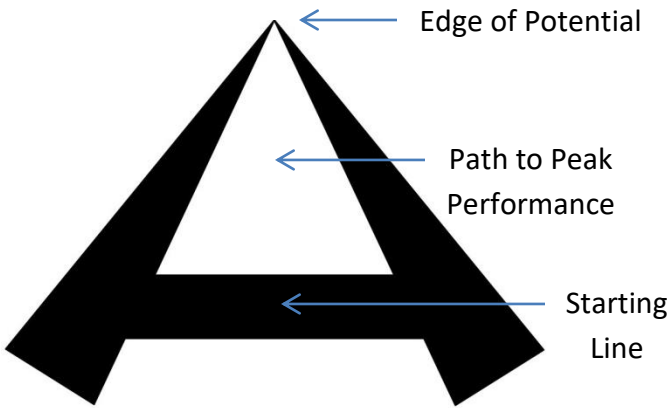




Activate Your Superpowers



The journey to the edge of your potential and beyond.

verb. pronounced [rip·kick]
Utilizing an optimal mindset to push through limits and expand the edge of one's potential.

Your mind contains your greatest superpowers.

Master the mental game to unleash your potential.

Activate Your Superpowers

By Todd Tressler

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Schedule

Week 1

Day 1: Preface – Chapter 2
Day 2: Chapter 3 – 4
Day 3: Chapter 5 – 6
Day 4: Chapter 7 – 9
Day 5: Chapter 10 – 11
Day 6: Chapter 12 – 13
Day 7: N/A

Week 2

Day 8: Chapter 14 – 15
Day 9: Chapter 16
Day 10: Chapter 17
Day 11: Chapter 18
Day 12: Chapter 19
Day 13: Chapter 20
Day 14: N/A

A heart felt thank you to Chris Schultz for being the best friend and coach an athlete could ever have. My parents Ray and Janene for being my biggest fans and never missing a major track or cross country meet. My wife Andrea for being my better half and anchor while I chase a dream. My son Blake for being my inspiration. Josh Briner for his unwavering belief and support in me and my passion for coaching. Paul McLean for his sound counsel that continues to have an immeasurable impact on my life.

PREFACE

Do you eat, drink, sleep, and breathe your sport? If you answered *YES!* then you are in the right place. The sole purpose of Ripkik is to take the self-motivated athlete whose effort already consists of blood, sweat & tears, and empower them to master their mental game so they can maximize their potential and consistently perform at peak levels. If this is you....welcome to the team!

As a competitive athlete and coach, I saw massive amounts of untapped potential going to waste and wanted to figure out a method to draw it out of athletes. More often than not, it was a breakdown between the ears. The mind is ridiculously powerful and I wanted to harness that power to give athletes an advantage. I knew if I could get in the head of an athlete, I could help them with their mental game, and it would make a big difference. I began helping athletes create an alter ego, a superhuman version of themselves; one that tapped into their hidden capabilities, what I called their inner superpowers. Then athletes consistently practiced using their superpowers so they would become second nature to them. It was at this point that athletes began to unleash their true potential. The results were astounding and I witnessed athletes make phenomenal amounts of improvement.

Over the years we have made some interesting and significant discoveries:

- Results from mastering the mind have proven to be more effective than specialized training for skills, speed, strength, or endurance.
- Creating an alter ego is similar in methodology to something we did as kids when we played “make believe”. We simply need to tap into the same imagination and creativity we utilized when we pretended to be a monster, princess, famous actor, rock star, pro athlete, or superhero.
- Our methods are continually validated by research as well as professional and Olympic athletes who have been using different aspects of these techniques since before the modern era of sports began in 1896.
- We didn’t invent the mental game or all the elements used in our method. But we were able to put together the pieces in a simple, effective, and unique manner to empower athletes at all levels to master their minds and maximize their potential.

Ripkik is going to take you on a wild journey down the path of peak performance, toward the edge of your potential, and beyond. It is not always going to be easy or convenient, but I guarantee you it will be worth the effort. In all my years of competing and coaching, I have come to realize one truth...There is no better feeling than being in the trenches, pushing yourself to the limit, and realizing you moved the limit. Let’s get to work!

– Todd Tressler, Ripkik Founder

FUNDAMENTALS

Of The Mental Game

“Get the fundamentals down and the level of everything you do will rise.”

--- Michael Jordan ---

Chapter 1: PRINCIPLES

Principles are rules or laws that are permanent, unchanging, and universal in nature. ¹

The principles of imagination and potential are strands in the DNA of athletic achievement. They determine the ultimate outcomes or consequences of emotions and behavior in sport. On your journey to master the mental game you will utilize the principles of imagination and potential. The principles will be your guide as you travel down the path of peak performance toward the edge of your potential, and learn how to push your limits to move that edge.

The Principles of Imagination

- I. **Allowing imagination to run free is the only way to foster meaningful vision.**
One must dream both creatively and audaciously to determine results worth striving for.
- II. **Channeling imagination through visualization, synchronizes the conscious and subconscious mind with the physical body.** By opening the mind to make mental imagery as vivid and detailed as possible, one can program the mind and body for optimal thoughts, feelings, actions, and results.
- III. **The art of acting utilizes imagination to unlock desired emotions and behaviors from within oneself.**

Every type of emotion and behavior exists within each of us. But it takes the creativity of the mind to pull them out on demand and truly embody the sought-after thoughts, feelings, and actions in an authentic and effective manner.

The Principles of Potential

- I. **Pushing limits to the point of failure is the only way to reach the edge of potential.**
One must be willing to not only put forth maximum effort but also risk failure in order to truly understand their current capacity.
- II. **The accelerant of consistent focus and intensity produces the required momentum to push through limits and reach new levels of potential.**
Working toward specific results with passion and precision is the fastest manner to increase one's capability and achieve new dimensions of potential.
- III. **Maximum realized potential is the culmination of results over time.**
The maximum amount of potential actually utilized by an individual is established by the long string of results built on top of each other over an extended period of time or career.

Chapter 2: POTENTIAL

Massive amounts of potential go untapped because athletes have not mastered the mental game.

To fully understand the problem of why so much athletic potential goes untapped you need to better understand potential. As an athlete you have five key pillars that play into your performance, one mental and four physical:

Five Pillars of Potential

- Mental: **Mindset** – the manner in which thoughts and feelings affect behavior.
- Physical: **Skill** – sport specific ball, body, or equipment control as well as applicable technique and form.
- Strength** – quantity of force generated while pushing, pulling, squatting, lunging, twisting, or carrying.
- Speed** – acceleration rate and maximum velocity of forward, backward, and lateral movements.
- Endurance** – quantity of physical activity measured over time.

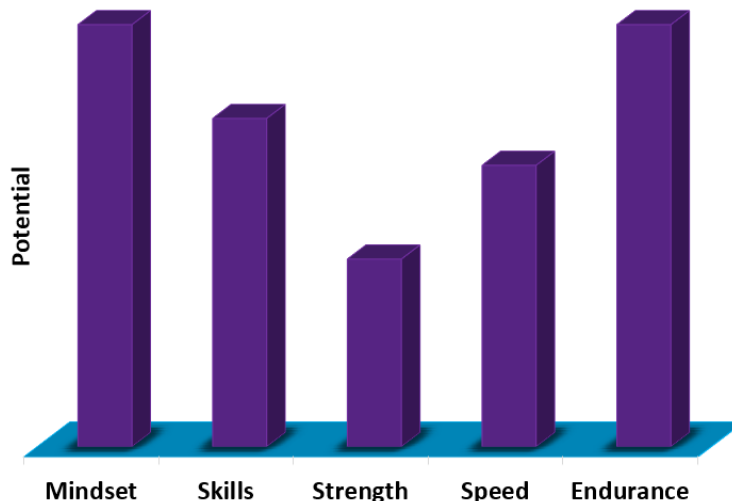
It is equally important to understand the six laws the pillars of potential follow:

Six Laws of Potential

Law 1: Potential Is Unique.

Every athlete has a different level of potential for each pillar. The combination of potential across all pillars is as unique as a fingerprint.

For example, if you look at your team, you will notice that the mindset, skill, strength, speed, and endurance of each athlete is at various levels of potential.

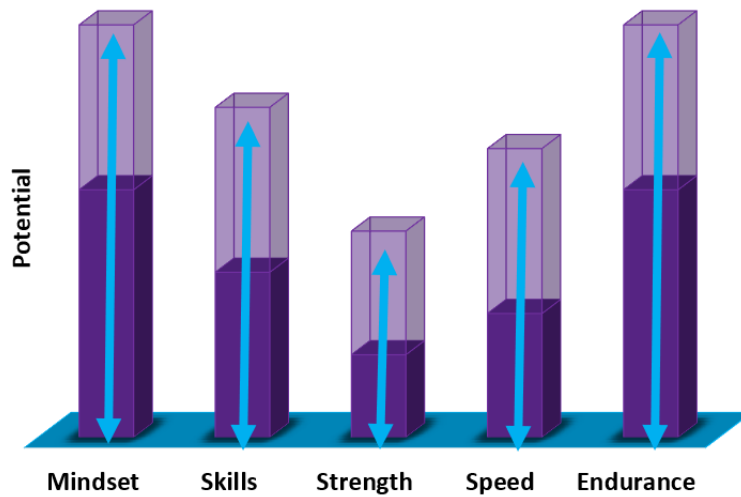


Law 2: Utilized Potential Fluctuates

The amount of mental and physical potential utilized within each pillar can fluctuate up or down independently across pillars. It is no surprise that changes in utilized potential has a direct correlation to the amount of time, energy, and practice applied to each pillar.

For example, as you transition into track season, you will increase your utilized potential as you get back into shape both mentally and physically by increasing your mileage and intensity.

Of course, the reciprocal can occur if you don't put in the work, and results in unutilized potential.

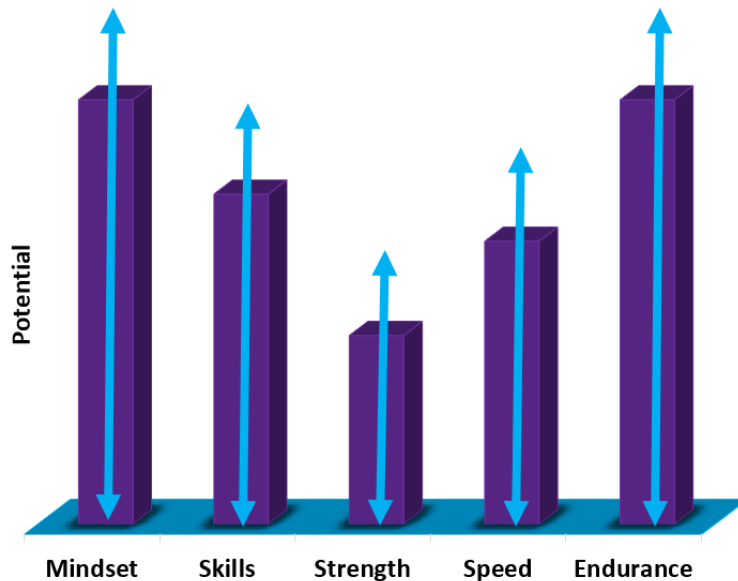


Law 3: Potential Has Different Dimensions

Both mental and physical potential have the ability to expand and contract. With focused training and effort they can grow to new dimensions and when neglected they can shrink.

For example, when you run a PR (personal record) in the 1600m your physical potential of endurance (and perhaps other pillars) expands into a new dimension. The new dimension is the result of achieving something beyond your previous limit.

Of course, the reciprocal can occur if you don't put in the work you will find your potential shrinking to smaller and smaller dimensions.



Law 4: Potential Is Unlimited

Both mental and physical potential are unlimited. When you increase a particular pillar of potential to a new dimension, the dimension extends beyond the new limit. This phenomenon occurs because every time you set a new limit, you actually increase the threshold of your capability beyond the current limit. This process can be continual in nature and hence unlimited.

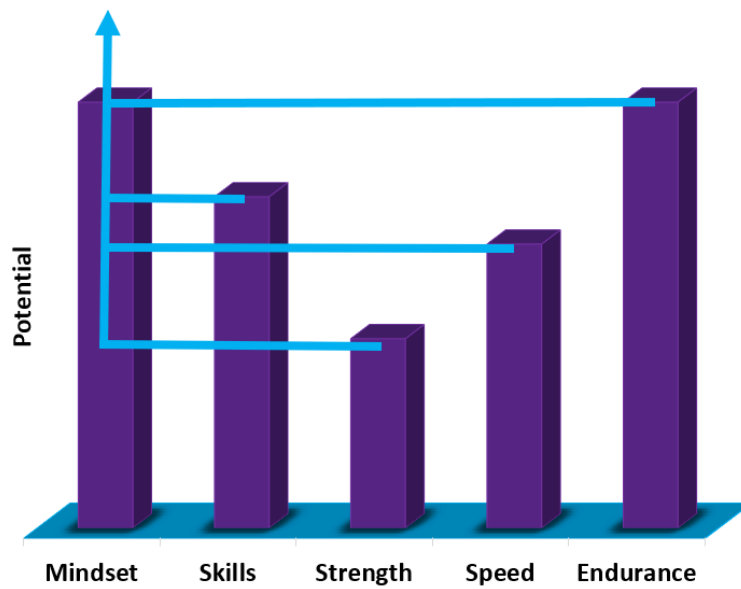
For example, if you run a PR in the 1600m of 4:21, you just created a new limit and entered a new dimension of potential. However, your potential now extends past the 4:21 because the threshold of your capability is now beyond 4:21. If you run another PR of 4:19, your new potential dimension now expands beyond 4:19. As you repeat this process you can see that your potential is in fact unlimited.

