would train your muscle 3-5 times per week, so too must you train your mind.

In my experience, those few players who do work on developing the mental side of their performance do it in bursts rather than with consistency. They stick on a motivational YouTube video only when they are feeling low on confidence for example. The key issue with this approach is that you get a big hit of energy and motivation immediately after watching the video, and then the affect dwindles over time as you fail to reinforce it.

Soon enough, you're back to your old way of thinking.

To conquer this issue, we've designed a mindset programme which you can follow and constantly refer back to over time. Confidence is NOT something you have or don't have. Confidence IS something that you do or don't do.

To see a mindset transformation in yourself, you must continuously seek to reinforce the different ways of thinking you'll learn below. Yes, some players are naturally more confident than others, but it is 100% possible to train yourself to be more confident. The thoughts going through your head will often get in the way of what your body has been trained to do.

We've all got that team mate who is unbelievable in training, but come match-day they're a shadow of themselves. This is a classic example of the mind getting in the way of ability.

As you start to implement the mindset techniques in this guide, you will start to feel different on the pitch within a pretty short period of time. How you feel on the pitch directly impacts your physical performance and the actions you decide to take.

Feelings of stress and anxiety will lead to you playing without freedom or enjoyment. Remember why you decided to take up this game, because you enjoy it right? You used to play with a smile on your face! Don't play for the sake of playing, play because you love to play.

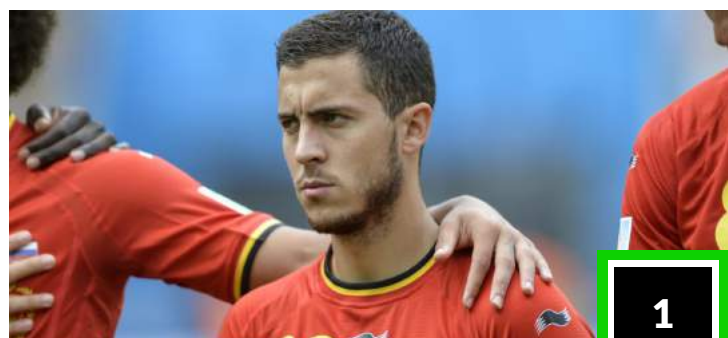
This programme is about breaking down self-imposed mental barriers. You might think you're not good enough to play at a certain level, or maybe that's what other people's comments have led you to believe?

Over time, comments of this nature become easily engrained into your head, affecting how you act, play and feel on the pitch (even if it's all subconscious). Just remember this, nobody knows how good you're capable of being. Only you can decide what you're capable of, it's down to you to stretch your limits and push the boundaries to discover what's truly possible for you.

So many players struggle helplessly with confidence throughout their careers, and it's almost always down to one key factor, they are giving themselves uncontrollable goals. It's important to realise that you can never force a great game. You can say that you want to have a great game (that's obvious), but you can't force it. If your goal is to have "the best game of your life" and then you score an own goal within the first 5 minutes, what's going to happen? Your head will immediately drop, and the rest of your performance will suffer.

These are the classic consequences of judging your performance using uncontrollable goals. In any match, you're 100% going to make mistakes, that's football. But with CONTROLLABLE goals you can play with greater focus and actually have a way of measuring your level of performance in every single match.

You should really be excited about developing the mental side of your performance. Your mindset directly affects what you do on the pitch, it can literally be the difference between getting a contract or your team being relegated.



Football is won and lost in the tiniest of details: a split-second blip of focus, a loss of control, making the wrong pass...the difference between world class and average is only millimetres.

The best part? If you're reading this, you're in the tiny percentage of players learning something which will significantly improve your performance level. So many players are completely unaware of the psychological side of football and it's the umbrella which covers every single aspect of the game. Everything you do on and off the pitch starts inside your head.

The mindset principles you'll learn apply whether you're:

- Professional
- Semi-professional
- Amateur

The same principles can be applied across the board, at all levels. These mental strategies have the potential to make a massive difference to your game.

