



PERFORMANCE SECRETS

Doing
What You
LOVE
& LOVING
What
You DO!

BRAD ROSS

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ABOUT BRAD ROSS

“When you want something badly enough and you believe in the magic of your dreams – anything is possible.”

Brad Ross went from a kid with a dream to a young man LIVING HIS DREAM.



From his early days in magic in the 1990's doing 1 and 2 shows a week as a high school student - Brad discovered the world of direct marketing and his bookings skyrocketed.

He quickly began averaging over 25-30 shows a month in less than 90 days.

After dominating the local market with birthdays, schools, camps, magic classes and fundraisers, in 2003, Brad made a GIANT LEAP! Using the same direct marketing principles he used in his local business, he garnered the attention of BIG ENTERTAINMENT BUYERS and began booking gigs as an illusionist at theme parks and cruise ships.

In 2005 Brad once again applied his best marketing strategies and sold himself to the world's largest producer of LIVE family entertainment... the producer of Siegfried & Roy... the producer of Ringling Brother's Circus and Disney on Ice... KENNETH FELD.

Feld was so impressed by Brad's talent, energy, persona and panache that he offered Brad an open ended contract to start as the headliner of his newest production Disney LIVE presents Mickey's Magic Show. Over the next 6 years Brad would criss-cross the globe performing for literally millions of people in 25 countries on 5 continents and over 500 national & international television programs.

In 2011 Brad hung up his Disney hat and began working on his biggest career move to date – creating & producing his own multi-million dollar touring stage illusion production show. 3 years of hard work later, in 2014 Brad opened the show, “Unbelievable” to rave reviews in Branson, Mo. Unbelievable can be seen touring all over the world.

Since creating his marketing company **MakeMagicMoney.com** in 2004, (now known as The Magic Marketing Center) Brad has taught thousands of magicians his powerful marketing secrets. From private coaching to dozens of books, reports, webinars, teleseminars, LIVE lectures, seminars and workshops – Brad's marketing strategies and teachings are helping magicians & entertainers all over the world run successful businesses.

Creator of the It Factor Marketing System and Brad is also the founder & executive producer of **It Factor**

LIVE (most recent edition pictured below) – the original & ultimate hands-on magic marketing workshop and business building bootcamp for Magicians, Entertainers, Artists, Speakers & Entrepreneurs.



It Factor LIVE or **IFL** as it's often referred to, is an annual 4 day workshop that has sold out every year since it began in 2011. During this business building bootcamp, Brad takes a small group of dedicated, smart entertainment entrepreneurs on a whirlwind crash course of the latest marketing strategies and ideas; basically it's a speed learning of what's working right now and how to implement it all into your business before you even leave the conference.

You can learn more about our next IFL boot camp at ItFactorLIVE.com as well as the past workshops now available on virtual home study systems.

You can also discover how you can learn from Brad's courses and products at MakeMagicMoney.com

For info on working with Brad privately in his 1-on-1, invitation only coaching program – The Magic Marketing Warriors, visit BradCoachMe.com

"I went from 'hobby job' to a SIX FIGURE BUSINESS!"

"Thank you for all the help It Factor LIVE gave me... I just completed MY BIGGEST MONTH EVER with 58 SHOWS! I'm SO glad I attended IFL."

MIKE DOBIAS
Kenmore, WA

I went from "hobby job" to a SIX FIGURE BUSINESS last year! If you're serious about creating a successful magic business - the best thing you can do is attend It Factor LIVE! Thanks Brad!

Brad also runs “The Business of Shows” community on Facebook where entertainers, speakers and anyone involved in any kind of presenting can gather for support, accountability, networking and learning.

Finally if you’d like to receive a complimentary subscription to Brad’s monthly **Business of Shows Newsletter**, drop Brad’s assistant a line at Casey@MakeMagicMoney.com to request.

And Brad is a daddy to his sweet fur-baby Merlin, a sweet, loving and playful Bichon Frise who travels with Brad everywhere.



Brad Ross'

Peak Performance Secrets

For On-Stage Entrepreneurs™

What Separates Super Performers from Everybody Else

Pike's Peak is a mountain that rises over 8,000 feet. This particular mountain has a paved road that is used for a variety of racing, from sports cars to marathoners. Its roadway is approximately 13.5 miles long and is considered to be one of the hardest ½ marathon roads in the world.

Most people cannot fathom running a marathon, much less one that has such an incline. This makes it a perfect opportunity to showcase peak performance.

Peter Strudwick was born without feet and deformities in both his arms. When he was born, it was a time when doctors and some parents would not allow a child to live, as they felt that nothing would ever be accomplished by the child. Many people of the time, felt that such children would place too large a burden on parents and should not be allowed to enter the world. Peter's mother was not one of those parents and she left Europe to bring her child to the United States.

We could discuss Peter in a lengthy novel but to illustrate his ability to get peak performance out of his mind and body, we will cut to the chase. Peter ran Pike's Peak 4 times. He had to develop a special way of balancing as he had no feet and his legs ended in stumps. Peter was able to coach his body to respond to the signals his brain sent out and get himself to excel. His ability was so great that when he got a rock in his running shoe, he continued to run and relabel what the pain meant to him. Instead of telling himself how much it hurt, he coached his mind to believe he was loving the experience.

Many people believe that you have to rely on your inner talent in order to achieve peak performance. Talent is only a small part and in some cases, those with limited talent for their chosen profession, succeed anyways, using elements like grit, deliberate practise and perservance.

When you decide that peak performance in all areas of your life will enhance and enrich your life, there are a number of steps to work on. Start with your “big” why and then ask yourself, “How will I stay motivated each and every day?”. Move on to developing your grit, your ability to push through no matter what. Can you see, feel and taste what your peak performance will look like? If not, learn the techniques of visualization, mental rehearsal, and practice, practice, practice.

