

The Mental Game of Golf

**EVERY  
GOLFER'S  
GUIDE TO  
THE DEVELOPMENT  
AND MASTERY  
of their  
INNER GAME**



Use the most advanced mental game techniques ever taught for 5 minutes a day and consistently shoot the lowest scores of your life!

by Wade Pearce

EVERY GOLFER'S GUIDE TO THE DEVELOPMENT AND MASTERY OF THEIR INNER GAME

THE MENTAL GAME OF GOLF  
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What you're reading is a small part of this massive mental game training program that will completely transform your entire golf game.

See the above Table of Contents for an insight into the entire program.

It is difficult to pick one or two sections that can allow you to get a feel for the incredible depth of this program.

You can learn more about the 8 audio coaching sessions that are included in the full mental game program by "[Clicking Here](#)"

Enjoy the material!

Get ready for lower scores...

## Imagineering

*It is not what we're looking at that matters, it's what we see.*

I want you to burn this statement into your brain: ***The unconscious mind doesn't know the difference between a real and an imagined event.*** It accepts everything it receives as if it actually happened to you.

Whether you physically experience something in the external world or merely imagine you are experiencing something, your unconscious mind doesn't make a distinction between them. Imagine right now that you're cutting a lemon open. See it squirt. Now cut a big wedge and put it in your mouth. Taste the lemon rolling over your tongue.

If you're like most people you can taste the lemon and probably felt saliva increase in your mouth as you placed the imaginary lemon on your tongue! Your unconscious received the instruction through your conscious mind via your eyes reading the words. And you "experienced" tasting a lemon. As far as your unconscious is concerned this was actually happening to you.

Dr. John Milton, a University of Chicago neurologist, researched brain activity. He found that brain activity during the "imaging" phase is exactly the same as the brain activity during actual physical movement.

In other words, when someone is *visualizing* doing something and when someone is *actually doing* that

something, the brain is displaying the exact same activity.

If you imagine you are experiencing something and use all your senses while doing this (sight, sound, feeling, smell and taste) your unconscious receives this as an experienced reality.

Think about this. By willfully directing your imagination to a desired end, you can create very real and powerful states for your unconscious to receive. Once received it files them away for future reference. This is exactly what you'll be mastering. You'll design and rehearse peak performance states, among many other strategies, and fill your unconscious with powerful and effective images of personal excellence.

Just imagine you're camping. You're with a friend in a tent in the deep woods. You hear something just outside your tent. They sound like footsteps. There's rustling in the leaves. Bears are common in these woods and you instantly imagine it's a bear. "Yup, it's a bear!", you say to yourself. Your heart races. You want to crawl under the covers and hide. A lot of good *that* will do!

After being virtually paralyzed with fear your friend manages to grab the flashlight, peek his head outside the tent and look in the direction of the sound. Aha! It was only a mouse! *All that fear over a mouse.*

But before some light was shed on the situation your reality was that a bear was outside your tent. At that moment that's what was real to you. Your unconscious mind produced a survival response based on the images in your mind. There was nothing real about what you

imagined but it certainly was treated as real by your mind and nervous system!

We do this everyday. Some days more than others. It can be said that many of our thoughts are merely hallucinations of something with no real clear evidence. Yet regardless of their accuracy or relationship to your outer reality, they produce internal responses and affect your state and therefore directly influence your actions. So necessarily your end results reflect these original hallucinations.

For example, you cook dinner for your girlfriend and she agreed to be there by 6:00. It's now 6:15. Then it's 6:45. Still the door doesn't open to show her walking in. You begin to wonder what's going on. First maybe worry. Then you sprinkle a little anger into it. Then you recall your last argument when you accused her of cheating on you.

7:00 rolls by. Now you're fuming and a wave of jealousy floods your body. You are convinced she's shacking up with some guy. That %\$#(^&%@! That's it. It's over you tell yourself. Whenever she finally shows up I'm breaking up with her you convince your self. I don't deserve to be treated this way. After everything I've done for her and how good I've been. How could she do this?

I can't believe she....jingle, jingle, the doorbell rings. You storm to the door and open it ready to unload on her. She lifts her head and you see tears in her eyes. She's holding a damaged tray with some cinnamon rolls from your favourite bakery. She went out of her way to get them. As she was driving away from the bakery she got in a car accident and the cinnamon rolls got tossed our the window. Dazed from the accident the first thing she did

was go and find them so she could make sure that you got them. She knows how much you love cinnamon rolls.

