

ARCHERY

MENTAL MASTERY



*discover how to relax, focus, and create the
mind-set of a champion*

ADAM COWMING

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P.S My personal thanks go to Nick Davies for his support and training over the years which has help me grow and develop into the therapist I am today.

For more information on training to become a "Sport Performance Coach" please contact Nick Davies <http://www.ndsp.co.uk>

About Me

My name is Adam Cowming and I run a very successful hypnotherapy practice.

Over the last few years I have helped 100's of people including a vast number of men and women in every sporting area including archery, boxing, mixed martial arts (MMA), darts, golf and various field sports to name only a few. The way I have helped these sportsmen and women is with the art of Mental Mastery, how to acquire the right mental attitude, the attitude of the winner.



Achieving a goal in anything is about the right mind-set, setting that goal in your mind, seeing it, feeling it, owning it. All great sportsmen and women 'own' their victory before they start their game.

I am not a psychologist or even a sports psychologist, but I have very successfully taught people to be winners by acquiring Mental Mastery and this book will help you acquire that attitude, the attitude of the winner.

My Story

I was born and bred in Coventry, UK.

I didn't have a great deal of belief in myself before my training to be a therapist. Throughout my youth I'd put many barriers in my way which led me to believe that I was a bit dumb and lacked the capacity to learn or take in information. I'd written myself off at an early age. I was always told by my Mum and Dad I could do anything I wanted, yet I didn't believe in myself enough to believe them.

Learning NLP and Hypnosis/therapy changed all of that!

I previously worked for Peugeot cars at Ryton near Coventry for 11 years as a spot welder in an area of production called "Body in White". It was while working here that I became interested in learning new skills and took many training courses to help improve my qualifications. After taking redundancy from the car factory I passed and became a HGV lorry driver, but also continued on the journey of self-improvement gaining many of the qualifications which I use today in the Hypnotherapy practice.

I decided to have a complete career change due to my interest in the human mind and behavior and my desire to help people, this inspired me to study Neuro Linguistic Programming (NLP), Hypnosis, Hypnotherapy and Psychotherapy. I still have a real thirst for knowledge and I'm always looking to improve my skills. I finally have that belief in myself I was lacking in my youth.

I've since trained in many different sports with some world class instructors, mainly in the Martial Arts world.

When I was younger I took up Judo and trained at the Neil Adams gym. Neil won 2 silver medals (1980 & 1984) in the Olympic Games for Judo and was the first British male ever to win a world judo title and the first British male to simultaneously hold a world title and European title. _

<http://naeffectivefighting.com/>

Sometime later I trained with the world renowned Geoff Thompson who taught me real-life defence. He holds the rank of 6th Dan black belt in Japanese karate, 1st Dan in Judo and is also qualified to senior instructor level in various other forms of wrestling and martial arts. He wrote a book called "Watch My Back" about being a night club doorman for 12 years. He also won a BAFTA award for 'best short film' for his screenplay "Brown Paper Bag".

<http://geoffthompson.com/>

I trained with Ian McCranor. Ian is a 6th degree black belt in Karate. Ian has earned numerous medals and awards, both individual and team including: National Championships in TERA Association, gold medals in Transatlantic Cup and English International Challenge, silver medals in Belgian Cup, Commonwealth and Dutch International Championships. Ian now lives in the USA.

<http://www.thefitgenie.com/author-ian-mccranor/>

I also trained with Bob Dillion, a full time GB boxing coach. Bob trained the likes of Amir Khan, Frankie Gavin, Daved Price, Tony Jeffries, James Degale and world famous boxer, Adam Cowming. I'm even on the boxing clubs website doing a one to one training session on film, yep I'm a movie star as well don't you know!!!

Take a look; I'm on the 9th video down the list. _

<http://lionsamateurboxingclub.wordpress.com/videos/boxing-technique-videos/>

I know what it takes to train hard to get results; I've been where you are and guess what, I still have to try as hard as the next person at the physical side of sport. I'm no different to you or anyone else and if truth be known I'm not a naturally gifted athlete by any means. I tried the techniques myself time and time again in many different sports and that is when I thought to myself, archery could benefit a lot from my wealth of knowledge.

I know that what you will learn in this book **works** because clients come back to me and report what worked for them and what didn't, so this feedback has enabled me to bring all of my knowledge together and write this book.

Everything you will read and follow has been tested in the real world of sports, not in some computer programme. The techniques have been tested and worked in training and competition conditions, so have worked under pressure consistently over time. Having that human feedback has helped me greatly to get good results across the board for many sports people, from people who just want to play better golf to Archers who want better focus under pressure.

So why did I choose the sport archery?

It all started a few years ago when I went along to a club to try it, I had tried archery as a child and enjoyed it but that was while on a holiday and never tried again until I showed up at the club. My ex-girlfriend shot so I went along for a bit of fun to see if I would enjoy it once more. I did. I have always loved shooting sports and was pretty good. I had enjoyed target shooting with my air rifle a few years ago too.

I never really took it too seriously to be honest, for the first few years it was just nice to be doing it. I didn't really go into any inner club competitions or anything because I wanted it just as a fun pastime.

As I said above I have a great many skills I teach to my sports clients on a daily basis, but I never applied them to myself or my archery. One Sunday we were due to shoot a "Portsmouth" round and I decided to see what would happen if I applied all the knowledge and skill to the round. I shot to get an indoor handicap, which I had never had before. I focused in and shot the best round of my life, I won the Portsmouth on handicap and came in 4th overall, whereas I would normally be around 9th or 10th. I never had a miss, in the past I can remember having lots. I carried on testing and getting good results with far better improvement than any of the other club members and continue to do so to this day.

So why am I not some world champion if I know all this stuff and I'm that good?

The truth is I love archery as a hobby and as I run a full time business time is an issue. I can only shoot on certain days so I just don't get the practise needed.

I know this stuff works really well, so I want to ask you a question.

If I can improve so massively with little effort, what would it be like if you put a lot of effort in?

There is no reason you can't achieve greatness in the world of archery if you are prepared to put in the physical practise and mental mastery necessary to be a winner.

I can't teach you the physical side of the sport as well as your club and coaches can, that is not my area of expertise, but I can teach you to train your mind for success and teach you all of the tips and tricks that have helped so many other sports people around the world so far.

Countries like Russia and the likes of Cuba have been using this stuff for years in the boxing world long before we caught on, their reputation goes before them. At one time they were considered unbeatable in boxing using all of the tricks and tips I will teach you. USA also uses mental mastery for many of their sports, the rest of the world are now starting to sit up and take notice at last.

Tiger Woods uses hypnosis and other techniques such as NLP to calm his mind before any game. Tennis player, **Jimmy Connors** is said to have used hypnosis prior to the US Open, which certainly helped his winning. **Kevin McBride**, the Irish ex-heavyweight boxing champ (defeated Mike Tyson on a 6th round TKO) worked with a hypnotist before stepping into the ring. Even I would need more than a hypnotist if Tyson was in the same ring as me, first thing I would want is my Mum! Ha-ha. Boxer, **Ken Norton**, used hypnosis before his fight with Ali,

where Norton ended up breaking Ali's jaw! Now disgraced cyclist **Lance Armstrong** is said to have used visualization techniques to overcome obstacles, shame he felt the need to take drugs instead of working on the natural ability he had.

Did you know that **Mark Knopfler, Matt Damon, Ben Affleck, Samuel L Jackson & Winona Ryder** also stopped smoking with hypnotherapy? Other famous and highly successful people such as **Bill Clinton, Andre Agassi and Arnold Schwarzenegger** have used NLP to achieve their goals and dreams.

Are you getting the idea now?

If I were to give one tip right now it would be to ***practise all the techniques on a regular basis***, get the most out of them and make them part of your normal preparations. Most of the top athletes in the world use some kind of mental preparation, whether they do it consciously or not, it's just the way we work as humans, whether we're aware of it or not.

By reading and practising all the techniques in this book you will be ahead of your fellow archers who may not believe in its value, their mistake. You are going to be so ahead of the mental game and leave them standing and wondering how you have improved so quickly and consistently!

Someone did ask me at my archery club whilst looking my bow up and down, "What have you changed?" I think they were looking for a bit of a trick kit like a laser dot sight. 😊

I said "My mind-set." They just looked at me as if to say, well there isn't much I can do about that!

In the next chapter of this book I'm going to start to explain how and why this stuff works and give you an understanding of the process. Don't panic, it's not too heavy, nor will you need to be a brain surgeon to understand it.

It **IS** important that I explain the process through in detail in order to give you the knowledge and I also feel it will help to break through some of the misinformation out there from people who are less informed or just plain wrong! There has been so much written about NLP and hypnosis by people who really have no understanding or any great knowledge of the subject.

I am not saying I know it all, I DON'T, but I DO know enough to put you correct on a few things you may have heard.

A Very Short History of Sport Psychology

In its formation, sport psychology was primarily the domain of physical educators, not researchers, which can explain the lack of a consistent history. Nonetheless, many instructors sought to explain the various phenomena associated with sport and physical activity and developed sport psychology laboratories.

In Europe, the early years of sport psychology were highlighted by the formation of the Deutsch Hochschule für Leibesübungen (College of Physical Education) by Robert Werner Schulte in 1920. The lab measured physical abilities and aptitude in sport and in 1921 Schulte published *Body and Mind in Sport*. In Russia, sport psychology experiments began as early as 1925 at institutes of physical culture in Moscow and Leningrad and formal sport psychology departments were formed around 1930.

The work of **Norman Triplett** demonstrated that cyclists were more likely to cycle faster with a pacesetter or a competitor, which has been foundational in the literature of social psychology and social facilitation. Research by ornithologists Lashley and Watson on the learning curve for novice **archers** provided a robust template for future habit formation research, as they argued that humans would have higher levels of motivation to achieve in a task such as **archery** compared to a mundane task.

The 4Cs

Concentration, Confidence, Control and Commitment (the 4Cs) are generally considered the main mental qualities that are important for successful performance in most sports.