Things start to get interesting as we dig into the relationship between mental and physical pillars. Understanding that mindset enables physical potential reveals two important correlations.

Law 5: Mindset Potential \geq Physical Potential

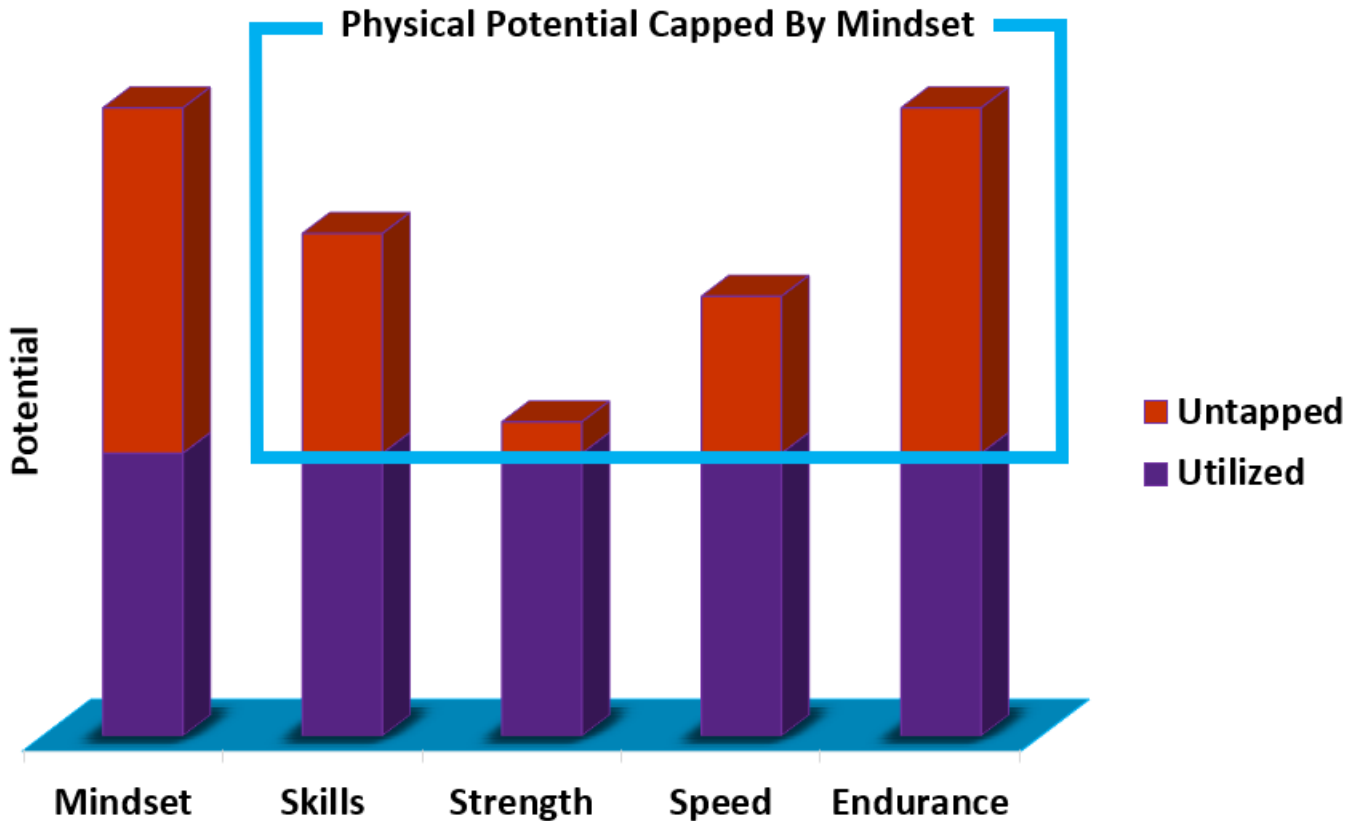
The total quantity of mindset potential is always equal to or greater than the total quantity of each pillar of physical potential. In other words, if you are able to physically achieve something, by default you are mentally capable as well.

For example, if you run a 1600m in 4:21, you not only have the skill, strength, speed, and endurance to run that time but also possess a mindset that can handle a 4:21 or faster 1600m.



Law 6: Mindset Is The Highest Common Denominator For All Pillars Of Potential.

Law six highlights the root of the problem. The actual amount of mindset potential utilized by an athlete is the highest common denominator for each pillar of physical potential. In other words, utilized mindset potential acts as a ceiling that limits physical potential. To put it another way, the physical potential of an athlete will always be capped by a lower mindset level.



Therefore, maximizing potential in any physical area will always begin with improving the mind. It doesn't matter how gifted or talented you are physically, if you can't master the mental game you will always have untapped potential. That is why some great athletes are busts at the pro level. For instance, Jonny Manziel aka "Jonny Football" was the first freshman Heisman Trophy winner and a first round NFL draft pick, only to be released by the Cleveland Browns two years later. While others who may not be the most talented on paper exceed people's wildest expectations. Tom Brady was a sixth round draft pick yet has ten Super Bowl appearances and seven rings. Brady mastered the mental game to maximize his physical potential while Manziel's physical talent was limited by his mindset.

By utilizing Ripkik and putting time and effort into the process, you will learn how to master your mental game so you can maximize your physical potential. The first step is to get to the edge of your current level of mindset potential. The second step is to expand that edge into a new dimension. As you strive to improve your mindset, it will open the door for you to reach your true potential in each physical pillar.

Chapter 3: PSYCLE

The power of a thought.

The Psyche utilizes psychology to help optimize your mindset so you can consistently perform at peak levels and maximize your potential. It incorporates elements of cognitive behavioral therapy² (CBT) and situational awareness³ (SA) to help you control your mindset in areas you may have struggled with throughout your athletic career, new situations that may affect your performance, as well as the dynamic and ever changing environment of competition. The Psyche is comprised of five fundamental components that provide insight into your mind and a method to supervise your brain. It is imperative that you not only learn each element but also understand their interconnected relationships and the cycle they create. Mastering this cycle will propel your mindset to a place that unleashes your athletic potential and enables you to consistently perform at peak levels.

Situations: the objective things that happen in your life as an athlete that are out of your control.

Detail: these are the facts of your athletic life and are neither good nor bad but neutral in nature until you have a thought about them.

Examples: your height, what people say about you, the weather, your competitors, your past.

Tip: your situations do not control your potential or your ability to consistently perform at peak levels.

Thoughts: your subjective beliefs about your situations.

Details: self talk that provides a running monologue about your athletic life throughout the day.

Examples:

- Look how much more muscular he is than me, there is no way I can win.
- I may be the smallest but I am also the fastest.
- I can't believe it is raining, I never compete well in bad weather.
- I have executed my training plan perfectly all season, a rainy day can't phase me.
- Maybe they are right, maybe I can't compete at this level.
- I don't care what they say, I am going to let my actions do the talking.

Tip: you have the choice to think in a manner that aligns with your desired athletic results regardless of the situation.

Feelings: the emotions caused by your thoughts.

Detail: a one word description.

Examples: angry, anxious, ashamed, competitive, confident, courageous, defeated, depressed, determined, disappointed, discouraged, dominant, doubtful, embarrassed, excited, fearful, frustrated, guilty, happy, joyful, motivated, peaceful, sad, satisfaction, successful, surprised, and victorious.

Tip: everything you do as an athlete is for a feeling. You want the record, the win, the championship title...all for that feeling! Because thoughts cause feelings, there is huge value in getting control over your thought process.

Actions: the behavior generated by your feelings.

Detail: can be an action, inaction, or reaction.

Examples:

1. Drinking extra fluids vs. not drinking extra fluids
2. Lifting weights vs. Not lifting weights
3. Pushing through the pain during interval training vs. Not giving it your all during interval training

4. Fighting for 3rd place vs. Settling for 4th place

Tip: every single action you take is completely in your control and should align with your desired athletic results.

Results: the outcomes produced by your actions.

Detail: your result will always validate your original thought.

Examples:

1. Good hydration vs. Poor hydration
2. Increased strength vs. Less strong
3. Extremely fit vs. Less fit
4. On the podium vs. Not on the podium

Tip: if you do not like your results, you need to re-evaluate your thoughts.

Summary

Situations: Your athletic life is filled with situations.

Thoughts: You have thoughts about your situations.

Feelings: Each thought causes a feeling.

Actions: Every feeling causes an action.

Results: Your action causes a result.

Change your results by changing your thoughts.

Let's look at some examples that show the Psyche in action and feature you as the runner. Notice how the same situation yields different results based on your thoughts, feelings and actions. Psyche A is a negative Psyche in which your mind is fighting against you while Psyche B is a positive Psyche in which your mindset is aligned with the athletic results you seek.

Runner Situation 1: You are a miler who gets "boxed in" during the first half of the race.

Thought A: You start to panic and tense up as your game plan to be in a good position with a lap to go is in jeopardy.

Feeling A: You feel frustrated.

Action A: You decide to fight your way out of the pack and spend a bunch of energy trading elbows and pushing your way through other runners.

Result A: By the time you are out of the pack and the "real" race begins at the bell lap, you are too exhausted to respond. You end up getting passed by the same runners who initially boxed you in and run a slow time.

Thought B: You want to be in a good position with a lap to go and will stay calm and relaxed as you look for your opportunity to get there.

Feeling B: You feel confident.

Action B: You let the pack suck you along effortlessly and as the bell lap approaches, the pace picks up and it creates space for you to make your move.

Result B: You strike with a furious kick and finish in second place with a new PR.

Runner Situation 2: In a track meet against your cross town rivals, you have a poor performance in the 800m and not only lose to your biggest competitor but run a slow time in the process.

Thought A: You start to question your ability as a runner and whether all the training is worth the effort if slow times and losing are going to be the end result.

Feeling A: You feel defeated.

Action A: You don't put much effort into training the remainder of the season.

Result A: Your race times show it as you stop improving.

Thought B: You know you can do better than this and can't wait to prove it at League Finals when you get to race her again.

Feeling B: You feel motivated.

Action B: You train really hard and put in the extra effort the rest of the season.

Result B: When you race the competitor from your rival school again at League Finals, you run a PR (personal record) to beat her.

Runner Situation 3: Two miles into a 5k cross country race, a pack of runners pass you going up a long, steep, and challenging hill.

Thought A: You are hurting pretty bad and decide to just let them go on by without a fight.

Feeling A: You feel discouraged.

Action A: You give up and don't push yourself as hard as you could have.

Result A: You get beat by 5 runners you typically run faster than and your team finishes in a disappointing 3rd place.

Thought B: They may have got you on the hill but you are not giving up. There is still a mile to go and there is nothing that is going to stop you from catching back up to that pack.

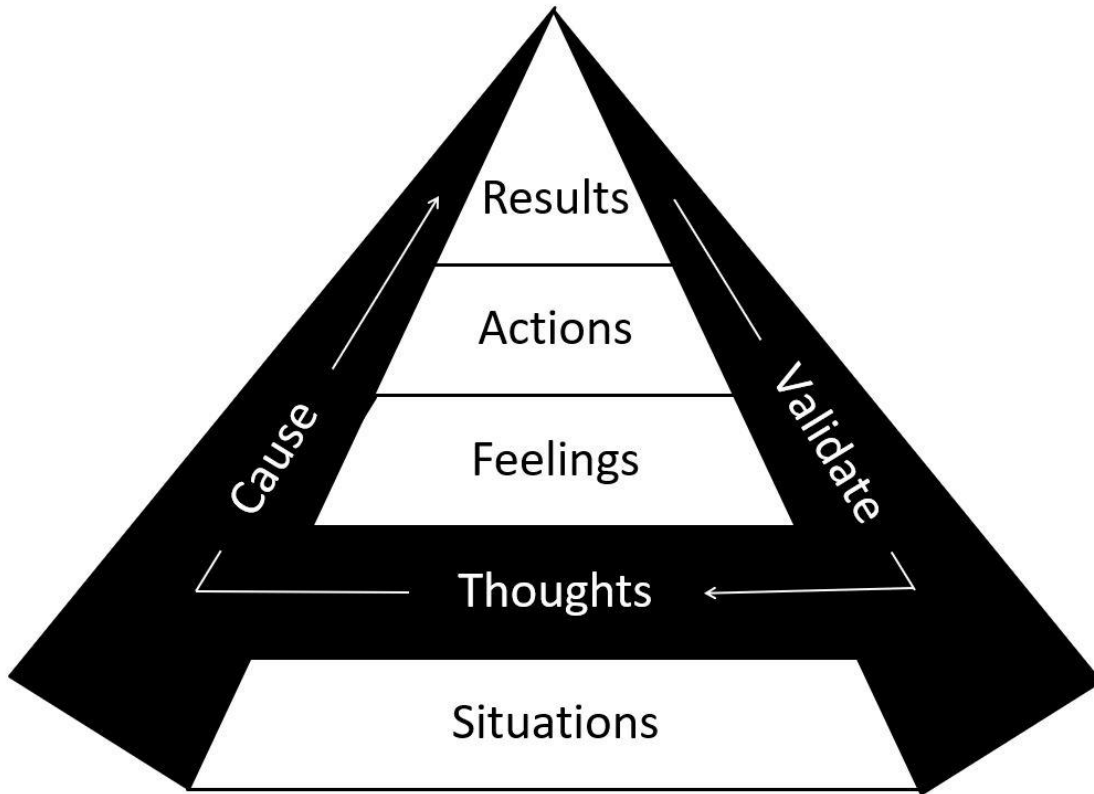
Feeling B: You feel determined.

