

Preview Call Emails

Oct. 23, 2014 - Email 1

Subject line: **The disastrous truth about goal setting**

When people want to achieve something great, many experts and coaches recommend goal setting. The “SMART” parameters are known in business circles as providing the criteria for getting from point A to point B with confidence.

The truth is that smart goal setting practically guarantees that you’ll veer off course as soon as the tough stuff hits.

Learn how goal setting is killing your performance on the upcoming free call, Oct. 30 at {time}.

There’s a simple reason for this. Goals, by their very definition, don’t leave much to the imagination.

Yet, most driven athletes will tell you about the first time they imagined winning something big. (Sports would be nothing without imagination!)

Remember how it felt to watch that one guy or girl in your sport do that thing no one else could do? You know what it was that captured your imagination. Maybe it was some fancy footwork by your favorite soccer player, or the steady increase in speed as a runner leaned into the final lap.

It’s that vision that made your jaw drop; the one everyone was talking about the next day!

No one mentioned how many more hours of training it took, how many more push-ups, or how many more miles. No. It was raw, inspired glory; exhilarating and pure.

Winning dreams are fueled by something other than goals. They are primal and unconstrained...

They result in that off-the-chain performance that brings tears to your eyes. The motivated athlete can practically taste it.

In this case, goal setting isn’t the answer. The good news is that you can learn how to overcome your capabilities and achieve inspiring performance!

You can actually train to achieve more than you ever believed possible, and it has nothing to do with goals.

Would you like to know more?

Join the call **How Goal Setting is Killing Your Performance** and we’ll dig deep into this rich and juicy topic I’ve spent years developing. [Here’s the link to save your place on the call.](#)

I hope you will join me.

To your success,
Loren

P.S. If you’re relying on your goals to pull you through to victory, then now is the time to beef up your training and add this training call to your regimen. It will make all the difference this season.

Oct. 26, 2014 - Email 2

Subject line: **I wouldn't even promise this...**

If I didn't know it was true, [first name], I'd never make this claim.

In fact, when I decided to become a professional rower, I thought my background as a therapist assured me that I knew how to motivate others -- and myself. I was wrong.

I'm sharing what I learned (and now teach) about setting goals on my virtual training call, **How Goal Setting is Killing Your Performance**. Sign up and put it on your calendar now. [Sign up for the call here.](#)

What is it about sports that bring out the best (or worst) in people? It's the physical exertion on the body, while the mind is capable of moving mountains! The mind is a fierce tool. The spirit is indefatigable when desire rules the body and mind.

So here's the question: Can you plant that seed of desire that refuses to be defeated? Can you train that kind of sheer drive into an athlete?

I believe you can.

Raw energy fuels your will to win and perform up to the level your mind and body desire. You can coach it, learn it, practice it, and focus your spirit to assume that winning edge and push past performance barriers you thought were real.

[Learn how to replace goal setting with these powerful strategies. Register here for the free training call here.](#)

My Story:

Rowing taught me what I didn't know – what I couldn't know – without sports. I had to learn some of this on my own. In response to a tough environment, I had to either respond with a resounding “yes,” or withdraw.

Quitting has a hollow and pathetic feel to it that starts to become comfortable if you let it. I never wanted to go there. Not even once, even when my body was drained of every last bit of energy. The competitor in me called on something more.

Do you know what it was? I can tell you this; it wasn't some flimsy, “measureable and realistic” goal. When you're wet, sore, and stressed from the panic of drowning, that rescue raft and blanket feel pretty “realistic!” Champions don't accept that. I didn't, so I charted a different course that made all the difference.

The promise I'm making to you in my short course **How Goal Setting is Killing Your Performance** is this: there's more to performance training than that. If you want to unlock it, you need to push yourself, while training your mind and spirit as hard as you train your body. Otherwise, performance gains don't satisfy. Improvement starts to feel like an impersonal numbers game, and it causes you to lose motivation.

The champions I've trained know that sports are more than just a game. That's why I'm inviting you to this call.

Are you ready to explore this promise I'm making? Join me on Oct. 30th and let's discuss the real truth about goals: How to know when they're letting you down and how to transform your game. [Claim your space on the call, \[first name\]](#).

To your success,

Loren

P.S. In my 15 years of coaching I've seen the difference between setting goals and setting yourself up to win. While everyone else puts in another hour at the gym, why don't *you* join me on this call? It's free, and you're going to appreciate the edge you'll gain. [Register for **How Goal Setting is Killing Your Performance**](#).

Oct. 29, 2014 - Email 3

Subject line: **It's not cheating, but...**

But most athletes never think to do it.

What is it, you ask?

It's training your mind to win the game. The reason this attitude and mindset is difficult for most coaches to teach, coach and train is because it's personal for everyone. No two athletes pursue a win for the same reasons.

Inner drive is like that. But wouldn't it be great if there were a way to access it for yourself, like some secret potion only *you* possess? Actually, you can.

Join the virtual training course **How Goal Setting is Killing Your Performance** on Oct. 30 at {time}.

Plain old goal setting will crumble when the heat is on. Suddenly your technique, and the parameters you put in place to accomplish your task don't seem to matter.

Goal setting may get you to the race, but it won't push you over the finish line unless you know the secret.

If you want to learn these tried and true ways to edge out your competition and achieve your peak performance gains when it matters, make time tomorrow to listen to this FREE call.

How Goal Setting is Killing Your Performance

Oct. 30 {time}

We're expecting a full call, so plan on jumping on a few minutes early. You'll want a pen handy to take some notes, too. That way you can use every one of these juicy tricks next season...and wave strict goal setting goodbye!

Your motivation and drive matter to your performance. Invest the time in this training tomorrow and see the results for yourself.

To your success,

Loren

P.S. When you implement radical new ideas into your training it helps to have everyone on board. Please share this information with your teammates and coaches. Just forward this email or send them to this link: **How Goal Setting is Killing Your Performance**.

Emails to List Oct. 30 – Nov. 1, 2014

Thursday, Oct. 30 (List)

Subject line: **How Goal Setting is Killing Your Performance – TODAY!**

We're talking about one the most important subjects you'll discuss this year. This FREE training transforms a mere hobby into a serious, life-changing endeavor. Are you registered yet?

[How Goal Setting is Killing Your Performance – TODAY at \[time\]!](#)
(Sign up to get the call-in details.)

I wonder if you're serious about winning.

Now, I don't mean to sound like I'm baiting anyone, that's not my intention. But I do know this. When the athletes I coach set their mind to it – when they get super serious about it -- something just clicks and I know they're going to exceed their own record, their own expectations, etc. (Sometimes I even know it before they know it.)

Because coaching athletes is my passion, I can see the signs...

I admit it started as a hobby of sorts. I had enough experience as a therapist and a competitive rower that I figured if I combined what I knew from *both* those parts of my life, I could help people achieve more than they thought possible. I had seen it in my own life, and I could share it with others.

Listen, I'm an open book. I'll share this stuff with anyone who really wants to know it.
Desire to win is the first step.

My FREE training call is coming up soon. Are you in, [first name]? [Get registered and I'll send out the call information ASAP.](#)

See you soon,

Loren

P.S. The goal setting problem is what trips a lot of athletes up. Let me show you how so you can watch for signs as you reach for champion status this season. The information is 100% free and I'd be honored if you joined me.

Thursday, Oct. 30 (Bucket)

Subject line: **How Goal Setting is Killing Your Performance – TODAY!**

I wonder if you're serious about winning.

Now, I don't mean to sound like I'm baiting anyone, [first name], that's not my intention. But I do know this: When the athletes I coach set their mind to it – when they get super serious about it -- something just clicks and I know they're going to exceed their own record, their own expectations, etc. (Sometimes I even know it before they know it.)

Because coaching athletes is my passion, I can see the signs...

We're talking about one the most important subjects you'll discuss this year. This FREE training transforms a mere hobby into a serious, life-changing endeavor.

How Goal Setting is Killing Your Performance – TODAY at [time]!

Here are the call-in details again below.

[XXX](#)

I admit it. My own path toward coaching started as a hobby of sorts. I had enough experience as a therapist and a competitive rower that I figured if I combined what I knew from *both* those parts of my life, I could help people achieve more than they thought possible. I had seen it in my own life, and I could share it with others.

Listen, I'm an open book. I'll share this stuff with anyone who really wants to know it. **Desire to win is the first step, and I train my athletes to get really hungry for that taste of victory.**

In fact, it's what leads to the top of the podium, and I want you to know how it's done.

Your FREE training call is coming up soon. [Don't forget to call this number XXXXX at this time XXXX – and use the PIN # XXXX to join.](#)

See you soon,

Loren

P.S. The goal setting problem is what trips a lot of athletes up. Let me show you how so you can watch for signs as you reach for champion status this season.

Thursday, Oct. 30 (Bucket - one-hour alert)
Subject line: One hour from now...ready?

Hey, [first name],

It's coming up one hour from now.

(I always set the alarm on my phone at times like this. It's so easy to get diverted by an email or a phone call, or even a snack -- and totally forget what you meant to be doing!)

Here's that call-in number again.

[XXX](#)

All right, see you soon.

Loren

Sat. Nov. 1 (Encore call List and Bucket)
Subject line: One more chance, [first name]!

We're going for another lap, and you're invited.

The FREE virtual training **How Goal Setting is Killing Your Performance** was a great success. A lot of athletes called in to say they'd be trying some of the strategies I taught, and they're fueled by a new desire to kick it in high gear this season.

Music to my ears! It's no surprise to me that the athletes I coach virtually make me want to up my *own* game and deliver my best to you! You are the whole reason I'm a coach in the first place.

[We're holding another call soon, in case you missed the first one...get registered now.](#)

[first name], where does inspiration come from? Is it from a regimented goal setting routine where you're doing more work, putting in more time at the gym, training longer and harder? Sure, I can testify that when you see improvement in the physical realm, you begin to feel more confident and it shows up in your game.

But did you know that you can **teach your mind** to "pour it on" and it shows up in your game, too? Some coaches and athletes miss this part, but I've personally seen athletes' performance spike after a quick mental exercise that jots them from a moderately successful outcome to a performance that utterly shocks even them!

It's like they never knew they had it in them. But everyone has "it." No one has to settle for the same old training that gets you the same old results.

I'm holding another call to jolt more athletes into action. (How can I resist? I'm a coach.) We're on again tomorrow, November 2, at [time]. [Reserve your place on this call now.](#)

To your success,

Loren

P.S. [Will you join me?](#) I'm showing how you can augment your goals setting (or get rid of that hassle altogether) with some simple strategies that work, no matter the sport. These tools work for everything from swimming to mountain climbing.

Loren, add your affiliate details to highlighted areas.

AFFILIATE REMINDERS

1. Send when affiliate joins.

Subject line: **Thanks for joining me**

Dear [First Name],

I'm delighted that you'll be joining me as an affiliate promoting the virtual training **How Goal Setting is Killing Your Performance**.

I appreciate your participation, and want to remind you of the perks of affiliating with me:

XX% of every sale from your list goes right into your account within XX days of the sale date. (Sounds pretty good, doesn't it?)

The initial training call will appeal to the folks on your list who are tired of missing the mark. They know they can do better but don't know how to bust through what's blocking them. On this free teleseminar, I'll be sharing mindset tips for gaining a winning edge – and it has nothing to do with setting new, higher goals. Pretty exciting stuff for frustrated athletes and trainers!

Remember, the course that leads from this call is **Unleash the Champion Within** -- a direct outpouring of all my teachings around winning the mental game in sports.