If you want to be the best player that you can be, if you want to play at the highest level, you must have a more sophisticated way of thinking about football. More sophisticated than your team mates, opponents and even your coach. The vast number of footballers LISTEN to the voice in their head:

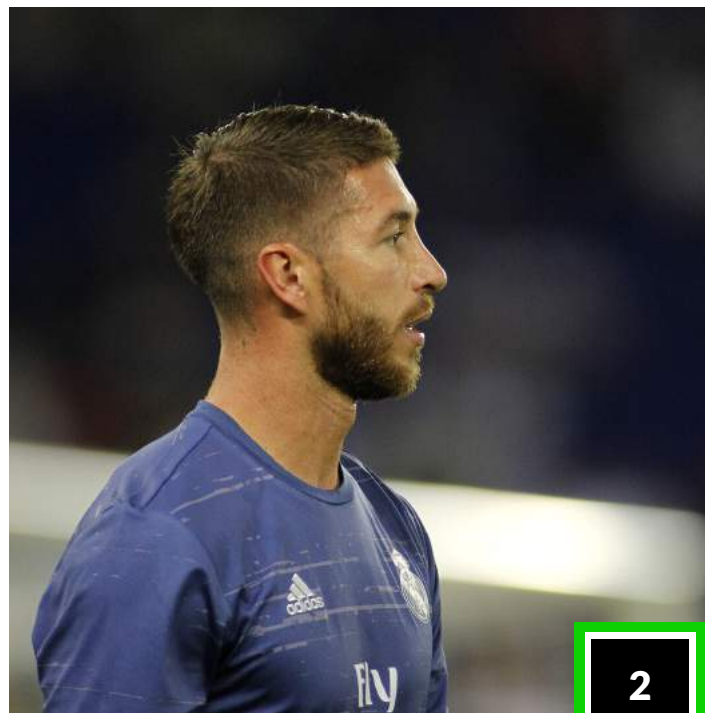
"What happens if I make a mistake?", "That was shocking!", "You're having a nightmare today..."

We're going to show you how to overcome this negative internal voice. Instead of listening, you're going to start TALKING to your mind. You're going to own and direct that little voice inside your head.

As you begin implementing these psychological techniques into your training and matches YOU WILL FEEL MENTALLY FATIGUED. You're going to be thinking in a new way, stretching your limits and doing things that other players aren't.

Your brain is powered by glucose, so with your enhanced mental activity you'll literally be draining your energy. Of course, with practice things will become more natural, but please be aware that your nutrition is key here. Make sure you're getting enough carbohydrates into your system before and after every training session and match.

Many of these exercises (because they will likely be completely new to you) might not sink in straightaway. So, expect to have to go back and listen again a few times before these sink in. Over time, you'll find yourself naturally implementing them into your matches.



PROGRAMME BREAKDOWN

This mindset programme is broken down into 7 key topics:

1. Goal setting & perfectionism
2. Nerves, anxiety & motivation
3. Concentration, focus & inconsistency
4. Confidence & mental toughness
5. Visualisation, mental imagery & relaxation
6. Self-control & self-talk
7. Attitude & competitiveness

The programme is made up of:

- Audio lessons
- Video lessons
- Printouts
- Emails

Simply click on the titles to start playing the audio/video lesson.

We have provided a number of printouts towards the end of the programme for you to print out and physically use every week. These include worksheets for analysing your match, changing your internal self-talk and writing the 'script' you will follow in training and matches to maximise performance. You will also receive a number of emails over the initial weeks of the programme to make sure you are on the right track, so keep an eye out for those!

The mindset techniques which are about to be revealed to you are a combination of strategies which have been learnt over the last 15 years from:

- Playing and coaching experience
- Studying
- Further reading

A key issue we see with psychology teaching is that it is often in book format - once a player reads it, it goes back on the book shelf, the affects wear off and the book is forgotten about. It is our hope that you will refer to the lessons and printouts from this programme multiple times per week consistently for the rest of your career.