- Concentration – the ability to maintain focus
- Confidence – to believe in one's own abilities
- Control – the ability to maintain emotional control regardless of distraction
- Commitment – the ability to continue working to agreed goals

The field of sport psychology has come a long way since the early days of Norman Triplett. Modern-day sports psychologists may engage in several different roles including conducting research, teaching and consulting with athletes and exercisers. Not all sports psychologists are trained in the same way.

THE END 😊

***This eBook is not all about theory...It's about getting you
real RESULTS!***

I didn't want to go on about the history of sport psychology simply because there is no point wasting your time, or mine, writing or reading about it. **You want results** not facts otherwise you wouldn't have bought this product.

If you want to know more on the history of *sport psychology* there is plenty of information on the internet so you can look into it at your leisure.

Sport Psychology v NLP and Hypnosis

Let me tell you why I think that what I can do for you is far better at producing results than modern sport psychology.

The problem with some sport psychology in the past is that it's all been around paper work and writing up papers on the result, which in itself is fine and they do a great job, however, I know for a fact that this research they are doing may not be correct. I have a friend who was on the England boxing team who regularly had interviews with their sport psychologist. I won't name him (the boxer) but he said to me once that "I tell them what they want to hear to get rid of them. I was there to box and train, not talk to some shrink!". I was also told the other team members did the same and looked at this shrink as a bit of a joke and waste of time. Now I'm sure the psychologist did his job to a very high and professional standard and I suspect he didn't know what the team members were doing, which was giving false information. On a personal note I don't agree with this but it still happened and the point I'm making is that it's probably happening elsewhere within sport. The thing is they have all the talk and big words that I wouldn't claim to understand, but not much in the way of REAL world exercises and techniques that will work. They learn in the class room and hope the stuff works.

Can you see how this could be a real problem?

I don't want to do much paper work. If something doesn't work I find out what went wrong and why and I change and adapt. My results have come from people like you who I've trained and then doing it in the real world of competition and events. These are the REAL results.

I don't expect you agree with everything I say, especially if you bought this book and are a sports psychologist! If you are sat there feeling anger then don't worry, am a great therapist who has dealt with anger a lot, you phone up and make an appointment to come and see me to discuss your anger. Ha-ha.

So How and Why Does This Work

I believe even your training should involve more of your brain in order for you to get the best out of yourself and your sport.

I use a combination of NLP and Hypnosis to help you to become more focused and to allow your *unconscious* mind to take on new learning.

NOTE: I have used the word unconscious instead of subconscious in this book and I will now explain why. To call it subconscious is to suggest that it has less significance or that it doesn't serve us to an equivalent degree as does our conscious mind. Subconscious has evolved from the Freudian term. Unconscious is the correct term.

In order for you to have an understanding of these areas I want to give a brief overview of what they are. This is so that YOU have the facts, not fiction. As I said before, there has been a great deal written on these subjects over the years by people who may think they know but in reality have very little knowledge of the subject, however, I do. I think it is important you understand how and why it works so well time and time again so I'm giving you the truth and solid facts.

Don't worry, after this section we get to the cool techniques!

I do advise to read this chapter even if you are thinking of skipping it. Trust me, you will learn some important things about how we humans tick that will make you start to think about how we think, see, hear and feel.

NLP was created in 1975 by Richard Bandler (<http://richardbandler.com/>) and John Grinder (<http://johngrinder.com/>)

Neuro-Linguistic Programming is the science of influencing brain behaviour (neuro) through language (linguistic) and other types of communication to help a person to "recode" the way the brain responds to stimuli (programming) and to gain positive behaviours.

***NLP is "a model of interpersonal communication chiefly concerned with the relationship between successful patterns of behaviour and the subjective experiences (esp. patterns of thought) underlying them" and "a system of alternative therapy based on this which seeks to educate people in self-awareness and effective communication, and to change their patterns of mental and emotional behaviour."
Oxford English Dictionary***

Richard Bandler and John Grinder took it upon themselves to look at why some therapists had extraordinary results with their clients and others did not. These two extraordinary men initially studied the work of popular therapists Milton Erickson, Fritz Perls and family therapist, Virginia Satir, (they later studied others who contributed to this exciting field). They studied everything about these people; body postures, how they were feeling, use and structure of language, tone, pace and timbre of voice and many other areas. From this they developed models of the therapist's behaviours which they could teach others to replicate to achieve similar results. From these original studies grew many other techniques for quickly and effectively changing thoughts, behaviours and beliefs. These techniques are commonly known as Neuro-Linguistic Programming (NLP).

NLP shows how our own and other peoples successes can be understood and modelled (copied). We all have certain patterns we follow in life whether they are good or bad, we can copy the good patterns of other people to find out how they tick. Find how people's mind-set works and take all the good bits! We learn to model people at a very young age, if we didn't we wouldn't be able to learn so quickly.

We can start to look at how we feel and think about doing anything depends on which emotion we unconsciously learn to associate with a certain situation. A lot of unwanted behaviours and beliefs have been learnt and filed at an unconscious level. For example, as a child you may have seen your Mum react to a spider by screaming and running away. As a child you would or could have learnt this is the best way to react to the situation in future, by doing the same

thing. You will have become frightened of spiders because of your Mum and her reaction to them. My old neighbour used to scream the house down if she saw a spider. When I was a kid I used to put toy spiders through her letter box, I more than likely contributed to her phobia getting worse in many ways. I was a little sod at times!

This reaction is then stored as a program in the unconscious mind so every time you see an insect you react with an automatic, unconscious response which you are unable to change consciously. This is the same for phobias and fears and they can only be changed at the *unconscious* level with use of such things like NLP or Hypnosis.

Can you start to understand how we can learn some bad habits and reactions to things from an early age?

NLP is also very useful for helping with limiting beliefs. You may be letting a belief that you formed a long time ago hold you back today, like “I’ll never be a great archer” or “I’ll never make the team”. It's important to understand and accept that this is only a belief or a thought, so when you think about it, IT can be changed at an unconscious level to a belief that will empower your life. Our beliefs change with time and age, for example, I believed when I was a young child that I wanted to own my own ice cream van (I loved ice cream 😊), now I’m a hypnotherapist but I still love ice cream!

NLP basically works by helping us to change the process in which we experience reality. This is the real 'power' of our own mind, to be able to change the way we think and act for the better. NLP provides a way of helping you have more control of your thoughts, feelings and actions, become more positive in your outlook to life and better able to achieve results. In other words, NLP can help change/replace and in some cases, stop old out dated "programs" (mental, emotional and physical) that run *unconsciously* on "automatic pilot" without you even being aware.

When our limiting beliefs are found and discovered there are some great techniques that can be used to remove and replace them with beliefs that fit into our lives, those we *want* to have. By looking into our values, beliefs and capabilities around unwanted behaviours, we can set up a 'how to' system to look at patterns and the reason or intention behind those behaviours, we can then change them to something more constructive and positive in our lives.

The magic of NLP is that it teaches how to get rid of those negative thoughts for good using techniques often involving easy and fun exercises that use your imagination, such as guided visualization and anchoring new associations.

In this book are only the NLP exercises I know will benefit you most in archery. There are too many NLP exercises to put them all in!

Why Does Hypnosis Work So Well?

People have been talking about and discussing hypnosis for more than 200 years, but science has yet to fully explain how it actually happens. We see what a person does under hypnosis but it isn't clear why he or she does it. This puzzle is really a small piece in a much bigger puzzle: how the human mind works. I personally believe with science and neurology moving at the fast pace it is we will see some great breakthroughs within the next decade. Modern brain scans do show increased activity in the motor and sensory area which suggests heightened mental imagery in the subject.

In the book "Mapping the Mind" by Rita Carter she said about the brain activity in Hypnosis "Activity in the right anterior cingulate cortex suggests also attention is focused on internal events, quite different from normal waking or sleeping" (www.ritacarter.co.uk)

We do have a good understanding of hypnosis in that it is a trance state where a person is open to extreme suggestibility, relaxation and heightened imagination. It's not really like sleep. I often say to my hypnosis clients that it's like the point before you fall asleep in your bed at night; you will be aware of

sounds in or outside of the room and you may have thoughts, sounds or feelings internally. You are fully aware of everything but you will be able to tune out most of what's going on around you. As a definition I would say "Hypnosis helps to guide your imagination through a process that will allow the unconscious mind to make the changes it needs to"

In the everyday trance of a daydream (not the same as hypnosis) or simply watching a movie an imaginary world seems somewhat real to you. Imaginary events can cause real fear, sadness or happiness and may even make you jump out of your seat if you are surprised by something in the movie. Think of the film "*Jaws*" as an example. This film scared so many people they refused to go into the sea and the movie gave sharks a bad image in the public eye. Some researchers' categorise all such trances as forms of self-hypnosis. Milton Erickson, the premier hypnotism expert of the 20th century, contended that people hypnotise themselves on a daily basis, although this can be argued about and has been for many years and still is to this day! Daydreams are not the same as hypnosis but are a trance state, however, most psychiatrists focus on the trance state brought on by intentional relaxation and focusing exercises. This deep hypnosis is often compared to the relaxed mental state between wakefulness and sleep. As I explained earlier it may be compared to BUT is NOT the same.

A little history lesson for you!

People have been entering trances for thousands and thousands of years. Various forms of meditation play an important role in many cultures' religions but the scientific conception of hypnotism wasn't born until the late 1700s. In meditation the idea is to empty and clear the mind to gain clarity of thought, this is not so with hypnosis.

The father of modern hypnotism is Franz Mesmer, an Austrian physician. Mesmer believed hypnosis to be a mystical force flowing from the hypnotist into the subject (he called it "animal magnetism"). Although critics quickly dismissed the magical element of his theory, Mesmer's assumption that the power behind hypnosis came from the hypnotist and was in some way inflicted upon the subject took hold for some time. Hypnosis was originally known as mesmerism after Mesmer and we still use its derivative "mesmerise" today.