Here's how it works: I'm attaching a file including email copy, Facebook updates and tweets to promote the free call. You can use as-is or tweak to your liking. I'll be mailing to my list on Oct. 23 – 29 with the same message. I recommend you choose some nearby dates, since the free training call is set for Thursday, Oct. 30.

If someone signs up for the call, they'll be able to listen to the training for free. If one of your followers buys the course, you will earn **\$XX**.

You could make some nice cash in your pocket just by sending out a few emails over the next couple of weeks.

I am attaching three emails for your use. Please send them at optimal times between now and the beginning of the event on Oct. 30.

Warm regards,

Loren

2. Send Oct. 22

Subject line: **It's almost time to mail.**

Dear [First Name],

Loren here. I'm checking in with you to remind you that the virtual training **How Goal Setting is Killing Your Performance** is almost underway.

I appreciate your participation, and want to remind you of the perks of affiliating with me:

You'll make XX% of every sale within XX days of the sale date.

This training call is perfect for anyone who is struggling to achieve top results in their sport. They've done all the work in the gym, and on the track or field; but they haven't been able to push past their pre-defined limits. I'll show how to use the power of your mind to crush those barriers without having to set new goals.

Remember, the course that leads from this call is **Unleash the Champion Within** -- a direct outpouring of all my teachings around winning the mental game in sports.

Also, I'm making this very easy for you as my affiliate, because the copy is already provided! I'm attaching the file again, which includes email copy, Facebook updates and tweets to promote the free call. You can use as-is or tweak to your liking.

I'll be mailing to my list on Oct. 23 – 29 with the same message. I recommend you choose some nearby dates, since the free training call is set for Thursday, Oct. 30.

If someone signs up for the call, they'll be able to listen to the training for free. If one of your followers buys the course, you will earn **\$XX**.

Not bad, just for sending a couple of emails, right? Please join me.

I am attaching three emails for your use, as well as social media tidbits... Please send them at optimal times between now and the beginning of the event on Oct. 30.

Warm regards,

Loren

3. Send Oct. 23

Subject line: **Today's the day!**

Hi [First Name],

We're beginning the official launch for the course **Unleash the Champion Within...**and I'm beyond thrilled to have you with me on this.

I'm mailing information to my list today, and thought you'd like to begin mailing, too! That's why I'm sending this friendly reminder; so we have as many athletes, coaches and trainers on this call as possible, and to serve them with information they've never heard before now:

Remember, the free call on Oct. 30 is titled: **How Goal Setting is Killing Your Performance.**

A reminder of how this works...Use the copy I'm providing in the attachment below to share the news about this teleseminar. Then sit back and expect big results.

If someone signs up for the call, they will have access to the free call. If one of your followers buys the course **Unleash the Champion Within** after the call, you earn **\$XX**

Pretty sweet, huh? Remember the virtual training is next Thursday, Oct. 30, so get this information to your followers before then. Then start looking for the checks to roll in after the event is over.

By the way, if you are an affiliate of mine, please use the affiliate link you were given when you signed up. Shorten it, especially on your Tweets, so you have room for the short bits of copy I'm providing. Test the links (just to be safe) and then share, share, share...wherever your fans and followers interact with you on social media.

Come on...Let's create a big buzz!

Warm regards,

Loren

P.S. You will also find these resources on my affiliate center here [<Loren, your affiliate link>](#) You can track your sales there, too.

4. Send Oct. 28

Subject line: **We're coming down to the wire...**

[First Name], it's not too late!

If you haven't started promoting the free training call **How Goal Setting is Killing Your Performance**; *now is the time.*

In fact, don't let this chance go by. You could make some great money, just by sending off an email to your list, or posting a Facebook update on your wall.

You still have a couple of days to get in on this because the call is Thursday!

A quick recap of how this works...Use the copy I'm providing in the attachments below to share the news about this teleseminar. It's easy, because it's done for you. All you have to do is make sure you add your affiliate link.

If someone signs up for the call, they'll be able to listen for free. If one of your followers buys the course **Unleash the Champion Within** you will earn \$XX.

Remember, since you are an affiliate of mine, please use the affiliate link you were given when you signed up.

Looking forward to this...thanks again.

Warm regards,

Loren

5. Send Oct. 29

Subject line: **Last chance for your people to join us...don't let them miss it.**

We're holding the door open for you, [first name].

The free training call **How Goal Setting is Killing Your Performance** is tomorrow. You have one more day to get the news out to your list if you're interested in making some extra cash when they buy.

You could make some great money promoting the free call, but you have to get moving soon.

Today is the last day to get in on this because the call is tomorrow!

A quick recap of how this works...Use the copy I'm providing in the attachments below to share the news about this free training call. Make sure your affiliate link is attached to every post or tweet you use (copy is provided) and you'll be on your way to collecting a nice check from me if someone buys my course.

Remember, there's still time to sign up for the call. They'll be sent the information to access the free training tomorrow. Then if one of your followers buys the course that follows, you will earn **\$XX.**

Since you are an affiliate of mine, don't forget to use your affiliate link!

Warm regards,

Loren

All bucket : all of the following emails drive to the sale page.

Nov. 3

Subject line: **You eat, sleep and live for your game...**

You love it. You can't get enough of your sport. Others admire your dedication. Sometimes, people even ask you how you're training for the next big thing. What are you doing differently that they might follow?

(So tell me, do you keep it a secret or do you share your tricks?)

I'm pulling back the curtain on everything I know about performing at peak levels. I know you love your game as much as I love mine, so I hope you'll count yourself in!

Unleash The Champion Within

[<<Get it to win.>>](#)

You may have heard my story about being a competitive rower and how it changed the way I live. Through my sport I became a better person, better friend, better parent, and better coach. It transformed how I see myself.

And yeah, I learned ways to crush it as I competed in my game!

You can improve *your* game, too. I've always made it a point to share my "tricks" because it's part of what drives me. That transformation is not something I want to keep to myself. I struggled to learn this stuff, to implement what I know about mental toughness and inner drive. [<<That's why I put this training together for you.>>](#)

As a coach to many top athletes, I know from experience that your game has room for new insights to increase your potential for personal greatness. Yes, we all have room to grow!

Even the top athletes in their sport come to me (sometimes the night before an event) and check in for some last minute tips that will bring focus, calm, and determination to win.

This training changes your game, whether you implement just some or all of it. Your choice.

Join me and I'll send out those bonuses I promised, right now:

1. The mental toughness assessment to strength your mental game.
2. The #1 secret weapon to instantly remove doubt, worry and fear.
3. The quick-start guide to immediately start boosting your performance.

[Simply click here to access your bonus gifts and sign in for course.](#)

Warmly,

Loren

P.S. Your instant access to the bonus gifts is the right pre-work for the course. Work through these materials and start to change your brain as the competitive champion within you begins to rise. Access the first course materials to [<<Unleash The Champion Within>>](#) right here.

Nov. 4

Subject line: **Is this your season?**

You know what I'm talking about. It's always "someone's season." Someone either nails it again, or climbs from behind (as if out of nowhere) and becomes "*the one to watch*."

Will it be you this year, [first name]?

How will you know if it's you? Well, I can tell you, it will be because you did something different. You changed something integral to your game. You increased your capacity to perform and win. That is how champions are made.

That's right. **Champions are not born, they're made.**

The course [<<Unleash The Champion Within>>](#) is for you if you are:

- An athlete who's ready to get out of your own way, and get more focus, drive, and mental stamina.
- A coach who's on the hunt for new, motivating tools and techniques to bring a hard-working team to victory this season.
- A trainer who wants to earn a reputation for out-of-the-box, transferable skills that help athletes perform beyond their current capabilities.

We start soon. Are you in? [<<Get the details here.>>](#)

When you are "the one to watch," here's the big difference:

- Your plan is inspiring to you (no one else – it's personal!) and you have a map to get there.
- You are working with any resistance you may have; you stop fighting against challenges and learn to roll with them – and improve!
- You have the skills to master negativity. They're ultra simple to learn, and they easily preserve your energy...no more draining, mind-numbing self-talk.
- You close the gap between blind spots and distractions. You have a seamless picture of your success.
- You control your destiny; never second-guess your coach, your teammates, or your history...your success belongs squarely in your possession.

You'll be the one to watch if and when you understand your inner power. For a small investment in time and the right training, you'll be amazed at the resources you have within you already!

[<<Ready to make this difference in your training?>>](#)

To your success,

Loren.

P.S. It takes a new perspective to make these changes, but they are instantly effective once you learn them. Decide to change your point of view and [<<Unleash The Champion Within.>](#)

Nov. 6

Subject line: **Will the instant replay clinch your decision?**

Have you ever wanted to replay that one moment?

- Maybe you felt you were ready, but in the heat of the moment you lost your confidence?
- Maybe you had trained for the challenge, but suddenly your ability flagged?
- Maybe you were ahead, but another lesser athlete came from behind and surprised you with a win?

While you can't replay an important moment in real life, you *can* adjust your perspective and change how you would do it again *in the future*.

The only thing you can't do (shouldn't do) is perform the exact same way again!

By the way, speaking of replays, you can access the replay **How Goal Setting is Killing Your Performance**, and listen to it again here.

Stop the struggle and spend some time with other athletes as dedicated to their sport as you are to yours. **My one purpose in asking you to join us in the course <<Unleash The Champion Within>> is to boost your performance.**

As a personal coach who's done this hundreds of times with athletes of all abilities, all it takes are some small adjustments to your mindset. Over time, these "tricks" build on each other and make you unstoppable.

I'd love to have you in the course, [first name].

Loren

P.S. You know, don't you, that the micro-adjustments are the ones that make all the difference when the heat is on. You simply can't do things the same way if you want to improve this season. <<[Go to this page and flip the switch.](#)>>

Nov. 7

Subject line: **The unbeatable value of top notch coaching**

Let's talk about value. I believe it's found in my upcoming course <<Unleash The Champion Within,>> but I see people striving to find it in all sorts of other ways...

- Parents want to see their kid win, so they spend \$300 on cleats and \$800 on private lessons.
- College team hopefuls want to content for the big scholarships so they spend thousands on travel in order to play all the biggest, best leagues' tournaments.
- Even the amateur athlete devotes every spare dollar on her sport with the best equipment, gyms, and personal training they can access.

These are the people I coach, that ones who stop at nothing to pursue the gold medal, or the top placement on the podium. They want that picture at the finish line for their office wall. They want to be a contender, no matter what it takes...

I love these athletes. I *am* one, and that's how I compiled all the techniques I'm showing you in <<Unleash The Champion Within.>>

Are *you* willing to invest whatever it takes to be your best? Is there a nagging thought in the back of your brain that you can do better, there's just something unknown that stopping you from eking out that next win, or the final moments of glory you seek.

Let's go there, shall we? Let's get you over that hump, once and for all.

<<I'm urging you to join me>> because I know how it feels to come close, and miss your shot by inches. I know how it is to train like a monster, then sputter out when the moment really matters. I know how it never leaves your mind, to watch in slow-mo as your opponent surges past you. Ugh. You can't get that back.

Is it worth \$497 to find out how to reach that pinnacle of mental fierceness required to take it all in your sport? I say yes...again, because I've been there.

Will you join me? We're going to be closing the doors on this course, and the special pricing for it very soon. I hope you're in.

Looking forward to working with you.

Loren

P.S. There's nothing like the feeling of victory. I don't have to tell you. We competitive types can taste it, and you'll learn how to tap it every time without drama or struggle. You can do this. [And at this unbeatable value, you won't get another chance quite like it.](#)

Nov. 8 (A stronger offer)

Subject line: **It's time to make a decision, [first name].**

Decisive action is the key to winning. You don't get to waffle too long before it's time to make your move. Your best next move is [<<Unleash The Champion Within.>> It starts in five days!](#)

People in sports know that "instinct" is their best friend. I content that you can train your instincts!