Finally, I'd like to give a special mention and credit to the following authors and coaches whose work has inspired some of the key lessons in this programme. I would highly recommend checking out their work when looking for further reading:

- Tony Robbins
- Dan Abrahams
- Richard Nugent
- Rhonda Byrne
- David J. Schwartz

GO THROUGH EACH OF THE VIDEOS ONE BY ONE STARTING ON THE NEXT PAGE, COMPLETE THE TASKS FOR EACH VIDEO AND THEN USE THE WEEKLY LISTENING SCHEDULE TO CONTINUE RE-ENFORCING YOUR NEW MINDSET THROUGHOUT THE SEASON.

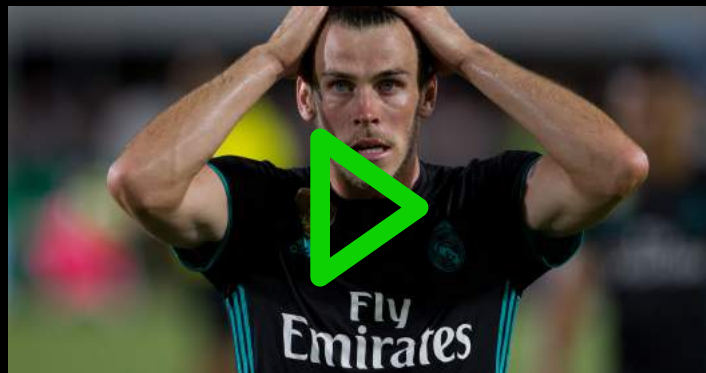


PART 1: GOAL SETTING & PERFECTIONISM

***AVOID UNCONTROLLABLE
GOALS***



***FILLING UP YOUR BARS TO
FEEL PREPARED***



***PROFILING THE NEXT
LEVEL***



***REMODELLING YOUR ROLE
MODELS***



***REVERSE ENGINEERING
YOUR SUCCESS***



PART 2: NERVES, ANXIETY & MOTIVATION

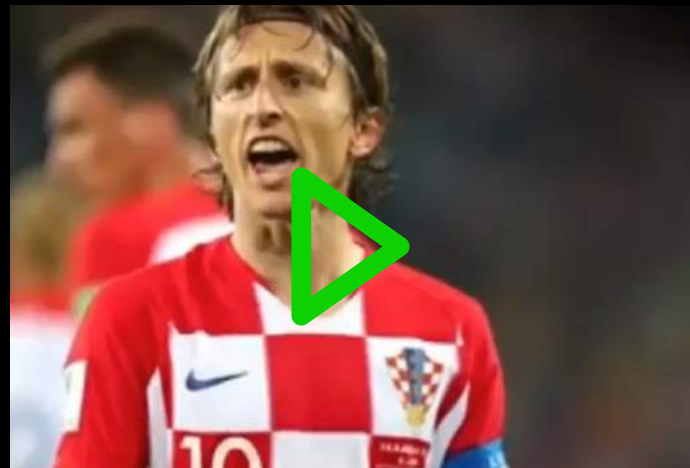
***CONTROLLING NERVES
BEFORE A MATCH***



***DISCOVER THE SET BACKS
OF TOP PLAYERS***



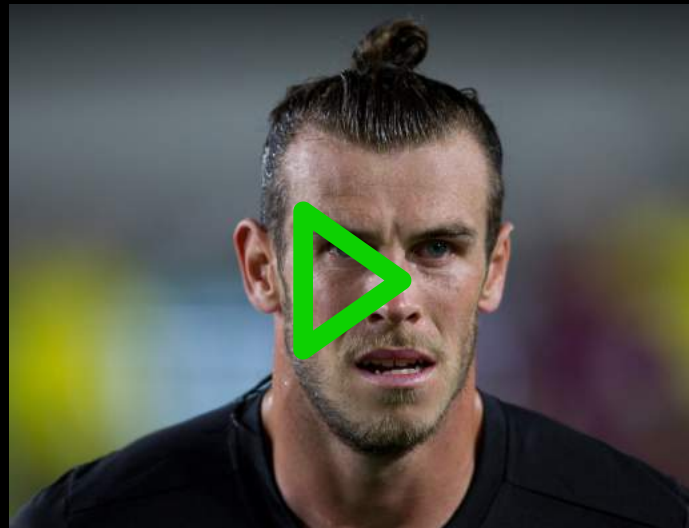
FINDING YOUR "WHY"