Now that you are super excited and ready to jump into peak performance, we will look at the 21 Traits and Habits of Peak Performers. By the end of this eBook, you will have a clear roadmap of the journey ahead of you. Make this a fun journey. Enjoy the ride and then the outcome.

21 Traits and Habits of Peak Performers

Here are the habits and skills that you should work on in order to become a top performer. By adapting the mindset, traits and habits of a peak performer, you can transform your life. It just takes a plan and massive action with intent. Think and act like a champion...

1) Passion

It is passion that allows champion athletes and peak performers to perform to the best of their abilities no matter what happens in life. One of the most passionate baseball players was Pete Rose. Sliding into base, feet first takes drive and grit, but Pete took it a step further. He risked serious injury by going head first with his arms outstretched to tag the base. The potential for injury, more than doubled when he adopted this approach. He was so passionate about the game that he would do something other pro baseball players of his time would not.

There are many stories of champion athletes who lost a loved one, just before a major performance. They could have said that they were unable to compete but their passion for the sport would not allow them to quit.

Another factor, is the love and the passionate feelings for the dearly departed. It translates to a feeling of “I am going for my best performance ever.” It is true that the passion and support of loved ones, also drives peak performers to do their absolute best.

Passion goes hand in hand with pain and pleasure. It has been shown that people will do anything to avoid pain and will seek pleasure instead. While some peak performers may do things that seem painful to others, the peak performer has found huge reasons why they seek to do the things they do.

For example we could look at professional wrestlers. While their moves are scripted, they still suffer pain each and every night that they perform. The peak performers from this group, find that at the end of their career, they are so mangled from years of taking falls and hard bumps. With that happening, they cannot walk properly and are in constant pain. So one would ask, if they know at the start of their careers that this is what the end will look like, why would they do it?

The answer to that is passion. They are passionate about hearing the roar of the crowd and seeing the crowd react to what they do. The pain that they feel during each night of performance, is actually pleasure to them because of what goes on outside the ring they fight in.

It is passion that drives singers to perform night after night for sometimes up to year. Passion also drives business people, not only to succeed in life but to contribute as much as possible to the underprivileged.

In the business world, the Rockefeller name is well known. Laurance S. Rockefeller believed that being alive meant being able to give and he had a number of foundations setup to do just that.

When peak performers put everything they have into their career, whether it is professional sports or business, it is the passion that drives them to seek more pleasure from what they do.

Action Steps:

A) Make a list of what your interests are. Beside each one, write out why you want to do this. Then narrow it down to the top 3, using the biggest Why's.

B) Discover exactly what your talent is. How does it excite you? Is it something you would do for free 24/7?

C) Even if you would do it for free 24/7, don't let it consume you. Instead integrate it into your life. It is now a part of your life, without overwhelming your thinking.

2) Drive and Motivation

Understanding that taking a particular action will result in reaching the top, is what many peak performers use to motivate themselves. We can start by using Tony Robbins as a prime example. Early in his career, Tony and his team booked themselves as speakers.

The people on Tony's team would book between 3-5 talks per week. Tony wanted to be the best and give a peak performance every time he spoke. He used the end goal as a motivation tool to book as many as 3 talks per day, at least five days a week. His two goals were to perfect his performance and gain the knowledge he needed by training 10X harder than anyone else.

Tony and other peak performers have what is called, "drive." It is a dynamic quality that allows a peak performer to wake up 2 to 4 hours earlier than the normal person and get a jump on the day.

Ryan Seacrest is known as the hardest working person in Hollywood. He wasn't the smartest in school or even the best athlete but he excelled in driving himself

to succeed. After his school day had ended, Ryan went to the radio station and worked as an intern until midnight. Honing his craft this way and being driven, he now hosts more than one television show at a time. Growing up he was overweight. Ryan uses his drive and motivation to schedule his workouts just like business appointments. To pump up his game even more, he sometimes goes for a run just before the start of his hosting duties on American Idol.

Other peak performers may use the early hours to do one of several things that assist and motivate them. For example, they may get up at 4:00 am to exercise vigorously and then eat a healthy breakfast that fuels them for the first part of the day.

Others may be driven to use that early time to meditate, read motivational books or watch motivational videos. They understand the value of getting into the right state and engaging their drive factor.

Each peak performer is different. There are some that will arrive at their desk at 5:00 am to work away without any distractions and then 3 to 4 hours later, break for food or exercise. The key thing with peak performers is that they have discovered what works the best for them and they do not allow others to tell them how it should be done.

Action Steps:

- A) Check your positivity frequently throughout the day. Where are you on a scale of 1 to 5? If you do this and notice you are slipping from 5 down to 2, take action.
- B) Give yourself small rewards, daily, weekly, monthly for the work you do to stay totally motivated. Having drive and motivation should be fun, not a serious chore.
- C) Have a coach or trusted friend kick your butt if you fall off the motivation bandwagon. This can also help with maintaining a positive attitude.

3) Goal Setting

Studies have shown that people who have not hit their peak performance levels, do so after learning how to write effective goals, and an action plan, with a commitment to follow through.

There is more to setting goals than just writing down, “I want to this or I will achieve that by such and such a date.” Using a special system of goal setting like setting S.M.A.R.T. goals puts you ahead of the average person.

Peak performers take it a few steps further before they even sit down to write their goals. They decide first of all what their ultimate purpose in life is and how their goals can serve others like their family or specialized charities for instance.

Writing out their core values first, helps with their relationships and understanding the value of giving. Putting it down on paper helps to shift through what is really true for them or what may have been a false core value.

Peak performers look at their:

- Relationships
- Community Service and giving to others
- Health
- Creativity
- Knowledge that is current and what is in the future
- Love of themselves and those who matter. Remember, you have to love yourself before you can truly love others.