- Did you know that you could choose to win?
- Choose whom to surround yourself with as you train.
- Choose which gains come easy – the ones you should maximize – and which ones you should just forget.
- You can even choose which self-sabotaging roadblocks let go of right out of the gate! (Some are doing more damage than others, and some are actually helpful when you turn them on their heads and look at them in a new light.)

I want to get you started strong...In fact as soon as your signed up, I'm sending out the three bonuses I promised a few days ago. You'll get:

1. The Mental Toughness Assessment to strengthen your mental game. (Value \$97)
2. My #1 Secret Weapon to instantly remove doubt, fear and uncertainty. (Value \$97)
3. Quick Start boosts to improve performance this month. (Value \$47)

And before you're even half way through the course, if you don't believe it's for you...if you haven't received more value than you bargained for, I will gladly return every dime of your investment and you can keep all these bonuses for FREE. No problem.

The total value of the course is \$1038, but you get it for \$497 if you get registered soon. (To work with me personally, it's quite a bit more than that!)

I'm counting on you sticking with me 'til the end. In fact, I'm certain you'll take giant strides in your game. [<<These are the exact same techniques I use to train athletes one-on-one.>>](#) Are you ready to get started?

I love training the next up-and-coming champion. Will it be you?

See you soon,

Loren

P.S. Sign up today for the 5-week course, [<<Unleash The Champion Within.>>](#) The 5 training calls will start soon, and I'd like you to download your bonuses and begin to get your head in the game.

Nov. 9

Subject line: **The Special Price Ends Very Soon!**

Time to leap!

We're already lining up the calls for the lucky (and smart) athletes, coaches and trainers who have already decided to join the 5-week course, <<[Unleash The Champion Within.](#)>>

I'd like to see you there and learn about your game, your victories, your struggles, and your doubts. Yes, I even want to learn about what you don't believe is possible, because those defeating beliefs are what we begin to tackle first -- and banish forever -- during <<[the live training you're about to receive.](#)>>

I wouldn't blame some people for not wanting to do this. Actually, this training requires a different way of playing. It requires letting go of some of the drama and the ridiculous beliefs that are, well, *almost comforting* to most athletes. In a weird way, it's true. They're like a security blanket you can't let go of.

But deep down you really don't need all that junk in your head. In your purest, high-performing state, you simply can't carry it around. It drops off like extraneous, heavy equipment dropping from a rocket as it shoots into space.

If you're ready to jettison some of the fear and pain that's holding your game in heavy submission, then I'm delighted to have you join us. But here's the thing, [first name], **you have to move on this now.**

I need you to act quickly now because *after tomorrow this offer is gone.*

I'd be bummed if you waited too long and then missed the boat. If this promise of a performance boost is calling your name, you'll be able to feel it too...<<[and you'll be kicking yourself if you miss it this special price!](#)>>

It's only available for one more day at this price, [first name]!

We'll see you on the first call.

Loren

P.S. Don't forget, I'll be sending along those **free bonuses** when you sign up for the course. The first call begins on Thursday, Nov. 13 at 3:00 Pacific Time. I'm looking forward to your participation and questions. <<[Sign up here.](#)>>

Nov. 10

Subject line: **This is it.**

Your last chance to get registered and begin preparing for [<<Unleash The Champion Within.>>](#)

Are you in?

Let's run down the course real quick so you know what you're getting into.

If you decide this is for you, it's a five-week course, broken into 5 topics:

1. Craft Your Vision
2. Manage Doubt, Fear and Anxiety
3. Courage and Focus Intensive
4. Training to Win
5. Creating the All-Star Team

All the calls are recorded, so if you miss one, it's not a big deal; you can simply catch up another time.

Of course, you'll have access to the coursework forever, since each week's content will be loaded onto MP3s for your convenience. You can add them to your sports success library for the boost you need any time you feel like it.

On top of that, there are your three free bonuses:

1. The Mental Toughness Assessment to strengthen your mental game. (Value \$97)
2. My #1 Secret Weapon to instantly remove doubt, fear and uncertainty. (Value \$97)
3. Quick Start boosts to improve performance this month. (Value \$47)

Now my happiness guarantee: 100% satisfaction. If you do the work and you don't believe in your gut that it's making a difference, just let me know. I'll refund your entire investment.

And your investment is...just \$497.

Pretty crazy, when you think about it. It's a lot. A lot to take in, a lot to digest, but a lot you can actually use. Would a 10% performance gain be worth it? What price do you put on winning, [first name]? Does victory even come with a price tag? *Not for me.*

Remember, if for any reason, you're not satisfied with the course after Week Two, I'm sending you your money back, no questions asked.

I'm looking forward to having you on that first call just three days from now. You won't believe the transformation you'll undergo after just one hour.

To your success this season,

Loren

P.S. That's it. The recap above encompasses my best work, years of coaching top athletes just like you...I'd be absolutely honored if you joined me for this course [<<Unleash The Champion Within.>>](#)

Nov. 10

Subject line: **We're closing; you in?**

Yes, we're ending this promotion in a couple of hours, so this is your last email, and your last chance to join me for the course <<[Unleash The Champion Within](#)>>

As I put the final details in place, I'm thrilled to have **so many** enthusiastic athletes join me for the upcoming virtual training. I'd hate for you to miss out if you were meant to be there.

You have until midnight tonight, Pacific Time, and then we have to shut down the special pricing and move on. <<[Get signed up now](#)>>

[First name], if you love your game...if you want to get out of your own way...if you crave the focus and intensity of a worldwide champion...it all can be yours for a small investment of time and money. This is truly an once-in-a-lifetime offer because next time the investment will be \$797.

Since you've been with us awhile, we can still bring you in a \$497 so I hope you take advantage of this moment in time and get \$300 off the regular course price!

Enjoyment, vision, fun in practice, freedom, love of the game...they can be yours. (Or... **they can be yours again**, if you lost those vital qualities in your sport.)

If there ever was a time to join me for the course <<[Unleash The Champion Within](#)>> now is that time.

We'll talk again very soon,

Loren

P.S. If you still doubt yourself or your success in this program, listen to the words of one of my favorite young champions:

***I now have 100% confidence that I will achieve my goal.** Before working with Loren I was having one of the most disappointing and frustrating seasons of my career. The frustration built upon its self every meet and by the end of the season*

I was starting to consider hanging it up. I spoke with Loren the evening before my last competition of my season and it was a mind blowing experience. I have worked with a few sports psychologists and I never had an experience quite like this.

I was able to visualize my entire performance and for the first time I could actually FEEL what it would be like. With Loren's help I can feel and see what it will be like to achieve my goal and have 100% confidence that I will achieve my goal.

*~ **Mike Milakovic Sport: Track and Field (Hammer Throw)***

P.S. You will achieve your goals, too. I'm rooting for YOU!

Loren, add your affiliate details to highlighted areas.

AFFILIATE REMINDERS

1. Send when affiliate joins.

Subject line: **Thanks for joining me**

Dear [First Name],

I'm delighted that you'll be joining me as an affiliate promoting the virtual training **How Goal Setting is Killing Your Performance**.

I appreciate your participation, and want to remind you of the perks of affiliating with me:

XX% of every sale from your list goes right into your account within XX days of the sale date. (Sounds pretty good, doesn't it?)

The initial training call will appeal to the folks on your list who are tired of missing the mark. They know they can do better but don't know how to bust through what's blocking them. On this free teleseminar, I'll be sharing mindset tips for gaining a winning edge – and it has nothing to do with setting new, higher goals. Pretty exciting stuff for frustrated athletes and trainers!

Remember, the course that leads from this call is **Unleash the Champion Within** -- a direct outpouring of all my teachings around winning the mental game in sports.

Here's how it works: I'm attaching a file including email copy, Facebook updates and tweets to promote the free call. You can use as-is or tweak to your liking. I'll be mailing to my list on Oct. 23 – 29 with the same message. I recommend you choose some nearby dates, since the free training call is set for Thursday, Oct. 30.

If someone signs up for the call, they'll be able to listen to the training for free. If one of your followers buys the course, you will earn **\$XX**.

You could make some nice cash in your pocket just by sending out a few emails over the next couple of weeks.

I am attaching three emails for your use. Please send them at optimal times between now and the beginning of the event on Oct. 30.

Warm regards,

Loren

2. Send Oct. 22

Subject line: **It's almost time to mail.**

Dear [First Name],

Loren here. I'm checking in with you to remind you that the virtual training **How Goal Setting is Killing Your Performance** is almost underway.

I appreciate your participation, and want to remind you of the perks of affiliating with me:

You'll make XX% of every sale within XX days of the sale date.

This training call is perfect for anyone who is struggling to achieve top results in their sport. They've done all the work in the gym, and on the track or field; but they haven't been able to push past their pre-defined limits. I'll show how to use the power of your mind to crush those barriers without having to set new goals.

Remember, the course that leads from this call is **Unleash the Champion Within** -- a direct outpouring of all my teachings around winning the mental game in sports.

Also, I'm making this very easy for you as my affiliate, because the copy is already provided! I'm attaching the file again, which includes email copy, Facebook updates and tweets to promote the free call. You can use as-is or tweak to your liking.

I'll be mailing to my list on Oct. 23 – 29 with the same message. I recommend you choose some nearby dates, since the free training call is set for Thursday, Oct. 30.

If someone signs up for the call, they'll be able to listen to the training for free. If one of your followers buys the course, you will earn **\$XX**.

Not bad, just for sending a couple of emails, right? Please join me.

I am attaching three emails for your use, as well as social media tidbits... Please send them at optimal times between now and the beginning of the event on Oct. 30.

Warm regards,

Loren

3. Send Oct. 23

Subject line: **Today's the day!**

Hi [First Name],

We're beginning the official launch for the course **Unleash the Champion Within...**and I'm beyond thrilled to have you with me on this.

I'm mailing information to my list today, and thought you'd like to begin mailing, too! That's why I'm sending this friendly reminder; so we have as many athletes, coaches and trainers on this call as possible, and to serve them with information they've never heard before now:

Remember, the free call on Oct. 30 is titled: **How Goal Setting is Killing Your Performance.**

A reminder of how this works...Use the copy I'm providing in the attachment below to share the news about this teleseminar. Then sit back and expect big results.

If someone signs up for the call, they will have access to the free call. If one of your followers buys the course **Unleash the Champion Within** after the call, you earn **\$XX**

Pretty sweet, huh? Remember the virtual training is next Thursday, Oct. 30, so get this information to your followers before then. Then start looking for the checks to roll in after the event is over.

By the way, if you are an affiliate of mine, please use the affiliate link you were given when you signed up. Shorten it, especially on your Tweets, so you have room for the short bits of copy I'm providing. Test the links (just to be safe) and then share, share, share...wherever your fans and followers interact with you on social media.

Come on...Let's create a big buzz!

Warm regards,

Loren

P.S. You will also find these resources on my affiliate center here [<Loren, your affiliate link>](#) You can track your sales there, too.

4. Send Oct. 28

Subject line: **We're coming down to the wire...**

[First Name], it's not too late!

If you haven't started promoting the free training call **How Goal Setting is Killing Your Performance**; *now is the time.*

In fact, don't let this chance go by. You could make some great money, just by sending off an email to your list, or posting a Facebook update on your wall.

You still have a couple of days to get in on this because the call is Thursday!

