TABLE OF CONTENTS

Testimonials	i
Acknowledgments	iii
Foreword	V
Introduction	ix

Part 1: The Visual World

You Play with Your Eyes: Visual Psychology Wins the Prize2
Defining and Integrating Visual Psychology in the Sports Performance World6
Baseball's Most Coveted Tool: The Art of Seeing10
What Matters in Hitting: Integrating the Swing with Visual Reality14
Space: The Final Frontier in Sports - Be a Space Rider
Double Vision: Every Player's Greatest Asset
How Did Michelangelo and Manny See the World? No Look Seeing23
Scope and Rope: A Visual Profile of Major League Hitters25
Hitting in 2021: Tools, Tech, and Vision32
How BestFlix/Visualization Becomes your Ultimate Tool
How Much Can Vision Training Help Improve a Hitter's Eye? 41
When is Too Much Hitting Instruction Dangerous?45
Eye Control is Mind Control48

It's Game Time: Do You Know Where Your Eyes and Thoughts Are?
Focus Pocus: Understanding and Improving Focus Levels in Competition
Ready, Set, Go. The Three visual triggers in Hitting54
Understanding and Improving Pitch Recognition and Timing Issues in Hitting57
Visual Reminders to Win the Battle: 17, 10 and O59
The 5 Visual Zones of Hitting61
How to Build a Visual Rolodex Faster63
In Flight Barrel Control (IBC) What the Great Hitters Have When the Pitching Gets Nasty66
A Hitter's Search for Earlier Clues to Ball Flight68
Visual Resets to Salvage At-Bats and Get You Back on Track 71
Learn to Speed Read to Improve On-Base Percentage73
Tipping Pitches: Seeing and Hunting From the Batter's Box77
Launch Angles Don't Matter if You Can't 'See the Plane'
Is Virtual Reality (VR) Training Baseball's Next Performance Edge?83
Deeper Runways Helped the Red Sox Win the World Series 88
It's Crunch Time, Teaching Visual Neutrality to Hitters91
Can You See the Light? Visual Leadership93
Double Vision Wins the Prize95
Phonomaladritis; We All have the Symptoms

Part 2: Mood and Mindset

The 5 Rings of Athletic and Personal Greatness; Olympic Traits On and Off the Field102
Slow Life and the Game Down The Habits of the Best Athletes and People We Know106
Could Your Best Mental Skills Coach be in the Mirror?108
Do You Have it Backwards in Your Quest for Athletic Success?111
WTF: Your Choice Every Time113
Beauty and the Beast: Profiling Your Best Sports Performance Moments114
No SEED, No Chance to Blossom into Your Flower of Choice115
Playing Carefree and with Joy: The 4 P's in Performance117
ACT or Risk Defeat in Sports and in Everyday Battles 118
Choose to be a Superhero Instead of a Super Zero120
You Need Your Mini Meds Daily122
Potential to Performance: Bridging the Gap in Training with the Dirty Dozen124
What are You Giving Up, to Go Up? 127
Inside-Out Thinking: Is it in You?
FOPO Powerful
Keeping Cool when it Heats Up: Nine Ways to Become a Pressure Player
Ready, Set; Go1,440 times Today to get it Right
Can you Rap Chat?
The Year of the Selfie140
Live like the Seven Dwarfs: Sleep, Eat and be Merry143

Forget NetflixYour new Power Channel is Bestflix145
Look like a Loser and You become One: Win before you Start 147
Are You an Ass or an Asset to Yourselfand Others? 149
Nailing the Big Interview for Your Dream Jobor any Job151
The 14 Day Mental Skills Challenge: Specific Daily Action Plans for you to Execute
You're Never Alone when you Inspire othersand Yourself160
Two Strike Hitting is the Ultimate Practice to be a Winner in Life
The Three and Five Second Rule in Dropping Food and Changing Thoughts to Actions163
The Magic Wand in Motivating today's Athletes165
Get a B.A. in Life
Would You Survive on a Farm for One Day?169
Make the Call to the Mood Police
Magic Monday: Reset and Get It Right This Week 172
A Daily Dose of ALPHA: The Ultimate Wave to Ride Today 174
One Step Closer to Your Goal by the Greatest Tool Ever: Failure
The Beauty and Life Lessons in Tragedy 179
The Secret Recipe All Elite Teams and Players Use
Do You Really Have Friends, Followers, and BFF's?
Don't Be in the Pretty Little Liar Club
If Today Was Your Last Practice or Game, What Would Be Different?
Why Do We Change Our Mindset Come Game Time?

Let Every Day be Father's Day to Someone in Your Life189
Are You a Prisoner of Your Past or a Warrior of Your Future Actions?190
Going for Gold or Left out in the Cold? 3 Keys to Greatness 192
Pull the Trigger: Good, Bad or Wrong - Make a Decision and Swing for the Fences193
When in Doubt or Fear, Remember What the "S" in Superman Stands For
Celebrate the 4th of July Every Day with Your Own Freedom 197
Your Internal Clock: Every Athlete's Best Coach198
Dorothy from the Wizard of Oz: The Ultimate Bad Ass Coach 199
Are You Full of Sh or Full of Solutions? The FOS Test201
Get Dirty: The Power of DIRT 203
The Fab 4 in Your Daily Life205
Play FAST to Make the Game Slow
The School Bell is about to Ring: Be ready and take the School Year by the Bells
Mental Skills Training: Occasional Fun Reading or a Daily Commitment in the Pursuit of Excellence?210
Find your Flow and Live Among the Giants of Human Performance
WTF are BTFs? How Teams and Companies Thrive
The Three Headed Monster We Must Battle and Conquer Every Day216
Game Gaps: Why is Practice Easier than Crunch Time?218
Can Four-Part Breathing Impact Performance?222
Find Your Groove: Pre-Action Rhythm is a Must225

The Anatomy of a Great Offensive Day	
Anatomy of a Great Offensive Day Part 2	229
Anatomy of a Great Offensive Day Part 3	
Hunting the Zone: Profiling State of Play for World Class Athletes	233
Team Physics trumps Team Chemistry	237
Lead the Worldor Yourself: The 4 Traits You Need	240
Which One of Your Teaching Cues Needs an Upgrade?	242
Are You an Ass or Asset to Your Child?	246
Specialization in Sports; Stop the Madness!	249
Coaching and Leadership 101: Shut Up and Listen!	252
How to Help Young Players Love the Game	253
Reflections from an Anonymous Coach	