Ok, how would you feel now? You were hallucinating a scenario and your nervous system was getting amped up. Your behaviour was about to dramatically affect your relationship. All for nothing. Yet whether what you were imagining was real or not, your experience in those moments waiting for her were very real. Your entire being was enrolled in the story.

While the above may seem extreme it does serve to remind us how an unmanaged mind is a dangerous thing.... As a wise man once said, "*the mind is a great servant but a poor master*". Isn't it encouraging to know you have the opportunity to put it in its rightful role, as your servant?

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Peak Performance Principle

*The mind is a great servant but a poor master.*

\*\*\*\*\*

Make it serve you!

The act of imagining events works the same way for positive results which has incredible implications for your golf game.

You can find countless examples that illustrate how our imagination has more power over our actions than logic ever will. It was Coue' who said, "when the will and

imagination are in battle, imagination always wins".

Phenomenal results have been achieved by applying a structured mental practice routine.

Many years ago a study was done to verify if performance could be measurably enhanced by using visualization techniques. Some of you may be familiar with this study yet it is worth a quick review and is very appropriate for every reader to know.

A group of basketball players was separated into three separate smaller groups. The study was to last for only one week.

- One group was asked to practice shooting free throws. To physically shoot hoops.
- The second group was asked to stay home and sit and visualize making successful free throws with no physical practice.
- The third group was instructed to split their practice time in half and physically shoot free throws for the first half of their practice sessions and then visualize successful free throws for the other half.

At the end of the week they had each group all throw free throws and find out which group sank the most balls.

Guess which group had the best results? It wasn't the

group that practiced only. It was the group that practiced and visualized during their practice.

But what was really surprising about the results was who was second. *It was the group that only visualized.* The group that physically practiced had worse results than the group who never tossed a ball and only “saw” themselves doing it!

This simple study began years of steady research and application of this process into my game and the games of my clients.

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### Peak Performance Principle

*What we see on the screen of our imagination is a preview of life's coming attractions.*

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I'm telling you right here and now that the difference between the winner and the loser in any match or tournament, when things are on the line, is that the winner has a rehearsed self image that believes in victory. *Even if they've never won before.*

One person has a subconscious mind that is full of images and sensations of what it's like to hit the great shot. To drain that putt when it matters most. To come from behind to snatch victory when it looked the most bleak and unlikely.

While another player becomes uncertain of themselves in critical situations and struggles to channel their nerves.

Their attention gets scattered and their routine breaks and they become unglued.

The player that has won many times has an obvious advantage over someone who hasn't. The reason isn't only the obvious. A winner has internal images and sensations that the unconscious mind makes available in pressure situations.

Yet if you've spent enough time and practiced designing peak states into your unconscious, your self image as a golfer becomes transformed. You will inevitably create results that reflect this self image.

Let's take two hypothetical players. One does no visualizing and only practices and *believes* it is the swing that causes success. They focus on good fundamentals and solid mechanics to carry them through to the win.

Maybe consulting a mind coach on a whim now and again because it's the "in" thing to do.

The other player practices as well, plays the same amount, yet spends as much time as he/she has available seeing themselves holding a trophy after a tournament.

Feeling the deep sense of satisfaction that accompanies a well earned victory. Visualizing solid shots travelling on a desired trajectory. Putt after putt rolling in the hole. Really sensing how it feels to perform at their best and achieve their goal.

Who do you feel is most likely to excel and attain victory?  
I know who I'd be betting on. A person with a pure belief in themselves and a deep sense of what it feels like to win has a measurable advantage over a player who relies only on their conscious learning and physical skills.

I think most everyone understands that in professional sports the best of the best all use their minds in a way that others don't. Why do you think Tiger wins so many events? Not because he's the most skilled, although he may very well be.

His skills came into being because of his inner commitment to an ideal. An inner focus on winning everything in sight. He has *known it* since he was barely able to swing a club! His self image is of being not just a winner, but a conqueror. In order to become the most dominant player in the world his unconscious had to manifest for him all the resources, people, tools, and supportive environments that would ensure the fulfillment of his ideal.

This is how the process operates.