Once they get it down on paper, peak performers take the time to visualize each aspect and acknowledge how it makes them feel. This is how they decide if their values are true.

Peak performers understand the value of combining goal setting with visualization. While a goal may look great on paper, it really doesn't get wings until it becomes so inviting that you can see it, mentally touch and taste it.

Champions in the sports arena, use goal setting to improve performance in achievable bites. Their goals will of course be different than a salesperson. The goals will include physical achievements and mental clarity such as visualizing a certain number of times that the ball goes through the hoop without effort.

The champion athlete might have a series of goals that lead up to winning a championship ring or trophy. Each component is visualized and the goal is reached. By doing this, they have already won that championship ring. Think how powerful it is, to visualize winning the cup or championship ring before you even start the season. By continuing through the season and layering the visualization and goals, the cup is already won.

For peak performers, goal setting is stacking positive actions. Goal setting helps them with the motivation we already talked about and includes gaining confidence in the abilities to set and reach targets.

A peak performer in the sales area, uses concise well thought out goals to help motivate them to make the calls and contacts needed to achieve the salary they want and the bonuses that come with that.

Action Steps:

- A) Believe with all your heart that goal setting works. If you don't believe, you will not follow through.
- B) Find prime examples of goal setters. Who are your hero's in sports and business and do they set goals? Write down what they do to succeed.
- C) Set S.M.A.R.T. goals that are performance driven.

4) Time Management

One thing that sets peak performers ahead of the crowd, is understanding, "it is up to them." They know that they are 100% responsible for managing their time and going into peak performance mode. By the time they do look to a coach for assistance in fine-tuning their ability to perform, they are already way ahead of the pack.

For peak performers, time management is less about the actual time put into a task and more about eliminating time stealers. They learn to discover the most important tasks, which they must focus on and how to delete unnecessary tasks.

Tasks that are still necessary, but do not help produce massive revenue, are given to someone else to complete, while the peak performer can have laser focus on the truly important task.

Peak performers have their time mapped out. They know how much time they will spend on exercise, research, actual work, leisure and all the other components. Their days are not filled with, “okay finished with that, what should I do next?” What really sets them above the crowd, is the ability to look at what is working and what is not. They can quickly change their focus to a different path that will bring them the success they desire.

Peak performers do not get wrapped up in perceived failure but forge ahead with drive, in order to make the adjustment to their plan work. At the beginning of their goal setting and time management, they already understand that a quick but effective adaption to what the day has sprung upon them.

Peak performers map out their goals long term. They understand that the goal may be altered by the time they begin to work on it but they have it written down. In an interview, a peak performer would have no hesitation answering the question, “Where do you see yourself in 5 years? What about 10 years?” They have a firm image planted in their minds eye.

Action Steps:

- A) Figure out how long each task related to performance takes.
- B) Stay away from time stealers. Move with deliberate action.
- C) Don't bite off too big a chunk. Set manageable, attainable goals.

5) Discipline

Without discipline, there is no peak performance. Slacking off or not giving 100% focus, means that the outcome will not be worthy of a gold medal. The truly disciplined peak performer does not allow distractions to get in the way. They

may wake up in the morning and find they are unmotivated but will quickly find a way to snap to attention and get in the target seeking mode.

Peak performers learn to remove distractions from their lives. They understand that once a distraction is gone, it makes the road to peak performance easier. A master of self-discipline can remove anything, from food to tech toys, in order to make the road smoother.

Action Steps:

A) You need to be 100% clear on what you want. High level soldiers like marines, know exactly what they want from the forces. Discipline is a pleasing word to them.

B) What is causing you pain? We will do anything to move out of pain, so write down the painful parts of why you are not practising self-discipline and learn to change them to pleasure.

C) Set goals that require effort and reward that effort. Make 100 contacts for your business and grab the reward as soon as completed.

6) Grit

A person may be exceptionally talented but fail to do as well as others, due to a lack of grit. When a person is able to mix together passion and perseverance, they have the formula for grit. A talented world class runner may suffer a physical or even emotional injury and fail to deliver during the big race. The runner with true grit, will push aside the issue and continue to run at top level. A person may not have grit but when they want to be a peak performer they can develop it. There is even a test available where they can check the level of grit they have and then make an action plan to take it to the next level.

The person who developed the grit scale, is Angela Duckworth. She has been studying grit for many years and is the leading expert. What studies have found, is that grit outweighs a person's intelligence and talent. Talent is wonderful but if a

person hits obstacles and backs off frequently, then peak performance is out of the question.

A person lucky enough to have parents that were gritty, will in most cases, be the same way when they grow up. If the parents worked hard and put everything into their jobs and raising children, this is usually passed on. Not everyone is that lucky and they may need to develop grit on their own.

Focusing on one career path and one or two hobbies is a start. Rather than giving up when it gets tough at the job, people can buckle down and find out how to make it work for them.

To be gritty, figure out what you are passionate about. Next up, be clear about what your goals are short term and long term, writing down why you won't stop until you achieve them. Grit means knocking down the walls that get thrown up in your pathway. Grit means not kicking yourself in the butt if you fail.

It means picking yourself up off the ground and getting right back at it. When things go wrong, people with grit, see an opportunity. Many of the products that are on the market today, come from a failure, that someone with grit, turned into a new opportunity.

Being gritty means you will excel. Your belief system should scream, "I will never give up." Just listen to Winston Churchill's famous speech. It contains all the right words to define how gritty the British would be in W.W. 2.

To make it easier, find and surround yourself with people who are already gritty and feed off of each other.

The same thing goes for working out. When a person takes up running, they show grit by going for it...in rain or snow. They don't allow aches and pains to stop them. The grit that a person shows in working out and getting super fit, will always be a boost to their overall peak performance.

Action Steps:

A) When grit is a word that is not in your vocabulary, pick one area of your life to develop grit. Complete that and then pick another area.