In conventional hypnosis you approach the suggestions of the hypnotist, or your own ideas, as if they were reality. If the hypnotist suggests that your arm is to stick to the seat then it may feel very heavy and almost glued to the spot but for the entire time you are aware that it's all imaginary. Essentially, you're "playing pretend" on an intense level, as kids do. It's all about using the power of your own mind.

Hypnosis is also a great way of getting past the critical factor of the brain, so we can make changes in a positive way without too many objections from the conscious mind.

In a hypnotic state you are also highly suggestible so when the hypnotist tells you to do something, you'll go with the idea completely. This is what makes stage hypnotist shows so entertaining. Normally reserved, sensible adults are suddenly walking around the stage clucking like chickens or singing at the top of their lungs. Fear of embarrassment seems to fly out the window, however, the subject's sense of safety and morality remain entrenched throughout the

experience. A hypnotist can't get you to do anything you don't want to do against your values or beliefs. It is worth noting that "Stage Hypnosis" is nothing like Hypnotherapy. On stage (**Entertainment**) we want the subject to be in a very deep state so they will do the silly stuff, but in therapy I normally like my clients to be in a nice light state. The MP3 in this programme is perfectly safe to use as it's been written and recorded by me as a professional therapy session.

The main school of thought on hypnosis is that it is a way to access a person's *unconscious* mind directly. Normally, you are only aware of the thought processes in your conscious mind. You consciously think over the problem that is right in front of you, consciously choose words as you speak, consciously try to remember where you left your keys. Now where did I put mine?

Your conscious mind works hand-in-hand with your unconscious or unconscious mind, the unconscious part of your mind that does your "behind the scenes" thinking, the automatic stuff you don't have to *think* about. Your unconscious mind accesses the vast reservoir of information that lets you solve problems, construct sentences or locate your keys. It puts together plans and ideas and runs them by your conscious mind. When a new idea comes to you out of the blue, it's because you already thought through the process unconsciously. The evidence now suggests that the unconscious mind makes decisions 3 to 5 seconds before it tells the conscious mind. This has been proven in brain scans under strict medical testing conditions.

Your unconscious also takes care of all the stuff you do automatically. You don't actively work to make your heart beat minute to minute -- your unconscious mind does that. You don't think through every little thing you do while driving a car -- a lot of the small stuff is thought out in your unconscious mind. Your unconscious mind also processes the physical information your body receives. The unconscious mind is far more powerful than the conscious mind.

In short, your unconscious mind is the real brains behind the operation -- it does most of your thinking and it decides a lot of what you do. When you're awake your conscious mind works to evaluate many of your thoughts, make decisions and put certain ideas into action. It also processes new information and relays it to the unconscious mind. But when you're asleep, the conscious mind gets out of the way and your unconscious has free rein.

Psychiatrists theorise that the deep relaxation and focusing exercises of hypnotism work to calm and subdue the conscious mind (the critical part) so that it takes a less active role in your thinking process. In this state you're still aware of what's going on but your conscious mind takes a backseat to your unconscious mind. Effectively, this allows you and the hypnotist to work directly with the unconscious mind.

I want you to have all of the facts so nothing is left out.

I hope you can now tell that Hypnosis and NLP are NOT some voodoo mind magic and we can't take over your mind.

I want to help your mind to unleash its full untapped potential, in the easiest most natural way I can.

A lot of the changes will be at an unconscious level so you won't even have to think about doing them, it will just happen. How cool is that?

The one thing to be very aware of is "*The unconscious mind is there to help and protect you*" so can't and won't let anything bad happen to you, only the good positive stuff.

That's why all of this works so well because I'm here to help you become a much better, focused and determined winner!

The mind finds it hard to differentiate between reality and visualisations.

Have you ever woken up from a nightmare thinking that was so real? This is the reason.

There is a saying, “If you can imagine it you can achieve it, if you dream it, you can become it!” William Arthur Ward

You may want to give that saying some thought.

Mental Preparation (Pre-Shooting)

The first important task to start with is a simple goal setting exercise so you know where you are and where you want to be.

It will be good for you to calibrate your improvements over the next days, weeks and months.

Exercise: Goal Setting

Please answer the questions honestly, write your answers down on a piece of paper.

1. What would you like to achieve in archery by mastering these mind-set skills?
2. In what time frame would you like this to happen?
3. What are the things that you need to stop or avoid happening?
4. What are the most important things you want to happen?
5. What are some of things or obstacles that have got in your way before (People, clubs, equipment, funds, skill, etc.)?
6. Think about all of the things you think can help you achieve your goal?
7. When will you know that you have achieved your goal? Write down what you can see in your mind, what you will feel and hear when you visualise that achievement.

It would be a good idea to do this exercise every 6 months or so and then compare your results with the previous notes.

The first thing that is important in any self-improvement is how we *see*, *hear* and *feel* about ourselves.

If you have a poor self-image of yourself shooting archery then we need to start working on that. The mind can work in very strange ways at times, we are in control but then again if it was that simple I for one would be out of a job. The way we think is a great starting point on this journey for you. I would like you from now on to listen to *what you are saying* to yourself. This may take a few attempts to focus on but it will be very rewarding once you get control and power of this skill. We all have what some people call that little voice inside our heads, don't panic you are not going crazy. WE ALL HAVE IT.

I call it "Internal Dialogue". Our internal dialogue can sometimes be a helpful guide in life but it can also trip us up and become a pain in the butt. If we allow it too much free rein and power then it can start to seem overwhelming, this is the problem many people have who are suffering from depression, they talk themselves into it a lot of the time. Here is a crazy thing I've found out doing therapy over the years, people don't know or realize how loud this internal voice is or can be at times. Try it if you want to find out for yourself. Next time you find yourself having any internal chat turn the stereo or TV up until you drown that inner voice out. Most people don't realise just how loud it can be.

Just think for a moment how off putting this chatter could be if you are standing at the line about to shoot in a competition. If it is a positive voice then it isn't a problem but we can still improve and control that as well as make it better and have a more subtle input on our shooting.

Let me tell you about an archer I saw one-to-one in my private practice.

Mrs. X came to see me wanting help with her concentration while shooting and training.

We sat down and started the session with me doing a little history and finding out what the problem was. She said, "I just can't seem to concentrate without talking to myself in a negative way".

She would be shooting very well, she was a very good county standards player, but when she knew she was winning that little voice popped up and said to her “ Sh*t, you’re winning!” and that would totally sabotage her shooting. She seemed to fall apart with the pressure. Now her coaches tried to help and did their best but it didn’t really help. She lost all concentration and focus and started to worry about making mistakes, which in turn she made. Why?

If I was to say to you **“Don’t think of a pink elephant right now”**, what did you think of? It’s the way our minds work, weird isn’t it? More on this later!

Mrs. X didn’t know who to turn to until someone told her about me. She thought about it for a while before coming to see me and booking an appointment. She was a little skeptical at first and wanted my reassurance that I could and would help. I explained what was going on and she seemed very relieved that I knew and didn’t think she was some kind of crazy person. We all talk to ourselves; I’m doing it in my mind right now while writing this book. I hear the words before I type them, it’s not that I love my own voice it’s just the way we work as humans.

Exercise: Listen To Your Internal Dialogue

Your first exercise here is designed to encourage you to control your “inner voice”

1. Say something positive. Write it down as below then repeat with something negative.
2. Write down the differences. What does it sound like, is it you or someone else?
3. What tone is the voice, high or low?
4. How fast or slow is it?
5. Notice also, where is it coming from? What part of your head is it coming from? Is it inside or outside?
6. Write these things down.
7. Well done. You have just entered the world of sub-modalities!
8. Now I need you to trust me and try something, change the negative to positive using the things you noticed and wrote down. Change where the voice is if different, so swap the negative for the positive.
9. Change the voice so it sounds more positive (if it was negative). You can even make it into someone else’s if you like!
10. Make sure the tone is just right.
11. Make sure you also set the pace and rate so it sounds right.
12. Now imagine moving the voice further away or closer, what happens?
13. I want you to play with this and find out what works best for you. The idea is to move the negative voices away and make the positive voice stronger.

Exercise: Voice Tempo

There is another great trick with voices as well.

This is called The Voice Tempo Exercise by a guy called Nick Kemp (www.nickkemp.com). You can find it on Youtube and see Nick demo it live.

Some people find that they say the same negative phrase to themselves time and time again. Now if you do this then you are reinforcing this negative behaviour and giving the voice power over you. If this is happening to you then good news, I can help in one easy exercise.

I will use the example as above from Mrs. X.....Sh*t you're winning"

1. Now use your own phrase not this one.
2. Say the phrase internally (In your own mind)
3. First thing I want you to do is slow it down twice as much, speed and tone.
4. Now slow it down twice as much again making the words sound longer and more drawn out and the gaps bigger between the words, like a stretched cassette running slow.
5. Now REALLY slow it down with big gaps between the words as above.
6. Now say out loud what you ate for breakfast.
7. Now go back and say the old phrase back to yourself.

What happened?

I find that it takes away all of the negative association from the phrase so it just doesn't seem to have the same power or meaning anymore, cool or what?

It is important to know how and what we are saying to ourselves in order to gain control again.

We are starting to train you to think more positively and know how to deal with internal negativity. There is a lot to be said for positive thinking, you will start to notice the difference if you use the tools and techniques in this book on a daily basis.

You also break your own negative state of body and mind by saying out loud or to yourself “STOP” while just slapping your thigh or arm lightly any time you catch yourself slipping into old bad habits.

REMEMBER. If you don't like what you are saying to yourself, STOP and change it.

There is another important thing to consider when in sport and that is, what is your motivation for success?

Do you think you are moving towards pleasure or away from pain?