A quick recap of how this works...Use the copy I'm providing in the attachments below to share the news about this teleseminar. It's easy, because it's done for you. All you have to do is make sure you add your affiliate link.

If someone signs up for the call, they'll be able to listen for free. If one of your followers buys the course **Unleash the Champion Within** you will earn \$XX.

Remember, since you are an affiliate of mine, please use the affiliate link you were given when you signed up.

Looking forward to this...thanks again.

Warm regards,

Loren

5. Send Oct. 29

Subject line: **Last chance for your people to join us...don't let them miss it.**

We're holding the door open for you, [first name].

The free training call **How Goal Setting is Killing Your Performance** is tomorrow. You have one more day to get the news out to your list if you're interested in making some extra cash when they buy.

You could make some great money promoting the free call, but you have to get moving soon.

Today is the last day to get in on this because the call is tomorrow!

A quick recap of how this works...Use the copy I'm providing in the attachments below to share the news about this free training call. Make sure your affiliate link is attached to every post or tweet you use (copy is provided) and you'll be on your way to collecting a nice check from me if someone buys my course.

Remember, there's still time to sign up for the call. They'll be sent the information to access the free training tomorrow. Then if one of your followers buys the course that follows, you will earn **\$XX**.

Since you are an affiliate of mine, don't forget to use your affiliate link!

Warm regards,

Loren

Bucket day before call reminder Oct. 29

Subject line: **Important Sports performance discussion – TOMORROW!**

We're talking about one the most important subjects you'll discuss this year. This FREE training transforms a mere hobby into a serious, life-changing endeavor.

You're already registered for the call. Don't forget to attend:

How Goal Setting is Killing Your Performance – TOMORROW at [time]!

[Here are your dial-in details again.](#)

Join the ranks of motivated athletes who dig deeper. It's not about Xs and Os, It's not even about trophies, recognition, or contracts to turn pro...

I'm going to show you how to tap the untouchable, emotional side of your inner champion to emerge stronger, and more driven than you've ever been before.

See you soon,

Loren

P.S. The goal setting problem is what trips a lot of athletes up. I'll alert you to the pitfalls athletes face as they train hard to win. The information is 100% free, and the call is filling up fast, so be there early! Here's that number again: [XXXX](#)

Emails to List Oct. 30 – Nov. 1, 2014

Thursday, Oct. 30 (List)

Subject line: **How Goal Setting is Killing Your Performance – TODAY!**

We're talking about one the most important subjects you'll discuss this year. This FREE training transforms a mere hobby into a serious, life-changing endeavor. Are you registered yet?

[How Goal Setting is Killing Your Performance – TODAY at \[time\]!](#)
(Sign up to get the call-in details.)

I wonder if you're serious about winning.

Now, I don't mean to sound like I'm baiting anyone, that's not my intention. But I do know this. When the athletes I coach set their mind to it – when they get super serious about it -- something just clicks and I know they're going to exceed their own record, their own expectations, etc. (Sometimes I even know it before they know it.)

Because coaching athletes is my passion, I can see the signs...

I admit it started as a hobby of sorts. I had enough experience as a therapist and a competitive rower that I figured if I combined what I knew from *both* those parts of my life, I could help people achieve more than they thought possible. I had seen it in my own life, and I could share it with others.

Listen, I'm an open book. I'll share this stuff with anyone who really wants to know it.
Desire to win is the first step.

My FREE training call is coming up soon. Are you in, [first name]? [Get registered and I'll send out the call information ASAP.](#)

See you soon,

Loren

P.S. The goal setting problem is what trips a lot of athletes up. Let me show you how so you can watch for signs as you reach for champion status this season. The information is 100% free and I'd be honored if you joined me.

Thursday, Oct. 30 (Bucket)

Subject line: **How Goal Setting is Killing Your Performance – TODAY!**

I wonder if you're serious about winning.

Now, I don't mean to sound like I'm baiting anyone, [first name], that's not my intention. But I do know this: When the athletes I coach set their mind to it – when they get super serious about it -- something just clicks and I know they're going to exceed their own record, their own expectations, etc. (Sometimes I even know it before they know it.)

Because coaching athletes is my passion, I can see the signs...

We're talking about one the most important subjects you'll discuss this year. This FREE training transforms a mere hobby into a serious, life-changing endeavor.

How Goal Setting is Killing Your Performance – TODAY at [time]!

Here are the call-in details again below.

[XXX](#)

I admit it. My own path toward coaching started as a hobby of sorts. I had enough experience as a therapist and a competitive rower that I figured if I combined what I knew from *both* those parts of my life, I could help people achieve more than they thought possible. I had seen it in my own life, and I could share it with others.

Listen, I'm an open book. I'll share this stuff with anyone who really wants to know it. **Desire to win is the first step, and I train my athletes to get really hungry for that taste of victory.**

In fact, it's what leads to the top of the podium, and I want you to know how it's done.

Your FREE training call is coming up soon. [Don't forget to call this number XXXXX at this time XXXX – and use the PIN # XXXX to join.](#)

See you soon,

Loren

P.S. The goal setting problem is what trips a lot of athletes up. Let me show you how so you can watch for signs as you reach for champion status this season.

Thursday, Oct. 30 (Bucket - one-hour alert)
Subject line: One hour from now...ready?

Hey, [first name],

It's coming up one hour from now.

(I always set the alarm on my phone at times like this. It's so easy to get diverted by an email or a phone call, or even a snack -- and totally forget what you meant to be doing!)

Here's that call-in number again.

[XXX](#)

All right, see you soon.

Loren

Sat. Nov. 1 (Encore call List and Bucket)
Subject line: One more chance, [first name]!

We're going for another lap, and you're invited.

The FREE virtual training **How Goal Setting is Killing Your Performance** was a great success. A lot of athletes called in to say they'd be trying some of the strategies I taught, and they're fueled by a new desire to kick it in high gear this season.

Music to my ears! It's no surprise to me that the athletes I coach virtually make me want to up my *own* game and deliver my best to you! You are the whole reason I'm a coach in the first place.

[We're holding another call soon, in case you missed the first one...get registered now.](#)

[first name], where does inspiration come from? Is it from a regimented goal setting routine where you're doing more work, putting in more time at the gym, training longer and harder? Sure, I can testify that when you see improvement in the physical realm, you begin to feel more confident and it shows up in your game.

But did you know that you can **teach your mind** to "pour it on" and it shows up in your game, too? Some coaches and athletes miss this part, but I've personally seen athletes' performance spike after a quick mental exercise that jots them from a moderately successful outcome to a performance that utterly shocks even them!

It's like they never knew they had it in them. But everyone has "it." No one has to settle for the same old training that gets you the same old results.

I'm holding another call to jolt more athletes into action. (How can I resist? I'm a coach.) We're on again tomorrow, November 2, at [time]. [Reserve your place on this call now.](#)

To your success,

Loren

P.S. [Will you join me?](#) I'm showing how you can augment your goals setting (or get rid of that hassle altogether) with some simple strategies that work, no matter the sport. These tools work for everything from swimming to mountain climbing.

Coach of Champions Determines Goal Setting is Hazardous to Success

Loren Fogelman plans a teleseminar to reveal mental training tips that boost athletic performance.

Oct. 20, 2014 – Motivation determines success, not goal setting. “Goal setting may actually defeat an athlete’s will to win,” says Loren Fogelman the founder of Expert Sports Performance and author of the book [The Winning Point](#).

Athletic coaches motivate their players and teams with various training techniques. Most strive toward physical and technical excellence, while encouraging a winning mindset.

Loren Fogelman maintains that goal setting actually decreases your chances of ever getting to that top spot on the podium. “The old “SMART” goal setting instruction simply does more harm than good,” she says.

Typically, if an athlete wants to increase speed, agility, or strength, the usual process is to train harder or longer to achieve your goals. But this isn’t really necessary. The trick to winning is to train your brain to push past limitations you believe exist in your personality and your game.

Is it possible to do this without spending more time at the gym or practicing your technique?

“Absolutely,” says the former therapist and competitive rower. Her best practices include visualization, self talk techniques, and personal story telling.

On Oct. 30, Loren will be hosting a free teleseminar to teach the distinction between goal setting and other ways to achieve success in sports. For more information about this free virtual training, visit [\[the name and link to the sign up page\]](#).

Loren Fogelman is a coach and motivational speaker in the world of sports performance. She can be reached at Loren@expertsportsperformance.com.

Sports Performance Coach Offers Free Training to Dispel Myth of Goal Setting

Loren Fogelman will host a complimentary call to set the record straight about SMART goal setting and athletic success.

Oct. 20, 2014 – While athletes and trainers continually enlist new mindset tools to achieve performance gains, sports performance coach Loren Fogelman is out to change the way they pursue wins. Goal setting has so eroded the mental skills of athletes that she practically bans them from her repertoire of training. Her passion about the subject inspired this free call on Oct. 30 at [time].

“If you want to know why you keep getting the same results from your workouts and practices, look to your mental game,” Fogelman says.

The free teleseminar will explore aspects of the mind you may be overlooking as you train for your next race or game. Goal setting is one of the culprits that lead to average, even negative, results. By its very nature, “SMART” goal setting is uninspiring, and tends to dull the edge that top athletes need in order to win.

This training call is offered for free to anyone who wants to replace average performance with a passion-driven sprint to success, regardless of the sport. Fogelman shows how to implement three mindset techniques to boost your physical performance.

To register for the call, visit [the name and link to the sign up page] before Oct. 30. The call is 1.5 hours long and begins promptly at [time].

Loren Fogelman is a coach and motivational speaker in the world of sports performance. She can be reached at Loren@expertsportsperformance.com.

Social Media Copy for *How Goal Setting is Killing Your Performance, with Loren Fogelman, Oct. 30*

Tweets:

How goal setting is killing your performance

The mind set tools you need to conquer your sports performance issues

You're immediately going to get this about sports performance. Must attend...

Why bother with more physical training when you can do this instead, and win?

Because goal setting isn't SMART after all.

The coaching tricks Olympic caliber coaches never mention.

You can't lie to yourself any longer if they're going to win this season.

Why physical technique and strength don't really matter in your sport.

Your jaw will hit the floor when this comes out. Don't be the last to know.

Get this first, and invite your team – before your competition finds out.

Goal setting eats your heart out...find out why.

It's not about pushing yourself to accomplish more. Get these mental tricks.

How to win with your mind.

Forget your goals and set yourself free to be the champion you long to be in your sport.

The sweet thrill of victory has nothing to do with goal setting. Why?

Reaching your goals won't get you the gold medal. Huh?

Would you stop goal setting in favor of some Jedi mind tricks for athletes?

Letting you down easy. Why you shouldn't want to reach your goals.

You just might win, but you have to stop the entire goal-setting nonsense.

Which is more powerful, the mind or the body?

Is over-the-top, physical performance possible with these mental tricks?

Freaky promises coaches sometimes make...

Athletes are kidding themselves if they waste time on these training tips...

I can prove SMART goal setting is stupid if you're an athlete.

Give yourself the freedom to let go of your goals and cross the finish line first! Here's how I did it.

