Lee Milteer's Millionaire Smarts® Coaching Program
Get Out of Your Way and Prosper

Lee Milteer Interviews Dr. Gene Landrum

IV. Icons Have Vision and See the End Result

Dear Millionaire Smarts® Members,
This month we have been discussing the importance of getting out of your own way to create success in your outer world. We are all champions if we allow ourselves to be true to ourselves and take control of our mental, physical, emotional, and spiritual life energy. We have to have the attitude that we will do whatever it takes and not let outside circumstances affect our prosperity!

Our celebrity expert author is Dr. Gene Landrum and in during our interview, we discussed his new book, ***Icons and Con Artists-Success comes in Cans, and Failures comes in Can Nots*: *Learn How to Get Out of Your Own Way*.** Dr. Gene is a businessman turned educator and author. He is one of the most important authors today for entrepreneurs, business owners, professionals, and anyone who is interested in high level success on your own terms. There is much we can learn from his example.

One of the important characteristics icons share is vision. They have the ability to see the end result and act accordingly. They use visualization to create their desired outcome. I am a huge believer in the power of visualizing your goals. All success begins with a clear vision, picture, image, and reference in your brain to give it direction on what to do.

Dr. Landrum has a chapter in his book **EMPOWERMENT: The Competitive Edge in Sports, Business and Life** that fit perfectly with this idea. I chose this excerpt because it's great to help you remember to hold your vision and rehearse your desired end results. Dr. Gene has given the Millionaire Smarts® members permission to enjoy the following excerpt for personal use only.

Success Begins with a Vision

I had to be physically and mentally prepared to do a dive. I had to be able to see it in my head.
-Greg Louganis

Do you have a clear vision of your goals? If so, how vividly and in what detail can you visualize them? Those who can't envision success can't achieve it. All success begins with seeing and believing. Superb athletic performance is all about an athlete's ability to visualize doing what is difficult. Conversely, failure haunts the athlete who envisions failure. Those who self-flagellate after hitting a bad golf shot, exclaiming "you idiot" or "you bum, you can't do anything," suffer the consequences of a self-fulfilling prophecy. Winners see a positive outcome in their mind's eye and this positive image more often than not yields a positive result. Syber Vision, a California-based company, that published a series of taped interviews with high achievers from all walks of life,

reported, “Visualization was considered to be the most important aspect these achievers had in common. They sensed with the greatest possible clarity the successful performance of their ambition.”

> *[Visualization] helps us get the “feeling” for a desired performance. For an athlete this means both the kinesthetic or “body” feeling and the “emotional” feel for a performance. Thought precedes action, but there is an intermediate step in this process, that is, thoughts create images that stimulate feeling and feelings that result in action...Athletes who perform effectively will often comment that they are “feeling it,” and when they comment on their performance they say that it “felt” great, not that it “thought” great.*

Imagination Is the Launch Pad for Visualization

In his book *Peak Performance,* Charles Garfield reflected on his experience in training Olympic athletes and future astronauts, observing, “Sustainable high performance begins with an internal decision to excel.” Garfield went on to analyze what he found in the minds and hearts of the winning athletes, “Great accomplishments are always the result of imagination. Almost all world-class athletes, astronauts, and other peak performers are visualizers. They see it, feel it and experience it before they actually do it.”

Dr. Christiaan Bernard, the surgeon who achieved the world’s first successful heart transplant, said he believed humans could achieve anything within the scope of their imagination. The imagination triggers the visualization process. The super-athlete first imagines a desired result-the path of a long putt that ends in the cup or the trajectory of a tennis return that sizzles with topspin into the far corner of the court. Then the athlete begins to execute in unconscious fashion the action that has been internalized from thousands of hours of conscious practice and mental rehearsal. Whether the action is a slow and deliberate putt in golf or a lightning fast return in tennis, the process is the same. Execution is merely a reflex action that has been programmed through prolonged mental and physical experience. There is no way to consciously decide how to execute an action; it has to be automatic and, as Vernacchia observed, it has to be felt rather than thought.

Visualization and Mental Imagery

In the current literature on athletic performance, the terms visualization and mental imagery are used interchangeably to describe the technique that encompasses at least three mental processes: imagining desired results, mental rehearsal and relaxed concentration.