B) You develop the grit by getting a win, rejoice that win and then layer like bricks.

C) Developing more grit in all areas comes from remembering exactly how you did it in the first place, rather than trying to find ways to motivate yourself over and over.

7) Perseverance

Building perseverance is something all champions and peak performers work on daily. The rule of thumb, is to be 1% better each day on a task or performance that you need to excel at. As adults we sometimes lose the perseverance attitude. Think about small children and all the things they had to keep repeating until they are finally “a big kid now.” Tying shoes and riding bikes comes with perseverance.

Champion basketball players may pick one aspect of the game that they know they can improve on. It may be shooting foul shots as an example.

They build perseverance and focus, by taking the time each day to be 1% better at sinking the basketball repeatedly without hitting the rim. They tell themselves nothing is sweeter than, “all net.”

In business, a person may choose to build perseverance in making the sale. They work out what they need to improve on...to close the deal and practice that each and every day.

Action Steps:

A) Set a major goal. Figure out what will stand in your way and decide ahead of time, how to break down that brick wall.

B) Understand there is no failure, only learning. Know when it is time to stop and re-exam your goal, instead of ripping yourself apart for not achieving. Did you have the right WHY?

C) Feedback from coaches is great, however you need to learn to do self-feedback as well. Ask the right questions about your performance and what needs to be tweaked.

8) Focus

Focus is not a simple task. Many people want to try and multi-task and that leads to confusion and uncompleted projects. While it is advised that peak performers stay off the cellphone, it is actually best to put it in another room to avoid temptation.

Setting up blocks on social media sites keeps the peak performer from getting distracted. To be a peak performer, you need focus that is laser sharp. Think of a magnifying glass, with the sun beaming down. That narrowed glass area of focus will lead to wood sparking into flames.

A number of people may believe that to focus, one should just eliminate distraction and then get down to the job at hand. Peak performers may intuitively understand that it is much more than that or they may seek professional help in developing their focus. There are internal blocks that need to be broken down and eliminated, which will allow the person to truly develop a laser focus on performance.

There are three types of focus that champions are aware of.

First and foremost, is the inner focus of what is going on in their heads at any particular time? After that, they look at outer focus, what outer obstacles or opponents stand in their way? True leaders already know and understand the third focus, which is empathy focus for the team or partners. They understand they have to have focus on building them up to be the best they can be. For a peak performer, it is essential to understand which focus is the current one required.

Maintaining focus can be difficult. Championship athletes have found a way to cope with this. They are able to slip into a state of complete relaxation, no matter what is going on around them.

Basketball great, Michael Jordan was a true champion at this technique. When the heat of the game was overwhelming and it was break time, Jordan could mentally trigger himself into a state of complete calm. When the camera panned the bench, Jordan would appear as if he was sitting on the beach, listening to the wave's crash on the shore.

This 2 to 3 moments of absolute calmness, would allow him to reset his focus for playing at the very top of his game.

For all peak performers, it is necessary not to overwhelm your senses for focusing too long and too hard on any given project. Taking a moment and then resetting your focus will give you the best results.

Action Steps:

- A) Work on getting deep restful sleep. It is essential to maintaining focus throughout the day.
- B) You need to eliminate distractions...from people, social media and the internet.
- C) Commit to practising focus. When you lose focus, do 10 push ups, lose focus again, do 15 and do on.

9) Practice. Practice. Practice

How can champion chess players move their pieces so quickly? It comes from practice, practice and more practice. Over years of practice, their brain is able to quickly calculate what the opponent will do and how many moves are required to avoid capture as an example.

In the game of cribbage, the hands are counted mainly in groups of what cards add up to 15. A champion cribbage player does not need to count his hand as a beginner does. They have held the same hand multiple times in their years of play/practice and instinctively can say what the total of points are they have accumulated.

Studies conducted state that we need approximately 10 years or 10,000 hours of consistent practice to finally become an expert in any area. Tony Robbins a motivational speaker of note, believes there is a short cut and he calls it modeling. He finds an expert and basically copies everything the expert does, including that persons belief systems.

Peak athletes use practice with performance goals to hit their best efforts. A champion golfer may write down that they will continue to practice until they can sink a putt from a certain distance 10 times in a row. At the point in time that they hit the performance goal, they reward themselves for a job well done.

Basketball player, LeBron James takes practice very seriously. In practice, he will work on each possible type of shot that he may be called on to make in a crucial game. LeBron gets his team mates to assist by setting up game scenarios with limited time on the clock. When watching a basketball game, people may look at an extremely difficult situation and then the shot that LeBron James just made...wondering how he possibly could do that? The truth is, he has already done such a thing in his daily practice many times over.

Action Steps:

- A) Focus on practice only. Don't try to multi-task, like doing practice, while texting or talking to others.
- B) Break your practice into small manageable chunks
- C) Have a practice schedule. Get rid of distractions.

10) Work on Your Strengths (Not Your Weaknesses)

Studies done by social psychologists have shown that working on and honing your strengths has many benefits. Performance and productivity skyrocket and this in part can be attributed to the confidence and satisfaction that people feel.

Working on weaknesses, may cause feeling of inadequacy or other negative emotions. By doing studies on improving strengths, the psychologists also found that when the strengths were at the very peak, the weaknesses, held no weight and were irrelevant.

Peak performers work on their strengths and understand that doing so, gives them energy bursts to carry on and not lose focus. Knowing they have a strength already and are working diligently to improve it, gives the champion or peak performer a sense of happiness. All the focus is on the positive strength and making it even stronger.

In championship hockey, the peak performer understands that the more shots they take, the more goals they score. By focusing on making sure to get into the right position to receive the puck at all times, they build up the strength of getting the shot off as quickly as possible and then look to repeat the process immediately if a goal is not scored.