***HOW TO TRAIN WITH
INTENTION***



***IMAGINE PEOPLE ARE
WATCHING...***



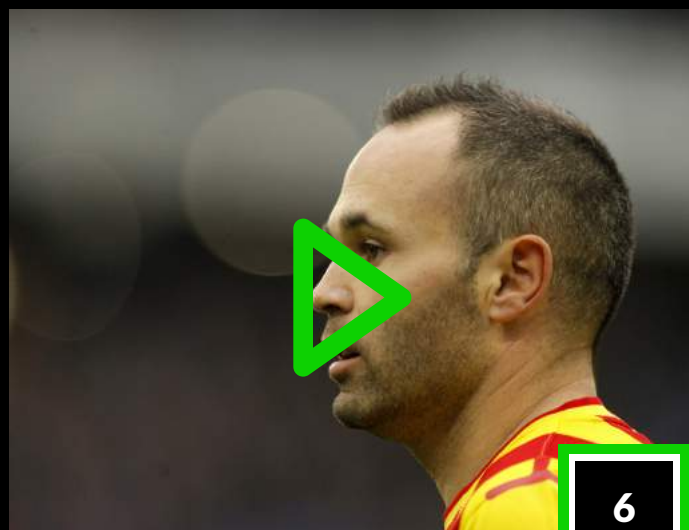
***INTERVIEW WITH CRESPO
KAMARA***



***USING MUSIC TO CONTROL
NERVES***



***WHY DO YOU FEEL
NERVOUS?***



PART 3: CONCENTRATION, FOCUS & INCONSISTENCY

***WHAT DOES CONFIDENCE
LOOK LIKE?***



***TRIGGERING POSITIVE
FEELING FROM THE PAST...***



***HOW TO INCREASE
CONFIDENCE WHEN
RETURNING FROM INJURY***



PART 4: VISUALISATION, MENTAL IMAGERY & RELAXATION

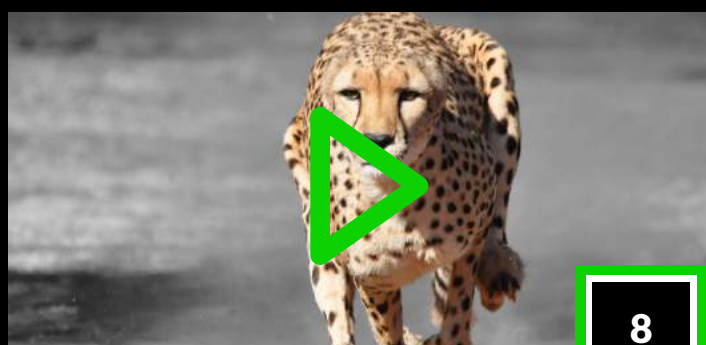
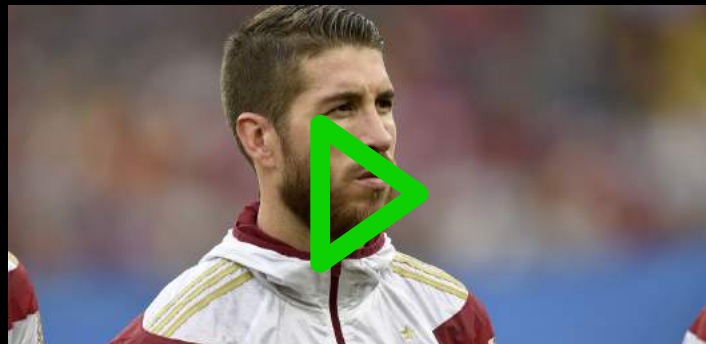
***THE POWER OF
VISUALISATION***

***STOP FEELING DRAINED
AT KICK OFF***

***TEN BREATHES
VISUALISATION***

***PRODUCING THE BEST
POSSIBLE MONTH***

MIMMICKING ANIMALS



PRE-MATCH VISUALISATION FOR...