Imagining desired results is only the first step in the visualization process. The next step, often described as mental rehearsal, is imagining the full execution of the action down to the minutest detail. It is particularly important that the mental rehearsal be multi-sensorial and contain vivid images. As the athlete visualizes the execution of the movement, she must imagine the sounds, scents and particularly the feel of that action-a process described by sports psychologist Terry

Orlick as *feelization.* Once "feelization" is achieved, the athlete is able to trust the body to perform the skill instinctively, that is, without the intrusion of rational thought. When this state is reached, the athlete is able to perform in a fashion that is sometimes described as "unconscious."

Why does Visualization (Mental Imagery) Work?

Sports psychologists, kinesiologists and neurologists offer several explanations. The psycho-neuromuscular explanation asserts that imagery strengthens the neural pathways for certain movements by "grooving" a sequence of muscle contractions that predispose the body to execute the contractions in that sequence. For example, power lifters who visualize the sequence of muscle contractions prior to executing a heavy bench press pre-program those muscles to fire in the rehearsed sequence during the actual lift. A second explanation, related to the first, is that imagery may enable the brain to internalize the action in a way that makes the action less conscious and more automatic. In effect, the imagery serves as a mental rehearsal that has a similar effect to physical practice, transferring the image into a "fee." Bio-Informational Theory offers a third explanation, suggesting that the mind, muscles and emotions work collaboratively in the performance of any action and that imagery, if sufficiently vivid and representative of the real action, helps to prepare the central nervous system for the performance of the envisioned action. In essence by simulating the attitudes and emotions associated with the successful execution of a particular movement, the imagery creates a mindset that predisposes the body to execute successfully and attain the envisioned emotional and attitudinal states.

How do the Athletic Superstars Use Visualization?

As noted above, visualization as practiced by the super-athlete embodies three processes: imagining desired results, mental rehearsal and relaxed concentration. Mental rehearsal usually follows and is guided by a visual image of the perfect execution of an action. Describing how he always visualized the perfect shot before initiating his swing, Jack Nicklaus wrote:

> *I never hit a shot, even in practice, without having a very sharp, in-focus picture of it in my head. It's like a color movie. First I "see" the ball where I want it to finish, nice and white and sitting up high on the bright green grass. Then the scene quickly changes and I "see" the ball going there: its path, trajectory, and shape, even its behavior on landing. Then there's sort of a fade-out, and the next scene shows me making the kind of swing that will turn the previous images into reality. Only at the end of this short, private, Hollywood spectacular do I select a club and step up to the ball.*

Imagery, when used as mental rehearsal of a particular action or skill, helps to refine technique and build consistency. However, imagery is also used to establish a proper mind-set for intense competition. When used in this way, it is sometimes referred to as "emotional imagery." Former tennis great John Newcombe described how he used imagery to reduce tension and prepare himself mentally for his matches at Wimbledon:

Let's say I had to play on the Centre Court: before I left Wimbledon the night before, I would walk up to the back of the stands and look down on the court and I'd close my eyes and have a mental picture of the court and myself being one-familiarity, so that when I came out to play there I felt right at home.

Through emotional imagery, athletes familiarize themselves with the battlefield environment and rehearse their reactions to potentially challenging situations that may unexpectedly appear during the heat of battle. Mental and emotional imagery are part of virtually every athlete's repertoire of preparation practices. Shane Murphy, President of the Division of Exercise and Sports Psychology of the American Psychological Society contents, "It's almost impossible to find an [outstanding] athlete who does not use imagery or visualization."

Homework from Lee:
During one of my earlier interviews with Dr. Gene, he gave me a little piece of advice that he does that I actually used in my last book, Reclaim the Magic. Dr. Gene suggested writing the last chapter first. When you start with the end in mind, it gives you a roadmap for where you're going and makes the process much, much easier. Take some time this month to get clear about your vision. Give yourself permission to take time to clearly identify your goals and rehearse the end result.

Your Mindset and Performance Coach,
Lee Milteer

P.S. Go to the membership site this month and download your free gift: Hidden Secrets of Manifesting. In this free report, transcript, and audio ($197 Value) from Lee Milteer, you'll discover 5 specific prosperity strategies for easily removing mental, emotional, and physical "things" from your life so you can attract more life energy and clarity for success.

P.S. #2 Remember to take advantage of the resources on your Millionaire Smarts® Membership page. Each month, we provide you with digital copies of the reports and transcript, an MP3 of the call to download to your mobile devices, information on our featured expert guest and links to free gifts & helpful resources, and supplementary content from our team of expert faculty coaches—who include Dan Kennedy, additional reports from me, Phone Sales Doctor Chris Mullins, Health and Fitness Coach Joe Carabase, Leadership Coach Kevin Eikenberry, Newsletter Guru Jim Palmer, and Sales Coach Steve Clark.

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