Brian Cain is one of the most respected Peak Performance and Mental Conditioning Coaches in the world today. Cain has worked with World and Olympic Champions as well as with top collegiate and high school programs around the globe on developing a system for mental conditioning that unlocks your potential and lets you play consistently at your best.

Cain’s programs are always custom designed for his audience and through his use of high energy, magic and audience interaction, Cain will have your school and team energized to take the next step towards becoming champions and winning a championships.

**PRE-PRACTICE DRILLS**

1. Two Ball and Switch

2. Toss & Pass

3. Drop and Catch

4. Group Juggle

5. The Bat Bounce Vision and Coordination Drill

6. The 5-4-3-2-1 Pre-Practice Focusing and Mental Conditioning Technique

7. The Signs of Success Daily Mental Conditioning

8. Stretching Line Call Outs

9. 200 FT Mentality – After Stretch

**ON FIELD APPLICATION**

10. The 1-9 Zone Call Out Drill

11. Routines In Cages

12. Shadow Routines In Bullpen


14. Defensive Routines – Breathing & Hitting It To Me / LCR

15. Fueling For Performance – Having A Plan That Works For Baseball Performance

16. Tennis Ball – Fly Ball Work - A Fun Game For All Ages

17. Core Series – 5 Innings – 5 Min To Peak Performance

18. Upper Body Ladder Drill Series – 5 Min To Peak Performance

19. Lower Body Ladder Drill Series – 5 Min To Peak Performance

20. The Process Based Scrimmage System

**CLASSROOM APPLICATION**

21. Weekly Mental Conditioning Meetings

22. Articles and Concentration Grids – Athletic Training Room or Team Room

23. The 15 Ball Game – (3-7-11-15)

24. Backwards Blackjack – (2-5-8-11-14-17-20)
• 25. Cane Balance Activity ____________________________________________
• 26. The Perfection Test ____________________________________________
• 27. Concentration Training Grids _____________________________________
• 28. Perspective Poster _____________________________________________
• 29. Vision Boards _________________________________________________
• 30. Confidence Resume ____________________________________________
• 31. Attitude of Gratitude Letters _____________________________________
• 32. Dugout Participation (Noise vs. Intent) – Rep It Out With Videos ____________________________
• 33. Guest Speaker Series ____________________________________________
• 34. Writing Down The Routine & Release ______________________________
• 35. Be First ______________________________________________________
• 36. The Name Game – Location – Code and Action _________________________
• 37. Master of Memory and Motivation – The Story Telling System _____________
• 38. Mental Imagery – See It In Your Minds Eye __________________________
• 39. Controlling What You Can Control – Mastering The Hardest Part of The Game ________________
• 40. Do A Little A Lot, Vs. A Lot A Little Theory _________________________
• 41. Improving Communication – Becoming A Professional Question Asker What Did You Hear Me Say? _____
• 42. The Five F’s of Time Management For Coaches ________________________
  o Focused, Flex, Family and FREE, Fun ____________________________
• 43. Effective Voice Mail Communication ______________________________
  o The Five Essentials of Leaving Time Saving Voice Mail Messages _____________
  o Who You Are, Who You Want, Time, Contact Info – MOVE CONVERSATION FORWARD ______
• 44. The Four D’s of The Touch It Once Time Saving Technique _____________
  o Do, Date, Delete, Delegate _________________________________________
• 45. The Five SWs of The Mental Game ________________________________
  o Some Will, Some Wont, So What, Stick With It, Someone is Watching ______________________
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THE TOP TEN THINGS WORLD CHAMPIONS KNOW THAT YOU DON’T

1. Acting Changes Everything (ACE)
The ACE card that they have up their sleeve is a key weapon in the world champion’s toolbox. What does ACE stand for? ACE stands for Acting Changes Everything. Those athletes understand that they’re not athletes, they're actors. See number two.

2. Force Yourself To Act Different Than How You Feel
It is a lot easier to act yourself into feeling than it is to wait around and feel yourself into action. So if you are not confident, that is OK, just act confident, if you are scared, that is OK, just act as if you are not scared. The Karelian Bear Dog chases the grizzly bear not because he's bigger or stronger, but because he believes he's bigger and stronger.

