

# 6 KEYS TO WINNING SPORTS CERTIFICATION

Valuable Tools To Replace A Losing Mentality  
With The Winning Edge In Any Sport

Presented by Laura Boynton King, CI, BCH



One of the more frequent challenges faced by all athletes is how to improve their performance. They express frustrations that they often possess identical—if not superior—physical attributes to their competitors, yet they're consistently being out-performed by that competitor. In many cases, the problem is rooted in self-doubt, which limits their levels of performance. Using hypnosis and Neuro-Linguistic Programming (NLP), the client will learn how to identify and accept self-doubt. Once this is achieved, the client can stop dwelling on past failures and other negative feelings and images through hypnosis techniques, positive imagery, and concentration-focusing skills. Whether the athlete feels held back by physical fear or by negative comments from competitors, trainers or officials/judges or by performance anxiety, the 6 Key to Winning Professional Certification will help the hypnotist to help their clients' replace a "losing" mentality with the winning edge.

The 6 Keys to Winning Sports Certification will allow you to expand your practice to include athletes of all levels of expertise, from children to professionals. If you are already working with athletes, this class will give you proven new and innovative ways of helping your clients achieve a winning mentality! What you will learn will allow you to work with a wide variety of athletes, as all of the principles cross boundaries - from team sports to individual sports, and at all levels of proficiency.

Every athlete is looking to recreate those moments of flow and being in the zone, where their every movement is efficient and effective. Everything they think and do moves them closer to their goals for their athletic performance, or further away. No matter what sport your client is pursuing – skiing, running, lacrosse, volleyball, football, cheering, swimming, soccer, golf, billiards, and more – you can work with them to learn what actions they can take to improve the probability that they'll spend more time in the zone and less time berating themselves and throwing their club (or bat, racket, etc.).

This comprehensive class will give you crucial and valuable processes to use with your clients - from how to ask the right questions to get to the root of the issue to the valuable hypnotic and NLP techniques that get results. Learn the six (6) universal keys

to dealing with all sports enhancement, and lift the limitations of your outreach. The bonus business tools included in this course will help you expand your practice into the lucrative field of sports hypnosis. Work with all athletes and achieve more success, both in your practice and with your clients.

## What you will learn:

- Unique benefits for using hypnosis for all sport enhancement
- Unique benefits for using NLP for all sport improvement
- Unique benefits for teaching the Natural Laws of the Mind in any sport
- The science behind using these tools for peak performance
- The technology of the mind to create an elite athlete's mind-set
- Tools for creating a natural talent for all of your clients
- 6 areas of performance athletes need in order to be their best
- Tools to effectively work with clients using hypnosis and NLP
- Tried and proven exercises for helping the client release the past failures and build a future roadmap for peak performance
- How to prepare and use the 6 Keys for all sports
- Step-by-step process for clients to follow to achieve their goals
- How to do a customized plan including timelines, action steps and affirmations

## Who should attend?

Whether you are new to hypnosis, or a seasoned professional, this class will expand your ability to help athletes. Hypnosis for athletes is a lucrative business. Parents of aspiring athletes will spend money on equipment, lessons, and just about anything that will help their children succeed. Those athletes who are pushing themselves to greater achievement, whether weekend warriors, semi-pro or professional, are looking for a mental edge that only hypnosis (also called mental coaching) can hone.

Tap into years of accumulated knowledge, learn proven methods and skills, and even new techniques. This class will enable the hypnotist to accumulate a wealth of knowledge to help people of all ages and levels through any and all sports. In addition, you will learn how to reach out to different venues to find clients and build your business so you can help even more people of all ages - and make more money.

## Take-home materials

- Books by Laura King will include *Awesome Athletic Performance*, *Power to Win (for the Equestrian)*, *Awesome Golf Now* and *Awesome Tennis*
- 6 Keys to Winning Scripts – generic verbiage to apply to any sport
- Specific Scripts (Including specific Keys to Winning if applicable) for equestrian, golf, tennis, cheering, baseball, football, crewing, ice hockey, gymnastics, motorcross, billiards, diving, running, swimming, soccer and dog showing
- Sports Resource Manual
- Putting It All Together - Achieve System Booklet
- Copy of PowerPoint Presentation
- PowerPoint printout for note taking
- Outline of what to discuss with the client on each of the above subjects
- Copy of PowerPoint Presentation for use with training and presentations in your own practice for any sport
- Subject Chapters in flyer form for hypnotists to give to clients

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## Agenda:

### Day One

- Meet the classes and objectives of everyone in the class.
- Introduction and Objectives of this class

What is hypnosis and why do you need it to enhance performance?

What is Neuro-Linguistic Programming and why do you use it for sports improvement?

- **Key #1 – Basic Relaxation: Your Physical State: From Tension to Relaxation**

Mental pressure creates muscle tension. Peak performance is accessed by mind-body relaxation. This program is designed for daily stress reduction for the sports athlete.

With this program, you will help your client get rid of physical and mental tension. Your client will release unwanted muscle tension and replace it with a pleasant feeling of peacefulness and harmony within the mind and body.