GOALKEEPERS



CENTRE BACKS



FULL BACKS



MIDFIELDERS



WINGERS



STRIKERS



PART 5: SELF CONTROL & SELF TALK

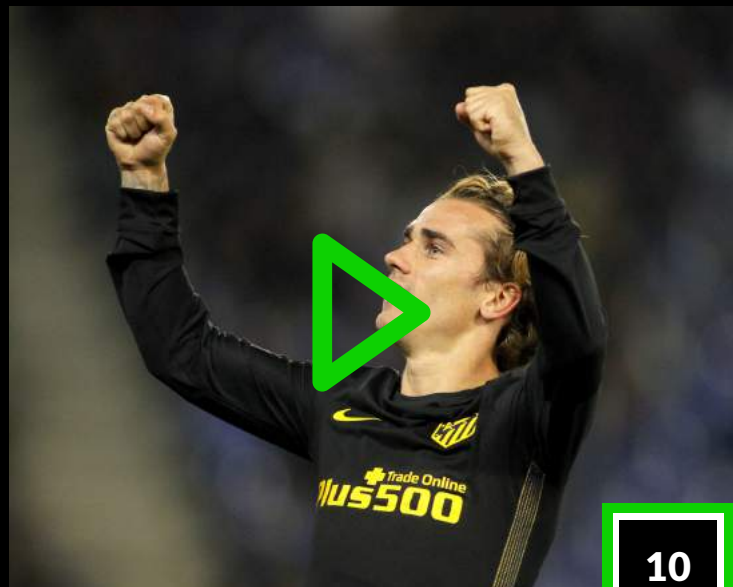
INTRODUCTION TO SELF TALK



MAKING MISTAKES IN MATCHES



CONTROLLING HORMONE RELEASE



PART 6: ATTITUDE & COMPETITIVENESS

MINDSET IS A TALENT



***WORK BEHIND CLOSED
DOORS...***



***AVOIDING THE "NEVER
PATH"***



BRUTAL HONESTY



***THE CHAMPIONS OF TOMORROW
ANALYSE THE CHAMPIONS OF
TODAY***

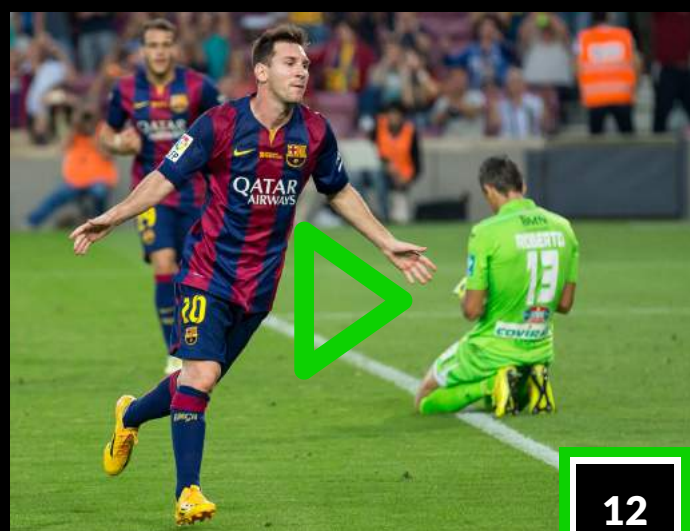


***PERFORMANCE =
POTENTIAL -
INTERFERENCE***

***FOOTBALLERS ARE
ACTORS***

***"YOU'RE BEING
UNREALISTIC"***

***FINAL TIPS FOR MAXIMAL
RESULTS***



RE-LISTENING SCHEDULE

Listen To Any The Following Lessons And Complete The Mindset Tasks Described In Each To Prepare Yourself To Perform Mentally.