The great Wayne Gretzky told everyone why he was such a prolific goal scorer. “I go to where the puck will be, not where it currently is.” He had such mental strength that he could override the desire to chase the puck but instead, always go to the spot where he knew it will eventually come to.

Action Steps:

A) Do you know exactly what your strengths are? You need to be aware before you can build them up to the highest level.

B) Discover the different ways you can use your strengths in all areas of your life.

C) Work on different methods to make your strengths as strong as possible.

11) Get Into the Flow

Getting into flow has been studied and found to be essential for any peak performance. There are two elements of flow, called the ideal performance state and the zone of optimal functioning. When in the flow, peak performers will lose track of time as they are internalizing calmness, focus and total relaxation in spite of outside pressure.

Peak performers have a number of methods of getting into the flow and accelerating their performance smoothly and efficiently. They start by committing to taking responsibility for everything that happens in their lives. They believe that what happens to them, occurred from their thoughts and their actions. Because they take 100% responsibility, they are able to change what is happening by shifting thoughts and actions. When they have a limiting belief, they know they are responsible and they work to change their beliefs so that the belief serves them.

With internal beliefs aligned, peak performers look to their verbal language to ensure they are not using words that limit them such as, “I hope or I wish.” They are masters of how they speak internally and externally.

In order not to interrupt flow, peak performers never agree to do things that they are not fully onboard with. When suggestions are made as to an action they should take, peak performers always need to be able to say, “Yes that is a great idea, I can commit to that.” When there is a hesitating moment, the peak performer knows this is not right for them and they will walk away.

Joy and passion are what peak performers seek to enhance. They will flow smoothly through the day because they do not look back and wonder if this is for them and did they do the right thing or choose the right career. They ride life as if it is a smooth flowing river without angry rapids.

Action Steps:

A) Everything is a choice. Your choice. If you are not happy in your work, flow will be very difficult. Love the work you do and flow will follow as you are engrossed in what you do.

B) Making sure your brain is on laser focus mode is crucial. Get rid of the mental garbage flowing around in your head.

C) Be your own security guard. Things and people that distract you must either go or be told to come back at a more suitable time.

12) Confidence

Can a person be confident if they missed 2 or 3 of the last basketball shots, swings at a fastball or attempts at making a field goal? They can if they are a peak performer and have trained themselves to be confident even in the face of adversity. In basketball, the best shooters may miss hitting the basket in the last three attempts but as a peak performer, with one second left on the clock, they will still take that shot.

People who are not totally confident on their abilities to make the shot, will instead pass the ball to someone else. And in many cases, the “someone else,” doesn’t matter, so long as the pressure is off them. With a champion mindset, the performer will let the ball fly, feeling completely confident that it will result in a basket and perhaps even the game winner.

Peak performers do not “wait,” until they feel confident and then attempt to perform. They use muscle memory of the brain. There are stored memories of all the times, they were confident in life and they build on that. The so-called failures are pushed to the back of the memory vault or erased completely.

When the peak performer starts to feel a lack of confidence, a coach will often step in and after analyzing the situation, find that the issue is actually stress of performing. The confidence to perform is still there but the stress is overwhelming the brain and not allowing the confidence to do its job. The remedy is to ensure that stress levels never get that high, that it can overtake the muscle memory of confidence.

Early in a career, the peak performer needs to understand that confidence relies on several things. As discussed, stress levels play a part and another would be self-esteem. Coaches realize that future champions, sometimes suffer from a lack of self-esteem, so that when they miss an easy shot or seem to have a number of bad performers in a row...it may be a self-esteem issue. In the back of the mind, it is possible to feel 'not good enough,' or "will never be as good as." These mental images need to be dealt with at the early stage and once they are, confidence in ability begins to rise and it gets harder to knock down.

Action Steps:

A) Dwelling in your head, means that you are immersed in negativity and go back and forth arguing positions with yourself. Negative thoughts must be dismissed and replaced with positive.

B) When feeling doubtful about your confidence, write down all the times you were confident and how that came to be. This reassures you that you can do it.

C) Make a workable action plan, do this, then do this. When you know where you are going, the journey is planted solid in your brain.

13) Be teachable and coachable

Peak performers "may" understand that even if they have grit, talent and persistence for starters, they are still short one thing that they do not have within them. The best of the best, still know that they need a high level coach. While they know in their heart where their ability is, they know there are small things that they are unable to see and correct. A coach is required to spot the issue, offer constructive criticism and put together a game plan to correct the issue.

Using the example of a power hitter in baseball, we know that particular person may be able to hit multiple homers. They still want to improve and set records. They feel good about themselves and they are definitely confident. A coach will listen to how they speak, how they prepare and how they actually swing the bat. By making small but clear changes in one area, the coach is able to help the peak performer improve that extra percent point.

High calibre athletes and even business people may resist hiring a performance coach, especially if they are pre-conditioned to believe a peak performer does it alone, either by sheer physical skills or super self-confidence.

In the case of mixed martial arts superstar, Georges St. Pierre, his thought process had him believing that his physical abilities were more than enough. In fact, he had the negative idea that only weak minded people needed to hire performance coaches.

After being introduced to and working with a peak performance coach, Georges went on to a 7 year reign as a world champion. He now believes that would not have been possible without the use of a specialized coach.

Action Steps:

A) Be 100% positive that coaching is right for you and that you will achieve your goals

B) Do your research. Get a coach that is kick butt and positive. You want someone who will challenge you and bring out the absolute best in you.

C) Set aside time to reflect on what your coach is asking of you. It is okay to ask questions and verify, exactly what direction you are headed in.