- ✍ A deep inner conviction to a vision, ideal, goal
- ✍ Focused and sensory rich images repetitively displayed to the mind of the fulfillment of the ideal/vision
- ✍ A strong self image forms and evolves
- ✍ Behaviours/actions extend from the self image, constantly adjusting to this self image as it evolves
- ✍ Results reflect the actions which stem from this

evolving self image

✍ Beliefs emerge that reinforce the vision, ideal, goal

The cycle repeats itself reinforcing each step along the way.

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Every night you go to bed, just prior to sleep, you're going to visualize success. Among many exercises you'll do your goal will be to habituate the feeling of playing at your peak. Through mental practice and repetition you will be designing a new more powerful golfing self image that becomes the foundation of your game and your potential.

You will then learn to submerge your inner senses into your swing. Whatever level of skill you are at is irrelevant. You'll learn to develop a keen awareness of your swing and its nuances and come to appreciate its uniqueness. To view your idiosyncrasies as a strength instead of a weakness.

Isolating each area, from the take away to the top of the backswing to impact and the follow through. This will be your practice! All the while you'll imagine yourself winning matches and games with buddies. Making cuts on tour. Seeing yourself receiving the winners trophy. You'll fill yourself with the feeling of victory.

You'll learn to play rounds in your mind against friends and colleagues or any opponent you choose to imagine. You will practice experiencing yourself sinking putts and making amazing shots.

I have played thousands of rounds of golf in my mind. I

would see myself shaking hands with my opponent and hear him say, "nice playin'. I couldn't catch you today. Well done". I would do this while lying in bed, all at the golf course within my mind.

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Here's a great example that illustrates the power of constructive visualization.

There was a prisoner of war held captive in what was known as the Hanoi Hilton. This American prisoner was in solitary confinement for years. What did he do to pass the time? He visualized playing golf! He spent years seeing himself enjoying the game he loved and playing well. Literally thousands upon thousands of rounds were played in his imagination.

When he finally returned home and settled in he couldn't wait to play golf. Prior to the war he was a decent golfer who played in the eighties. So with much anticipation he went and played golf.

Guess what happened? He shot in the eighties his first round back! Then continually improved and began approaching his personal best within a month.

I mean this guy was malnourished and hadn't hit a ball in years! And he goes out and plays like he never left the game.

I was using techniques I had developed along the way from modelling top athletes in many sports. You have the benefit of getting what actually works as well as many

new and more advanced processes I've recently developed that have taken things to another level. This is the power of a constructively applied imagination. Of seeing yourself playing your best and truly gaining satisfaction from the game.

You're learning in simple duplicable steps, how you can play at your peak, if you choose. After all, it is a choice. How we play is up to us. Even when we play poorly. This means you're beginning to take personal responsibility for your game. You're doing this by managing the untapped potential of your mind.

### **Exercise:**

This is a simple process that you can first read through to memorize then do. You'll see a breathing pattern that will become an integral part of most every imagery/ visualization exercise you do.

- 1) Get comfortable in a chair or as I prefer, laying in bed.
- 2) Take several slow, deep breaths to begin relaxing. Breathe in the following manner:
  - ✍ Inhale – 4 counts
  - ✍ Hold – 5 counts
  - ✍ Exhale – 6 or more
- 3) Imagine being at your favorite golf course. It can be *any* course. Even one you have never played yet know the layout of. Your mind will fill in the rest. Slow down internally and take a look around this course. Breathe in the air and feel the breeze on your skin.
- 4) Pick your favorite hole and stand on the tee looking down the fairway. See your tee shot travelling with your desired ball flight,

and landing in the middle of the fairway. Deep...

5) Take this feeling and stroll around the course. At this point it is more important just to practice using your imagination. No need to get too involved yet. Take your time to see, hear and feel as much as you can around you. Let these sensations sink in.

You are beginning to exercise your imagination. It will be the foundation of your inner game so take your time and get into it. This will begin to open your mind's eye.

=>By applying the material in this course and audio coaching sessions:

You're going to completely change your perception of "how" great golf is played. You'll get out of your own way. Not as a cliché but as a workable reality on the golf course. You'll move out of your left brain and into your natural game. You'll tap the unconscious, "right brain", where your natural talents are.