1 DAY/ EVENING BEFORE MATCH

- AVOID UNCONTROLLABLE GOALS (GOAL SETTING & PERFECTIONISM)
- FILLING UP YOUR BARS TO FEEL PREPARED (GOAL SETTING & PERFECTIONISM)
- WHAT DOES CONFIDENCE LOOK LIKE (CONFIDENCE & MENTAL TOUGHNESS)
- INTRODUCTION TO SELF TALK (SELF CONTROL & SELF TALK)
- BEING FOCUSED, BUT ON THE WRONG THING...(CONCENTRATION, FOCUS & INCONSISTENCY)
- THE POWER OF VISUALISATION (VISUALISATION, MENTAL IMAGERY & RELAXATION)
- HOW MIMCKING ANIMALS CAN BOOST YOUR PERFORMANCE (VISUALISATION, MENTAL IMAGERY & RELAXATION)
- CONTROLLING FEELING NERVOUS BEFORE A GAME (NERVES, ANXIETY & MOTIVATION)

6 HOURS BEFORE KICK OFF/ ON WAY TO MATCH

- TRIGGERING POSITIVE FEELINGS FROM THE PAST (CONFIDENCE & MENTAL TOUGHNESS)
- MAKING MISTAKES IN MATCHES (SELF CONTROL & SELF TALK)
- CONTROLLING HORMONE RELEASE (SELF CONTROL & SELF TALK)
- ONLY THE NEXT THING (CONCENTRATION, FOCUS & INCONSISTENCY)
- 10 BREATHERS VISUALISATION (VISUALISATION, MENTAL IMAGERY & RELAXATION)
- THE POWER OF MUSIC TO CONTROL NERVES (NERVES, ANXIETY & MOTIVATION)
- IMAGINE PEOPLE ARE WATCHING (NERVES, ANXIETY & MOTIVATION)

AFTER MATCH

- BRUTAL HONESTY (ATTITUDE & COMPETITIVENESS)

IN & AROUND TRAINING

- HOW TO TRAIN WITH INTENTION TO IMPROVE (NERVES, ANXIETY & MOTIVATION)
- MATCHFIT INTERVIEW WITH CRESPO KAMARA (NERVES, ANXIETY & MOTIVATION)

POST-MATCH ANALYSIS



Your Post-Match Analysis

For this section, it's important that you approach somebody who watched you perform closely and who you trust to give you 100% honest, knowledgeable and constructive feedback. This could be a friend, coach, trainer or family member. And you could even do this separately with multiple people. YOU MUST APPROACH THEM, don't let somebody else you have not selected force their unstructured feedback onto you (even if they are a family member). Remember to embrace and look forward to hearing the negatives. These will help you identify what to work on.

Example:

What were your 2 standout moments in the match?

1. The moment your team went a goal down and you clearly maintained confident body language and self-talk
2. When you got out of a tight situation and had the composure to find a killer pass

Why?

1. You held your head up, shoulders back, walked confidently and told your team mates to focus on what they can control
2. You were scanning around you before you even received the ball, and had the confidence in your ability to beat a player and then pull off a more risky, game-changing pass in the right area.

What 2 moments could you have done better in?

1. You seemed to lack belief when challenging for headers
2. You started shouting at the referee when a decision didn't go your way

Why?

1. Possibly scared of getting hurt and lacked some physical strength competing which affects your confidence
2. It was a waste of your energy and the other team could see you were getting frustrated, which increased their belief.

What do you think was your best moment?

1. When I received the ball in my own box and instead of smashing it clear, I had the confidence to get the ball down and find a pass.

What do you think was your worst moment?