14) Optimism and Positive Thinking

Peak performers and champions are very optimistic people. They can put 100% of effort in everyday and perhaps not see results due to factors outside their control. When they speak, they will say things like, “it didn’t happen today but it will happen tomorrow.” They will repeat sayings like that for as long as it takes. In treasure hunting, Mel Fisher was a peak performer and he repeated this saying everyday for over 20 years...”today is the day.” He did find a massive treasure...because negative thinking did not enter his brain.

Peak performers understand or learn to comprehend that mind growth is not static. Unlike people who believe that they are born with a certain amount of positive mindset and that it cannot be improved, the peak performer treats the brain like a muscle. Positive thinking or growth mindset is a practised skill. Time is set aside to work on how to think and act in difficult situations.

A peak performer will learn to focus on helping others get what they want, knowing that in return, they will get what they need, want and desire. When you watch a champion, you have no idea what they are saying to themselves but if you focus closely, you will notice their body language speaks volumes. They move with confidence and make gestures that illustrate the positive state of mind they are in.

In fact, champions and all types of peak performers will have a very specific movement, usually in the hands, that triggers and releases a mental state of pure excitement. Action will spring forth from that very specific body movement. It may be a fist pump, an exaggerated movement of the arms or a combination of both.

Peak performers have the growth mindset of, “I will focus on what I can control and dismiss everything else.” It is the same as focusing on their strengths and not their weakness.

In combination with their physical movements, peak performers have learned to control their positive thinking and eliminate words or phrases that do not serve them. They never use the term, “I have to,” instead they use, “I want to.” This slightly different phrasing makes all the difference in the outcome of what actions they will take.

Action Steps:

A) Start and end the day with your number one positive affirmation. Say the others during the day.

B) Life throws fastballs at your head all the time. Learn to take a hit and find the humor in it.

C) There will always be what people call failures. Instead call them learning points and examine them closely to see how they can serve you.

15) Creativity (focusing on solutions, not problems)

Most people would agree that the best player in the NHL today, is Sidney Crosby. He is extremely talented and of course a hard worker. He is also very creative, perhaps the most creative hockey player ever. He hates it when he misses a goal scoring opportunity and found a creative way to deal with the issue.

He asked his teammates and coaches to help him by duplicating the exact play that he did not score on, in the next days practice. He went through the same scenario over and over until he solved the puzzle of why he did not score. Sidney Crosby believes in focusing on the solutions and does not dwell on problems.

Peak performers understand that creativity can be learned and seek out the opportunities on how to do such, as it relates to their profession. They may model those who are extremely creative and find out exactly how they think and what process they go through to come up with creative solutions.

Most champions use meditation as a solution to help spark their creativity. They understand that if they always make plays the exact same way, eventually their opponents will know exactly how they will react in situations. They see meditation as a solution to being unreadable during a peak performance game.

Meditation and creativity are closely linked in the brain and this why it is something that champion athletes learn to focus on during their off time.

Peak performers look to creative ways to reinvent themselves. They understand that sometimes it is necessary to, “shed their skin,” and come out new and improved. For examples of this, you could look to music performers who have hit a level and aren’t moving forward. They know it is time to recreate themselves.

Celine Dion can be an example as she moved from regular concerts to a full extravaganza show on stage in Las Vegas, starting in 2003. Her shows were to be

so elaborate that she and her husband had a special building constructed to house her productions.

Action Steps:

A) Brain storming is an excellent way to come up with new creative ideas. Let it flow and write it down or record it as it comes to your mind.

B) You should have journals for different areas of your life. A creativity journal works wonders for coming up with new and exciting ideas.

C) Try using “What if,” as a way to come up with new ideas. For example, “what if Sasquatch is actually a version of the “Invisible Man.” You cannot see him because he doesn’t want you to and slips into his invisible mode. Perhaps he is actually an alien. What if...thinking sparks creativity and new ideas?

16) Adaptability

Peak performers love challenges. They understand how they will grow after they meet and overcome a challenge. In their minds, it like being a samurai sword, which has been heated, folded and hammered upon 1000’s of times. In the end the sword is unbreakable and the sharpest available.

All champions see a challenge and revel in adapting to and defeating the challenge. The noise of thousands of people screaming in an arena, will adversely affect the performer who is not at peak confidence. On the other hand, the athlete with the champion mindset will adapt to the noise, either dismissing it totally or using it to fire up the determination to win.

While getting pumped to win, the peak performer avoids the negative energies such as extreme anger or getting very low in mood. They want to win badly but understand that keeping a calm head, means they will avoid devastating mistakes during performance.

Action Steps:

A) Keep an open mind. As you progress through life, things can change rapidly. Don't have your feet stuck in concrete, be ready to move and roll with the punches.

B) Eliminate your "complaining button." Complaining about issues instead of being positive and flexible, will keep you stuck.

C) When you can think on a grand scale, you are open to adapt to new things. Thinking small, means you are in neutral or even moving backwards.

17) Resourcefulness (think McGyver)

Peak performers are resourceful people. When a challenge appears before them, it means two things. First of all they believe it will be fun to work out the puzzle, break down the walls and crush the goals. Second, they know it means they need their creative thinking hat on, so they can ask themselves many questions and get amazing answers.

It is normal for a champion to ask themselves, "how would the champion who was before me, handle this situation? What resources would they use?"

When they are resourceful, it is a matter of looking at the tools they currently have to do the job and then asking, "What other tools are available that I have not tried before, that may help me succeed" Or, "can I create a tool or system that will get the results that I want?"

Action Steps:

A) Learning is your best friend when it comes to being resourceful. The more knowledge you have, the easier it is think outside the box and come up with new solutions.

B) When you have ideas at your fingertips, it helps you to be resourceful when needed. Capture small ideas and write them on file cards, keep them in a box. When you need it flip through the box for some ideas that you probably would not have remembered.

C) Build that persistence muscle. When you need to be resourceful, you won't give up, you will flex that muscle and find a way to get it done.

