

Why did Jonny Wilkinson's Kicking Coach Come to Australia 9 Months BEFORE the Rugby World Cup ?



Early in 2003, Dave Alred, kicking coach for the English Rugby team - and personal kicking coach for superboot Jonny Wilkinson - visited Australia in a search for the best new ideas and approaches to aid in the English preparation for the Rugby World Cup. As part of that search, Dave attended a Sportsmind Coaching Excellence training camp.

He Came To Study With Sportsmind

The results speak for themselves, don't they? England 20 defeated the Wallabies 17. English flyhalf Jonny Wilkinson kicks a drop goal in the last minute of extra time to win the game for England, and finishes with a personal tally of 15 points for the match! How did you feel when you saw that goal go over? How do you think the English coaches - especially the kicking coach - felt? Do you think he was pleased with his preparations and studies?

Dave Alred is arguably the BEST kicking coach in the world today he has a PhD and years of coaching experience. So why come all the way to Australia to study with Sportsmind?

The Best Coaches Never Stop Learning

As you know, one outstanding trait of elite performers in any field is that *they are always learning*. They're open to new ideas, and always looking for that extra improvement that will give themselves and their people the edge on the day, under pressure.

Established in 1980, Sportsmind is a consulting service in mental and emotional skills training for high achievers. For almost twenty-five years, Sportsmind has been the leader in professional programs for elite athletes and coaches, and has continually provided the best new ideas and practical approaches that others try to copy.

What Education Have You Planned For Yourself This Year ?

Sportsmind provided the very first, comprehensive, structured mental skills training program for elite athletes and coaches that incorporated the revolutionary new human technology of Neuro-Linguistic Programming (NLP). Sportsmind was the first to introduce

NLP into sports performance coaching. Sportsmind was the also first to introduce an educative approach to mental skills development (in contrast to the normal 'sport psychology' counselling model). Last year, it was Sportsmind which reinvigorated Australian sports coaching with the *Coaching Excellence 2003* conference - the first conference of its kind held in Australia.

Coaching Excellence 2003 Received Rave Reviews From Coaches

What do coaches need to know about mental and emotional training? Well, you don't need a psychology degree to be a great coach! You don't need to psycho-analyse your players but you *do* want to know how to turn around a slump in form; recapture a strong motivation to train; maintain concentration and intensity throughout an entire match; or help your players be more positive, confident, and hungry to win. Isn't this true?

Coaches Want to Learn About 'Real' Performance Issues

We won't bore you with talks about "*The Importance of Goals*", or waste your time

with irrelevant psychological profiles of your players. We address the real issues of performance for athletes. Things like Intensity. Self Belief. Leadership. Focus. Passion. Confidence. Sportsmind provides *specific practical skills* for improving all these human qualities.

Sportsmind training is practical and easy to understand.

The Sportsmind approach is based on training and education. Sportsmind is not like normal sport psychology. We don't do counselling, psycho analysis or personality profiles. Sportsmind is all about modelling and training excellence using the latest techniques from Neuro-Linguistic Programming (NLP) - a powerful, proven, human performance technology - to build *mental toughness* in athletes.

Sportsmind Provides Elite Coach Education & Professional Development

Who coaches the coach ?

Sportsmind is the brainchild of Jeffrey Hodges - author of the widely acclaimed "*Sportsmind*" and "*Champion Thoughts, Champion Feelings*" books; creator of the Sportsmind performance enhancement workshops and audio tapes; and Director of the *Sportsmind Institute for Human Performance Research*.

Jeffrey's landmark M.Sc.(Hons) project involving 893 athletes from 32 different sports established the incredible effectiveness of NLP techniques for mental skills development and performance enhancement in sport. Jeffrey recently completed his B.Ed. studies and has now developed the first professional development program for coaches in mental/emotional skills training: *Coaching Excellence*.

What 'Superboot' Johnny Wilkinson's Kicking Coach Says About Coaching Excellence

"Sportsmind Coaching Excellence is very informative and provides a great toolbox of strategies for any coach to have, who is committed to improving performance of players."

Dave Alred, Kicking Coach, English Rugby Union, U.K.

But you're not into 'the game played in heaven' you say! Golf is a totally different game isn't it? Well, you know the guy who led the 2003 Australian Open for the first three days, and fell just short by one stroke on the final day - Chris Downes yes, he's another satisfied Sportsmind client. [Do you think he's really disappointed with the runner's-up cheque after years of not quite making it?] In fact the Australian PGA invited Jeffrey Hodges to present Sportsmind trainings throughout Australia for its professionals for two years running. For the past two years - and again in 2004 - Sportsmind has been invited to conduct programs in the UK, involving coaches and athletes from Spain, Ireland, USA, Canada, Italy and Switzerland.

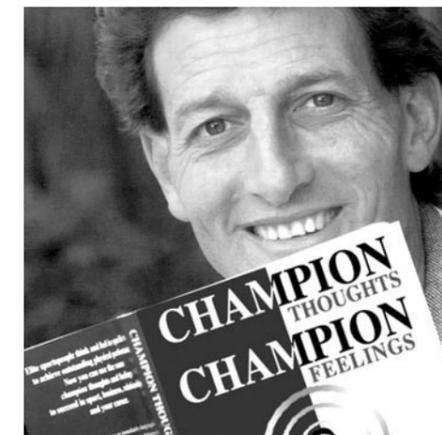
Why Should You Study With Sportsmind ?

- **Accredited** with the British Commonwealth Association of Sport & Exercise Psychologists AND Fitness Australia for professional development. The **Sportsmind Institute** is the only Australian training organisation accredited with BCASEP
- **Quality.** Coaching Excellence and Mental Mastery courses are the result of ten years of research and development, and are supervised by Jeffrey Hodges B.Sc. M.Sc.(Hons).
- **Experience.** Literally thousands of sportspeople and coaches all over the world have benefited from Sportsmind training over the past ten years.

- **Sports NLP.** Sportsmind is the ONLY provider of specific Sports NLP programs.
- **Money-back guarantee.** If you're not completely satisfied, inspired and excited by your studies with Sportsmind we'll refund your money - no questions, no arguments.

Now write your name and address on the flip side of this page and post it to the address shown to get your FREE copy of the 22 page course information, study guide and enrolment form or feel free to contact me personally - anytime - on 07 5445 7994.

Yours sincerely,



Jeffrey Hodges B.Sc. M.Sc.(Hons)

P.S. Here's what Peter Banfield, Assistant Coach for Essendon Football Club had to say ...

"To discover Sportsmind has given me a new pathway in life. The techniques I have learned is this course will give me the edge in my coaching for getting the performances of my players to go up another level."

P.P.S. And Mick Keogh, National Referees Coach for the Australian Rugby Union said

"The Sportsmind coaching module provided me with powerful tools to effect behavioural change in my athletes. Very challenging and beneficial!"