

# The Mental Edge

Sportsmind Newsletter – Vol. 5, Number 1  
SUMMER 2005

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*“The secret of success is the mark of one who has cultivated their inner self. Jeffrey Hodges and Sportsmind helped me hone my inner skills.”*

Sara Carrigan, Olympic Gold Medalist, Women’s Road Cycling, Athens 2004, pictured above with Jeffrey Hodges, Director and Founder of the Sportsmind Institute.

## ❶ Sportsmind Successes in 2004

As I reflect on the past year, I want to say how grateful I am to all the athletes and coaches who have purchased a *Sportsmind* book, audio tape (or one of the new *Sportsmind* CDs – yes, I’ve finally come into the 21st century), or attended a workshop or had personal coaching with *Sportsmind*. It has allowed me to live my dream for yet another year, and further advance my Vision of establishing a worldwide network of *Sportsmind* trained coaches – and has firmly established *Sportsmind* as the premier provider of mental and emotional skills training programs for coaches and athletes in the world.

So a big THANK YOU to all of you!

I also want to thank all my students and graduate *Sportsmind* coaches for their continuing support and personal efforts to advance *Sportsmind* in their regions. It’s fantastic to know that there are now *Sportsmind* accredited coaches in: Canada; USA; Belgium; United Kingdom; Ireland; Spain; Italy; Switzerland and New Zealand. In Australia, there are *Sportsmind* accredited coaches in Sunshine Coast; Brisbane; Gold Coast; Newcastle; Sydney; Melbourne; Hobart and Perth.

This year, five new students enrolled in the Level 2 Correspondence Study program, and it will be a great pleasure to welcome Steven Park to the list of graduates shortly – he is working on his final module as I write this!

Highlights in 2004 have been my third trip to the UK, where I held *Sportsmind Mental Mastery & Sports Hypnosis* workshops for coaches and athletes in Bournemouth, and programs for Personal trainers at **Loughborough University** for the annual **Fitpro** conference.

Here’s a quote from one of the UK athletes who attended :

*“My archery has really taken off since the Sportsmind seminar. It gave me a new vision and showed me where I really want to be, and I am well on track. I set my goals for next year, and beat them all at the start of this year! When I was younger I used to be at the top as a junior, and I was quite high as a senior as well, but only in the top 20. Now I have leaped into the top 10! I have shot scores that I have been trying for for a long time, and doing them when it matters as well. This got me sponsorship from a bow manufacturer and has also set me up for shooting at the World Student Games in Turkey next year! Also over this year I won the EuroNations held in Ireland. And have also qualified for the Senior GB Team for 2005 (subject to a Round Robin next year). This will take me to Poland and Belgium for European matches and Madrid for the Senior World Champs. Thank you for all your help!”*

**Andrew Callaway, GB University  
World Team, Archery**

In 2004 *Sportsmind* assisted :

- Qld Basketball
- Qld Dept of Primary Industries
- Alcon Industries
- Gold Coast City Council
- AAA Golf Academy
- Assn of Independent Schools Qld
- Netball Victoria
- Australian Indoor Cricket Federation
- Table Tennis Qld
- Pistol Australia

Again this year, I was invited as a guest lecturer at **Griffith University (Gold Coast); Qld Uni Continuing Education; Cooloola Sunshine**

**Institute of TAFE**; and the **Filex** and **Network** conferences, and maintained my continuing professional association with the **Runaway Bay Sports Super Centre, Sports Medicine Clinic**.

A special highlight was being invited as a guest, together with Mark McKean and Peter Meares, for the **Conversation Hour** with **Steve Austin** on **ABC Radio Brisbane** in August.

Without doubt the best moment of the year was when **Sara Carrigan** won her magnificent **Gold medal at the Athens Olympics**, and a close second was hearing that both the **Australian Indoor Cricket** teams, with whom I had worked, won their **World Cup finals** in Sri Lanka. All these successes were come from behind victories, a characteristic of **Sportsmind** mental toughness training. **Sportsmind** trained athletes expect to win, and persist till they do.