18) Personal Power Development: Working On Your Body

It's obvious that peak performers in the athletic world, work on improving their body, on a consistent basis. But what about peak performers in the business world? To be honest, it would be almost impossible to be at peak mental state, if the physical was not taken care of. There are many different components to get a peak performance out of your body, such as proper hydration, stretching, cardio and muscle movement. When we talk of muscle movement...that could be weights or bodyweights.

Peak performers have a well written out plan for working on their bodies. They track progress, set goals and make new goals once the original goals have been attained. They frequently hire performance coaches to teach them how to move to the next level.

Since technology has advanced, the peak performer will make use of tools that assist in getting the most out of their bodies. They may use a fitbit or set up apps on their phones, which give them strenuous workouts to complete.

Peak performers are goal setters and goal achievers. When you read their goals, you will see complete sections on physical goals and mental goals. The two go hand in hand because if the body is not finely tuned, well fueled with water and proper food, then the mind will not work properly. Loss of focus is the first thing noticed and the ability to keep stress out of the equation is another thing that the non-physical person would see.

Action Steps:

A) Write out an eating plan that works for you, including hydration ideas.

B) Take your exercise routine now and bump it up. Write down how to make it better.

C) Explore new ideas to build your cardio and your body. Make it something that you will be inspired to do...perhaps take up a martial art.

19) Personal Power Development: Always Learning

Feeding the mind and acquiring the knowledge you need to achieve what you want is an essential part of being a peak performer.

Champions and peak performers love the challenge of learning new ways to reach success. They may get this from reading, listening to audio tapes or attending seminars/classes.

Travel time is study time for the peak performer. While they may be on a five hour flight, you will likely see them on the laptop watching a webinar or working on improving the knowledge base they have by completing assignments that their coach has designed for them. In the car, the peak performer listens to audio and believes in the idea of, “the car is a university on wheels, where you fuel your mind with positive information, instead of listening to the negativity produced on the news channels.

Action Steps:

A) Make a list of what you need to learn to improve your business. Example: Teach yourself to type faster or learn a system of accounting for your money that goes in and out, each and every day.

B) Build a library of books that relate to your current work. Feed your mind daily.

C) Decide what you are going to listen to while commuting? Motivation? Self-Development?

20) Visualization - Rehearsal: Mental self-visualization going through each step to achieve goals.

Peak performers in basketball often talk about visualizing the process for shooting a free throw from the line or driving to the basket and dunking the ball. They see each footstep they take, what the crowd sounds like and then frame by frame as they line up, prepare and to shoot for “nothing but net.” They repeat this process over and over in their minds.

Studies have been done on the effectiveness of this mental visualization idea. A number of players actually practised doing free throws over and over and their improvements were recorded. Next, a similar group were asked to visualize all the steps to doing free throws. Finally that group was taken to a basketball court where they did the free throws for real. The study showed that the visualization group improved on the free throws at the same rate as those who actually did them on the court.

A peak performer who needs to give a speech to a large group of people, can prepare for the speech, by doing it in visualization mode, rather than standing in the living room and giving the speech to the family.

They would do it step by step in their mind, starting with walking up to the stage and hearing the murmur of the crowd. Next they would see themselves striding confidently across the stage and adjusting the microphone. Each step would be complete and the ending would come with seeing the entire crowd on their feet, cheering and clapping.

Action Steps:

A) On a file card/post it note, write out the goal in big letters and under that, write the big WHY.

B) Using file cards/post notes, write out each step that you plan to visualize. This helps to cement it in your mental images. Card one for speech making, could be getting dressed for success, card two heading to the stage, card three, walking across the stage.

C) Decide where you are going to visualize. Make sure it is a comfortable spot, with the cellphone turned off and all other distractions dealt with before you begin.

21) Visualization - Images of Success: Mental self-visualization enjoying success.

For some peak performers making mental images of success comes very easy. For others, it is a required practice and more practise.

Think of images of success as physical playing cards. Try putting an image of the ace of spades in your mind. Look at the shape of the image, the colors and see all the details. Next take that playing card and start moving it counter clock wise. Once you get good at pulling up the image of an ace of spades card, you can move onto creating images of success.

It is suggested that you have a memory storage vault for your success images.

The writer Stephen King explores the idea of memory vaults and even lock boxes in the mind. In his sequel to the Shining, called, “Dr. Sleep,” the main character teaches someone how to take a horrifying ghost and put it into a small lock box with a key...then stashing that lock box deep in a vault in their mind. The lock box stays on a shelf, with the ghost trapped inside.

Having a memory vault or memory library of success images, means you can pull one image out at any time during the day and view it for motivation.

The success image should be one of you in moments of peak performance and show how you stand, smile and react to success. Just imagine for a moment if you had a deck of 52 success image cards that you could display to yourself whenever you wanted. Think of how you would feel, the energy that would flow through you and how you could use the card to move you further into massive action.

It is widely believed that all world champions use a form of visualization in order to achieve peak performance. They may use mental images that they bring up into their minds like playing cards or do full on visualization.

Visualizing success is one tool that Tom Brady has used to win multiple Super Bowls and he is only one major success story. Basketball great Michael Jordan also used visualization to achieve records and win multiple NBA titles.

Champion athletes often have to overcome a lot of adversity in their chosen game. While a tennis player visualizes serving aces and returning shots perfectly, athletes in combat sports and contact sports have different needs.

In combat sports, not only does the athlete visualize what they are doing but what others may do to them and how to overcome it quickly. They must master seeing themselves being hit without flinching and how to rebound. When seeing themselves knocked down and seemingly unable to continue, great visualizers overcome this and see themselves rising up, shaking off the pain and continuing onward.

Visualization can also be used as a time to reset your brain. Rapper and actor, L.L. Cool J, stated that he does visualization for a short time, allows himself to drift off into a type of power nap and wake up totally refreshed, feeling like the day has just started.