Think about it, at a very basic level that is how our brains work. When I was a kid if I burnt my hand on the oven door I knew it hurt and my brain stored the fact it hurt and also stored the instinct to avoid doing it again. My unconscious mind always remembers that pain of being burnt. If I knew I had to be good to get an ice cream then my brain would make sure I was on my best behaviour so I got a treat. Stored in my unconscious mind is the memory of getting a treat for being good and what it felt like, also what it felt like NOT to get a treat if I wasn't good.

This is how our brains work even today and also in sports. Some of us do sport for the enjoyment of winning or taking part, others do it to prove something to themselves or another.

For me I was moving toward the pleasure of spending more time with my girlfriend and I also love shooting sports.

Finding this out will greatly help your future strategies

Exercise: Finding Your Reason Why

NOTE: This exercise is better done with someone asking you the questions and filling out the gauge below.

1. Why did you take up archery as a sport?
2. How did you get on in archery as a sport?
3. What makes you carry on shooting?

Fill in this gauge marking where you think you are on the line. Are you moving toward pleasure or away from pain? An even better way to do it is to get someone else to ask the questions and fill it out. Swaps places and you ask them the same questions and compare and discuss your results. You will either be the same or opposite.

Pain- _____ | _____ Pleasure

If someone is moving towards pleasure then like me it's because of the enjoyment of the sport.

Away from pain can mean they may not like the thought of losing or disappointing someone.

It can work in a very similar way if, for example, two members of the same club could be shooting for the club in a competition. One member, let's call him John for now, is shooting for the enjoyment and the love of the competition. If he doesn't win he may feel disappointed in himself. However, the other member called Ann will be shooting for the club and feels if the results weren't good she let the club down, so is shooting to avoid the pain of letting the other member down and herself.

John would enjoy the shooting but not take it to heart because just by shooting he has moved into pleasure already. He will look to improve for himself more than anyone else.

Ann also wants to win for herself but also for the club, so doesn't want the pain of losing and letting the club down. Ann will strive to improve, but may be a little harder on herself than John would.

Do you see how people strategies can affect the whole dynamic of how we think in our sports and life?

Relax!

The body and mind work much better when in a relaxed state in sport. The mind can think more clearly and be much more focused. The mind is FAR more powerful in a relaxed state, that's one of the reasons hypnosis works so effectively. I also know and have seen for myself how unconscious tension can shrink the muscles and fibers temporarily by as much as about an inch from people's arms. I was shown this by my good friend and mentor Nick Davies (www.NDSP.co.uk) who I believe was shown by Bob Dillion, the owner of Lions Boxing Club (<http://lionsamateurboxingclub.wordpress.com/>) and full time GB Boxing coach. Tension tricks the mind and body into a stressed state. Let me explain the method to you. I think this is SO important to this sport of archery but not many people are even aware it happens.

Exercise: Tension Tester

1. Find a friend to help you.
2. Ask the friend to stand square on in front of you.
3. Get your friend to raise their arm straight out in front of themselves and place their fist on your chin then drop the arm back to their side.
4. Now YOU put your hands up just in front of your face cheeks.
5. Ask the friend to raise their arm again without moving their body and again make a fist.
6. What happened? Normally the friend's fist will not reach your chin and miss by up to an inch. Try it again but swap places.

Now how would that affect your draw on your bow if your arm was shorter due to the body not being relaxed?

What happened here is the unconscious part of the mind picked up danger so shrunk every nerve, fiber and sinew in the arm to avoid hitting the chin.

I know the hands won't be there shooting but the unconscious mind will still pick up a danger signal from things in your peripheral vision, like other archers on the line with you. By learning to relax before a shoot the body shouldn't react in this way.

For archers it means we have a full draw on the string if we need it, not an inch less that we didn't know we weren't getting until now! For a boxer it is the difference between a good punch and a knockout punch, a golfer it's a slice or hook! Think about it for a moment.

So we need to learn to relax our body and mind to maximize our potential!

Diaphragmatic Breathing

Have you ever heard of ***Diaphragmatic Breathing***?

I want you to start to understand, I mean really understand, the importance of relaxation not only in sport but also in life. When you master this skill life will become so much more pleasant and your self-control and focus will be 100% improved. The good news is it doesn't take a long time to achieve, within a few days you will start to learn and feel the difference. At the most it takes 10 to 15 minutes a day.

The diaphragm is the central muscle of the human body, the principal muscle of your breathing. It almost completely separates the body in half from top to bottom. Ancient Greece called the diaphragm phrenos, so it's pretty important!

The diaphragm shrinks and as it shrinks it will rise less and less up in to the chest. Diaphragmatic breathing uses the diaphragm muscle (a strong dome shaped muscle) located under our ribs and above our stomach. When we breathe in, we push the muscle down and our stomach moves forward. When we breathe out, the diaphragmatic muscle moves back to resting position and our tummy moves back in.

There is little or no upper chest movement.

Exercise: Diaphragmatic Breathing Technique.

1. Lie on your back on a flat surface or in bed, with your knees bent and your head supported. You can use a pillow under your knees to support your legs. Place one hand on your upper chest and the other just below your rib cage. This will allow you to feel your diaphragm move as you breathe.
2. Breathe in slowly through your nose so that your stomach moves out against your hand. The hand on your chest should remain as still as possible.
3. Tighten your stomach muscles, letting them fall inward as you exhale through pursed lips (*see "Pursed Lip Breathing Technique"*). The hand on your upper chest must remain as still as possible.
4. Breathe using this method for 3 to 4 deep breathes, and then allow your breathing to go back to a pace and rate that is natural for you.

When you first learn the diaphragmatic breathing technique, it may be easier for you to follow the instructions lying down. As you gain more practise, you can try the diaphragmatic breathing technique while sitting in a chair.

To perform this exercise while sitting in a chair:

1. Sit comfortably with your knees bent and your shoulders, head and neck relaxed.
2. Place one hand on your upper chest and the other just below your rib cage. This will allow you to feel your diaphragm move as you breathe.
3. Tighten your stomach muscles, letting them fall inward as you exhale through pursed lips (*see "Pursed Lip Breathing Technique"*). The hand on your upper chest must remain as still as possible.

Note: You may notice an increased effort will be needed to use the diaphragm correctly. At first you'll probably get tired while doing this exercise but keep at it, because with continued practise, diaphragmatic breathing will become easy and automatic.

So what are the benefits of this breathing exercise?

Breathing is a natural expansion and contraction within your body. Babies automatically breathe with their diaphragm. By breathing with your diaphragm, your lungs expand and expel waste more efficiently. Diaphragmatic breathing slows your breath, relaxes your nervous system, detoxifies your organs, aids circulation and digestion, improves your immune system, reduces high blood pressure, builds stamina and heightens your sense of well-being.

So by getting more oxygen into your lungs, and then into your blood stream, your muscles will have more "fuel" and the heart will need to beat less quickly and with less effort. When this occurs, the amazing and complex interplay between the brain and the various hormone-producing parts of the body (like the adrenal cortex) will change and smaller amounts of stress hormones will be released. The liver and kidneys will then be able to "catch up" with all of the stress hormones in the blood stream.

I will ask you later on to do this exercise before you listen to the MP3 that comes with this program.

Exercise: Pursed Lip Breathing Technique

1. Sit in a comfortable position and relax.
2. Slowly take a deep breath in through your nose.
3. Draw your lips together as if you were going to whistle and blow out through pursed lips slowly and evenly.
4. Try to make the time blowing out longer than when you took a breath in.
5. Repeat this procedure several times until your shortness of breath disappears.
6. If you feel any dizziness, rest until it stops.

Exercise: Bellows Breathing

Another cool breathing technique I use a lot is called “**The Bellows Breathing Technique**” (**The Stimulating Breath**). I use this between shooting and sometime just before I stand on the line, my line of thinking on this is that the more oxygen I can get into my system then the more will flow into my brain allowing me to concentrate more easy and also it gives me much more focus. It comes from yoga, I breathe in quickly 3 or 4 times then out quickly 3 or 4 times. I repeat this 2 or 3 times, I find that is all I need.

Below is the standard exercise, but with this entire book ***take it, test it, and change it*** to what suits you!

This yogic technique can be used to help stimulate energy when needed.

1. Sit in a comfortable up-right position with your spine straight.
2. With your mouth comfortably closed breathe in and out of your nose as fast as possible. To give an idea of how this is done, think of someone using a bicycle pump (a bellows) to quickly pump up a tire. The upstroke is inspiration and the down stroke is exhalation and both are equal in length.
3. The rate of breathing is rapid with as many as 2-3 cycles of inspiration/expiration per second.
4. While doing the exercise, you should feel effort at the base of the neck, chest and abdomen. The muscles in these areas will increase in strength the more this technique is practised. This is truly an exercise.
5. Do this for no longer than 15 seconds when first starting. With practise, slowly increase the length of the exercise by 5 seconds each time. Do it as long as you are comfortably able, not exceeding one full minute.

WARNING: There is a risk of hyperventilation that can result in loss of consciousness if this exercise is done too much in the beginning. For this reason it should only be practised in a safe place such as a bed or chair.

It really is worth practising these breathing exercises as much as possible because your body and mind will soon get used to it and when that happens they become easy and a natural part of your preparations. There are so many documented facts of how this breathing exercise benefits mental and physical health that it is a wonder to me why more people don't know about them. It is one of the first things I teach clients who come to see me and it doesn't matter what they come for, I always teach this!

The exercise above will help with the next part of the book *Performance Anxiety*.

What Is Anxiety?

“Anxiety is not an emotion. It is an over-arousal of the autonomic nervous system caused by underlying emotions. When these underlying emotions are resolved, the over-arousal of the autonomic nervous system reduces and anxiety is greatly alleviated.” Andrew T Austin (<http://andrewtaustin.com/>)

Anxiety is caused and perpetuated in the unconscious mind, primarily, in a small almond sized structure in the brain called the Amygdala. The Amygdala is the control centre for anxiety and reacts directly to feedback from the sensory organs. Changes in the behavior of the Amygdala following repeated stimulation during times of stress cause the Amygdala to become 'reset' at a higher than natural level of anxiety. It is this alone which causes and perpetuates anxiety conditions.