*“Both teams won in exciting fashion in their respective finals. In both games they came from behind with true ‘grit’ to win. It was a great tournament and the teams coped well with the conditions. Thanks for your input into the teams.”*

**Tahnee Norris, High Performance Manager, Aust. Indoor Cricket Federation**

## **Melbourne Workshops & Consults**

In 2004 I began visiting Melbourne every month for personal consulting for athletes and sports teams, and to teach group workshops for athletes, and tutorials for **Sportsmind** students and coaches. This will continue in 2005 as I establish a permanent **Sportsmind** presence in Melbourne in preparation for the Commonwealth Games in 2006. See the workshop schedule for details, or call me personally on **(07) 5445 7994** to book a personal consultation. One satisfied athlete wrote of her sessions in 2004 :

*“I went to Jeffrey during my off season to work through some anxiety and concentration issues I was having*

*when I competed. After 3 months of speaking and meeting with him regularly, I feel I have matured so much as an athlete. I have so many tools I now know how to use on race day to get me in the perfect frame of mind. I can't wait until the season begins so I can begin using my bag of tricks and reach the new heights I now believe I can reach.”*

**Anna Deery, 400m runner, Vic.**

## **Sportsmind Personal Coaching**

In 2004 I developed and first introduced my **GOLD** personal coaching program, (which Sara Carrigan used to prepare herself mentally for her Gold Medal performance in Athens), and in 2005, I will be introducing the new **PLATINUM** program. These involve intensive, personal mental training with a **licensed Sportsmind Coach** who works with you privately – in person – to help you build the skills to go to the next level, and deal with the unique performance issues of concern to you.

So now there are *two levels of service to choose from*: **Gold** and **Platinum** – both of which involve personal coaching, and are supported with audio tapes/CDs and written materials to continue your training outside of your personal coaching sessions. Call me for more details on **(07) 5445 7994**.

## **Sportsmind Phone Coaching**

In 2004 I also introduced the new **Sportsmind** phone coaching programs, and I will continue to provide this service in 2005. For those sportspeople who need to work with me personally, I have *a few vacancies available* – but do call me quickly as I limit the number of clients I work with personally each year, to provide the very best of service.

These are powerful, personal phone coaching sessions in which we work together in the privacy of your own home, by phone, building the same skills you need to go to the next level.

The phone coaching sessions are supported by a range of superb reading and listening resources which you will work through to supplement the phone calls and to build a solid understanding of all the skills of the sports mind.

Again there are two superb programs to choose from :

- **Three Month Sportsmind – High Achievement Program**
- **Six Month Sportsmind Peak Performance Program**

If YOU also want to reach your sporting **GOLD** goals, don't be too curious about how **Sportsmind Coaching programs** can help you. I wonder how long you will wait to find out more...? Call me on: **(07) 5445 7994** if, and *when you're ready to improve your performance*.

Why not give me a call now? I can give you all the information and help you need to make the right decision. Call me, anytime, 7 days a week on: **(07) 5445 7994**.

## **Sportsmind Distance Study Courses for Athletes & Coaches**

For athletes who are fully committed to their own improvement and interested in understanding completely the mental aspects of their sport, there is the **Twelve Month Sportsmind Mental Mastery Program**. This comprises six correspondence study modules, and the **Sportsmind Peak Performance** phone coaching program.

For *coaches, teachers, and personal trainers*, advance your professional training and become a licensed **Sportsmind Coach** by correspondence : The **Sportsmind** Correspondence Course comprises 10 modules – each module requiring about 30-35 hours of reading and practical work, with all study materials supplied. Enrolled students can also attend any **Sportsmind** workshops for no tuition fee to gain further practical experience and skills. Call me now for a detailed brochure on **(07) 5445 7994**.