Action Steps:

A) Take a playing card of your choosing. Carry it with you for a few days and practice looking at it and getting that image in your mind. You should be able to see that card clearly when you pull it from memory.

B) Decide what success images will motivate you. Is a picture of you holding a trophy or shooting wads of \$100's from a money gun?

C) Start with one image and get it firm in your mind. Add each new image as your ability to do so, increases with practice.

Six Principle That Will Give You A Solid foundation To Reach Your Performance Goals

So you thought we are done, right?

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Well, achieving Peak Performance is a continuous work in progress, and following the next six principles will give you a solid foundation to reach your performance goals much quicker while keeping your sanity.

1) Rituals

Rituals in regards to peak performance are based on solely individual needs and desires. In this section, we will look at a few things peak performers do daily, in order to be at the top of their game.

Remember that is okay to develop your own rituals that are specific to you.

Peak performers find that starting the day off with working on their mindset, is paramount. Programming the mind daily is a required ritual. This may be more than one thing that puts you right frame of mind to have an awesome day. Here are some of the rituals you need to consider doing on a daily basis:

- A) Journaling for gratitude and creativity.
- B) Visualization of what you want to accomplish today
- C) Meditation-done outdoors in sunlight if possible
- D) Working on goal setting and to-do list for the day
- E) Reading mindset books and learning new skills
- F) Proper exercise and nutrition to set up your day.

There may be times when you cannot do all the rituals that you have adopted for yourself, each and every day. The key is not to get down on yourself but to look for ways to improve on what you can accomplish each day.

2) Be A Team Player and A Team Builder

Peak performers and champions are team players. This is true even of individual performers. The individual player will have a team of supporters, coaches, massage therapists or whatever they require to get the best performance out of themselves.

Peak performers understand they cannot do it by themselves and therefore they must build the best team available.

A peak performer on a sports team, is a leader. They get the best out of their teammates and the joy they feel from helping to elevate the performance of their teammates, helps to raise their overall performance.

Peak performers do not belittle others in their organization. They know that they can get what they want by helping others achieve their dreams. Without ego, they build themselves into a person that others can look up to and model in order for everyone to have ultimate success.

3) Assess Performance-Measure Progress-Constant Improvement

Peak performers evaluate everything they do. There is no, "winging it," in a peak performance. Each time they perform either as an athlete or in the business world, they assess their performance for the day. When they are not seeing improvement, they look to what needs to be changed for the next time.

Usually the changes are done in small increments, rather than on a massive scale. They seek to constantly improve on each and every performance to get the most of out of life.

4) Thrives Under Pressure-Coal into Diamond

Peak performers do not step back from pressure. They welcome and embrace it. We can use the example of a peak performer in hockey. They may play the game extremely hard and this includes body checking the opponent. When the opponent and the rest of their team, turn to "giving it back," the peak performer thrives on this and ups their game.

Peak performers understand the concept of "coal into diamond." They know that at the start of their careers, they are not fully formed as peak performance individuals. It will take time and hard work to squeeze the best out of themselves and they look forward to the challenge.

Pressure and stress are two different things. Peak performers understand that stress is there and not going to go away. In fact in today's world, there will be new types of stress, such as pandemics and natural disasters. This could impact the world of a peak performer if they let it. Peak performers are always looking for new strategy's and tools for managing or eliminating stress. They don't run away from it or look to bury their heads in the sand, hoping it will pass on by.

5) Theatre of The Mind

While we talked about using visualization as a way to see images of success, there is another method that peak performers have been using for approximately 50 years. It was invented by Dr. Maxell Maltz, who was trained as a plastic surgeon. Dr. Maltz discovered that after working on people who were involved in accidents and had suffered facial injuries...that his ability to fix the outer damage was not enough. Many reported that they still felt ugly or disfigured even though the surgery had erased all damage.

From this, Dr. Maltz was able to understand that the brain was responsible for "how a person sees themselves." He wrote a ground breaking book and the most widely used technique in the book, is called "The Theatre of the Mind."

The basic way that a person uses this technique is to sit quietly in a room and bring up a picture of a movie theatre in their mind. They hear the sounds, see the objects and colors and adjust everything just as a movie director would.

For peak performance, the person is sitting in the audience watching themselves on the big screen and they begin to perform onscreen, doing their task with peak efficiency. As the performance is elevated with music and the proper lights, the person leaves the audience and walks up to the screen, stepping into the screen...becoming the top performer they knew they always were. Using Theatre of the Mind is not a one-time thing. It is also a skill that must be practiced.

As with regular visualization, some people find it hard to see pictures, colors and hear specific sounds in their minds. Sometimes it takes breaking it into chunks,

until you learn how to do it. You can work each piece one at a time and like a real director, edit it, splice it together and make a fantastic movie.

6) Rest and Recharge

Peak performers understand that burnout can be a factor in not achieving success. They schedule rest time to allow their minds and bodies to recharge. Some peak performers will use rest and recharge as reward systems for a job well done. For example, when they hit a milestone, they may head to a weekend spa to totally unwind and clear the mind.

Recently it has been shown that taking 2 or 3 days away from electronics such as cellphones and laptops, will reset the brain. This will certainly improve peak performance upon returning to the chosen profession. The ability to focus will improve and decision making will be much easier. Treating the body well, pays dividends beyond belief.

Recommended Reading

To be a peak performer, you need to grow daily. One perfect method is reading for 30 minutes a day. Feed your mind with the material it needs. Just like plants need sunshine, your brain thrives on knowledge. Here are some books that you should have in your Amazon library.

Conclusion

This eBook was intended a roadmap, to show you how to become a peak performer in life not matter what you do. Take the traits and habits discussed and make an action plan to incorporate them into your life. Habits can build by practice. Realize what habits and traits do not serve you, then remove them from your life.