So many sports people come to me with this problem, has it ever happened to you?

People may be great in training and look really good and shoot really well but when it comes to a competitive shoot they just seem to fall apart, make silly mistakes or just don't shoot as good as they know they can. This is mainly down to *Performance Anxiety*.

Anxiety before or during archery competitions can hinder your performance as an athlete. The coordinated movement required by athletic events becomes increasingly difficult when your body is in a tense state. A certain level of physical arousal is helpful and prepares us for competition. But when the physical symptoms of anxiety are too great, they may seriously interfere with your ability to compete. Similarly, a certain amount of worry about how you perform can be helpful in competition, but severe cognitive symptoms of anxiety such as negative thought patterns and expectations of failure can bring about a self-fulfilling prophecy. If there is a substantial difference between

how you perform during practise and how you do during competitions, anxiety may be affecting your performance.

Lots of famous sports people have openly admitted to struggling with this in the past and have also sought help for the problem. I have studied with some of the best in the field of anxiety including having spoken to a few world champions of various sports on the subject and how they managed the thoughts and feeling. So you are in good hands and I have lots of great exercises to help you.

Exercise: Spinning Anxiety

This first exercise is called “*Spinning Anxiety*”. This is a cool exercise!

It is sometimes best with the exercise to read them first or get someone to help. I used to record them and then play them back to myself.

1. Think of a situation that makes you feel that feeling of anxiety?
2. Focus on the feeling of anxiety in your body.
3. If you could score it from 1 being low to 10 being high, what is that feeling now?
4. Use your imagination for this next question. If that feeling had a colour, what colour would that be?
5. Now change the colour to one you find relaxing or soothing.
6. Is the feeling moving in any way? I’ve found that they can spin or turn in a certain way. Just concentrate for a moment on that feeling.
7. If the feeling is moving start to slow it down by half.
8. Slow it down until it stops then make it turn in the opposite direction.
9. Think about the shape of the feeling now.
10. Start to shrink the shape down by half.
11. Shrink it again by half, then down to the size of a garden pea.
12. Imagine pushing that pea out of your body so you can see it in front of you.
13. Now fire the pea off into the distance so it’s gone completely, you may want to imagine it burning up in the sun.
14. Open your eyes just for a moment.
15. Close your eyes and notice what that feeling is like now from 1 to 10?

If you found this hard to imagine or do just try it again, it may take a few goes but you will be able to do the exercise, it is just a matter of you using your powerful mind!

Another thing that may help is listening to a favourite bit of music and notice what happens to the anxiety then. Normally it will start to reduce because you have *anchored* good feeling already to a bit of music.

So what is anchoring?

I may have mentioned a few times but here is the basic thought behind it.

You may have heard of Pavlovian conditioning, or maybe Pavlov's dogs. Ivan Pavlov's work found that you could associate a stimulus such as a bell to a response such as salivation in dogs. By presenting food and at the same time as ringing the bell the dogs *anchored* the ringing sound to eating. It works the same with music, put your favourite tune on and it can bring back good feelings or memories that are *anchored* in your unconscious mind to that sound. On the other hand if you don't like the dentist and they ring you to remind you it's time for your annual check-up, if you are like me, my heart goes up a few beats. I've anchored a stressed state to the dentist. When I'm there I'm fine but the thought of going is not very appealing! So as you can see even I get caught out sometimes.

The basic thoughts behind it are that we can anchor powerful and positive states to music or even to an object like your bow, for example. I will explain the process a bit later on in the book.

I would now like to talk about Progressive Relaxation. Progressive Relaxation was developed by Edmund Jacobson, a Chicago doctor. Paying attention to the muscles helps us gain body awareness, helps relieve tension and cope with stress and helps specific physical ailments (backache, headache, etc.) that are directly linked to stress. Relaxation can also lower high blood pressure, relieve chronic fatigue and improve resistance to disease. In addition, the benefits of relaxation are cumulative. In other words, the more we can make the body

relax, the more the body benefits. By practicing 10-15 minutes a day or several mini sessions of five minutes each, a person generally gains relative mastery in about two weeks.

Relaxation techniques lower body temperature. When we do deep relaxation and meditation you may want to have a blanket over you. Do three to four deep **diaphragmatic breaths** before starting the exercise.##add cross-ref with references menu)

I will write the steps down for you here but an easy way of doing it is just listening to the first 10 minutes of the hypnosis MP3 supplied with this eBook as I use progressive relaxation to get you into a powerfully relaxed state.

But if you wanted to try it on your own here it is for you.

First, we focus our minds on the top of our heads, for example. We note any tension that is present and how it feels. We don't place a judgement on the tension, we just note it. We can then relax the area by using a word or phrase or by a breathing technique. Then we move on to the next body part. As you breathe out you could say a word like "Relax" or "Calm"

If we use a breathing technique we are thinking about breathing in oxygen, relaxation and peace and exhaling tension and any little aches or pains we feel in our bodies. So as we focus on our toes and feet we think of breathing in relaxation and breathing out tension. It could be an idea to have some relaxing background music playing while doing the exercise, use the same music each time so you **anchor** the feeling of relaxation to that particular piece of music.

Exercise: Relaxation Technique

1. Concentrate on the top of your head, let any tension or stress just flow out and replace it with beautiful feelings of relaxation.
2. Allow the feeling of relaxation to spread into your face and neck.
3. Now relax your shoulders allowing them to become light or comfortably heavy.
4. Imagine the feeling spreading into both your arms, wrists, hands and fingers so they too are feeling heavy, loose, limp and relaxed.
5. Let the feeling spread into your chest and stomach relaxing every muscle, nerve and fibre.
6. Notice the feeling spreading into your abdomen and bottom muscles.
7. Allow the relaxation to spread into your thighs, knees and calves.
8. Continue to let the feelings into your feet and toes.
9. Relax for around 10 minutes making sure you don't fall asleep!

How good does that feel? You are learning to relax your body and mind. You can get really good in a short space of time if you practise every day for around 10 minutes. Are you worth 10 minutes of your own time?

Exercise: Active Relaxation.

There is also another slightly different version called Active Relaxation.

In this method, we focus on one body part at a time, usually beginning with the feet.

1. Breathe deeply, focusing only on your toes and feet.
2. Scrunch up your toes curling them inwards tightly.
3. Note the feeling of tension there and then relax your feet and toes.

This allows the mind and body to experience muscle relaxation.

4. Progress up the leg and tense the shin and calf muscles. Hold the tension for a few seconds and then relax the leg muscles.
5. Continue to tense and release all muscle groups in the body, all the way up to the face. By the time we reach the face, our bodies should begin to feel relaxed.

You should now start to realise how these methods can help performance anxiety and your life in general.

It is also important to listen to our own words; yep it's that little voice inside your head again! We touched on it earlier a bit but I wanted to give you another exercise to help you. The thing with our brain is if we don't listen hard enough or change what we are saying it can affect our performance greatly.

It's the old pink elephant thing again. The point I'm trying to make is if we concentrate on what we DON'T want to happen then it probably will. So if you say to yourself "I don't want to miss this shot" guess what? Yes, you will have more chance of missing it! Weird isn't it?

So instead of that negative phrase you could say to yourself “I would like to hit the target in the same group”

Try it now and notice what difference there is in your body and mind, the thing is all of these little changes add up and will help you. The more you recognise them, the more you can change or adapt them.

It's like me saying I'm going on a road trip from Birmingham to Scotland and saying to myself 'but I don't want to go to Newcastle on the way'. My mind will take me to Newcastle whether I like it or not! Now Newcastle is a lovely city but I really want to go straight to Scotland, so you can start to think about this now. Your mind is like a Satnav, you have to programme it where you want to go, not where you *don't* want to go. I hope this is starting to make sense now.

How many of you have suddenly thought you need to look at how and what you say to yourself?

I had a client who used to say to himself things like “You'd better not miss” now to me he was threatening himself. If we feel threatened then our bodies will go into fight, flight or freeze mode which in turn will be felt as anxiety! Just by turning his internal language round he felt more relaxed and started shooting better and more consistently.

What Are Fight, Flight And Freeze?

"This fight or flight reaction is not all or nothing; it operates on a continuum. A mildly, moderately or profoundly emotional experience elicits a mild, moderate or profound autonomic reaction, respectively."

Dr. V.S. Ramachandran, world renowned neuroscientist

Many people are aware that as mammals we're wired for fight or flight. These automatic reactions propel us into action during times of danger; however, few are aware that the freeze response is an equally important and related survival mechanism.

This reaction is built into our DNA as humans and basically comes from when we roamed the earth as cavemen/women and had to face dangers on a daily basis. We had the choice if we walked around a corner and found ourselves face to face with a sabre tooth tiger, we could either fight it off with clubs and sticks or chose flight and leg it. The freeze came from the fact that some dinosaurs and animals couldn't pick up movement very well so if we stood still they wouldn't see us. Animals still use all of these tactics today to survive just like we had to.

Mike Tyson's first trainer Cus D'Amato said "Fear is the friend of exceptional people". Mike Tyson suffered very badly with events of fear in his early career.

By learning to relax we can help control and recognise the body responding to that old pattern.

The freeze response is hard-wired in our reptilian brain. When "fight or flight" is not an option, our autonomic nervous system goes into a freeze response and we become immobilized. The freeze response is an automatic, non-conscious reaction that occurs when mammals face an overwhelming threat. This response is a last ditch effort to save itself. In some instances it is the optimal survival tactic.

I've seen many boxers just freeze when they go into the ring; Mike Tyson was a great boxer whose reputation was so violent that he often beat his opponent before they even stepped into the ring. The opponent was like a rabbit in head lights (freeze) when they saw him. He was a truly awesome boxer who tried knocking out people from the first punch so he had a psychological advantage straight away, FEAR!

If we feel it starting then we must stop it straight away by controlling our breathing or by using any other of the exercises in this book.