## *Sportsmind*

### 'Recharge' Weekends

Again in 2005 there will be the opportunity for six people to join me for a special three-day weekend 'recharge' workshop at the beautiful Couran Cove Resort on the Gold Coast. This is opportunity for athletes to 'recharge' themselves with three hours a day of Sportsmind motivation and mental toughness training, leaving the rest of the day to relax in the natural bush / beach, and/or do some training in the gym / pool / track at the resort.

Numbers will be limited to just 6 people, to allow for a very personal training experience. Tuition is just \$195.00. Dates are April 14-17; June 2-5; July 21-24; Sep 8-11. Call now for more details.

Finally, how can I not mention the three superb *Sportsmind Coaching Excellence 2004* conferences in Brisbane, Melbourne and Sydney! All who attended were treated to outstanding presentations by wonderful speakers, and there has been overwhelmingly positive feedback from all delegates about all the conferences and presenters.

## ② Coaching Excellence 2005

Speaking of which, the program planned for 2005 will be even better! Mark McKean will be assisting me with the organisation and promotion of the workshops, and following requests from delegates, we've changed the format to allow presenters more time in each session.

This will mean fewer presenters, but give delegates a much more in-depth understanding of each topic – and take away more practical and immediately applied knowledge to use to enhance performance. Consequently, we've changed the name slightly to reflect the more 'workshop' nature of the program.... it will not be a 'conference', but rather a professional development program for coaches/trainers/teachers.

I will also be presenting this time, and I've invited Steve Ward from the UK to present sessions on *Building Emotional States for Peak Performance*. Steve is a fantastic athlete and coach who I met on my trip to the UK in 2004, and I know all delegates will be really inspired by what he has to say. For full details of the conference, and an opportunity to book your place at an early bird discount, see the separate brochure enclosed.

### How to Become Part of the Sportsmind Vision

Over the next ten years our goal is to establish a network of *Sportsmind* licensed coaches who can provide assistance for top athletes and sports clubs – world-wide. The people involved will have a practising sports background, have an interest in coaching, and be superb facilitators able to create learning environments which are challenging, enjoyable and directed at personal development. To be part of this vision, you will complete *Sportsmind* training to attain Level 2 accreditation, and a licence to practice. If you're interested in a career in sports performance coaching, consider the opportunities *Sportsmind* provides.

### Licensed Sportsmind Coaches

*Sportsmind* coaches can help you improve YOUR performance. For details of accredited coaches in your area see the website [www.sportsmind.com.au](http://www.sportsmind.com.au) or contact: (07) 5445 7994.

#### Brisbane & S.E. Qld

Jeffrey Hodges (07) 5445 7994  
Kim Timothy 0419 553 739

#### Melbourne

Willie Hill 9553 6168  
0418 391 500  
Kevin Scott 0414 792 605  
Murray Beveridge 0411 705 491  
Rob Gronbeck 9523 0594  
0431 228 179

#### Sydney

Jo Mansell 9412 2808  
0416 181 654

#### Newcastle

Richard Thorpe 0416 074 024

#### Hobart

John Bermingham (03) 6224 8738

### How to Contact Sportsmind

For more details about *Sportsmind*, please call or write to the address below:

77 FLAXTON MILL ROAD  
FLAXTON QLD 4560

Phone: (07) 5445 7994

Fax: (07) 5445 7995

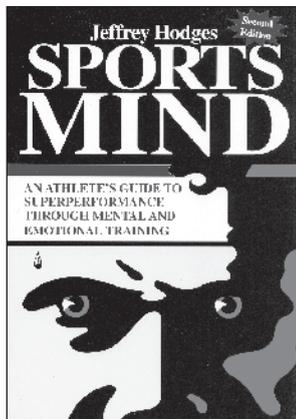
Email: [jeff@sportsmind.com.au](mailto:jeff@sportsmind.com.au)

Web: [www.sportsmind.com.au](http://www.sportsmind.com.au)