Action B: You keep your eye on the pack as you slowly real them back in and ultimately pass them towards the end of the race.

Result B: Your performance helps lower your team score enough to win the meet.

Athletics are dynamic and there are multiple situations occurring simultaneously throughout a competition. Not only being aware of all the different situations but also making mindset decisions based on the desired results is imperative to peak performance. Each positive Psyche yields a desired result. The more positive Psyches you execute the more you experience peak performance. The more you master the Psyche the more consistent your peak performance becomes. Stack positive Psyches over time and you start maximizing potential. That is the power of the Psyche!

The Psyche and its role in the mental game is so important because the cause of all of your feelings, actions, and results is always going to be a thought. You must pay attention to what is going on in your head because it is responsible for every emotion, behavior and result you get. Ripkik is dedicated to helping improve your thought process so that regardless of your situations your feelings and actions align with your desired athletic results.



The Psyche

CREATE

Your Alter Ego

*“The man who has no imagination
has no wings.”*

--- Muhammed Ali ---

Chapter 4: ALTER EGO

In Latin, alter ego literally means “second I” and is defined by Merriam-Webster as a second self or different version of oneself.⁴

All professional and Olympic athletes who maximize their potential share one thing in common...they use an alter ego during competition. In just the same manner, you need to be very intentional about who shows up when you compete. This is the purpose of an alter ego, to create the most ideal version of yourself so you can perform at the edge of your potential. In order to develop the most powerful and effective alter ego, you want to focus on three key areas:

1. Fine-tune your best qualities so they are in full affect.
2. Tap into your hidden capabilities that are waiting to be utilized.
3. Ensure the parts of you that hinder your performance are nowhere to be found.

TIPS:

- There is no right or wrong way to create an alter ego. Examples are provided, but remember, this is about creating YOUR alter ego. Find what works for you and run with it.
- The more your alter ego emotionally resonates with you, the more effective it will be. As you create each aspect of your alter ego, please take the time to find an emotional connection and it will pay huge dividends.
- Keep your alter ego private. There is power in having a secret weapon. Be very particular with whom you share the details of your alter ego, perhaps your coach or parents, but keep it close to you. It is okay to share certain aspects such as the name or theme song with your teammates, however, privacy over the majority of your alter ego is key. Keeping your alter ego private also prevents your competition from exploiting it.
- You will continually evolve both mentally and physically as an athlete so you will want to revisit every step of the alter ego process before each season to make any necessary adjustments.
- Multisport athletes should base your alter ego around your favorite or main sport of focus. Then revisit the entire process through the lens of each additional sport.

Chapter 5: INSPIRATIONS

Inspirations shape the emotions and behaviors of your alter ego.

Inspiration is the process of being stimulated to have specific emotions or behaviors. Inspiration can come from both people or things. As you work to create the different aspects of your alter ego, think about who or what can help inspire them. Below are different types of inspiration sources that may be useful in this process:

- Actual People – actors, athletes, authors, celebrities, coaches, family members, friends, historical figures, mentors, musicians, online influencers, teachers, etc.
- Fictional Characters – cartoons, literature, movies, superheroes, television, etc.
- Animals – creatures that exist in air, land, sea, etc.
- Machines – automobiles, planes, trains, etc.

Inspirations are a vital component and cornerstone of an alter ego for the following five reasons:

First, inspirations will fuel the emotions and behaviors that have helped propel your athletic success to its current levels. These are the thoughts, feelings, actions, and results that come easily and naturally to you, your strengths. You can now look to your favorite athlete (or any type of inspiration) to further develop, hone, and leverage your emotional and behavioral strengths. This will allow your alter ego's mental game to further capitalize on your strengths, leading to a heightened level of performance and further success.

Second, inspirations will help you determine the emotions and behaviors you need to start having to improve your mindset and performance. These are the thoughts, feelings, actions, and results you don't currently possess but know you need to have in order to experience the success you know you are capable of. In this scenario, you can look to your favorite athlete (or any type of inspiration) as an example of someone who already has the emotions, behaviors, and results you desire. Your alter ego can then adopt these qualities as its own to help you enhance your state of mind and performance.

Third, inspirations will help you replace negative emotions and destructive behaviors that are hindering your success with those that are aligned with your desired athletic results. You can look to an athlete you admire (or any type of inspiration) to see how they would respond differently to your situations, think differently, feel differently, take different actions, and hence experience different results. Your alter ego can then replace your current detrimental emotions and behaviors with their performance enhancing attributes. By using your alter ego inspirations to neutralize these harmful behaviors and emotions you will improve your mindset and better position yourself for athletic success.

Fourth, inspirations will help you find your inner strength by pulling emotions and behaviors hidden deep inside you to the surface. It is often easier to teach yourself a new emotion or behavior by using those of your favorite athlete (or any type of inspiration). You can imagine being in their shoes to see how they would respond to your situations as well as how they would think, feel, and act. Over time however, you will realize you already possessed these capabilities, you just needed a catalyst to draw them out. Once you understand this process, it will allow you to develop the emotions and behaviors

that are necessary for your success. Which in turn, will make your alter ego mindset more and more invincible and lead to improved performance beyond your wildest expectations.

Last but not least, inspirations make your alter ego fun! Think about it for a moment, you get to take a piece of all of your favorite athletes, heroes, etc. and roll them all into your alter ego. An alter ego which draws its power from the ability, knowledge, and experience of your inspirations. An alter ego hand crafted and designed with the emotions and behaviors to help you master the mental game, unleash your potential, and take your performance to a new level. Sounds like fun to me!

Chapter 6: PROFILE

The starting line.

Complete your athletic profile so you know exactly who you are creating an alter ego for. The statistics and successes listed act as your starting line as you move along the path of peak performance toward the edge of your potential and beyond.

1. Name:

Gender:

Age:

Height:

Weight:

Favorite/Main Sport:

Position(s)/Event(s):

Additional Sport:

Position(s)/Event(s):

Additional Sport:

Position(s)/Event(s):

Additional Sport:

Position(s)/Event(s):

2. Achievements, Notable Results & Personal Records (Favorite/Main Sport):

List the accomplishments that have had the biggest impact on your athletic career, you are most proud of, or are most important to you.

Example:

Name: *Todd Tressler*

Gender: *Male*

Age: *16*

Year in School: *Junior in high school*

Height: *6' 1"*

Weight: *150*

Favorite/Main Sport: *Track & Field*

Position(s)/Event(s): *800m, 1600m, 3200m,
4x400m relay*

Additional Sport: *Cross Country*

Position(s)/Event(s): *3 mile, 5000m*

Additional Sport:

Position(s)/Event(s):

Additional Sport:

Position(s)/Event(s):

Achievements, Notable Results & Personal Records (Favorite/Main Sport):

400m 51.2 (relay split)

800m 1:56.7

1600m 4:10.12 (school record)

3200m 9:20.6

Second place finish in the Arcadia Invitational 1600m

Second place finish in the California State Meet 1600m

Now you know exactly where you currently stand as an athlete. This is the starting line for your journey on the path of peak performance which will lead you toward the edge of your potential and beyond.

Chapter 7: REVERSE ENGINEER

Start with the end in mind.

Now it's time to build the ideal version of yourself, the superhuman athlete that deep down inside, you know you can become. In order to do so effectively, you will need to reverse engineer your alter ego by defining your desired results and working backwards to build a strategic roadmap to accomplish them. There are a lot of pieces that need to be assembled for your alter ego to come to life and you will do so in a manner that keeps your end results in mind.

Chapter 8: CONATION

Your conation will be the driving force that fuels your alter ego.

The first piece of the puzzle is to determine why you want to create an alter ego in the first place. The true source of your motivation as an athlete. The underlying reason you want to achieve your desired results. You will discover this through the lens of the term conation. Conation is one of three components of the mind:

1. Cognition (knowledge/thoughts)
2. Affect (emotion/feelings)
3. Conation (motivation/actions)

Conation is defined as the mental faculty of purpose, desire, or will to perform an action; volition.⁵

Conation is the part of your mind that has to do with what drives you to act and strive. It is the intrinsic motivation that pushes your behavior toward your desired results. This is the reason you work so hard at your sport. The fire inside you that continues to burn while you do the work others aren't willing to do. The voice inside your head that says, "I want some more", when your body is begging you to stop. When you peel back all the motivational layers, there sits your true "why"...what you are fighting for....your conation.

One of the best ways to determine your conation is to figure out what you are fighting for. Batman is a great example. As a child Bruce Wayne witnessed the murder of his parents. He swore vengeance against criminals, an oath tempered by a sense of justice. He then created a bat inspired alter ego who fights for justice.

Tips:

- Your conation needs to be something that you genuinely desire and is of paramount importance to you.
- Your conation may be something bigger than yourself with a deeper meaning and purpose.
- Include the story behind your conation and why it has an emotional connection.

3. What are you fighting for?

4. Why?

Example:

What are you fighting for?

I am fighting for all the athletes who rely on their grit and hustle more than their talent.

Why?

I won't deny that I have some raw talent when comes to athletics and running. But my natural ability pales in comparison to my dreams, drive, discipline, and work ethic. It always pisses me off to watch talented but lazy runners. They rarely, if ever, work hard in practice and rely on their natural ability come race day. In my opinion, there is no greater satisfaction than beating these types of runners in competition. It is kicking the crap out of runners who rely on talent instead of work ethic that motivates me to work so dang hard. Ultimately, I hope that I am an inspirational example that hard work, not talent, is the biggest contributor to success.

Now that you have created your conation, you have a very powerful tower of strength to lean on when times are tough and the work gets difficult. It will provide you the drive to keep pushing forward when things get inconvenient and uncomfortable. Your conation will allow you to take a step back, put things in perspective, and remember what you are ultimately fighting for.

Chapter 9: SEASON RESULTS

*Results are the object of your ambition and effort.*⁶

The whole point of this training log is to expand your mental game so that it is no longer a limiting factor but instead the driving force behind your results and athletic success. Look at your upcoming season and translate all of your hopes, goals, and dreams into tangible results. These are your season results which are cornerstones of your alter ego. In the following chapters you will work through how to prepare and empower your mindset specifically for these results. The components of each chapter work together to develop and improve your state of mind in order to make your season results a reality.

Answer the below questions to determine the results you would like to achieve this season. Rank your top three in order of priority with number one being your top priority. These should be the three season results that will provide the greatest impact, are most important to you, or have special significance. You will also want to determine when each of your season results take place. A season result can occur during training, pre competition, competition, post competition, or any combination thereof. Please note in the “When” column which apply to each of your season results and abbreviate using Train, Pre, Comp, Post, and All (if all are applicable).

Tips:

- Put a good amount of time, energy and thought into creating your list of season results.
- From an individual and/or team perspective, focus on season results that:
 - Provide the greatest impact.
 - Are the most important.
 - Have special significance.

5. Which season type are you currently participating in or about to start (Pre-Season, Season, Off-Season)? _____

Example: Season.

6. What results are realistic this season?

Those that are in line with your progression as an athlete.

Rank	When	Season Result (SR)
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Example:

Rank	When	Season Result (SR)
_____	<u>Comp</u>	Break the school record in the 800m 1:54.1.
_____	<u>Comp</u>	Break the school record in the 3200m 9:19.6.
_____	<u>Comp</u>	Break my own school record in the 1600m 4:10.12.
_____	<u>All</u>	Really enjoy my final high school season with my coach and teammates.
_____	<u>All</u>	Stay injury free.
<u>3</u>	<u>Comp</u>	Channel League Champions in the 4x400m relay.
_____	<u>Comp</u>	Boys Team Channel League Champions in Track & Field.

7. What results will push your limits this season?

Those that you will only have a 50/50 shot of attaining.

Rank	When	Season Result (SR)
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Example:

Rank	When	Season Result (SR)
<u>2</u>	<u>Comp</u>	Win the CA State Meet 1600m.
_____	<u>Comp</u>	Win the Arcadia Invitational mile.
<u>1</u>	<u>Comp</u>	Run sub 4:06 in the 1600m.
_____	<u>Comp</u>	Run sub 50 seconds for 400m split on 4x400m relay.
_____	<u>Comp</u>	Win the Mt. SAC Invitational 1500m.
_____	<u>Comp</u>	Be the fastest miler in the country.

8. What results this season would exceed your wildest expectations?

Those that go well beyond your limits.