Facebook posts:

You're ready to fly. You've trained your body for victory. But if you haven't trained your mind, you can't win. Jump on this FREE training call and find out how to train your brain to WIN this season. <<Link>>

Did you know, when champions achieve greatness in their sport, it's because they went beyond goal setting and more physical training. That's right, it's not all about putting in the hours at the gym, nutrition, or even getting the top technical coaching available...it has everything to do with the power of their mind. This insight will transform your game this season...jump on the FREE call. <<Link>>

Your winning margin narrows as you move up the ranks in your sport. What's that micro-difference that puts you on top? I found out about a "winning formula" you've got to see. <<Link>>

Your mental muscle is your edge. The top athletes train their minds. It's not just motivational talk. It's the difference between performing well, and getting to the top of the podium. Want to know how to do this, too? (This has nothing to do with goal setting!) <<Link>>

There are those who make it to the podium every time, and then there's everyone else. Do you think it has everything to do with skill, talent and technique, or is there something else going on? Peak performance requires laser focus and mental stamina. Get past goal setting and learn how top athletes do this! <<Link>>

Are you ready to STOP holding yourself back, putting on the brakes, and START playing to win without any doubt, worry or anxiety?

Video here



Make this your best year ever!

"Imagine Consistently Achieving Performance Gains Makes Sports Much More Fun. Here's a PROVEN System that does just that..."

From the desk of Loren Fogelman

Ashland, Or

Thursday, 8:30am

Dear Friend,

Does this sound familiar?

- **Everytime you compete, no matter how prepared you are, you fail to live up to your true potential.** Worse, you put in tons of hours, worked on your form and it's amazing what you're capable of during practice... but your game falls apart when it counts!
- **Your training emphasizes speed, endurance and strength.** You're working hard, but you're not making significant gains. You'd love to be the best, wish you were naturally talented and avoid the grind. (Wouldn't it be great to hit your numbers, each and everytime, seeing your efforts pay off?)
- **You're sick and tired of hearing how much potential you have and seeing looks of disappointment when you performed sub-par.** When you first heard that you could go all the way, playing in the BIG leagues, you bought into the dream. Now you're frustrated. Still kicking yourself for that BIG mistake which cost you your lead.
- **You hope to avoid making the same mistake as you did before.** Beating yourself up is draining, feeling tired from the inner struggle before it's "go time." You'd love to get the thoughts out of your head.
- **Everyone tells you to "get over it" ... but no one tells you how to get out of your own way!**You've been struggling for a long time now, it's chipping away at your confidence, and you wonder if you'll ever get out of this slump.
- **You eat, sleep and live for your game.** It's your life! So why are other athletes who are less talented and newer to the game winning, and you're not? You've watched them pass you by, and wonder what they've got?

- **Here's the GREAT news – you are EXACTLY in the right place NOW!**

My name is Loren Fogelman, and I'm known as the Coach of Champions.

Why? Because inspiring high achieving athletes to confidently perform instead of holding back, is what I do best.

In fact, the results happen quickly. Helping top performing athletes get out of their own way to claim new performance best records is what I do best! Athletes in team or individual sports, from recreational to professional, achieve performance breakthroughs.

This isn't to brag. It's to let you know that you don't have to struggle any longer than necessary. In fact, the struggle is optional. I've helped athletes in multi-year long slumps, on the verge of quitting, go from slump to clutch overnight! I've got it tightened up and down to a science.

Take the next step to make this your best season ever. Now's the time to learn the inside secrets!

Mental game training is the most overlooked, and poorly coached, part of most training programs.

Developing your mental game muscle is the easiest, fastest way for performance gains!

Mental toughness is highly misunderstood. It's not white knuckling it, gritting your teeth or hoping to avoid a mistake. New equipment, longer hours spent training and additional coaching fails when it's an inner game issue.

There's a formula that helps athletes compete to win.

The fact is solid confidence, laser focus and zone performance is the QUICKEST way to:

- Develop a competitive edge to **perform your best** when the pressure is on
- Dig deep to **stay strong** through the tough moments
- **A proven strategy to** quickly recover from distractions
- **Avoid the primary cause** that topples top performing athletes
- The strategy for **champion performance**
- **Accelerated gains** with this counter-intuitive focus tactic
- Knowing what to tune into (and when) for optimal results
- See **improved performance** each and every time you practice
- A powerful mindset shift for **winning competitions**

Here's the thing, knowing the X's and O's in your sport is not enough. The difference between winning, or not, is relatively small.

The margin narrows as you move up the ranks. Maybe you were once the one to beat. Then when you moved to the next level of play, others were bigger, better and stronger than you. You quickly went from the top of your game to average.

If you don't know how to quickly recover from setbacks, and unexpected distractions, it's easy to lose your edge.

Let's stack the odds in your favor. That means using mental game strategies, at the right time, for winning results. Working on your mental game is a good start. **But it's only the beginning.** You'll also need to:

1. Discover what's REALLY blocking you. That's because where you're spending energy trying to fix something may just be wasting your time.
2. How champion train differently than most other athletes to keep them at the top of their game. (There's a reason some athletes fall from the #1 spot. It's not what you think it is.)

This is the tip of the iceberg. It's enough to get started, but when the pressure is on that's when you return to old habits. They weren't very effective before, and they still don't work.

You don't have the entire system. This is only a glimpse at the entire play book. Like I said, I've nailed this one down to a science. I know EXACTLY what you need to do. And as a results junkie, I want you to get the best results and WIN!

Don't blow this off. The best athletes are spending LOTS of time training their mental game. They know that the most confident, focused athlete has a competitive advantage.

This happens all too often!

Some athletes falsely believe they can take it easy because they're favored to win by a wide margin and then wonder why the underdog blew them away. This happens more often than we realize. And there's a reason why.

Many athletes never work on their mental game. So they choke in high pressure moments. That's because no one has taught you the entire mental game playbook. You may have had some here, and possibly some good advice, but you didn't receive the WHOLE mental game plan.

For instance:

- Did you learn the necessary elements to quickly get into the zone?
- Did you learn presence – and how it leads to clutch performance?
- Did you learn the specific mindset that's teachable and leads to more wins?
- Did you learn the strategy for ongoing performance gains?
- Did you learn the exact type of focus that delivers wins?
- Did you continue to enjoy (and have fun) training and competing?
- Did you learn a powerful mindset strategy which eliminates intimidation against tough competition?

It's critical you get the entire play book, because if you don't, you run the risk of quitting too soon and never going the full distance.

You're about to get the COMPLETE, PROVEN playbook to build confidence, laser focus and claim your spot on top of the podium by training your mental game for breakthrough performance.

Every serious athlete needs the tools to face uncomfortable challenges. Here you'll gain insight on what it takes to effectively overcome those hurdles and rise up to the challenge.



Unleash the Champion Within

Now's your time to stay confident, present and focused under pressure, perform through fear and achieve champion results.

You're about to learn my clear, PROVEN, 5-STEP play book, which teaches you EXACTLY how to tune out the distractions, take calculated risks for accelerated gains and eliminate the doubts causing your to second guess your next move.

Time is of the essence, follow the lead of champion athletes, for FAST results.

Whether you're a professional or recreational athlete, team or individual sport, you'll gain tools, techniques and tactics designed to make this your best season ever, each and every season.

It's plug and play. All you need to do is follow my step by step system to play a BIGGER game.

Here's a SAMPLE of what you'll discover when you train to win with this play book:

MODULE 1 – How to craft a vision that inspires you to GO BIG!

Have you heard the saying "if you don't know where you're going, how will you know if you've arrived?" Well, let's start with creating a powerful vision of what you aim to achieve.

Goals aren't enough to keep you in the game for the long run. Instead it's a strong vision that drives your game. Get this right and it will keep you going through the dips and plateaus.

Not having this piece affects your drive, possibly leading to missed opportunities or quitting too soon.

Here I'll walk you through the system that inspires athletes to dig deep and get excited about what's possible.

What you'll accomplish:

The champion mindset you MUST have to compete with confidence. This one shift sets you up for consistent WINS!

Map out an inspiring BIG plan. (No holding back here. Aim for a personal, powerful vision.)

Why sticking **only** with goals lack staying power for the long run. (In fact, NOT taking this step could cost performance gains, lower motivation to overcome obstacles and lead to missed opportunities.)

How to stay engaged during practice (and why that matters!)

Simple steps to fully connect you with a **powerful vision** regardless of your current rankings.

Following a fool proof strategy that raises your odds for a winning season.

And so much more!

I now have 100% confidence that I will achieve my goal. Before working with Loren I was having one of the most disappointing and frustrating seasons of my career. The frustration built upon its self every meet and by the end of the season

I was starting to consider hanging it up. I spoke with Loren the evening before my last competition of my season and it was a mind blowing experience. I have worked with a few sports psychologists and I never had an experience quite like this.

I was able to visualize my entire performance and for the first time I could actually FEEL what it would be like. With Loren's help I can feel and see what it will be like to achieve my goal and have 100% confidence that I will achieve my goal. ~ **Mike Milakovic Sport: Track and Field (Hammer Throw)**

MODULE 2 – My Step by Step Formula on How Champion Athletes Manage Doubt, Fear and Anxiety

Managing your energy is a game-changer!

Many athletes don't have insights on how to get out of performance struggles. They don't understand what's getting in their way. All they know is that they're not performing to their full capabilities.

When you hit an obstacle, your response matters. So here's where you learn to work with the resistance instead of against the resistance.

That's because when you fight against the challenge, then you are losing. In this section you discover how to minimize negative energy (including doubt, fear and worry). Then ways to increase your positive energy so there's more fuel available when competing.

In fact, this is what you can expect if you fail to train your mental game:

- Overwhelm
- Quitting too soon
- Feeling drained prior to the start
- Difficulty focusing
- Critical thoughts
- Tense muscles
- Failing to hit your numbers
- Wondering what went wrong once more...

The good news is that you don't have to be a naturally talented, gifted athlete to claim your spot on top of the podium. Know you can perform through your anxieties. I'll teach you my very special actionable strategy to manage your energy and finally release those demons. Here's when you rise up to the challenge for champion performance.

There's more to a winning mindset than just showing up to compete. Here's where you follow proven strategies to improve your state of mind.

Honestly, you'll never know it all. Top performing teams consistently strive to strengthen their mental game. Too often athletes lose focus, especially when they're up against tough competition. You'll tip the odds to win in your favor by never quitting before it's game over.

Here's what else you'll learn in this module:

A specific pre-event warm-up for a strong start. (Don't do this and you'll continue to hold yourself back. Guaranteed.)

How to get you're **A-Game ON**. (You'll love how this speeds up progress.)

Steps to break the cycle of energy draining negativity

Tools to maintain steady control. Stop allowing doubt, fear and worry to throw off your plan.

A really cool way to get out of your own way. (Getting caught up in the problems digs you in even deeper.)

How control issues work against you. Learn the single mindset shift to loosen up and get back in the game.

Plus, we'll take time here to work through your specific issue.

Don't know how to get out of your own way? Or beating yourself up for mistakes where you can't let them go? No worries. You'll receive my #1 proven strategy that I use with my private clients to quickly get out of the struggle.

Many personal records. Loren Fogelman spoke to our high school cross country team on positive mindset. She also spoke individually with some of our veterans who sought her out. She took one student athlete aside who was being consumed by self-doubt and another who was wrestling with self-imposed pressure since her freshman year. From those conversations our lead runner ran a 9 second Pr for her 5k time which I anticipate her eclipsing that by perhaps 15 seconds next week. Another runner you spoke to privately ran a 42 second Pr, which equals her lifetime best. **As a result**, there were many personal records (Pr) for the varsity XC team.

~Coach John Cornet, Cross Country

MODULE 3 – You're laser focused, know how to get out of your own way and now it's time to WIN!

It doesn't matter how TALENTED you are if you fail to hit your numbers when it matters most! You're placement on the team is not secure if you fail to perform. Instead of putting on the brakes, go for it, despite your doubt.

It's why I devote an ENTIRE section on the courage to win (yes, it takes courage to go the full distance!)

Now it's your turn to learn my SPECIFIC strategies for clutch performance, create a new spin on failure and how to psych yourself up instead of psyching yourself out.