## Sportsmind Products

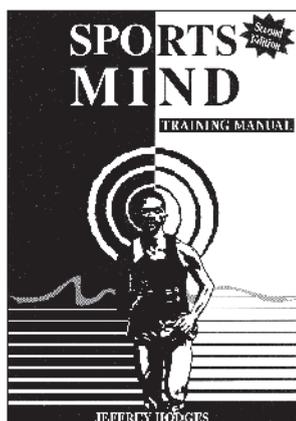
Of course, if personal coaching is not within your budget right now, there's always the option of simply buying the inspiring *Sportsmind* books and tapes/CDs.



### *Sportsmind* BOOK \$45.00

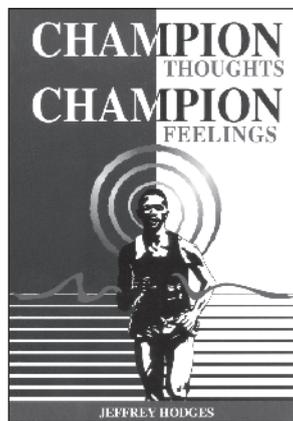
Best selling bible of mental training for athletes and coaches. Train your mind and emotions as well as you train your body. This book shows you how. Features :

- Positive Self Motivation
- Goal Achievement
- Concentration & Focus
- Positive Mental Attitude
- Precision Visualisation
- Positive Self Image & Confidence
- Emotional Mastery



### *Sportsmind* MENTAL TRAINING MANUAL \$20.00

The essential companion to *Sportsmind*, this six-week mental training manual will show you how to enhance your concentration, develop powerful self motivation, build a positive mental attitude, set and achieve specific sports goals, achieve consistency of performance, and be more confident and relaxed under pressure.



### CHAMPION THOUGHTS, CHAMPION FEELINGS \$45.00

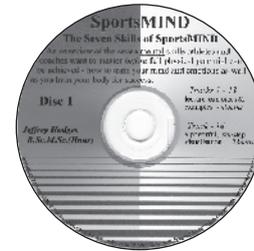
Elite sportspeople think and feel in specific ways to achieve outstanding sports performances. Now you can use the same Champion thoughts and Champion feelings to succeed in sport, business, relationship and your career. Features :

- Honing your mental edge
- Programming yourself for success
- Releasing negative, limiting beliefs
- Triggering Positive emotions
- Developing personal power
- Case studies from elite sports champions
- Practical exercises and techniques to immediately enhance your sports performances.

### *Sportsmind* ACHIEVEMENT LOG \$7.50

A weekly log for your dreams, goals and action plans. An essential tool for the professional sportsperson. A4 size pads of 50 sheets – a year's supply.

## NEW *Sportsmind* CDs!!



### *Sportsmind* CDs or Tapes CDs \$35 each / Tapes \$25 each

Sixty minute mental toughness training CDs / audio tapes. Each contains a spoken lecture, and a practical mental toughness exercise.

***Seven Skills of the Sportsmind*** : An overview of the seven mental skills athletes and coaches want to master to attain their full potential.

***Positive Mental Attitude*** : The importance of optimism in sport – how to develop a more positive mental attitude.

***Positive Motivation*** : How to improve your own self motivation, and important motivation principles for coaches for motivating others.

***Compelling Sports Goals*** : How to implement the SMARTER goal setting principles, and program your goals into a compelling future.

***Concentration*** : How to use 'sensory triggers' to establish and maintain peak performance states in yourself for training and competition.

***Visualisation*** : Why visualisation works to enhance sports performances, and how and when to use visualisation in your sport.