Rank	When	Season Result (SR)
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Example:

Rank	When	Season Result (SR)
_____	<u>Comp</u>	Run a sub 4:00 1600m.
_____	<u>Comp</u>	Run sub 1:50 in the 800m.
_____	<u>Comp</u>	Run sub 9:00 in the 3200m.
_____	<u>Comp</u>	Make the state meet in the 1600m and the 800m.
_____	<u>Post</u>	Make the cover of Track & Field News.

Now that you have laid out your results for the season you can get to work creating the roadmap to ensure your brain is up for the challenge. The path ahead will not always be comfortable or convenient but your season results await on the other side of your roadmap, so I highly recommend you embrace the process.

Chapter 10: CARROTS

Carrots are the secret to ensuring your athletic success is fulfilling.

As an athlete, so much time and energy is spent striving for success. But you also need to ensure you reflect on what it will mean to you and how you will respond when the mission is accomplished. It is crucial to be intentional, to work through and clarify the exact emotions and behaviors you want to have as you experience success. In other words, you need to commit to how you will reward yourself and celebrate your achievements long before success occurs. By doing so, you will ensure all the effort put forth is truly fulfilling.

When you achieve your top 3 season results, you need to spend the time to enjoy and relish your achievements in a healthy and productive manner. To do so, you need to dissect a carrot specific Psyche (situation, thought, feeling, action, gratitude, and result) that should occur once you achieve each of your top 3 season results. These are your carrots – rewards offered as a lure or incentive. Creating carrots through this process will generate an astounding amount of positivity and joy, strengthen your mindset, and properly prepare your alter ego for success.

In order to create your carrots, you will need to answer the below questions from the perspective that you just achieved each of your top 3 season results. By doing so, they become past events and your current situations which allows you to work through their corresponding carrot Psyches. You will also want to determine when each carrot takes place. A carrot can occur during training, pre competition, competition, post competition, or any combination thereof. Please note in the “When” column which apply to each carrot and abbreviate using Train, Pre, Comp, Post, and All (if all are applicable).

Tips:

- Open your mind and dream a little. If you are not having a little fun and enjoying this process, you are doing it wrong.
- Carrots are the reason you work so hard and sacrifice so much. Put real effort into determining your carrots. You don't want to cheat yourself out of the joy and fulfillment that comes from your athletic success.
- Be honest with yourself as you determine carrots that are meaningful and true to you. By doing so, it will ensure that you are properly rewarding and celebrating your successful efforts.
- Embrace the “*delayed gratification*” nature of carrots. Create your carrots to both motivate and reward the time and effort it will take to achieve your top 3 season results.

Situation: You just achieved your top 3 season results. This is a BIG DEAL! This is something you have worked toward all season, the reason for all the blood, sweat, and tears...and you successfully pulled it off! Now it is time to reward yourself with thoughts, feelings, actions, gratitude, and results that make it all worthwhile.

9. **What is the first thought you want to have after just achieving each of your top 3 season results?**
This should be a mental high five and congratulations to yourself for performing at such a high level.

SR When Thought

1.	_____	_____

2.	_____	_____

3.	_____	_____

Example:

SR	When	Thought
1.	Post	<i>I did it! I ran to my ability. I knew I could do it. My training indicated I could...and I actually did it!</i>
2.	Post	<i>Wow...CA state champion! I pulled it off! I knew I had a good shot but it would be all in the execution. I am the state champ in the mile!</i>
3.	Post	<i>We did it! Nice work fellas, we stink'n did it! Bragging rights baby!</i>

10. Everything you do as an athlete is for a feeling. You want the record, the win, the championship title...all for that feeling! **What is the feeling you are 'chasing after' for each of your top 3 season results?**

SR	When	Feeling
1.	_____	_____
2.	_____	_____
3.	_____	_____

Example:

SR	When	Feeling
1.	Post	<i>Satisfaction.</i>
2.	Post	<i>Victorious.</i>
3.	Post	<i>Camaraderie.</i>

Determine the actions you want to take after accomplishing each of your top 3 season results.

11. How do you want to reward yourself and celebrate your accomplishment?

SR	When	Action
1.	_____	_____

2. _____

3. _____

Example:

SR	When	Action
1.	Post	Go to Magic Mountain after the season with my coach and my teammates.
2.	Post	Go to Johnny Rockets for a burger and fries with my coach and teammates. Have my mom's famous German pancake breakfast with my family.
3.	Post	Go to Giovanni's Pizza for some meat Lover's pizza and garlic cheese bread with my coach, teammates, and parents.

Now it is time for some gratitude. Odds are, you alone are not responsible for this moment of glory. Think about those who were instrumental in helping you succeed. By making the effort to thank them, you are recognizing their contribution and including them in your success.

12. How was their role beneficial to your success? Be specific.

SR	Who	How
1.	_____	_____

2.	_____	_____

3.	_____	_____

Example:

SR	Who	How
1, 2 & 3	Coach	Believed in me, my goals, and created the roadmap to accomplish them. Encouraged and motivated me throughout the process while making it a ton of fun with a lot of laughs.
1, 2 & 3	Teammates	They were in the trenches doing the work alongside me. They were a source of encouragement and made the process fun with a lot of jokes and laughter.
1, 2 & 3	Parents	Attended every track meet and gave me support and encouragement every step of the way.

13. What will you do to thank them?

SR	Who	What
1.	_____	_____

2.	_____	_____

3.	_____	_____

Example:

SR	Who	What
1.	<i>Coach</i>	<i>Give my coach a high five and genuine verbal “thank you” referencing the items in question #12.</i>
	<i>Teammates</i>	<i>Give my teammates high fives and genuine verbal “thank you” referencing the items in question #12.</i>
	<i>Parents</i>	<i>Give my parents a hug and genuine verbal “thank you” referencing the items in question #12.</i>
2.	<i>Coach</i>	<i>Give my coach a funny card with a written note thanking him for his help referencing items in question #12. Write how thankful I am to have him as a coach and how grateful I am for all the time and energy he spends on my workouts and at my meets. For believing in me and giving me confidence. For making running so much fun and for being one of my best friends.</i>
	<i>Teammates</i>	<i>Give my teammates high fives and genuine verbal “thank you” referencing the items in question #12.</i>
	<i>Parents</i>	<i>Give my parents a hug and hand written note thanking them for their help referencing the items in question #12. Let them know I love them and how much their support and encouragement have meant to me.</i>
3.	<i>Coach</i>	<i>Give my coach a high five and genuine verbal “thank you” referencing the items in question #12.</i>
	<i>Teammates</i>	<i>Have a chat with the team celebrating our win and thanking them for all the hard work and dedication that made the victory possible. Mention how it was a lot of work to get here and let them know how much fun it was being in the trenches with them. Yell.....bragging rights baby!!!</i>
	<i>Parents</i>	<i>Give my parents a hug and genuine verbal “thank you” referencing the items in question #12.</i>

Results: You can truly savor these special moments of accomplishment because you have defined exactly how best to enjoy them. The situations, thoughts, feelings, actions, and gratitude you have created give meaning to your effort as well as joy and fulfillment to your achievements. Being intentional and planning your response to success in this manner enables you to fully embrace these amazing moments as they unfold, and cherish them as memories for years to come.

When you earn carrots...savor every bite!

When hard work yields season results you need to enjoy the moment. Now that you have created your carrots, you know exactly how you are going to respond to your inevitable success. You have also laid the foundation to celebrate your accomplishments in a manner that will bring true joy and fulfillment to you and include those that have helped you along the way. Now brace yourself as you continue to craft your alter ego and prepare your mindset to catapult you there.

Chapter 11: TRIPLE DOWNS

Become more tenacious, zealous, and resolute with your strengths.

You have natural athletic ability. The areas that you excel at effortlessly and yield your greatest successes. The attributes that have enabled you to reach your current athletic prowess. You need to pin point these strengths so you can put specific and intense effort into them and launch them to an entirely new level. It is at this point your strengths transform into your triple downs.

Your triple downs are foundational building blocks that will help you achieve your top 3 season results. In order to maximize the effectiveness of your triple downs, you need to reverse engineer their Psycles. To do so, answer the below questions as they apply to each of your top 3 season results. A particular triple down may be beneficial for multiple season results but choose the most pertinent result to ensure laser focus. You will also want to determine when each triple down takes place. A triple down can occur during training, pre competition, competition, post competition, or any combination thereof. Please note in the “When” column which apply to each triple down and abbreviate using Train, Pre, Comp, Post, and All (if all are applicable).

Tips:

- As you determine your triple downs, be sure to think through all the different facets of your sport.
- Don't be shy about your triple downs and the areas you are crushing it. This is the time to be a little cocky....but in a constructive manner.
- As you work through the questions, think about who or what already has your triple downs. These will be the sources of inspiration for your triple downs.
- Spend the time to find meaningful sources of inspiration for your triple downs, some that really resonate with you.

14. What results can you already produce that will help guarantee each of your top 3 season results?

SR	When	Result
1.	_____	_____ _____ _____
2.	_____	_____ _____ _____
3.	_____	_____ _____ _____

Example:

Result	When	Result
1.	Comp	A fitness level that can produce a sub 4:06 in the 1600m.

- 2. *Comp* *Passing and holding off competitors at the end of a race.*
- 3. *Comp* *A team that is truly motivated to win and who believe they can win because they have put in the necessary work.*

15. What actions can you already do extremely well that will help you achieve these vital results?

SR	When	Action
1.	_____	_____

2.	_____	_____

3.	_____	_____

Example:

SR	When	Action
1.	<i>Train, Pre, Post</i>	<i>The discipline to create and execute a training plan for the season (mileage, morning runs, interval training, strength training – weights & plyometrics, diet, sleep, etc.) and sticking to it every day, week and month for the entire season.</i>
2.	<i>Comp</i>	<i>Use my strong finishing kick at the end of a race.</i>
3.	<i>All</i>	<i>Use the team’s hunger to win to motivate them to work hard as well as empower their belief that we can in fact win. Lead by example with confidence, self-motivation, work ethic, and fast times.</i>

16. What feelings do you already have that trigger your ambition to take the necessary actions?

SR	When	Feeling
1.	_____	_____
2.	_____	_____
3.	_____	_____

Example:

SR	When	Feeling
1.	<i>All</i>	<i>Determined.</i>
2.	<i>All</i>	<i>Dominant.</i>

3. All Confident.

17. What thoughts do you already have that empower your desired feelings?

SR	When	Thought
1.	_____	_____
2.	_____	_____
3.	_____	_____

Example:

SR	When	Thought
1.	All	100% belief that my training will yield a sub 4:06 1600m.
2.	All	Knowing my combination of speed and endurance allows me to kick faster than anyone in the country at the end of a race regardless of how tired I am.
3.	All	The team's ability, hunger, heart, and commitment to each other will fuel our victory.

18. Who or what is the source of inspiration for the triple downs associated with each of your top 3 Results?

Take some time to explain the rationale behind them.

SR	Inspiration	Rationale
1.	_____	_____
2.	_____	_____
3.	_____	_____

Example:

SR	Inspiration	Rationale
1.	Rocky Balboa	Rocky (from the movie franchise Rocky), a less talented boxer whose discipline, work ethic, grit, toughness, and determination empowered him to have success and become heavy weight champion of the world.
2.	The Flash	Flash is the fastest man alive! He has the mysterious power known as the Speed Force allowing him to run at impossible

speeds to save lives between the ticks of a second.

3. *Patrick Mahomes*

Mahomes' leadership and athletic ability foster excitement and motivation to rally his teammates and create a winning atmosphere.

Once you put in the effort and begin to truly capitalize on the strengths you just determined, they will become your triple downs. Triple downs will not only improve your peak performance but will also continue to move you closer to the edge of your potential.

Chapter 12: SUPERPOWERS

Push your limits to the max and beyond by tapping into your inner superpowers.

Brainstorming ideas for your superpowers is one of the most fun parts of creating your alter ego because you get to let your imagination run wild. In fact, the more creative you get, the more successful your alter ego will be. Superpowers are emotions and behaviors you want and need to start having and doing, or those that you drastically need to improve upon. You need to determine the attributes you want your alter ego to embody, the characteristics you have always wanted to possess, and traits that will make your success inevitable.

Your superpowers are key building blocks that will help you achieve your top 3 season results. In order to maximize the effectiveness of your superpowers, you will need to reverse engineer their Psycles. To do so, answer the below questions as they apply to each of your top 3 season results. A particular superpower may be beneficial for multiple season results but choose the most pertinent result to ensure laser focus. You will also want to determine when each superpower takes place. A superpower can occur during training, pre competition, competition, post competition, or any combination thereof. Please note in the “When” column which apply to each superpower and abbreviate using Train, Pre, Comp, Post, and All (if all are applicable).

Tips:

- Have fun and really enjoy this section. This will allow you to truly connect with your superpowers.
- The more excited you are about your superpowers, the more powerful your alter ego will become.
- As you work through the questions, think about who or what already has your superpowers. These will be the sources of inspiration for your superpowers
- Spend the time to find meaningful sources of inspiration for your superpowers, some that really resonate with you.
- Take the leash off your mind and really allow your imagination to go crazy and your creativity to get a little funky.