Exercise: Anchoring

It is a natural response by our bodies so it can never be taken away or forgotten, however, we can understand it and work with it. We have to acknowledge that it is a protection mechanism of the body and accept that is what it is doing. By recognising the first signs and the start of the reaction by the body we can start to control it BEFORE it gets out of hand. I tell people that stress and anxiety are like a train at the station, if we are late and try to stop the train once it has pulled away from the platform then our chances of stopping the train are slim to zero. Have you ever tried to stop a train when you are running late? It never stops, it keeps going! However, if we know the train is going to be at the station we can stop it while it is stationary if we wanted to. What I'm saying in a very metaphoric way is we must not let the train (Stress, Anxiety) leave and start to run; we have to catch it before that point.

Now I want to show you how you can anchor positive feelings to things like music or objects. With archers it's best to use a riser or even the whole bow if you choose. Either stand with your bow or if you are using just the riser you can sit down and do the exercise. I personally only use my riser because that way I'm still anchoring to the grip of the riser, which is the important part we hold when shooting, but I will leave it to which you feel most comfortable doing. Use whichever feels best for you.

Again it may be best to ask someone to read this out or record it and play it back.

1. Your first task is to allow yourself to get into a nice relaxed state or think of a time when you managed a perfect shot, whether that was in training or at a competition, but be relaxed as you think those thoughts.
2. Now give yourself an indication of the level of feelings that experience gives you when you think of it between 1(Low) and 10(High). Hint: The higher the better!
3. Concentrate on the internal pictures, sounds and feelings. Where do the feelings start? What image can you see in your mind? What can you hear with this memory? Notice if your body posture or your breathing is different in the memory.
4. Run the memory in your mind until you get the feeling of 7 or more.
5. Make the picture bigger and brighter, really turn up the volume of that memory and double and treble the feelings inside now.
6. Now when you have done the above keep all of those good thoughts, feelings and sounds and squeeze your hand around the grip on your riser 3 times holding it each time for around 3 seconds.
7. Say out loud what you had for dinner 4 days ago.
8. Now squeeze your hand around the riser again and notice all of the good feeling come back from step 5.
9. If you find the state you've anchored not strong enough repeat until you can easily find that great state. You may have to repeat this 2 or 3 times but stick with it. It will be worth it in the end!

Remember to use it or you will lose it!

So what have we just done?

By anchoring a positive memory or state to the riser every time you pick up the riser the brain should fire off the same good feelings and create a better state for you. As with all of the exercises in this book if you don't use them you will lose them. The cool thing about anchoring is it will get stronger and stronger the more you practise and use it. If you continue to practise anchoring it will become an automatic response every time you pick up your riser!

Just think how being in a positive and powerful state of mind and body can improve your shoot every time you are on the line and the best thing is no one but you will know. You can do all the work in the comfort of your own home but take all the rewards to the club and the shooting.

If you didn't want to use a riser or an object you can still get the same effect by anchoring onto fingers on your hand. You could effectively have 4 different anchored states on EACH hand, that 8 in total if you wanted. So all you have to do is squeeze a finger and your thumb together instead of the riser. You could have one for relaxation, focus and concentration, even for a winning feeling. The possibilities are only limited by your imagination!

Exercise: New Behaviour Generator

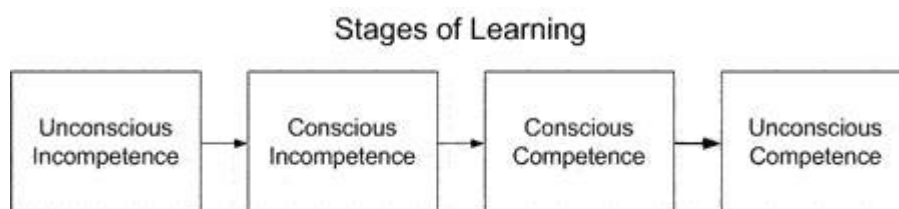
You are going to love this next exercise because you are about to be the movie star in your own movie with a technique called the New Behaviour Generator.

The New Behaviour Generator is an NLP technique using mental imagery or rehearsal for getting long-term outcomes. Outcomes usually require on-going behaviour and responses. To get that qualification for instance you need many small skills such as persistence, being able to keep the vision and/or optimism.

We often think of habits as bad things, yet they are our brains way of operating on minimum power. If we did everything consciously, we would be very unproductive.

Creating and keeping habits requires linking long-term outcomes to behaviours and responses needed to achieve them. It is easy to begin an exercise programme, for example, but without a strong connection between the result and on-going behaviours it can be difficult to continue.

The New Behaviour Generator sets up a template or mental map of unconscious competence for a skill. It organizes us so we can develop skills more easily. We set up a mental structure for our nervous system to follow. We still need to practise and refine to actually get the skill.



We don't have to learn everything from scratch. Leverage is about learning from the experiences of yourself and others. We have many references and pieces of behaviour already in our unconscious mind that we can organise and sequence to create new skills.

People learn through observation, practise and refinement. We create strategies to achieve things. If I want to paint my office, for instance, I create a plan for moving things out of the way, preparing the surfaces and applying the paint. If I painted rooms as a trade my set of strategies for this task would be automatic.

Please read or record this before attempting it.

1. Imagine you are sitting in front of the biggest, latest and best widescreen TV you've ever seen watching a movie of you shooting the perfect round of archery. See yourself on the screen.
2. Watch the new you accomplishing great scores while looking totally relaxed and focused.
3. How are you talking to yourself differently?
4. What tone of voice are you using?
5. How are you standing or moving?
6. Adjust the movie until you are totally happy with what you see, hear and feel.
7. When you are happy, imagine floating out of your seat and into yourself on the screen. Allow all of the new behaviours and perspectives to become part of you.
8. Run the movie again seeing through your eyes, hearing through your ears and feeling through your body. Think through what it's like to have this new perspective of you shooting archery and what it will help you achieve.
9. Ask yourself "How is my archery going to be so much better now?"

As I mentioned earlier in this book the mind can be changed by thinking in new positive ways and it will take things on as new behaviours (habits) as easy as that exercise, please try all the exercises as much as you can. This book will only help you if you make them part of your normal preparations for shooting. If you think that doing them once will make you into the perfect archer then you are wrong. Mental rehearsal is just as important as the physical work.

Ask yourself this question

Did I become a good archer after only one coaching lesson?

I bet not many can or do. If you ask any top sports person they will tell you it has taken years of practise to get as good as they are. By reading this book and listening to the MP3 you are getting a head start. Allowing your mind and body to get into the right mind-set is a great stepping stone. It will help you so much but you will still have to practise the physical side of shooting because this is designed to complement that. It is true practise makes perfect, for the body to learn a new physical skill and make it into muscle memory it has to do it 28 times, or so the research says. The mind can and does work a lot faster than that but it need exercise the same way our body does. The more you practise the better you will become and the more natural all of this will seem. It will get to the stage where you will just start to rehearse it all and not even think anything of it. THAT is when you can really start to break though the mental side of any sport or life's little issues. Some of the exercises may take you a little longer to perfect than others but stick with it because the rewards and improvement in your shooting will sky rocket!

In the next section I will look at exercises to help you on the day and during your shoot.

Mental Preparation (Shooting)

I hope this book is supercharging your brain and making you realise the power of your own mind. I know I've covered a lot in a short few pages but I did tell you that I am about results, not pages of crap. You need to take this stuff and use it to maximise your potential in ALL areas of your life not just archery, why limit yourself? You can apply this to everything in life; all you need to do is swap the content to what is appropriate for your situation.

The day of the shoot is an important one; it is what the practise shooting has been for. I love competitions because I'm always mentally ready and I feel relaxed and focused at the same time. I'm happy to stand and chat with everyone beforehand and have a laugh, after all we should all be there to enjoy the shooting. I do see people from time to time looking far too serious, they have that look about them that they are here to win and think that killer look is a good look, it makes me laugh. Just by looking that intense they are putting stress into their bodies, we already know we can get into the zone but with a relaxed state. It is true some people cope very well with stress and can use it to focus more and be more productive in life; however, these people have to keep a close eye on themselves that they don't start to go into their energy reserves too much. If this happens then the body will want it back and unless they unwind or have some time out they can become ill, even suffer depression. My view is why go there when I can do it all in a calm and relaxed manner while enjoying myself at the same time.

I would advise you to listen to the MP3 either the evening before a shoot or in the morning. Do some deep breathing as described in the other chapter.

The first thing I do is mentally rehearse the shoot in my mind. I think how I will look while I'm shooting; paying attention to my body posture and breathing (please never forget to breath, it's bad for your life expectancy). I go through every aspect of the shoot. I see myself nice and relaxed with steady, controlled breaths. I see myself on the line, setting my stance up, getting an arrow from my quiver and loading it into the bow. As I load the arrow I fire off my anchor

on the riser by giving it a gentle squeeze. I can see the focused look on my face. I notice myself taking a final deep breath in and out before bringing my bow up and pulling back on the string until I have the perfect sight on the target face. I watch myself release the arrow and breathe out. I repeat this for all 3 of my arrows.

I ALWAYS make sure everything goes perfectly in my mind, if something doesn't look or feel right I adjust it.

Let me tell you why this works so well with a study I heard about the other day.

The study was conducted with a group of basketball players. Now one of the big problems with players is they choke on the free throw, so in that case something is affecting their state so they were not performing to the best of their abilities. How do you make someone better who has this mental block?

They took this group of guys and split them into three groups. The first group were told they had to practise throwing the ball for six weeks doing a certain number of throws a day, I'm not sure of the number. The second group were told to not practise at all. The third group were told they were not allowed to touch a basketball but all they were to do is practise in their minds. They had to practise throwing the perfect shot; the key to this is *perfect practise makes perfect!* These guys see themselves making the perfect shot every single time conditioning their minds and bodies to be perfect every time, so they are not interrupted by reality which could mess with their state and confidence.

At the end of the six weeks they had to see who could shoot the most baskets and the scores were added up on free throw percentage success. So who do you think came out on top?