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*"I love your books – they are full of ideas which are practical and easy to use."*

John O'Connor, National Basketball Coach, Ireland

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## How to Contact *Sportsmind*

For more details about *Sportsmind*, please call or write to the address below:

77 FLAXTON MILL ROAD, FLAXTON QLD 4560

Phone: (07) 5445 7994 Fax: (07) 5445 7995

Email: [jeff@sportsmind.com.au](mailto:jeff@sportsmind.com.au)

Web: [www.sportsmind.com.au](http://www.sportsmind.com.au)

## **③ Sportsmind Workshops & Courses in 2005**

### ***Sportsmind Mental Mastery Workshops***

Note: All workshops will be held at **Explorers Inn, 16 Spencer St, Melbourne**. **Tuition fee: \$195.00 per workshop**, includes lunch and morning and afternoon tea, and comprehensive workshop notes. Discount price for all six workshops, paid in advance: \$900.00

#### **Saturday February 19th, 9am to 4.30pm – *Visual Power! Dream It Into Being***

Visualisation and mental rehearsal are essential tools for all sportspeople – learn how to use basic and advanced visualisation techniques to enhance many aspects of your performance – including specific exercises to improve sports skill levels and competition performances.

#### **Saturday March 19th, 9am to 4.30pm – *Do it! Power Motivation & Achievement Techniques***

Achieving sports goals is a process which involves deciding what you want, establishing a viable action plan, and taking consistent action. Take the time today to establish your direction for the future and give yourself the best chance to succeed using the *Sportsmind* approach.

#### **Saturday April 23rd, 9am to 4.30pm – *Core of Confidence! Master Your Emotions***

Top athletes have an unshakeable confidence and a positive emotional control that enables them to excel under pressure. Learn how to develop your confidence and get into the peak performance 'zone' using simple, practical techniques suitable for both training and competition.

#### **Saturday May 7th, 9am to 4.30pm – *Irresistible Momentum! Develop Performance Consistency***

Consistent success is a result of building and maintaining personal momentum by holding a *compelling positive vision* of your success. Learn how to build and access 'positive compulsions' and use your personal 'timeline' to be more successful.

#### **Saturday May 28th, 9am to 4.30pm – *Iron Mind! Build a Positive Mental Attitude and Powerful Self Image***

Negative thinking is detrimental to performance – yet even elite players can suffer from lapses into negativity and pessimism. Learn how to stay focused on the positive, build a powerful positive self image, and develop the mental toughness and optimistic outlook of a champion.

#### **Saturday June 25th, 9am to 4.30pm – *No Limits! Smashing the Belief Barriers***

Beliefs affect sports performance: the body can't do what the mind won't believe – yet many beliefs are socially accepted 'realities' rather than truth. Learn how beliefs work; how to release limiting beliefs; and how to build positive, empowering beliefs to enhance your sports performances.

### ***Be Your Own Life Coach Weekend Workshop***

**February:** Friday 25th, 7pm to 9pm and Sat/Sun 27/28th, 9am to 4.30pm

**Venue:** Sportsmind Institute, 77 Flaxton Mill Rd, Flaxton. **Tuition Fee: \$395.00**

A weekend workshop with Jeffrey Hodges & Simon Prone (meditation teacher) to Design Your Life – from the inside out. A special program involving several different meditation techniques and life coaching principles to aid participants to reflect on their life in a holistic way, and to put in place positive changes from within, powered by their enhanced imagination in meditative states.

### ***Sportsmind 'Recharge' Weekends***

Spend three days of relaxing and learning on **Couran Cove Eco-resort on the Gold Coast**. A perfect training facility for preparing your mind and body for performance, or recovery afterwards. Check-in Thursday pm, checkout Sunday am. Workshop times 8.30am to 12noon Fri & Sat, leaving you the remaining time to enjoy the facilities of the resort.