You'll learn my insider strategies to develop an "action mindset" to perform beyond your current capabilities. It doesn't matter if you're already hitting your numbers, or hoping for a breakthrough, I'll show you the mental game strategies of champion athletes regarding risk and failure.

Uncover the blind spots in your plan.

5 step plan to act instead of react

How to beat perfection paralysis (it's easier than you think)

The moment of truth about your desire to win. Get brutally honest with yourself

Train your brain to win.

Remove the obstacles with a powerful paradigm shift

And so much more!

Loren's insightfulness is absolutely uncanny. Loren I am amazed at how good your stuff is!!! Mike's training has gone to a whole new level since meeting with you!!! You have my upmost respect and will be my only referral for my athletes needing the mental edge. I have another Olympic hopeful in the sport of Bobsled that will be calling you. Thank you!!!!". ~**Brad Davidson**

Stark Training in Irvine

MODULE 4 – Peek into the locker room of champion athletes to discover how they train smart to win

Sports are a mental game. Across the board, from newbies to pros, athletes miss the mark when it comes to training to win.

Neuroscience proves there are ways to improve your speed and accuracy – and it's coach-able.

Time is at a premium. There's only so much you can do in a given amount of time. So it's time to cut the fluff from your training plan. You'll achieve more by training smart.

There are geographical hotbeds for outstanding athletes. Gain insight into the primary training methods of exceptional athletes (even ones from the poorest countries. It's not about the technology).

Knowing this one strategic move, even if it's your only take away from this program, will save you time, money and frustration.

This module takes you from average to all-star, gaining strategic practice habits for a winning edge (you'll wonder how something so obvious has been overlooked for so long).

How to remove your performance blocks (use this mindset shift to bounce back from distractions.)

When to play it safe (and when to **take a risk**)

Steps to maximize your focus when you're feeling challenged.

Discover the one thing to **maintain control** so you don't throw in the towel.

Overcome personal resistance and obstacles.

Create a **new response** to pressure that works

The one BIGGEST preparation mistake most athletes make. (It consistently throws off your game when the unexpected appears)

My very specific formula to achieve **performance gains** each and every time your practice

Plus you'll receive challenge sheets to plan out your race strategy so you're fully prepared for all possibilities.

Don't let unexpected obstacles throw off your game. Everything is plug-and-play to sync easily with your training plan.

WHAT A BREAKTHROUGH!!! Thank you so, so, so much for coming to our gym and talking to the team about confidence and focus! You helped me a lot this week! After you talked to us on Monday, we had 10 minutes of practice left, and normally we would have not really done anything. But we decided to start putting confidence to the test and work on beam routines. In about 25 minutes, I stuck 11 beam routines thanks to you! At our state meet this weekend, our whole team did awesome! I got my highest score too! I beat my old highest score by about 5 tenths! Then I won floor! Now I get a banner! Thank you so much for coming in and helping us! I will put everything you showed me to good use!

~ Emily Eisma, Gymnast
Medford, Oregon

MODULE 5 – Who’s got your back? Create your winning all-star team

Whether it’s your coach, teammate or your best friend, know who’s got your back. That’s because you’ll go further, and with less energy, when you spend time with people who lift you up and push you ahead.

If you’re not training with the right athletes, you’re not only limiting your capabilities, you’re also staying in your comfort zone. Stop holding yourself back. It’s like cheating your coach and teammates.

Winners give it their all, in practice and competition. Champion athletes aren’t looking for it to be easy. They’re showing up to be the best and push beyond their own limits. Choose the people who’ll cheer you on when you’re stepping beyond your comfort zone.

This module gives you the insider strategies of high performing athletes on who to let in (and who to keep out) of your inner circle.

Team up with the right people to take you beyond what you believed possible. It’s one of the most satisfying things you’ll experience. You’ll never have to wonder “what if” because you doubted yourself and played a safe game.

These strategies will absolutely offer the winning tips of champion athletes. I see athletes step up in unexpected ways when they’ve taken control of who joins their all star team. It’s something which sets you up for success, in and out of uniform.

The #1 thing that stops progress dead in it’s tracks!

Discover the truth about mental toughness.

Steps to take when you’re convinced that your coach hates you.

Why your future depends on you taking initiative (even when no one is looking).

Why you MUST train with the best (especially if you’re seeking an edge).

What it means to “uplevel” and why it matters to you.

Learn the 3 steps for your winning dream team

Yes, you can choose your dream team. Thinking it’s black and white, either you’re on a fantastic team or you’re not, is faulty thinking. If you’re seeking to win, discover “out of the box” tips to surround yourself with winners

A powerful tool that helped me stay calm and focused As a serious amateur golfer and with a couple of important tournaments on my schedule, including the very competitive “Southern Oregon Golf Championships,” I was looking for any chance to improve upon the mental aspect of my game. For a first time participant in this huge golf tournament, I felt that your help and mental suggestions were a powerful tool that helped me stay calm and focused under the pressure of competing directly against the player next to me in the unique format that is “match play.” I want to thank you for your mental training. I would also recommend your services to any athlete competing, or simply wanting to improve, in their sport. ~ **Michael Goldman, Winner of the Senior Fourth Flight, SOGC**

We're only getting warmed –up. Getting results is what counts. So you'll also discover 4 Advanced Strategies.

Although the regulations remain the same, each competition is different. Location, preparation and your mental game influence the outcome.

It doesn't matter whether it's pre-season, mid-season or your season recently ended. It's important you possess these additional tools to stay confident, present and focused under pressure, perform through fear and achieve champion results.

You'll learn:

Champion athletes are driven to excel. Your "BIG WHY!" takes you there

My #1 secret weapon to bust through fear, doubt and anxiety

How focus directs your internal GPS. Know how your focus influences performance

Quickly recover from distractions so it doesn't throw off your game

Now you're probably wondering, "Loren, how exactly are you going to teach all this to me?"

1. Create an inspiring, compelling vision
2. Manage your mental game to stay strong all season long
3. The courage to put it all into play and win
4. Fast track your performance by training smart
5. Choosing your winning All-star team

...All without burning out, so I can enjoy the wins and see my numbers improve?"

Great question!

Here's my answer:

This training is designed with you in mind emphasizing what it will take to achieve those results. I'm going much deeper than those "at home" self study products where you get the material and then stick it on a shelf.

Struggling through the information, where you end up with more questions than answers, doesn't work. That doesn't cut it for me. I want you to get results. It's what I deeply care about.

I'm going to coach you all the way through this one. I'm not settling for anything but the best with your investment here. Let's team up for you to compete with confidence and achieve performance breakthroughs.

Here's the game plan to make this happen:

A week before the start date, you'll receive an invitation to join our exclusive online forum. That's where we'll post all the trainings, recordings of the calls, additional video training, worksheets and more.

You'll be guided step-by-step along the way to easily navigate each training call, video and worksheet.

Now what's really cool is that each training call includes LIVE Q&A where you can ask me any question you want related to mental toughness, strategy and actionable next steps. I'll coach you to apply what you're learning so you experience performance gains.

During each call I'm also going to work on your BIGGEST struggles and challenges. Let's remove them once and for all.

Here's where I'll navigate you through the #1 strategy that I use with my private coaching clients for breakthrough performance. You may have heard of it before. It's called The Emotional Freedom Techniques (EFT) or tapping.

I can't wait to work with you, compete with the same confidence as you train and finally score big with new performance best records.

Live Call Schedule:All calls are at 3 p.m. Pacific/ 6 p.m. Eastern

Call 1: Thursday, November 13

Call 2: Thursday, November 20

Call 3: Thursday, December 4

Call 4: Thursday, December 11

Call 5: Thursday, December 18

I realize you're busy and may not be able to make a call. No worries, I've got that covered. All calls are posted in the online forum so you can listen to them at your convenience.

It's so easy. You can even download the MP3 and listen to it while working out or going for a run.

Here's the deal, you'll receive the 5 live trainings and Q&A calls with me. Stay on the line with me and then we'll use EFT to eliminate your specific performance doubts, fears and worries.

It's set to be plug and play. The training calls, videos and worksheets for each module is readily available so you join the live call ready to go.

You'll also receive the MP3 recordings from each call to keep forever in your champion play book.

Everything you need to make this your best season ever is include. To make this an easy "yes" these additional performance breakthrough bonuses are included:

(you already know I'm a results junkie and want you to win, so check it out...)

Additional Bonuses!

Bonus #1: My Mental Toughness Assessment to strengthen your mental game (value \$97) Quickly discover your mindset gaps. Know exactly what throws off your gamePinpoint the exact places to develop at the beginning of each season. Then check out the gains you made at season's end.

Every minute counts. You want to work on areas where you'll achieve the most gains, the ones that'll lead to the biggest gains, in the shortest amount of

time.

Bonus #2: My #1 Secret Weapon to instantly remove doubt, fear and worry. (value \$97) I use this with all of my athletes to immediately create laser focus. Gain a powerful, but little known, technique to deal with inner game worries. The great news is that it's quick and lets you remove anxiety, fear and doubt instantly on the court, on the field or in the locker room. It works whether you're alone or in a crowd.

It's used by athletes the world over, from world class gymnasts prior to their routine to pro ball pitchers on the mound – including a major league baseball team that has won the World Series.

PGA golfers use this to shave strokes off their game, improve focus and keep their hands steady. NFL players who found it helps reduce down time after an injury to return to play faster.

Bonus #3: Quick Start Boosts to Improve Performance this Month (value \$47) Simple, but powerful, exercises you can do in your daily life to accelerate performance results at go time. Learn ways to tap into the subconscious mind for even faster performance gains. Our subconscious is more powerful than you realize and influences performance outcomes.

Overlooking the subconscious leads to sabotage, blocks and struggles. The easy to implement steps in this tool gets the subconscious mind working toward a winning season.

Experience how it builds focus and confidence to illuminate hidden opportunities. Your commitment to personal excellence will continue to grow stronger each and every day.

Here's the game plan. With the Unleash the Champion Within Training you'll receive:

- Immediate access to our Pre-course Accelerator Series for a strong start (and to keep going strong all season long).
- Access to our private training center where I'll coach you through each module. It's user-friendly design makes it easy to navigate.
- 5 Live Training Calls. Here's where I work with you for deeper insights that lead to performance gains. Let's team up to strengthen your inner game.
- The MP3 recordings to add to your champion library so you can listen at your convenience.

Plus, you'll receive the additional FREE bonuses:

- Mental Toughness Assessment to strengthen your mental game
- My #1 Secret Weapon to instantly remove doubt, fear and worry
- Quick Start Boosts to Improve Performance this Month



Stronger growth strategy! Loren Fogelman is a phenomenal person and coach. I have met with Loren on several occasions. With great precision she was able to identify problems that have affected me in my sports training. Loren has the ability like no other I have met. Her focus is powerful and her dedication is relentless. This is a coach that drives her team not only to reach their goals and achieve success but also teaches you how to deliver winning results again and again. She has had a powerful impact on my life and I am grateful I found her! Suitable indeed to say, "Just Do It", call or contact Loren Fogelman and allow her to teach you how to succeed today, tomorrow and for a lifetime.

~ **Samantha Rose, Medford Oregon**

Now a Sponsored Athlete! At the age of 50, I finally decided to go after my dream of doing an Ironman. I decided to become the best triathlete I could become. I turned to Loren for advice. Loren helped me figure out the answers to some hard questions, most importantly, would I regret not trying? I am pursuing that dream. Loren "pushed" me out of my comfort zone and helped me find the courage.