1. I was lazy and didn't check my shoulders before receiving the ball in the middle of the pitch, as a result my first touch went straight towards an opponent and they started an attack towards our goal.

How can you fix this next game?

1. Make one of my primary goals to keep checking my surroundings, and get somebody who is watching me to look out for me doing it.

Your Copy

What were your 2 standout moments in the match?

1.

2.

Why?

1.

2.

What 2 moments could you have done better in?

1.

2.

Why?

1.

2.

What do you think was your best moment?

1.

What do you think was your worst moment?

1.

How can you fix this next game?

1.

MATCH DAY & TRAINING SCRIPTS





Your Team Training Script – Example

Position: Striker

What Is Your Main Uncontrollable Mindset Goal In Today's Session? (Position Specific)

Play With Freedom

What 3 Controllable Goals Will Give You The Best Chance Of Achieving This?

1. Talk To Myself Positively
2. Try New Things In The Right Areas
3. Use Confident Body Language At All Times

These Are Your 3 Goals For Today's Session

How Do You Know When Team Training Is Going Well?

1. I Play With A Smile
2. I Try New Things And They Work
3. I Play At Speed

How Do You Know When Team Training Is NOT Going Well?

1. I Feel Frustrated
2. I'm Indecisive On The Ball
3. I Display Negative Body Language & Shout At People

What Went Well In Today's Session?

4. I Scored A Great Half Volley
5. I Felt Relaxed On The Ball
6. The Coach Commented On My Energy

What Didn't Go Well?

1. My First Touch With My Weaker Foot Got The Ball Stuck Under My Body On A Few Occasions
2. I Was Often Playing With My Back To Goal
3. I Was Effectuated Mentally When A Team Mate Shouted At Me For Giving The Ball Away



Your Team Training Script

Position:

What Is Your Main Uncontrollable Mindset Goal In Todays Session? (Position Specific)

.....

What 3 Controllable Goals Will Give You The Best Chance Of Achieving This?

1.
2.
3.

These Are Your 3 Goals For Today's Session

How Do You Know When Team Training Is Going Well?

1.
2.
3.

How Do You Know When Team Training Is NOT Going Well?

1.
2.
3.

What Went Well In Today's Session?

1.
2.
3.

What Didn't Go Well?

1.
2.
3.



Your Matchday Script – Example

Position: Striker

What Is Your Main Uncontrollable Goal Today? (Position Specific)

To Score A Hat-trick

What 3 Controllable Goals Will Give You The Best Chance Of Achieving This?

1. Keep Trying To Position Myself In-between Defenders
2. Get In The Box And Move Into Space When We Have An Opportunity To Cross
3. Try To Turn And Face The Goal With My First Touch Whenever Receiving The Ball

These Are Your 3 Goals For Today's Match

What Does A Great Game Look Like For You (Think Of One Of Your Best Games)?

1. Bullying Defenders And Being Physical
2. Constantly On The Move Looking To Receive The Ball
3. Being Loud In My Communication To My Team Mates

What Does A Bad Game Look Like For You (Think To The Past)?

1. Trying To Over Play And Getting Caught In Possession
2. Not Making Runs To Try And Receive The Ball
3. Always Playing With My Back To Goal

What Will You Do If You (3 Bad Situations):

1. Miss An Opportunity And My Team Mates & Coach Shout At Me

Keep Sticking To My Goals And Trust The Process, Don't Be Afraid To Shoot Again. Pay Extra Attention To Keeping My Eye On The Ball Whilst Striking.

2. Give The Ball Away

Instantly React And Try To Win The Ball Back For At least The Next 5 Seconds, Only Focus On My Next Move, Keep It Simple The Next Time I Am On The Ball To Build My Confidence Back Up

3. Concede A Goal

Stick To My Controllable Goals, Remember My Animal, Talk Positively To Myself, Use Confident Body Language.

If I Start To Lose Confidence/motivation What Can I Do?

