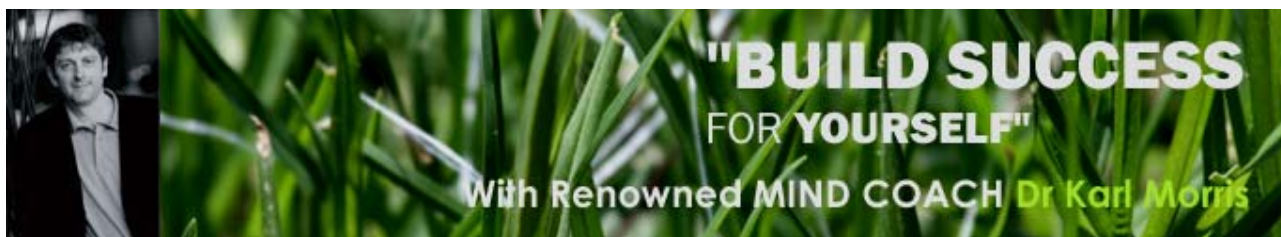


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GOLF - THE MIND FACTOR NEWSLETTER: 7 January 2009 by Dr Karl Morris

Features included in this newsletter:

- Happy New Year!!
- It Looks Huge!!
- **MIND FACTOR** 2009

Welcome to the first **MIND FACTOR** newsletter of '09 and a Happy New Year to you all! It appears Christmas seems to drag on for longer and longer these days and I for one can't wait to look at the possibilities for the New Year. I am not going to start this letter off with the usual stuff about the credit crunch and it is just a matter of having the 'right attitude'. We are without doubt going to be faced with a once in a lifetime set of challenging economic events and just thinking differently or using affirmations and a positive mental attitude will NOT have much impact. It is all about a careful consideration of the **ACTIONS** you need to take, the tasks you need to complete and the opportunities you need to embrace. For me, 2009 needs to be a year of **LESS THINKING** and **MORE DOING** and I look forward to spending some time with you on a regular basis to share with you what I feel are some pretty exciting discoveries.

IT LOOKS HUGE!!!!

We all know this as being something of the obvious but there is no doubt that when we are holing everything, it **DOES** seem the hole **IS** bigger.

"It seemed as **BIG** as a **BUCKET**" is one of the more frequent terms we have all uttered over the years when the ball has found its way into the hole on that day when the game just **SEEMED** easy. Well, it seems now that science can back up just how important it is for us to **SHAPE** our **PERCEPTION** and do all we can to make the hole **SEEM** bigger. Researchers at Purdue University in Indiana USA asked a number of golfers in the project to **ESTIMATE** the size of the hole after they had played a round of golf. As we know, the diameter of a hole 4.25in (10.8cm). After they

had played, the golfers were asked to select one of nine black holes from a poster, ranging in size from 3.5in to 5.1in to represent what they PERCEIVED the true size of the hole to be.



The players who selected the 'larger holes' were (surprise, surprise) the players who had just come off the golf course with the lowest scores!!!

In another experiment players putted in a laboratory and then were asked to sketch a drawing of what they thought was the size of the hole. The players who had just tested as the best putters in the lab drew BIGGER holes!!!!

Jessica Witt who led the study has said her future research is going to focus on what visual aids a golfer could use to make the hole seem bigger.

This is something I have talked about for a number of years in it is vital when practicing for your game that you take steps to 'SHAPE YOUR PERCEPTION'. There is so much we can do to actually 'trick' the mind into performing better.

I used to do the obvious and have players working on their putting with a tee but now I think a tee is FAR TOO BIG!!!

I have had some really outstanding successes with a couple of Tour Players by having them putt to a NEEDLE!!!

Just imagine how the brain, when it is first given a task that is so apparently difficult, finds a way to do it and then when confronted with the 'lesser task' of putting the ball into a HUGE hole responds with success. This is such a 'win, win' because if you miss the needle your brain automatically lets go of that as it assumes even though it missed the needle the ball would have still gone into the hole.

Begin to think now as you consider what you are going to do with your practice this year on how you can start to make the hole LOOK bigger!!!

MIND FACTOR 2009

2008 was another amazing year for the **MIND FACTOR**, with more people than ever discovering how the simple techniques I teach can transform their game.

Success comes at a price though – my one-to-one coaching is pretty much full for the year.

Thankfully, over 70 more **MIND FACTOR** Coaches gained their Certification in 2008, which means there are now 130 Certified **MIND FACTOR** Coaches worldwide who can provide one-to-one coaching in **MIND FACTOR** techniques.

What's more, I will shortly be opening the doors to my new [online coaching programme](#).

This is really exciting because, for the first time, you'll be able to learn and apply the techniques at your own pace, under the guidance of the certified **MIND FACTOR** coaches. Plus, you'll be part of a community of like minded individuals. It's an ideal stepping stone between my books and audio programmes and live **MIND FACTOR** coaching.

To whet your appetite, [I've prepared a report](#) which you can download free of charge.

In this quick and easy 11 page report, you'll learn:

- The truth about the swing that can stand up under pressure
- The importance of the mental game
- How players and golf pros/coaches can create a win/win environment
- How to tell what type of golfer you are
- Why relaxation is a learnt skill
- What the Golf **MIND FACTOR** means for you

Take a look, and if you think this is right for you, [please join my earlybird list](#) and I'll give you a head start over everyone else.

MIND FACTOR COACHES, NEW DATES and **MIND FACTOR** CERTIFICATION ONLINE!!!

The **MIND FACTOR** Coach certification in Manchester 2008 was a truly awesome week. Another 70 coaches from all over the world enjoyed a great 4 days of learning.

MIND FACTOR 2009 COURSE

We can now announce the dates for the **MIND FACTOR** Certification in November 2009 in Manchester.

14th – 19th November is the LIVE training

MIND FACTOR Certification will shortly be available online

Happy New Year, and here's to lowering your scores further in 2009!