3. Losing Is Not An Option
World champions know that losing is not an option, it’s essential. In order for you to become a world champion, you're going to lose. You’re going to lose because you're competing against the best of the best. And when you get higher and higher in levels of competition, talent and physical skill means less and less because everyone has got it. It's inevitable that we'll eventually lose so know how you should respond when it happens. Learn from it and leave it. Failure is positive feedback.

4. Confidence Is A Choice
Being a champion is also about learning how to respond when you are faced with adversity and how to respond when you don’t feel good. Do you respond with confidence? Remember confidence is a choice. You see, champions don't wake up one day and say, “Mmm, well the sun and the moon and the stars are all lined up today, so I will be confident”. It doesn't work that way with champions. Champions make the choice everyday to jump out of bed and be confident. They know their 'ABCs' are to 'Always Behave Confidently' because confidence is a choice.

5. What Will Other People Say? What Will Other People Think?
There are ten deadly words that if you say them or believe them you will crush your performance. If you're trying to be excellent, if you're trying to get to the top of your field, if you listen to these ten deadly words, you are going to sabotage your career. Those ten deadly words are, “What will other people say? What will other people think?” It doesn't matter what other people say. It doesn't matter what other people think. In your pursuit of excellence, people are going to try and pull you down and talk trash about you because you are better than they are. When people stab you in the back or say things about you behind your back it is because you are in front of them. Be more concerned with your character, what you know is true than what other people say or think about you.

6. Champions Are Made, They're Not Born
Very few people are truly committed to the pursuit of excellence. Get used to looking yourself in the mirror, and answering to yourself. Because every night, when that head hits the pillow, that’s the person you’re going to answer to. Other people are going to tell you, you can't do it. That you’re not big enough, fast enough or strong enough. Or even worse, you may be surrounded by a bunch of yes people who tell you that you’re the best when you are really quite average. You just can't listen
because champions know it doesn't matter what people think because champions are made – they're developed - they're not born, and ANYONE can be a champion if they are committed to excellence and follow the fundamentals.

7. Motivation Is A Daily Decision
To stay motivated, you've got to surround yourself with things that motivate you. Do you have a vision board posted in your office, room, car or locker that shows you what you want to accomplish? Consider this advertising to yourself. Coke and Pepsi are the two most famous soft drinks and that is largely due to the fact that they saturate the market and your head with advertising. You want to advertise to yourself on a daily basis with vision boards, photos of your next opponent, quotes or goals written on your bathroom mirror with a dry erase marker and by reading a little a lot from good books.

8. Your Time Is Now
Your time is the present moment. 1984 Olympic gold medal winning Team USA Hockey Coach Herb Brooks said it best in the great movie; 'Miracle' when he said “Your time is now.” The time is now, the place is here. Your career is the sum of your today’s. The only factor that is the same amongst all baseball coaches in the world is that they have 86,000 seconds in a day to either spend or INVEST in the development of their potential. Maximize your time management and priority management skills and you will get the most out of your days.

9. Stop Counting Down The Days And Start Making Those Days Count
World champions also know that you don’t count the days till the next fight, but make the days count. They set long term goals of where they want to be at the end of the year, but commit 100% to the days goal, to the here and now. They realize that yesterday is history, tomorrow is a mystery and today is a gift that’s why we call it the present. They live for today and get the most out of today because they know their career and life will be the sum of their today’s.

10. What's Important Now
Right now today. What are you going to do today to get better? What is your goal for today? Do you see a pattern developing here? Through out each day there are going to be distractions, fish hooks that rip you out of the water while you are searching for your goals. When you get side tracked, get off the wrong exit on your way to work, realize that you must get back in the moment. That winning is an end result that takes care of itself if you win the moment, you win the moment by remembering What’s Important Now!

The BONUS eleventh thing that world champions know that you don't is the Opponent Is You. Your toughest opponent in life will be to master yourself. And once you become a master of the mental game, you give yourself the best chance to become a champion.