The guys who practised in their minds!

Why?

The group who didn't practise were never going to do that well and the other group who did practise did O.K. but were influenced by the imperfect practise. They may have had good days and bad days and this would have had a direct influence on their performance on the day of the test and throughout the six week trial. The third group had done the perfect shoot so many times in their mind that there was no hesitation, just absolute certainty that they would perform the shot perfect every single time. They had conditioned their minds to think nothing else. Now as I've said before practise make perfect, can you imagine what the rest of the group could have achieved if they combined the physical and mental side to their basketball?

Remember earlier in the book I said I don't get too much time on the range because of my prior business commitments? Well this is exactly what I do to offset the lack of range time. I do it in my mind. There are so many studies that say that the results are great it just can't be ignored anymore by anyone who wants to improve their game. The secret is out, so use it to your advantage.

The other story I've heard is of a prisoner of war who played the perfect round of golf in his mind every day to get through his ordeal. Before the war he shot around 90 but when he got out after years of doing it in his mind he shot 74 and won the golf tournament, they say he even got a hole-in-one on the first hole. How cool is that?

I also do another exercise on the day of the shoot, I call it "The Magic Circle" and it can help with focus or concentration. You can use it for endless things so I'll leave it up to you to decide what is right for you. I use it for focusing.

Exercise: The Magic Circle

1. Imagine you are standing in front of a circle on the floor.
2. Imagine the circle is like a tube of pure energy going up into the sky. I always think of the transporters in Star Trek! (I'm a bit of Star Trek fan)
3. Now fill the tube with things like "Excellence" or any attribute that you feel you would benefit from.
4. As you imagine looking at the tube just notice if there is a colour or any sounds that the energy makes. Some people see all sorts of colours and hear different things. Nothing is wrong or right.
5. I want you to imagine a switch that can double the energy, now switch the energy up.
6. I want to you to step into the circle and allow the energy to engulf you and every nerve, cell and fibre in your body from the soles of your feet to the top of your head.
7. Really concentrate on how this feels, start to notice how great you feel, double and treble the feelings.
8. Step out of the circle
9. Imagine shrinking the circle down to the size a small ring that will fit perfectly on your finger.
10. Imagine placing the ring on a finger of your choice.
11. Say out loud what you want for your birthday.
12. Now throw the ring on the floor and allow the circle to open up, step into it again and see how you feel.
13. If the feeling is not strong enough, repeat the exercise until you feel a real change every time you take the ring off and step inside it.

This technique is a variation used to improve our "performance" whether in sports or personal relationships. Excellence doesn't necessarily mean some powerful, pumped up state of enthusiasm, it can be one of solid, centred stability for instance.

The magic circle is a powerful type of NLP Anchoring we can do for ourselves. It is a way to gain control over our emotional states. Our states of course influence our behaviour and therefore the results we get in life. We cannot create wonderful results with wimpy or negative states.

This exercise is a little like the anchoring we did earlier but uses a few more cool tricks to help you even more. Once you master this you can step into the circle anywhere and no one will know because you can do it in your mind. This will help you on the day of the shoot. I even use this before a shoot; I just take myself off into a calm spot and step into the circle giving me a lot more focus. It has really helped me in the past and I hope it helps you too.

Performance anxiety is a problem for some people, it doesn't matter how talented they are. It can affect anyone at any time. It is a right brain problem, normally meaning it fires off in the right side of the brain. I know I covered this a little earlier but I missed an exercise out deliberately to save it for this section because it is so effective for relief on the spot. It is very simple but so effective; I haven't found anyone YET that this hasn't work for very quickly.

Exercise: Anxiety Buster

This is not a cure it is more of a way of coping if you find your anxiety levels going up and you want to reduce them fast! I have to credit Andrew T Austin (<http://andrewtaustin.com/>) for showing me this one!

1. Score on a scale of 1 to 10 how anxious you feel, one being low and ten high.
2. Take your finger tab and follow these instructions.
3. Imagine a line down the centre of your body; now throw the finger tab from your left hand to your right hand.
4. You will have over exaggerated the movement, but make sure you don't cross the line with your hands.
5. You can even speed the movement up if you want.
6. Do this for 30 seconds to a minute.
7. Now score yourself again between 1 and 10. How do you feel now?

I'm pretty certain the anxiety level has reduced a lot, am I right? Are you finding it hard to get it back to the level it was?

How does this work?

Because we are using left brain, right brain in other words both hemispheres, we are doing bi-lateral simulation of the brain (hands are massively represented in the motor cortex part of the brain), so by getting you to do something neurologically different to the anxiety we can start to reshape how we approach the anxiety. You will start to pattern in a new response to anxiety by interrupting the old pattern of behaviour or loop. The aim of the exercise is to re-programme the mind that relaxation is the trigger, or response, to anxiety.

This works really well, please try it each time you feel a little nervous, if you haven't got a finger tab you can use anything like a pen or even a rolled up bit of paper. You can use this at work or anywhere, not just in archery!

So what can you do when you are on the line to help focus and concentration?

Here is a cool trick I use; I saw a lot of people looking away from the target and the boss in order to clear their minds before taking a shot, if that works for them then great, however, I thought to myself why would you look away from the target you want to hit? To me when I'm out on my motorbike I've got to have full focus on where I want to go. I was taught to look where I want the bike to go on the road. It's so true; if I don't look at the exit of a bend then the bike won't go that way. A couple of times I found myself looking at the side of the road and guess what, the bike started to drift towards the side. It's not a good idea when coming out of corner at speed to head to the side of the road. I should have been looking for my exit point, carefully choosing my safe line.

So why wouldn't I do the same when shooting? I started to play with this idea a little bit. I tested doing a round while looking away then doing the next round focusing on the target. I was getting better results when focusing on what I wanted to hit.

So test it for yourself, don't take my word for it. You may find that what you already do is working just fine and if that's the case then you may decide not to try it. But I always tell people to try it and see if you are getting any better results, you will soon know if it feels right or not.

Exercise: The Zoom

The other thing I decided to test, which goes hand-in-hand with looking at the target, is this cool exercise. I want you to imagine what it would be like if you could mentally zoom in on the target face. Imagine the target becoming closer and closer so it is only 10 yards in front of you. How easy would it be to get a 10 or high score then? This may seem too easy, right? But trust me on this; it's a great little trick that has worked really well for me. I called it "The Zoom"

So here is what to do step by step.

1. Stand on the line with your arrow loaded in your bow.
2. Look at the target face for a few moments.
3. Now in your mind, picture that target move forward until it is in front of you.
4. Zoom in on the gold.
5. Imagine your arrows hitting the gold.
6. Take aim with certainty that they will hit the gold.
7. Take your shot.
8. Repeat for each shot.

I found this to be so effective for me and it worked time and time again.

There is a similar technique you can use for your body posture and to help teach your body to be straight and true. It is a little like the film the Matrix. People use this technique a lot with combat sports where I get them to mentally slow every part of the fight down so they can see the punches coming before they even reach the fighter. Just because archery is slow does not mean that we can't use the same cool technique. All you have to do is imagine seeing your perfect stance, see yourself from the outside in.

Exercise: Perfect Posture

1. How are you standing?
2. What is your breathing like?
3. Do you look relaxed and calm?
4. Is your arm nice and straight and steady?
5. Are you releasing the arrow correct and smooth?

If you are not happy with how you see or feel about any of the above change it to a more positive way, it's easy. I've also done this exercise so that I see myself from 4 different angles, front, back, left and right. It is almost like having a video or digital camera in your own mind. Muhammad Ali used to say he did this during fights, he said he could almost predict the punches coming. Now that is what I call mental mastery, to be able to think like that under pressure of the punches and in a fight situation.

Of course you could do this exercise with a camera and take before and after photos so you can see the difference for yourself. Your club may already offer this service to you and I always say try it, your coaches really know their stuff so listen, watch and learn from them. When I learn something new from a person I like to get as much information as I possibly can. The more we can learn the better we become, so as I keep saying this book will help lots WITH practise, mentally and physically. Good coaches have probably taught 100's if not 1000's of students, so they really do know what they're talking about.

You may find some of them a bit sceptical of books like this because they have never used it or never had too.

I encounter this a lot when people say it's just a load of mumbo jumbo, it doesn't work, etc. I always ask them what evidence they have to support such a statement. Normally I find that they heard it from a friend whose mate tried

it once and it didn't work. The usual stories that get told time and time again but at the end they are nothing like what the person actually said! A little like the game of Chinese whispers. It's more than likely it had some sort of effect, but not enough of a life changing one, too small for them to realise.

If you were to read this book once and do every exercise then expect to start shooting like a champion then you are expecting too much! It will help a little.

If you read this and continue to pick it up and take what you need and practise it on a regular basis then it will have a more positive and powerful effect on you. You will improve a lot faster than someone who hasn't used it at all. So keep going with the exercises, they take a little practise but once you have the skill then it will become like second nature to you. Remember, 28 times at least for your unconscious to re-programme, once or twice is not enough.

Don't listen to the doubters, what do they know? Try things for yourself and make your own mind up. If you feel you can improve on an exercise by adding something of your own, go ahead and do it. These exercises are guidelines, not set in stone. Take them apart if you want to and put them back together how you want. Try it, test it, adjust it and make it work for YOU. I would advise you to use the guidelines provided to start with until you become more confident with them. They have been written in a certain way to maximise the effect and have already been tried and tested 1000's of times. It's like all the work has been done for you. As you get better at them you will know what has worked or what you feel you can improve on.

Remember perfect practise makes perfect!

The reason people disbelieve in things like hypnosis or NLP is because they have never tried it, they give out misinformation to people because they are scared of the unknown. Old school coaches and members also have a part to play in this. They have taught the same way for years and some are very good, others are not so great but somehow get away with it year after year. They won't have anything to back up the claim it won't work apart from their own

preconceived ideas. I've heard it time and time again "Don't question me, it's always been done like this, that's just the way it is!" Too afraid of any change or afraid to admit they are behind the modern way of thinking and are stuck in their ways. Don't get me wrong here; if they are happy this way leave them be. They don't want to change so we should not impose our belief on them, it's called respect. Does it mean we can't change or try something new? No. Respect works both ways.