As a result I am now a sponsored athlete. I would not have achieved that goal if it wasn't for Loren. I highly recommend her for all athletes, no matter which level you are currently playing at. Loren will help you take your mental game higher than you ever could on your own.

~ **Robin Glembosky, Triathlete**

By now you're probably wondering "What's this is going to cost me?"

There's no room for fluff. I'm straight forward and to the point. My strategic mind always looks at all angles to reveal the best solution forward. That means noting the pros and the cons.

I don't need to convince you that the Unleash the Champion Within Training is easily worth the \$797 (the full price for this program).

And I'm not going to compare it to the cost of drinking a Red Bull or Gatorade every day or that it's less than a new top of the line bike or set of clubs.

I know you're already crunching the numbers.

As you compete at higher levels of competition, the gap between the best and worst athlete narrows. So what opportunities would appear with a 10% performance gain?

You can see that if you followed my proven formula, whether you're a student athlete looking to get picked up by a D1 school or a pro seeking to improve your stats, saving the time (and frustration) trying to figure out on your own how to gain that kind of edge would totally justify the investment.

How long have you dealt with confidence issues which continued to plague you after a mistake?

Let's be real, many of you are going to invest in new equipment and additional lessons. Your mental game, however, leads to the quickest and biggest performance gains.

Highly competitive athletes are constantly pressured to perform. Time is a commodity. And there's usually someone else coming up through the ranks who's hungry to grab your spot on the team.

Professional and Olympic teams heavily invest in the mental game. That's because they know an athlete's edge can easily unravel without proper training. Many athletes, however, don't have access to private mental game coaching.

I'm not looking to go on and on about the value of what you have access to right here and now.

Look at this opportunity from all the angles. Because I've seen what happens when highly talented athletes, with a bright future before them, play a safe game and quit too soon. Forever they're left wondering, "what if..."

Out of respect I've laid out not only Plan A, but Plan B, Plan C and Plan D. I've covered most of the bases here.

And even if you FAIL and only experience a 5% gain, you'd STILL be ahead of the game.

The only way you'll lose is if you hesitate, procrastinate and wait too long to take action. It's time you got out of the struggle. Those familiar doubts don't need to plague you any longer.

Let's take it one step further, to make this investment a no-brainer. For a limited time I'll throw in a fast-action scholarship of \$300. That's because I like to inspire fast action takers since they tend to be the best students.

Seize the opportunity! With this \$300 fast-action scholarship, you'll get everything above for \$497. I'll let you know that just by saying "yes" you'll quickly see a mindset shift. It can happen that fast!

Plus, I'll include an option for an easy installment plan (since I know this is an investment for you).

Are you ready to finally claim your spot at the top of the podium!

Plus! You're Protected by my Happiness Satisfaction Guarantee Here's my 100% guarantee. I know that you'll love the Unleash the Champion Within Training. And I KNOW it has the potential to transform your performance as long as you do all the work. But in case you don't agree, join me for the first two training

calls. If at the end of the 2nd training call you decide this isn't for you..in your gut, let me know and I'll refund your full investment. No questions asked! You have nothing to lose and everything to gain!

Yes Loren! I'm ready for a winning season. Let's get started with the Unleash the Champion Within Training! Right now for my investment of \$497, I understand I'm going to get:

Loren's complete system to compete with confidence for a winning season. This will be covered in 5 training, Q&A/hot seat and mental game building coaching calls with Loren, plus a bonus Q&A call (\$497 value by itself!)

I also get immediate access to your Pre-course Accelerator Exercises for a strong start and to keep going strong all season long.

Access to our private training center where you'll coach me through each module. It's user-friendly design makes it easy to navigate.

5 Live Training Calls. Here's where I work with you for deeper insights that lead to performance gains. Let's team up to strengthen your inner game.

The MP3 recordings to add to your champion library so you can listen at your convenience.

Plus, you'll receive the additional FREE bonuses:

Bonus #1: Mental Toughness Assessment to strengthen my mental game

Bonus #2: My #1 Secret Weapon to instantly remove doubt, worry or fear.

Bonus #3: Quick Start Boosts to Improve Performance this Month

And I'm completely covered by the Happiness Satisfaction Guarantee, where I can join you for the first two module training calls to decide if this is for me.

Pay in full to register now

~~\$797~~ - \$497

Pay in 3 easy installments of \$197

(payment will be processed in 21 day increments)

Your payment is processed on secure servers.

Ready to get started? Reserve your space today to make this your best year EVER.

Warmly,

A handwritten signature in black ink that reads "Loren". The letters are cursive and fluid, with a large initial "L".

Loren

P.S. There's power in making a decision. So decide before you leave this page. That's because taking time to "think about it" only delays the decision. Indecision creates an open loop, leading to missed opportunities. Nothing will keep you from your dreams faster than delaying decisions. Whether it's YES or NO, trust your gut and then move forward. If YES, claim your spot and learn my easy, step-by-step proven system for creating confidence, focus and the action steps to WIN!

P.P.S. Reminder. There's a limited time to invest in the easy payment plan. If you're prepared to make this your best year ever, and want an easy payment plan, then reserve your space while you can!



Lowered my golf score to 74.4! Working with Loren was incredibly helpful. I gained a competitive mindset, helping me on and off the golf course. We created a winning game plan to lower my golf score. Her course kept me accountable and pushed me to excel. From our work together, I lowered my collegiate scoring average to 74.4. I'm now a more consistent golfer. My improved focus, and tools to stay relaxed under pressure, translated to lower golf scores and more enjoyment during golf tournaments.

~ Alex Street, Golf

We WON! My USTA mixed tennis doubles partner and I had been so focused on "the score." We're both good players but the past two matches we ended up losing by a point or two. We followed your strategy to focus on playing the game and having fun — and — we won!

~ Phil Harris, Tennis

Ready to claim your spot? Or do you still have questions?

Q: How exactly does this virtual training camp work?

A: A week prior to the start date, you'll receive an invitation to join our exclusive online training center, where we'll post all trainings, recordings of the calls, additional video training, challenge sheets, and more.

You'll be guided step-by-step to easily navigate each training section, video and exercises.

Then, you'll be invited to join me on 5 LIVE Training and Q&A Calls where I can closely work with you as you apply what you are learning in each simple module to your specific sport.

If you miss one of these live calls, you'll still be able to catch up with the recording later.

Q: WHO is this training best for?

A: This training works exceptionally well for motivated athletes, coaches and trainers who seek to achieve maximum performance gains with confidence and focused actions.

I'll show you EXACTLY how to gain a competitive advantage so your competition ready, in the comfort of your home while you develop your mental game and eliminate the inner struggle... FAST

If you're one of the many athletes, coaches or trainers who put everything you know into the X's and O's and now you're watching other less talented athletes pass you by because your performance is off when competing or you're exhausted from silent critical thoughts which are chipping away your confidence and you KNOW it's your time NOW, this is EXACTLY the training you've been searching for.

Q: I'm not a pro or Olympic athlete, can this help me?

A: Yes! It's far better to get started now instead of later. In fact, this training, combined with your physical training, will speed up performance gains faster than physical training alone. And you'll be better prepared as you compete at a higher level of play.

Keep an open mind and you'll discover new insights. You'll also refresh your current skills with a new perspective. There's a purpose to repeating drills when training. That principle applies to mental game strategies too.

The strategies you'll gain to build confidence, recover from distractions and trust your capabilities build upon themselves. Strengthening your mental game is one of the biggest, hidden secrets to setting new records without the struggle. You'll gain brilliant insights as you go through the series, plus it's all plug-and-play.

Q: I've taken mental game courses before – how is yours different?

A: Then it's a shorter learning curve for you. The Unleash the Champion Within Training covers essential steps you need in place if you want to stay confident, present and focused under pressure, perform through fear and achieve champion results.

Each step builds upon the previous one so after you do step one then you move onto step 2. Look, there are many good performance coaches out there (I know because I've met many of them.) This system is designed for coaches that are seeking a straightforward approach for performance gains that's going to deliver. If that's what you're looking for, that's what you'll get in this program.

This program, Unleash the Champion Within, is the playbook that trains you on the unique mental game strategies when competing to win.

Now many programs place 90% emphasis on tactics and physical training. But when you're up against tough competition, confidence, focus and the ability to quickly recover from distractions gives you a competitive advantage. Knowing the tools to get out of your own way is what keeps champions at the top of their game. Now it's your turn to build your mental game muscle.

Q: The mental game is new to me. Will this really help me?

A: You're in the right place! This program is designed especially for you. I have proven techniques that I've been using for years which build confidence, improve focus under pressure and stretch beyond your comfort zone.

The only promise I can make is that if you don't train your mental game, or try to figure it out on your own, you'll probably find yourself constantly "second-guessing" yourself. Champions take ACTION. They're not waiting for someone else to give them permission to make a BOLD move. Imperfect action, committed to consistently performing your best until game over, is the hidden secret of champion athletes.

Q: Will this motivate me in other areas of my life?

A: I believe that how you do anything is how you do everything. If motivation to consistently train and perform your best is a problem, then there are other areas of your life where motivation is an issue too. You can easily apply this system to areas beyond sports to experience improvement there as well. You'll be amazed at how much mileage you'll receive from this product.

There's always more to learn. Stepping up into your really BIG performance goals means continued personal growth along the way. You'll build upon what you're already doing well.

Champions continuously grow. They're always seeking ways to gain an edge to stretch their limits. Slight shifts in perspective often lead to BIG performance gains.

Q: My season recently finished so there's a break in training, should I wait until I return to practice?

A: Actually this is a PERFECT time for you to go through Unleash the Champion Within Training. Why? Because going through this process will actually HELP you prepare for a strong start!

While many athletes take time off once the season ends, it's the perfect opportunity to develop your mental game. It's similar to being benched from injury. Just because you're not in training doesn't mean progress comes to a complete halt. These times are great opportunities to train your champion mindset. Then when you're back to training, you'll start the season stronger. Instead of using first couple weeks to get back in the game, you'll be ahead of the curve. Using this approach for a strong season start leads to bigger performance gains.

Yes, there's tons of free information readily available. But investing in your training puts skin in the game. You'll experience more gains, take it more seriously and see more wins by stepping up to play a bigger game. Join me as I pull back the curtain in how the mental game sets you up to win.

About Loren Fogelman

Loren Fogelman is founder of Expert Sports Performance and an internationally recognized sports performance expert who helps athletes, coaches and teams develop their mental game play book for winning results. She's shown thousands of athletes how to achieve new personal best records with her 5 step mental toughness game plan.

Loren is author of *The Winning Point – How to Master the Mindset of Champions*, an Amazon #1 bestseller. Recognized as a high performance consultant by the LA Times, Loren delivers the little known tactics that shift athletes from average to all-stars by transforming challenges and obstacles into opportunities.

Too many talented athletes get stuck, end up playing a safe game, lose confidence and then wonder later in their life “what if.” As a competitive rower Loren discovered how to get out of her own way – and now coaches athletes to do the same – to achieve their full potential.

Consistently lowers her times! When my daughter first started swimming, she loved being in the pool but shied away from competing. It was as if she didn't have a competitive bone in her body. I realized her lack of motivation for competing was really connected to her fears about failing. So when she did compete, her attitude was to do what was necessary to avoid losing. With Loren's coaching, my daughter now possesses confidence in her capabilities. She consistently lowers her times and trains harder than ever before. Now she is winning medals and quickly moving up in rankings. Instead of avoiding losing, she is now swimming to win! Before she used to wait for instructions, now she takes initiative. Her confidence has grown in a short period of time. Although she is serious about her swimming, I know she is having a lot more FUN!