19. What results do you need to start producing to help guarantee each of your top 3 season results?

SR	When	Result
1.	_____	_____ _____ _____
2.	_____	_____ _____ _____
3.	_____	_____ _____ _____

Example:

SR	When	Result
1.	Comp	Ability to be a front runner and/or take the lead at any point in a race in order to keep a quality pace, maximize my efforts for the best possible time, and have complete control of a race from start to finish.
2.	Pre	A fun, exciting, and enjoyable atmosphere that allows me to perform at my best.
3.	Comp	A fitness level that can produce a sub 50 in the 400m.

20. What actions do you need to start doing extremely well to help you achieve these vital results?

SR	When	Action
1.	_____	_____ _____ _____
2.	_____	_____ _____ _____
3.	_____	_____ _____ _____

Example:

SR	When	Action
1.	Train	Quality tempo runs and endurance based interval training for increased stamina and pacing ability.
2.	Pre	Have fun and thoroughly enjoy the entire process that leads up to a big race including the travel, sleep, meals, team camaraderie, prior day workout, race day prep, and race warm up.
3.	Train	Plyometrics, weight lifting and form drills, for increased speed.

21. What feelings do you need to start having in order to trigger your ambition to take the necessary actions?

SR	When	Feeling
1.	_____	_____
2.	_____	_____
3.	_____	_____

Example:

SR	When	Feeling
1.	All	Strong.
2.	Pre	Excited.
3.	All	Fast.

22. What thoughts do you need to start having to empower your desired feelings?

SR	When	Thought
1.	_____	_____ _____ _____
2.	_____	_____ _____ _____
3.	_____	_____ _____ _____

Example:

SR	When	Thought
1.	All	<i>My strength alone can carry me under 4:06 in the 1600m.</i>
2.	Pre	<i>I thrive off of the anticipation, energy, and excitement surrounding a big race.</i>
3.	All	<i>I am a finely tuned speed machine that can run sub 50 in the 400m.</i>

23. Who or what is the source of inspiration for the superpowers associated with each of your top 3 Results?

Take some time to explain the rationale behind them.

SR	Inspiration	Rationale
1.	_____	_____
2.	_____	_____
3.	_____	_____

Example:

SR	Inspiration	Rationale
1.	<i>Steve Prefontaine</i>	<i>Pre ran the miles and did the work so he could race with confidence in his strength.</i>
2.	<i>Usain Bolt</i>	<i>Bolt was always smiling, joking around, and having fun before</i>

racers and then he would perform at the highest level.

3. *Shortfin Mako Shark*

Makos are the fastest shark in the ocean and use their speed to hunt down their prey.

As you work to implement these superpowers you will find they already exist within you. They are your hidden capabilities and simply need your alter ego to provide you the freedom to release them. Once you have tasted a little success from this process it will open the door for you to create any superpower necessary for your success.

Chapter 13: NAME

A name is the greatest connection to one's identity and individuality.

Have some fun picking the name for your alter ego. You can find inspiration from the sources of your conation, triple downs, superpowers, or any other section of Ripkik. Mix and match in whatever creative way strikes a deep chord with you. Make sure you spend the time necessary to find something that really resonates with the identity you are seeking.

Tip:

- If you don't truly love the name of your alter ego, keep at it until you have that "aha" moment.

24. What name do you want to bestow upon your alter ego?

Name: _____

Example:

Name: *The Reel*

25. Who or what is the source of inspiration for your alter ego's name?

Take some time to explain the rationale behind it.

Inspiration(s)	Rationale
_____	_____
_____	_____
_____	_____

Example:

Inspiration	Rationale
<i>The reel on a fishing pole.</i>	<i>Like a fisherman reeling in a big fish... There is nothing more exhilarating than "reeling in" another runner with a big kick in order to win a race.</i>
<i>The word "real".</i>	<i>Reel is also a play on words because my alter ego is the "real" Todd Tressler, who I truly am deep down inside.</i>
<i>Middle initial.</i>	<i>A fun fact, my initials are TRT (Todd Randall Tressler) so my alter ego Todd "The Reel" Tressler has the same initials.</i>

The name is a big piece of your alter ego and how it will come to life in a meaningful and effective manner. Use the name with integrity and commitment, out of respect for your alter ego and those who inspire it. By doing so, your alter ego will become significantly more powerful.

Chapter 14: CREST

The powerful forces behind symbolism are the key to activating an alter ego.

The manner in which you activate your alter ego is of great importance. If you can't easily and consistently call upon your superhuman identity, it is of little value to you. The psychological process of encloded cognition is a very simple and effective way to activate your alter ego.

Crest - During medieval times, knights wore crests atop their helm (helmet) as they entered into battle. The crests were decorative sculptures that symbolized their achievement and status in society.

Encloded Cognition – what you wear can change the way you think, feel, and act.

The term came out of a study that ran three different experiments and proved wearing something with symbolic meaning, can change your thoughts, emotions, and behavior.⁷

Applying similar methodology will allow you to activate your alter ego as if you had an on/off switch. You need to pick a physical item to wear or carry that symbolizes your alter ego. This physical item is what we refer to as your crest, and should have emotional resonance to you and a deep rooted connection to your alter ego. Once you have determined your crest, you need to figure out the process of how your crest will act as a trigger for your alter ego to come to life. Your trigger is the transformational process into your superhuman identity, the power switch that activates your alter ego. Determining your crest and trigger can be a lot of fun if you put the effort into being clever and innovative. Your crest and trigger can be unique to you, your alter ego, your sport, or any combination of the three. It can be as simple as changing into your uniform, changing your shoes, or wearing your lucky socks. It can be as memorable as tying your heroes' birthstone to your shoe with the laces, as sentimental as kissing your grandfather's purple heart metal that hangs from a gold chain around your neck, or as unique as tapping an autographed picture of your favorite sports hero three times before tucking it in your shorts.

Once again, Batman is a great example. Bruce Wayne doesn't wear his standard every day clothes while fighting crime in Gotham City. No, he wears the Batsuit to utilize the power of encloded cognition, so he can encapsulate his Batman alter ego. The act of changing into his Batsuit is the trigger that allows Bruce Wayne to transform into his alter ego and begin his fight for justice as Batman.

Tips:

- I encourage you to be creative, but remember, you need to be able to wear or carry your crest during competition and you want your trigger, the power button, to be able to work anywhere and anytime you compete.
- Your alter ego is to be used intentionally so you will want to deactivate it when you are not using it. To deactivate, remove the crest you are wearing or carrying.
- There will also be times when you need to hit the reset button on your alter ego. Times when you are not thinking, feeling, or acting like your alter ego and need to reset. The reset process can be as simple as deactivating then reactivating your alter ego, or may require creating a reset

trigger. You can't simply take off your lucky socks in the middle of a race to reset, but you can snap your fingers three times.

- Your alter ego should be revered, your crest considered sacred, and both should only be used during competition.

26. What crest will you wear or carry?

Example:

The San Marcos High School singlet.

27. What is the emotional connection between you, your alter ego, and your crest?

Example:

The singlet represents San Marcos High School the "Home of the Royals" and all its athletes past, present, and future. There is a responsibility to wear it with pride as it has been worn by every track and field athlete in the school's history, including the record holders. Wearing the singlet comes with a sense of duty to give your best effort during competition out of respect for its predecessors. It is an absolute honor to wear the singlet and use it as the symbol for my alter ego.

28. What trigger will you use to activate your alter ego?

Example:

Putting on the singlet after my warm up and right before a race.

29. What is your deactivation process?

Example:

Taking off the singlet after a race.

30. What is your reset process?

Example:

Simultaneously tap my index finger with my thumb on each hand twice.

Now that you are armed with the proven psychological strategy of enclothed cognition, you will be able to use your crest and trigger to activate your alter ego in an effective manner when the stakes are high and you need to perform at your best. Enjoy the extra confidence your crest and its symbolic powers provide as you enter the battle field of athletic performance.

Chapter 15: THEME SONG

Like every hero, your alter ego needs a theme song.

There is a direct connection between music, mindset, and performance. Listening to music can not only relax the mind but also energize the body, both of which are key ingredients in creating positive Psyches. Picking a theme song for your alter ego will help generate productive thoughts, amazing feelings, powerful actions, and desired results. Be sure to choose a theme song that truly resonates with you for this moment in time. By doing so, your theme song will help set the tone for your season and give your alter ego an additional power boost. Experience this boost by listening to your theme song before, during, and after training sessions and competitions. You can choose a new song each season or stick with one song for the long haul. Regardless of your method, make sure it is personally meaningful. Below are some questions to help get the creative juices flowing so you can pick the perfect theme song for your alter ego.

- What song summarizes the way you will feel when you achieve your season results?
- What song is the best motivation when cranking out an intense physical workout?
- What song relaxes you so you can focus properly?
- What song gets you prepared for the battle of competition?

Tips:

- This is a really fun and enjoyable process, so take your time and find the perfect song.
- The more your theme song resonates with you, the more power it will possess.

31. What is your theme song? _____

Example:

Theme Song: *We Will Rock You/We Are the Champions by Queen*

32. What is the emotional connection between you, your alter ego, and your theme song?

Example:

These songs are typically played consecutively, without interruption, and both have special meaning. "We Will Rock You" is motivational for me during training to push as hard as possible so that I will be mentally and physically prepared to literally "rock" my opponents. "We Are the Champions" is foreshadowing all the hard work paying off with my CA State Meet victory in the 1600m. My coach is also a huge Queen fan so we will both enjoy listening to these songs frequently throughout the season.

Your alter ego's theme song will be its heartbeat. It will have a profound impact that inspires positive emotions and actions. By harmonizing both your mind and body, your theme song will provide an additional power source that helps propel your alter ego's performance to new heights.

Chapter 16: VILLAIN

*You have embarked on an adventure that will become your success story...
and every success story needs a villain.*

Although we have a strength based philosophy, we have found that athletes who can move their weaknesses to at least a neutral level have greater success achieving consistent peak performance and utilizing their potential. Think about this for a moment...what if all you did was eliminate the negative emotions and destructive behaviors that hinder your success?what a huge impact this would have on your results. This alone has the ability to catapult you into another category of athlete. So I strongly encourage you to put some good time and thought into creating your villain.

The purpose of creating a villain is to identify the things that are preventing you from maximizing your potential. Regardless of which demons haunt you, or when they show their ugly head, they affect your results. You need to round them all up and define them as the tactics of one creature, your villain. Then you can learn how to stand toe to toe against your villain and defeat it along with the many tactics it will use against you.

Start by determining your villain tactics, the problems, challenges, and frustrations you are facing. Ask yourself the below questions and rank your top three in order of priority with number one being your top priority to change. These should be the three villain tactics that have the most detrimental impact on your performance or personally affect you in the most negative manner. You will also want to determine when each of your top three villain tactics take place. A villain tactic can occur during training, pre competition, competition, post competition, or any combination thereof. Please note in the "When" column which apply to each of your top three villain tactics and abbreviate using Train, Pre, Comp, Post, and All (if all are applicable).

Tips:

- Get brutally honest with yourself. Now is the time to look into those deep dark places and shed some light on your demons. This will take some guts and may get pretty darn uncomfortable. But if you truly want to be the best version of yourself, you will need the courage to look your villain straight in the eyes.
- Do not feel shame or guilt. Do not be judgmental, or beat yourself up. Seriously, regardless of how bad you think your issues are, we believe in you and know you will conquer your villain....you got this!
- Each of the below questions and answers are stand alone and do not need to create a Psyche. You may find that some of your answers correlate with each other while others do not. Both scenarios are perfectly fine as the focus should be on the openness and honesty of your answers not on creating a Psyche.