You've seen many players who stand over the ball for what seems like forever...they are stuck in their left brain. The longer they stand there the more the internal self talk increases. As a friend says, "they're so locked up they can't turn on a radio." Who knows what that means but it sounds good, and I think it sums things up!

If you plan to play to your full potential you'll need to shift how you relate to your game. Your best shots are stored in your subconscious and silently wait for your imagination to bring them into your game! Analysis does not do it! Ok, I'll stop the exclamation marks....I just have to make that point.

To free up your mind and play an effortless style of golf, one that's open and carefree, is where we're going. With specific coaching processes and exercises you'll transform your entire game. From the inside out...

You'll have the opportunity to buy the full mental game program below.

## Playing Styles

This idea of golfing or playing styles evolved from studying the best players in the world and from noticing tendencies with my clients. It proved to be an excellent way for players to really notice why they do certain things while they play. Why they make certain decisions that just don't seem to work!

Understanding your golfing style let's you truly play your own game. In fact this IS what playing your own game is all about. It is about your **playing style**.

There are five playing styles. When I use the term “style” I'm not referring to personality or ego. I am talking about a fundamental manner in which you perform at your best and are able to access your own potential without struggle.

I'll list each style and provide insight into their character. Then I will show the names of a few players on tour that fit each style. Your goal is to identify your style among these five. Find the one that most accurately matches your approach to the game. Not the style you'd *like* to have. It is not about ego.

Notice which style gets your attention the most. Mastering this area alone will keep your scores down.

**Conquerer –**

This player enjoys dominating the golf course. Getting the most joy from blasting the driver as far as humanly possible and then hammering the shortest possible iron to the green. It is interesting to me how so many players play as if they are conquerors yet how few of them actually are.

The Conqueror gets the most joy from the game by trying to shorten the hole and every shot they have. Going for broke at key times in a round is what they will do. It matches their style.

Having a long carry over water to reach a green in two on a par 5 has the Conqueror salivating. This is what they want. Sink or swim. This ignites their potential and inspires the best from their game. The conqueror often has to fight him/herself to not go for it! It is difficult for the conqueror to throttle back sometimes. Yet in the end this go for broke attitude is what keeps them interested and allows them to hit those truly amazing shots!

Players who are Conquerors are - Arnold Palmer, Greg Norman, John Daly, Bubba Watson (Tiger used to be here yet he has evolved into a hybrid of a Strategist as well)

### **Magician -**

Here we find the thrill seekers of the game. The trouble shot artists. They seem to get the best of themselves when challenged. When presented with an opportunity to test themselves. When a shot is out of the ordinary they gather all their attention and find a way to hit the shot.

Finding a ball deep in the rough beside the green with

little green to work with doesn't rattle the magician.  
Missing fairways and greens is their method of operation.  
Routine fairways and greens is boring to these players.

They actually lose focus and begin to allow poor swings to show in their game long enough to miss fairways again! This way their interest returns. They have incredible imaginations and are able, more than any other style, to transfer it directly into their game.

Spraying tee shots hole after hole doesn't necessarily unnerve the Magician. They seem to roll with the punches better than most other styles. Maybe because they have so many shots it doesn't matter as much where they hit it!

Players who are Magicians - Seve Ballesteros, Tom Watson, Phil Mickelson

There are 3 additional playing styles that are detailed in the book "[Every Golfer's Guide to the Development and Mastery of their Inner Game](#)". I expand on examples of players *not* playing from their style in critical situations and how things turned out for them.

Take a close look at the Table of Contents. You'll see there are a full 39 sections to this thorough mental game book. It is comprehensive and incredibly effective at improving your performance on the golf course. In every area. Your all around game will definitely improve and your mental approach to the game will be forever changed for the better.

=>You'll learn how to design your own personal peak states.  
=>You'll take your best range swings to the golf course.  
=>You'll massively improve your focus and mental toughness  
=> Master your nerves and dramatically increase confidence

Make the choice to improve your inner game and experience the true satisfaction so many others like you have of playing their best golf possible. This is a book you will use for a lifetime. You will find yourself referring to it time and time again as your game improves.

Channeling the power of your mind into your game will provide the deepest and most lasting change you can make. Take action now and play at the level you know you are capable of.

To learn more follow this link: [Mental Game Book](#)

Thank you for your time and I value your commitment to yourself.

Wade Pearse

Keeping you on target!