Just because something has worked for years doesn't mean we shouldn't question it and see if there is a better way to do it. I'm not afraid of people taking these ideas and running with them, changing them or testing them. It's a bit like segregation back in the bad old days of Apartheid that worked for years in South Africa. It wasn't in any way right though! Thank God we all saw that and changed it. That was a bit heavy, but I hope I made my point. If we don't change how we do things, then they will remain static and the same as they always have been. That is not progress in life or archery.

The field of NLP and Hypnosis is moving forward all the time with new ideas and techniques so I myself will probably at some point have to update and add new things to this book. It's just life! The techniques will still work of course, I've tested them many times as have thousands of others, but as I'm learning all the time so will my knowledge increase and I will want to pass that back to you reading this now.

I'm going to sum up what I do on the day of a shoot and while I'm there shooting.

I normally do a visualisation exercise in the morning, see myself shooting, standing well. I check everything is right and even see my arrows hitting the target in a nice tidy group in the gold. I listen to an audio hypnosis track during the week as well.

When I arrive I do my physical warm up exercises making sure my shoulders and my back are nice and loose. Always try to do these to prevent injury.

Before I shoot my sighting arrows I will do my bellow breathing exercise in order to allow myself to concentrate fully. I may also do Diaphragmatic Breathing, it just depends how I feel. It won't hurt you if you want to try both one after the other.

As I'm stood on the line I take a nice deep breath in while looking at the target "Zooming In".

I say in my mind "I would like the arrow to release smoothly, accurately and in the gold". Remember to use soft language.

I lift my bow while breathing in and take aim.

I only release the arrow when everything feels right. If you have any doubts, it would be best to not release the arrow. Simply bring your bow down and set up again.

Once I've released the arrow, I look if I can see where it has gone. If it was a good arrow then I say "Well done" to myself (reward good behaviour). If it was off I forget the last shot and concentrate on the next one. The hypnosis MP3 will also help you with this.

After I've shot my round I either go and adjust something in my mind or just relax and enjoy the company I'm in. The great thing about club shooting is if you're not doing something correct physically, normally someone will tell you or hint you need to do this or that. I find most of the people I've meet through archery nice, friendly and more than willing to help. You're a lovely lot!

We all have good days and bad days, so they say, but if you start to think about the good and bad you will start to notice chances in how you felt, looked and spoke. I'm not saying it's easy to change your state when you want to all of the time. People have stuff going on in their lives that will affect how they feel on a day-to-day basis. You can change if you are not in the right state because you woke up on the wrong side of the bed though. Put some upbeat music on your MP3, or watch a funny show on TV or Youtube before you leave the house.

Change it before it gets a grip of you. The better your mind-set and state the better you will shoot and perform. I see this with my partner and younger son who shoot. If he is in a good and happy mood, he shoots a lot better than if he is stomping around moaning about something or other, normally being banned from his Xbox! Don't get me started on those.....!

I will talk about getting over past disappointment in the next chapter.

This is also an area that can affect the way we shoot if it's not addressed properly. As you now know we can anchor all sorts of stuff to ourselves, some not so good, some good. At least now I hope you're getting an understanding of how this all works and can fit it together in your archery.

Getting Over Disappointment

“Don’t let today’s disappointments cast a shadow on tomorrow’s dreams.”

Author Unknown

Allow yourself to feel what you’re feeling without any agenda of speeding up the process. Whatever you are feeling is OK. Take a little time to just sit with your emotion and experience it without moving to fix or change it. Not too long though.

Remember it really isn’t the end of the world because you didn’t win. Yes it may have been very important to you and your archery, I understand that completely, but at the same time you will get another chance to shoot again. If you didn’t make a team or championship then sometimes it’s best to move on and do the best you can in the future. You will not have let anyone down, you have to accept you did your best on the day, can you really ask more of yourself? Even if you made a few silly mistakes that’s also fine, we all do it from time to time. Pick yourself up, dust yourself down and come out shooting better next time. Accept that there’s nothing you can do to change the fact that it happened. Only when you truly acknowledge this then you can move on.

It’s only a thought or feeling, a chemical reaction in you. You have to grab your thoughts and turn them around and fast, try not to dwell on them too much. We can all make mistakes or we’ve not done as well at something as we wished.

I can remember the time I took my test to be a heavy goods vehicle driver (HGV) years ago. I did all the training and passed my theory, I got 100%! I did a driving training course for 10 days and then on my first test I hit a cone in the

test yard reversing into a parking space. Instant fail, I hadn't even left the testing yard and got on the road. I was gutted! I didn't even do the rest of the driving test as I knew I'd failed. Did I give up? On that day, yes 😞 but overall, NO.

It took me four attempts to pass, but I did it the end. I said this is not going to beat me, no way man! I was a bag of nerves for every test and they got the better of me. I remembered a breathing exercise my Dad showed me and did that, it helped me to calm down on the last test. I spoke to my examiner on the test and we chatted, it made me feel more relaxed.

I drove trucks for four and half years before retraining and becoming a hypnotherapist. I knew I could take that HGV test as many times as I liked, I would have rather passed first time of course, but it didn't happen so I just kept going until I did it, and yes, it was all worth it in the end.

Focus on what you want to happen in the future. Visualize yourself winning next time! Tell yourself its only stuff! It even helps if you can laugh at yourself.

If it helps you, talk it over with someone who is a good listener. Talk with someone who will empower you to find your solutions. Someone who believes you can figure this out, someone who might offer possibilities. Someone who will help you brainstorm possibilities. Focus on the positive solutions in your mind.

Write down the steps that will keep this from happening again.

- **Take positive action.**
- **Do something you feel will lead toward a solution.**
- **Do something that will help you prevent this from happening again.**

Did you know that Albert Einstein failed his college entrance exam? Walt Disney was fired from his first media job. Michael Jordan was cut from his high school basketball team?

My friend and author Geoff Thompson has a great saying, “There is no growth in comfort.”

What I do I mean with the above words?

In life it is true that things will, can and do go wrong. Sometimes it's out of our control, other times we blame ourselves for things we think we could have done or said better, but that's life.

We *never* grow as people in our own comfort zones. We have to get a little bit uncomfortable in order to truly grow as people, whether that is losing an important archery competition or just lessons in life. The easy ones we never really learn from, only the tough ones where we have to dig a bit deep and struggle with things. It's how we learn. Do you think we would all be walking now if we gave up every time, as babies, we fell over or fell back onto our butts?

We had to keep going because we could see our parents walking. O.K., we had a belief we could and would walk one day, even if at that tender age we didn't know why we know it.

In the future you will grow as a person because of these minor setbacks, try not to take it too personally.

There is an exercise to help you get over past sporting experiences.

What I want you to try and think in your mind (eyes closed) that there is a life line, so for example, if you were to think where your past or future is, where would they be? With some people it's left to right, others it's right to left. Up or down, back to the front. There is no right or wrong answer. See what feels best; you'll just seem to know.

Exercise: Let Go Of The Past

1. Imagine your life on a line of time; close your eyes to do this.
2. Imagine floating above that line and into the past.
3. What colour or texture is the line and how does it look in the past, look on the line for an experience you would like to think differently about.
4. What resources would you need to help you release the old emotions attached to this memory? Things like forgiveness or strength, for example.
5. Now think about something that challenged you in the past but you dealt with in a positive manner. What difference is there in the line, the colour, etc.?
6. Now float above those experiences, start with the earliest. Start to change the experience of the old memories in a way that feels right for you. Imagine holding a magic bag full of glitter over that past experience. The glitter contains all of the resources you need to release any negative emotions that you've been holding. What does the bag and the glitter look like?
7. Sprinkle the glitter onto that past memory, noticing how it changes the appearance of the memory, floating back though to today and into the future.
8. Now float back to today and look back at the past, how much more different does it look? Look into the future and see how that looks now.
9. Float back down to today, allowing all the positive feeling to come with you as you start to begin to feel more positive and powerful.
10. How did that feel?

So how can this exercise help you and how does it work?

It was developed by applying a therapeutic process to the concept that we store our memories in a linear manner in an internal memory storage system, it also enables you to clear limiting beliefs that can leave you stuck in the past and stops you from creating what you want in your life. Both unwanted negative emotions and limiting beliefs influence every area of our lives.

I believe that clearing the negative emotions and limiting decisions from the past is likely to significantly enhance the practise of these techniques in maintaining mind-body health.

I hope this was helpful; again it may be an idea to record the exercise or get someone read it out to you. It is rather a lot of information to remember at any one time.

It's well worth looking at and going over this book a few times just because of the amount of information packed into it.

Nearly Time To Say Goodbye

I hope this information packed book will help you massively improve your archery and will lead you to yet more discoveries of your own inner potential. It is a book that I hope you will pick up time and time again to find some answers to the mental side of the sport. REMEMBER TO PRACTISE. Use it or lose it.

I've included all the exercises and tips that I teach my private clients and although not all of them will suit everyone, I hope that you will be able to use the ones you feel are best for you, after all we are all individuals. Life is about making the most of every opportunity so what I've tried to do is give you as many choices as possible to help with your archery.

Through this book I hope to reach and help as many archers like you as I can and start to spread the word that sport is now moving at a fast pace and teams and coaches are now employing people like myself to teach and train NLP and Hypnosis widely. They may not say it out loud but trust me they will have at the very least looked seriously at it to gain the advantage. This is why I brought the book to you and I guess why you bought it. This stuff is out there being widely used so you have done the right thing and had an open enough mind to try it and for that, I thank you.

If you enjoyed this book please get in touch and email me at info@archerymentalmastery.com and let me know.

Also, I would love to hear your feedback about this mind-set programme, or if you think it could be improved in any way. I would be grateful for your comments.