33. What situations are holding you back?

Rank	When	Situation
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Example:

Rank	When	Situation
<u>1</u>	<u>All</u>	<i>I was diagnosed with ulcerative colitis a month after I ran 4:10.12 in the 1600m as a 16 year old junior in high school. Ulcerative colitis is an irritable bowel disease, with no cure, that causes inflammation and ulcers in the colon.</i>
<u>2</u>	<u>All</u>	<i>I have a leg length discrepancy where my left leg is ½ inch shorter than my right leg. This has caused the need for orthotics, extensive stretching, strengthening, and massage to prevent injury.</i>
<u>3</u>	<u>All</u>	<i>Lack of pure natural speed. Even with form drills, plyometrics, and weight training, I have never been able to break 5.0 seconds in the 40 yard dash.</i>
<u> </u>	<u>Comp</u>	<i>There are competitors that have beaten me repeatedly and may be more talented than me.</i>
<u> </u>	<u>Train & Comp</u>	<i>I am not physically mature compared to a lot of my competitors.</i>
<u> </u>	<u>All</u>	<i>Some people have said I am a dreamer and my goals are too high and not realistic.</i>
<u> </u>	<u>Comp</u>	<i>I have allergies that are often triggered at track meets, make me sneeze, give me a runny nose, and sap my energy.</i>

34. What destructive and negative thoughts do you need to stop having?

Rank	When	Thought
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>

Example:

Rank	When	Thought
<u>1</u>	<u>All</u>	<i>Certain competitors are better than me.</i>
<u> </u>	<u>All</u>	<i>My dreams are too big and my goals are too high, I will never achieve them.</i>
<u>3</u>	<u>All</u>	<i>This is not fun because I am so worried about the results of a race or workout.</i>

- All* *I can't live up to the expectations of my coaches, teammates, and parents.*
- 2 *Pre & Comp* *I have worked so hard and if I don't race well it is all for nothing.*
- Comp* *I am not a good front runner.*
- Train, Pre & Comp* *I hate bad weather and can't run well in it.*

35. What feelings do you hate and never want to feel again?

Rank	When	Feeling
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>

Example:

Rank	When	Feeling
<u> 2 </u>	<u> </u> <u> </u> <u> </u> <i>All</i>	<i>Self-Doubt.</i>
<u> </u>	<u> </u> <u> </u> <u> </u> <i>All</i>	<i>Fear.</i>
<u> 1 </u>	<u> </u> <u> </u> <u> </u> <i>Pre & Comp</i>	<i>Anxiety.</i>
<u> </u>	<u> </u> <u> </u> <u> </u> <i>Train & Post</i>	<i>Disappointed.</i>
<u> </u>	<u> </u> <u> </u> <u> </u> <i>Comp & Post</i>	<i>Losing.</i>
<u> 3 </u>	<u> </u> <u> </u> <u> </u> <i>Train & Post</i>	<i>Regret.</i>
<u> </u>	<u> </u> <u> </u> <u> </u> <i>Train & Post</i>	<i>Discouraged.</i>

36. What do you need to stop doing in order to have success?

Rank	When	Action
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>

Example:

Rank	When	Action
<u> 1 </u>	<u> </u> <u> </u> <u> </u> <i>Train & Comp</i>	<i>Giving up during a race or workout and not giving it my all.</i>

_____	<u>Train</u>	<i>Being lazy in the weight room.</i>
<u>2</u>	<u>All</u>	<i>Going to bed late and not getting enough sleep.</i>
_____	<u>Train & Pre</u>	<i>Watching too much TV in the evenings instead of stretching and working on my flexibility.</i>
<u>3</u>	<u>Train & Comp</u>	<i>Wasting energy while boxed in a pack.</i>
_____	<u>All</u>	<i>Eating junk food (fast food, soda, candy, dessert, etc.)</i>
_____	<u>Comp</u>	<i>Getting caught up in the moment and not following my race strategy.</i>

37. What results do you want to stop experiencing?

Rank	When	Result
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Example:

Rank	When	Result
<u>2</u>	<u>Comp</u>	<i>Losing races.</i>
_____	<u>Comp</u>	<i>Getting beat by a less talented runner.</i>
<u>1</u>	<u>Comp</u>	<i>Running a slow time for my fitness level.</i>
<u>3</u>	<u>All</u>	<i>Not having fun or enjoying the sport.</i>
_____	<u>Comp</u>	<i>Lack of endurance at the end of a race.</i>
_____	<u>Comp</u>	<i>Slow top end speed.</i>
_____	<u>Post</u>	<i>Not being ranked in the top 10 in the country for the 1600m.</i>

The answers to the above questions have given your villain a history and determined your villain’s personality, characteristics, and tactics. Now it is time to name your villain. This must have an emotional tie for you. The more personal and meaningful the name the more effectively you will be able to conquer it.

38. What would you like to name your Villain?

39. Emotional Tie:

Example:

Name: *Riddling*

Emotional Tie: *I have always been puzzled as to why someone would try to hurt me verbally or attempt to limit my success or squash my dreams. The name represents how I don't understand the motives of the negative people in my life and that their thought process is a mystery to me, a riddle of sorts. The name is also inspired by the Riddler, a DC Comics supervillain.*

This was undoubtedly a very difficult chapter. You had to dive into the dark hidden places that are not enjoyable to visit, in order to shed light on the areas that are preventing you from reaching your athletic potential. You bundled up all of your negative emotions and destructive behaviors to create one monstrous and beastly villain. Now it is time to face your villain and learn exactly how to defeat it in battle...which is explained in the next chapter.

Chapter 17: CONQUER

To be a true success story, you will need to win some epic battles against your villain.

Now it is time to learn how to defeat your villain and all of its negative emotions and destructive behaviors. But before we get started, I want you to understand one unfortunate truth. Your villain will always exist and will continually come up with new and innovative strategies to try and haunt you and hinder your performance. However, there is another positive and more powerful truth. Once you master the villain conquering process, your villain will have little to no impact on your performance regardless of how frequent or what form it shows its ugly face. The core aspects of the conquer process are timeless and unchanging regardless of the tactics used by your villain. However, there are a few modifications that can be implemented depending on the specific antics your villain utilizes.

Conquer Process:

- 1. Determine the precise villain tactic you are trying to conquer.**
It is important to narrow down the specific villain tactic in order to know exactly what needs to be defeated.
- 2. Determine the Psyche section of the tactic: situation, thought, feeling, action, or result.**
It is crucial to categorize the villain tactic into its proper Psyche section in order to determine its cause and defeat it.
- 3. Decide which alter ego inspiration can easily handle this tactic.**
Pick an existing inspiration from the Triple Downs, Superpowers, and Name chapters that can destroy this particular villain tactic with ease.
- 4. If the villain tactic is not a situation, determine the situation causing the tactic.** Knowing the situation is the first step in using the Psyche to defeat the villain tactic.
- 5. Determine the thought your inspiration would have in response to this situation.**
If your inspiration was in your shoes, what would they be thinking? A little hint, it will be a positive thought.
- 6. Determine your inspiration's corresponding, feeling, action, and result.**
Again, if your inspiration was in your shoes, what feeling would they have, what action would they take, and what result would they produce? Another hint, it will be a positive feeling, action, and result.
- 7. Execute the positive Psyche to conquer your villain's tactic.**
If you respond to your villain tactic with the same positive emotion and behavior as your inspiration, you will experience the same positive result as your inspiration.

Get ready as you begin the incredible journey of conquering your villain. You will work through the standard conquer process as well as the three modifications that will add to your arsenal for battles against your villain. Remember, it is the mastery of this process that will free you from the emotions and behaviors holding you back from your true athletic potential.

Tips:

- The cause of every feeling, action, and result is always going to be a thought. Hence, the destruction of your villain is just a thought away.
- Know that the power of your alter ego inspirations are there for support as you battle and defeat your villain and all of its tactics.

- The conquer process can be fun and also very freeing as you reframe villain Psyces with positive Psyces using the mindset of your alter ego inspirations.

40. Pick at least one villain tactic per Psyce section (STFAR) to run through the conquer process. List the applicable villain question number, priority number, when, and conquer process.

Positive Psyce

Q#: __ Rank: __ When: _____

Conquer Process

1. Villain Tactic: _____
2. Psyce Section: _____
3. Inspiration: _____
4. Situation: _____
5. Thought: _____
6. Feeling: _____
Action: _____
Result: _____

7. Execute the positive Psyce to conquer your villain's tactic.

Positive Psyce

Q#: __ Rank: __ When: _____

Conquer Process

1. Villain Tactic: _____
2. Psyce Section: _____
3. Inspiration: _____
4. Situation: _____
5. Thought: _____
6. Feeling: _____
Action: _____
Result: _____

7. Execute the positive Psyce to conquer your villain's tactic.

Positive Psyce

Q#: __ Rank: __ When: _____

Conquer Process

1. Villain Tactic: _____
2. Psyce Section: _____
3. Inspiration: _____
4. Situation: _____
5. Thought: _____
6. Feeling: _____
Action: _____
Result: _____

7. Execute the positive Psyce to conquer your villain's tactic.

Q#: __ Rank: __ When: _____

Conquer Defeat Process

Positive Psyche

- 1. Villain Tactic: _____
- 2. Psyche Section: _____
- 3. Inspiration: _____
- 4. Situation: _____
- 5. Thought: _____
- 6. Feeling: _____
- Action: _____
- Result: _____

7. Execute the positive Psyche to conquer your villain’s tactic.

Q#: __ Rank: __ When: _____

Conquer Process

Positive Psyche

- 1. Villain Tactic: _____
- 2. Psyche Section: _____
- 3. Inspiration: _____
- 4. Situation: _____
- 5. Thought: _____
- 6. Feeling: _____
- Action: _____
- Result: _____

7. Execute the positive Psyche to conquer your villain’s tactic.

Example:

Q#: 33 Rank: 2 When: All

Conquer Process

Positive Psyche

- 1. Villain Tactic: *I have a leg length discrepancy where my left leg is ½ inch shorter than my right leg. This has caused the need for orthotics, extensive stretching, strengthening, and massage to prevent injury.*
- 2. Psyche Section: *Situation.*
- 3. Inspiration: *Rocky Balboa.*
- 4. Situation: *See #1.*
- 5. Thought: *I have the discipline to follow my physical therapist’s instructions.*
- 6. Feeling: *Dedicated.*
- Action: *Regularly perform the recommended stretches, strengthening exercises, and massage.*
- Result: *A healthy body.*

7. Execute the positive Psyche and conquer my villain’s tactic.

Example:

Q#: 34 Rank: 1 When: All

Conquer Process

Positive Psyche

1. *Villain Tactic:* Certain competitors are better than me.
2. *Psyche Section:* Thought.
3. *Inspiration:* Steve Prefontaine.
4. *Situation:* Big races where the competition is very good.
5. *Thought:* My toughness will trump their talent.
6. *Feeling:* Tough.
Action: Run with grit and don't give anyone an inch regardless of how talented they are.
- Result: Place in races and run times that reflect my work ethic and effort.
7. Execute the positive Psyche and conquer my villain's tactic.

Example:

Q#: 35 Rank: 1 When: Pre & Comp

Conquer Process

Positive Psyche

1. *Villain Tactic:* Anxiety.
2. *Psyche Section:* Feeling.
3. *Inspiration:* Usain Bolt.
4. *Situation:* Racing against competitors at a track meet.
5. *Thought:* I have worked hard in practice and can't wait to see how fast I am in a race.
6. *Feeling:* Excited.
Action: Run extremely hard and with positive energy.
- Result: Run a fast time and enjoy the track meet.
7. Execute the positive Psyche and conquer my villain's tactic.

Example:

Q#: 36 Rank: 1 When: Training & Comp

Conquer Process

1. *Villain Tactic:* Giving up during a race or workout and not giving it my all.
2. *Psyche Section:* Action.
3. *Inspiration:* Steve Prefontaine.
4. *Situation:* Workouts and races where I need to perform at a high level.

- Positive Psyche
- 5. *Thought:* "To give anything less than your best is to sacrifice the gift."
 - 6. *Feeling:* Relentless.
 - Action:* Relaxing into the pain and right through it from start to finish.
 - Result:* Fast times in workouts and races.
 - 7. *Execute the positive Psyche and conquer my villain's tactic.*

Example:

Q#: 37 Rank: 1 When: Comp

Conquer Process

- 1. *Villain Tactic:* Running a slow time for my fitness level.
 - 2. *Psyche Section:* Result.
 - 3. *Inspiration:* Rocky Balboa.
 - 4. *Situation:* Track and cross country races.
- Positive Psyche
- 5. *Thought:* Don't give up, stay in the fight and keep grinding...you will ultimately get the result.
 - 6. *Feeling:* Patience.
 - Action:* Keep working hard.
 - Result:* My race times reflect my fitness level.
 - 7. *Execute the positive Psyche and conquer my villain's tactic.*

Villain Psyche

If you have been struggling with a particular villain tactic for some time then you can dig a little deeper to attack it at its root. You can do this by writing out the current unsuccessful villain Psyche. This will enable you to evaluate each thought, feeling, action and the corresponding negative result to understand how things go astray. Then you can build a new thought and positive Psyche using steps 5 – 7 of the conquer process to create a successful result. Spending the time to dissect the negative Psyche is a crucial step as it will give you the ability to recognize when you are slipping into old bad habits so you can immediately stop and switch to the new positive Psyche. This may take some practice but will ultimately conquer your villain on this particular front.

41. Pick one villain tactic you have really been struggling with for a while. List the applicable villain question number, priority number, when, defeat process, villain Psyche, and positive Psyche.

Q#: __ Rank: __ When: _____

Conquer Process

- 1. *Villain Tactic:* _____
- 2. *Psyche Section:* _____

- 3. Inspiration: _____
- 4. Situation: _____

Villain Psyche

- 5. Thought: _____
- 6. Feeling: _____
- Action: _____
- Result: _____

Positive Psyche

- 5. Thought: _____
- 6. Feeling: _____
- Action: _____
- Result: _____

- 7. Execute the positive Psyche to conquer your villain's tactic.

Example:

Q#: 33 Rank: 2 When: All

Conquer Process

- 1. *Villain Tactic:* *Lack of pure natural speed. Even with form drills, plyometrics, and weight training, I have never been able to break 5.0 seconds in the 40 yard dash.*
- 2. *Psyche Section:* *Situation.*
- 3. *Inspiration:* *Steve Prefontaine.*
- 4. *Situation:* *See #1.*

Villain Psyche:

- 5. *Thought:* *I can't compete with talented runners with more natural speed than me.*
- 6. *Feeling:* *Inferior.*
- Action:* *Giving up when being passed by talented runners.*
- Result:* *Losing races to talented runners.*

Positive Psyche

- 5. *Thought:* *My work ethic and toughness more than compensate for my lack of natural speed.*
- 6. *Feeling:* *Tough.*
- Action:* *Digging deep to hold off and prevent talented runners from passing me.*
- Result:* *Winning races against talented runners.*
- 7. *Execute the positive Psyche to conquer my villain's tactic.*

Psycle Steps

There may be some very stubborn villain tactics that keep hurting you and your performance regardless of how many positive Psycles you throw at them. In these scenarios, it may simply be too far of a leap to jump from a negative to a positive Psycle. You may need to take a stair step approach and move from a negative to a neutral Psycle, then from neutral to a positive. Feel free to take as many steps as necessary between neutral and positive because you must truly believe in a Psycle for it to be effective.