If you are an athlete with BIG goals then I suggest you connect with Loren. She understands the mindset of champion athletes and is able to quickly pinpoint the obstacles affecting your performance.

Pam, Mother of Alyse D

Swimmer

The Launch Timeline Generator (TM)

Auto Date	Auto Date	Email Theme	Email Subject - Option 1
		Option 1 - Pre-launch Promo To Your List	
10-Oct-14	date - 20		
16-Oct-14	date - 14		
19-Oct-14	date - 11		
21-Oct-14	date - 9		
22-Oct-14	date - 8		
23-Oct-14	date - 7	Email 1, Preview Call	LIST: What if what "they" say is wrong?
24-Oct-14	date - 6		
24-Oct-14	date - 6		
25-Oct-14	date - 5		
25-Oct-14	date - 5		
26-Oct-14	date - 4	Email 2, Preview Call	LIST: It's better if you're NOT a speaker, NAME
26-Oct-14	date - 4		
28-Oct-14	date - 2		
28-Oct-14	date - 2		
29-Oct-14	date - 1	Email 3, Preview Call Tomorrow	LIST: Authentic Selling Secrets is TOMORROW (Send to optin page)
29-Oct-14	date - 1		BUCKET: Authentic Selling Secrets is TOMORROW (Same email - send call in/webinar access details)
30-Oct	date	PREVIEW CALL OR WEBINAR	
30-Oct-14	date	Email 4, Preview Call Today	LIST: How to make Speaking-to-Sell easy TODAY (Send to optin page)

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30-Oct-14	date		BUCKET: How to make Speaking-to-Sell easy TODAY (Same email - send call in/webinar access details)
30-Oct-14	date	Email 5, Preview Call 1 Hour	BUCKET: Less Than One Hour >> My 'Irresistible Offers' Webinar << Attend At TIME
1-Nov-14	date + 2	Email 6, Encore Tomorrow	LIST: Encore on Saturday <<< My Irresistible Offer Formula! (Send to optin page)
1-Nov-14	date + 2		BUCKET: Encore on Saturday <<< My Irresistible Offer Formula! (Same email - send dial in details)
2-Nov-14	date + 3	Email 7, Encore Today	LIST: What To Sell/How To Sell It! <<< TODAY AT TIME (Send to optin page)
2-Nov-14	date + 3		BUCKET: What To Sell/How To Sell It! <<< TODAY AT TIME (Same email - send call in details)
2-Nov-14	date + 3	Email 8, Encore 1 Hour	BUCKET: Final Encore >> One Hour Warning << What To Sell/How To Sell It
2-Nov-14	date + 3	Email 9, Encore Now	BUCKET: Super Quick Message: The Encore Is Starting Now. . .
3-Nov-14	date + 4	Email 10, Replay & Offer	BUCKET: What To Sell/How To Sell It <<< Replay Now Available
4-Nov-14	date + 5	Email 11, Quiz	BUCKET: Win \$1,000 worth of Lisa's products or programs!
6-Nov-14	date + 7	Email 12, Quiz Reminder	BUCKET: Win \$1,000 worth of Lisa's products or programs! Reminder
7-Nov-14	date + 8	Email 13, FAQ	BUCKET: NAME, do you have questions about Speak-to-Sell?
8-Nov-14	date + 9	Email 14, Replay & Stronger Offer	BUCKET: Would You Like An 'Unfair Advantage'? <<< I'm Obsessed With Simplicity
			For Option 1, there are no emails 15-17. Go straight to Closing Strategy.
			Beginner Strategy - Email Close
9-Nov	date + 10	Email 18, Special Price Ends Soon	BUCKET: Rubber Meets The Road Time <<< \$1K Action Incentive Ends Very Soon
10-Nov	date + 11	Email 19, Last Chance	BUCKET: LAST CHANCE >> The Midnight Train Pulls Away Soon << \$1K Action Incentive
10-Nov	date + 11	Email 20, Ends in a Few Hours	BUCKET: \$1000 off Speak-To-Sell <<< Ends in a few hours

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			Intermediate Strategy - Q&A Close
9-Nov	date + 10	Email 18, Q&A Call Tomorrow	BUCKET: Kicking Yourself? <<< Taking Action
10-Nov	date + 11	Email 19, Q&A Call Today	BUCKET: In Just About 1 hour <<< Live Q&A Call With Lisa
11-Nov	date + 12	Email 20, Last Chance	BUCKET: Last Email on My Speak-to-Sell Training <<< Seriously, This Really Is It. .
			Advanced Strategy - Livestream Close
9-Nov	date + 10	Email 18, Livestream	LIST: Join Me In My Home On Wednesday <<< My Treat (Send to optin page) BUCKET: Join Me In My Home On Wednesday <<< My Treat (Same email - send livestream access details)
9-Nov	date + 10		
10-Nov	date + 11	Email 19, Personal Story	BUCKET: A Personal Story <<< No Judgement Plz
11-Nov	date + 12	Email 20, Livestream Today	LIST: Join Me LIVE Today <<< We Start At TIME (Send to optin page) BUCKET: Join Me LIVE Today <<< We Start At TIME (Same email - send livestream access details)
11-Nov	date + 12		BUCKET: Join These Top Experts Live <<< Starting Soon (TIME)
11-Nov	date + 12	Email 21, Livestream Soon	BUCKET: Are You On? Join Me Now <<< You'll Love This Next Guest. . .
11-Nov	date + 12	Email 22, Livestream Midway	
11-Nov	date + 14	Email 23, Livestream Encore Tomorrow	BUCKET: Favorite Moments From DAY's Livestream <<< Relive Them DAY
14-Nov	date + 15	Email 24, Livestream Encore Today	BUCKET: Inspiring Experience <<< Livestream Encore Today At TIME
14-Nov	date + 15	Email 25, Livestream Replay	BUCKET: Have You Seen It Yet? <<< Livestream REPLAY Now Available
15-Nov	date + 16	Email 26, Course starts - Last Chance	BUCKET: We Get Started On DAY <<< Last Chance At The \$1K Incentive!
15-Nov	date + 16	Email 27, Ends at Midnight	BUCKET: JUMP Off The Fence <<< You Have Until Midnight

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15-Nov date + 16
19-Nov date + 20

Email 28, Ends in a
Few Hours

BUCKET: The Midnight Train Pulls Away Soon <<<
LAST CHANCE



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Email Theme

Email Subject - Option 2

Option 2 - Pre-launch Content Strategy

Email 1, Video 1	LIST: Hate Being 'The Best-Kept Secret'? <<< Killer Training
Email 2, Video 1	LIST: Give Yourself An Unfair Advantage <<< Critical Info (Send to optin page) BUCKET: Give Yourself An Unfair Advantage <<< Critical Info (Same email - send directly to video page)
Email 3, Video 2	LIST: How Can It Possibly Work For You? <<< Shocking Revelation (Send to optin page) BUCKET: How Can It Possibly Work For You? <<< Shocking Revelation (Same email - send directly to video page)
Email 4, Video 2	LIST: Discover This One 'Elegant Move' - Easily Attract Clients (Send to optin page) BUCKET: Discover This One 'Elegant Move' - Easily Attract Clients (Same email - send directly to video)
Email 5, Preview Call	LIST: My Irresistible Offer Formula! << Schedule It In (Send to optin page) BUCKET: My Irresistible Offer Formula! << Schedule It In (Same email - send call in details)
Email 6, Preview Call Tomorrow	LIST: Lock In Tomorrow's Live Training <<< I Make It Super Easy (Send to optin page) BUCKET: Lock In Tomorrow's Live Training <<< I Make It Super Easy (Same email - send call in details)
Email 7, Preivew Call Today	LIST: Get My Proven Formula For 'Irresistible Offers' <<< ATTEND TODAY (TIME) (Send to optin page)

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Email 8, Preview Call 1 Hour	BUCKET: Get My Proven Formula For 'Irresistible Offers' <<< ATTEND TODAY (TIME) (Same email - send call in details)
Email 9, Encore Tomorrow	BUCKET: Less Than One Hour >> My 'Irresistible Offers' Webinar << Attend At TIME
	LIST: Encore on Saturday <<< My Irresistible Offer Formula! (Send to optin page)
	BUCKET: Encore on Saturday <<< My Irresistible Offer Formula! (Same email - send dial in details)
Email 10, Encore Today	LIST: What To Sell/How To Sell It! <<< TODAY AT TIME (Send to optin page)
	BUCKET: What To Sell/How To Sell It! <<< TODAY AT TIME (Same email - send call in details)
Email 11, Encore 1 Hour	BUCKET: Final Encore >> One Hour Warning << What To Sell/How To Sell It
Email 12, Encore Now	BUCKET: Super Quick Message: The Encore Is Starting Now. . .
Email 13, Replay & Offer	BUCKET: What To Sell/How To Sell It <<< Replay Now Available
Email 14, Quiz	BUCKET: Win \$1,000 worth of Lisa's products or programs!
Email 15, Quiz Reminder	BUCKET: Win \$1,000 worth of Lisa's products or programs! Reminder
Email 16, FAQ	BUCKET: NAME, do you have questions about Speak-to-Sell?
Email 17, Replay & Stronger Offer	BUCKET: Would You Like An 'Unfair Advantage'? <<< I'm Obsessed With Simplicity

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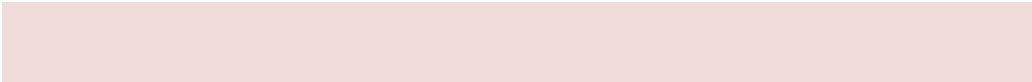
Email Theme

Affiliate Emails

Affiliate Emails - Pre-launch

Email 1	3 Weeks Till STS Lifts Off <<< Solidify Your Schedule
Email 2	One Week Away <<< Get Your Engines Started
Email 3	Missed Any STS Updates? >> Fully Catch-up Here << Your Sample Emails!
Email 4	STS Promo Starts Wednesday - Do You Have What You Need?
Email 5	Your Link Goes Live At Midnight (All Engines Firing)
Email 6	Draft Affiliate Email For Today - Wednesday
Email 7	New Contest Leaders Emerge! (Setup Your Weekend Mailings)
Email 8	[Quick STS Weekend Update] Video 2 Released/Contest Update
Email 9	STS Aff Prizes Up For Grabs (Questions Answered)

Affiliate Emails - Cart Open

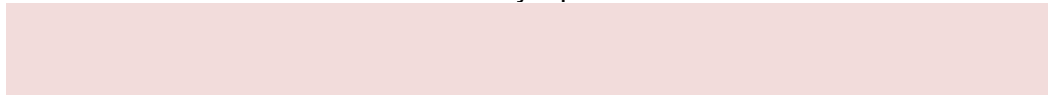
Email 10	Set The Stage For Wed's Cart Opening. . .
Email 11	New Contest Leaders! (Top 20 Listed!) - Your Next Mailing
	
Email 12	Mail For Today's TIME Webinar <<< First Cart Open!

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Email 13 Killer Conversions and Current Leader-boards

Email 14 Maximize Your Results/Over 20K Up For Grabs!

Email 15 Livestream Link/Swipe + Sales Contest On Fire! -
Quick Sunday Update



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- Email 16 Livestream Registration Open <<< Set Yourself Up
For Huge Results
- Email 17 New Sales Leader!! >> The Final Stretch << You're
Crushing It!!!
- Email 18 The Best Conversion Day IS Today <<< Mail For
Moolah
- Email 19 One More Chance At Killer Conversions! - Aff Contest
Winners!
- Email 20 Like Cash? <<< MAIL TODAY!

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Email 21

Thanks Again <<< Final Standings