1. Imagine My Girlfriends Watching
2. Remember My Animal
3. Change My Body Language To Reflect Confidence



Your Matchday Script

Position:

What Is Your Main Uncontrollable Goal Today? (Position Specific)

.....

What 3 Controllable Goals Will Give You The Best Chance Of Achieving This?

1.
2.
3.

These Are Your 3 Goals For Today's Match

What Does A Great Game Look Like For You (Think Of One Of Your Best Games)?

1.
2.
3.

What Does A Bad Game Look Like For You (Think To The Past)?

1.
2.
3.

What Will You Do If You (3 Bad Situations):

1.
.....
2.
.....
3.
.....

If I Start To Lose Confidence/motivation What Can I Do?

1.
2.
3.

CHANGING INTERNAL SELF TALK





Changing the way you speak to yourself internally

Print this document and place it somewhere easily accessible and visible (not away in a folder where you're likely to forget it).

Over the next 2 weeks I want you to make a mental note every time you catch yourself saying something to yourself in a negative way (in your head or out loud), whether that's in training or in a match.

Straight after your session or match, write these down on your phone so you've got them recorded somewhere, and then write them on this sheet.

Examples:

- "My first touch is rubbish today"
- "I'm so weak in the air"
- "I'm never going to catch up with this guy"
- "My left foot is so bad"

Write your examples in the space below:

Now, for each of these I want you to write down the reason which triggered this negative self-talk. Was it a bad experience from the past? Did your team mates or coach have a go at you? Did you look really stupid trying something? Were you not focused on what you were doing? Did you feel physically inferior?

Write the reason for each negative thought in the space below:

Now I want you to write down the same thought but in a positive way AND give 2 ways that each can be improved.

Examples:

- Instead of “my first touch is rubbish today” it is now “today I’ve really got to watch the ball onto my foot, take an extra touch where needed, always direct the touch into space”.
 1. Next week in training I will spend 2x10 mins practicing receiving the ball from different types of passes.
 2. Next week in training I will spend 2x10mins receiving the ball with different parts of my body and foot.
- Instead of “my left foot is so bad” it is now “If I have to use my weaker foot, I will go for control rather than power and try to keep it simple where possible, I won’t get better if I never use it.”
 1. Next week I will spend 2x10 mins striking the ball continuously with different parts of my weaker foot
 2. In training I won’t hold back from using my left foot when it is the most effective option, even if I make a mistake, I won’t get better without practicing using it.

Write your new way of talking and targets in the space below:

Why are you doing this?

Part 1: It's important to identify how often you speak negatively to yourself, because it will have a big effect on your overall performance. When you tell yourself something, your brain must then imagine it before you can try and wipe it away. The messages you tell yourself will be reflected in your body language, focus, energy levels, confidence, motivation and overall performance. The trick is to stop the negative message all together. Change the language you use which will then lead to a better performance. How many times do we see players who constantly tell themselves they aren't good enough going on to have an unbelievable match and improving as a player?

*This takes practice, you can't change the way you think overnight. You must be committed to changing the way you speak to yourself so that over time it happens naturally, and you find yourself playing with more freedom. It also helps if your team mates understand this.

Part 2: It's vital that you reflect and recognise the core of the problem to understand how to put a stop to it unravel why you feel negative about it. 99.9999% of players will never do this, and they will continue to struggle with the same things and not improve.

Part 3: By changing the way you speak to yourself, you are giving your brain directions to follow in order to perform better, rather than creating more anxiety. It won't work every time, but it will give you a much greater chance of improving your performance in that area than negativity will. The brain is designed to follow commands, tell yourself you are rubbish and it will produce more of the same! You must be committed to this process in order to get the best results long term, it is very, very easy to slip back into your old ways. By giving yourself 2 things, you can do to improve that area, not only will you actually be improving your level of performance physically, but you will also be earning the right to feel more confident week in week out, in the area which you previously doubted yourself in. This again leads to playing with freedom and to your potential. It's a very simple method to create very big improvements over time.



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