42. Pick one villain tactic you have been unable to defeat using positive Psycles.

List the applicable villain question number, priority number, when, conquer process, villain, neutral, and positive Psycles (there can be multiple Psycles between neutral and positive).

Q#: __ **Rank:** __ **When:** _____

Defeat Process

- 1. Villain Tactic: _____
- 2. Psycle Section: _____
- 3. Inspiration: _____
- 4. Situation: _____

Villain Psycle

- 5. Thought: _____
- 6. Feeling: _____
- Action: _____
- Result: _____

Neutral Psycle

- 5. Thought: _____
- 6. Feeling: _____
- Action: _____
- Result: _____
- 7. Execute the neutral Psycle to neutralize your villain’s tactic.

Slightly Positive Psycle

- 5. Thought: _____
- 6. Feeling: _____
- Action: _____
- Result: _____
- 7. Execute the slightly positive Psycle to start conquering your villain’s tactic.

Positive Psycle

- 5. Thought: _____
- 6. Feeling: _____
- Action: _____
- Result: _____
- 7. Execute the positive Psycle to completely defeat your villain’s tactic.

Example:

Q#: 30 Rank: 1 When: All

Defeat Process

1. **Villain Tactic:** *I was diagnosed with ulcerative colitis a month after I ran 4:10.12 in the 1600m as a 16 year old junior in high school. Ulcerative colitis is an irritable bowel disease, with no cure, that causes inflammation and ulcers in the colon.*
2. **Psycle Section:** *Situation.*
3. **Inspiration:** *Usain Bolt*
4. **Situation:** *See #1.*

Villain Psycle

5. **Thought:** *Ulcerative colitis is going to prevent me from being a great runner.*
6. **Feeling:** *Devastated.*
Action: *Hesitant to go all out in practice and races.*
Result: *Running slow times in comparison to times run prior to my diagnosis.*

Neutral Psycle

5. **Thought:** *I can still run and have fun even though I have been diagnosed with ulcerative colitis.*
6. **Feeling:** *Engaged.*
Action: *Enjoying and actively participating in practice and races.*
Result: *Running slow times compared to times prior to my diagnosis.*
7. **Execute the neutral Psycle to neutralize my villain's tactic.**

Slightly Positive Psycle

5. **Thought:** *I can get back to my pre diagnosis fitness level regardless of ulcerative colitis.*
6. **Feeling:** *Hopeful.*
Action: *Pushing more in workouts and races.*
Result: *Running times equivalent to times I ran prior to my diagnosis.*
7. **Execute the slightly positive Psycle to start conquering my villain's tactic.**

Positive Psycle

5. **Thought:** *I can achieve results beyond what I imagined pre diagnosis.*
6. **Feeling:** *Determined.*
Action: *Crushing workouts and races.*
Result: *PR (personal record) in races.*
7. **Execute the positive Psycle to completely conquer my villain's tactic.**

Reverse Psyche

In every scenario, you can also reverse engineer the Psyche during the conquer process. This is especially helpful if there is a very specific result you are seeking. This will help you focus on the precise thought, feeling, and action required to produce your exact desired result. This may take extra time at first but as you become more and more familiar with the process you will be able to reverse engineer on the fly.

43. Pick one villain tactic to reverse engineer the Psyche within the conquer process. List the applicable villain question number, priority number, when, and conquer process with the reverse engineered Psyche.

Q#: __ **Rank:** __ **When:** _____

Conquer Process

Positive Psyche

- 1. Villain Tactic: _____
- 2. Psyche Section: _____
- 3. Inspiration: _____
- 4. Situation: _____
- 5. Result: _____
- 6. Action (that will achieve that result): _____
- Feeling (that will trigger that action): _____
- Thought (that will empower that feeling): _____
- 7. Execute the Psyche to conquer your villain’s tactic.

Example:

Q#: 35 **Rank:** 2 **When:** All

Defeat Process

Positive Psyche

- 1. Villain Tactic: *Self doubt.*
- 2. Psyche Section: *Feeling.*
- 3. Inspiration: *Steve Prefontaine.*
- 4. Situation: *A big cross country invitational.*
- 5. Result: *Running with confidence throughout the entire race.*
- 6. Action: *Not letting pain or other competitors shake my confidence.*
- Feeling: *Confidence.*
- Thought: *My training proves that I am fit and ready to run fast.*
- 7. Execute the Psyche to conquer my villain’s tactic.

Curve Balls

One last item to note, your villain can try and surprise you during competition with all kinds of crazy antics. These will be random situations used to try and throw you off your game. It may be the weather, a particular opponent, an injury, illness, hurtful words from someone, equipment failure like

your shoe coming untied, or any other unexpected trick hurled at you during competition. Learn the conquer process to the point where you can do it on the fly. This will allow you to not only handle your pre-determined villain tactics but will also have a huge impact on neutralizing any unforeseen curveballs thrown at you in the heat of the moment of competition.

You have created a villain that contains every situation, thought, feeling, action, and result that does not align with your desired athletic results. You have also learned how to conquer your villain regardless of the tactics it uses against you. From here on out, when your villain shows up, you can look directly in its eyes, call it by name, defeat it, and send it cowering out of the stadium. You will need to practice the conquer process. But once you have mastered it, your villain will become ineffective in its attempts to hinder your performance or prevent you from reaching your true potential. Bottom line, you and your alter ego will become an unstoppable force.

Chapter 18: BATTLE CRY

Battle Cry – a word or phrase shouted by soldiers going into battle to express solidarity and intimidate the enemy. ⁸

As an athlete you will always experience moments when things are not going your way and you need to shift the momentum your direction. These are the times where your villain is kicking your butt, when you start losing the mental battle, self doubt starts creeping in, and you have forgotten how great you are. It is precisely these moments you must change the momentum in your head. You need a simple statement that puts your villain in its place, as well as a statement that is a good reminder of why you can, should, and will win this battle. Together, these two statements are what I call your battle cry. When you are struggling and need a wakeup call or shot of adrenaline, simply proclaim your battle cry to find another gear and create a momentum shift.

Side Note: *“My battle cry is the most treasured piece of my alter ego. When push comes to shove, I can say these words and it is “game on” as they prepare me to unleash my fury. My battle cry is the source of my confidence, my swagger...my mojo.”* – Todd Tressler, Ripkik founder

Tips:

- Call your villain by name when using your battle cry.
- Your battle cry includes two statements, one to belittle your villain and one to build yourself up. This is by design as they are more powerful together, so I encourage you to use them in tandem.
- Your battle cry can be especially useful when facing competition that may be better than you on paper. It can empower you to have the attitude: *You may be better than me. You may beat me. But not today!*

44. Create a battle cry villain statement. A demoralizing statement to tell your villain. Make it short and sweet. Tell your villain what you think of it and where it can go. It can be similar to a comedic roast that is meant to humiliate your villain. Spite and sarcasm can also be a fun approach.

Example:

Riddling, you are a pathetic and insignificant piece of junk...I poop bigger than you! This is my track! Get the heck off of it, so I can get down to business!

45. Create a battle cry power statement. An empowering statement for yourself. Tell yourself how great you are. List your successes, achievements (reference your Profile section), and the sacrifices you had to endure to get them. List the situations you have had to overcome. Be cocky and approach this with an overconfident attitude.

Example:

I am Todd "The Reel" Tressler! I ran a 4:10.12 1600m at the age of 16. I am the most disciplined son of a gun you will ever meet. I show up to practice early and stay late. I love lactic acid and pain is my friend. I'm the guy in the weight room, the guy doing plyometrics, the guy practicing form drills, the guy eating healthy, the guy crushing hill repeats, the guy hammering interval workouts, and the guy with a savage kick. I don't just win, I mentally devastate other runners so I "own" them. Bring it on!

You are now prepared for the next time things get really tough. That moment when you have to make the decision to persevere or give up. Use your battle cry to dig deep and fight on!

Chapter 19: EMBODY

The powerful effects of childlike imagination.

We all simultaneously yelled “Rock Stars” as we dug through the chest in our garage to create the perfect outfits. My sister cried out “Madonna” to stake her claim. One of my best friends shouted “Elvis” in a loud southern accent as if warming up his singing voice. In a high pitched voice I screeched “*You wanna be tough, better do what you can so beat it, but you wanna be bad...just beat it...beat it!!!*”⁹ and everyone knew I was going to be Michael Jackson...again. My sister grabbed a blond wig, put on some bright lipstick, and found a fake plastic microphone which seemed to amplify her voice as she belted out Madonna lyrics one song after another. She had every Madonna dance move perfectly choreographed to each song as if she was live in concert. My buddy found a black wig, big side burns, and the signature white polyester shirt and pants with a huge collar and enormous bell bottoms to match. He had mastered the infamous Elvis “lip curl”, was playing the air guitar, and doing his best to sing Madonna lyrics in a southern accent word for word with my sister. Meanwhile, I was dressed in all black, with a black hat, one white glove, and white tube socks so I could moon walk over the smooth surface of the garage floor. If you know me, you know I have not memorized very many song lyrics, so I let my “king of pop” dance moves do my singing. For that moment in time, we were not in a garage in Santa Barbara California, my sister was not an eleven year old girl, my friend and I were not nine year old boys. We were iconic rock stars, on stage in front of thousands of screaming fans. We not only looked the part from head to toe but truly believed it inside and out. Our inner rock stars came to life with every word we sang, every dance move we made, and every mannerism we emulated.

When using your alter ego, don't over complicate things. You played “make believe” as a kid and it was an intuitive process that happened naturally without someone teaching you how to do it. Hour after hour you fully embodied different characters as you pretended to be a monster, princess, famous actor, rock star, pro athlete, or superhero. Use the same childlike imagination and creativity to fully immerse yourself in your alter ego. Truly take on the characteristics, mannerisms, body language, facial expressions, voice, tone, quotations, posture, or strut of your alter ego and those who inspire it. This takes focus and intentionality, but again, keep it simple.

In order to act effectively and position yourself to truly embody your alter ego, you need to be very intentional about the characteristics and mannerisms your alter ego will possess. The below questions will help you determine the attributes that will be most beneficial for your alter ego. You will work through “How” and “Why” your alter ego will embody specific triple downs, superpowers, and respond to villains by listing applicable characteristics and mannerisms as well as explaining the rationale behind them. Before you answer the questions, be sure to review the Triple Downs, Superpowers, Name, and Villain chapters as well as revisit your alter ego inspirations in questions 18, 23, and 25. This is a difficult but fun chapter where the rubber meets the road. I encourage you to put the time and energy into working through the details so you can reap the rewards.

Tips:

- The power is in the details. Study the inspirations behind your alter ego to determine the characteristics and mannerisms that resonate with you so you can effectively adopt them for your alter ego.
- Every attribute you want your alter ego to possess already exists somewhere inside of you, and just needs to be intentionally brought to the surface using the power and creativity of your imagination.

- Fully embody the characteristics and mannerisms of your alter ego and you will experience the true art of acting along with the emotional and behavioral transformation that will take place.
- You will not reap the rewards of your alter ego with an inauthentic or cheap "fake it 'till you make it" attitude which will generate mediocre results at best.

Side Note: *"One of my favorite ways to embody my inspirations is to use their quotes or movie lines. It is super impactful for me and a ton of fun!"* – Todd Tressler, Ripkik Founder

46. Pick one characteristic and/or mannerism from an inspiration that your alter ego can embody while using its triple downs. Choose one triple down from each Psyche section. List the applicable triple down question number, season result number, when, and thought, feeling, action, or result (TFAR) from the Triple Downs chapter. As you work through these questions be sure to reflect on how your alter ego inspirations would think these thoughts, feel these feelings, take these actions, and produce these results.

Inspiration: _____

Q#: __ SR: __ When _____ TFAR _____

Triple Down: _____

Characteristic/Mannerism: _____

Rationale: _____

Inspiration: _____

Q#: __ SR: __ When _____ TFAR _____

Triple Down: _____

Characteristic/Mannerism: _____

Rationale: _____

Inspiration: _____

Q#: __ SR: __ When _____ TFAR _____

Triple Down: _____

Characteristic/Mannerism: _____

Rationale: _____

Inspiration: _____

Q#: __ SR: __ When _____ TFAR _____

Triple Down: _____

Characteristic/Mannerism: _____

Rationale: _____

Example

Inspiration: Rocky

Q#: 17 SR: 1 When: All TFAR: Thought

Triple Down: 100% belief that my training will yield a sub 4:06 1600m.

Characteristic/Mannerism: Strike the infamous Rocky pose, by standing with my hands up in the air forming a “Y” with my body.

Rationale: Rocky struck this pose to celebrate after running up the Philadelphia Museum of Art steps to symbolize he had successfully trained and prepared for his big upcoming fight. The pose represented the self-sacrifice and the extreme physical punishment that Rocky endured during his training to get to that point of preparation and the confidence that came along with it.