**Tuition Fee: \$195.00 per workshop** – accommodation extra. Numbers limited to six people per workshop.

Recharge 1: **April 14th to 17th** – *Visual Power! Dream It Into Being*

Recharge 2: **June 2nd to 5th** – *Core of Confidence! Master Your Emotions*

Recharge 3: **July 21st to 24th** – *Irresistible Momentum! Develop Performance Consistency*

Recharge 4: **September 8th to 11th** – *Iron Mind! Build a Positive Mental Attitude and Powerful Self Image*

## ***Save Yourself \$45.00 !!***

By enrolling early, you help us with our organisational logistics – so we're happy to reward people who are organised and plan ahead. If you book and pay in full, at least one month prior to commencement of a workshop, then the fee is reduced by \$45.00, ie \$150.00 for a *Sportsmind Mental Mastery* workshop (or \$900.00 for all six); \$350.00 for *Be Your Own Life Coach* weekend; or \$150.00 for a *Sportsmind Recharge Weekend*.

## Sportsmind Sports Hypnosis Course

A superb 14 day training, combining Ericksonian Hypnosis with sports hypnosis techniques. Learn how to use the resources of the *unconscious mind* to enhance performance: • Control pain and fatigue • Increase sensory perception • Distort time • Overcome problems • Build confidence • Get into the 'zone' • Change negative habits.

Conducted in conjunction with NLP Australia in Byron Bay, October 15th to 30th. **Tuition Fee: \$2,995.00**

## Coaching Excellence 2005

### Professional Development Workshops for Coaches / Teachers / Personal Trainers

A superb two-day workshop for coaches emphasising practical skills and ideas for performance enhancement of your athletes. Post program workshops for athletes and coaches on *Achieving Outstanding Goals* and *Maximising Physical Conditioning Techniques*.

See separate brochure for full details and bookings.

**Brisbane: August 26th to 28th** – Bardon Centre, Simpsons Rd, Bardon

**Sydney: October 28th to 30th** – Sancta Sophia College, 8 Missenden Rd, Sydney Uni, Camperdown

**Melbourne: November 25th to 27th** – Rydges Riverwalk Hotel, Bridge Rd, Richmond

*"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, Asst Coach, English RugbyTeam, U.K.**

### Enrolment Information – Terms & Conditions:

To book your place, complete the enrolment form below, and forward with your cheque / money order for the full fee, or a \$50.00 deposit (non-refundable). The balance of payment is due one week prior to workshop commencement. Workshops fees are fully refundable should a workshop be cancelled due to insufficient enrolments, or unforeseen circumstances, and the Sportsmind Institute is not liable for any other expenses that may have been incurred (travel, accommodation, etc). Should you wish to withdraw from a workshop, your payment may be transferred to another program without penalty. Refunds will only be made if notified up to one week prior to course commencement, after which payment is forfeited unless rebooked to another workshop, and a cancellation fee of \$50.00 will be charged. The Sportsmind Institute Pty Ltd, Jeffrey Hodges and associates are not liable for any consequences of your attendance at a workshop.

### WORKSHOP BOOKING and/or PRODUCT ORDER FORM

Complete the booking form, and **POST IT TODAY**, to: **SPORTSMIND, 77 Flaxton Mill Road, Flaxton Qld 4560**

For more details – Phone **(07) 5445 7994** Fax (07) 5445 7995

✂ ----- ✂ ----- ✂ ----- ✂ -----

**YES! Please enrol me for the following Sportsmind workshops :**

Workshop title ..... Date ..... \$ .....

Workshop title ..... Date ..... \$ .....

Please also mail me (prices include postage and handling) Quantity

..... \$ .....

..... \$ .....

..... \$ .....

MAKE CHEQUES PAYABLE TO: **SPORTSMIND INSTITUTE** Cheque enclosed for **TOTAL \$ .....**

Name ..... Address.....

..... Postcode .....

Phone (Home) ..... (Wk) ..... (Mob) .....

Email ..... Sport/s ..... Age .....

I have read and agree to the terms and conditions of enrolment outlined above. I also understand that professional development workshops can initiate significant personal changes and I agree not to hold the Sportsmind Institute Pty Ltd, Jeffrey Hodges and associates liable for any consequences of my attendance at a workshop.

**Signature** ..... **Date** .....