If you really want to master the mental game, pick up Cain’s #1 Best Selling book Toilets, Bricks, Fish Hooks and PRIDE: The Peak Performance Toolbox Exposed and his brand new book So What, Next Pitch! get more tips and techniques to unlock your potential and start playing your best when it means the most. Visit www.briancain.com for more information today and to sing up for Cain’s free newsletter and to follow Brian on Facebook and twitter @briancainpeak.
MENTAL CONDITIONING TOOLS AVAILABLE
VALUED AT $2,200.00! – TODAY ONLY $197.00
OFFER GOOD TODAY ONLY!!!

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Value</th>
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<tbody>
<tr>
<td>The Peak Performance System: (P.R.I.D.E.) - Personal Responsibility In Daily Excellence</td>
<td>$300.00</td>
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<td>This is Cain’s signature training program for coaches, athletes and teams featuring 18 videos, including an in-depth interview with Georges St. Pierre about his mental preparation and an 100+ page manual.</td>
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<tr>
<td>The Peak Performance Bootcamp For Baseball/Softball Coaches LIVE</td>
<td>$200.00</td>
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<td>This four hour live seminar featuring Cain, at his best, delivering his 4RIP3 system of mental toughness training. This will give you the skills you need to Master The Mental Game.</td>
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<tr>
<td>Toilets, Bricks, Fish Hooks and PRIDE: The Peak Performance Toolbox EXPOSED</td>
<td>$25.00</td>
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<tr>
<td>Cain’s Bestselling Book - Sold 3,200 Copies In 32 Days!!!</td>
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<td>Cain’s book will help you become a Master Of The Mental Game by sharing the mental conditioning success secrets used by the best coaches and athletes in the country. (HARD COVER BOOK)</td>
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<tr>
<td>50 Concentration &amp; Focus Training Grids</td>
<td>$50.00</td>
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<td>The same grids used by professional athletes to help train their brain to stay in the present moment and play the game one pitch at a time. This is your once a day training tool.</td>
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<tr>
<td>Introduction To Peak Performance Audio</td>
<td>$50.00</td>
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<td>This audio gives you consistent access to Cain’s teachings of mental toughness and gives you the techniques necessary for success. Train your brain as you drive to and from the field.</td>
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<tr>
<td>The Brian Cain Peak Performance Inner Circle Lifetime Membership</td>
<td>$1,600.00</td>
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<td>Lifetime membership to Cain’s elite level coaching club. This gets you access to Cain’s library of videos, articles, audios, interviews and more. This will be the best investment into Mental Toughness that you EVER make. See a small sample of what you get below when you join!!!</td>
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WHAT COMES WITH MY LIFETIME INNER CIRCLE MEMBERSHIP?

- A. Sledge Hammer Strength Training Video $50.00 VALUE
- B. The Dynamic Warm Up Instructional Video $50.00 VALUE
- C. Relaxation & Recovery Training Audios $30.00 VALUE
- D. 60+ Masters of The Mental Game Interviews W/ Top Coaches $600.00 VALUE
- E. How To Develop Championship Team Chemistry Videos $150.00 VALUE
- F. Brian Cain & Ken Ravizza Interviews on Mental Conditioning $100.00 VALUE
- G. Athletic Administration & Working With Parents Videos $50.00 VALUE
- H. Brian Cain’s Peak Performance Baseball/Softball Video $50.00 VALUE
- I. 10+ Hours of Cain’s Live Mental Conditioning Seminar Videos $500.00 VALUE
- J. Articles, Audios, Videos & Much, Much More You Can Use $ PRICELESS $

*YOUR TOTAL VALUE = OVER $2,200.00*

Name on Card: ___________________________ Card Type: ______________ Exp. Date: _______ Sec. Code (3 digits on back) _______
Card Number: ___________________________________________ E-Mail Address: _____________________________
Phone Number: __________________________________________ Address on Card: __________________________________
City: ___________________________ State: ___________________________ Zip: ___________________________
Shipping Address If Different: ___________________________________________