Inspiration: The Flash

Q#: 16 SR: 1 When: All TFAR: Feeling

Triple Down: Dominant

Characteristic/Mannerism: Similar to how Flash introduced himself to Supergirl as the fastest man alive, state to myself “I am the fastest man alive at the end of a race” accompanied with a feeling of complete dominance.

Rationale: Flash is the fastest human alive. He dominates evil and crime by using his unbelievable speed. In a similar manner, I want to dominate my competitors with my ferocious kick at the end of a race.

Inspiration: Rocky Balboa

Q#: 15 SR: 1 When: Train, Pre, Post TFAR: Action

Triple Down: The discipline to create and execute a training plan for the season (mileage, morning runs, interval training, strength training – weights & plyometrics, diet, sleep, etc.) and sticking to it every day, week and month for the entire season.

Characteristic/Mannerism: Mimic Rocky’s Italian accent with his deep voice.

Rationale: Whenever I need that extra boost to stay disciplined or get motivated I can turn to my arsenal of Rocky quotes and use his accent in my delivery.

Inspiration: Patrick Mahomes

Q#: 14 SR: 3 When: Comp TFAR: Result

Triple down: *A team that is truly motivated to win and who believe they can win because they have put in the necessary work.*

Characteristic/Mannerism: *Gathering the team into a huddle right before a race.*

Rationale: *The huddle is where Mahomes is able to exude his leadership and confidence to inspire his team and assure them that they will find a way to win, no matter what.*

47. Pick one characteristic and/or mannerism from an inspiration that your alter ego can embody while using its superpowers. Choose one superpower from each Psyche section. List the applicable superpower question number, season result number, when, and thought, feeling, action, or result (TFAR) from the Superpowers chapter. As you work through these questions be sure to reflect on how your alter ego inspirations would think these thoughts, feel these feelings, take these actions, and produce these results.

Inspiration: _____

Q#: __ SR: __ When _____ TFAR _____

Superpower: _____

Characteristic/Mannerism: _____

Rationale: _____

Inspiration: _____

Q#: __ SR: __ When _____ TFAR _____

Superpower: _____

Characteristic/Mannerism: _____

Rationale: _____

Inspiration: _____

Q#: __ SR: __ When _____ TFAR _____

Superpower: _____

Characteristic/Mannerism: _____

Rationale: _____

Inspiration: _____

Q#: __ SR: __ When _____ TFAR _____

Superpower: _____

Characteristic/Mannerism: _____

Rationale: _____

Example

Inspiration: Shortfin Mako Shark

Q#: 22 SR: 3 When: All TFAR: Thought

Superpower: I am a finely tuned speed machine that can run sub 50 in the 400m.

Characteristic/Mannerism: Run with a slightly open and relaxed mouth and lips.

Rationale: The Mako shark has a slightly open mouth as it pursues its prey with amazing speed and a killer instinct. By adopting the slightly open mouth of a Mako it will not only be a catalyst to help me run fast with a killer instinct, but also remind me to keep my mouth and lips relaxed in the process. Staying relaxed is super important while racing, especially in the faster events like the 400m. Relaxed form starts in the face and then works down the rest of the body.

Inspiration: Steve Prefontaine

Q#: 21 SR: 1 When: All TFAR: Feeling

Superpower: Strong

Characteristic/Mannerism: Determined eyes always looking ahead toward the end of the next curve or straight-a-way.

Rationale: Pre was one of the toughest front runners in the history of US distance running. He was always looking ahead with a determination to keep his lead. He ran with strength, confidence and a willingness to put it all on the line regardless of the pain he had to endure.

Inspiration: Reel

Q#: 20 SR: 1 When: Train TFAR: Action

Superpower: Quality tempo runs and endurance based interval training for increased stamina and pacing ability.

Characteristic/Mannerism: Envision the methodical power and stamina of a professional angler (fisherman) reeling in a grander (1,000 pound) blue marlin.

Rationale: Reeling in a blue marlin can be a long grueling process that can take hours. An angler working his rod and reel is amazing as they work ridiculously hard for the ultimate prize, a grander. These thoughts are always enjoyable and motivating while keeping me focused during tempo runs and longer training sessions as I love to reel in my competition at the end of a race.

Inspiration: Usain Bolt

Q#: 19 **SR:** 2 **When:** Pre **TFAR:** Result

Superpower: A fun, exciting, and enjoyable atmosphere that allows me to perform at my best.

Characteristic/Mannerism: Smile with Usain Bolt’s light hearted ear to ear grin.

Rationale: Usain Bolt understands that running is supposed be fun and that he performs better when he is truly enjoying himself and his sport. He brought humor and joy to the track while performing at an amazingly high level and rewriting the record books.

Bonus Example:

Inspiration: Steve Prefontaine

Q#: 19 **SR:** 1 **When:** Comp **TFAR:** Result

Superpower: Ability to be a front runner and/or take the lead at any point in a race in order to keep a quality pace, maximize my efforts for the best possible time, and have complete control of a race from start to finish.

Characteristic/Mannerism: Complete and utter confidence in my ability to take the lead and push the pace at any point during a race.

Rationale: Pre preferred to front run to control the pace and the race. These two Steve Prefontaine quotes sum up his mentality pretty well.
“I’m going to work so that it’s a pure guts race at the end, and if it is, I am the only one who can win it.”¹⁰
“A lot of people run a race to see who is fastest. I run to see who has the most guts, who can punish himself into exhausting pace, and then at the end, punish himself even more.”¹¹

48. Pick one characteristic and/or mannerism from an inspiration that your alter ego can embody to conquer its villain’s tactics. Choose one villain tactic from each Psyche section. List the applicable villain question number, rank number, when, and situation, thought, feeling, action, or result (STFAR) from the Villain chapter. As you work through the questions be sure to reflect on how your alter ego inspirations would respond to these situations, think different thoughts, feel different feelings, take different actions, and produce different results.

Inspiration: _____

Q#: ___ **Rank:** ___ **When** _____ **STFAR** _____

Villain: _____

Characteristic/Mannerism: _____

Rationale: _____

Inspiration: _____

Q#: __ Rank: __ When _____ STFAR _____

Villain: _____

Characteristic/Mannerism: _____

Rationale: _____

Inspiration: _____

Q#: __ Rank: __ When _____ STFAR _____

Villain: _____

Characteristic/Mannerism: _____

Rationale: _____

Inspiration: _____

Q#: __ Rank: __ When _____ STFAR _____

Villain: _____

Characteristic/Mannerism: _____

Rationale: _____

Inspiration: _____

Q#: __ Rank: __ When _____ STFAR _____

Villain: _____

Characteristic/Mannerism: _____

Rationale: _____

Example

Inspiration: *Usain Bolt*

Q#: *33* **Rank:** *1* **When:** *All* **STFAR:** *Situation*

Villain: *I was diagnosed with ulcerative colitis a month after I ran 4:10.12 in the 1600m as a 16 year old junior in high school. Ulcerative colitis is an irritable bowel disease, with no cure, that causes inflammation and ulcers in the colon.*

Characteristic/Mannerism: *Bring Usain Bolt's positive and humor filled demeanor to the track, which includes his light hearted ear to ear grin.*

Rationale: *Stress, whether mental or physical, is one of the largest contributing factors to an ulcerative colitis flare up. If I can relax, have fun, and truly enjoy the sport like Usain Bolt it will at least alleviate the mental component of the disease which is completely in my control. The physical aspects are less in my control but at least my mind is working for, and not against me, on this front.*

Inspiration: Steve Prefontaine

Q#: 34 Rank: 1 When: All STFAR: Thought

Villain: *Certain competitors are better than me.*

Characteristic/Mannerism: *Envision Pre's larger than life personality, confident tone, and intense facial expression as he is stating one of his famous quotes "You can't catch me. You'll never catch me. You don't have the guts."¹²*

Rationale: *Pre believed he could beat runners with more talent than him...I need to adopt that same belief. The following interview sums it up pretty well.*

Mary Marckx: *You don't really believe you can do anything.*

Steve Prefontaine: *Absolutely.*

Mary: *Fly a plane?*

Pre: *Well, sure. If I wanted, you read the manual and get the best teaching and... take off.*

Mary: *Steve, not everything can be learned, ya know, I mean, some things take talent.*

Pre: *Whoa. Let me tell you something. Talent is a myth, Mary. There's a dozen guys on the team with more talent in their little finger.*

Mary: *Then how come you can beat them?*

Pre: *A little secret I learned a long time ago, in Coos Bay, in the woods.*

Mary: *So what's your little secret? The one you learned a long time ago.*

Pre: *I can endure more pain than anyone you've ever met. That's why I can beat anyone I've ever met. You don't believe me?*

Mary: *I do. Steve, what happens if you don't win in Munich?*

Pre: *Hey. Hey. That's just not possible.¹³*

Inspiration: Usain Bolt

Q#: 35 Rank: 1 When: All STFAR: Feeling

Villain: *Anxiety*

Characteristic/Mannerism: *Envision Usain Bolt's post victory signature lighting bolt pose (a.k.a. "bolting").*

Rationale: *Usain Bolt only feels excitement and is never nervous. He brings an electric personality filled with enthusiasm and charisma to every competition. I will bring the same type of mojo to competition.*

Inspiration: Reel

Q#: 36 **Rank:** 3 **When:** Train & Comp **STFAR:** Action

Villain: Wasting energy while boxed in a pack.

Characteristic/Mannerism: When boxed in, relax and be methodical and smooth as I let the runners around me pull me along the track effortlessly.

Rationale: A reel works on leverage and is smooth in its process as it helps anglers pull in big fish. The speed, power, and fight of a fish does not deter the reel from its job of methodically reeling in the fish. While boxed in, I will use the same machine-like characteristics to relax, save energy, and allow the runners to suck me around the track. I need to keep this frame of mind as long as I am boxed in, knowing full well that I am ready to react when space opens up and I have the opportunity to make a move.

Inspiration: Shortfin Mako Shark

Q#: 37 **Rank:** 2 **When:** Comp **STFAR:** Result

Villain: Losing races.

Characteristic/Mannerism: Learn from it and move on. Recognize the loss for what it is, a learning experience. Don't dwell on the negative as I can't change the past. Start thinking about the next race and how I can implement what I learned in order to win.

Rationale: A Mako shark may not catch its prey. But it can't afford to sulk, it must go after the next meal in order to survive. A Mako is a predator that is always on the hunt, who literally and figuratively has a killer mindset.

By completing a refresher course on how to play make believe, you have learned how to effectively utilize the transformational art of acting with your alter ego. You can now use your imagination to unlock the above attributes from within yourself so that you can fully embody your alter ego from head to toe, inside and out. Attaching characteristics and mannerisms to your alter ego will really help bring it to life and make it exponentially more effective.

Chapter 20: PULSE

Your alter ego is alive and a part of you.

Congratulations, you have just created your alter ego and it officially has a pulse! However, this is only one third of the equation. The second piece is just as important, if not more so. In order to take full advantage of its power, you will need to practice your new identity so that it becomes more impactful as well as second nature to you. Similar to learning the skills of your sport, knowledge is important, but you become a great athlete by honing your skills through practice and repetition. In phase two, you will learn how to practice your alter ego in such a manner that it becomes highly effective as well as an ingrained and permanent part of you. The part of you that comes out when the stakes are high and you need to perform at your best.

The third and final phase of the equation is hands down the most important piece of the alter ego puzzle. This section entails tracking your mental training, analyzing the data, and making the necessary changes to optimize your mindset. Logging each daily mindset workout takes time and effort, but is the only method that provides the valuable and vital data from inside your head for analysis. Self-analysis is never easy and often uncomfortable, but allows your alter ego to grow and improve. By continually finetuning your alter ego in this manner, you create a more optimized mindset with every tweak and adjustment. In doing so, you position your alter ego to push through limits and reach new levels of potential.

In phase one you created your alter ego and all of its characteristics. During phase two you will learn how to utilize and practice those attributes for maximum impact. Phase three will enable you to track your mental training in order to analyze your progress and make the necessary changes to optimize your mindset. By constantly moving through the three phases of the alter ego equation – create, practice, and optimize; you are continually optimizing your alter ego mindset. That is to say, you are mastering the mental game and positioning yourself to unleash your potential.

Every time you optimize your mindset, you are doing one of two things. You are either pushing your mindset limits toward maximizing their current level of potential or pushing them into an entirely new dimension of potential. The byproduct of mindset optimization is raising the ceiling of your physical potential. In other words, as your mindset potential increases, so does your physical potential. This allows you to either push your physical potential to the maximum or completely level up your potential. It is this process that empowers you to realize your true potential. But perhaps more importantly, by understanding this process, you may realize that your potential is unlimited.

Hopefully you now believe in your potential and the power of your imagination. How you can in fact dream big, strive for, and successfully achieve your dreams. That by harnessing the creativity of your mind and willingness to push your limits, you can actually perform at the edge of your potential and beyond. From the bottom of my heart, I am proud to say that you are officially a member of the Ripkik family! Thank you for joining the revolution!

P.S. I have one final tip for you: Read the below definition of Ripkik. Re-read it. Now go live it!

Ripkik – utilizing an optimal mindset to push through limits and expand the edge of one's potential.

NOTES

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RIPKIK

verb. pronounced [rip·kick]

Utilizing an optimal mindset to push through limits and
expand the edge of one's potential.