- **Key #2 – Positive Self-Talk: Your Self-Talk: From Negative to Empowering**

It's a fact that habitual negative self-talk produces limiting beliefs that ultimately sabotage performance. The key to consistent, peak performance is to train your client's brain to change both their subconscious and conscious messages. This program will give you the skills to help your client to automatically cancel negative thoughts or beliefs and transform them into expectations of success.

- **Key #3 – Gaining Concentration: Your Focus: From Scattered to Optimal**

This program is designed for focusing on the preparation of a performance, where distractions inside your clients head are non-existent and outside distractions do not register. You will become the expert hypnotist at helping your client become more consistent every time they perform. You will gain tools to teach control of your client's ability to focus through increased self-discipline, self-awareness, and concentration.

Laura King is one of the first trainers to discuss the technology of the mind needed to create an elite athlete mind-set. Learn the science behind the tools Laura has used with Olympic and professional athletes, as well as aspiring athletes of all ages.

Every athlete wants to improve their performance. No athlete is satisfied on a consistent basis with how they perform; it's the nature of the beast. But what are the challenges, the obstacles, the limits that prevent an individual from achieving peak performance? Working with professional athletes, and moving them from mediocrity to excellence or from spotty to more sustained excellence, Laura King knows how to help athletes break through to the next level, create focus and extinguish performance anxiety. And now she has packaged her tools and process into the Six Keys to Winning Professional Certification.



**Laura Boynton King** is a veteran hypnotist with certifications in Sports Hypnosis, Pain Management, Hypno-Oncology, Stress Reduction, NLP and Life Coaching and more. Laura is a certified NGH hypnosis instructor and a certified NLP instructor. She is the author of seven books, a regular contributor to several publications, a highly sought after speaker and the originator of the DISCOVER PROCESS™, outlined in her book, *Perfect Enough*. Through this process, Laura uses practical techniques to help anyone achieve happiness and balance. As the director and founder of Summit

Dynamics LLC, which includes Summit Hypnosis Centers, Summit Press and Summit Performance, Laura sees an average of 50 clients a week. When she's not writing (7 books and over 300 published articles, CDs and DVDs), teaching or seeing clients, Laura frequently provides keynote addresses and seminars for national organizations like the LPGA. She also served as a consulting hypnotist for two medical clinics: Women's First and Palm Beach Oncology's Sari Asher Center for Integrative Cancer Care in South Florida. With over 25 years exploring the study of human excellence, positive behavior modification and wellness, Laura has an unsurpassed grasp of the human condition. Learn Laura's unique combination of hypnosis, Neuro-Linguistic Programming (NLP) and Life Coaching that she has used to help individuals with even the most difficult of issues to create positive and lasting change.

- **Key #4 – Release of Performance Anxiety: Your Emotional State: From Anxiety to the Zone**

This program is designed for the release of negative emotions of anxiety and worry that come up before or during client's sporting and competition events. Through the use of imagery the client is guided to focus in the present, to perform with full attention, and to take one challenge at a time. Replace feelings of anxiety with being a winner.

### Day Two

- **Key#5 – Fearless Performance: Your Mental State: From Fearful to Fearless**

This program will consistently transform the voice of past fears and failures during performances into positive, empowering self-talk. When the mind creates fear, learning and progress are immobilized. You will be able to lead your client through an imagery experience to release negative fear and transform it into positive thoughts for success.

- **Key #6 – Peak Performance: Your Expectations: From Mistakes to Peak Performance**

This program will teach you the technique of mental rehearsal. Through repetition of hypnotic suggestion, you can communicate with your subconscious mind, and program your equestrian experience for success. Learn to prepare your mind through relaxation, imagery and suggestion; gain greater focus and concentration

- **Putting It All Together**

Detailed Explanation of Scripts for all 6 Keys to Winning Materials for the hypnotist to be an expert Sports Hypnotist

- **Goal Setting and Achieving**

Layout of sessions to do for any sports program using the Achieve System

- **Being the Expert Sports Hypnotist Business Plan**

Complete roadmap to a six-figure income in Sports Hypnosis for any sport. Overview of the opportunities available for Hypnotists in the area

- **Question & Answers**

## Testimonials

*"I'm excited about all the juicy new material you have provided me. I am planning to attend the Convention. You inspired me to reach out to my local Center and I had a formal sit down discussion with your PowerPoint presentation. It was received very positively. You did a wonderful presentation in Las Vegas! I would like to be added to your email list if you are doing any future talks that I am able to attend."*

—Rachel Whyte

*"As always, an amazing presentation. You are clear, concise, and passionate; all things that inspire your attendees...I'm looking forward to the next talk of yours I get to attend."*

—Michael Buenti CH

*"Thank you for your great presentation. I would love to attend other trainings you offer."*

—Sandra Benedict

*"You gave an excellent presentation...Thank you for your generosity and for being an inspiration."*

—Bonnie Hammersley CH

*"It was fantastic...I really appreciated your passion, your knowledge and your overall understanding of the topic..."*

—Allen Goldman

*"THANK YOU so much for the AWESOME lecture today...I REALLY enjoyed it! Your clients are lucky to have such a passionate person to help them achieve their goals...we are too for you helping us today"*

—Paul Gordon

**Course #224**  
**Wed-Thu, August 9-10th**  
**\*Tuition: \$375**  
**Session begins at 9 AM**

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